

Life  
Lessons

## Ruth Zukerman

Failure can lead  
to positives  
p50

## CBAM

New EU tax will  
hit imports  
p44

## Tomasz Groń

"Benefit Systems  
is giving access to  
5k clubs"  
p32

## Kevin Teixeira

Dubai is a hotbed  
of independents  
p70

ON THE COVER

# Jennifer Aniston

On joining the team at Pvolve p14





**LES MILLS**  
**Shapes**

Low impact, high-intensity  
sculpt training

---

Want to learn more? Get in touch today



Pilates and stretch are back in a big way with young members – the Gen Z Fitness: Cracking The Code 2023 report revealed these workouts to be in their top three most popular group fitness classes.

That's why we've designed LES MILLS SHAPES a progressive boutique-style training program that brings the burn.

Win Gen Z over with a low impact, high intensity workout inspired by Pilates, Power Yoga and Barre. This addictive workout challenges muscles, develops core strength and improves postural alignment.

It's suitable for all abilities and has only one requirement – mastering the burn.

**SKILLCOURT®**



# TEST AND TRAIN BODY AND BRAIN

## APPLICATIONS IN MEDICINE AND SPORTS

The **SKILLCOURT®** is a diagnostic and training system that accurately captures the movement of individuals in space using artificial intelligence and specialized sensors. It trains visual, cognitive, and motor skills through targeted exercises. Based on scientific findings, it has successfully developed a training program that improves abilities such as concentration, memory, responsiveness, and orientation.

Based on scientific knowledge, it has been possible to offer a training program that improves abilities such as concentration, memory, responsiveness, and orientation.

**GET MORE  
INFORMATION**

### **NEURO-REHABILITATION**

Tests and exercises for effective and motivating rehabilitation

### **RETURN TO WALK-RUN-PLAY**

Systematic process to reintegrate athletes into competition as well as for knee and hip replacement patients

### **FUNCTIONAL DIAGNOSTICS**

Qualitative and quantitative analysis of posture and movement





## Reverse globalisation

**The making and shipping of products long distances is contributing to earth death. Now the EU is introducing import/export laws to force companies to localise their supply chains**

Import-export legislation isn't the most sexy topic and for those focused on their own businesses and lives, the majority of changes to these kinds of legal frameworks are likely to go unnoticed.

However, the EU has been working hard on a new law that takes effect from next month (October 2023) and that will change the shape of supply chains, with implications for operators and suppliers (see page 44).

Called the Carbon Border Adjustment Mechanism – or CBAM for short – it's all part of the EU's ambition to make Europe the first climate neutral continent by 2050.

Parts of this goal are to be realised by 'disincentivising' the import of goods and materials from countries with lax environmental standards, or where shipping long distances causes harm to the planet.

The EU's view is that it isn't OK for Europe to hit its eco targets while still importing from countries which are pumping out carbon. Neither is it OK to be shipping things around the world that could be made locally, so CBAM is basically a push for reverse globalisation.

To deliver on this goal, carbon taxes will be payable by all companies importing into the EU and it's believed that eventually, the greater distance goods and materials have to travel, the more tax will be due.

Although the UK is no longer technically part of the EU, it's thought it will align with this new process.

The timeline for the introduction of CBAM will see the final tranche of legislation coming into effect in January 2026 – in only 15 months time – so the rollout of the law will be rapid, forcing companies to adapt.

The new tax landscape will mainly hit the makers and importers of fitness equipment and other kit for health clubs, however, in a facility-based market this in turn will impact operators, meaning we'll see some disruption in the supply side of the industry where companies have not been aware of or preparing for CBAM.

There will also be work to be done reversing current practices where supply chains were set-up in non-EU countries with less ambitious environmental policies to avoid the EU Emission Trading System.



PHOTO: SHUTTERSTOCK/TN TOWNLEY

The EU is clamping down on carbon-heavy imports

**“The new tax landscape will affect the makers and importers of fitness equipment and so will – in turn – impact operators”**

Because CBAM will favour companies that manufacture within the EU, it's likely we'll see some movement in the sales rankings of major suppliers and perhaps a flurry of M&A activity.

We also expect discussions to be held around contracts where operators have committed to longer terms with suppliers who have to raise prices.

Ultimately, this is the reality of the climate crisis and if we don't adapt, we won't have a planet to live on, so the industry needs to move fast and with energy and purpose to accommodate this new reality.

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

# HCM CONTENTS

## Uniting the world of fitness

ISSUE 8 2023 No 317



14 Jennifer Aniston

PHOTO: PIVOL/JENNIFER ANISTON/ZOEY GROSSMAN

### 05 Editor's letter

New legislation is changing import tax on goods and materials from outside Europe and will trigger a reorganisation of supply chains, says Liz Terry

### 12 Letters

Andy King says the industry will be doing men and their families a great service if it enables them to make meaningful friendships

### 14 HCM people Jennifer Aniston

The A-Lister has joined growing operator Polve to work on product development, marketing and programming strategy as it launches its global franchising model

### 18 HCM people James Winterbottom

The Wigan Deal has saved £170m and enabled facilities to stay open by deepening engagement with the health service and the communities it serves

### 24 HCM news

The board of Planet Fitness ousts CEO Chris Rondeau and Crunch Fitness adds Amazon One palm recognition for club access

### 32 Interview Tomasz Groń

The MD of Benefit Systems tells Kate Cracknell how the company gives access to 5k facilities through its MultiSport card

### 44 Talking point CBAM

The EU is introducing laws to tax imports, with extra penalties for goods and materials from countries with lax eco standards. HCM's panel explains

### 50 Life lessons Ruth Zukerman

The co-founder of SoulCycle and Flywheel tells Kath Hudson how she's found new direction through dealing with adversity

### 54 Listen up

We need to change the language we use as a sector if we are to be understood and taken seriously by governments and investors, says David Minton



PHOTO: NICK

**50** Ruth Zukerman, co-founder of SoulCycle and Flywheel



PHOTO: INHERIT SYSTEMS

**32** Tomasz Groń



PHOTO: LANSERHOF

**60** Invitation-only clubs



PHOTO: WAREHOUSE GYMS

**70** Kevin Teixeira, Warehouse Gyms

## 60 Invitation only

A new breed of health clubs is emerging with joining rules that include invitation-only and referral, with some requiring medical and training assessments, as Kath Hudson discovers

## 70 Profile Kevin Teixeira

The MD of Warehouse Gyms in Dubai tells Liz Terry about growing the business and the power of independents

## 78 Special report Strength revolution

The booming market for strength training is driving growth in everything from hardware to programming, as Steph Eaves discovers

## 90 Unlocking potential

Recovery is hitting the mainstream and with an increasing number of percussive and vibration therapies on offer, Steph Eaves checks out the options

## 96 Reader services HCM Directory

The HCM directory is part of a network of resources for buyers that includes [www.HCMmag.com/CompanyProfiles](http://www.HCMmag.com/CompanyProfiles)

## 98 Research Next generation

New research shows that children who get involved with organised physical activity in the first two years of school develop more powerful reasoning skills

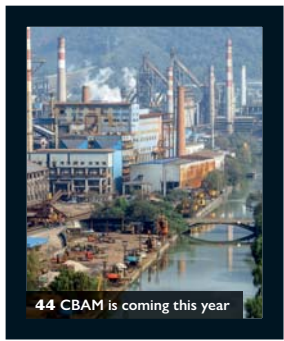


PHOTO: SHUTTERSTOCK/AROSTOK

**44** CBAM is coming this year

## MEET THE TEAM

[theteam@leisuremedia.com](mailto:theteam@leisuremedia.com)



Editor  
Liz Terry

+44 (0)1462 431385



Publisher  
Jan Williams

+44 (0)1462 471909



Managing editor  
Steph Eaves

+44 (0)1462 431385



Head of news  
Tom Walker

+44 (0)1462 431385



Editor-at-large  
Magali Robathan

+44 (0)1462 431385



Assistant editor  
Megan Whitby

+44 (0)1462 471906

Email us:

[fullname@leisuremedia.com](mailto:fullname@leisuremedia.com)

Customer service

+44 (0)1462 471901

Advertising

+44 (0)1462 431385

Subscriptions

+44 (0)1462 471910

Circulation

+44 (0)1462 471932

Finance

+44 (0)1462 471930

Credit control

+44 (0)1462 733477



## Choose how you read HCM

### HCM digital

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

### Print

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

### HCM PDF

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

## Other resources from HCM

### Fit Tech magazine

[www.fittechglobal.com](http://www.fittechglobal.com)  
[www.fittechglobal.com/archive](http://www.fittechglobal.com/archive)

### HCM Handbook

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

### HCM Online library

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

### HCM Ezine & Instant Alerts

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

### Leisure Opportunities jobs & news

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

### Buyer Search Engine

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



**To subscribe to HCM in print** (*Health Club Management*): log on to [www.leisuresubs.com](http://www.leisuresubs.com), email [subs@leisuremedia.com](mailto:subs@leisuremedia.com) or call +44 (0)1462 471930. Annual subscriptions: UK £45, Europe £57, rest of world £80, students (UK) £22.

**Style:** HCM follows an editorial house style which precludes the use of marketing devices in body text and headlines, eg: capitalised or part capitalised names and registered trademarks. CamelCase is allowed. Contact the editor for more details – [lizterry@leisuremedia.com](mailto:lizterry@leisuremedia.com).

**Copyright details:** HCM (*Health Club Management*) is published 12 times a year by Leisure Media, PO Box 424, Hitchin, SG5 9GF, UK. The views expressed in this publication are those of the authors and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd 2023.

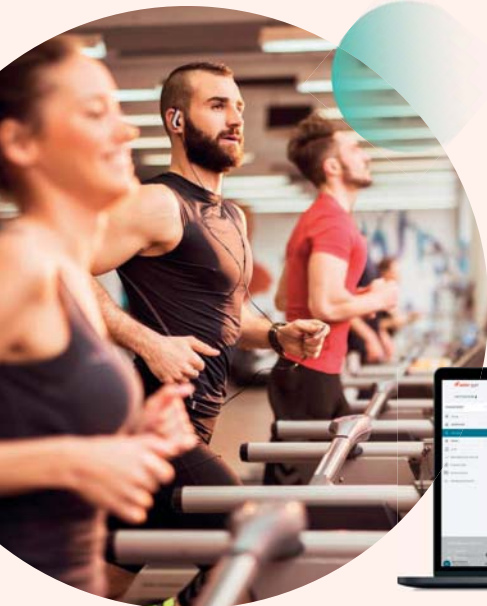
**Print and distribution** Printed by The Manson Group Ltd. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally.

©Cybertrek Ltd 2023 ISSN 1361-3510 (print) / 2397-2351 (online)



# SOFTWARE THAT POWERS GROWTH

GET FUTURE-READY WITH FLEXIBLE  
ALL-IN-ONE GYM MANAGEMENT SOFTWARE



- Best-in-Class 'API First' Technology
- Embedded Full-Service Payments
- Smart Marketing Automation
- Member Self-Service
- Digital Joining & Onboarding
- Dashboard & Analytics
- Recovery & Retention
- Integrated Access Control



*"I appreciate how simple and effective Xplor Gym is – It's easy to learn, new staff members have completed the basic training in 10 minutes on their first shift. I'd recommend Xplor Gym to other gym operators because of how simple it is. It has everything you need without unnecessary complication."*

Luke Tyler, Head of Health and Wellbeing Services, YMCA Black Country Group

Discover how Xplor Gym can elevate your fitness business.  
Book a free demo [www.xplorgym.co.uk](http://www.xplorgym.co.uk) | [hello@xplorgym.co.uk](mailto:hello@xplorgym.co.uk)



A man with a beard and extensive black and grey tattoos on his arms and neck is looking upwards with his right hand raised. He is wearing a light grey t-shirt. The background is a bright, out-of-focus indoor space with large windows and other people's hands raised in the air.

**There's only  
one studio  
like yours.**

# There's only one software like ours.

Everything you need to run—  
and grow—your business.



To book a demo or learn more, visit [uk.mindbodyonline.com](https://uk.mindbodyonline.com)

# Write to reply

Fuel the debate about issues and opportunities across the industry.

We'd love to hear from you –

[letters@leisuremedia.com](mailto:letters@leisuremedia.com)



*If men could be supported to make new and deeper friendships, this would be a good service for our industry to deliver*

## Andy King

Director, Miova

As the sector continues to debate the pivot to active wellbeing there are clues cropping up all over the place about what this actually means. An article in *The Guardian* focusing on men and their inability to forge deep, meaningful friendship prompted me to post it on LinkedIn proposing that our sector could play a part in addressing this situation.

The issue in a nutshell is that men find it harder as they get older to make new friends and even if they do, often these friendships are a little shallow and, therefore, not emotionally fulfilling.

If you correlate this to the fact that suicide is the biggest killer of men under 50 (a rate of 15.8 per cent per 100,000 compared to 5.5 per cent for women) it suggests that if men



Andy King

could be supported to make new and deeper friendships, then this would be a good service for our industry to deliver for men (and in turn their families) and would go some way to improving population health, which needs to be part of our new purpose.

I can relate. We moved to Lancashire just before we had our two children and I was opening the first Virgin Health club. I was pretty

busy and had moved away from my friends, as had my wife. I did sport (triathlon) but trained alone or with my wife. I had no mates, even though I spent all day with people – mostly staff and members.

We later moved to Cumbria and through coaching rugby made friends with other parents and have since done long bike rides and hikes and walk the dog each

PHOTO: GUY ACTIVE





Can the sector help men find new friends to support their emotional and mental health?

“

*Men find it harder as they get older to make new friends and even if they do, often these friendships are a little shallow and, therefore, not emotionally fulfilling*

week with friends I can talk with about anything and everything.

I'm happier and more content with the release valve we unintentionally offer each other. Interestingly, even though my wife worked and raised the kids with little help from me while we were in Lancashire, she forged deep lasting friendships that survive today.

So can the sector reach out and create opportunities for men of all

ages to find new mates? Judging by the deluge of examples that followed my LinkedIn post, the answer is yes indeed! Some amazing examples were posted and I'm sure there are many others out there right now.

A few of us are determined to find many examples of the work that goes on now across the country to highlight best practice and give the policymakers an insight into how – if

scaled and co-ordinated – a true wellness movement can be created that will significantly move the dial on improving population health and closing the inequality gap.

I'd love to hear examples of how you're doing exactly that so we can help create the proposition for the sector that will take us to the next level in our mission. ●

Email: [andy.king@miova.co.uk](mailto:andy.king@miova.co.uk)



Some of Aniston's favourite workouts are done on the Pvolve Precision Mat

# HCM people



*I'm excited to spread the word about the incredible Pvolve method*

**Jennifer Aniston**

**Team Pvolve**

## **How did you come to work with Pvolve?**

In 2021 I had a really bad back injury and I don't feel like myself when I'm not able to work out.

I had a friend who'd already been doing Pvolve and not only did I notice her complete transformation – physically and in her energy levels – but she also explained that Pvolve's functional fitness method respects where your body is at and allows you to work around your current limitations.

This means you don't have to 'sit on the bench' and wait for full recovery before starting the method.

## **So you starting doing the Pvolve method while recovering from the back injury?**

Yes, I ordered the equipment and started streaming the workouts at home and instantly fell in love with the programme and its results.

Once I was back to full strength, I saw how broad the range of workout options are and I was hooked.

It's completely different from anything I'd tried before and that's what made me want to get involved with the company.

## **Tell us about your partnership with Pvolve**

I've been a member of Pvolve since the injury in 2021 and have really fallen in love with the method.

As a result, I'm now officially partnered with the brand and am working closely with the Pvolve team on things such as product development, marketing and programming strategy.

## **Tell us more about the method and why Pvolve has been so effective for you**

The company has a clinical advisory board which is comprised of medical doctors and experts in women's health, kinesiology, biomechanics, physical therapy and

other disciplines, who have input into the development of the workouts to ensure their effectiveness.

Along with the advisory board, Pvolve is actively engaged in clinical studies that help validate the efficacy of the workouts and to deliver insights which are used to continually improve the method.

The board is also tapped to help Pvolve develop content that supports women throughout various life stages, such as pre- and post-natal and menopause.

## **You've named some of your favourite workouts too...**

I've been working out with Pvolve's director of training and head trainer, Dani Coleman and during our sessions, we use the Pvolve patented equipment, such as the P.ball, P.band and P.3 Trainer, along with my favourite combination, which is the Precision Mat, used along with ankle bands and gliders.

Pvolve members can then take classes with Dani online and in the LA studio, as well as doing my favourite on-demand workouts on [www.Pvolve.com](http://www.Pvolve.com), where's there's a collection of workouts available called 'Jen's Picks'.



*There's a curated collection of workouts called 'Jen's Picks' that members can do online and in the studio*

Pvolve has developed a range of proprietary equipment



PHOTO: P.VOLVE

### ► What's your favourite Pvolve routine?

I especially love movements that work my core and arms and the P.band and P.ball and gliders are really great for that, plus they're easy to pack when I travel.

I also like the precision mat because it visually helps guide you through the movements.

### Tell us about the new Pvolve ad campaign that just launched

The ad is called 'A strength that sets you free', and was filmed recently in Los Angeles.

I worked with the Pvolve team and creative agency 72&Sunny and the ad was shot by Academy Award winning director, Loren Denis, with Linus Sandgren as director of photography. We also had celebrity photographer Zoey Grossman there to capture stills for Pvolve.

The ad is being distributed via social media and also streaming on platforms such as Hulu and Peacock.

I'm excited about the launch of the new campaign and to spread the word about the Pvolve method.

I hope everyone tries it and experiences firsthand how incredible your mind and body feel when you work out in this way.

No matter your fitness level, you can start where you are and I think people are going to love it.

### About Pvolve

Working with biomechanists, Pvolve has created a functional fitness method that uses patented proprietary equipment and respects natural movement patterns, such as sitting, standing, walking, running, reaching and twisting.

Benefits can include improved coordination, mobility, balance, postural alignment and movement longevity and by adding resistance training to the mix, Pvolve also helps improve muscle tone, muscle endurance and overall musculoskeletal health.



PHOTO: P.VOLVE

Designed as a hybrid model, members can join live and on-demand classes on [www.Pvolve.com](http://www.Pvolve.com) and on the Pvolve App or attend an in-person class at corporate or franchise studios – currently in New York, Chicago, Los Angeles and San Diego.

Speaking to HCM exclusively earlier this year ([www.hcmmag.com/Pvolve](http://www.hcmmag.com/Pvolve)), Pvolve's Julie Cartwright and Rachel Katzman shared their vision of growing a global brand and extending their franchised operations, saying: "We've spent the last five years building the foundation of a business model designed to scale...we plan to have 250 studios by 2025."

"From our base of digital members in 70 countries and four studios in the US, we'll have multiple locations in Canada by the end of 2023. We've also had a huge interest from the UK and plan to expand



The company has four proof-of-concept studios and is now growing through franchising



*Designed as a hybrid model, members can join live and on-demand classes, as well as attending in-person classes*

there this year. This is in addition to global growth in digital members, since the two work hand-in-hand.

"We're changing the conversation around fitness and want women to learn they don't have to sacrifice feeling good for looking good," they said. "We see Pvolve expanding globally, giving women more choice in how and when they work out and providing an ever-greater connection between fitness, health and wellness that incorporates the latest in scientific inquiry."

Speaking about signing up an A List celebrity to drive growth, Katzman said: "I was blown away when I found Jennifer Aniston was doing the workouts at home. The fact someone so advanced in their fitness journey and with access to a world of options, fell in love with the method after experiencing its benefits, is a dream come true." ●

Watch the ad: [www.hcmmag.com/Anistonad](http://www.hcmmag.com/Anistonad)



Aniston has joined the Pvolve team



*The social value of our  
Be Well teams was  
conservatively put at  
£13.46m last year*

## James Winterbottom

**Director of strategy and innovation  
Wigan Council UK**



PHOTO: WIGAN COUNCIL

Winterbottom is  
now planning for  
the next 10 years

### **What is the Wigan Deal and how did it come about?**

The driver was the UK's coalition government announcing austerity measures in 2010/11. Wigan council didn't want to slash services, especially for vulnerable residents, so needed to find a different approach.

An innovation pilot for adult social care had been ongoing and a politically-led movement for change was scaled up from the insights we'd gained through this approach.

This happened across all services and saw us building a different relationship with our communities and a fundamentally different approach to delivering public services.

The end result, called The Wigan Deal, is an asset-based, integrated joined-up approach, which starts by finding out what people love to do and then looks at how the council can connect them to those positive things in their lives. It's about having in-depth conversations and working alongside community-based organisations to find creative solutions, rather than going through a checklist.

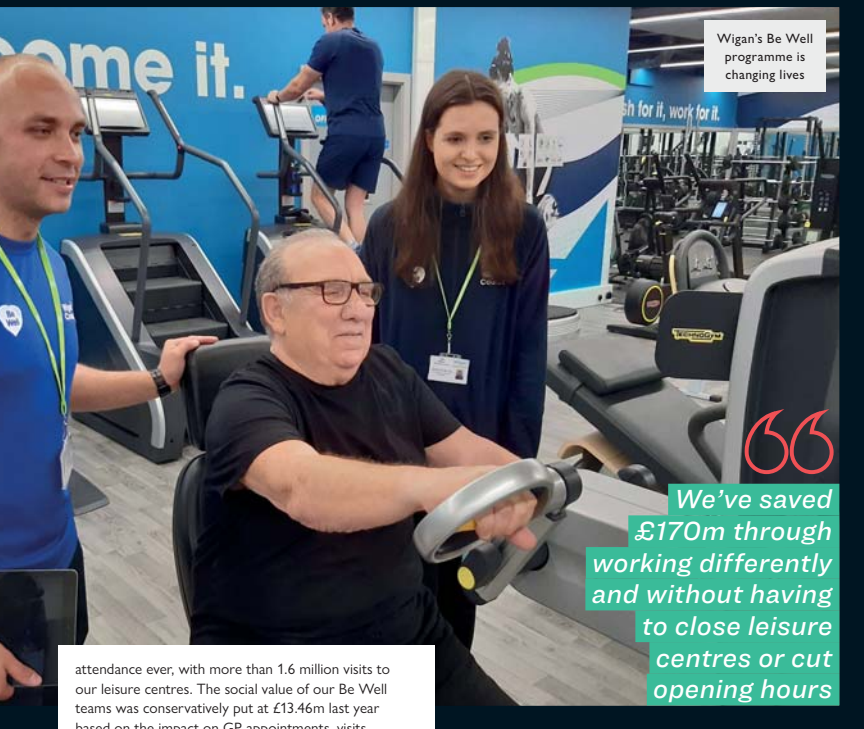
### **How successful has it been?**

We've saved £170m through working differently and without having to close leisure centres or shorten opening hours.

We have a really engaged workforce, more paid-for members than ever, better retention, more children swimming and last year we had our best







Wigan's Be Well programme is changing lives

“

We've saved  
£170m through  
working differently  
and without having  
to close leisure  
centres or cut  
opening hours

attendance ever, with more than 1.6 million visits to our leisure centres. The social value of our Be Well teams was conservatively put at £13.46m last year based on the impact on GP appointments, visits to health practitioners and the improved health and wellbeing of people coming to our facilities.

### ***How important have leisure services been?***

Leisure has been absolutely central and was one of the reasons the council took the decision to bring operations back in-house in 2021. Going forward, we think our leisure teams have a huge role to play in helping those living in disadvantaged communities to be healthy and we're looking at how to develop the career pathways for health and care and feel it's a great opportunity for our leisure workforce – especially given the skills, experience and capabilities they have.

During the worst of the pandemic, a number of our leisure teams volunteered to support our critical services. Many worked with adults with learning disabilities living in supported housing and achieved great outcomes by building wonderful relationships and showing them and staff members how to cook healthy meals and get active in outdoor spaces.

We have seven primary care networks in Wigan and seven leisure centres. For a number of illnesses, individuals are connected to our Be Well leisure team and signposted to concessionary wellbeing interventions. There's a range of packages to support people to access the provision and we hope it's the start of a lifelong interest in life and wellbeing and that they'll remain as customers afterwards.

One area which has been particularly successful is our cancer pathway, as physical activity interventions have been shown to improve outcomes, post-surgery recovery and overall social interaction. Building on the success of a breast cancer pilot, the team now supports both the urology and haematology cancer pathways with hopes to expand this in the future.

### ***How does The Wigan Deal work in practice?***

The combination of training our staff to leave behind preconceived ideas and prejudices about

- ▶ what they think someone might want and focusing on the human being in front of them, alongside investment in our communities, means that often we can find a community-based solution.

One example is a man with early onset dementia whose wife had got in touch because she needed help to care for him. The social worker went to meet the family and started a conversation about how things were for them. The story unfolded that he had always been a keen runner but, after getting lost a couple of times and being brought back by the police, the family had been told to keep him at home. Prevented from doing his hobby, his physical and mental health deteriorated, which had led to the cry for help from his wife. When the social worker said "we need to get you running again" he came to life for the first time in the conversation.

The social worker met with the manager of the local community centre, who remembered the man and connected him with another runner who lived in the same area. He then called in for him each day to go for a run. Back doing what he loved, the man's mental and physical health improved and there was no need for a social care intervention.

Without that social worker being trained to have a different conversation and being given the permission to innovate and look for a creative solution, the man with dementia would have ended up receiving a traditional day centre service referral, which isn't what he or his family wanted, and this outcome would have cost the council thousands of pounds.



*The challenge we face now is different from austerity. We're dealing with significant demand brought about by social issues, such as the cost of living crisis and the pandemic*



65 per cent of participants increased their activity levels

PHOTO: WISDOM COUNCIL





## Wigan insights

### Background

- \* During the last 12 months, 4,582 people have accessed Wigan's targeted health improvement offer
- \* 28 per cent live in the lowest socio-economic areas and 25 per cent have at least three health conditions
- \* The most commonly cited health conditions were overweight/obese (42 per cent); musculo/skeletal (22 per cent) and high blood pressure (18 per cent); chronic obstructive pulmonary disease (COPD) (12 per cent) and depression and anxiety (11 per cent)

### Outcomes

- \* 49 per cent felt less isolated
- \* 77 per cent of older people felt more confident in conducting everyday tasks
- \* 79 per cent reduced their risk of falling
- \* 74 per cent improved their mental wellbeing
- \* 44 per cent lost at least 3 per cent of their weight
- \* 30 per cent lost more than 5 per cent of their weight
- \* 65 per cent increased activity levels
- \* 85 per cent are eating more healthily

### What are the next steps?

We're now taking the lessons we've learned in the past 10 years and looking at moving forward to meet the challenges of the next decade. The Deal was a response to austerity, but the issues facing our communities are different now, we're dealing with significant demand which has been brought about by social issues, such as the cost of living crisis and the pandemic.

Social care now accounts for 70 per cent of the council budget and with an ageing population we're expecting this to rise to 80 per cent.

We're currently working with consultancy SLC ([www.slc.uk.com](http://www.slc.uk.com)) to evaluate our services: looking back on what has been successful and developing that further, as well as continuing to be creative and innovative, taking on board the energy and suggestions of our teams.

Part of the change will be transforming our leisure centres into wellbeing hubs and we've already allocated space for clinical teams and other community-based organisations to work out of our leisure centres. ●

## Planet Fitness ousts CEO Chris Rondeau

The board of Planet Fitness has ousted Chris Rondeau from his role as CEO, effective immediately, replacing him with Craig Benson, a member of the board and business heavyweight.

Board chair Stephen Spinelli said: "As we enter the next chapter of Planet Fitness's journey, the board felt now was the right time to transition leadership."

Spinelli said Rondeau will be obliged under his existing agreement with the company to serve in



PHOTO: THE TITAN

Rondeau, who has been with Planet Fitness 30 years, has been replaced as CEO

an advisory role to "ensure a smooth transition". An executive search firm has been appointed to find a new permanent CEO.

Rondeau will remain on the board, but will be "nominated for re-election at the next AGM", said Spinelli. In relation to the choice of Benson to replace Rondeau, Spinelli

added: "As a board member and franchisee, Craig Benson knows our business well, while also bringing deep public and private sector executive leadership experience to this role."

The company's shares dived on the news, falling 20 per cent within days.

More: [http://lei.sr/M7N6c\\_H](http://lei.sr/M7N6c_H)



PHOTO: LINEAR/STEFAN SPINELLI

***As we enter the next chapter of our journey, we felt now was the right time to transition leadership***

Stephen Spinelli

## Orangetheory taps into strength training boom



Strength 50 is a coached workout

Orangetheory Fitness is tapping into the strength training trend with Strength 50, a new 50-minute class designed to cater to all fitness levels.

Strength 50 is divided into Total Body, Upper Body and Lower Body segments and has been created based on feedback from a period of beta testing which the company says resulted in it gaining close to 10,000 waitlisted members.

The 50-minute class uses TRX, various types of weights, bands and bodyweight exercises to help members build skill and strength. Classes are led by expert instructors who coach on skill to develop all-round strength training ability.

"The importance of strength training cannot be overstated in the pursuit of



PHOTO: LINEAR/SCOTT BROWN

***Strength training has the power to transform not just bodies, but lives and I'm eager to see the powerful gains that come from Strength 50***

Scott Brown

a balanced fitness routine," said Scott Brown, VP of fitness at Orangetheory.

"We believe in its power to transform not just bodies, but lives and I'm eager to see the powerful gains that come from Strength 50."

More: [http://lei.sr/5D5d4\\_H](http://lei.sr/5D5d4_H)

## Crunch to offer access through Amazon One

Members of Crunch Fitness gyms can now enter their club using the Amazon One palm recognition service.

The franchised fitness operator has become the first gym chain to utilise Amazon One at its locations.

Members who use the system will no longer need their Crunch membership tags or mobile app to enter – they can simply hover their palm over the device to enter the fitness facility.

Amazon One is currently being piloted at nine Crunch clubs across the US, with more locations rolling out the technology in the coming months. Crunch has been piloting it for the last four months.

At participating gyms, 80 per cent of members now use the system



PHOTO: JENNIFER MCINTYRE

**Implementing Amazon One at Crunch gyms has been a win-win for our members and team**

Molly Long

for entry and adoption is expected to grow as awareness increases.

Molly Long, chief experience officer at Crunch Fitness, said: "Implementing Amazon One at Crunch gyms has been a win-win for our members and for our Crunch team."

More: [http://lei.sr/K2Z6z\\_H](http://lei.sr/K2Z6z_H)



PHOTO: AMAZON ONE

Amazon One is already used by retailers

## Xponential reveals three year forecasts

Xponential Fitness has presented its three-year operating targets at its first Analyst and Investor Day at the New York Stock Exchange

Taking to the floor, CEO Anthony Geisler said Xponential is expecting to see 500 openings in the year 2026, along with North America system-wide sales of US\$2.330 billion, revenue of US\$405 million and Adjusted EBITDA of US\$190 million.

Reverse engineering the numbers gives an insight into how scale will drive profits for the business as it grows, with system-wide sales looking likely to grow from the approx US\$400k per site average that was achieved in 2022 to around US\$500k per site in 2026. Xponential takes 9 per cent of these sales in addition to franchise and other fees. A new deal with corporate wellbeing platform Gympass was also revealed by Geisler who said inventory from all ten of Xponential's brands will be available



PHOTO: XPERIENTIAL FITNESS

CEO, Anthony Geisler, says the company will open 500 locations in 2026

on the Gympass app from October, giving franchisees an outlet for their spare class spaces, enabling them to attract new customers from the high-value corporate wellness sector and drive incremental revenue.

Gympass, which was recently valued at US\$2.4 billion, has 15,000

corporate customers and 50,000 operator partners, including Life Time, Orangetheory and Barry's, so Xponential is fairly late to the party with this deal, however, its volume of sites will have a major impact.

More: [http://lei.sr/N9x3G\\_H](http://lei.sr/N9x3G_H)

## Gym Group trials new pricing structure

The Gym Group saw its membership grow by nearly 10 per cent in the first half of 2023, resulting in a major boost to revenues, with the million member milestone now in sight.

Reporting its results for the first six months of the year, the low-cost operator said it had 867,000 members on 30 June 2023, an increase of 9.7 per cent on the June 2022 figure of 790,000. The total is also up 5.6 per cent since the end of 2022, when it had 821,000 members.

Working with pricing experts at Simon Kucher and Partners, the company reviewed its pricing structure last year, identifying a £4 gap against other low cost operators and has been working to close this to drive profitability.

Chair, John Treharne, said the group is trialling a three-part pricing architecture and expects this to contribute to the drive for profitability once rolled out. The



The average revenue per member per month increased 8.4 per cent

company, which is still in growth mode, registered a statutory loss after taxation of £6.1m in H1 2023, versus a loss of £3.4m in H1 2022.

Increases in energy prices and other inflationary pressures meant

operating costs (excluding depreciation, amortisation and impairment) increased 25 per cent to £65.2million from £52 million in the same period in 2022.

More: [http://lei.sr/5T2c9\\_H](http://lei.sr/5T2c9_H)

## Kevin Yates joins Lift Brands as COO



Yates joins Snap from Trib3

Lift Brands has appointed Kevin Yates to its EMEA leadership team as chief operations officer.

He'll be tasked with driving the operations of franchised fitness operator Snap Fitness in the UK and Ireland.

In his role, Yates will oversee all areas of the Snap Fitness business with a particular focus on brand performance with franchisees.

Brand development will also be a strong focus, as Lift Brands gears up to aggressively grow Snap Fitness across the region.

Yates said: "As I step into my new role, I'll be calling on my experiences in the business world to drive forward the Snap Fitness brand."

"Snap Fitness is gearing up for a crucial phase of its strategic

**Snap Fitness is gearing up for a crucial phase of its strategic development**

Kevin Yates

development, with plans to unveil numerous new locations in the next six months.

"I'm excited to be able to use my own business expansion experiences to assist franchisees in fostering substantial growth and making significant strides in their business."

Lift Brands has also named Kristen Horler as head of sales. In a statement, Lift Brands said Horler will have "an integral role" in the expansion of the Snap Fitness brand, alongside Yates.

More: [http://lei.sr/N7J6u\\_H](http://lei.sr/N7J6u_H)

## Memberships and revenues up at PureGym

PureGym added 190,000 new members in the first half of 2023 when compared with H1 2022, taking the total number of members across its clubs from 1,655,555 to 1,840,000.

As a result, the UK's largest gym chain saw its gym-site-adjusted EBITDA increase from £81.4m in 2022 to £95.7m in the six months to 30 June 2023.

Reporting its Q2 and H1 results, PureGym said the growth in members helped revenue increase by 16.7 per cent to £271.6m for the first six months of 2023 – compared to £232.8m for the same period in 2022.

As well as the 11.4 per cent increase in members, the revenue drive was helped by a 5.0 per cent increase in the average revenue per member:



PHOTO: PURE GYM

**The business has continued to perform well against the macro-economic backdrop**

Humphrey Cobbold

CEO, Humphrey Cobbold said: "The current macro-environment remains a challenging time for all, but the business has continued to perform well against this backdrop with strong and accelerating momentum in the first half of the year."

More: [http://lei.sr/u7S7q\\_H](http://lei.sr/u7S7q_H)



PHOTO: PURE GYM

Pure Gym now has 1.84m members

## Swiss fitness market in post-pandemic bounce

The number of people with health club memberships in Switzerland increased by 11.7 per cent in 2022, as the country's fitness industry saw a strong recovery following the pandemic disruptions.

A quantitative study of the country's health club sector, published in partnership by industry body Swiss Active and German University for Prevention and Health Management (DHfPG), shows that 1.16 million people are now members of a health club – almost one in six adults.

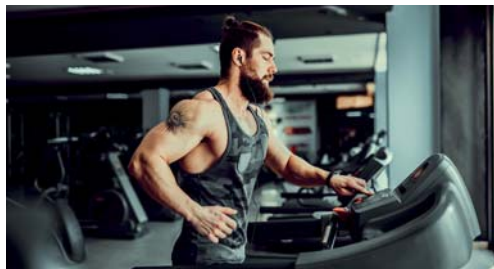


PHOTO: SHUTTERSTOCK/STUDIO

Data shows that Swiss health clubs and gyms created 1,000 new jobs in 2022

Data from the study – *The Swiss fitness industry 2023* – also shows that the industry created 1,000 new jobs in 2022 and more than half of health clubs increased their membership fees during the year.

When it comes to the industry's view on the future, 75 per cent gym operators rate their economic situation as "good" or "rather

good", while 99 per cent expect an improvement in the next 12 months.

Sarah Kobel, the study author, said: "We see a rethinking in society and a shift in people's value system.

"Health is experiencing an enormous increase in importance, also due to the pandemic."

More: [http://lei.sr/G6K2A\\_H](http://lei.sr/G6K2A_H)



PHOTO: DHfPG

**We see a rethinking in society and a shift in people's value system**

Sarah Kobel

## WHO: use exercise to battle hypertension

The World Health Organization (WHO) has published its first-ever report on the “devastating global impact” of high blood pressure, along with recommendations on the ways to win the race against the condition.

The report, called *Global report on hypertension: The race against a silent killer*, shows that Hypertension affects one in three adults worldwide.

Despite being a common problem, approximately four out of every five people with hypertension are not adequately treated. WHO estimates that if countries could scale up coverage, 76 million premature deaths could be averted between 2023 and 2050.

The organisation also calls for more emphasis to be placed on prevention in curing the disease, with physical activity a key part of the equation.

“The prevention, early detection and effective management of hypertension are among the most

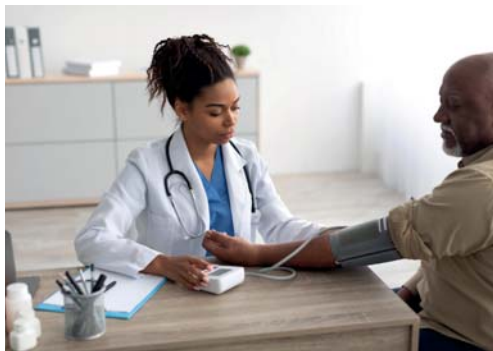


PHOTO: SHUTTERSTOCK/BRISTOCK/ALTYON

**WHO recommends physical activity as a preventative measure for hypertension**

cost-effective interventions and should be prioritised,” the WHO says. “The economic benefits of improved hypertension treatment programmes outweigh the costs by about 18 to one.

“Exercising more and eating a healthier diet – as well as quitting tobacco and reducing alcohol consumption – all lower blood pressure.”

More: [http://lei.sr/8r4q2\\_H](http://lei.sr/8r4q2_H)

## Britain is in terrible shape says Marmot



Wes Streeting at the event

Over 100 experts in health and wellbeing gathered in central London on 8 September at the invitation of Kim Leadbeater

MP, to discuss how a future Labour government in the UK could deliver policies for a “healthier happier and more productive Britain.”

Leadbeater, MP for the Batley and Spen constituency, organised the event as a follow-up to her recent strategy document – *Healthy Britain: A new approach to health and wellbeing policy* – published by The Fabian Society.

The report makes the case that, just as it has become commonplace to evaluate policy through a ‘green lens’ for sustainability, a ‘health and wellbeing lens’ should also be applied.

The London event saw speakers including Professor Sir Michael

**The next Labour government must create a society in which everyone can flourish**

Sir Michael Marmot

Marmot and shadow health secretary, Wes Streeting.

Marmot said: “Health and wellbeing should be at the heart of everything we ask politicians to do.”

He added that since the publication of his *Marmot Review* into a fair society, in 2010, when Labour left office, inequality in health had increased.

He warned that “Britain is in terrible shape” and that “the next government must create a society in which everyone can flourish.”

More: [http://lei.sr/5u2q2\\_H](http://lei.sr/5u2q2_H)



A close-up portrait of a woman with blonde hair and blue eyes, smiling slightly, occupies the right half of the image. On the left, a Seca TRU body composition scale is visible, featuring a tall vertical column with a sensor at the top and a platform at the base.

# THE TRUTH IN FITNESS

**seca**TRU

The truth is simple – medical fitness and training need real values. seca TRU delivers the highest BIA technology at an unprecedented gold standard level, thanks to its advanced clinical validation. Benefit from medical industry expertise and stand out from the competition with objective data to support your members.

**secaTRU.com**    [info.uk@seca.com](mailto:info.uk@seca.com)

## Lumin wants to be 'world's smartest fitness studio'

A new fitness franchise has launched in Irving-Las Colinas, Texas, with the founders saying they're looking to establish the brand as "the world's smartest fitness studio".

Lumin Fitness was co-founded in 2019 by former Gold's Gym CEO, Brandon Bean and former KWEST CEO, Omeed Shams.

Having proven the concept, the two are now taking the leap into franchising. The offering blends personalisation, gamification and progress tracking for members, using dynamic, wall-to-wall LED screens that create an interactive, immersive environment that changes daily and evolves over time.

Each 40-minute class combines PT with group fitness, while



PHOTO: LUMIN FITNESS

***There is untapped potential in how technology can transform the brick-and-mortar fitness space***

Brandon Bean

deploying AI, digital displays, motion tracking and object detection.

"My career ignited my passion for fitness and franchising, but also revealed the untapped potential of tech to transform the brick-and-mortar fitness space," Bean told HCM.

More: [http://lei.sr/z6Q9r\\_H](http://lei.sr/z6Q9r_H)

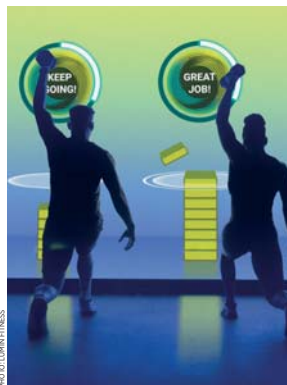


PHOTO: LUMIN FITNESS

Lumin uses dynamic LED screens

## Serotonin Centers opens longevity club

US longevity franchise Serotonin Centers has expanded its footprint with a second Florida location in Winter Park. The brand will open three additional private member clubs in Orlando within the next year.

Named after the hormone which stabilises feelings of wellbeing and happiness, Serotonin's anti-ageing concept intersects the expertise of both medical practitioners and health coaches in a concierge ecosystem to help slow down the human biological clock.

Serotonin is the brainchild of Eric Casaburi, fitness industry figure and founder of low-cost fitness franchisor Retro Fitness – a national brand with more than 150 gyms open in 17 states.

Serotonin's programming is underpinned by four modalities; Hormone Restoration, Aesthetic Enhancement, Weight Control and Immunity Recovery. Therapies used include hyperbaric oxygen



PHOTO: SEROTININ CENTERS

There are four Serotonin centres in the US, with a further 26 in development

therapy, IV drips, LightStim bed treatments, supplement courses of Serotonin Nutraceuticals, InBody Composition scans and more.

There are currently four Serotonin centres open in the US, with a further 26 in development. At the

helm of the new Florida location is Anti-Aging Holdings, an Orlando-based investment group focused on anti-ageing and healthcare of which Casaburi is a major stakeholder.

More: [http://lei.sr/V4a7G\\_H](http://lei.sr/V4a7G_H)



**ServiceSport** 

# THE ULTIMATE GYM OWNER'S TOOLKIT:

## UNLEASH THE POWER OF SIMPRO AND INSTANT QUOTES!

### WHAT IS SIMPRO?

The only software solution you need to manage your gym equipment with ease.

### WHAT DOES IT DO?

- Live equipment status updates
- Remotely report equipment defects
- View scheduled work & engineer visits
- Remotely diagnose defects
- Request quotes for further work
- Run historical reports for each asset

**GET AN INSTANT QUOTE FOR THE  
SERVICE & ONGOING MAINTENANCE  
OF YOUR GYM EQUIPMENT TODAY**

 01257 264 738

 [info@servicesport.co.uk](mailto:info@servicesport.co.uk)

scan the QR  
code to get  
your quote



## John McEnroe Academy partners with Ocuray

John McEnroe Tennis Academy (JMTA) has partnered with fitness tech firm Ocuray to create a neurofitness training wearable designed specifically for tennis. Ocuray will work with JMTA to adapt its Falcon Frames tech solution to the specific requirements of the sport.

Falcon Frames is a vision-based wearable with built-in gaze-tracking that analyses eye movement and uses a dynamic linear light field array with retina-tracking guide lights to give visual cues on where to look, in real-time. The wearable can be used while training and has been designed not to distract the user from the activity.

It interfaces with a smartphone app that allows the user to follow preset training routines with increasingly challenging settings, set goals and track progress. It can also integrate with existing health and wellness apps.

Utilising Falcon Frames, the team will develop a set of training routines best suited for tennis, where players



Falcon Frames is a vision-based wearable with built-in gaze-tracking

face average incoming serve speeds of 160km/h (100 mph) and absorb, process and analyse information on ball flight, distance to net and lines – as well as the position of the opponent – in a split second.

Ocuray is the fitness tech division of Evolution Optiks, a US-based company founded in 2014 specialising in light field, optical and digital products.

More: [http://lei.sr/2K7V4\\_H](http://lei.sr/2K7V4_H)

## Garmin's Venu 3 smartwatch tracks exertion



Venu 3 has been designed to support "every health and fitness goal"

Garmin has launched its Venu 3 and Venu 3S GPS smartwatches, which offer a number of upgraded fitness and wellness tracking capabilities.

The tech giant says the Venu 3 has been designed to support every health and fitness goal and to help users get a more complete picture of their health.

New features include rate of perceived exertion – with the watch recording how difficult a workout was – and Interval Creation, which allows the user to build interval workouts for running and cycling activities on the watch. There is also a Workout Benefit and Recovery time option.

Other new features include sleep coach, nap detection and a wheelchair mode.

**The watch records how difficult a workout was and shows optimal recovery time**

The sleep coach gives users a sleep score and personalised coaching around how much sleep is recommended, while the nap detection function automatically tracks and logs naps to see how they may benefit the body. The watch can also suggest a time and duration for naps, for optimal benefit.

There are also improvements to the Garmin 'Body Battery' functionality, which monitors energy levels throughout the day to find the best times for activity and rest.

More: [http://lei.sr/z2C3c\\_H](http://lei.sr/z2C3c_H)

# CORE

GYM EQUIPMENT

POWERED  
BY **PSLT**  
FITNESS SOLUTIONS

- British designed and manufactured
- Short lead times
- Frame colour options
- Personalised upholstery options
- Lifetime warranty on main frames



**CORE**  
**GLUTE**  
**DRIVE**



# TRAIN STRONG

**Call:** 01282 969616

**Email:** [sales@pslt.co.uk](mailto:sales@pslt.co.uk)

**Facebook:** @coregymequipment

**Instagram:** core.gym.equipment

**Visit our website to see our full range of Core gym equipment**

**<https://coregymequipment.com>**



**DESIGNED & MADE  
IN BRITAIN**



*Benefit Systems debuted on the Warsaw Stock Exchange in 2011 with an issue price of US\$26 per share. Today, shares are worth US\$410*

# Tomasz Groń

**With 190 corporately owned clubs, 5,000 partner facilities and over 1.3 million users, Benefit Systems takes its social and commercial impact seriously. The MD of its fitness division talks to Kate Cracknell**

## **Tell us about the Benefit Systems Capital Group**

The company delivers employee benefits to business customers, including access to health and fitness and sports facilities.

Benefit Systems debuted on the Warsaw Stock Exchange in 2011 with an issue price of PLN 107 (€24, US\$26, £21). Today, it's worth many times that at around PLN 1,700 per share (€380, US\$410, £326) at September 2023.

We've operated in the Polish market for over two decades now, and for many years have been one of the leaders in both the non-financial benefits and fitness markets.

Our flagship product is the MultiSport card, launched in 2004 by Benefit System's founder, James van Bergh. This allows employees to access facilities across the country with the support of their employer and for employers to then settle their account directly with one entity, instead of transacting with a large number of individual companies.

## **What's the scale of the business?**

There are already 1.3 million people in Poland who use our MultiSport card every year, with more signing up all the time – in the first half of 2023 alone, we signed an additional 143,000 people.

The card currently gives them access to around 5,000 facilities spanning 40 activities and sports, from swimming and fitness, to yoga, dance, tennis, climbing and more. The list of partner facilities is constantly growing.

Globally, 1,800,300 people use the card. We also have over 190 of our own clubs in Poland that we directly own and operate and we're growing this portfolio.

Zdrotfit is the largest brand, with 93 locations and we also operate a number of other brands that we've acquired, including Fitness Academy, My Fitness Place, Fabryka Formy, StepOne, S4 Fitness, Total Fitness, FitFabric and Saturn Fitness.

We also have 25 of our own clubs outside Poland – 15 in the Czech Republic, nine in Bulgaria and one in Slovakia.



A former athlete,  
Groß has a vision for  
a more active society



*With the growing focus on mental health, we've introduced classes to reduce stress and calm the mind, as well as building more extensive wellness zones*

- All these clubs and brands are operated and managed by a dedicated team of people working within the wider Benefit Systems business.

**What other programmes do you offer in addition to the MultiSport card?**

Benefit Systems has a rich portfolio of other services and non-financial solutions. Among them, it's worth mentioning the MyBenefit platform, which enables employees to independently choose benefits within the scope and budget specified by the employer and the MultiLife programme, which focuses on employee wellbeing.

We also offer products connected with culture and entertainment, recreation, personal development, leisure and domestic and outbound tourism.

Internationally, we run our MultiSport programme in the Czech Republic, Bulgaria, Croatia and Slovakia and are testing it in the Turkish market.

**Tell us more about your clubs.**

They're an important part of the MultiSport ecosystem, with over 200,000 members across our various club brands. Our facilities are in good locations. We focus primarily on large urban centres and most of the clubs are currently located in cities such as Warsaw, Krakow, Wrocław, Poznań and the Tri-City area (Gdańsk, Sopot and Gdynia).

Our clubs aren't just about fitness classes, but also offer squash and badminton courts, pools and wellness zones – saunas, salt rooms, etc – to support post-training recovery. Kinesiotherapy – treatment through movement – is also an important part of our approach to health management, which we provide in cooperation with physiotherapists from our Healthy Place Zdrofit facilities.



**What's new in the business?**

We continually review and update our offering to keep up with user needs and market trends. For example, with the growing focus on mental health since the pandemic, we've introduced classes to reduce stress, as well as building more extensive wellness zones.

We're also growing our portfolio of fitness clubs, both organically and through acquisition. This year, we plan to open clubs in Kraków, Poznań, Łódź and Warsaw. Meanwhile, in February of this year, we acquired 16 Calypso Fitness clubs – located in the Tri-City, Szczecin, Warsaw, Wrocław and Częstochowa – and in April we acquired six mid-market Saturn Fitness facilities in Warsaw, Kraków, Gdynia, Łódź, Chorzów and Gorzów Wlkp.

We just took over a business called YesIndeed that specialises in loyalty, incentives and sales support programmes and gamifies programmes that support business improvement ([www.yesindeed.pl](http://www.yesindeed.pl)).

Find out more about Benefits Systems' operational performance at [www.hcmmag.com/operations](http://www.hcmmag.com/operations).

**What's your mission as a company?**

Benefit Systems has for many years been an active promoter of sport and healthy lifestyles for all ages





The company's 190 clubs across Poland operate under a number brands

PHOTO: BUREAU SYSTEMS

and social groups and the organisation is the driving force behind numerous events and programmes that support physical activity for children, adults and seniors.

We believe more activity means more energy, health and wellbeing – and as a result, a better life. Within this, a holistic approach and the availability of facilities to everyone are important to us.

Our goals in this area are delivered by – among other things – our MultiSport Foundation. One Foundation initiative is the Active MultiSport Schools programme, where students aged 12–19 years train in our clubs under the watchful eye of teachers and trainers as part of their PE lessons.

We wanted to address the alarming decline in the physical condition of young people, and so far 5,000 children from 20 schools have taken part in over 1,200 hours of training. We've also delivered classes for students aimed at preventing or correcting bad posture.

Meanwhile, the Foundation's Full of Sport campaign breaks the stereotypes related to sport and physical activity for people with disabilities.

We want to show that physical activity is for everyone, and that for people with disabilities, it also brings additional advantages, building relationships and including this group in social life to counteract isolation and loss of self-esteem.

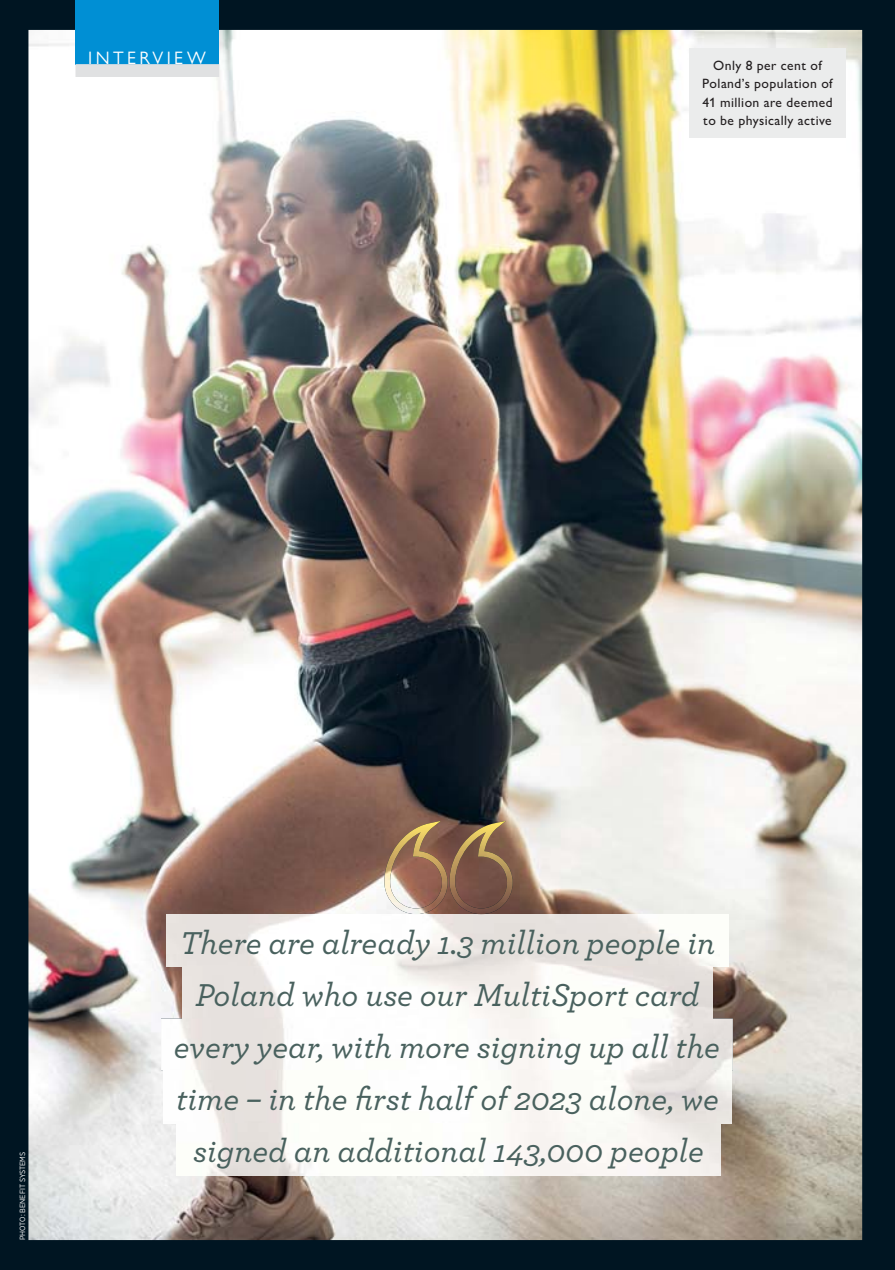
#### **Tell us about your social impact**

After the pandemic lockdowns, people in Poland started attending sports facilities with their health in mind. Currently, 42 per cent of those attending say they do so for better mental health, while 25 per cent cite preventative healthcare.

This is a big change: in the past, body shape and physical condition were usually cited as the main motivators for training.



Only 8 per cent of Poland's population of 41 million are deemed to be physically active



“There are already 1.3 million people in Poland who use our MultiSport card every year, with more signing up all the time – in the first half of 2023 alone, we signed an additional 143,000 people





PHOTO: BENEFIT SYSTEMS

- Almost half a million people exercise in our clubs every month, which equates to around 15 per cent of what we define as the physically active population, and this number is constantly growing (Editor's note: Poland's population is 41 million, so this indicates that Poland has an active population of 3.3m people or 8 per cent of the total population).

We're the largest player in the Polish fitness market and are very conscious of our role in society, investing in campaigns such as 'How good', which aimed to bring down the barriers to entry.

The campaign addressed the stereotypes of it only being fit people who exercise in clubs and showed how a club is a great place to take care of your mental and physical health, reduce the effects of stress and build your immune system – all under the watchful eye of trainers and instructors from the very first visit.

Meanwhile, our annual *MultiSport Index* survey shows that almost every 5th respondent (18 per cent) exercises five times a week or more, while (17 per cent) are active three to four times a week.

In this year's report, we see a growing interest in fitness clubs: one-third of respondents had used a club in the three months preceding the survey – up around 11 per cent and the highest increase in popularity among all activities. It's clear that what we do is both important and in demand.

### What impact do you have on the corporate world?

Our positive impact on the business environment is also a strong focus for us, supporting end-users and employers to harness physical activity to counteract stress and improve work-life balance. In our *MultiSport Index 2023* survey, published in May this year, 82 per cent of MultiSport card users said physical activity made them feel better, while 94 per cent agreed that physical activity translates into greater energy, motivation and commitment at work ([www.hcmmag.com/multisportindex23](http://www.hcmmag.com/multisportindex23)).

We also know that a 10 per cent increase in the number of Polish people who meet the basic World Health Organization physical activity recommendations could translate into an improvement in employment rates and an approximate 2 per cent decrease in absenteeism.

As a result, it could bring significant savings to the economy, amounting to about PLN 1 billion a year (€224 billion, US\$241 billion, £191 billion), so we continue to focus on growing the number of people who use our MultiSport card.

### Any other important initiatives to mention?

Sustainability is a vital part of our organisation's DNA. We're part of the B Corp movement ([www.bcorporation.net](http://www.bcorporation.net)). We passed the



66

*We wanted to do something to address the alarming decline in the physical condition of young people, and so far 5,000 children from 20 schools have taken part in over 1,200 hours of training*



The Healthy Place Zdrofit sites, located within the city clubs, include wellness facilities and therapy services

- first certification in 2018 and received recertification at the beginning of this year.

Meanwhile, our proprietary Dobry MultiUczynek programme has been operating since 2015 – an employee volunteering programme under which our team can engage in social initiatives with the financial support of Benefit Systems. In 2022, together with our employees, we donated PLN 200k (€45k, US\$48k, £38k) to the Nienieodpowiedzialni Foundation, which helps victims of the war in Ukraine.

Another great initiative we've run for many years is a financial loan programme for our sports facility partners, to help modernise the sports infrastructure in Poland and in turn popularise health and active lifestyles among different social groups.

After lockdown, we also donated a further PLN 4m (€895k, US\$965k, £766k) to support sports facilities in resuming operations.

### **What are your plans moving forward?**

We're constantly looking for new solutions, both in terms of expanding the fitness network and enhancing services for our users.

In new facilities, where we aren't restricted by existing layouts or space, we focus on wellness zones and recovery as a natural extension of the training offering, including physiotherapy as mentioned.

This is increasingly important, as more people experience the negative effects of a sedentary lifestyle: in 2021, 86 per cent of adult Poles





*Every individual who improves their health and quality of life, thanks to training, is a success story*

Members are now more educated on the mental benefits of exercise

► said that they suffered from back pain, while 13 per cent said that their condition had worsened during the COVID-19 pandemic.

I'm optimistic about the future of the health and fitness industry and what new technologies can bring to its development. We're already able to monitor things such as the quality of sleep, glucose levels and heart rate, with the expansion of AI technology no doubt on the verge of bringing many more possibilities to the table.

We'll also see growing numbers of digital solutions supporting people's motivation and regularity of training, which is vital to keeping people in their routines.

We're certainly constantly developing our own ZdrowAppka app, which is already a great guide to a healthy lifestyle. It combines the benefits of convenient use of our fitness clubs with preventative healthcare advice, motivational elements, recommendations for periodic medical examinations and the option to consult a doctor online.

#### **What motivates you personally?**

What motivates me most is the vision of an active society that's aware of the benefits of exercise. As a former athlete, I appreciate even the smallest changes in the way our customers function – swapping the couch for a cycle or a walk, or taking the elevator instead of the stairs. I believe small steps such as these can change our lives in the long term.

I'm also extremely pleased that our fitness networks employ dedicated trainers and instructors who help our customers change their habits. Every individual who improves their health and quality of life thanks to training is a success story. This is a great motivation for me and for the whole team. ●





PHOTO: BENEFIT SYSTEMS

A training app offers continuity of support outside of the clubs

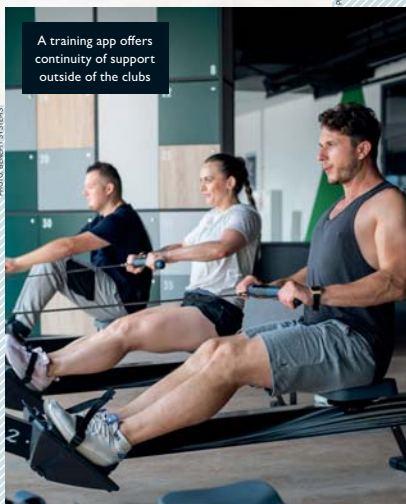


PHOTO: BENEFIT SYSTEMS

## About the Polish health club market

Poland has been seen as a market ripe with opportunity for many years, but no major global health club chain has yet thrived after entering the country. The market is very different from those in many other European countries, due to strong market dominance by corporate wellness platforms and vertically integrated private medical insurance providers, such as Benefit Systems ([www.benefitsystems.pl](http://www.benefitsystems.pl)) and Medcover ([www.medcover.pl/en](http://www.medcover.pl/en)).

Medcover entered the gym market in 2018 with the purchase of health club operator, OK Systems and has subsequently grown its portfolio through the acquisition of Just Gym fitness clubs and operations under brands such as Holmes Place Poland, Well Fitness (formerly Fitness World Polska) and Calypso Fitness Club.

### Insight from Deloitte

In its *European Health and Fitness Market Report 2023*, Deloitte noted that Medcover acquired 45 gyms in the course of four transactions in 2022.

"Similar to its competitor, Benefit Systems, Medcover pursues a strategy of vertical integration by owning a network of different fitness operators," said Deloitte's Karsten Hollasch in HCM ([www.hcmmag.com/hollasch23](http://www.hcmmag.com/hollasch23))

A number of operators have entered the market over the years, including Mike and James Balfour, who pioneered with the launch of the Pure Jatomi Fitness brand in Warsaw in 2007, trading under the name of Pure Health and Fitness Company.

The first site opened in 2008, with the chain growing to 35 clubs in Poland – mainly in shopping centres – and 15 more sites globally. The company exited the Polish market in 2018.

RSG was also active in Poland, but sold its McFit clubs to Medcover in 2022 ([www.hcmmag.com/RSGPoland](http://www.hcmmag.com/RSGPoland)). PureGym acquired the Fitness World chain from founder Steen Albrechtslund in December 2019 for £350m – with sites in Poland, Denmark and Switzerland – but put the Polish sites ([www.hcmmag.com/PureGymPoland](http://www.hcmmag.com/PureGymPoland)) into administration during the pandemic ([www.hcmmag.com/PGPclose](http://www.hcmmag.com/PGPclose)). The clubs were bought out of administration by Medcover ([www.hcmmag.com/PGPMedcover](http://www.hcmmag.com/PGPMedcover)).

As the market continued to consolidate, Total Fitness Poland was acquired by Benefit Systems in November 2021 ([www.hcmmag.com/TFP](http://www.hcmmag.com/TFP)). ●

The new gym needed to contain world-leading facilities, while remaining true to the spirit of the Roxburghe estate

# FIVE STAR GYM

Schloss Roxburghe, the luxury five-star resort in the Scottish borders, has chosen Technogym to enhance its wellness offering with a new gym and fitness suite

Set in a 300-acre historic estate, Schloss Roxburghe – which is owned by 12.18 Group and managed by Destination by Hyatt – offers a unique wellness experience on the stunning Scottish borders.

An extension to the main property has expanded the hotel's leisure offer to include award-winning spa facilities, a heated outdoor pool and premium gym space.

Surrounded by some of the most beautiful nature Britain has to offer, the property has a strong heritage and the new gym needed to contain world-leading facilities, while remaining true to the spirit of the Roxburghe estate.

## Adding a new dimension to destination wellness

Schloss Roxburghe is known for its country sports, offering river fishing and outdoor pursuits, miles of stunning walks, and some of the best golfing in Scotland.

The hotel welcomes adventure seekers, multi-generational travel and wellness enthusiasts, as well as keen golfers. The new fitness space needed to cater for them all, as well as members of the local community and hotel staff.

We've had fantastic feedback on the gym. With Technogym's support, we've installed a beautiful looking space that really does cater for everyone

Bruno De Schuyter, GM, Schloss Roxburghe



The gym equipment layout maximises the space

Whilst the gym was envisioned as an indoor facility, it also had to offer training opportunities suitable for outdoor enthusiasts.

"Guests come here for a true escape, with plenty of choices of accommodation, including cottages and self-catering," explains GM, Bruno De Schuyter. "The new fitness facilities needed to give the same amount of flexibility."

Technogym was chosen as partner for the project, advising on layout to make best use of the space and equipment to cater for a wide demographic of users.

"Technogym has a wealth of knowledge about the wellness industry and the hospitality sector", said De Schuyter.

"The team's insights helped us create a layout that really made the most of a small space, with state-of-the-art equipment that looks incredible."

Schloss Roxburghe's fitness suite is a functional space that caters for everyone from golfers to families, to visiting pro rugby teams and the hotel's resident competitive bodybuilder.





Schloss Roxburghe is a luxury property in Scotland

PHOTO: SCHLOSS ROXBURGHE



The Schloss Roxburghe gym

PHOTO: SCHLOSS ROXBURGHE

"Technogym helped us choose multi-functional equipment and kit with a small footprint," said De Schuyter. "The team was able to advise on a product mix and layout that allows our visitors to get an amazing workout with plenty of space, despite the gym being quite small."

### Multi-functional equipment and digital solutions

Because the new gym is used by such a wide range of people, the equipment had to be accessible, user-friendly and appealing to experienced gym users and sports enthusiasts.

Technogym advised on a great range of strength equipment, including the Dual Adjustable Pulley, Skilltools functional training kit, Multipower, and selectorised strength equipment.

The team chose advanced CV kit, including the latest Technogym Excite Live equipment, which access Sessions [virtual classes] from the world's

leading personal trainers, as well as guided routines to suit all users and help them achieve their goals.

The new gym is open around the clock, primarily to support staff wellbeing and Technogym Mywellness helps users plan structured workouts, access guided content and track their progress for a premium training experience.

"We use Mywellness app for our gym inductions and to give people an exciting way to log their workouts and see their improvements," said De Schuyter. "It's another way we can support visitors with their wellness goals when they stay with us."

As part of the partnership, Technogym offers Schloss Roxburghe Technogym Care, a proactive after-sales support package covering maintenance and equipment protection. This gives De Schuyter and the team peace of mind that their gym equipment will meet guest expectations with minimal downtime.

### Technogym: a familiar brand for travellers

Schloss Roxburghe has big plans to expand its leisure offer, with the new gym playing a key part. The new functional room will be used for a range of wellness classes, and guided group activities will be held in the gym and outdoors in some of the stunning spaces around the estate.

"We've had fantastic feedback on the gym from golfers, members, guests and hotel staff," said De Schuyter. "With Technogym's support, we've installed a beautiful looking space that really does cater for everyone. It's our responsibility to offer guests a unique and premium experience, and to take care of staff wellness and morale." ●

● More: [www.technogym.com](http://www.technogym.com)

# Everyone's talking about CBAM

Although there's a moral imperative to take action on environmental practices, the European Green Deal will soon make it legally enforceable, as the EU gears up to introduce the Carbon Border Adjustment Mechanism – a tax on raw materials and goods sourced from outside the EU, as Kath Hudson reports

The European Union has ambitions to make Europe the first climate neutral continent by 2050, with no net emissions of greenhouse gases. By 2030, there are aims to reduce greenhouse gases by at least 55 per cent compared to 1990 levels and to have zero emissions from new cars by 2035.

As well as reducing emissions, it's believed that these changes will create jobs and growth, address energy poverty, reduce external energy dependency, improve health and wellbeing, tackle inequality and strengthen the competitiveness of European companies.

## Protecting biodiversity

They could also present a major opportunity for European businesses by creating markets for clean technologies and products and ending unsustainable forest harvesting, while also protecting areas of high-biodiversity value and promoting the uptake of renewable fuels. A necessary part of this climate ambition is to protect the EU's efforts to decarbonise, by disincentivising the import of goods from countries with more lax climate policies.

To achieve this aim, the EU is gearing up to introduce a new set of carbon taxes on imports which will be payable by all companies importing into the EU from this October.

The new tax regime, called the Carbon Border Adjustment Mechanism (CBAM) will favour companies that manufacture within the EU and raise costs for those manufacturing beyond its borders – eventually, it's also likely that the further goods have to travel before they reach the EU, the more tax will be charged.

CBAM will hit anyone manufacturing in Asia or the US, for example, and will hand a commercial advantage to anyone manufacturing in Europe.

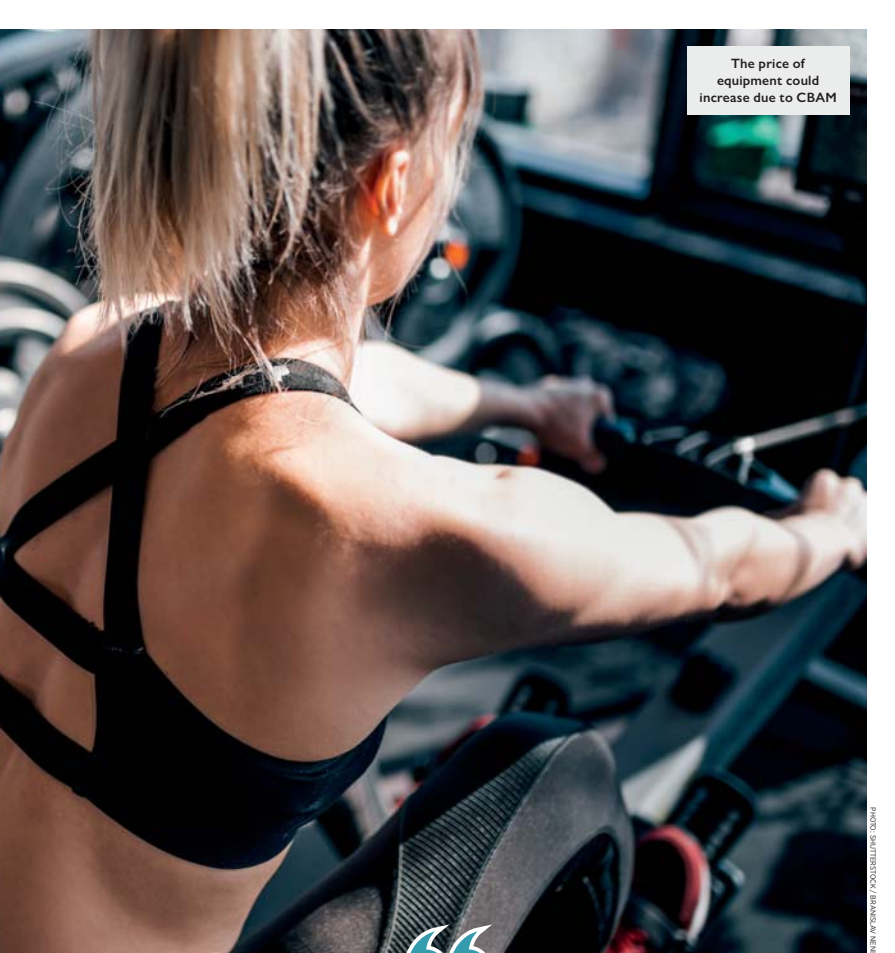
## What do these changes mean for the UK?

Although the UK is no longer technically bound by EU legislation, there are suggestions that non-alignment with the EU's climate objectives would be damaging for the UK's environmental agenda and make it more difficult for UK businesses to sell into the EU market.

There are even suggestions the UK might go further, with the Department for Environment, Food and Rural Affairs saying the UK will "go beyond the EU's level of ambition" on the environment, although under Rishi Sunak, the current UK government does not seem committed to its sustainability targets or goals.

Although the impact of CBAM is unlikely to be felt by the fitness and wellness industries on day one, it's likely to impact things such as the price of fitness equipment and company governance as it rolls out between October 2023 and January 2026.





The price of  
equipment could  
increase due to CBAM

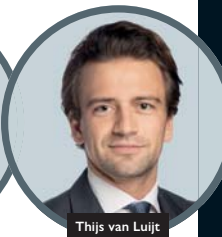
PHOTO: SHUTTERSTOCK / JARASLAW KERN



*Part of the EU's climate ambition is to protect its efforts to decarbonise by disincentivising the import of goods and materials from countries with more lax climate policies*



Albert Arenas



Thijs van Luijt

## Albert Arenas & Thijs van Luijt

### Baker McKenzie

**C**BAM will be implemented in tranches to allow importers to adjust to the new rules. From October 2023 to December 2025 importers only have to comply with certain reporting requirements for imports of iron and steel, refineries, cement, aluminium, organic-basic chemicals, hydrogen and fertilisers. From January 2026, importers will also be held to pay the actual CBAM levy.

Gradually, CBAM will expand its scope to cover all products, so we would advise companies to first check if they are caught by the rules entering into force in October 2023, but in any case continue to closely monitor any CBAM developments if they import products into the EU.

Aside from the companies directly affected by CBAM, prices will likely increase for other companies active in downstream industries, such as the chemical, energy and aerospace sectors. Even the price of products manufactured with raw materials such as steel and aluminium – fitness equipment, for example, is likely to rise. Supply chains will need to be re-evaluated.

It's possible some supply chains that were set-up to avoid the EU Emission Trading System – in non-EU countries with less ambitious environmental policies – will return to Europe, as these supply chains will no longer benefit from an economic advantage from keeping their manufacturing process outside the EU when the end product is then exported back into the EU.

Although CBAM provides an offset mechanism for jurisdictions with a levy similar to the EU's



Emission Trading System (these are called EFTA countries), this will – at least in the short term – not apply to a lot of jurisdictions currently producing great quantities of these products.

Even when there's no change in supply chains, it will be necessary to re-evaluate the role to be played by each one of the players in any given supply chain. For example, the 'importer of record' will be the entity bearing the administrative and – from 2026 onwards – the economic cost. However, each of the parties involved in the supply chain will need to be able to provide sufficient information to the next party. This is so the importer of record in the EU has sufficient data to report the emissions embedded in the products in question and to justify the emissions taxes already paid in the country of export.

Pricing carbon will inevitably push up costs for all industries and eventually consumers. This may change once sustainable methods of production become more readily available and consequently cheaper.

## CBAM - ACTION PLAN

### \* Stay informed

Sign up for updates on CBAM and related environmental regulations. Stay in touch with industry associations, government bodies and reputable news sources to keep updated

### \* Do the paperwork

Keep track of regulatory requirements and timelines for CBAM implementation. Ensure your business is compliant with the necessary reporting and documentation obligations

### \* Get advice

Engage with a third-party sustainability specialist, like FuturePlus, to drive forward improvements

### \* Calculate risk

Calculate the potential economic and environmental risk to the business, particularly if you rely on imports or have suppliers from regions with weaker climate policies. Understanding the financial impact can help you plan for adjustments

### \* Start now

Start adopting sustainable practices within your business to reduce carbon emissions. This may include energy-efficient technologies, waste reduction measures and using eco-friendly products and materials

### \* Check your supply chain

Collaborate with suppliers and partners to encourage them to adopt sustainable practices to measure and reduce their carbon footprint. Insist your suppliers show proof of their engagement

### \* Show your commitment

Emphasise and promote sustainable services and experiences to attract environmentally-conscious customers. Highlighting your commitment to eco-friendly practices can be a competitive advantage

### \* Contribute

Take part in discussions with relevant authorities and industry bodies. Find a smooth transition to more sustainable practices for your business

### \* Educate your customers

Take the time to educate your customers about your sustainability efforts and the importance of supporting businesses which are environmentally responsible.

Supply chains set up in non-EU countries with less ambitious carbon policies will return to Europe

However, extreme climate change will negatively impact most, if not all, businesses in the long term, so it's the EU's intention to have environmental concerns and costs coincide by levelling taxes on emissions.

The UK has an Emissions Trading System in place, akin to that of the EU, which will result in imports into the EU from the UK receiving a reduction on the CBAM levy (up to the amount paid in the UK).

In March 2023, the UK's new Department for Energy Security and Net Zero launched a consultation to explore new climate policies. Among the options being considered is a carbon border adjustment mechanism. If implemented, the impact of the EU's CBAM legislation on UK businesses will be adjusted.

Regardless of any adjustments that are implemented, an increase in compliance costs may well be a consequence of the introduction of CBAM.

*Albert Arenas is associate at Baker McKenzie Barcelona*

*Thijs van Luitj is associate and attorney-at-law at Baker McKenzie, Amsterdam*





## Lucy Brialey

### Sustainable Wellness

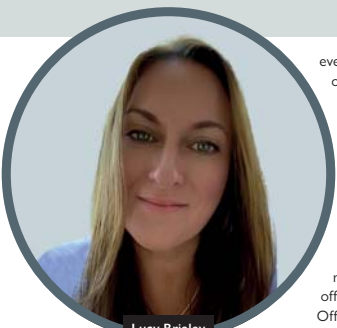
Following COVID and the energy crisis, it's understandable that many companies haven't prioritised the reduction of their carbon footprint.

However, with CBAM coming down the tracks it's time to act.

Being unprepared when this legislation is enforced will affect business activity: the cost of reacting to legislation will end up being far higher than being prepared for it in the first place and those who are engaged with sustainability and carbon measurement will be better prepared for both CBAM and the legislation that will inevitably follow.

The best place to start is by understanding the carbon footprint of your business: conducting a comprehensive assessment of the emissions associated with your operations, supply chain, and services, then identifying the areas with the most significant emissions and potential for improvement.

Solutions such as the sustainability management platform FuturePlus ([www.future-plus.co.uk](http://www.future-plus.co.uk)) can help you understand what you need to do and communicate this to your customers and stakeholders,



Lucy Brialey

even if you're only just beginning on your sustainability journey.

Investing in carbon reduction strategies for your own business can often save you money and have a much greater effect than just offsetting your emissions.

Remember, the global net-zero plans suggest that 80 per cent of emissions should be reduced, and only 20 per cent offset, not the other way around. Offsetting can help a business

achieve carbon neutrality; but it's not the answer to our bigger problem, and it doesn't

help us reach net zero. Reduction is the key. We believe a company can reduce their footprint more quickly if they use the money spent on offsetting to make infrastructural or operational improvements.

If you have to offset some carbon, it's essential that you consider the environmental cost of your reduction strategies, as poor sequestration programmes can have catastrophic environmental consequences and negatively impact biodiversity. Always look at the offsets you buy and get expert advice on how legitimate they are. This is a very complex market with a lot of dubious and downright fraudulent practices.

Although the launch is coming this October, CBAM's final form and its impact on various industries is still to

### HCM TIP

## Second hand will boom

HCM expects CBAM to have a major impact on the market for second hand products, given they're already physically within the EU, don't need to be imported or manufactured and their refurbishment is artisanal work.

We think major fitness equipment suppliers will ramp up the reuse of their existing equipment to create a new margin, while also earning eco tax credits and expect to see a raft of new services emerging over time as CBAM impacts the sector.

Equipment that can't be reused will increasingly retain value, as the materials can be cannibalised.







## *Policymakers consider the potential impact on businesses when designing new legislation, so they can give them due warning. CBAM is that warning*

be confirmed. It's likely to affect large manufacturers and distributors first, so the operational teams in these businesses should be learning techniques for sustainable procurement to make sure their partners are compliant. Remember, most of your suppliers are probably SMEs, who might not be as advanced as you in GHG measurement. Without them reporting to you, you won't be able to report your Scope 3 emissions.

If CBAM imposes a carbon price on imports, it could affect the competitiveness of your products and services if they come from regions with weaker climate policies. Businesses may need to consider sourcing from suppliers with lower carbon footprints.

Implementing environmentally-positive strategies may involve upfront investment but can also lead to long-term cost savings and improved brand reputation, attracting eco-conscious customers and avoiding future eco-taxes and tariff. Consumers are increasingly drawn to responsible brands and may be willing to pay a premium for eco-friendly products and services.

Cost is often cited as a reason not to implement improvements, but the cost of not adapting is far higher

in the medium term – both in monetary and planetary terms. In the short term, adapting to regulations and optimising supply chains to comply with CBAM requirements might incur some small transitional costs, but in the long term there will be huge cost savings.

Policymakers often consider the potential impact on businesses and the economy when designing new legislation, so they can strike a balance between environmental goals and economic interests, while also giving businesses due warning. CBAM is that warning. ●

*Lucy Brialey is founder and director at Sustainable Wellness*

With the launch of CBAM, the EU will favour carbon-neutral manufacturing. The full impact on industries remains to be seen





*Failure is considered a negative word,  
but it can lead to so many positives*

# Ruth Zukerman

Queen of spin and one of the founding trio of SoulCycle, Ruth Zukerman felt nothing short of blindsided when her co-founders informed her she would no longer be a partner, following the meteoric rise of the business. She talks to Kath Hudson about what she learned from the experience and how it led to unexpected opportunities

One of my most significant learning lessons came from the dissolution of my partnership with my two founding partners at SoulCycle – something I never anticipated could happen. Suddenly I was no longer a part of a business that would never have existed without me.

What happened doesn't define me, but to this day, it remains challenging to completely let it go.

I learned a lot about trust and what can happen when we repeat relationship patterns from childhood which don't serve us well.

## The birth of a new concept

SoulCycle emerged when one of the riders in a spin class I was teaching approached me about starting a boutique spin business. I'd spent six years as a spin instructor, honing my method and building a huge, loyal following. Naturally, I wanted to have my own place, but didn't have the necessary capital, so I jumped at the chance.

It was an incredible opportunity to do something I'd been dreaming of for years and out of a huge sense of loyalty, I even invited one of my riders and closest friends into the partnership since she and I were also sharing dreams of a boutique spin concept.

We opened our doors in spring of 2006 and a year later SoulCycle exploded, thanks to the launch of our second location in the Hamptons on Long Island. Every summer, the Hamptons is a playground for the rich and famous from all over the world, so we experienced incredible exposure to a successful group of people who were willing to pay our price.

Word got out and by the end of the summer we didn't have enough room for everyone at our New York site and scurried to find a second location to meet demand.

We were meant to sign a partnership agreement from the get-go, but despite my repeated requests it had never happened and the partnership and business decisions had all been based on verbal





Zukerman left  
SoulCycle to help  
launch Flywheel

agreements. Then, once the business took off, my two co-founders decided they no longer needed me as a partner, yet suggested I stay on as merely an instructor. It was devastating to say the least.

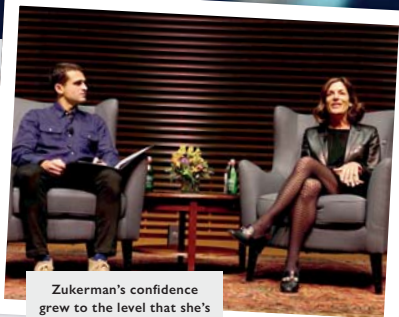
After being a founding partner, the thought of being relegated back to being an instructor was unimaginable. But the reality was that I was a single mom of two girls in high school and I had no choice but to do so in order to make ends meet.

Every day I would walk into the studio – which wouldn't have existed without my years of hard work creating a teaching method and building a following – and had to put aside the anger, so I could give my all to my riders who were not privy to what had happened.

### A fork in the road

Two years later, I was approached by two private equity people who had observed how successful my classes were and wanted to launch a spin business with a new angle. They needed the creative person to put it all together and make their concept work.

Flywheel, with its proprietary technology on the bike, became the biggest rival to the first business I'd helped to create and took spinning to a different level, by adding metrics to the experience.



Zukerman's confidence  
grew to the level that she's  
now a keynote speaker

The SoulCycle experience taught me a lot about myself. I had a narcissistic mother who raised me to think she always knew better, which led me to second guessing myself and deferring to others and that was how I approached my partnership with my former partners.

When they told me we would sign an agreement, I believed them. When they told me they didn't think I was working hard enough – when I was teaching 22 classes a week, training new instructors and updating our curriculum – I bought into it, despite my exhaustion.



Zukerman says she's gone through a lot of personal growth

- Ultimately, I was able to understand the patterns which were being repeated, allowing myself to change and ensuring I would never put myself in that situation again. With Flywheel I hired a good lawyer and rather than trust everybody's else's opinions and decisions, I trusted my own.

I've had incredible success since, which is validating and the experience has ended up being an inspiring and helpful story to others. It led me to writing my book, *Riding high: how I kissed SoulCycle goodbye, co-founded Flywheel and built the life I always wanted*, as well as becoming a public speaker giving keynotes all over the US.

Never in a million years did I think I could be a keynote speaker, talking for 45 minutes without a script! My learnings over the years did wonders in terms of building my confidence.

When you've been raised by a narcissist, moments of failure have harsh consequences, but I've realised those moments bring about opportunities to learn and it's important not to be hard on yourself about them. It's also been important for me to understand that some of the qualities which tripped me up in the first business – being trusting, sensitive and my willingness to be vulnerable – had in fact been beneficial to my success as a spin instructor.

“

**I'm proud to call myself a mother, author, keynote speaker, influential spin instructor and business leader**

Failure is considered a negative word, but it can lead to so many positives. Through the course of our lives we're given many opportunities to learn and embrace these valuable lessons. Through hard work, hard won lessons and a lot of personal growth, I'm proud to call myself a mother, author, keynote speaker, influential spin instructor and business leader. I still have to pinch myself. ●  
More: [www.hcmmag.com/RuthZukerman](http://www.hcmmag.com/RuthZukerman)

# RETAIN, SUSTAIN AND GROW YOUR MEMBERSHIP



## Reduce Attrition -

with **Insight** measure  
the likelihood of  
members leaving



## Promote Action -

through **Interact** flag  
members at risk of leaving



## Boost Attendance -

using **Digital** to engage  
with at risk members



**trp.**

Powered by **fitronics.**

Get in touch today for a **FREE** demo  
[hello@fitronics.com](mailto:hello@fitronics.com) // [fitronics.com](https://fitronics.com)

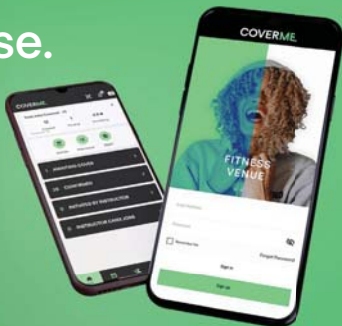
**COVERME.**  
FITNESS

## Group Exercise. **Covered.**

Running a Studio?

One App is all you need

- Manage your GroupEx team
- Find Cover instantly
- Recruit the best instructors



Book an online Demo today.  
Email [Nik.leeke@covermeapp.co](mailto:Nik.leeke@covermeapp.co)

[www.covermeapp.co](https://www.covermeapp.co)



**Our sector suffers from a crisis of identity, no aggregated data around metrics deemed vital by government and under-funded representing organisations**

# Listen up

*The language we use influences the way we think and the way people think about us. David Minton, founder of Leisure DB, says the sector must reinvent the language it uses to better engage with both consumers and government*

**A**t the recent Evolve 2023 conference, one of the key takeaways was around the need for the sector to develop a fresh vocabulary to enable it to both appeal to a wider consumer audience and better influence government. The baton was taken up by Tara Dillon, CEO of CIMPSA, who quickly committed to organising a series of round table meetings on this subject during the latter part of 2023 and into 2024.

Speaker Keith Smith addressed consumer engagement with exercise and the power of language, questioning why anyone would want to “work out” after a day of work and why we use this term. Yet this clanger is just the tip of the iceberg in a sector that still talks about being ‘beach body ready’, ‘losing calories fast’, ‘looking good naked’, being ‘stronger than your excuses’ and ‘harder faster stronger’ and where calls to action include the likes of ‘we’re all bodybuilders, so build the house you want to live in’ and ‘if it doesn’t challenge you, it doesn’t change you’. Where much of what we say as an industry verges on fat shaming.

We need to change the way we speak to change the way we think – and the way others think about us, because the main reason for considering the language we use as a sector is – of course – because it impacts how others perceive us.

## Are people listening?

We also need to be conscious of how people absorb even well-chosen language. Ronald B Adler, the American academic and expert in the science of communication, found adults spend around 70 per cent of their time engaged in



David Minton



Our sector  
'needs to listen'



PHOTO: SHUTTERSTOCK / ALBERTO CREMONA

'communication', of which 30 per cent is speaking, 25 per cent reading and 45 per cent listening. But the bad news is, we're losing our listening skills and the digital age is having a negative impact on the way we absorb, remember and recall what we've heard.

Take as a simple example a health club's induction process. By the time people are receiving the sixth instruction, they can have difficulty remembering the first. How many of us could soak up every word and replay it at will? The question is, what should we be doing about this to better engage consumers?

Answers to all these challenges must be factored into our deliberations around language from both consumer- and government-facing perspectives, but we seem largely oblivious to – or unperturbed by – our inability to communicate with either the wider consumer market or the right levels of government.

### The starting point

From a political perspective, our starting point is weak. Our sector suffers from a crisis of identity, a lack of focus, no aggregated data around a slew of metrics deemed vital by government, poor pathways and too many under-funded representing organisations.



PHOTO: SHUTTERSTOCK / AEROMARQUES

The industry must replace aggressive language with a more professional approach



PHOTO: SHUTTERSTOCK / ELENA SLOJAN





## We need to respect others' opinions and listen to what people need, rather than focusing on what we think we want to sell

We need more political champions, more political influence and greater common knowledge.

To give an idea of the extent of the challenge, it's worth pointing out that DCMS has no priority outcomes for our sector. Government made no direct funding at all for the fitness sector during the pandemic and just £195m of funding was offered in March 2023 to help the sport and physical activity sector with the energy crisis – only £60m for swimming pools – with applications for that fund only opening in June 2023, many months after the crisis hit.

The current situation comes down to the sector having no common language, no focus, no-one 'in the room' in terms of true political power, and no ability to provide shared spending, participation or usage data.

### What does success look like?

Arnold Schwarzenegger – who learned the art of selling as a teenage apprentice in a hardware shop in Austria – famously said, "you can sell anything with the right message and strategy and if you find the right way of communicating, you can unlock outcomes that are impossible to achieve any other way."

Let's firstly look at where other sectors have had successes so we can learn from this. Take as an example the Culture Recovery Fund, which was established in March 2020 and received £1.57bn government funding just four months later, on 5 July 2020.

In April 2023, a robust evaluation of the impact of this funding in supporting nearly 220,000 jobs and 5,000 organisations through the pandemic was published by independent consultants Ecorys, which provided clear evidence the fund had worked.

I suggest this fund was a success because it had a common language, shared data, focus and the right people in the right place at the right time to get things done.

PHOTO: SHUTTERSTOCK / PEOPLEIMAGE.COM - YURI A



### Listen, learn, refine

We know the opportunities are there for our sector, with health higher on the agenda than ever before.

In a report published earlier this year – *Healthy Britain: A new approach to health and wellbeing policy* – Labour MP Kim Leadbeater called for a major transformation in the way government protects the health and wellbeing of all citizens. One of the proposals was to put physical literacy and wellbeing at the heart of a 'curriculum for life'.

How we communicate as a sector will determine if we are to be part of the solution when it comes to delivering on this and other similarly compelling agendas.

On the recommendation of industry guru Andy King, I've been reading Stephen Covey, author of



If we want to be part of improving population health, we need to be humble, acknowledge we're part of a system, that we have a role to play, but that we're not the only panacea

We need to genuinely want to learn and be willing to play a part in delivering on priorities we did not choose, says Minton

*The 7 Habits of Highly Effective People*, who suggests we should "seek first to understand before being understood".

If we genuinely want to be part of the way this country improves population health, we need to be humble and resist 'overselling our wares'. We need to acknowledge that we're part of a system – that we have a role to play, but that we're not the only panacea to challenges in a complex situation.

We need to respect others' opinions and listen to what people need, rather than focusing on what we think we want to sell. We need to genuinely want to learn and be willing to play a part in delivering on priorities we did not choose. We need to be 'in the room', with a mindset that's about contribution, not what we can take away.

In Greater Manchester, where Andy King has made such a valuable contribution to the wellbeing of local people, this approach has already seen operators co-design and co-create the NHS award-winning Prehab4Cancer service, which will support 10,000 patients on their journey through treatment over the next two years.

### The way forward

In an age when many are losing their capacity to listen, hear and absorb, I have a suggestion. Over the coming year, let's try to notice how – individually and together – we can truly listen to those around us. Listen afresh and listen attentively. Once we've done that, we'll be in a better position to forge appropriate language to take our sector forward. ●

11 – 14 APR 24 Exhib

FIG

For a strong and

Built by



In the business of  
building businesses

ition Centre Cologne

BO

GLOBAL FITNESS

healthy society.

**fibo.com**

# INVITATION ONLY

**A new tier of unashamedly exclusive health clubs is emerging – not only do members have to be wealthy, they also have to meet strict criteria in order to join. Kath Hudson investigates**

Private clubs have always held an allure, and members-only establishments based around hospitality, networking and socialising have existed in major European cities since the 17th century.

Today, this private club market is booming, with places such as Silencio in Paris – opened by film director David Lynch – describing itself as a ‘the successor to 17th century Parisian literary circles and the clubs of 18th century London.’

Private members’ clubs are a worldwide phenomenon – from R360, which limits its global membership to 1,000 billionaires and has the aim of promoting social responsibility ([www.r360global.com](http://www.r360global.com)), to Core in New York, Milan and San Francisco ([www.thecoreclub.com](http://www.thecoreclub.com)), which has a joining fee of US\$50,000 and annual fees of US\$17,000. The club is thriving, with the New York branch relocating to a bigger 60,000sq ft site at 711 Fifth Avenue, where it’s co-located with the Polo Lounge.

Another example, the Carnegie Club at Skibo Castle ([www.carnegieclub.co.uk](http://www.carnegieclub.co.uk)) in Scotland was created by American industrialist and philanthropist, Andrew Carnegie as a ‘millionaire’s playground.’

Sitting on 8,000-acres of parkland with a health club, golf course and spa, memberships costs around

**Lanserhof at The Arts Club specialises in wellness**

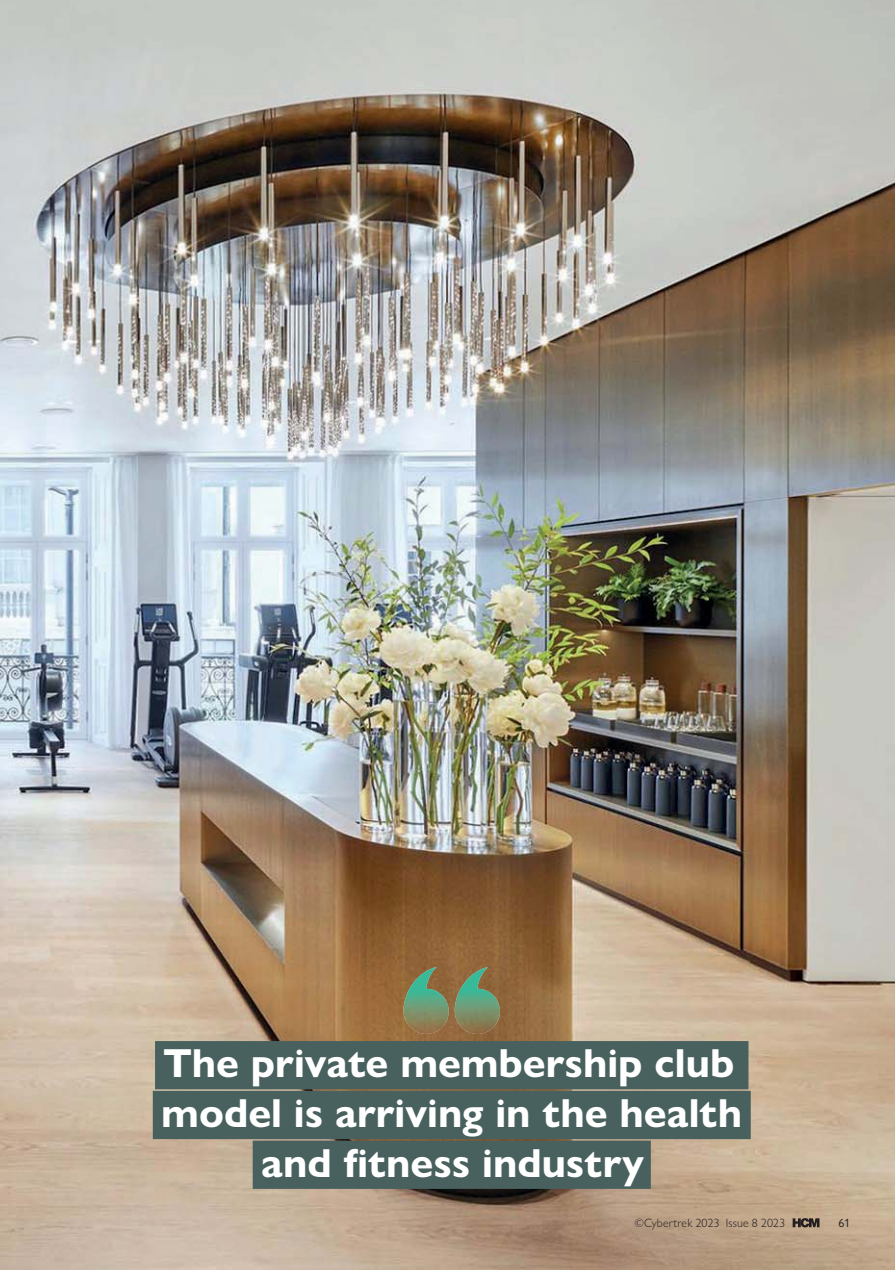
£10,000 a year, plus a £30,000 one-off joining fee. The club’s membership is limited to around 350.

## Health and fitness adopts the model

Now this private membership club model is arriving in the health and fitness industry in varying degrees of scale and brands are raising their prices, adding value to their services and offering membership on an invite-only basis to a carefully curated audience of thought leaders and business people, who network while working out.

HCM editor, Liz Terry, says: “Although, the average membership rate in the US is US\$58 (£53, £45) ▶





**The private membership club  
model is arriving in the health  
and fitness industry**



## Luxury brands have boomed since the start of the pandemic. In the UK, the super-premium market has doubled in size since 2019

► per month, while 41 per cent of members pay less than US\$25 (€23, £20) per month, we're aware of high-level health clubs in major cities such as Paris, New York and Milan charging upwards of £30,000 a year for a membership, making them very exclusive. As wealth distribution becomes ever more concentrated, we'll see an acceleration of this trend."

David Minton, founder of data analyst Leisure DB says: "Although there's little overt marketing for invite-only or application clubs, people are queuing up to join. Luxury brands have boomed since the start of the pandemic and in the UK, for example, the premium market has doubled in size since 2019 to around 100 sites which charge between £150 (\$191 €174) and £600 (€695, \$765) per month.

"Mostly in and around London, these clubs are targeting the 1 per cent, which is an easier market than the 15 per cent who attend more standard health clubs and the 85 per cent who are not regularly using a health club. These clubs are where like-minded members meet the future of wellness and preventative self-care."

### A trillion-plus market

In order to run this model the clubs have to tick every box for the most discerning of customers, offering personalised programmes that get results, a tight knit community and a luxurious setting, says Minton, who describes them as "a combination of sleek décor and cutting edge services such as

cryotherapy, vitamin and IV infusions, sleep pods, regeneration rooms, compression therapy and hammam. While a team of nutritionists, podiatrists, physiotherapists and rock star PTs create tailor-made regimes that are monitored to ensure results".

IHRSA CEO, Liz Clark, believes models such as invite- and referral-only are here to stay because they represent a customer model that's been carried over from other parts of the consumer marketplace – such as travel and fashion – and because wider consumer spending on wellness-related products and services is robust.

According to McKinsey, the global wellness market is now worth \$1.5 trillion (€1.36tr, £1.18tr) and is growing at 10 per cent a year, while the Global Wellness Institute put the number at US\$4.4 trillion in 2022 and forecasts growth to US\$7 trillion by 2025. ►



Lanserhof at The Arts Club offers everything from IV to MRI scans

PHOTO: LANSERHOF



Gwyneth Paltrow is a fan of classes at The Ness clubs in NYC and the Hamptons



PHOTO: THE NESS NYC



## Thirty Nine Monte Carlo was opened by former Scottish rugby player, Ross Beattie

### ► Luxury clubs in Europe

**Thirty Nine Monte Carlo** ([www.39montecarlo.com](http://www.39montecarlo.com)) was opened in 2016 by Scottish ex-Rugby International, Ross Beattie, who says it has a unique wellness-focused concept, offering members access to high-tech sports equipment and training from sports professionals in a private-club setting. Membership costs €4,900 a year – €2,700 for those under 27.

In London, **The Arts Club** ([www.theartsclub.co.uk](http://www.theartsclub.co.uk)) delivers a high-level, members' only health and fitness and wellness service in partnership with European destination spa operator, **Lanserhof**.

On offer are state-of-the-art fitness facilities, medical facilities, high-tech diagnostics and restorative therapies.

These include everything from MRI scans and cardiology and orthopaedics' appointments, to IV vitamin infusions, nutrition advice, acupuncture and restorative facials.

Lanserhof – which has a portfolio of destination spas across Europe – is renowned for its signature protocol which is based on the Mayr Cure ([www.lanserhof.com](http://www.lanserhof.com)).

The Arts Club, with annual memberships at £2,500/year, plus a £2,000 joining fee, also has reciprocal memberships with a range of private clubs globally, such as the **Cercle De L'union Interallee** in France ([www.union-interallee.fr](http://www.union-interallee.fr)).

### New York City clubs

There are a growing number of clubs in the US – predominantly in New York and Los Angeles – aimed at thought leaders, creatives, founders or executives, **Ghost** in trendy Williamsburg, Brooklyn, New York City ([www.ghost.xyz](http://www.ghost.xyz)) costs up to US\$300 (£272, \$235) a month and requires an up-front payment of

US\$1,500, an application, an interview and an internal review process before membership is granted.

For that, members get private personal training and 'beautifully-designed spaces to work out, socialise, create and convene.'

**The Ness** in New York, ([www.thenessnyc.com](http://www.thenessnyc.com)), founded by Ali Giampolo, Dria Murphy and Collette Dong, has adopted the trampoline as its workout tool of choice, offering muscle-sculpting and cardio sessions on and off the trampoline in its two studios – on Broadway and the Hamptons (Bridgehampton) – and taking bookings via referrals, as well as offering access via free trials.

The company delivers a range of classes, from group instruction to private training (which can also take place in private homes), as well as live and on-demand sessions, with 700 videos currently available and new content dropping every week, monetising the brand via digital. ►







39 Monte Carlo offers high-tech equipment and specialist trainers

PHOTO: 39 MONTE CARLO



PHOTO: 39 MONTE CARLO

39 Monte Carlo's fees are €4,900 per year



Entry to Ghost (Brooklyn) is by application and interview

PHOTO: GHOST NEW YORK CITY

- The Ness trampoline which is used for the workout is manufactured by Jumpsport, can be bought online for US\$499.99 and comes with a degree of class access.

Giampolo says the benefits of The Ness method include creating greater mental, emotional and physical stamina, freeing up lymphatic drainage, improving fitness and extending longevity.

**Gwyneth Paltrow** has also been seen in the Hamptons trying out The Ness workout – the ultimate wellness endorsement for some consumers ([www.hcmmag.com/paltrowtheness](http://www.hcmmag.com/paltrowtheness))

### Los Angeles

With four studios – one in New York and three in Los Angeles, **Forma Pilates** ([www.formapilatesla.com](http://www.formapilatesla.com)), will only accept members via a referral and prides itself on fostering a tight-knit community of like-minded individuals.

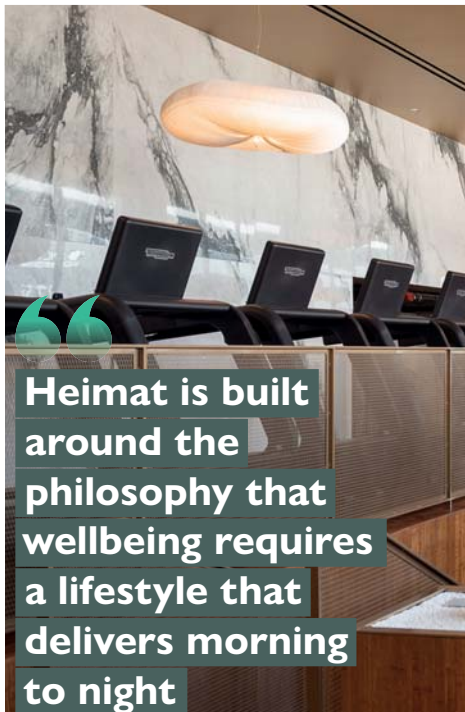
Founder Liana Levi – originally a jeweller – started the company during the early stages of the pandemic in her mother's pool house in Westwood, L.A.

A trained Pilates instructor looking for ways to exercise during lockdown, she ordered a Pilates reformer and posted her routines to Instagram, where she now has 126k followers ([www.instagram.com/lianalevi](http://www.instagram.com/lianalevi)).

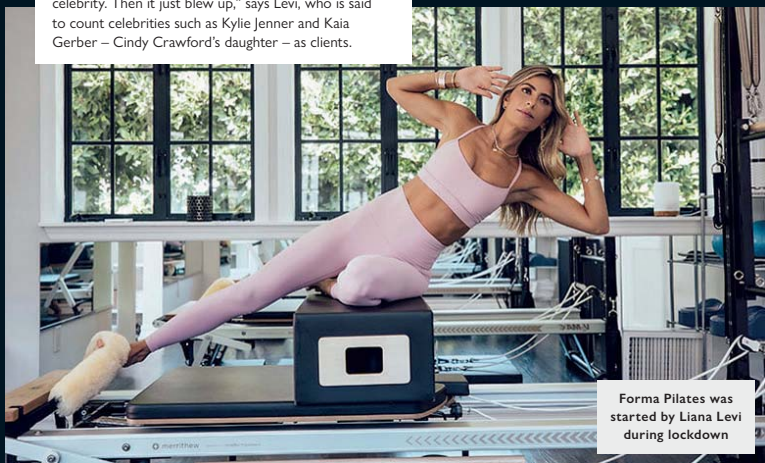
Friends showed an interest, so she started charging as lockdowns ended, but continued the focus on individual coaching and a close circle of members.

"I didn't want to get sick with COVID, so I made it a referral-only business," she told *Vogue Beauty*.

"One day, a childhood friend brought along a celebrity. Then it just blew up," says Levi, who is said to count celebrities such as Kylie Jenner and Kaia Gerber – Cindy Crawford's daughter – as clients.



Heimat is built around the philosophy that wellbeing requires a lifestyle that delivers morning to night



Forma Pilates was started by Liana Levi during lockdown





PHOTO: HEIMAT / RSG GROUP

Classes are US\$75 in New York and US\$100 in LA, with private lessons US\$250.

Levi sells a virtual class option, that doesn't require a referral, at US\$49.99 a month, enabling her to widen the monetisation of the Forma brand. She also acts as a social media influencer, wearing and name-checking brands such as **Sporty & Rich** – which is heading into wellness, having just opened a spa and juice bar in its New York City flagship ([www.sportyandrich.com](http://www.sportyandrich.com)) – and **Gymshark Woman** ([www.instagram.com/gymsharkwomen](http://www.instagram.com/gymsharkwomen)).

The **Monarch Athletic Club** in West Hollywood, Los Angeles, ([www.monarchclubs.com](http://www.monarchclubs.com)), has a strapline of 'wellness reimagined', offering medically-driven services and an evidence-based approach.

The club offers unlimited personal training, unlimited physical therapy and unlimited preventative medicine consultations and treatments, as well as bloodwork panels, metabolic training and high-level recovery options.

Also on offer are nutrition counselling, personalised supplements, IV therapy and a nutrition bar.

**Heimat in LA is a private members' concept from RSG Group**

The club offers members virtual workouts for when they're on the road. It requires members to undergo a medical evaluation and training assessment before joining. Fees range from \$595 (€540, £466) to US\$2,000 (€1,816, £1,567).

### The relevance of Heimat

Also in Los Angeles, and flying the flag for global multi-site operators in a sea of independents, is **Heimat** ([www.heimat.com](http://www.heimat.com)), the first of a new private members' club concept from RSG Group, that opened in August 2022 ([www.hcmmag.com/Heimat](http://www.hcmmag.com/Heimat)), just before the untimely death of founder and CEO, Rainer Schaller. ▶

## The big question

Is the growth of invitation-only and membership clubs a negative or positive development for the sector?

### The plus-side

- \* It indicates a maturing of the industry
- \* Those who don't meet the criteria for invite-only membership are not cut out of fitness opportunities, being able to use budget health clubs
- \* IHRSA's Consumer Report showed there's growth occurring at all levels in the industry, improving access for consumers across the board
- \* It's likely that the trends and services on offer at these clubs will have a trickle-down effect so eventually everyone will enjoy some of the benefits.

### The minus-side

- \* It could be seen as being discriminatory
- \* It removes the health club as a place where people from all backgrounds can meet and deepen their understanding of each other
- \* It opens the industry to accusations of elitism

Share your thoughts:

[letters@leisuremedia.com](mailto:letters@leisuremedia.com)

The gym at Soho House White City in London

PHOTO: SOHO HOUSE WHITE CITY

- Part health club, part private members' club, the 75,000sq ft Heimat is initially being rolled out in San Francisco, Dallas and Berlin, with further locations planned in other world cities.

At the time of launch, Schaller said he built his new brainchild around the philosophy that wellbeing is not just a physical pursuit, but requires a lifestyle that delivers from morning to night, through work, rest and play.

"Having worked in every part of the fitness market for over 25 years, it was clear that the industry was missing an exclusive place where you could find every type of training under one roof and where members experience a feeling of familiarity and belonging," he told *HCM* at the time. "We believe in nourishing the body and mind and felt the time was right to introduce Heimat."

Built over five floors in a converted 1930s warehouse, the club offers the latest fitness spaces and classes, a luxury boutique spa and restaurant by award-winning chef **Michael Mina**, designed by **Martin Brudnizki Design Studio** ([www.mbds.com](http://www.mbds.com)). It also offers co-working spaces and a country club-style rooftop pool and bar area with cabanas, table service and sweeping views of the Hollywood Hills.

On offer for fitness are the nine purpose-built studios for everything from reformer Pilates and cycling, to TRX, dance, yoga, boot camp and boxing. Heimat has a dedicated Technogym Kinesis studio, with 10 stations.

Also available are functional and machine strength training from gym80 (an RSG brand), a dedicated stretching area and cardio equipment



PHOTO: SOHO HOUSE WHITE CITY



PHOTO: SOHO HOUSE WHITE CITY

Above and left: Soho House White City, London. The brand has 40 global locations, with more to come

from Technogym. A Heimat app integrates the use of equipment for members to create a customer journey, while the club's 'Cultivate' programme includes 'thought-provoking programming' and private events featuring up-and-coming artists, tastemakers and 'cultural connoisseurs' and RGS is clearly building a vibrant community as part of its commitment to helping people 'reimagine how to live well'.

Memberships, by application only, cost US\$350/month with a US\$300 joining fee and one-year commitment.

### Private club trail blazers

One of the best-established global private club operators – Soho House – has been offering members a mix of fitness and wellness services in addition to hospitality, workspace and accommodation since it was established by Nick Jones in London in 1995.

The company has been quietly rolling out globally for decades and now has 40 locations, including New York, Miami, Los Angeles, St Vincent and the Grenadines, Berlin, Copenhagen, Istanbul, Bangkok and Hong Kong. New Soho House properties – some with gyms and some without – will open soon in Charleston, Portland Oregon, Mexico City, Glasgow, Manchester and São Paulo.

In line with its luxury targeting, the company also owns around 30 restaurants, including Kettner's in London and Le Vallauris in Palm Springs, while 36 art collections are housed in its clubs. It also developed and runs the Cowshed spa product line and Cowshed spas brand.



## We expect to see more invite-only clubs vying for this lucrative market

The company attracted a following in its early years by being a membership club for creative people, instead of a private club catered for financiers, politicians and business people, as had more traditionally been the case, so it made the concept of a club more accessible and affordable, but still exclusive.

With well-established operations and new concepts vying for a slice this increasingly lucrative market and investors keen to put their money into high-end real estate, we expect to see more invitation-only and private members' clubs rolling out globally as the market for health, fitness and wellness lifestyle continues to expand. ●

# Kevin Teixeira

**Warehouse Gym's MD talks to Liz Terry about growth ambitions and how the health club market in the Middle East is evolving**

## **What's your background?**

As an overweight teen, I got myself into the gym at the age of 15 and never looked back. The difference it made to me physically and mentally changed my life and has propelled me in the direction of the industry for what I know will be the rest of my days.

I got into the industry 25 years ago after I graduated from Lancaster University, gaining experience from reception desk up to management, as I worked from the bottom up to become managing director.

## **What's the ownership structure of the company?**

The Warehouse Gym is corporate-owned. The business was founded by me, Fahad Al Rafi and Edris Al Rafi.

## **Was it risky to launch The Warehouse Gym?**

Dubai craves new ideas and constantly challenges you to think better. The market was under-served and we could see the potential. The risk was actually to do nothing.

## **How is the market developing?**

It's grown exponentially and become broader in terms of the available offerings, while the entrepreneurial spirit that's alive in Dubai has allowed for the development of a variety of gyms, boutiques, concepts and designs to suit all tastes. The fitness market has become populated with independent players, rather than chains – in contrast with Europe, the US and the UK.

## **What's driving market growth?**

An increasing awareness of the necessity of leading a healthy lifestyle, coupled with rising disposable incomes and an expansion in the number of health clubs in the region are some of the factors.

Dubai is a prominent city in the Middle East; however, Abu Dhabi and Saudi Arabia are also moving fast. Exercise crosses all boundaries, languages and cultures. ▶



*You must always have one foot planted firmly in order and the other firmly planted in chaos*





Warehouse Gym is  
planning to franchise in  
the UK, South Africa  
and Saudi Arabia





## *The entrepreneurial spirit that's alive in Dubai means the market is populated with independent players, rather than chains – in contrast with Europe and the UK*

### ► **How does the market break down?**

There are many segments in the market, driven by growing consumer demand, however, the belief that market segments need dedicated facilities is a dated one to me and not scalable or sustainable. That said, a large facility, such as those developed by Warehouse Gym – that meets the needs of many different user groups – needs to be done correctly. It's not as simple as some might think.

### **How do you feel about global operators coming into the Middle East market?**

I welcome international players, but I don't think they will change the market or succeed based only on the fact that they're international.

The health club and gym business is a local business and regardless of whether it's on a small or large scale, the fundamentals remain the same.

Commercial battles are won in the detail and that's where local businesses have the edge.

### **Tell us about your business**

Warehouse Gym – with soon to be 16 locations in the UAE – is the Emirates' largest operator of premium gyms and has established itself as an operator of destinations known for their vibrant communities.

Our first opened in 2013 in a converted warehouse in Dubai, so the company got its name from this identity and history. We quickly became recognised for our street art, design, music and freedom of exercise.

In terms of size, they vary from boutiques at 12,000sq ft. to larger facilities at 40,000+sq ft.

When it comes to growth, we're aiming to add three to four locations a year.

### **What are the most popular forms of training?**

Strength training is the most popular by far, however, it requires a level of complexity in order to be successful so that people get the results they're looking for.

### **What facilities do your clubs typically have?**

All the gyms are based around strength elements, such as platforms, open areas with conditioning equipment, strength machines and cardio sections.

In addition, we have two to three immersive studios, personal training areas, recovery rooms, restaurants and juice bars. Our core belief is that exercise should have no boundaries or limitations.

Warehouse Gyms' uniqueness is that each location is individually curated and no two gyms look alike. Our members don't get a gym membership at multiple locations, they get one membership at multiple gyms.

Each has different equipment to ensure members can mix things up and not get bored, as changes in environment and equipment are very stimulating. Depending on usage and the type of equipment involved, we refurbish and refit every three, five or eight years.

### **How are you developing the concept?**

It's been a matter of constant evolution. I have a personal mantra when setting up a gym of starting with a blank canvas. You have to be able to adapt at any moment, as the fitness industry is changing so fast.

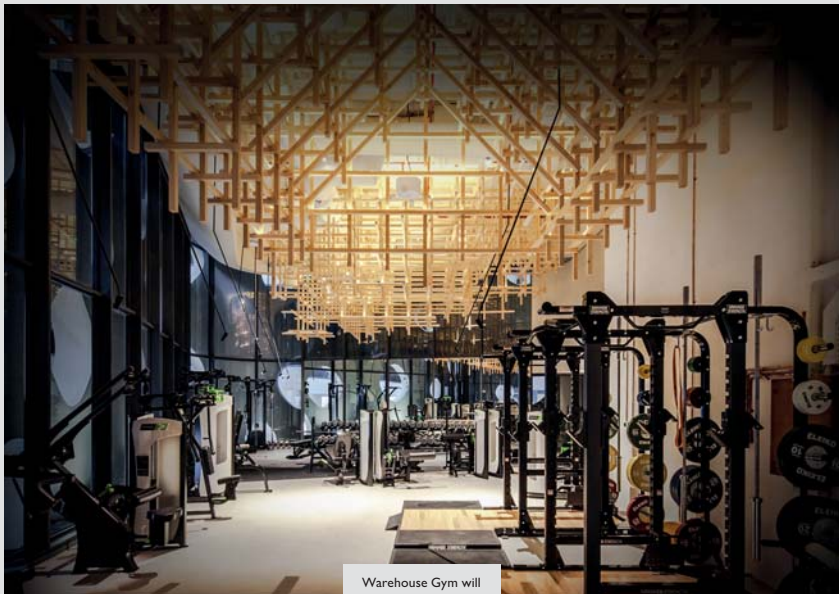
I spend time on the gym floor to see how and what people are doing, while keeping a close eye on the industry. You need to be ahead of the curve, but not too far ahead, or people might not be ready. It's important to know the difference between fads and trends, which some fail to appreciate.

We look at the demographics of clients when we design our gyms and tweak them based on feedback.

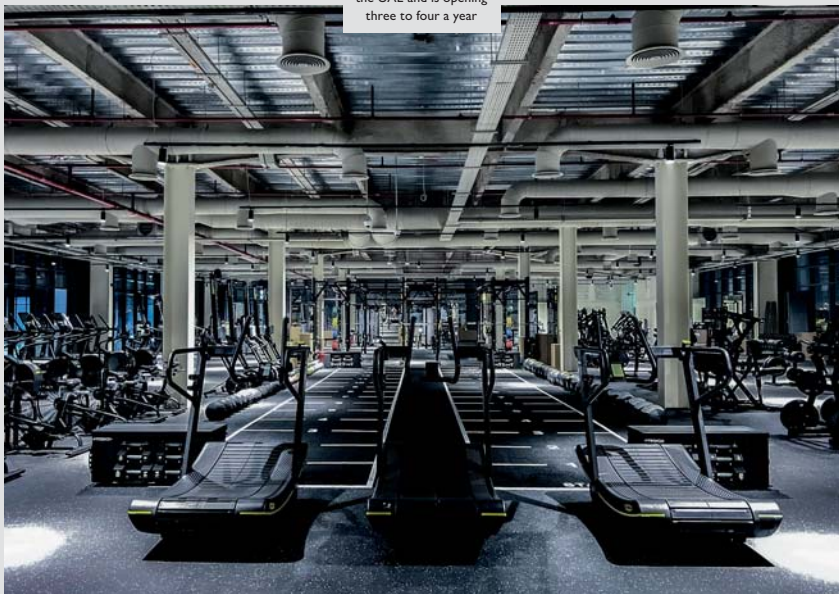
### **What are your membership rates?**

Options range from a basic package at 99AED (£20, US\$27) to our Premium Plus package which is priced at 699AED (£150, US\$190), and provides access to all our locations, as well as recovery treatments, priority booking and monthly guest passes for friends and family. ►





Warehouse Gym will soon have 16 sites in the UAE and is opening three to four a year





*The gym remains  
one of the few  
places where people  
can disconnect from  
the distractions  
of the outside world  
and focus on the  
task at hand*

Clubs vary in size  
from 12,000sq ft to  
upwards of 40,000sq ft



Membership of Warehouse Gyms has trebled since 2018

#### ► **Have membership numbers been growing?**

Year on year membership numbers have grown even through the worst of the pandemic, trebling since 2018.

#### **Tell us about your wellness services**

We provide recovery services to promote overall wellness and improve workout performance, including cryotherapy and infrared saunas. We also have massage therapists who offer deep tissue work to address muscle soreness and injury and aid recovery.

#### **Will you diversify your business model?**

We began with a business plan that was flexible and we'll continue to operate this way, however, there will be some standardisation, which will be necessary to set us up ready to launch a franchising business.

#### **Can you share more about your franchise plans?**

Warehouse Gym has a successful business model with a proven track record that's been tested and refined and we've been asked if we would franchise the brand in areas such as South Africa, the Middle East and the UK.

The franchisees will have access to our business model, IP, and branding, as well as back-end support, which will be beneficial for those who are new to the industry or not experienced in running a business. This will also allow them to focus on running their gym. We expect to open our first franchise location in 2024.

#### **Tell us about your app**

We launched our Warehouse Gym App recently, it's a tool that features streamlined check-in with an in-app barcode, as well as access to membership details, top-up balances, tracking of loyalty points, easy class bookings and information on personal trainers and package purchases.

Members can also see group class details and personal trainer star ratings on the app, along with confirmation of PT session delivery, offers and promotions. They can also use a 'refer a friend' function and connect with us via a 'contact us' section.

Backing up the app, we communicate regularly with members and they can sign up for notifications and customised push notifications.

#### **Do you have an omnichannel offering?**

No, We don't encourage members to work out at home. Warehouse Gym is a physical experience with a strong community which encourages a real connection between people.

The gym also remains one of the few places where people can disconnect from the distractions of the outside world and focus on the task at hand. Physical presence, real human interaction and a device-free environment are the hallmarks of a gym experience and these features can make it one of the few havens unaffected by the trappings of technology. ►





The brand is known  
for its street art,  
design, music and  
freedom of movement

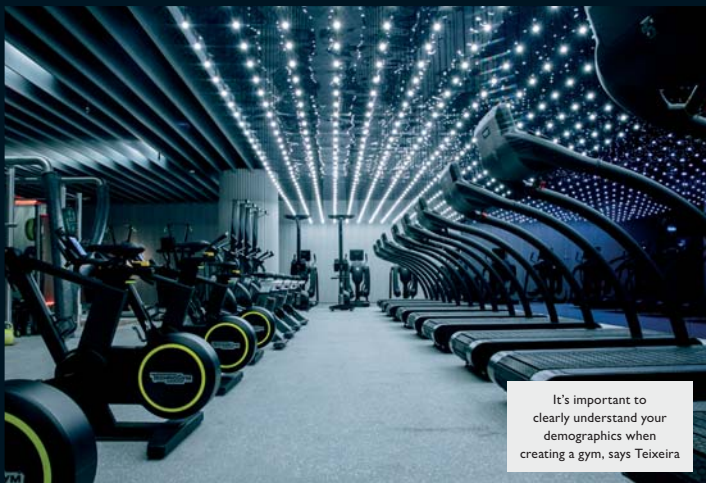


PHOTO: THE WAREHOUSE GYM

It's important to clearly understand your demographics when creating a gym, says Teixeira

*I'd like to pass on  
my experience  
and help others  
build their dreams  
through our  
plans to launch a  
franchise business*

#### ► **And your loyalty programme?**

We have a loyalty programme called Lift Life through which members earn points every time they work out, take a class, get a post-work out shake or purchase membership or personal training.

These points can be redeemed for cash which can be applied against their next membership, personal training packages and a range of healthy food and shakes at the clubs.

#### **What are your ambitions?**

Making The Warehouse Gym the most successful brand of health clubs in the world and continuing to develop the brand to become more than a gym. We want it to be a place that ultimately makes people's lives better.

#### **What's your business philosophy?**

I'm a firm believer in balancing Yin and Yang. You must always have one foot planted firmly in order and the other foot firmly planted in chaos.

#### **What's the end game?**

I'd like to continue on this journey with Warehouse Gym until it's time to pass on the mantle to someone else.

I really enjoy building these gyms and I'd like to pass on my experience and help others build their dreams next, through our franchise business. ●



Technogym's  
Biostrength guides users  
through their workout



# Strength revolution

Strength training is booming, in part due to various government's guidelines that recommend it for all ages, with new offerings coming in the form of hardware, tech and programming, as Steph Eaves reports

Luke Townsend

Technogym

We've seen an increased requirement for a new era of strength training solutions, both in the gym and outdoors.

With growing demand for a personalised strength training experience, traditional gym floor strength areas are changing and operators are focusing on delivering more personalised and results-driven experiences throughout, taking zonal approaches to layout and developing multiple offerings and revenue-generation opportunities to meet the needs of members.

The demand for our connected strength products, such as Biocircuit and Biostrength – which guide users through the entire workout – have increased significantly. Consumers want variety, regardless of their fitness goals, and the requirements and specifications we're receiving from customers, partners and the industry is reflecting this.

#### How can operators improve their strength offering?

With strength training gaining in popularity, it's essential to adopt a multi-faceted approach to making it accessible for all. Firstly, the strength offering should provide variety, combining fixed resistance, plate loaded and functional training tools. This ensures every user can find suitable equipment, regardless of their ability, fitness and confidence levels.



*"It's essential to adopt a multifaceted approach to strength training"*

Linked to this is the crucial role education plays in making strength training accessible. By delivering a recurring programme of workshops, operators can dispel myths and teach correct exercise techniques to prevent injury and promote progression. Focusing on community engagement and support are also key to success. Building a supportive community can boost motivation and create a sense of belonging. Finally, tracking progress and celebrating success provides positive reinforcement, keeping users motivated throughout their strength training journey.

#### Where have you seen strength done well?

Celtic Manor ([www.celtic-manor.com](http://www.celtic-manor.com)) chose to implement the Technogym Biostrength range, which includes the patented Biodrive system, using aerospace technology powered by AI to ensure maximum muscular activation, as well as correct exercise setting and execution. Steve Hamblin, head of leisure and activities at Celtic Manor Resort, told me they're seeing people who haven't used the gym for a while coming back to their health clubs to check out the improvements, while also getting lots of enquiries for new memberships.

*Luke Townsend is education manager, training and format specialist at Technogym*

## Travis Vaughn

### Core Health and Fitness

It's no surprise that many organisations are elevating the critical importance of strength training as part of a complete physical fitness routine. The science is clear that maintaining and increasing lean muscle mass is critical to overall health and especially important to exercisers over the age of 50, in whom lean muscle loss can contribute to both strength and mobility issues.

A combination of government recommendations, that are backed by science, the renaissance of free weight training, a surge in Olympic-style lifting and emphasis on functional training, has resulted in fitness facilities experiencing a radical reimagining around strength.

#### How can operators improve their strength offering?

What was old is new again in the free weight training areas of facilities, with a large migration of all demographics towards strength. Driven by popular trends and social media, the free weight section of the gym is the place to be if you're serious about fitness. If you're a newer fitness enthusiast, the attraction point is small group functional training with rigs, accessories and free weights.

If you're a new facility developer, you need to understand the trends and the science and design your new space to

*"What was old is new again in free weight areas"*

Everlast Gyms have a new look and feel and upgraded strength offering

accommodate the growing population and traffic flow in the free weight, plate-load and functional spaces. If you're an existing facility operator, you need to re-evaluate your space, understand the traffic flow, remove unused or low-traffic areas and add space to meet the needs of these escalating trends.

Reinvention has to happen every decade or so in the health and fitness industry to leverage and capitalise on the science and trends that it drives. This isn't a new phenomenon – it's happened numerous times over the decades.

#### Where have you seen strength done well?

Everlast Gyms ([www.everlastgyms.com](http://www.everlastgyms.com)) is a great example of how the landscape has changed and is changing. One visit to its clubs and you'll see a new look and feel, supplemented by larger free weight and plate-loaded areas, numerous half-racks and platforms and an emphasis on small group functional training.



## Martin Franklin

### Les Mills

Operators have long been the standard-bearers when it comes to supporting strength training and helping diverse groups of individuals reap the rewards.

I think government guidelines are more 'effect' than 'cause', as official recommendations tend to be a trailing indicator of what's happening in society.

I'd posit that those recommendations were at least partly an acknowledgement of the positive impact fitness facilities are having on society.

#### How can operators make strength accessible?

There are practical considerations, such as how many people you can service at one time – especially with strength training such as a strong trend right now and operators reporting lengthy queues for squats racks and benches.

There's also the support element: ensuring members have the knowledge and confidence to lift safely and effectively. It won't shock you to learn that I see strength-based group training as an ideal solution to this.

Through high-quality classes, you can service more strength fans at once, manage footfall and reduce bottlenecks on the gym floor, while ensuring well-trained Instructors are on hand to encourage and educate members to get the most from their strength sessions and keep them coming back.



*“Through strength-based group training you can reduce bottlenecks on the gym floor and manage footfall”*

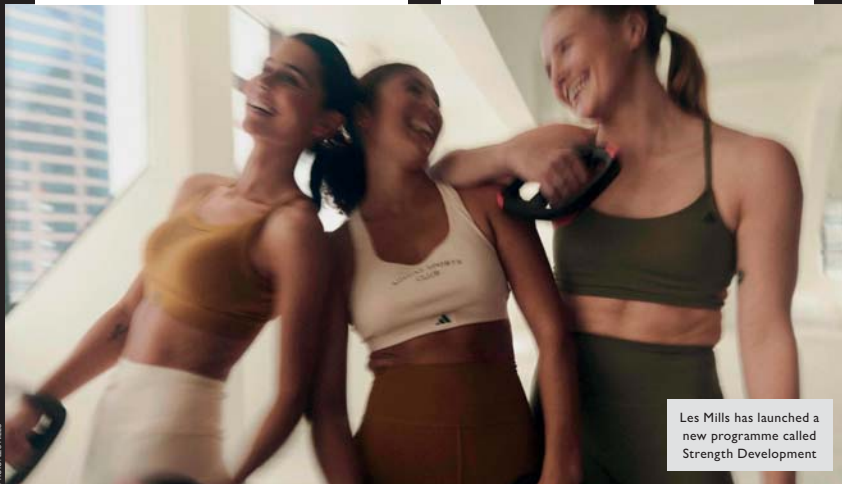
#### Where have you seen strength training done well?

We saw recently, both in HCM and in the national press, that The Gym Group is cutting back on treadmills and adding more strength equipment to cater to the growing numbers of women who prefer to pump iron, so that will be a story to watch closely as operators navigate this growing trend.

Another operator that's been doing this well for some time is Village Gyms. The forward-thinking chain has invested in adding 30 per cent more weights into its studios, along with programming such as our new Les Mills Strength Development programme to attract and engage younger members. It's also been training more instructors to deliver these sessions.

Village Gyms is also running activations and competitions on the gym floor to engage younger members and help steer them towards the studio – again serving to manage footfall and unlock the retention benefits of engaging these members in community-based strength training.

Martin Franklin is CEO of Les Mills Europe



Les Mills has launched a new programme called Strength Development

## Matthew Januszek

### Escape Fitness

**W**e've definitely seen an uplift in strength training and the installation of strength-focused equipment worldwide.

More thought is also going into gym design, equipment and space-saving solutions.

In regards to equipment we've seen more squat racks and octagon frames being installed, with a corresponding reduction in the size of cardio training areas. Also worth noting is the increase in women taking up strength training.

Although the UK government added strength training to its physical activity recommendations in 2019, I'm not convinced these changes are all down to these guidelines – social media has had more of an impact in driving this trend, particularly with women being more comfortable striving for a 'strong not skinny' mindset.

The benefits of strength training are now more widely recognised, which is a fantastic shift and needs to be accommodated by all operators.

### What can they do to ramp it up?

By thinking about their demographic first, because layout and design come from knowing your audience.

Although the growth of strength training is a positive shift, the increase in users can create a bottleneck on the gym floor, especially within the free weight areas. Confident users often want an open floor space and a sociable 'on show' aesthetic, whereas less confident users, can prefer screened, or cubicle-based areas where they can train in a less intimidating space – perhaps with digital or in-person coaching readily to hand.

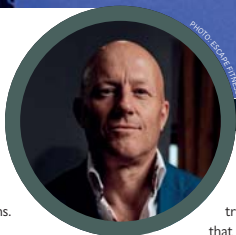


PHOTO: ESCAPE FITNESS

*"Confident users want an open floor space and sociable, 'on-show aesthetic'"*

Ensure trainers are educated in versatile methods of strength training, so they can demonstrate that strength benefits can be reached far beyond the free weights, encouraging members to engage with more equipment on the gym floor, or maybe even utilise additional services such as strength-based classes.

We're looking at the challenges operators are currently facing – for example, backlogs around free weights and squat racks – and at the end of this year we're launching something to address those challenges.

### Where have you seen strength done well?

Gold's Gym in Northridge, California ([www.goldsgym.com/northridge-ca](http://www.goldsgym.com/northridge-ca)) partnered with us to create a bespoke, standalone 'Escape Room', fitted out specifically for strength training. It's an ultra-modern, boutique, box-style room that combines modern methods of functional training with traditional free-weights and lifting platforms.

It gives members a separate strength area, away from the gym floor and for those who prefer to be in their own zone, there are pods where they're not in full view.

There's such a wide variety of equipment that members can step away from the free weights area and discover new ways of maximising their workout, it's almost like a playground of strength exercise!

Matthew Januszek is co-founder of Escape Fitness and host of the Escape your Limits podcast [www.hcmmag.com/EYL](http://www.hcmmag.com/EYL)

## Phil Horton

Miha Bodytec

**W**e're seeing new operators emerging and entering the health and wellbeing space off the back of the government's strength training guidelines and one of the main areas of growth is beyond the traditional health club and gym floor.

Whole body EMS training operators, such as Feel Electric, Surge, Ironbody Fit, Korperform and Vive Fitness, are making strength training more accessible with a micro studio offer on the high street.

We're also seeing traditional operators collaborating with EMS providers – Surge has recently partnered with Soho House, for example, and Vive Fitness has partnered with The Lanesborough Hotel and Matt Roberts' Evolution, to make EMS more accessible. The focus is very much on strength for health and longevity, rather than aesthetics.

### What can operators be doing?

The key to success is removing barriers and making strength training non-intimidating and easy to access. Whole body EMS training achieves the government strength training guidelines in one 20-minute training session per week – also making it more time-efficient – so we encourage operators to think differently and provide alternatives to strength-based classes or working out with weights.

If we're truly going to get people into strength training, we need to think outside the box. Whole body EMS is an innovative form of strength training that delivers and can be done anywhere in a club.

Also, if we want to encourage more people to strength train, why not create a different space for



PHOTO: MIHA BODYTEC

***“We’re seeing traditional operators collaborating with EMS providers”***

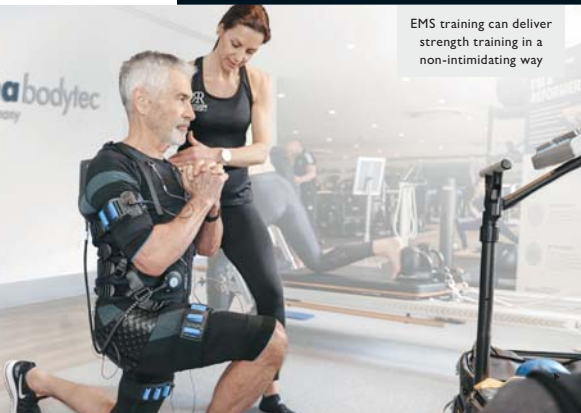
them? A holistic, welcoming space, away from the strength area – that not everyone feels comfortable in.

### Where have you seen strength training done well?

The Shrewsbury Club ([www.theshrewsburyclub.co.uk](http://www.theshrewsburyclub.co.uk)) introduced a separate EMS studio to encourage more members to benefit from strength training, especially those who don't venture into the gym floor strength area.

The studio runs using a PT-led approach, offering 30-minute appointments, but still charging the same amount as for a traditional one-hour session. This approach is appealing to a wide variety of members, such as tennis members, new mums, seniors and time-poor clients.

Phil Horton is UK and Ireland country director at Miha Bodytec



EMS training can deliver strength training in a non-intimidating way



Mytime Active runs junior lifting clinics to tech young people to lift safely

## John Halls

### Physical

Strength and conditioning was once the domain of elite athletes, but now it's front and centre of gym floors.

Where once there were rows of treadmills, now we have functional zones, lifting stations, modular rigs with integrated DAPs. These are the gym floor centrepiece for many big box operators and also tend to be the busiest areas of the gym.

Bars and plates haven't really changed; what's changed is the way lifting is being creatively inserted onto the gym floor. We're cutting lifting platform drop zones into the floors of many of our clients, so they're flush rather than being step-up platforms to remove trip hazards and create more multi-use space.

### How can operators improve their strength offering?

Operators can make strength more accessible by creating zones that are designed to catch the eye, with a buzz about them that makes them inviting.

Make it a key part of inductions. Then it's about programming and kit selection.

Functional zones don't have to be about heavy lifting: at their best, they're playgrounds for small group training – predominantly resistance-based – where instructor-led sessions take

people through workouts that can be modified to suit all ages, fitness and experience levels and physical needs.

It's about moving in natural ways using a wide range of smaller pieces of kit – or even just bodyweight – with equipment simply adding a degree of challenge. The focus is on being strong and fit for life, not being a weightlifter.

### Where have you seen strength done well?

Mytime Active ([www.mytimeactive.co.uk](http://www.mytimeactive.co.uk)) offers junior lifting clinics that teach 11- to 15-year-olds to lift safely and effectively, as enhanced strength supports young people in their day-to-day activities, improving performance and helping prevent injury.

Darren Anderson, principal fitness and wellbeing manager has told me that they're planning a gym floor where the strength to cardio ratio will be 75:25. They plan to double the free weights area, increase the number of squat racks and lifting platforms, incorporate functional training, add more plate-loaded kit and potentially add pneumatic resistance."

John Halls is MD at Physical



PHOTO: MYTIME ACTIVE FOR PHOTOS

*“Mytime Active is planning a new gym floor where the strength to cardio ratio will be 75:25”*



Worldwide Fitness Company

# A NATURAL INDOOR ROWING EXPERIENCE 100 % MADE IN ITALY



## PANATTA srl

Via Madonna della Fonte 3/c - 62021 Apiro (Mc), Italy

T. +39 0733 611824 -  +39 331 8187157

[info@panattasport.it](mailto:info@panattasport.it) - [www.panattasport.com](http://www.panattasport.com)



## James Smith

## Speedflex

I've seen a shift over the last few years in what operators require and expect when requesting a gym floor design. This previously meant rows of CV and pin-selected strength machines with smaller free weights and functional areas, but the shift is towards zoning the gym floor, dedicating more space and focus to larger free weight and functional training zones, with CV and pin-selected machines still valuable and required, but on a slightly lesser scale.

This may be in line with government recommendations but more importantly it's occurred because operators are listening to their members' requirements and taking note of current trends. As a result, the equipment has changed towards items that can be used by all ages and abilities.

## How can operators improve?

We believe Speedflex is one of the most inclusive and accessible forms of strength training available.

Because it delivers isokinetic resistance, it instantly responds to the force of the user, meaning a deconditioned individual can use it as safely and effectively as an elite athlete, without any need to adjust settings.

For this reason, we've found Speedflex machines being purchased to be incorporated into small group training



*"There's  
been a shift  
towards  
zoning the  
gym floor"*

classes and dedicated HIIT zones on the gym floor. These are coach-led at certain times of the day, which has really helped to encourage all demographics and abilities to participate in strength training and gain the benefits.

## Can you share an outstanding example?

The Fortis Powered by Speedflex studios that Everyone Active ([www.everyoneactive.com](http://www.everyoneactive.com)) has been adding to its sites. By using Speedflex and Myzone to run these classes, people of all abilities can train alongside each other in an inclusive, safe, yet challenging environment to get the most out of themselves and their time in the session.

James Smith is director of sales at Speedflex ▶



Speedflex has  
been working with  
Everyone Active

# JORDAN

## **+** STRENGTH

Feel happier about your members, or competitors, dropping our Olympic plates.



### **+** ON LOCATION

MIDLANDS FITNESS GAMES,  
NEWARK



- +** For Powerlifting & Weightlifting
- +** Minimum 10,000 Drops Rating
- +** Choose From Urethane Or Rubber
- +** 3-Year & 5-Year Warranties As Standard
- +** Customisation Available
- +** Designed To IWF Standards
- +** Loved By Those Serious About Lifting

## STRENGTH

Strength training is attracting all demographics

*“There’s a huge opportunity to deliver strength training to audiences such as beginners and those on exercise referral programmes”*

### Chris Porrino

Matrix Fitness UK

Operators have taken on the government guidelines about strength training and have started to change their gym layouts, equipment mix and programming.

Although we’ve seen an explosion of focus on strength training across all sectors, we’ve noticed it has been especially apparent in the local authority and trust sector.

Both small group strength training and strength and conditioning training spaces are now popular, with these areas being accessed by all demographics.

Regardless of age, gender or ability, it really doesn’t matter what the individual is working towards, strength is now the main area of training that’s delivered to the people within clubs, gyms and facilities countrywide.

Strength training can make a real impact on people’s lives

#### What advice do you have for creative change?

Operators can work more closely with suppliers, clubs and organisations to cater to the needs of members of sports clubs and those on aspiring athlete programmes; this is where best practice strength programmes can be extremely impactful and deliver success.

There’s also a huge opportunity to better deliver strength training to audiences such as beginners, those with low-levels of fitness, adolescents, those on exercise referral programmes and people in active ageing groups. This is where strength training – done properly – can make a real impact on people’s lives.

#### Where have you seen strength training done well?

A fantastic example is an installation we did at Salt Ayre Leisure Centre ([www.lancaster.gov.uk/salt-ayre-leisure-centre](http://www.lancaster.gov.uk/salt-ayre-leisure-centre)), which is run by Lancaster City Council.

This underwent a full refurbishment of two brand new training areas for members which were fully equipped with a suite of strength training equipment, creating an impressive showcase of a best-in-class strength offering.

The team were keen to listen to customer demand, expand the offering and boost the experience, while also attracting new members. Since the install, membership numbers and member engagement have increased significantly. ●

Chris Porrino is area sales manager at Matrix Fitness UK



# Gym Flooring Specialists

**Flooring solutions to suit any sporting and fitness space, including:**

- ▶ Impact-resistant rubber tiles in weight training areas.
- ▶ Sheet rubber and elastic underlays in functional exercise spaces.
- ▶ Fully customised sled tracks.
- ▶ Synthetic turfs in multi-functional workout zones.
- ▶ Hardwood flooring systems in studios.
- ▶ Seamless polyurethane and vinyl floor coverings.



Project reference: Winchester Sport & Leisure Park. Image: © Hufton+Crow

**Contact us now:**

**T:** +44 (0) 1706 260 220 **E:** [Sales@TVS-Group.co.uk](mailto:Sales@TVS-Group.co.uk)  
[www.TVS-Group.co.uk](http://www.TVS-Group.co.uk)



**TVS GROUP**

SPORT | FITNESS | PLAY | ACOUSTICS



A photograph of three people in a gym setting using Power Plate vibration machines. A woman in the foreground is in a low, athletic stance on a machine. Behind her, a man is also on a machine. To the right, another woman is seated on a machine, leaning forward. The machines are black with yellow accents and have 'POWER PLATE' and 'REV' branding. The background features a large arched window and a brick wall.

# Unlocking POTENTIAL

Vibration and percussive therapies are growing in popularity, but many health clubs have yet to capitalise on this science-backed technology. Steph Eaves explores the opportunity



*Active recovery solutions  
can increase attendance,  
improve retention and  
present secondary  
revenue opportunities*

## Steve Powell

**Director of training  
and education  
Power Plate**



Steve Powell

Vibration training and therapy can be easily integrated into an existing gym floor experience – from percussive massage, vibrating foam rollers or whole-body vibration – to create new and engaging spaces and services.

Recovery is no longer just a passive activity. The concept of active recovery, or 'working in', as well as working out means members and clients are encouraged to attend the facility more frequently during the week. Rather than simply resting and doing nothing, active recovery solutions can increase attendance, improve retention and present secondary revenue opportunities, as clients may wish to purchase products for their own self-care routines.

There are several formats in which the services can be offered and establishing if the intention is to have the service coach-led or user-led can help shape the right space and product procurement decisions.

Designated zones and spaces allow a complete experience to be created and may include multiple vibration or percussive tools, plus other complementary modalities. These zones can be designated as Recovery or Activation Zones and so consideration of where this space is located within the facility is paramount to the member journey and success of the concept.

The products can be offered in a user-led format before and after existing group exercise classes or gym use. Delivering small group or PT sessions for recovery, injury prevention, rehabilitation and pain management can offer powerful experiences and create exciting and engaging experiences to showcase the concept.

From my personal experience over the last 20 years, introducing these therapies for preparation – ie warming up faster – and for quicker recovery, has been the most successful strategy to date.

**More:** [www.powerplate.com](http://www.powerplate.com)



**Designated zones  
in your club could  
offer a recovery  
experience**

## ► Nikos Skevis

### Master trainer Hyperice

Vibration and percussive therapy has become a trusted addition to the toolbox of health, wellness and physical practitioners. It's also used by many of the best athletes and physios in the world to help with preparation and recovery while ultimately assisting longevity in physical activity and sport.

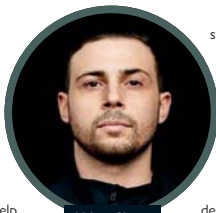
The technology can be a great addition to a warm-up and cool-down or can be used to prime muscle tissue before performing resistance exercises during a session.

These products are an excellent way to enhance the customer experience by providing an enjoyable, science-backed solution to wellness, which individuals can either administer themselves or be guided through by a fitness professional. Ultimately, this demonstrates a forward-thinking approach to wellness and provides time-efficient solutions to customer needs.

There are a number of peer-reviewed scientific studies now available related to vibration and percussive therapy, demonstrating enhanced recovery, performance and overall wellness. Some of the specific benefits include increased circulation, reduced soreness and stiffness, increased removal of metabolic waste products, assistance with lymphatic drainage, increased range of motion and mental relaxation – particularly when used for a longer period, such as 15-20 mins.

Ultimately, these products are easy to use and have a positive influence on health. For health clubs, the offering can encourage more customers and

PHOTO: HYPERICE



Nikos Skevis

sign-ups, and further educate customers on wellness recovery and all the benefits that come with it. It's also a great way to increase valuable touch points between members and staff, whether that be through queries, education, demonstrations or application.

Third Space's Moorgate club in London offers Hyperice products in its first dedicated recovery room, where members can sit back and relax with Normatecs – dynamic

air compression boots – Hypervolt massage guns and many more items from our product range.

These type of recovery areas could be introduced into any health club for members to use pre- and post-workout and on recovery days. They could also be incorporated into recovery-style classes so members can be led by a professional trainer on how to use the products.

To really maximise the benefits for staff and members, education is key. My job as a master trainer for Hyperice is to provide education on how to best utilise the products, by taking a deep dive into their benefits and applications through bespoke staff training sessions. This ensures operators get facility-specific guidelines on how to best harness the power of wellness technology to enhance the member experience.

More: [www.hyperice.com](http://www.hyperice.com)

*Recovery stations could be introduced into health clubs for members to use pre- and post-workout and on recovery days*



Members can self-administer or be guided by a trainer

PHOTO: HYPERICE



PHOTO: SHUTTERSTOCK / PRAJULIJA

PHOTO: PULSEROLL



*Offering vibration and  
percussive shows your  
members you continue  
to invest in the latest  
tech and benefits*

Paul McCabe



## Paul McCabe

### Founder and CEO Pulseroll

Vibration and percussive therapy can help members be more active more often. Pulseroll products are scientifically proven to help increase circulation and decrease DOMS by up to 22 per cent and improve mobility by up to 14 per cent.

Pulseroll recovery stands and portable wagons have built-in self-charging stations, allowing members easy and simple access with minimal daily maintenance needed by the health club. We have two sizes of stands and a portable wagon that can be moved on and off the gym floor or studio that are easy for members to engage with. We also offer bespoke Stretch and Release classes that can be added to health club timetables.

Offering vibration products is a great way to increase member engagement. It gives clubs an edge over rival operators that don't have a recovery area. It can also provide an extra revenue stream when clubs sell vibration products directly or indirectly, through affiliate discount code to members. This offering clearly shows your members that you continue to invest in the latest technology and benefits.

**More:** [www.pulseroll.com](http://www.pulseroll.com)







*TheraMind uses science-backed sound therapy to improve focus, relaxation and sleep*



Therabody's SmartGoggles can provide tension relief

ADVERTISING: CLOUTIER

## Therabody diversifies

**R**ecovery specialist Therabody, which is backed by celebrities Rhianna and Shawn Carter, among others, closed its most recent growth equity round with backing of US\$165m from North Castle Partners, HartBeat Ventures and Rx3 Ventures.

The funding is driving a new product line as Therabody continues to extend into the wellness market with innovations and upgrades to existing devices.

### Percussive devices

The second generation of the percussive therapy device, Theragun Pro, now comes with a EQ-150 motor that's 20 per cent quieter

than the previous version. It also has a colour OLED screen that makes application easier for the user. The Theragun Mini has also undergone a transformation and is now 20 per cent smaller and 30 per cent lighter. Both connect to Bluetooth to provide users with customised routines when used at home and in-club.

### Deeper relaxation

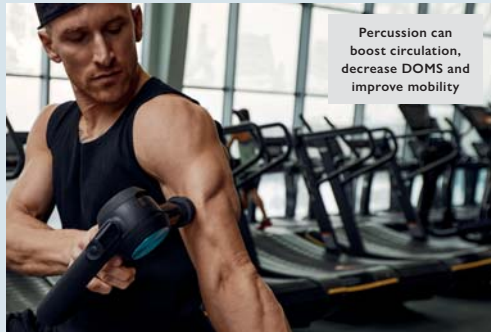
In addition to the percussive devices, Therabody's SmartGoggles incorporate the proprietary technology SmartSense, which uses a biometric heart rate sensor with vibration, heat and massage to enhance relaxation and provide relief for areas of tension. It can also improve sleep quality.

Working alongside SmartGoggles is TheraMind, which uses science-backed sound therapy content to improve wellbeing across the three areas of focus, relaxation and sleep. TheraMind integrates with Therabody's connected products.

Cupping device, TheraCup, mixes heat, vibration and digitised cupping for localised relief and recovery, while RecoveryTherm Hot & Cold Vibration Knee (currently in the US only) enhances healing, circulation and rehabilitation around the knee area by delivering a combination of heat, cold and vibrations. It uses proprietary Cryothermal technology and germanium fabric which emits far infrared light. There's a Hot Vibration Back & Core version, which targets lower back pain and discomfort associated with minor muscle tweaks, injuries and menstrual cramps. It has two levels of heat and three vibration modes.

A user feels vibrations made by sound waves during a session on the Therabody lounge (currently in the US only) and can transition into a meditative state.

More: [www.therabody.com](http://www.therabody.com)



Percussion can boost circulation, decrease DOMS and improve mobility

PHOTO: SHUTTERSTOCK/BEANORITZ

Sign up for more Fit Tech news at [www.fittechglobal.com/signup](http://www.fittechglobal.com/signup)

# JOIN W3FIT in 2023

Premier hosted buyer event connecting owners and operators from Europe's top health, fitness, and leisure clubs and hotels with executives from global supplier companies innovating the fitness industry through pre-scheduled one-on-one meetings, education, and networking.



## W3Fit EMEA

**10–13 October 2023 •  
Le Méridien Lav Split, Croatia**

Le Méridien Lav, Split a stylish, modern, luxurious resort perfectly located to explore the Croatian coast. Situated 8 km south of Split in Podstrana on the Dalmatian Coast, Le Méridien Lav, Split, enjoys a beautiful beachfront setting with fantastic sea views across to the city and surrounding islands. Its elegant guestrooms, wide choice of restaurants, spacious meeting space and, a world-class spa make this five-star resort the perfect choice for W3Fit.



Well organised and hosted event that will undoubtedly become a showpiece networking event for the fitness industry going forward. Excellent breadth of suppliers which will likely lead to exciting new partnerships for us.

**Buyer:** Adam Watson, Nuffield Health



As a supplier, getting quality time with industry buyers is key, and W3FIT certainly provided that. Three days packed full of meetings and networking opportunities with new and existing customers has left me with lots to follow up on. Would highly recommend it.

**Supplier:** Luke Januszek, Escape Fitness



## : CONTACT US

**David Zorb Jenkins**

Co-founder, W3Fit EMEA

+356 99448862

david@weworkwellevents.com

www.weworkwellevents.com • www.w3fit.com

# FIND A SUPPLIER

Tap into **HCM's** comprehensive supplier directory and profiles to get in touch with the industry's leading suppliers of products and services to power your business

**CLICK HERE**  
to search for  
a supplier on  
HCM's Company  
Profiles Hub

**CLICK HERE**  
to visit the  
HCM Handbook  
Company  
Profiles



# HCM DIRECTORY

## FLOORING

### GYM FLOORING & ACOUSTIC SOLUTIONS



Contact us now:

Office: +44 (0) 1706 260 220

Email: Sales@TVS-Group.co.uk



**TVS GROUP**

SPORT | FITNESS | PLAY | ACOUSTICS

www.TVS-Group.co.uk

www.tvs-group.co.uk

## FUNCTIONAL TRAINING / FLOORING

 **REGUPOL**

**Fitness Flooring and  
Acoustic Flooring in Gyms**

www.regupol.com

www.regupol.com

To book your  
advert contact the  
sales team



+44 (0)1462 431385



janwilliams@  
leisuremedia.com

## LOCKERS & INTERIORS



**CROWN**  
SPORTS LOCKERS

More than just lockers



Tel +44 (0)1803 555885

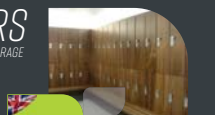
Email sales@crownsportslockers.co.uk

www.crownsportslockers.co.uk

## LOCKERS & INTERIORS

**FITLOCKERS**  
THINKING BEYOND STANDARD STORAGE

**TURNKEY CAPABILITY  
STYLES AND FITTINGS  
FOR EVERY SETTING  
CODE OR KEY SECURITY**



**MADE IN  
BRITAIN**

CONTACT US

SALES@FITLOCKERS.CO.UK

01442 409600

WWW.FITLOCKERS.CO.UK

www.fitlockers.co.uk

## LOCKERS & INTERIORS

 **SAFE SPACE**  
THE CHANGING ROOM EXPERTS

**SUPPLIERS OF  
HIGH QUALITY  
CHANGING ROOM  
SOLUTIONS FOR  
THE FITNESS AND  
LEISURE INDUSTRY**

- » Lockers, benches, padlocks and cubicles
- » Changing room design
- » Consultation services
- » Locker servicing and maintenance
- » Financial solutions

Contact us today  
for more information

T: 0203 651 1500

E: info@safespacelockers.co.uk

W: safespacelockers.co.uk



Official distributor of  
SUITMATE® Swimsuit  
Water Extractor in  
England, Scotland  
and Wales

www.safespacelockers.co.uk

Children who spent more time doing organised physical activity showed better reasoning skills

## Next generation

Specific types of physical activity, diet and lifestyle promote powerful reasoning skills in young children, according to new research

Children who take part in organised physical activity or sport over their first two school years, while also having better diets and spending more time reading have more powerful reasoning skills than peers who don't have the benefit of these kinds of support or engagement.

Reasoning skills are crucial in learning, academic performance and everyday problem-solving.

A study by University of Eastern Finland (Itä-Suomen yliopisto) researched data from the *Physical Activity and Nutrition in Children (PANIC)* project – a two-year diet and physical activity intervention which focused on cognition among Finnish elementary school children.

### Importance of diet

Diet specifics were critical, with doctoral researcher, Sehrish Naveed saying: "Children with healthier eating habits showed greater cognitive development than children on poorer diets – specifically, better overall diet quality, with lower red meat and sausage consumption and greater intake of low-fat dairy products, such as skimmed milk."

The report also suggests that excessive time spent on a computer and unsupervised physical activity during leisure time were associated with poorer reasoning skills.

Active school transportation, physical activity during school recesses, and physical activity intensity – while giving other major benefits – were not found to be specifically associated with reasoning skills.

**Children who take part in organised physical activity or sport over their first two school years have more powerful reasoning skills**

### The greatest changes

Over half of the children participated in a two-year family-based and individualised diet and physical activity intervention. However, this intervention did not impact reasoning skills either, with the children in the intervention and control groups exhibiting similar cognitive development, indicating that it was the impact of *organised* physical activity that had the greatest power to impact outcomes.

"In the lives of growing children, diet and physical activity intervention is just one factor influencing lifestyle and reasoning skills. Based on our study, investing in a healthy diet and encouraging children to read are beneficial for the development of their reasoning skills. Additionally, engaging in organised sports appears to support reasoning skills," summed up Dr Eero Haapala, senior lecturer in sport and exercise Medicine at the University of Jyväskylä.

The research – *Effects of two-year dietary and physical activity intervention on cognition in children – a non-randomised controlled trial* – was published in the *Scandinavian Journal of Medicine and Science in Sports*.

● More: [www.hcmmag.com/UEF](http://www.hcmmag.com/UEF) and [www.hcmmag.com/Finland](http://www.hcmmag.com/Finland)





GLOBAL WELLNESS  
SUMMIT

## FEATURED SPEAKERS



**Eng Ali Al Kuwari**  
CEO, Msheireb  
Properties



**Simone Biles**  
Gymnast



**Deborah Birx, MD**  
Chief Medical &  
Science Advisor,  
ActivePure



**HRH Princess  
Tatiana Blatnik**  
Philanthropist,  
Breathe Hellas



**Richard  
Carmona, MD**  
Chief of Health  
Innovations,  
Canyon Ranch



**Anjan  
Chatterjee, MD**  
Professor, Founding  
Director of the Penn  
Center for  
Neuroaesthetics



**Cathy  
Feliciano-Chen**  
Founder &  
Managing Director,  
CatchOn - A Finn  
Partners Co.



**Jeremy Jauncey**  
Founder & CEO,  
Beautiful  
Destinations



**Jessica Jesse**  
CEO & Creative  
Director, BuDhaGirl



**William  
Kapp, MD**  
CEO, Fountain  
Life



**Anita Mendiratta**  
Consultant, United  
Nations World  
Tourism  
Organization



**Sarah Miller**  
Founder & CEO,  
Sarah Miller &  
Partners



**Freddie Moross**  
Founder & CEO,  
Myndstream



**Rebecca Parekh**  
Co-founder &  
CEO, The Well



**Simon Shelley**  
Global Vice President  
of Programme  
Partnerships, BBC  
Studios



**Deyan Sudjic**  
Architect, Author  
& Broadcaster



**Dean Michelle  
A. Williams**  
Dean, Harvard's  
T.H. Chan School  
of Public Health



**Dr. Li Wu**  
Metallurgical  
Engineer, Professor  
& Entrepreneur;  
Founder, Virtusan

DOHA, QATAR | NOVEMBER 6-9, 2023

GLOBALWELLNESSSUMMIT.COM

# Biostrength.™

## Superior Results, Faster.

### ENGAGEMENT AND MOTIVATION

Biofeedback and AI  
for real time guidance



### NEUROMUSCULAR ACTIVATION

Increased  
neuromuscular  
activation



### BIODRIVE SYSTEM

PATENTED



### PERSONALISED ROM

Right ROM and speed



### OPTIMAL WORKLOAD

Maximum muscle contraction



### CORRECT POSTURE

Automatic posture setup

### PLAY VIDEO



Biostrength™ helps you avoid the most common strength training mistakes to get up to 30% more results from your workout. Thanks to the patented Biodrive System, you can easily and automatically:

- Select the goal and get the best resistances and biofeedback for it
- Train with the correct workload
- Find the proper range of motion
- Set the right tempo and number of reps
- Get the correct rest time

Discover more on [technogym.com/HCM1](https://technogym.com/HCM1)

**TECHNOGYM®**