

health club management



THE **CONNECTED**
TRAINING EXPERIENCE



THE CONNECTED TRAINING EXPERIENCE



T: +44 203 7014267 | E: info@egym.co.uk
www.egym.co.uk

health club management

MAY 2016

No 235

MEGA-TRUSTS

Will local needs still be heard as trusts get bigger? **p32**

VIDMANTAS SIUGZDINIS

The CEO of Impuls has created the first pan-Baltic fitness operation – and aims to make fitness the social norm **p28**

Revenue booster

Yield management can increase your profits **p42**

TIM PEAKE

Running the London Marathon in space **p14**



- Enhance member on boarding
- Validate PT & Small group training
- Make money out of wearable technology

AS FEATURED IN:

Gadget
Show

Stuff

Pocketlint

METRO

THE
WORLD
NEWS

GRAZIA

FOREVER
SPORTS

Daily Mail

WAREABLE

ELLE

techradar

LOOK

i

T3





Exercise vs diabetes

The fitness and physical activity sector has been given another exciting opportunity to prove itself in the preventative healthcare arena: a new NHS-led national Diabetes Prevention Programme called *Healthier You*

Personal training on the NHS. That's the way the national media has been referring to a brand new programme designed to first identify those at risk of diabetes, and then help prevent its onset by offering those people guidance in making appropriate lifestyle changes.

In fact the new Diabetes Prevention Programme (DPP), to be known as *Healthier You*, is far more complex and diverse than these headlines suggest: much of the focus is on diet, weight loss and nutritional advice. However, with PT and group exercise classes very much part of the mix, there's a significant opportunity for activity providers to play a role and prove their worth to the medical and healthcare partners involved across the breadth of the scheme.

Under the new plans, people found by their GPs to have high blood sugar levels will be referred into the *Healthier You* programme, where they will get tailored, personalised help to lower their risk of Type 2 diabetes. This will include education on healthy eating and lifestyle, help to lose weight, and bespoke exercise programmes – together proven to reduce the risk of developing the disease.

The programme will initially be offered in 27 areas of the UK, with 20,000 places available. National roll-out is expected by 2020, with 100,000 referrals available each year thereafter.

Healthier You is a joint commitment from NHS England, Public Health England and Diabetes UK, and comes hot on the heels of Public Health England's *One You* campaign – another preventative healthcare initiative that encourages those aged 40 to 60 years to reassess their lifestyles, including levels of physical activity.

It seems preventative healthcare has finally come of age. Not only that, but physical activity has a seat at the table.

The reception from the fitness industry has been rightly enthusiastic – but it will have to step up to the mark. Getting the right fitness professionals on-board will be key: Level 3 and 4 trainers who fully understand the nuances of working with this population, and who have a strong grounding in behaviour change (see p11).

It will also need to ensure fitness isn't elbowed aside by diet in the overall agenda. This is a task uactive has taken on, engaging



The fitness sector is ideally positioned to help 'graduates' from the diabetes prevention programme to live healthier lives – not just for a few weeks or months, but for life

with the four health giants tasked by the NHS to deliver *Healthier You* – Reed Momenta, Pulse Healthcare Ltd (trading as ICS Health and Wellbeing), Health Exchange CIC and Ingeus UK Ltd – to secure real opportunities for operators to get involved.

The fitness sector should also ensure it has a voice in any discussions around the content of the exercise sessions. HIIT was successfully used in the *Healthier You* pilots, and this form of exercise has been scientifically proven to deliver optimal improvements in diabetes markers – but it can be intimidating even to seasoned exercisers. For those with pre-diabetes, many of whom are starting from scratch in improving their lifestyles, the prospect of HIIT may stop them before they even begin. Getting people to stick with exercise referral schemes is hard enough at the best of times; *Healthier You* workouts must be pitched at the right level if we're to stand any chance of keeping people on-track.

Finally, there's a vital need to look beyond the timeframe of *Healthier You*, creating an infrastructure that supports programme 'graduates' in maintaining their newly formed habits over the long term. The fitness sector is ideally positioned to deliver this, but it needs to package its offering in a sufficiently engaging, motivating and supportive way. If it can achieve this, it has a chance to help people live healthier lives – not just for a few weeks or months, but for life.

Kate Cracknell

Editor

katecracknell@leisuremedia.com

@healthclubkate

TEL: +44 (0)1462 431385 WWW.HEALTHCLUBMANAGEMENT.CO.UK
HEALTHCLUB@LEISUREMEDIA.COM SUBSCRIBE: WWW.LEISURESUBS.COM

CONTENTS

health club management

MAY 2016



To receive a free digital subscription to Health Club Management
SIGN UP ONLINE
healthclubmanagement.co.uk/digital



42

Managing yield – our experts' top tips

Vidmantas Siugzdinis on fitness in the Baltics

28

05

Editor's letter

The fitness sector has another opportunity to prove itself in preventative healthcare – a new NHS-led diabetes prevention programme

11

Letters

Nigel Wallace of Lifetime Training considers the proposal to offer personal training on the NHS

12

People profiles

We profile former All Blacks captain turned motivational speaker Sean Fitzpatrick, and astronaut Tim Peake talks about his marathon in space

18

News round-up

Bannatyne eyes £300m IPO, 1Rebel settles ClassPass dispute, eGym secures £32m funding, and Anytime becomes Origin

27

Events calendar

A look at the key upcoming events in the international health and fitness calendar

42

Revenue booster

How can clubs improve their performance in the critical area of yield management?

48

Harder, better, faster

We look at some of the latest off-the-shelf packages for HIIT classes

52

Spice of life

Rosie Farrer, Spice's head of programmes, explains the concept and benefits of 'time banking', and how gyms can get involved

54

The right to be forgotten

What do new regulations on the transferral of personal data mean for your business?

72

Self-powered kit gains ground



28

Interview

Vidmantas Siugzdinis

The CEO of Impuls talks about the roll-out of the operation across the Baltics

32

Talking point The mega trusts

Does a move to fewer, larger trusts mean that local needs won't be heard?

38

An eye for design

We continue our series on the most impressive examples of health club design from around the world

12

Former All Blacks captain Sean Fitzpatrick on leadership and the fun of winning



48

The latest off-the-shelf HIIT packages for your club

58

Getting personal

With the rise of technology and apps, can personal trainers survive and evolve to meet changing consumer needs?

62

PT on demand

A new generation of apps are aiming to make PT even more convenient

66

Changing standards

We report on the good, the bad and the ugly of changing room provision



How can today's PTs adapt and survive?

58

72

People power

The demand for circuits and sustainability are fuelling a trend for self-powered equipment, with a number of major suppliers getting in on the act

76

IHRSA update Global gathering

Patricia Amend takes a look back at the main highlights from the 2016 IHRSA Convention & Trade Show in Florida

81

ukactive update Time to act

Huw Edwards, ukactive's public affairs director, offers his thoughts on an exciting time for the activity sector

Astronaut Tim Peake on his marathon effort in space

14

83

Supplier showcase

We look at fitness projects recently completed by Precor and Wattbike

86

Fitness-kit.net Best in class

Rounding up some of the latest product launches for your group exercise studio

92

Born to run

Pregnant women who work out may pass a propensity to be active on to their child



PHOTO: PRESS ASSOCIATION

health club management

EDITOR

Kate Cracknell

+44 (0)1462 471906

EDITORIAL DIRECTOR

Liz Terry

+44 (0)1462 431385

ASSISTANT EDITOR

Katie Barnes

+44 (0)1462 471925

HEAD OF NEWS

Jak Phillips

+44 (0)1462 471938

NEWS DESK

Jane Kitchen

+44 (0)1462 471929

Tom Anstey

+44 (0)1462 471916

Kim Megson

01462 471915

Matthew Campelli

01462 471912

PUBLISHER

Jan Williams

+44 (0)1462 471909

SALES

John Challinor

+44 (0)1202 742968

Astrid Ros

+44 (0)1462 471911

Julie Badrick

+44 (0)1462 471919

DESIGN

Paul McLaughlin

+44 (0)1462 471933

PRODUCT EDITOR

Kate Corney

+44 (0)1462 471922

SUBSCRIPTIONS

Denise Adams

+44 (0)1462 471930

CIRCULATION MANAGER

Michael Emmerson

+44 (0)1462 471932

WEB TEAM

Dean Fox

+44 (0)1462 471900

Emma Harris

+44 (0)1462 471921

Tim Nash

+44 (0)1462 471917

Michael Paramore

+44 (0)1462 471926

FINANCE

Denise Adams

+44 (0)1462 471930

Rebekah Scott

+44 (0)1462 733477

Email: FullName@leisuremedia.com



CHOOSE HOW YOU READ HEALTH CLUB MANAGEMENT

PRINT

Health Club Management is available in glossy print on subscription. Sign up any time at: www.leisuresubs.com

DIGITAL

Read Health Club Management free on Digital Turning Pages and enjoy extra links and searchability

PDF

The magazine is also available as a PDF edition for readers who want to read offline or on a tablet

OTHER RESOURCES FROM HEALTH CLUB MANAGEMENT

HCM Handbook

The latest stats, trends and analysis all in one place – an invaluable reference guide and global resource for decision-makers across the sector.

Read online healthclubhandbook.com ▶
PDF version healthclubhandbook.com/pdf ▶

healthclubmanagement.co.uk

For daily news and jobs, plus access to digital editions of Health Club Management and links to other Leisure Media magazines and websites.

Visit www.healthclubmanagement.co.uk ▶

Health Club Management ezine

Brings the best of the week's news and jobs to your inbox every Friday, covering everything from facility openings to public policy to research.

Sign up www.leisuremedia.com/subscribe ▶

Leisure Opportunities

Our sister title focuses on news, jobs and training, with a daily website, ezine and instant alerts service.

Visit www.leisureopportunities.co.uk ▶
PDF version leisureopportunities.co.uk/pdf ▶
Sign up www.leisuremedia.com/subscribe ▶

fitness-kit.net

Our search engine for buyers offers contacts and details for 5,000 suppliers. There's also a weekly ezine.

Visit www.fitness-kit.net ▶
Sign up www.leisuremedia.com/subscribe ▶

Instant alerts & RSS

Get the news as it happens and find out about the latest job openings and tenders the second they're posted online. Sign up for our free alerts.

Sign up www.leisuremedia.com/subscribe ▶

MORE TO ENJOY



Vidmantas Siugzdinis: The CEO of Impuls on creating the first pan-Baltic health club operation
What does the growth of the UK's mega-trusts mean? Will local needs still be heard?

Astronaut Tim Peake has set a Guinness World Record for running the marathon in space



Francine Houben, founder and creative director at Mecanoo, on inspiration as she gets older
It's fast-growing, environmentally sustainable and strong. Is bamboo the perfect building material?

No more boring gyms – the designers and architects creating inspiring workout spaces



Hollywood's Channing Tatum: Working with Tyler Gage & Runa on an Amazonian healing centre
Suspension massage: The new concept from the creator of AntiGravity Yoga
Next generation skincare: Combining products, nutrition and psychology



Merlin collaborates with Derren Brown on new mind-bending, multi-sensory attraction for Thorpe Park in the UK
Future technology and design in Attractions Foresight™ 2016
Is your science centre built to last? Six design tips to make sure your attraction stays cutting-edge

Read all of our latest magazines & back issues online:
www.leisuremedia.com



Danny Willett: The first Brit to win the Masters in two decades
Tax incentive: Will corporation tax be scrapped for grassroots sports clubs?
What constitutes cheating in sport? We take a look inside the world of gene doping, which could transform sport



Bannatyne Group eyes a £300m float on London's Alternative Investment Market
The budget gym sector increased its dominance in the European fitness market in 2015
Rolling Stones touring exhibition makes debut in London's Saatchi Gallery



Miraval Group opens its Miraval Life in Balance Spa in Southern California, US
Global Wellness Day on 11 June 2016 will honour the memory and legacy of Charlene Florian
Global non-profit association International Health & Wellness Alliance has officially launched



Smithsonian stalls on London Olympicopolis plans
Dubai's Atlantis The Palm drains Aquaventure Waterpark and gives pro skateboarders an all-access pass
Legoland Florida teams up with Autism Speaks to cater for the needs of autistic visitors

CREATING BESPOKE CHANGING ROOM FACILITIES FOR YOUR CLUB

- Eye-catching facilities
- Excellent knowledge of materials
- Highly skilled production staff
- Creatively stunning areas



Visit our new website
ridgewayfm.com



0870 420 7818
sales@ridgewayfm.com

Changing Rooms • Washrooms • Receptions • Spa Treatment Rooms • Display Areas

Write to reply

Do you have a strong opinion or disagree with somebody else's views on the industry?

If so, we'd love to hear from you – email: healthclub@leisuremedia.com

Qualification changes for group exercise



This is an exciting time for qualifications in the fitness industry. The Qualifications and Credit Framework and National Qualifications Framework are being replaced by a single Regulated Qualifications Framework.

Meanwhile CIMSPA and ukactive have developed Trailblazer apprenticeship standards for PTs and leisure duty managers. Fitness instructor, leisure assistant and children's activity practitioner standards are next. There's also an agreement in principle with the Awarding Organisations that qualification content needs to match apprenticeship standards.

But the role of group exercise instructor must also be looked at closely. The job has changed dramatically over the last five years, yet the qualification content is almost identical to the original training in the 1980s, with a focus on how to design and teach freestyle. This qualification isn't relevant to what instructors have to do in the workplace, where the focus is on teaching pre-choreographed classes.

Instructors themselves must be involved in this process. There's an army of group exercise instructors and community workers out there – people who are making perhaps the biggest difference to the nation's health and who have the best understanding of what the job entails – yet they're not involved in the content of the qualifications.

I sincerely hope the writers of the revised group exercise or ETM qualification include freelance instructors as well as employers. Respectfully, employers and curriculum designers who come from a gym background, or who are not currently competent in group exercise, are not the right people to design or update the group exercise qualification.

Denise Page
Director, Ad-Lib Training



The UK's 'army' of group exercise instructors: Making a difference to the health of the nation



Research has shown how powerful physical activity counselling can be in a gym or leisure centre setting

Personal training on the NHS



I was interested to read *The Telegraph's* recent article stating that personal training

will be offered to thousands of overweight people on the NHS in a bid to combat diabetes.

While I applaud this decision, we need to ensure the PTs linking with the NHS have the right skills. Dealing with those who have never exercised before may be seemingly common, but this is a different group of people compared to new exercisers electing to join a club.

The personal trainers will need to have strong rapport-building skills, be empathetic and have a range of tools to be able to shape the thinking of the client and optimise their commitment. These are skills that are easily trained but, make no mistake, these are techniques that need training and practising – they aren't intuitive.

ukactive's Research Institute has published clear evidence of

the power of physical activity counselling delivered within health club and leisure centre settings. This powerful approach moves us away from merely prescribing exercise. It effectively empowers the client to make a positive commitment based on, and with a full understanding of, why they want to be active. If widely adopted, it would transform our ability to attract and retain more people even beyond this NHS link.

In adopting this approach, our industry will offer a language and a protocol that aligns with health. It requires a little investment and a sustained transition to embed a new way of working, but the benefits could be significant for operators, our staff and those millions in need of greater support to start and stay active.

Nigel Wallace
Client services director,
Lifetime Training

PEOPLE



In sport, you need to be arrogant to be successful – albeit with a degree of humility – but you leave it on the field



SEAN FITZPATRICK

FORMER ALL BLACKS CAPTAIN TURNED MOTIVATIONAL SPEAKER

You were captain of arguably one of the most revered All Blacks teams in history. How do you integrate back into normal life when you retire from that?

It takes a while, as your life has to be dedicated to the All Blacks. But at the end of the day, it's just a case of having to deal with the situation.

What lessons did you take from rugby that you now apply in your everyday life?

The kind of person it takes to be involved in a successful rugby team is the kind that leads a successful life. Good people make good teams.

There's no real difference between being a leader on the rugby pitch and a leader in business. Lessons learned on a rugby pitch can be practised in the office. You have to know how to get the best out of people, how to earn respect, and ultimately how to be as successful as you can.

You'll be speaking at the ukactive FLAME Conference next month. When you talk about leadership, what are your key points?

The areas I focus on are applicable across all sectors of business. You have to know how to sustain a culture that's successful and that adds value. You have to continue the legacy of the organisation. And you have to enjoy what you do. In fact, 'winning is fun' will be the theme of my speech at the FLAME Conference.

You work with an organisation called Front Row Leadership, which talks about preparing as if you're number two. Tell us a bit more about that.

Preparing as if you're number two is about never thinking you're good enough. It's about never taking your position for granted.

This has to be balanced with the need for a certain level of arrogance. In sport, you need to be arrogant to be successful – albeit with a degree of humility – but you leave it on the field. The same applies in business: you need a degree of arrogance, but leave it in the office.



Fitzpatrick believes that lessons learned on the sports field can be applied to business

PHOTO: JACK EMERSON

The fitness industry is full of people who love what they do – but they're often not very well paid, so they're not always as high calibre as we might like. Does the sector need to start paying higher salaries?

If you're an All Black, you need to live in New Zealand – and in doing so, you're paid half what you could be paid in Europe. It's all about taking pride in who you play for. You make sacrifices to do what you love. Of course it would be great to have both, but ultimately it's a personal decision.

HEAR SEAN SPEAK

Sean Fitzpatrick will be a keynote speaker at the ukactive FLAME Conference 2016, which takes place on Weds 29 June. For more information or to buy tickets, visit www.ukactive.com







PHOTO PRESS ASSOCIATION

Marathon man: Tim Peake has become the second astronaut to have completed a marathon in space

London's Marathon is a worldwide event.
I wanted to take it out of this world!

► **TIM PEAKE**

ASTRONAUT AND INTERNATIONAL SPACE STATION DWELLER

On 24 April 2016, astronaut Tim Peake – resident on the International Space Station (ISS) since December 2015 – ran the London Marathon.

That is, he ran it on a treadmill in the Space Station at the same time the event was taking place on the ground in London. His goal: to raise awareness of The Prince's Trust – a UK charity for the young – which itself had a team running on the ground, dubbed Team Astronaut.

"As soon as I got assigned to my mission, I thought: Wouldn't it be great to run onboard the ISS," Peake told the *Guardian* newspaper. "The London Marathon is a worldwide event. I wanted to take it out of this world!"

An additional layer of connection to the event was provided by the RunSocial app on his iPad, which showed Peake video footage of the streets of London all the way along the route. The app plays back the footage to match the speed of each individual's run, so when Peake's treadmill slowed during the race, so did the playback.

Not only that, but everyone who uses RunSocial has an avatar, meaning anyone who virtually ran the marathon on

the same day might have seen Peake along the virtual route – a special European Space Agency suit was designed for his avatar to make it stand out.

Peake had already run the London Marathon – his feat firmly on Earth – in 1999, completing the race in a time of three hours 18 minutes. His target for 2016 was less ambitious: he'd been aiming for anywhere between three and a half and four hours. In the event, he completed the 26 miles and 385 yards in three hours, 35 minutes and 21 seconds – during which time the ISS had travelled more than twice around the planet. This makes him the Guinness World Record holder for running a marathon in space.

Although slower than his original London marathon run, his 2016 time was itself a feat given the need to wear a heavy harness, resembling a rucksack, for the whole run to avoid floating off the treadmill in the reduced gravity of the Space Station.

The first person to have run a marathon in space was NASA astronaut Sunita Williams, who ran the Boston Marathon while on board the ISS in 2007. ►

WINNING MINDSET

PREPARATION

AMBITION

POSITIVE ATTITUDE

GOALS

FOCUS

COMMITMENT

PASSION

ENTHUSIASM

VISUALISATION

CHALLENGE

DEDICATION

DETERMINATION

TRUE SPIRIT

JOIN US FOR THE WINNING MINDSET DEBATE

15:00 – 15:45, WEDNESDAY 4TH MAY, ELEVATE, OLYMPIA, LONDON



Join former Olympic athlete, Sally Gunnell OBE; Olympic cyclist, Lucy Martin; former Royal Marine Commando, Joe Townsend, and Dr Peter Jones, Head of the School of Psychology, Sport & Exercise at Staffordshire University for THE WINNING MINDSET debate – part of the Future Performance seminars at Elevate.

MATRIX FITNESS IS PROUD TO SPONSOR THE FUTURE PERFORMANCE STREAM OF SEMINARS



It's like Strava for swimmers. You can set goals, track swims, challenge friends and connect with fellow swimmers



Morgan's swimming app now has 400,000 users worldwide

► DAN MORGAN FOUNDER AND CREATOR OF SPEEDOFIT

“Back in 2009, the websites of London-based pool operators weren't great,” says Dan Morgan, founder of the world's most popular swimming app.

“I couldn't fathom why – at a time when even Transport for London had made its travel information easy to get hold of – there was nowhere to find out information about swimming. Not being able to access timetables might only seem a small barrier, but it only takes small barriers to prevent people from doing exercise.”

Rather than lament the lack of a service, he set out to provide one. The iPhone 2 had just been launched and its capabilities were transforming a number of services – a fact that hadn't gone unnoticed by Morgan.

“The iPhone was becoming a part of people's lives,” he says. “Developers were creating apps people could access from their pockets, so I decided to find out how it worked and create something using the iOS platform.”

IN AT THE DEEP END

Morgan's idea for an app was simple: allow people to find a pool and book a swim. There was only one problem – he didn't know anything about coding.

“Rather than going back to college to learn to code, I bought some books and got my head around it,” he says. “It was an intense learning experience – it took a year and had me dreaming in iOS code – but by the end of that year, I had the nucleus of an app.”

Morgan entered his app, which he named SplashPath, into UK broadcaster Channel 4's competition for

young tech entrepreneurs. He won and secured £70,000-worth of funding for the project. This enabled him to employ a developer, improve the app's functionality and bring SplashPath to market.

As well offering a pool locator and timetables, the app is a motivational tool. “It's like Strava for swimmers,” says Morgan. “You can set goals, track swims, challenge friends, comment and connect with fellow swimmers.”

At this stage, most people manually log their swim data into the app. But, Morgan says: “If you use the Speedo Shine – a tracker you wear on your arm, manufactured by Misfit – when you get out of the pool it synchs with SpeedoFit.”

GOING GLOBAL

In 2012, SplashPath was rebranded SpeedoFit after a chance meeting with representatives of the swimwear giant. Having a globally recognised name has since aided the app's growth and it now has more than 400,000 users globally – from the US to China.

“We have a global pool database, so anyone in any country where they speak English can use the app. That said, in addition to English, the app is translated into French and simplified Chinese,” he says.

The next step, according to Morgan, is to literally take SpeedoFit into the pool. “We're hoping the next Apple Watch is waterproof,” he says. “That will open new opportunities such as tracking heart rates and automatically charting swimming distances.” ●

APEX

series
Personal Peak Performance

Innovative programming designed to help improve member experience through a diverse series of gym floor training sessions.

30 MINUTE FOCUSED TRAINING SESSIONS TO BOOST YOUR TIMETABLE

Kelly Holmes - APEX Ambassador

"APEX gives people the opportunity to work in a group environment with a range of different exercises and a variety of equipment."

"It's a winning combination for gyms and their members."

ACTIVE



STEADY, YET CHALLENGING

WHAT IS IT?

A steady, yet challenging session for older adults, designed to improve mobility, balance, coordination and cardiovascular health.

CORE



STRENGTHEN AND PROTECT

WHAT IS IT?

An advanced approach to core training that develops trunk stability and helps strengthen and protect the spine.

AGILITY



TRAIN LIKE AN ATHLETE

WHAT IS IT?

A train like an athlete, performance orientated workout, designed to help you get the most out of day-to-day life.

RELEASE



NEXT GENERATION RECOVERY & PERFORMANCE

WHAT IS IT?

A next-generation approach to recovery and performance that enhances muscle function, speed recovery and reduces the chance of injury.

STRENGTH



ADVANCED FUNCTIONAL STRENGTH TRAINING

WHAT IS IT?

An intense workout implemented using advanced, functional strength training programming techniques, such as giant sets, 21s and mechanical advantage drop sets.

IGNITE



LEANER, FITTER, FASTER

WHAT IS IT?

A total body workout designed to get you leaner, fitter, faster.

For further information on bringing the APEX experience onto your gym floor, please contact us:

01494 769 222

physicalcompany.co.uk

apex@physicalcompany.co.uk

Physical
COMPANY

Exercise helps battle early psychosis: study

Offering personalised exercise

programmes at local leisure centres could be key to protecting young people suffering early psychosis from an early grave, new research has suggested.

Scientists at the UK's University of Manchester found that tailored 10-week exercise programmes can have a significant impact in reducing the symptoms of early psychosis among 18- to 35-year-olds, cutting the risk of numerous associated issues.

The long-term prospects for young people who are diagnosed with psychosis are typically poor – with high rates of relapse, unemployment and premature death – while the antipsychotics they are prescribed also cause rapid weight gain. However the new study, which was recently published in the journal *Early Intervention in Psychiatry* concluded that exercise can serve as a valuable intervention tool for young people.

Details: http://lei.sr?a=x4x8p_H

Xercise4Less offers £1 memberships to NHS



Xercise4Less Edinburgh: £1 a month

Xercise4Less has held a new week-long wellness campaign providing bargain gym memberships to help NHS staff in Scotland stay fighting fit.

Last month (18 to 24 April) the low-cost gym chain offered all NHS Scotland staff a £1 per month gym membership for a whole year, with no joining fee. The operator currently has four sites in Scotland – in Edinburgh, Glasgow, Renfrew and East Kilbride – but plans to double this figure by the end of 2016.

An Xercise4Less spokesperson told HCM that although the deal is currently only available to workers in Scotland, the gym chain has hopes of expanding the programme in future.

The announcement is the latest initiative to help NHS staff lead healthier lifestyles, amid hopes such habits and education can cascade down to patients.

Details: http://lei.sr?a=M6ggc_H

Pure Gym revenues up 82%



The gym chain helmed by Humphrey Cobbold is understood to be considering an IPO

Pure Gym has given itself a solid launchpad for its expected summer stock market float, reporting significant growth across the business in its 2015 financial results.

The UK's biggest gym chain – thought to be planning to follow budget rival The Gym Group onto the stock market with a float worth £500m or more – had revenues of £125.2m in 2015, an 82 per cent increase on the previous year. The 2015 revenue figure is double that of The Gym Group, which completed its £250m float in November and whose shares have since risen more than 20 per cent to price the company at £315m.

Pure Gym saw group EBITDA grow by 46 per cent to reach £28m, although these figures don't take into account the estimated £70m it paid to acquire 42 LA fitness clubs last year. Boosted by the LA fitness takeover – of which the £30m conversion of clubs into Pure Gyms is due to complete this summer – overall membership in 2015 leapt 63 per cent to 670,000.

"Pure Gym has had an exceptional year in which we have seen a significant increase in membership of all ages," said Pure Gym chief executive Humphrey Cobbold.

Details: http://lei.sr?a=D3C3P_H

Suitors size up Fitness First

The potential sale of Fitness First UK has sparked "a significant amount of interest," with the recovering gym chain catching the attention of a slew of investors.

Fitness First UK managing director Martin Seibold told HCM that the number of expressions of interest in the UK portfolio runs into double digits, with both private investors and trade buyers eyeing a takeover.

Fitness First Owner Oaktree Capital Management has said that all possibilities remain on the table in terms of the future of the company, but it has hired American investment bank Harris Williams to examine options for the UK business, while HSBC is advising on the overseas operations.



Fitness First UK managing director Martin Seibold

Seibold added that the chain's £200m+ turnaround is paying dividends. He said since May 2015, Fitness First has enjoyed membership growth of 15 per cent in London
Details: http://lei.sr?a=n4r6W_H

Bannatyne eyes £300m IPO



Duncan Bannatyne founded The Bannatyne Group in December 1996

The Bannatyne Group is sizing up a £300m float on London's Alternative Investment Market (AIM) as owner and founder Duncan Bannatyne seeks funds to expand his health club, spa and hotel empire.

Several sources have confirmed to *HCM* that the company is reviewing its investment options, with an IPO – possibly before summer – the most likely outcome. It is understood that Bannatyne wishes to retain a majority stake in the business that he founded in 1996. Mirabaud Securities and Allenby Capital are advising The Bannatyne Group, which hopes to raise fresh capital of around £85m to continue with its expansion

and refurbishment programme. The Group is working through a £16m investment programme to refurbish its 66-strong estate, while it also wants to carry growth momentum from recent acquisitions.

Asked to comment on the IPO plans, a Bannatyne Group spokesperson said the notes the IPO speculation and is always seeking the best strategic route forward.

They added: "As always we have a number of strategic options open to us, including staying as we are and raising additional finance to expand our business. We have not made any decision on the direction we will take."

Details: http://lei.sr?a=W6d3R_H

Council charges scupper Bristol parkrun event



The event has had to be relocated

Parkrun – the body which organises free 5km runs for the public – has said it will cancel a regular event after the local parish council attempted to impose a fee for runners using its park.

Stoke Gifford Parish Council in Bristol has voted to charge parkrun a "small monetary charge" towards the upkeep of the Little Stoke Park, claiming participants have damaged the path, monopolise the car park on Saturday and Sunday morning and use the toilet facilities.

Details: http://lei.sr?a=w9R7C_H

Nuffield Health pledges Living Wage for all staff



Entry-level workers got a pay rise

Nuffield Health pledged to ensure all its staff will earn at least the new National Living Wage from last month, not just over-25s as the new law requires.

Having come into effect from 1 April, chancellor George Osborne's new National Living Wage sees the starting hourly rate for over-25s jump to £7.20 (up from the current minimum wage of £6.70), gradually rising to £9 an hour by 2020.

Xercise4Less also announced a similar policy to ensure young workers' wage levels don't get left behind.

Details: http://lei.sr?a=b7d5D_H

Gym Group rules out boutiques

The Gym Group doesn't appear tempted to follow health club rivals such as Pure Gym into the boutique studio market, with CEO and founder John Trehanne describing such a move as "highly unlikely."

Speaking at a press lunch to discuss the chain's 2015 financial results – which saw revenues of £60m – Trehanne said The Gym Group plans to "stick to its knitting" and focus on the core aim of opening quality low-cost gyms.

Having witnessed the successes and failures of health club industry at the turn of the century – when Trehanne was founder and MD of Dragons Health Clubs – he believes that offering a clear and simple



The Gym Group opened its 75th club in March

proposition to investors and consumers is the key to longevity. He said the sector had previously suffered from a "lack of expansion discipline" – a situation he's eager to avoid.

Details: http://lei.sr?a=W6d3R_H

BMF takes inactivity battle into workplaces

British Military Fitness (BMF) has announced plans to take its fitness classes from the park into workplaces across the country through a significant expansion of its corporate wellness offering.

The outdoor fitness operator, which counts Travis Perkins, Wickes, Blacks and Heathrow among its clients, is planning to take its fitness sessions – led by military trained instructors – into more companies to get the UK's workforce fit and healthy.

The new BMF corporate offering will see the firm creating bespoke packages designed around the shift patterns of a company's employees, the environment that they work in and their budget.

"With the UK more health conscious than ever before, it has never been more vital for employers to get on board with supporting the health and wellbeing of their employees," said Dean Adamson, corporate operations manager at BMF.

Details: http://lei.sr?a=nq3B_H

CMO Dame Sally Davies to star at Elevate event



Dame Sally Davies will speak at Elevate

The **Chief Medical Officer** for England, Dame Sally Davies, is to discuss the key role that physical activity has to play in the public health agenda during the opening address of Elevate 2016 this month.

Elevate, which runs from 4-5 May 2016 at London's Olympia, is intended to become an annual event which 'elevates' the importance of physical activity, showcases the best of the industry and encourages cross-sector collaboration.

The attendance of Davies – the government's most senior health advisor – marks a significant coup for the show organisers and offers encouragement of the increasingly prominent profile that physical activity is being afforded in public health discourse. In addition to Davies' keynote, Public Health England and Sport England have been confirmed as lead supporters, alongside London Sport.

Details: http://lei.sr?a=n4T6B_H

1Rebel settles ClassPass dispute



1Rebel emailed its customers to say that it will continue working with ClassPass

London-based boutique studios 1Rebel and Core Collective have announced they will continue to work with subscription service ClassPass following a tense stand-off over proposed pricing changes.

The pair were among a group of London boutique studios – which also included The Power Yoga Company, Cyclebeat and Ride Republic – who last month announced their intention to quit ClassPass over plans to reduce the amount of revenue paid to studios. However, it seems meetings 1Rebel and Core Collective had with ClassPass

head of partnerships Michael Wolf proved productive, with the pair both reversing their decisions to leave. It is not clear where the common ground was found in the meetings. Neither ClassPass nor the studios have commented on the specifics of the resolution, with non-disclosure agreements (NDAs) likely to be in place.

As for the other breakaway studios, Health Club Management understands The Power Yoga Company has already left ClassPass and Ride Republic still intends

Details: http://lei.sr?a=t3x3_Y_0

Attitudes key to inspiring activity

When it comes to behaviour change and inspiring the nation to be more active, attitude and goal-setting are two of the biggest things to focus on, according to Dame Kelly Holmes.

Likening the challenge of motivating inactive people to her work with the Dame Kelly Holmes Trust (DKHT) – which uses using world class athletes to engage, enable and empower disadvantaged young people – Holmes said shifting attitudes is the key to effecting change.

"We're all so very different in our motivations and abilities, so we need to inspire people into activity by helping them to identify what it is that they want to achieve," she added. "Goals need to be realistic, so



Holmes has recently teamed up with Physical Company

people can make progress without becoming disheartened. We must get the right messages across so people realise how important exercise is for their physical and mental health."

Details: http://lei.sr?a=F2j6G_H

Mark Anthony's Rush Fitness unveils flagship



The gym has a 3-lane running track

Celebrity trainer Mark Anthony has launched a new flagship site in Aylesbury for his growing Rush Fitness gym chain.

The independently-owned Rush clubs have a low-cost, no-contract proposition, with a notable emphasis on group fitness. Having launched the first two sites – Uxbridge and Southend – in 2013, the new opening marks the third Rush Fitness gym, with locations in Birmingham and London Woolwich expected to follow.

For the flagship Aylesbury site, leisure design and build specialist Createability transformed the space into a 1,000 sq m (10,764sq ft) gym. More than £730,000 was invested in the site, which boasts 120 CV (Intenza) and strength (Matrix) stations, a free weights zone with dumbbells up to 50kg, a large functional training area and two group-ex studios. Details: http://lei.sr?a=7q8f_H

Double fit-out for family gyms



The Armoury in Warminster has been fitted with a range of Physical Company products

A pair of gyms in Warminster, run independently by two sisters and their husbands, have both received a major equipment fit-out from Physical Company.

Studiobelle – a female focused gym with a strong emphasis on classes – was set up in 2014 by sisters Alex Mason and Liz Bunyard with their business partner Angie Bell. Following a consultation with Physical Company, the studio now boasts a range of brightly coloured Neo Hex dumbbells, Battling Ropes, kettlebells, strength bars, slam balls, medicine balls and stretch mats.

Physical Company has also fitted out The Armoury, a specialist strength and conditioning facility which operates in partnership with Studio Belle. Owned and managed by Nick Bunyard and Mark

Mason (Liz and Alex's respective husbands), the 600sq m (6,458sq ft) facility is also Warminster's only CrossFit gym through its affiliation with CrossFit Civitas.

In keeping with its focus on functional fitness, the studio has been fitted with Physical Company products such as dumbbell and kettlebell stacks and racks, Power bands and Wall balls – alongside Olympic bars, Battling Ropes, Stroops accelerator and Dawg sleds.

"Having known Physical Company for a few years I knew they'd be able to deliver on a wide range of products that were both durable and innovative for our members, so it was a no brainer really when deciding which company to supply our equipment," commented owner Nick Bunyard.

Details: http://lei.sr?a=8j8P_H

Maguire to launch high-end hub

Experienced London PT Justin Maguire hopes to transform lives and bodies with the launch of his new high-end performance hub.

Maguire's new venture – FE Body Transformation Centre – is set to open in London's Whitechapel this July and builds on his existing FE Gym coaching business.

The site will combine cutting edge equipment and a scientific training ethos, with new members required to take part in an initial 12-week body transformation programme to ensure their exercise and diet patterns are optimised.

On completion of this plan, members will be free to train in the gym going forward, but those who stray from their plan will "forgo their membership of the gym to make way for others."

"For too long people have been training without a plan, or not connecting diet and fitness in the correct way, so reaching a goal that is not clearly set is virtually impossible," said Maguire. "At FE Body Transformation Centre, we are passionate about setting goals for people and giving them the exact route to get there. It means we have a high success rate and people on our plan go on to achieve great things in other parts of their lives as a result."

The gym – fitted with £150,000 of Watson equipment – charges £320 per month for the initial three-month package, including a tailored exercise programme, a detailed nutritional plan, unlimited training time within the gym and round-the-clock support from nominated trainers via WhatsApp. Details: http://lei.sr?a=XgF3f_H



Maguire has 15 years' fitness experience

Technology news

9 in 10 parents blame tech for youth inactivity



Screen time is a big concern for parents

ukactive has called for a major rethink of how children are engaged with physical activity, after new research found almost nine in ten UK parents feel tablets and smartphones are adding to Britain's burgeoning youth inactivity crisis.

Pointing to the new research – in addition to its recent *Generation Inactive* report which warned that children's sedentary lifestyles are a 'ticking time-bomb' for the NHS – ukactive is citing excess screen time as a major cause of youth inactivity. The latest poll of 1,039 parents found 75 per cent agreed it is more difficult to encourage children to be physically active than in the past.

As a result, ukactive is urging the government and tech firms to incentivise and reward developers for creating technology which can get kids moving.

Details: http://lei.sr?a=mgym_H

Fitness 'saves us from tech peril'



Zuckerberg highlighted the value of fitness in helping us to have a 'digital detox'

Fitness has a major role to play in the fast-changing global landscape, both in terms of harnessing the power of technology and shielding us from its more harmful aspects, Randi Zuckerberg told delegates at the recent IHRSA 2016 conference in Florida.

Zuckerberg, who is CEO of Zuckerberg Media, author of *Dot Complicated* and sister of Facebook founder Mark Zuckerberg, delivered a high-energy keynote about technology trends that are shaping the fitness industry and the way we do business.

Under the theme – 'It's Dot Complicated' – Zuckerberg took the audience through the opportunities and threats afforded by technological advancements and noted that fitness can be used as a force for good in both instances.

In a world where screen-staring is becoming many people's number one pastime, Zuckerberg said the value of fitness in helping us to energise our bodies and find balance by disconnecting from the digital world will become increasingly prominent.

"It's important to find balance, unplug and from time to time have a digital detox," she told the audience. "Health and fitness can be the key to getting away from it all and helping us to head outdoors to enjoy movement and mindfulness."

Zuckerberg concluded that technology can massively enrich our lives, but reiterated the importance of taking a break from the digital world from time to time and emphasising the joys of outdoor life to children.

Details: http://lei.sr?a=H3z7B_H

Tech is 'turning the fitness tide'

Health clubs must embrace and optimise the technology transforming the marketplace or they will inevitably become obsolete, said fitness entrepreneur Rasmus Ingerslev.

Ingerslev – who has an enviable fitness pedigree as the founder of Fresh Fitness and Vvexer, as well as being the newly appointed IHRSA chair – said change is progressing at a faster rate than ever before, in an educational session on 'Future proofing your club' at IHRSA 2016 in Orlando.

In terms of technological advancement, he said the next 20 years will yield more progress than has been seen in the past 100 years and examples of this change are all around us. He cited companies such as Uber, Airbnb and ClassPass – who have joined the ranks of the biggest players in

their respective markets without owning or operating a single outlet – as evidence of the shift from a physical to a digital world.

Technology, said Ingerslev, is transforming the member journey and the first place that potential members will come into contact with a health club is online – so the quality of an operator's digital presence is key.

"It's not a question of if, but when, these changes will become significant to your business and how will it happen," he added.

Concluding, Ingerslev said operators must decide "How big, or how many pieces of the technology puzzle they want to be", and consider whether to offer an exclusive development to a limited audience, or make technology available to a larger market.

Details: http://lei.sr?a=C577a_H



Ingerslev: Firms must adapt or die

Supplier & training news

Anytime Leisure rebrands and eyes growth

Fitness equipment supplier Anytime Leisure has rebranded this week under the name Origin Fitness, as the Scottish-based company seeks to kickstart a significant international expansion.

The business aims to increase its turnover to around £20m over the next few years and has adopted the new name in response to the growing demand for the company's own range of fitness products, flooring and accessories which it produces under the Origin brand.

"We've not taken the decision to rebrand lightly after building Anytime Leisure into the leading Scottish company in the sector. However, we feel it's the right thing to do for a couple of compelling reasons," said MD Paul Bodger. "Origin Fitness better reflects our core area of expertise and opportunity." Details: http://lei.sr?o=c7j4d_H



Managing director Paul Bodger

eGym secures £32m funding



Philipp Roesch-Schlenderer is eager to expand his business into new markets

Fitness supplier eGym has set out plans to ramp up the international expansion of its growing product suite after raising a total of US\$45m (£40m, £32m) worth of investment in its latest funding round.

The Series C financing was led by Dutch private equity firm HPE Growth Capital, while existing eGym investors, including Highland Europe, also participated in the round.

Having launched in 2012, eGym – which produces electric resistance machine circuits backed by regular software updates and retention solutions – now features in hundreds of gyms across Europe and is hungry for further penetration.

The new capital injection will allow eGym to accelerate growth and invest in the expansion of the company's technology

and digitisation strategy. Having launched the product in more than half a dozen European countries within the last two years, the company is now confident that more international regions will follow shortly.

"We are hugely excited to have HPE as a new investment partner as they share our enthusiasm for cutting-edge technology and our ambitious growth objectives," said Philipp Roesch-Schlenderer, founder/CEO of eGym.

Meanwhile, Manfred Krikke, partner at eGym's new investor HPE added: "We strongly believe that technology will revolutionise the way people exercise and contribute to a healthier and stronger lifestyle. Based on eGym's innovative approach, we are confident that we've found a market leader." Details: http://lei.sr?o=j6mgu_H

Technogym: Exerp & IPO

Technogym has snapped up a majority stake in Exerp – a global digital specialist in fitness club member engagement software.

The deal – for an undisclosed amount – sees Technogym acquire a 50.01 per cent stake, with minority shareholders of Exerp and its management retaining 30 per cent ownership. The remaining 19.99 per cent share is controlled by the founders and a number of Exerp employees.

Technogym expects the new partnership to strengthen its digital ecosystem and increase the company's capability to offer fitness operators a complete solution to improve the end user experience. It will integrate Technogym's mywellness cloud CRM with the Exerp ERP platform to offer a wellness lifestyle 'open platform' integrating proprietary third

party apps, wearable devices and biometric tracking devices into one offering.

"This deal confirms the Technogym commitment to digital innovation in the industry and strengthen our strategic approach toward solution selling to offer operators the opportunity to generate better profits and to enable end users to get better results in terms of fitness, sport and health," said Nerio Alessandri, founder and CEO of Technogym.

"Moreover, the Technogym Ecosystem allows fitness clubs to shape new business models by connecting with insurances, corporate and medical operators."

Technogym has also confirmed it will IPO on the Milan Stock Exchange on 3 May. Exerp details: http://lei.sr?o=z5D8M_H IPO details: <http://lei.sr?o=x2a5K>



Technogym founder Nerio Alessandri

People news

eGym UK names Andrew Bagnall as sales director



Bagnall arrives with 20 years' experience

eGym UK has secured the services of Andrew Bagnall, who as sales director will spearhead the fitness supplier's charge into the UK market, working with country head Jochen Michaelis.

eGym – which produces electric resistance machine circuits backed by regular software updates and retention solutions – has set out plans to ramp up the expansion of its product suite after raising US\$45m (£40m, £32m) worth of investment in its latest funding round.

The Germany-based company sees significant opportunities for its UK arm and hopes Bagnall's 20 years of industry experience will help it to make headway.

Bagnall recently left Keiser UK after serving a year as commercial director and has also worked for firms such as Polar (heart rate monitors) and Forza Fitness. Details: http://lei.sr?a=D3C6u_H

Ingerslev set to chair IHRSA



Danish-born Ingerslev will become the first IHRSA chair from outside America

International fitness entrepreneur

Rasmus Ingerslev has been announced as the incoming chair of IHRSA.

Denmark-born Ingerslev will become the first IHRSA chair from outside America when he succeeds the outgoing Molly Kemmer on 1 July 2016. Ingerslev will bring a broad range of fitness experience to the role. He boasts a strong operational background having been the founder of fitness chain Fresh Fitness, and he has also been a leading light in the technology space since founding virtual fitness giant Wexer. Ingerslev's appointment was confirmed during the IHRSA annual meeting at the organisation's recent international trade show in Orlando, Florida.

He said: "My foundation for success has been innovation, often including technology,

but more than anything networking! I am a true believer in Success By Association, IHRSA's slogan, and look forward to bringing my best efforts and experience into the chairmanship for the benefit of the organisation and the industry.

"We have taken on a big task, wanting to reverse the global inactivity epidemic. But if we, being IHRSA, our partners and members, can continuously move the needle just a little bit forward in regards to the number of people we help lead better lives through exercise, we are a success."

The meeting also saw IHRSA welcome Steve Capezzone, Jason Reinhardt and Anastasia Yusina as newly-elected members of the IHRSA board of directors.

Details: http://lei.sr?a=v6MgQ_H

Bannatyne top team reshuffle

The Bannatyne Group has continued its top-team reshuffle with the appointment of Scott Niven as group fitness manager.

Tasked with overseeing the ongoing development and refurbishment of the Bannatyne health club portfolio, Niven's new role came just a week after Duncan Bannatyne made three promotions in his senior management team.

Niven will be charged with continuing the fitness aspects of Bannatyne's upmarket repositioning strategy. The Group is currently mid-way through a £16m investment programme to refurbish its 65-strong estate, with the company's gyms receiving additional investment as part of a greater emphasis on technology and functional training on the gym floor.

Niven's new role comes following an eight-year stint managing two Bannatyne health clubs in Scotland. The 39-year-old Leisure Management graduate began his career in the fitness industry as a PT and instructor, becoming one of the first in Scotland to teach BodyCombat. Later, he moved away from teaching into the world of management, and also spent four years working as an operations manager for Nuffield Proactive Health.

"My key goals as group head of fitness are to provide our membership with best possible equipment and environments, and the advice and support that they need to realise their own fitness and lifestyle ambitions," commented Niven.

Details: http://lei.sr?a=2gqk9_H



Niven will oversee the fitness refurb



CLICK TO PLAY VIDEO

UNLIMITED FITNESS, ONE SMART KIOSK

Businesses around the world are choosing Fitness On Demand™ to deliver premium group fitness classes to their users. Our products are the perfect addition to fitness facilities, schools, hotels, and more. You can turn the most limited space into a vibrant room with a dynamic workout experience. It's easy to manage—you can pre-schedule classes to play at designated times and allow guests on-demand access. [Contact us today to get started!](#)



OPTIMIZE SPACE

Increase room usage with vast schedule flexibility.



STREAMLINE OPERATIONS

Utilize labor, management, and program resources.



UNPARALLELED VARIETY

More formats, class times, and popular titles.



www.fitnessondemand247.co.uk | 020.3769.5747

£0 DOWN

Start for
£129
a month

Sports/Art
empowering you
to become
#yourbestself



T655 Treadmill



S315 Independent Chest Press



E875 Elliptical



UKINFO@GOSPORTSART.COM | TEL: 01509 274440



aquamat



Manufacturers of
Swimming Pool Covers
& Rollers
for Local Authorities,
Health Club and School Pools



See us at Elevate
stand X???
or contact us
sales@aquamatcovers.co.uk

TEL: 01453 884411

FAX: 01453 884499

EVENTS CALENDAR

MAY

13–15 | BodyPower Expo 2016 NEC, Birmingham, UK

With international stars and industry experts, an extensive exhibition, interactive feature areas and competitions.
www.bodypowerexpo.co.uk

19–20 | Retention Convention Austen Court, Birmingham, UK

This two-day event will cover a range of approaches to increase health club member retention, reduce attrition and improve member loyalty across all sectors of the health and fitness market.
www.retentionguru.co.uk

25–26 | SIBEC UK 2016 The Belfry, West Midlands, UK

SIBEC UK brings together UK suppliers and buyers from the local authority, trust and education markets to participate in a series of one-to-one meetings over one and a half business days.
www.sibec.co.uk

31 May–4 June | ACSM 63rd Annual Meeting Boston, Massachusetts, US

Taking place alongside the 7th World Congress on Exercise is Medicine, and World Congress on The Basic Science of Energy Balance, the programme includes the areas of clinical medicine, biomechanics, neural control of movement, epidemiology, metabolism, nutrition and more. More than 6000 industry professionals are expected to attend the event.
www.acsmanualmeeting.org

CHARITY EVENT

28 July – 2 August Nedbank Tour de Tuli

There are still limited places available for mountain bikers to register for this year's Nedbank Tour de Tuli – a multi-stage ride through Africa's pristine wilderness areas in Botswana, Zimbabwe and South Africa. Cyclists will not only have the opportunity to see wildlife, but also enjoy magnificent scenery and cultural interactions. Funds raised will go to the Children in the Wilderness organisation, which runs sustainable education programmes. Over the last 11 years, the tour has hosted close to 3,000 cyclists and raised over £750,000.
Details: www.tourdewilderness.com

JUNE

2–5 | Rimini Wellness Rimini Fiera, Romagna Riviera, Italy

One of the largest fitness and wellness events, with over 260,000 visitors, Rimini Wellness promises to highlight sector trends and showcase the best fitness presenters.
www.riminiwellness.com

8–11 | SPATEC Europe Grande Real Santa Eulalia, Algarve, Portugal

Brings operators of Europe's leading spas together with domestic and international suppliers for one-to-one meetings.
www.spateceu.com

25–26 | GoFest Sportcity, Manchester, UK

GoFest is hailed as a family festival showcasing sport, dance, health and fitness.
www.gofest.co.uk

29 | ukactive FLAME Conference Telford International Centre, Telford, UK

Attracting more than 850 delegates, with a range of motivational and educational speakers, the event is followed by the Flame Awards dinner in the evening.
www.ukactive.com

JULY

13–17 | IDEA World Fitness Convention Los Angeles, California, US

Claimed to be the world's longest-running international fitness convention, with educational sessions from top presenters.
www.idealifeit.com/world

27–28 | active-net Australasia Melbourne, Australia

This new event offers delegates 16 one-to-one business meetings between suppliers and educators, a networking lunch and dinner, plus numerous workshops.
www.active-net-australasia.org

CHARITY EVENT

17–18 September Snowdon Moonlight Challenge

Take on this challenge for children's charity NSPCC and conquer the highest mountain in Wales at night. In the 21km challenge, people will trek through the day and rest in the evening before tackling the walk to the summit at midnight – with a view to reaching the peak at sunrise. Sign up for £29.
www.actionchallenge.com



A middle class will form over the next 10 years,
bringing with it its habits and its life ideas.
This will drive growth for fitness clubs

Vidmantas Siugzdinis



Vidmantas Siugzdinis

The CEO of health club operator Impuls talks to **Kate Cracknell** about roll-out plans across the Baltics, and the potential for private equity to join the dots of healthy living

“Basically we want to be Scandinavia,” says Impuls CEO Vidmantas Siugzdinis, laughing, when I ask him about the aspirations and growth expectations of the Baltics’ fitness market.

“We already have a lot of connections with those countries generally. Estonia and Finland are in the same language group and have strong business connections, and Sweden is the biggest investor in Lithuania and Latvia. There’s also a lot of investment from Denmark. So it’s always those markets we look to – they’re the good examples of where we want to be in terms of happiness, income and so on.

“Similarly, when it comes to fitness, it isn’t really the well-established US or UK markets we look to emulate, because activity still isn’t the norm there. In Scandinavia, if you don’t exercise, there’s something wrong with you. It isn’t subject to your income – you can exercise at home, you can go for a run. It’s just something you do: you see everyone else doing it and that puts a social pressure on you to do it too.”

He continues: “I think we’re now at a turning point in Lithuania and the Baltics generally. In the last few years, we’ve reached a critical mass of people in the cities who run, cycle, exercise, go to the gym, and in a few years’ time I think it will be abnormal not to do that.

“That could be sped up even more if there were the slightest push from government – some sort of tax incentive, for example.

“We have an advantage in that our countries are small – the entire population of Lithuania is three million, and in Latvia it’s two million – so change can happen faster than it does elsewhere. We’re also not stuck in our ways when it comes to fitness, because it’s all quite new for us. In the US and UK, there are a lot of great examples but also a lot of bad examples, whereas we don’t know how to do it wrong – yet.

“So we’re at a tipping point, and the way we want to go is the Scandinavian way. Until recent times, we

were afraid to even think we could be like them – they seemed light years ahead – but we’re not actually that different. I believe we can aspire to what we see happening in Scandinavia.”

FITNESS IN THE BALTICS

For now, what does the market look like in the Baltics – defined as Lithuania, Latvia and Estonia?

“Really there are only two big players in the Baltics at the moment: ourselves and MyFitness. MyFitness operates in Estonia and Latvia, whereas we’re in all three markets, but we have a similar total number of clubs in our estates. The third player is Atletika, which only operates in Latvia.

“Historically there’s been a problem with standards – lots of small clubs were set up almost as a hobby – but professionalism is improving across the sector and competition is getting tougher every month too.

“In fact, an interesting trend I’ve noticed is that individuals are effectively becoming brands, establishing themselves as leaders of fitness communities. We might not have premium boutique clubs in our markets yet, but there are nevertheless lots of small studios emerging – like small communities – which I think is good for the industry as it grows. Even these smaller operators can make their mark thanks to social media: they can do something interesting, something viral, without having to spend lots of money.”

He continues: “Meanwhile the Baltics are already mirroring some of the trends you see in western Europe: CrossFit is getting popular, for example, and everyone’s introducing functional training in their clubs.

“The lack of boutiques in our markets is down to people’s purchasing power – average income is much lower than in western Europe, so even a normal gym membership is a luxury purchase – as well as the fact we don’t have any large cities like New York or London.



Impuls is a full-service brand, with 12 clubs currently in the portfolio



At some point, investors will start connecting sectors with 'healthy lifestyle' agendas. That's the point at which a really interesting future awaits



- "The Baltics simply aren't very urbanised. In the capital cities, fitness penetration rates are anything up to 10 per cent, and I believe we can get to 15 per cent quite easily. But overall it's less than 5 per cent in all three markets. However, I do believe there's growth potential, especially if we target people in the 40- to 60-year-old bracket.

"At the moment, health club members are typically aged 20–40, with the 20+ to 30-year-olds tending to favour the budget gyms and those aged 30 to 40 opting for full-service. But the new generation of 40-somethings have earned more money than their parents and grandparents before them. We've also embraced the notion of exercise as part of your life journey. So I think a middle class will form over the next 10 years, bringing with it its habits, its lifestyle, its life ideas – and this will drive growth for fitness clubs and exercise in general.

"So we're very excited by the potential in the Baltics, and we're always looking at new concepts. For now we have two – full-service Impuls and low-cost Lemon Gym – but we're always looking around the world for new ideas."

INTRODUCING IMPULS

So let's hear more about Impuls, which Siugzdinis joined as CEO in 2012 at the request of private equity firm Baltcap, which had just acquired the family-owned company. What's the story of the first pan-Baltic fitness operator?

"Impuls was founded in 2004, and when I joined the company in May 2012 it had eight full-service clubs across four cities in Lithuania. It had 15,000 members, but only 6 per cent of those were annual. 'Retention' wasn't a word anyone used. There were no sales procedures. Everything was short-term and unstable.

"We now have a total of 19 clubs across Lithuania, Latvia and Estonia, with another three clubs opening imminently – but that growth only came once we had our structures and systems in place. We now have 35,000 members, of which 85–90 per cent are on long-term contracts.

"Our next project is to repay them for that loyalty: building our programming, our connections with members, the sense of community within our clubs.

"We've already started that process. For example, one of our group cycling instructors started taking members cycling outdoors and they established a team to compete in competitions. We're now creating an Impuls Racing Team off the back of this, which will run across all of our clubs with studio classes, outdoor rides, competitions, family days and so on.

"We plan to do more initiatives like this, and we have an 'idea bank' and annual awards for the best ideas generated by our employees. That's important, because you need a strong USP as the market becomes more competitive.

"When it comes to the big message, fitness has it pretty easy compared to other industries: we're genuinely doing something good for the population, so we don't have to be too inventive in our messaging. But as individual operators, we do have to find our own voices within that: what's our speciality, how do we differ from everyone else, what path are we taking within this 'healthy world' message? And how will we spread that beyond our facilities and into people's homes, onto TV screens and phone screens?"

GROWTH PLANS

He continues: "We've diversified our portfolio since 2012 too. Impuls remains our high-end brand – we



The low-cost Lemon Gym brand launched in February 2014

call it a premium club, but if you use the UK as your benchmark it's probably more comparable to a full-service, mid-market offering with a swimming pool. We currently have 12 Impuls clubs, all in Lithuania, and they charge around €40–60 a month.

"We also have our low-cost operation, Lemon Gym, which we launched in February 2014 in a bid to make fitness affordable for more people. We currently have five Lemon Gyms – four in Lithuania and one in Latvia – and will continue to grow that brand.

"Finally, we have the Arctic Sport Clubs brand in Estonia: two clubs which we acquired at the end of 2015. The offering there is very similar to that of Impuls, but for now the clubs will continue to operate under the well-established Arctic brand and we'll work with the existing management team to grow the operation – a project that we will finance.

"Ultimately we're planning to get to 40 clubs with at least 80,000 members by 2018, expanding across all three markets and both brands. I can see Impuls going into Latvia, and Lemon Gym will definitely go into Estonia as soon as we find the right locations. And overall I want to achieve more of a balance between the three markets in terms of numbers of clubs in each country."

How about further afield – would he ever consider going into other markets beyond the Baltics? "Yes, we would. For the next two or three years we want to focus on embedding ourselves in the countries where we already operate, securing all the best locations while those markets are still developing. It's very easy to succeed when you're the only one doing something, but people are quick to follow and we don't want to lose our advantage. We launched a budget gym brand at the beginning of 2014 and were at that point the only operator in the low-cost market; now there are already two others.

"Once we've reached 40 clubs though – depending on our shareholders from private equity firm Baltcap – further overseas development, especially within eastern Europe, is certainly a possibility." ●

Co-operation and collaboration

"My background was in advertising, and then management of large event arenas, and it was always a bit of a closed shop – people didn't really want to share information," says Vidmantas Siugzdis, CEO of pan-Baltic health club operator Impuls.

"Then I came to fitness and was surprised by how open everyone was. I think that's partly because we all know we only have 10–15 per cent of our respective populations

using our facilities, so there are plenty of opportunities and we'll all benefit if we pool our knowledge and grow the market. I believe the equipment manufacturers are really helping in that process too.

"But I think the other factor in this openness is private equity, which is now investing heavily in fitness. When these investors come in, they ask a lot of very forthright questions: what's your turnover, your EBITDA, your margin? They won't invest without that information, so some of it becomes public knowledge, whereas before those are the sorts of figures operators wouldn't want to reveal. Private equity is breaking down barriers.

"The growing involvement of private equity in our industry is going to break down other barriers too, bringing potentially collaborative sectors together. It isn't happening yet, but I think at some point investors will start connecting sectors with 'healthy lifestyle' agendas – fitness, food, apparel and healthcare are obvious fits. And when these different industries join forces, pooling ideas and resources... that's the point at which a really interesting future awaits."



Vidmantas Siugzdis

The Mega Trusts

Are small, independent trusts falling at the hands of the large-scale trusts? Does a move to fewer, larger trusts mean local needs won't be heard? **Vicky Kiernander** reports

These are unprecedented times for leisure trusts, which are operating in incredibly challenging conditions: successive funding cuts on the one hand, and on the other increasing demand for wider services to meet the changing health and wellbeing landscape, not to mention the need to invest

in facilities to ensure they meet the demands of modern users.

Set against this backdrop, we've seen the emergence of large-scale trusts operating more than 100 sites. Benefiting from economies of scale and big balance sheets, such 'mega trusts' pose a threat to small, independent trusts when competing for tenders,

with a number of smaller trusts joining the bigger players to survive.

So what does this mean for the industry? Are large-scale trusts best placed to serve local authorities? Or does the dominance of these organisations spell a future of homogeneity and the end of localism? Can both large and small trust happily co-exist to deliver the health and wellbeing agenda?

Stuart Lockwood CEO, Oldham Community Leisure

The emergence of large-scale trusts inevitably means a loss of variety in the sector, and many managers and support staff are forced into redundancy as independent contracts are swallowed up. When hybrid trusts (set up by private sector providers) win a tender, it's a blow for the entire sector, as operator profit for the benefit of shareholders becomes the primary focus.

Where I believe the impact of larger trusts is felt most is during the tender process, where their experience in bidding is often critical. Small independent trusts aren't resourced to prepare winning tenders. They're competing with dedicated teams who have learned the process over countless other bids.

Also, many first generation trusts haven't been able to build up significant reserves because their councils have reined in any surpluses, resulting in diminishing subsidies. It means these trusts aren't resourced for a tender

process that will scrutinise balance sheets and levels of proposed investment.

In our case, as the incumbent operator we were best placed to create deliverable business plans, allowing us to secure the contract against a significantly larger competitor. We had seen the process coming for a couple of years, which gave us time to rationalise and create a modest level of surplus which we invested in our submission. We also built a new team with the skills and experience needed for the tender process. Our submission was the cheapest possible in terms of our affordability score, but we managed to retain many of our added value aspects in terms of partnership working and health improvement initiatives, so our tender was about much more than managing centres.

On the face of it, larger trust operators have the same economies of scale as national private sector operators; their head office costs are spread across more contracts and they have more buying power, which in theory should mean a lower price for the authority. However, any business model requires a degree of profit – it's the value of this margin and what happens to it that's critical.

Customers should be getting an ever-improving experience regardless of who the operator is, and this can be delivered by any trust, large or small.

Trusts which have genuine charitable objectives at their heart can re-invest all their surpluses into improving their offer, so it's really the optimum model from an end user's perspective. The smaller independent trust model is the only one that reinvests surpluses solely within the locality served.

When hybrid trusts win a tender, operator profit for the benefit of shareholders becomes the primary focus

Stuart Lockwood



Martin Guyton
CEO, Tonbridge &
Malling Leisure Trust

I believe the trust model represents the best proposition for local authorities and their customers.

However, the smaller local model demands, in a lot of instances, that trusts are part-funded by service fees from local authorities. Meanwhile local authorities are having their budgets squeezed and, while they trumpet the value of health and wellbeing in corporate plans, they don't have deep enough pockets to fund it because they're desperately trying to meet the rising cost of statutory duties. This becomes a challenge for the trust: how can it sustain and build on its ambitions and still operate an effective business?

I believe the impact of this is being felt by many smaller trusts, most notably those who are approaching the end of their contracts. Many aren't in a position to invest sufficiently in the commercial aspects of the business – like gyms, extreme sports and soft play – so they're partnering in a variety of ways with the bigger trusts simply to survive.

Worse still, they may fall prey to a procurement process that's financially driven and disappear. I fear that truly local services may suffer as a result.

The values that Tonbridge and Malling Borough Council extolled when it established our trust were around sustainability and localism. Our board members live and work in the borough, exclusively use our facilities and care passionately about what happens in the area. Our services are likewise geared to the intimate needs of local people.

I struggle to see how a large-scale trust, with centres all over the country, can genuinely claim to service the local community in the same way. I suspect many decisions are not made locally, but rather at a regional and head office level by people who may be unaware of local needs and drivers.

I recognise that some local authorities will decide that a larger organisation best serves their needs when taking into account their communities' financial and service needs. I also acknowledge smaller trusts must recognise the national agenda surrounding, in particular, public health.

Trusts must understand the needs of all the different people in their local communities

However I strongly believe that an adequately resourced local trust – and herein lies the challenge – can respond better to local needs, delivering the national agenda at a local level. These local trusts can make quick decisions and provide services that solely benefit their local populations.

This becomes even more important as we further engage with the inactive population. It seems vital to me that our first duty remains to our users, not a head office with a corporate agenda.



I struggle to see how a large-scale trust can claim to service the local community in the same way as a local trust

Martin Guyton



GLL's estate now includes ice rinks, libraries and trampoline parks as well as gyms

PHOTO: SHUTTERSTOCK.COM



Mark Sesnan MD, GLL

The key challenge facing the whole leisure market, both leisure trusts and private sector firms, is the lack of funding from local authorities. We're at risk of a 'perfect storm' being created. On the one hand, there's massive demand for leisure operators to meet the health agenda and tackle issues such as diabetes, obesity and smoking – yet funding is being cut. There's an assumption that there's a magic wand that can reconcile budget cuts with increased intervention, while maintaining low prices for consumers and implementing the London Living Wage. Ultimately this isn't a sustainable situation.

Our competitors currently fall into three groups: private sector companies, leisure trusts and what I'd call 'sham' trusts – private companies that have established trusts as vehicles for their shareholders to benefit from tax relief. This is an area that has grown recently and needs to be investigated. These 'sham' trusts aren't really charitable, but are benefiting from the same tax breaks created to support genuine not-for-profit organisations.

GLL has expanded steadily since it was first launched in 1993. It was a natural development for us to look at the opportunities beyond London and the south-east, while at the same time we were approached by third parties who were keen to partner with us. Examples of this include our merger with North

Country Leisure in Carlisle and Tone Leisure in the West Country.

I don't believe there's much validity in criticisms regarding large trusts dominating the market. In every bid we tender for, there are typically around 10 expressions of interest – it remains very competitive.

Of course there are benefits to being a larger trust. A small trust with a single contract has no resilience should they lose that contract, whereas we have 40 contracts. This increases the stability of our operating position, making it easier for us to invest. We also benefit from economies of scale and are able to employ a greater range and depth of specialist skills at our head office.

We are, however, committed to retaining a focus on localism. Each region operates in a semi-autonomous way and we're in the process of developing a GLL North board that will include councillors and members of local communities. Our aim is for the business to operate in a federated way, and we want to respond to local requirements with localised solutions. What we're committed to retaining is a national brand with national standards.

Looking ahead, GLL will remain a serious player within the local authority bidding market. However, we'll continue to diversify, for example with libraries – GLL took on the management of libraries in Lincolnshire in April 2016 – and our wholly-owned estate that currently includes low-cost accessible gyms, trampoline parks and ice rinks.

We want to respond to local requirements with localised solutions, but via a national brand with national standards

Mark Sesnan



THE DIFFERENCE BETWEEN
**WORKING
OUT**
AND
**WALKING
OUT** *RELATIONSHIPS
BEYOND MEMBERSHIPS*

With 33% of fitness club members leaving by their third month¹, retention remains our industry's biggest challenge. But by building stronger bonds with your members, you can turn a few months into a lifetime. We can help you deliver the motivation your members need to fall in love with fitness and fall in love with your club.

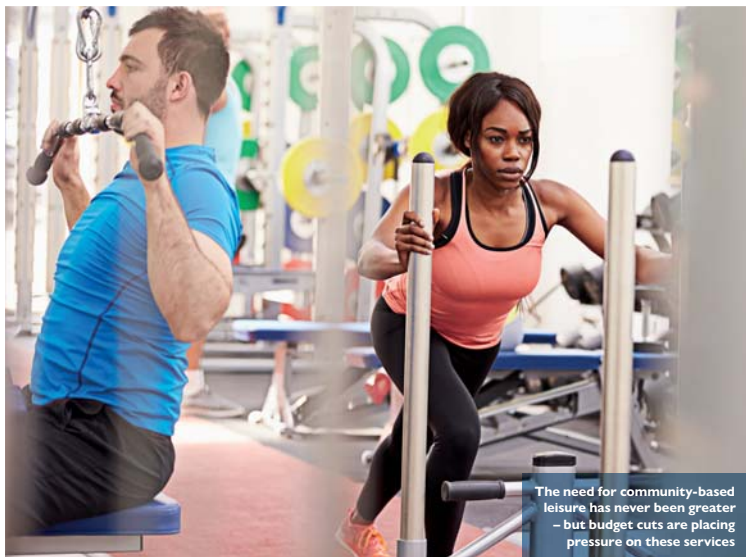
To find out how, book your place on a **FREE** Relationships Beyond Memberships seminar today.

www.lesmills.com/insightsseriesuk

lmuk.clubs@lesmills.com

+44 (0)207 264 0200

LES MILLS



► **Brian Leonard**
CEO, Sporta

The need for community-based leisure and sport facilities has never been greater – yet at the same time we're faced with huge pressure on these vital services due to the massive cuts forced on local authority budgets. Trusts are having to operate in dramatically different financial circumstances, made worse by loss of expertise in local government, the introduction of unhelpful bureaucratic procurement regimes and a range of other costly new burdens.

The inevitable changes favour rationalisation and consolidation, because it's often easier for larger organisations to cope with these pressures by delivering services at scale and with an ability to adapt more quickly to changing circumstances.

However, there's much more to the current scene. Many councils are still supporting a strong local partnership

with local trusts, so they can re-invest all surpluses, cross-subsidise between income-generating and other activities, and use their genuinely charitable and social enterprise status to work closely with their communities.

More and more of the trusts are also expanding the range of their work to provide cultural and other local services. Sporta members, both large and small, offer the best approach for securing sustainable social and economic benefits in the future. Sporta currently has its highest ever membership across the UK, and its broadest range of members.

We're considering the impact of the current pressures and changes which, in some aspects, are threatening and damaging. However, the diversity of trusts is also a strength and we're doing all that we can to maintain a sense of public purpose in local services.

This is the real issue: how the changes taking place can be managed, place by

place, as suits best to ensure the greatest possible public benefit is delivered with the assets and resources available. There's now a huge responsibility on governments and others to support this cause.

They will be judged in future by how well they respond. ●



The changes need to be managed, place by place, to ensure the greatest possible public benefit is delivered

Brian Leonard



Happy days...

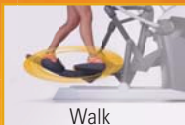
The ultimate gym experience,
starts and ends with Jordan Fitness.

01553 763285 | jordanfitness.com

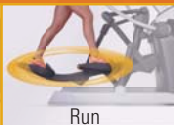


THE ONE CROSS-TRAINER THAT DOES IT ALL

XTOne™



Walk



Run



Hike



Climb

0203 463 8542 • UKsales@octanefitness.com
www.octanefitness.com

Octane
FITNESS



AN EYE FOR

We continue our search for the world's most impressively designed health clubs

DESIGN

The X celebrated the launch of a women-only running shoe from Adidas



X MARKS THE POP-UP

ADIDAS POP-UP, LONDON, UK

Sportswear giant Adidas launched a 10-day pop-up fitness experience in east London in February, offering free classes to women in a bid to inspire more people to engage in physical activity.

Dubbed 'The X', the eye-catching workout and running space in Victoria Park ran daily classes of HIIT, bootcamp and yoga. There were also daily running clubs, sunrise yoga, sociable Supper Clubs and expert Q&As.

Outside of events and classes, The X also offered a chance to socialise and relax in the Recharge Bar and Energy Room.

The X was created to celebrate the launch of the PureBOOST X – a women-only running and training shoe created by Adidas.

Adidas' 10-day pop-up fitness venue





Traditional sports equipment features in the interior design



The club focuses on doing 15 minutes' exercise a day



A model aeroplane hangs from the ceiling

FEED THE BODY, FEED THE MIND

THE LIBRARY, LONDON, UK

Winner of three *Tatler* Gym of the Year awards and two London Lifestyle awards, The Library is a private members' training club built in a former synagogue in Notting Hill.

Based on the philosophy of doing only 15 minutes' exercise a day, the gym offers 15-minute HIIT sessions alongside classes such as yoga, barre and boxing.

Alongside all this, there's also a tranquil reading area – and a giant model aeroplane hanging from the ceiling. ▶



The spa pool has views over the river

AN ACADEMIC OUTLOOK

THE VARSITY HOTEL, CAMBRIDGE, UK

The Varsity Hotel – overlooking the River Cam and St John's College in Cambridge, UK – unveiled a major new refurbishment of its spa and gym areas at the end of last year.

Housed in a beautiful 18th century glass warehouse with high ceilings, original brickwork and timber-trussed ceiling, the aim is to help visitors feel inspired whether working out or winding down.

The spa has been redesigned using darker tones and lighting to create a relaxing ambience. Its spa pool overlooks the river and is surrounded by soft armchairs. The relaxation centre also features individual sauna and steam rooms, lit to make visitors feel like they're unwinding under twinkling stars.

Meanwhile the barn conversion-style gym has been designed to create a buzzing, uplifting space.



Low lighting and dark tones feature in the spa



The gym is housed in a former warehouse



The glass-fronted gym is located in Mexico City



The two main cycling studios are located under the staircase

FITNESS - COMMUNITY

SÍCULO, MEXICO CITY, MEXICO

Interior designers and brand developers Ignacio Cadena and Michel Rojkind's new indoor cycling studio in Mexico City is designed to enhance physical and emotional fitness.

Sículo is a 420sq m (4,500sq ft) glass-fronted gym formed around a huge white concrete stairway. The steps of the monolith – which are covered with multi-coloured polychromatic cushions and a small number of studio bikes – provide a community space for film screenings, healthy food banquets, educational workshops and medical clinics.

Sículo's two main cycling studios are stacked underneath the stairway. "Like a public plaza where day-to-day encounters give life to a space, Sículo makes what happens inside the classes just as important as community life on the outside," says Rojkind. ●



The concrete stairway is a great community space



Revenue BOOSTER

Demand-based pricing, appointing a revenue manager, and promoting 'spare space'. Our panel of experts talk to **Kate Cracknell** about improving yield in health clubs

A hardcore of morning exercisers, a lunchtime influx and then the predictable evening rush hour. Sound like a familiar pattern of attendance at your gym? Meanwhile, facilities lie all but empty during off-peak daytime hours – but rent, utilities and staff costs still need to be paid.

True, new offerings such as virtual group exercise allow for studios to be made use of off-peak, when instructor-led classes aren't cost-effective. And there are some operators who offer things like senior sessions during quieter times, or who open their doors to schools so kids can use their facilities for PE lessons. But surely there's more the fitness

sector could be doing to drive usage of its facilities during quieter times, and with it extract maximum value from them?

Other sectors – notably the airlines – have strong yield management models, making sure as many seats as possible are filled on each flight. But, while the fitness sector is finally seeing some innovation in this area thanks to newcomers like Dibs – founded in New York in June 2015, which is helping studios fill classes and boost revenue via dynamic pricing – there's still a long way to go for health club operators.

We ask the experts for their advice on how to improve yield management in the health and fitness sector.

NEIL KING MD, 1LIFE, UK



Variable pricing is one of the areas in which the leisure industry – including the fitness sector – currently lags behind other comparable sectors

involved in the 'space selling game'.

Once a time slot has gone – be it in a gym, swimming pool, sports hall, hotel room or cinema seat – you can never sell that space again. The moment is over and it's gone forever. So why doesn't our sector embrace the concept of variable pricing, given that one of the things that we all have is empty space?

We don't need to worry about our peak time usage – this sells itself – but when faced with a daily utilisation figure of approximately 35 per cent in a four-badminton-court sports hall, there are clearly opportunities.

"Once a time slot has gone – be it in a gym, a swimming pool, a sports hall, a hotel room or a cinema seat – you can never sell that space again"

Neil King

Attempts have been made with the introduction of off-peak pricing and concessionary pricing, but these were all solutions for the pre-digital age. Online bookings, social media and electronic ticketing all provide new opportunities to do things differently and more effectively. Via push notifications, we can now inform customers of when and where we have 'spare space'. Add to that a variable pricing model, either real-time or via advanced discounted booking rates, and we could create a very different business – more flexible, higher occupancy, more commercial and one

that's really designed to encourage more people to be more active more often.

From an operator perspective, several forward-thinking companies would already like to sell my space for me, but how little thought and effort might it take for me to do this myself?

Variable pricing is therefore something 1Life is considering at the moment; we're looking at ways we can be more innovative when it comes to the pricing of our products and services. If we get it right, it should hit two buttons: our commercial objectives and our social objectives.



As class prices scale up, Dibs users are incentivised to book early

ALICIA THOMAS

CEO & CO-FOUNDER, DIBS, US



Group fitness is the fastest-growing segment of the fitness industry, and yet over 40 per cent of group exercise classes go unfilled, leaving millions in unrealised revenue.

Mature industries like travel and retail have multiple channels and vehicles to offer variable discounts. By contrast, group fitness has subsisted on all-inclusive memberships or static pricing, combined with blunt discount platforms that devalue the brand – none of which accurately reflects the true demand.

For example, a Monday 7.30am group cycling class very likely has a much higher demand than the Thursday 2.30pm cycling class – yet the price is a constant.

The travel industry was the first to experiment with yield management

“With fitness studios, Dibs uses its algorithm to increase average revenue paid per seat by 30–50 per cent”

Alicia Thomas

in the 1970s, and it quickly became adopted industry-wide. More recently, the MLB applied yield management to sporting events, resulting in a revenue increase of 30 per cent.

With the fitness sector now shifting away from its traditional territory of monthly memberships, thanks to the emergence of boutique studios offering à la carte fitness classes, our model is becoming increasingly relevant and showing how yield management can also be applied to fitness.

With fitness studios, Dibs uses its proprietary algorithm to increase average revenue paid per seat by 30–50 per cent. Studios simply set

the minimum and maximum prices they are willing to offer on classes, and our algorithm does the rest. The algorithm observes demand factors such as location, day of week, time of day, instructor, class type, historical fill rate and seasonality to determine the optimal price. As the class books out, the price of the class generally scales upwards so it incentivises users to book earlier to ensure the best spot and price.

As we expand our network of studio partners, we expect to see studios able to fill their classes to a minimum of 60–70 per cent utilisation – but more importantly, the studio will see a topline revenue lift of 30 per cent or more. ▶

Working with **over 20**
trampoline parks, we
manage **every aspect** of the
park needs including, **bookings,**
café, multi-waivers, mobile,
vouchers and automated marketing



DANIEL TRAMPOLINE

Clients include: • Air Vault • AirHop • Base Jump • Bounce in Birmingham
• Dropzone • Energi Trampoline Parks • Flux Freestyle • Freedog
• Go Air • Go Jump In • Infinity Trampoline Park • Jump 360 • Jump Giants
• Jump Inc • Jump Street • Jumptastic - Gloucester • Mega Jump
• Oxygen Freejumping • Planet Bounce • Sky High • Spring City • Velocity

EZ RUNNER www.ez-runner.com

Email: info@ez-runner.com Tel: 0844 847 5827




retentionGURU

exerp

LifeFitness
WHAT WE LIVE FOR

escape

retention **Convention 2016**



Dr Paul Bedford (UK)



Dr Melvyn Hillsdon (UK)



Dr Niels Nagel (Germany)



Molly Kemmer (USA)



Selda Gamzeli (Turkey)

19-20th May
Austin Court
80 Cambridge Street
Birmingham B1 2NP

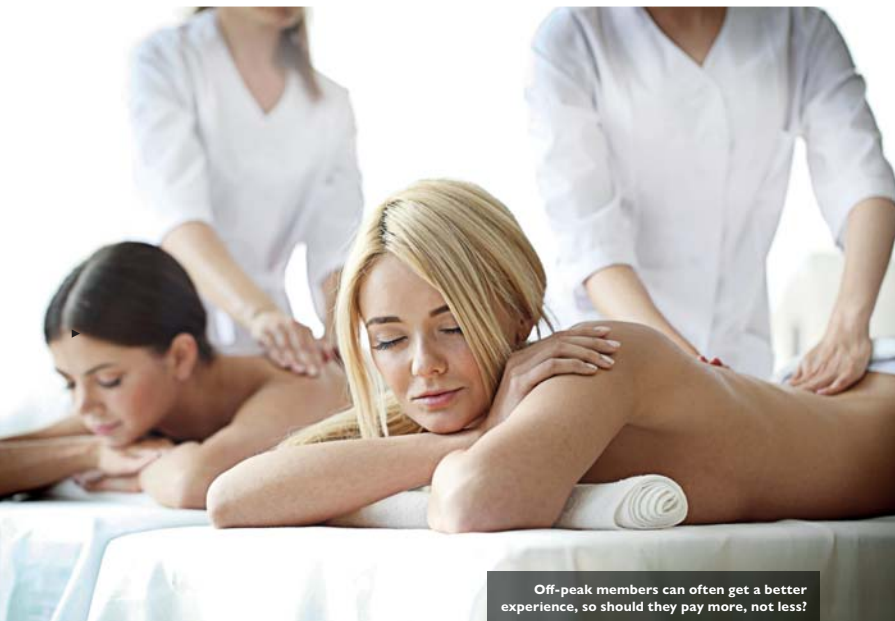
retention-convention.com



Tiffany Gould (UK)



Arron Williams (UK)



Off-peak members can often get a better experience, so should they pay more, not less?

► **DAVE COURTEEN**
MD, MOSAIC SPA & HEALTH CLUBS, UK



The critical factor within yield management is to maximise the revenue from a limited resource. Within our spas, this is therefore

all about maximising the revenue we can generate from the therapist hours we have scheduled and the number of treatments we have available.

For health clubs, I would suggest the key is to yield the maximum revenue per member. There's always a temptation to discount membership – especially with the significant growth of the budget gyms who, by definition, compete on price.

But while discounts may be a necessary part of the marketing mix, it's important to ensure that over-eager sales staff aren't focused purely on piling people in, but rather on signing up members

who are paying the published price. A real focus on 'value added' membership, rather than simply a cheaper price, needs to be at the heart of any yield management strategy in the health club.

It's also worth looking at the traditional industry practice of offering an off-peak membership at a reduced rate. While it's recognised that this helps attract members into the club during quiet times, it could equally be argued that these off-peak members get an enhanced experience when using the facilities, with less waiting time for equipment and greater attention from staff – yet they pay less for it. Over the last few years, we've managed to reduce

the gap between the peak and off-peak memberships at our Mosaic Clubs by putting up our off-peak prices by a greater amount than our peak.

New developments in technology also mean an opportunity exists for the health club to increase its yield by extending its services beyond the walls of its facility. Support for programmes and activities taken outside the health club by members, and monitored through a variety of wearables and fitness apps, not only allows the club to improve member retention, but also allows for greater yield management by charging for a complete wellness management service.

“For health clubs, I would suggest the key is to yield the maximum revenue per member”

Dave Courteen





Hotels charge different prices for different types of traveller – could gyms also segment more?

ANNE HAWKINS
EXECUTIVE VICE PRESIDENT,
STR, US



Every business is perpetually confronted with a key question: what is the price that should be offered to a customer depending on where, when and

how the product/service is sold?

STR has witnessed the hotel industry respond to this question with increasingly sophisticated yield management practices.

Today, most hotels have a dedicated role – the revenue manager – whose primary job is to maximise yield for the property. The revenue manager must deal with numerous variables to set pricing that maximises yield: for example, how to price weekends versus weekdays; how to price transient/

leisure travellers versus group/business travellers; how to price peak periods (eg New Year's Eve) versus times of low demand; and how to think about direct bookings versus reservations made through a third party, where the hotel loses some margin.

Similar to hotels, health clubs deal with periods of peak demand and low demand. On a typical weekday, clubs tend to have peak periods in the morning and evening when workers aren't at the office, as well as during lunch. A club might be somewhat idle during off-peak weekday hours. The opportunity exists for clubs to adopt yield management to shift demand to off-peak hours, which may have the added benefit of increasing customer satisfaction thanks to the quieter environment and lower off-peak prices.

The time might have come for health club operators to invest in revenue managers in the same way as hotels.

“Most hotels have a dedicated role – the revenue manager – whose primary job is to maximise yield for the property”

Anne Hawkins

TIM BAKER
CHAIR, TOUCHSTONE
PARTNERS, UK



Yield management – or price surging, as the modern lingo has it – is nothing new. It first came to my attention with the launch of airline easyJet, which

is now celebrating 20 years of operation.

This article explains how airlines do it:

www.health-club.co.uk/airlines

Anyone who ever travels by rail is familiar with the core principle (peak, off-peak, advance tickets etc) and on the face of it, it seems odd that Uber is attracting so much negative attention for using a price surge algorithm. But taxi rides are more likely to be distress purchase items, and applying cold economic principles when emotions may be running high inevitably attracts accusations of exploitation, cold-heartedness and cynicism.

In other words, however, price surging doesn't attract the same problems. It's not just airlines and trains – hotels, holiday resorts and some leisure attractions all use price surging to manage a finite resource, so it doesn't break at peak times and empty space is (hopefully) filled where there's spare capacity. Guests understand this. So why wouldn't gym members?

Indeed, it offers an opportunity to provide a better service in a more

“Price surging allows clubs to provide a better service in a more relaxed environment”

Tim Baker

relaxed environment, and health clubs wouldn't need the same complexity of algorithm used by the airlines and Uber.

However, the different price levels must be carefully considered. Explain that you're providing a better service in a more relaxed environment for a carefully considered additional price. Get the 'better service' mix right and tell people about it: service items to shout about could include easier access to equipment and/or PTs, dedicated lockers, free use of towels and free use of usually paid-for items. ●

health sport activity



“Working together for a brighter future”



HARDER BETTER FASTER

Want to offer HIIT sessions in your club, but not sure how?

Kath Hudson looks at some of the off-the-shelf packages on offer

TABATA



No equipment is required for Tabata

Developed in a lab rather than a gym, Tabata is a clinically proven way of increasing aerobic and anaerobic fitness in just four minutes. It consists of 20 seconds of intense exercise, followed by 10 seconds rest, repeated eight times.

The group exercise format comprises a 20-minute class – with four minutes flat-out high intensity and time allocated for explaining the moves – which means clubs can easily schedule two classes in the lunch hour.

Bodyweight moves inspired by Capoeira and primal training are incorporated. It's essential that these are performed correctly, and that instructors don't deviate, otherwise the full

benefits won't be achieved. The class is suitable for everyone, as easier alternatives for less fit people are offered.

Professor Tabata, former head coach of the Japanese Olympic speed skating team, designed the programme in the early 1990s. His trials showed Tabata to be more effective not only than an hour of moderate workout on an exercise bike, but also than an alternative form of HIIT which involved 30 seconds of higher intensity training with two-minute rests between intervals.

Research also indicates that Tabata enables calorie-burning in the 12 hours post-workout, and could benefit diabetics as it improves the mechanisms for transporting blood in the body.



Choose from GRIT Strength, GRIT Cardio or GRIT Plyo

LES MILLS GRIT

Les Mills GRIT comprises three different classes featuring three styles of HIIT: Strength, Cardio and Plyo. All can be bought off the shelf and installed with minimum fuss.

GRIT Strength builds strength and lean muscle using a combination of barbells, free weights and bodyweight exercises to work all the major muscle groups. It also stimulates the production of growth hormones, which reduces fat and helps develop lean muscle.

GRIT Cardio burns fat and rapidly improves athletic capability. Explosive, high-impact bodyweight-based exercises achieve maximum calorie burn during the workout, and for hours after.

GRIT Plyo incorporates the principles of plyometric training to build power and increase speed, creating a powerful, agile and

athletic body. The programme uses free weights, bodyweight and a bench to explode off to achieve "off the chart" heart rate responses.

Les Mills GRIT has been the focus of two studies at Penn State University in the US. The first compared two groups of adults doing regular Les Mills group fitness for five hours a week with a group that substituted one of their hour-long cardio classes with two GRIT workouts. The participants who did HIIT showed vast improvements in lean body mass, glucose tolerance and maximal oxygen consumption. In another study, a team of female soccer players substituted their usual seven hours' off-season training with four hours plus two GRIT workouts. They saw significant changes in both body composition and fitness levels.

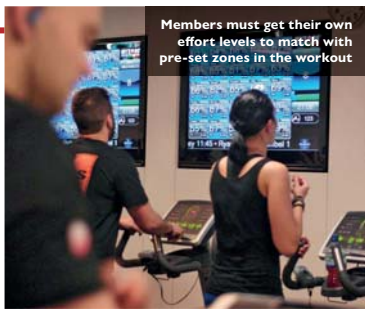
ZONE MATCH

ZONE MATCH is a game-based group cardio class on the gym floor. Using any piece of equipment, it takes the heart rate through different levels of intensity based on the MYZONE zones, which measure effort level rather than fitness or ability.

The aim is to match the pre-set colour (effort) zones as they change throughout the duration of the class, the closer exercisers match the zones, the higher their percentage ZONE MATCH score.

Clubs can programme their own ZONE MATCH classes, but more than 40 pre-written classes are also available, which can be programmed to start automatically without an instructor present. They can accommodate a single person, or as many as 150. However, best results are achieved when instructors coach participants on the gym floor, creating a motivating atmosphere.

To install the programme, clubs need a visible TV or projector – unless they have screens on their cardio machines – as well as MYZONE physical activity belts (£40) and a MYZONE hub (£295).



LES MILLS SPRINT

Les Mills Sprint is a HIIT class on a studio bike, making it low impact and also allowing the user to choose their resistance. It features bursts of intensity to peak heart rates, followed by periods of rest. The programme has been proven to produce the EPOC effect (Excess Post-exercise Oxygen Consumption), which is what causes the body to continue burning calories long after the workout has finished.

Sprint has been involved in a study by Penn State University in the US. Two groups of participants – who were equally matched in terms of age, gender and physical activity – were used to test the effectiveness of the workout. One group replaced a single cardiovascular training session with two 30-minute Sprint sessions. The results showed that Sprint elicited greater oxygen consumption and leg strength among participants, while also reducing body fat, blood pressure and cholesterol levels compared to the control group.



A Sprint class can produce the EPOC effect

SPEEDFLEX

A high-intensity, low impact cardio and resistance training circuit, Speedflex is led by a personal trainer and tracked via heart rate monitoring.

Based around Speedflex machines that create resistance based on the individual's force, it's suitable for any age or fitness level and enables users of all abilities to exercise together at their own pace.

Sessions focus on compound exercises that engage multiple muscle groups, allowing for large calorie burns during and post exercise; more than 100 exercises can be performed on the machines.

Body composition data from 200 Speedflex customers – all of whom completed at least two Speedflex sessions a week over a six- to eight-week period – showed significant improvements in body fat percentage (among 96 per cent of participants), visceral fat levels (97 per cent of participants) and muscle mass (76 per cent of participants). ●



The Speedflex circuit creates resistance based on the individual's force

PRAMA.

THE INTERACTIVE FITNESS PLATFORM.



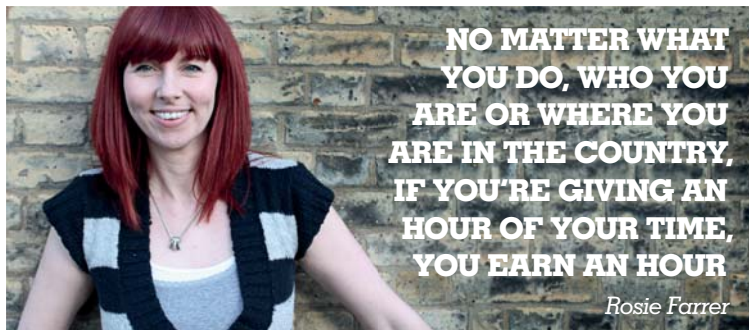
with
Paul Gullie



PAVIGYM UK
Tel: 01223 969 870
support.uk@pavigym.com



WWW.PAVIGYM.COM



SPICE of life

Built around the concept of 'time banking', Spice is making a powerful difference to communities across the UK – and there are great opportunities for leisure operators to get involved.

Kate Parker talks to Rosie Farrer, Spice's head of programmes - England

What is Spice?

Social enterprise Spice, and its website Just Add Spice, grew out of a University of Wales think-tank eight years ago, aimed at developing new social currencies for communities in former mining areas in south Wales. These community-led, person-to-person exchanges were based on the concept of 'time banking', whereby people swapped the skills they had to offer using Time Credits.

When the original programme came to an end in 2009, the university considered how it could be scaled up on an organisation-to-organisation basis, engaging more of the community in the process, including the business sector and statutory services. The aim was to bring back a sense of community, to get people

thinking about the needs of the people within their community, and to start to service those needs.

The founders of Spice were members of that initial project. We knew it worked in Wales, so the challenge was to scale it up and spread the word!

How do Time Credits work?

Time Credits are a social currency: in the same way you earn and spend money, you can earn and spend Time Credits. They're issued on an hour-for-an-hour basis, so every one of the notes is attributable to an hour, however you've earned it.

Spice developed Time Credits as a tool for bringing communities together, boosting volunteering and building co-produced services where people are

active and equal participants. No matter what you do, who you are or where you are in the country, if you're giving an hour of your time, you earn an hour. It's a completely level playing field.

So how do you earn and spend these credits?

People can earn Time Credits by giving time to their community through organisations and groups that are part of the Spice network. This could be through running community events like fêtes and coffee mornings, supporting others in learning, or taking part in litter picks.

People can then spend Time Credits to access services and activities offered by the organisations where they earned their credits in the first place, as well as with

other Time Credit network organisations and community groups. They can be used to pay for physical activities like swimming or visits to the gym, for example, as well as learning new skills or doing cultural activities such as trips to museums, the theatre or the cinema. Time Credits give people the opportunity to do something they might not normally consider.

Early on in the project it was thought that the spending side of Time Credits was almost an added bonus, and it was in the volunteering where all the social impact was to be found. However, as the project developed, it started to become really clear that the spending of Time Credits had a massive social impact as well. They empower people to challenge perceived barriers.

Where is Spice operating?

We're running programmes with local councils, community development organisations, housing associations, health and social care providers and schools. That translates into 27 time-based currencies in six UK regions: the east of England, London and the south-east, the north-west, south-east Wales, south-west England, and south-west Wales.

What sorts of organisations do you work with?

There are hundreds of Time Credit Spend Partners, from Premiership football clubs to theatres, boiler service providers to educational institutions, skate parks to tourist attractions, together with delivery partners like local authorities, housing providers, schools, social care providers and many community organisations.

We also work with UK-wide leisure chains. For example, GLL – which



runs five Better Leisure centres in Cambridgeshire in partnership with Cambridge City Council – has been a real eye-opener for us, because it was the first leisure company we engaged with at a very high level. As a social enterprise organisation itself, with strong community commitments, GLL was a natural fit for us.

Working with GLL's partnership manager Daryl Emes, we looked at GLL's corporate social responsibility agenda and joined forces so volunteers can spend their Time Credits to access a range of Better Leisure activities including swimming, fitness classes and gym sessions. Having GLL on board means volunteers have the chance to get fitter as a secondary benefit to their efforts to improve their community.

So what's in it for your many partner organisations?

Being a Spend Partner can help an organisation achieve its own vision and

objectives, helping it meet its corporate responsibility policy. It also helps an organisation to increase engagement and footfall, reaching a wider audience – especially from non-traditional customers supported through Time Credits.

We can also support a Spend Partner by helping them fill their spare capacity. We'll ask when they're quiet and could do with a few more people coming through the doors, or which of their services people might know less about, and we'll help them market that. Organisations might also offer us new services that weren't previously available and that they want to increase participation in.

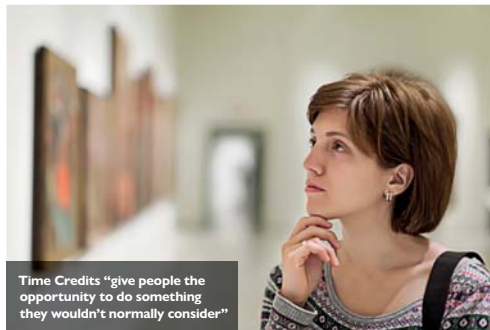
From a corporate point of view, there are also some fantastic marketing opportunities for partner organisations, both in terms of the glossy brochures that go out to our volunteers and the goodwill within the community; the perception of your brand being associated with community development is a strong one.

How can other leisure companies get involved?

We have a team of partnership managers working across the United Kingdom looking for businesses to come on board, actively approaching them where we think it suits both our agendas. Leisure operators in particular tend to suit pretty much every agenda, both in terms of their corporate responsibility remit and our community engagement aims.

We do currently have priority focus areas. We've realised that it's beneficial to build geographically close to where we have an existing project – where we already have something working successfully. One day, however, we will be everywhere!

Anyone who would like to know more about the work of Spice can email me directly: rosie@justaddspice.org ●



The right to be FORGOTTEN

From 2018, individuals will be able to tell their gym to hand their personal data directly to a competitor's club, without storage of that data. Tom Walker secures a free legal briefing on this change in law

New data protection rules, introduced by the European Commission and coming into force in 2018, could have a big impact on health and fitness businesses.

One of the key items in the regulations involves the transferring of

personal, portable data. It stipulates that individuals have the right to have their personal data transferred from one business to another on request, and without storage/processing.

In practice, this means that a health club user who has given over personal

information can have that data wholly and safely transferred to a new health club on their request.

We speak to data and sports law firm Couchmans, as well as health and fitness industry experts, on the potential effects of the new legislation.

THE LEGAL BRIEFING

Nick White
Head of IP and digital
Couchmans LLP



With smart technology on the rise, many businesses, including gyms and leisure facilities, are

now harvesting vast quantities of data from customers – something that can benefit both customers and businesses. However, new European data protection rules could potentially necessitate a wholesale review of data policies.

In December 2015, the European Parliament, Commission and Council announced new legislation governing data protection. This new General Data Protection Regulation (or GDPR), replaces the outdated data protection laws that have been in place since 1995 and, from 2018, will apply to all businesses that process in any way the data of EU citizens.

DATA PORTABILITY

One of the key elements of the new rules is the right of 'data portability'. Essentially, this means individuals will have the right – albeit a limited right – to require a business to transfer personal data directly to another business, even where that other business is a competitor.

Gyms, for example, hold individual details such as name, address, contact details, date of birth and bank details. They might also hold data on customers' weight, height and limited medical information, and possibly even details of the kinds of activity they want to do or the results they want to achieve. The gym may hold other data too, including dates and times of all the customer's visits and, potentially, detailed exercise plans produced with a PT.

All of this is personal data – but, importantly, not all of it is portable data in the legal sense. Any data not actually provided by the individual to the gym – which would potentially include any exercise plans and usage logs – would be exempt from the portability rule. It will, however, still be covered by the less potent 'right of access', which will only require the operator to provide the data to the customer, on request, in electronic format – without the obligation to provide the data direct to another business.

So, the customer's right to data portability only applies to data that he or she has actually provided to the data controller – in this case the gym.

The customer will have the right to demand that this data be transmitted directly to another operator should they decide to switch gyms.

The legislation does provide that this obligation will only be imposed where such transmissions are 'technically feasible', but what this will mean in practice is far from clear at present. The guidance on this should be forthcoming.

NEW TECHNOLOGY

The GDPR also requires a privacy impact assessment (PIA) to be carried out where the introduction of a new process or technology is likely to cause a high risk to personal rights or freedoms. As more fitness operators introduce wearables and other connected devices, they will have to consider carefully whether they first need to conduct a PIA.

The key message for gyms and leisure facilities is that they must endeavour to understand the types of personal data they process, and what regulations currently, and will shortly, apply. There's no need to worry unduly but, as 2018's implementation date draws closer, operators should begin to plan now.

Gyms must endeavour to understand the types of personal data they process, and what regulations apply

Gladstone already actively seeks consent in online joining applications

WHAT DOES THIS MEAN FOR GYMS?

Tom Withers
Managing director
Gladstone Health and Leisure



This new legislation is not unexpected. In today's digital age, consumers are increasingly dependent on

their data being passed seamlessly from one business to another, in everything from utilities to banking.

The GDPR extends beyond data portability; it also enshrines the customer's right to be forgotten. In future, when businesses ask people to share personal details, there will be new rules for obtaining valid consent that will require simple wording and an expiry

date. Neither silence nor inactivity will be construed as consent. Depending on the volume of data held, it may be necessary for a company to employ a data protection officer. Clearly, the implications are far-reaching.

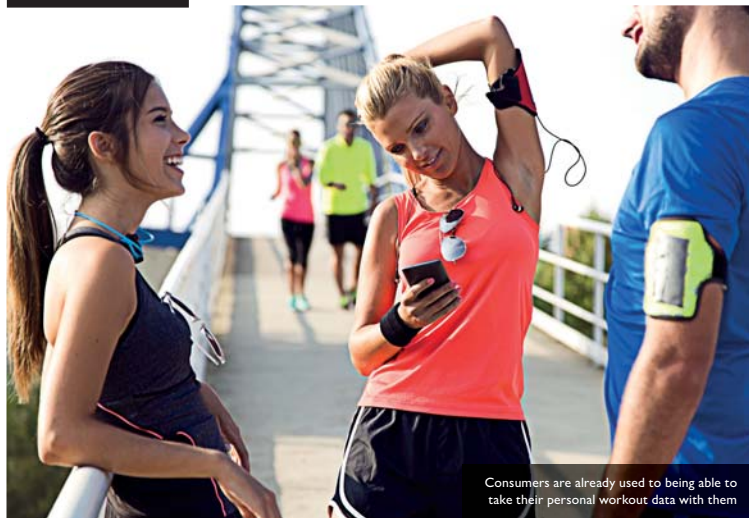
At Gladstone, we're more prepared than most. Data in our membership management systems can already be purged for customers who are no longer active. Consent is actively sought in online joining applications. Bank details can be removed automatically as part of an automated cancellation process. And we already have tools that allow data to be called securely from a database in order to be transferred to a third party.

Of note on the issue of portability is the proviso that portability should be provided where it is 'technically feasible'. Gladstone can call and receive data, but transferring

it to other businesses would require other systems to be capable of doing the same, and to share a common leisure industry framework. We're confident that we'll be able to leverage our software to meet the requirements of the regulations.

Transferring data to other businesses will require a common leisure industry framework

TURN OVER FOR MORE INDUSTRY COMMENT ►



Consumers are already used to being able to take their personal workout data with them

▶ A lot of consumer data is shared between apps anyway, so it's natural to want to port data between operators - Jon Johnston

Jon Johnston
Managing director
Matrix



Data security is an increasingly big issue. A lot of emphasis is placed on hacked data, but it's also important for consumers to be

protected from businesses trading in their data without adequate protection.

In terms of portability of data, it makes sense to me that a consumer will want to take their personal workout stats with them. A lot of consumer data is now shared between apps anyway – with consumer consent – so it's natural to want to be able to port data between operators.

Some products are already independent of operators or equipment suppliers, like MyFitnessPal and Netpulse, so it can be relatively easy to move from one connected facility to another and keep continuity. Obviously some operators and suppliers are less open, but I don't see data portability being a big problem.

Ben Beever
Associate director
Everyone Active



The last five to 10 years have become increasingly data-intensive in delivering services to customers and understanding their

behaviours and preferences. It allows us to communicate with them effectively and support their activity.

We work with a data consultancy to ensure our systems are robust and effective, and we're well placed for these changes in legislation. We believe we already comply with the GDPR principles of transparency for the customer about processing and accountability of data controllers and processors. We have clear privacy policies, data collection statements and measures in place to protect customers' data. We make these as accessible as possible and detail in simple terms how their data will be managed.

Perhaps the biggest challenges for our industry will lie in obtaining the 'unambiguous

consent' that the new regulation requires. This could mean the industry gets better at communicating with customers by using less, but better targeted, interaction.

The requirement for data portability could be tricky for complex data. The measure is designed to help customers account-switch, but as there's no obligation to provide the data in a consistent format, data from one gym provider may not be compatible with the systems of another. ●

WANT TO KNOW MORE?

For more information on the new data protection regulations, contact Nick White, partner at specialist sports law firm Couchmans LLP – www.couchmansllp.com

White advises sports personalities including Mo Farah, Sir Chris Hoy and Sir Clive Woodward, governing bodies including FIFA, the International Tennis Federation and Basketball England and brands such as Rapha and Skins. nick.white@couchmansllp.com



Out with the old in with the remanufactured

**Our remanufactured gym equipment is
rebuilt with reliability & quality in mind.**

Your equipment will have the look and feel of
brand new equipment but at half the price,
ensuring excellent value for money.

find out more

08453 884 662

www.servicesport.co.uk

ServiceSport 

Getting PERSONAL

As new technology, increasing competition and an endless supply of cheap online options flood the fitness market, can personal trainers survive and evolve to meet changing consumer expectations? What are the trends shaping PT today? **Niamh Madigan** asks the experts

RORY COLEMAN
PERFORMANCE COACH
www.colemancoaching.co.uk

With the growth of the internet and social media, people are looking outside their area for more specialist coaches to achieve that extra 10 per cent. For example, I have clients in New Zealand who I will never meet in person, but I train with them using Skype. Clients don't even need to leave their offices to do a session – it fits in with their schedule.

Personalisation is the big thing now, and a really good performance coach can bespoke a programme to a client's needs. They know when exercise will fit in with their daily schedule and clients also get the feedback and praise of a coach.

I see technology as a great complement to what I do, as it gives me information on how hard my clients are working. I'd recommend the Garmin Forerunner 910 XT and the Fitbit Surge.

Looking to trends, I've completely dismissed suspension training and I don't do any kettlebells, because people don't use them very well. In my sessions I use two 15kg plates, one bench and a dumbbell set. That's it.

I think health clubs should provide more specialist coaches to help people make more informed choices about food and their lifestyles. There's also a need to focus on the mental side of things. In my sessions, people believe they're doing 80 per cent physical and 20 per cent mental, but it's the other way round: I spend a lot of my time re-training clients' thought processes.

I see technology as a great complement to what I do, as it gives me information on how hard my clients are working

Rory Coleman



Coleman says his sessions focus as much on the mental as the physical side of fitness

RICHARD CALLENDER

PT & PRESENTER

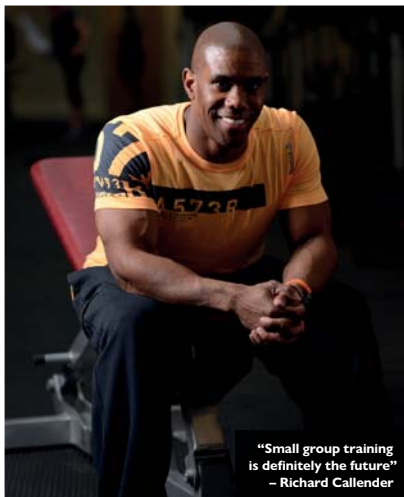
www.richardcalleander.com

I do lots of Armageddon training, which is best described as personal training in a group fitness environment, using the principles of variable intensity interval training (VIIT). Small group training is definitely the future: clients can split the cost, plus it's motivating and more fun.

When it comes to one-to-one personal training, clients want PTs to fix every facet of their life nowadays, with advice on fitness, diet and lifestyle. If you help them lose weight, you have to fix the cause as well, which takes a deeper level of understanding and experience.

I don't think enough gym operators appreciate the value of PTs. Some take a big percentage of the PT's rate – up to 50 per cent – so a trainer is forced to go out on their own. With that comes the responsibility of marketing and running their own business. Gym management must work more closely with PTs to help them run their business effectively.

Fitness is changing all the time with the arrival of new technology and science, and PTs have to keep updating their knowledge and investing in courses. They need to keep their social media up-to-date, find time to train themselves and manage clients. I know a lot of PTs who suffer from depression due to these pressures. In the next few years we're going to hear a lot more about the truth behind fitness.



"Small group training is definitely the future"
– Richard Calender

JAMES BREESE

FOUNDER/CEO, STRENGTH MATTERS

www.realstrengthmatters.com



The age group of those using personal training is shifting. With the emergence of CrossFit, there's now a 'big group' dynamic among the under-30s. Meanwhile the 30- to 55-year-old age group want group training on a smaller scale, between two and six

people, and it's the over-55s who want the one-to-one personal training, because they're more prone to injury.

As a PT, you have to stay ahead of the curve by innovating. You stand out if you're doing something that looks different from everybody else and gets great results. However, the best advice I can give to a new PT is to invest in customer service and basic business skills. Consumers expect great results and a fantastic experience now. If a PT doesn't have the business acumen and a good 'bedside manner' with clients, they're never going to succeed.

For every PT studio that opens, two are closing. I see great coaches going out of business all the time and they all say the same thing: they wish they'd known how to do things better. Ten per cent are doing really well, but 90 per cent are struggling and competing at the bottom.

Health club operators who employ PTs should be willing to invest in their education. The more the operator invests, the more the PT will respect you as an organisation and stay longer.



Learney says technology could replace less able PTs

PHIL LEARNEY

PERFORMANCE COACH

www.phillearney.com

The basic service offered by some PTs is horrendous: they aren't punctual, they don't focus on the client during sessions or pay attention to their technique... all the simple things that should be part of a basic service offering. Ultimately, it's not about who's the most skillful or knowledgeable – it's the degree of service offering that defines one PT from another.

For those PTs who don't deliver good service, fitness trackers could be a threat. Technology is never going to be able to look at someone biomechanically and assess them, so for many personal trainers it will simply complement what they do. However, it could possibly eradicate the poorer trainers out there.

I believe good PTs need to be respected more by health clubs and given consistent revenue. They attract people to gyms and improve retention.

Finally, I think the knowledge people can now get from the internet has expanded the industry and made it far more efficient.

► **DAVE FLETCHER**
PERSONAL TRAINER
www.davefletcher.net

Personal trainers can get very distracted by social media – all the fitness ‘gurus’ with millions of followers on Instagram and Twitter. But would these people be able to run a personal training client base effectively? Possibly not.

Personal training is a business built on trust and referrals, and while there are lots of new training options available now – online programmes, for example – I believe personal trainers are still winning, as a one-to-one service remains the best.

The best coaches have a reputation for seeing clients for a short period of time. I use my six-week fat loss programme,

where I work with a client twice a week for six weeks and that’s it, unless they wish to continue. A small but vibrant and active client base is better than a large dormant one.

A notable trend outside of PT, but of significance to PTs, is group training – specifically CrossFit, which has had a big impact over the last three years. Rather than learning from one person, people are being influenced by a whole system.



CrossFit has had a big impact. Rather than learning from one person, people are being influenced by a whole system

Dave Fletcher



JAMES DUIGAN
FOUNDER OF BODYISM
www.bodyism.com

I’m wary of people choosing to use social media to get fit. If so-called fitness gurus are setting unrealistic outcomes – promising people they’ll drop three dress sizes in a week or something along those lines – I’d absolutely steer clear. There are also too many personal trainers out there selling fad diets and products as a way to cash in, rather than to benefit someone’s health and wellbeing.

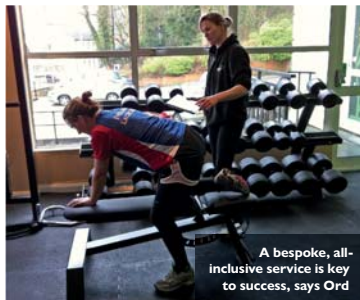
Trends come and go, but learning how to perform effective exercises safely lasts forever. We introduce new equipment as the times change, but the exercises I do with my clients should be as effective now as they were 20 years ago. I don’t advocate the use of technology in my classes or while training clients. However, I appreciate that certain apps and devices can be highly beneficial to people and are a great way of tracking progress and seeing results.

CHARLOTTE ORD
HEALTH & FITNESS EXPERT
www.ordacademy.com

All the information available on the internet is a double-edged sword. On the plus side, people are better educated about their health, while social media can be a really powerful tool to motivate people. But on the flipside, it can be confusing and not always based on sound information sources. Yet with all the available knowledge, the gap is widening between those getting fitter and those who aren’t.

Nevertheless, there are now more opportunities for PTs to carve their own niche and reach millions of people. You just have to be more committed than everyone else.

You also have to be careful, as consumer expectations increase, not to become a Jack of all trades and master of none. Personal training remains a luxury for many, but the industry is expanding and competition is growing; you have to be exceptional to stand out, and that means offering a really bespoke all-inclusive service. ●



A bespoke, all-inclusive service is key to success, says Ord

FREE

to attend seminars hosted
by the industry's most
dynamic minds



30

cutting edge solution
providers on hand to
discuss industry trends
and impending projects



80%

of buyers have said
they prefer the
format compared to
an exhibition



OVER 100

personalised itineraries
created for perfect
business collaboration



65

sport professionals in
attendance to network
and share best practice



1-2-1

meetings pre-selected
by you, to suit your needs



RAISE THE BAR IN 2016

The Sports & Leisure Facilities Forum is specifically designed to bring together the latest cutting edge technology, sports equipment, facilities and services to help improve and enhance the performance of elite sporting clubs, arenas, authorities and organisations.

Discussions at the event will include; flooring, membership and booking systems, artificial surfaces, signage, energy maintenance, cleaning maintenance, facilities management, disable facilities, turnstiles/locking systems and more.

**SPORTS &
LEISURE**
FACILITIES FORUM

20th June 2016
Wokefield Park, Reading

Limited complimentary places remain.

For further information, contact:

Leanne Webster

t: 01992 374066

e: leanne.webster@forumevents.co.uk

KEEP UPDATED ONLINE

sportsandleisureforum.co.uk

#SportsForum @SportsLF_Forum

ForumEventsLtd

forumevents



MEDIA & INDUSTRY PARTNERS:

leisureopportunities



FACILITIES NEWS

ORGANISED BY:





PT ON DEMAND

Uber has had great success with its taxi on demand app, but do people need PTs at such short notice? **Kath Hudson** reports on the new trend for PT on demand apps

IN-PERSON PT

TruBe, founded by Swiss-born entrepreneur Daria Kantor, is a PT on demand app aimed at time-poor Millennials. "People are so busy nowadays that time has become a valuable commodity. TruBe is a product that works around their schedule," she explains.

Currently only available in the UK, TruBe has more than 100 highly qualified trainers, with users able to choose from PT, yoga, boxing, kickboxing and ballet fit.

They have to be able to provide the workout venue, which may be at their home, their office, their work gym or even the local park.



Daria Kantor

The fee for four sessions a month is £99, eight sessions cost £189, and it's £269 for 12 sessions. Four sessions is the most popular among the app's 6,000 users. TruBe gets a commission for each session.

The app launched last year and then relaunched a few months later, after taking on board customer feedback which found that people wanted it to be more visual and simpler to use.

Although the app is gaining traction, Kantor says the main challenge has been to find a large enough network of personal trainers – and that this is also the barrier to expanding more rapidly overseas and into remoter parts of the UK.



Louise Fritjofsson

A PEER NETWORK

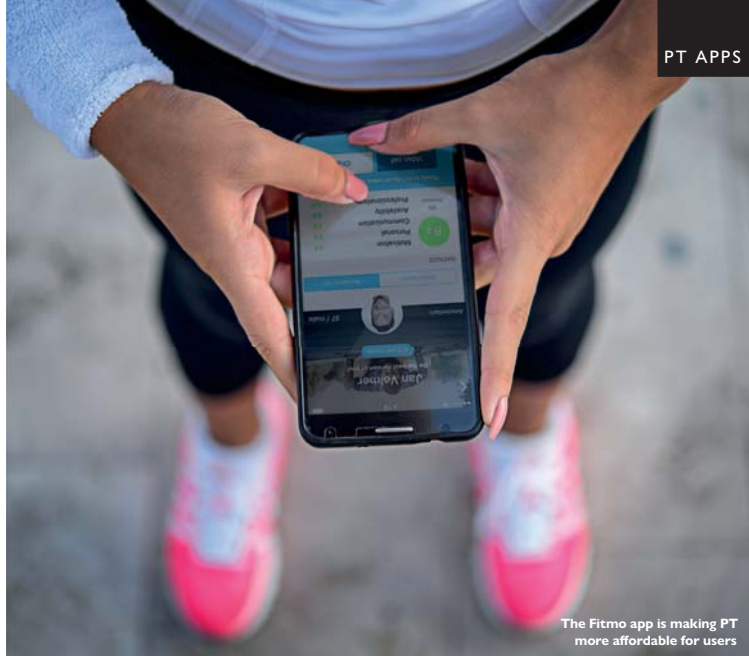
Us app VINT came up against similar problems to TruBe in terms of finding enough good trainers, even though it was using enthusiastic amateurs for a peer-to-peer approach – a model it felt would be less intimidating for users.

"We wanted to use people who were passionate about fitness to train other people in their spare time," explains founder Louise Fritjofsson. "However, we experienced a lot of problems with our PTs not being professional enough – cancelling and turning up late."

After two years of struggling to find sufficient numbers of reliable PTs, VINT decided to change its model. "We found we'd built a brilliant one-click class booking system, with a community-based feel, lots of pictures and the ability to send messages," says Fritjofsson. VINT has therefore been relaunched as a bookings system and counts premium US chain Equinox among its clients. PTs and yoga teachers can still list their services and can be booked via the app, but selling one-to-one PT sessions is no longer the sole focus of this app.



Four PT sessions a month is TruBe's most popular option



The Fitmo app is making PT more affordable for users

VIRTUAL APPROACH

Dutch app Fitmo launched to consumers in November 2014, connecting people to real personal trainers, but doing so virtually – a way of getting around the issue of having enough personal trainers to meet demand.

Coaches determine their own rates and clients choose their coach; all are certified in either personal training or nutrition, or both. Fitmo then takes a 20 per cent cut of the coaches' rates.

On offer is dietary, lifestyle and exercise advice; users receive on-demand, personalised programmes and ongoing support and advice via messages and video calls. Clients can choose the level of support that they want; packages start at US\$9 a month, rising to US\$250.

The average price paid per month is US\$60, which offers unlimited chat support from the coach, a tailored health plan and a weekly video chat check-in. User numbers are not disclosed, but are said to be in the thousands across the world.

The app's founder Dave Roeloeffs says his model ensures continuity; people's training programmes needn't be disrupted even during holiday season or if they're travelling with work.



Dave Roeloeffs

"Fitmo takes the overcapacity of coaches and connects that with an unmet consumer need for an affordable coaching service"

The app also allows users to synchronise wearable devices, so their personal data can be taken into account; the coach keeps an eye and keeps fine-tuning the workout programme to help the user reach their goals.

In contrast to VINT and TruBe – which both aimed to make it easy and convenient to book a PT – Fitmo is approaching it from the angle of making PT more affordable to a wider audience, to support behaviour change.

"Personal trainers are the ultimate form of personalisation, but very few people can afford one based on the current business model, where you pay top dollar to do sit-ups together," says Roeloeffs.

"We created Fitmo to democratise this elite service, by taking the overcapacity of coaches and connecting that with an unmet need among consumers looking for an affordable coaching service."

But it's not only users who benefit from Fitmo's virtual model. It's also great for PTs, who can sign up to be a Fitmo coach and do sessions in between their 'real life' clients. They can also reach people all over the world, far beyond the walls of bricks and mortar clubs, and could even work if they were ill or injured. ●

Powering forward

Growth plans fuel the rebranding of equipment supplier Anytime Leisure to Origin Fitness

One of the UK's leading independent fitness equipment suppliers, Anytime Leisure, is changing name to Origin Fitness.

The company, based in Edinburgh, already enjoys a dominant position in the Scottish market, working with local authorities, hotels, health clubs, corporates, sports organisations and the personal training sector in the design, creation and equipping of gyms.

Much of the push has been fuelled by the growing demand for the company's range of fitness products, flooring and accessories, which it produces under the Origin brand.

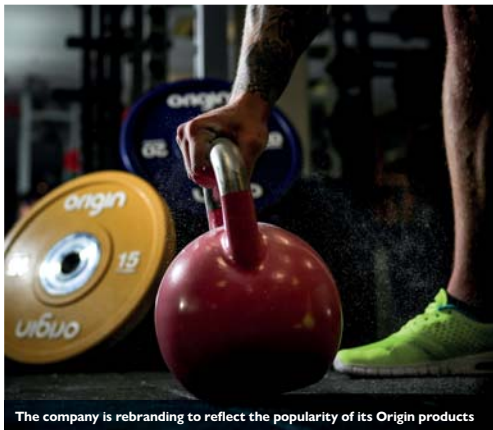
NEW MARKETS

With business going from strength to strength, the company has recently recruited key people to build up and increase its profile south of the Border, and also has plans to push into Europe over the coming months.

Origin Fitness already does business in several European countries including Poland, France, Sweden and Belgium, but wants to see significant expansion beyond these countries.

In the medium term, the company is in the process of identifying partner distributors in Asia, the Middle East and Australasia – all within the next 24 months. The company currently supplies successfully in Dubai.

Key customers include Team GB Taekwondo, the Scottish Rugby Union, Nuffield Health, North Lanarkshire Leisure and Anytime Fitness. Paul Bodger, managing director, said: "We've not taken the decision to rebrand lightly after building Anytime Leisure into the leading Scottish company in the sector. However, we feel it's the right thing to do for two compelling reasons.



The company is rebranding to reflect the popularity of its Origin products

"Firstly, the company is increasingly seeing our growth delivered through the demand for the Origin product range, and renaming the company to reflect that should simplify our narrative as we move into more markets.

"Secondly, while the name Anytime Leisure has served us well over the years, it no longer resonates with the people we work with, who are very focused on the fitness and performance sector. We believe Origin Fitness much better reflects our core area of expertise and opportunity."

While the company name is changing to reflect its focused growth strategy, Bodger is determined that customers and suppliers will have confidence that little else will change.

"We're working very hard with our staff and stakeholders to make sure that any transition is absolutely seamless. Our key values remain in place, our knowledge, our passion, our integrity and our teamwork all remain at the heart of everything we do."

The new look for the company will get its first outing at the major UK trade show Elevate at Olympia in London on 4–5 May. Then it's on to the BodyPower Expo at the NEC in Birmingham from 13–15 May, where Origin Fitness is sponsor of the BodyPower gym.

In the meantime, customers can find out more by downloading the new Origin Fitness brochure from www.originfitness.com

origin
FITNESS

TEL: 44 (0)131 526 3770
EMAIL: hello@originfitness.com
WEB: www.originfitness.com



Team GB Taekwondo is a key customer

FUNCTIONAL EQUIPMENT

FREE WEIGHTS

FUNCTIONAL RIGS

BOXING

STUDIO

HIIT CARDIO

FLOORING

TRAINING ACADEMY

GYM DESIGN

SPECIALIST FITNESS EQUIPMENT

origin[®]

FITNESS

DOWNLOAD OUR
2016 CATALOGUE NOW
ORIGINFITNESS.COM

CALL: 0333 2000 750



Part of Anytime Leisure Limited

Changing STANDARDS

Well-designed, maintained and clean changing rooms can mean fewer accidents and greater customer satisfaction. But how well are operators really doing in this area? **Rhianon Howells** reports

For the assessors and mystery visitors who work for Quest – the UK's quality scheme for sport and leisure, managed by Right Directions on behalf of Sport England – changing room inspection can be the moment when their hearts sink. The reception area is clean, warm and welcoming. The gym is modern, bright and fitted out with the latest kit. But enter the changing rooms in some facilities and clogged drains, mould-covered tiles, dirty showers and broken lockers are the norm. The good news is that the majority of sport and leisure operators are actually doing far better than this, and there are plenty of examples of best practice.

According to Quest assessment data from January to December 2015, 60 per cent of centres achieved a rating of 'good' for standards of cleanliness in changing rooms, with 11 per cent achieving an 'excellent' rating. For maintenance of fixtures and fittings in changing rooms – ranging from floors, ceilings and windows to toilets, cubicles, benches, showers and lockers – 56 per cent achieved 'good' and 33 per cent 'excellent'. For the appropriate provision of well-maintained toilet and changing facilities, 66 per cent of operators were good and 18 per cent were excellent.

But although there were no actual unsatisfactory ratings in this area, the data has identified room for improvement. Almost a third (29 per cent) of operators only achieved a satisfactory rating for cleanliness, while 11 per cent achieved 'satisfactory' for maintenance of fixtures and fittings, and 16 per cent were rated satisfactory for toilet and changing facilities.

DEVIL IN THE DETAIL

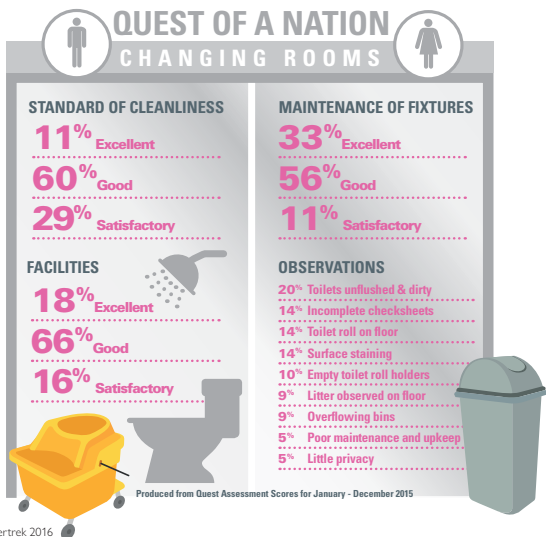
The detail provided in the mystery visit reports is also revealing, particularly with

regard to keeping toilet areas clean and tidy. One in five mystery visit reports noted that toilets that were unflushed or dirty, while 14 per cent observed toilet roll on the floor and 10 per cent found empty toilet roll holders.

Other problems identified by mystery visitors included incomplete inspection check sheets (14 per cent), surface staining on lockers and tiles (14 per cent), litter (9 per cent), overflowing bins (9 per cent), poor maintenance and upkeep (5 per cent) and lack of privacy (5 per cent).

Investing in changing rooms – not only at the design stage, but also in terms of maintenance and staffing – can have a huge impact on customer satisfaction. Yet in the current climate of cuts, changing rooms sometimes get short shrift compared to other facilities.

"There seems to be a culture of only investing in areas that provide the highest return," says Nick Neale, general manager of Bridport Leisure Centre and a Quest assessor. "Pool changing rooms become the poor relation compared with the fitness





Make each staff member responsible for a bank of lockers, and reward whoever best maintains their lockers

TOP TIPS

Mystery visitor #1: "Engage the expertise of your cleaning material suppliers on how to make best use of their products."

Mystery visitor #2: "A locker theft problem can be eliminated by setting up locker alarms to ward off opportunists. The idea is you affix a panic alarm to the inside of the locker door and use a small, cheap padlock to entice a thief. This normally stops the thefts for a period as the criminals tend to target sites that are easy."

Duncan Anderson: "Set up a staff competition where each team member is responsible for a chosen bank of lockers. The person who maintains their lockers to the highest standard wins a prize."

Peter Sharkey: "See the issues through the eyes of each type of customer, including the elderly, people with partial eyesight, parents with small children or babies, groups or clubs, wheelchair users and people with ambulant difficulty."

Nick Neale: "Be aware that high-quality facilities are less likely to be vandalised. People tend to respect quality and want to look after it."

suite, and we wonder why swimming participation is in a downward spiral."

Customer satisfaction aside, there's another reason why operators should be maintaining and managing their changing rooms to a high standard: health and safety. According to data from STITCH, Right Direction's leisure management accident analysis platform, changing facilities saw the highest percentage of preventable accidents in 2015 (5.44 per cent) across the five accident hotspots: changing facilities, sports hall, swimming pool, soft play and outside areas.

DESIGN SOLUTIONS

So how can operators do better? According to Quest assessors, the design and build stage – or refurbishment stage for existing facilities – is a good place to start, and a particular bugbear in this area is sub-standard drainage. "Poor floor levelling can culminate in water puddling," says Neale. "I've also seen drains that stink, clogged with masses of hair."

Gullies under cubicles that are tricky to clean while in use are another issue, says one Quest mystery visitor – an assistant manager with a leading leisure

management company, who remains anonymous for obvious reasons – adding: "But any long gully is a trip hazard and seems difficult to keep clean."

The use of unsuitable surface materials is another common problem that can hinder cleanliness and safety. "Architects need to talk to operators at the initial stages," says assessor John Watson. "Discuss the best surfaces, as better quality often results in long-term savings."

Neale believes all operators should invest in under-floor heating "to dry out wet areas more quickly, leaving the floors dry and therefore less susceptible to the transfer of dirt". He'd also like to see suppliers develop slip-resistant floor tiles in a greater choice of size, colour and design, and also makes an appeal for flooring systems "with a high-quality finish that remove dirt from outdoor shoes before people enter changing rooms".

Privacy and safeguarding also need to be addressed early on. "There's a lack of modesty doors and walls in some new designs," says assessor Dave Monkhouse, a director at Leisure-net Solutions. "An entrance opens and someone outside can see all the way into the changing area." ▶

"A LACK OF MODESTY DOORS AND WALLS MEANS AN ENTRANCE OPENS AND SOMEONE OUTSIDE CAN SEE ALL THE WAY INTO THE CHANGING AREA"

SAFE SPACE

CHANGING ROOMS



**LOCKERS
BENCHES
PADLOCKS
CUBICLES
VANITIES
SERVICING**



**THE CHANGING
ROOM EXPERTS**

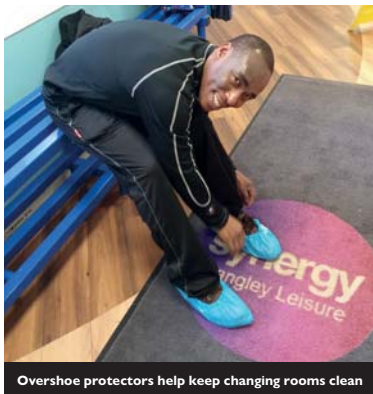
FOR MORE INFORMATION CALL

T: 0870 990 7989

E: info@safespacelockers.co.uk

www.safespacelockers.co.uk

**"YOU NEED TO CREATE A CULTURE
WHERE PEOPLE FEEL LIKE THE ODD ONE
OUT IF THEY WALK INTO THE AREA WITH
OUTDOOR SHOES ON"**



Overshoe protectors help keep changing rooms clean

► Assessor Peter Sharkey, a contract manager for Places for People Leisure, further notes a lack of measures to prevent camera phones being used for inappropriate purposes: "The risk this presents needs to be considered in both changing room design and management systems."

One controversial area of changing room design is the unisex changing village, which has clear benefits for families with children but is not popular with everyone. Monkhouse says it's a question of education. "We frequently hear about customers getting upset when their sites switch from single sex to village change, saying it encourages voyeurs," he says. "But village change means more team members are in the area more of the time, and more customers are around to spot anything untoward."

KEEPING UP APPEARANCES

Even with the best design in the world, changing facilities will deteriorate if they aren't maintained and cleaned properly. Quest reports show that maintenance problems frequently involve lockers – doors that won't shut or lock, for example. But there's a simple solution, says a second mystery visitor, who's a leisure centre general manager: set up a maintenance service contract with the suppliers and/or order in enough spares to ensure downtime is reduced.

Other common maintenance concerns include issues with ventilation systems, cubicles,

showers and auxiliary equipment such as hand and hairdryers; besides the inconvenience to customers of these breaking down, the accumulation of fluff in hairdryers also poses a fire risk, says Right Directions' health and safety manager Andy Waters.

In all cases, the solution is the same, according to Sharkey: make sure that you have an effective, planned maintenance programme in place, as well as reactive maintenance systems.

When it comes to cleanliness, there's a clear consensus: one thing every operator can do to keep changing rooms dirt-free is to enforce either a no-shoe or overshoe-protector policy. "You need to create

a culture where people feel like they are the odd one out if they walk into the area with outdoor shoes on," says a third mystery visitor, who heads up sport and wellbeing for a city council. "Shoe racks placed at the entrance to the changing area can help."

If you offer overshoe protectors, dispensers need to be replenished regularly and the policy should be policed. There must also be adequate provision for people to sit down, says assessor Ian Warren, Right Directions' head of health and safety. "Putting a sign and dispenser on the wall and hoping it works is like hoping turkeys will vote for Christmas."

Also crucial to cleanliness is making sure you have a clearly defined cleaning regime in place that covers everything from dust on high ledges to grime on cubicle legs, and reviewing it regularly. Watson further recommends a deep-clean programme, as well as frequent staff patrols during the course of the day.

"In wet areas, you're only one pair of dirty boots away from a messy floor," adds the first mystery visitor. "Make sure you have cleaning resources on duty to respond to demands, especially during anticipated busy periods."

Indeed Duncan Anderson, chief executive of South Downs Leisure and another Quest assessor, believes larger operators should consider posting a member of staff permanently in the changing area. ●

KitLock gets smart

Flexible access control for lockers, cabinets and enclosures.



The KL1550 Smart locker lock can be programmed, managed and opened in multiple ways. Provides keyless access via smart card or code. Supports NetCode, CodeLocks web-based application, allowing remote code generation. Send codes via SMS or email for instant one-time access. The optional tablet allows operators to upload selective programs and features and download audit data on demand in a matter of seconds.

Be Smart. Go Keyless. Go KitLock.



CodeLocks Ltd
+44 (0) 1635 239645
sales@kitlock.com
www.kitlock.com



KitLock
Coded Locker Solutions

KitLock is a CodeLocks Ltd brand

TOTAL SENSE

Gladstone's integrated solutions combine cutting-edge software with unrivalled support, value and convenience. Why go elsewhere?

At the heart of Gladstone Health and Leisure's product range is a single database that links with multiple modules to give the most comprehensive and flexible leisure management solution on the market. When operators choose a Gladstone system, they benefit not only from its market-leading Plus2 membership management product, but a whole range of bolt-on options aimed at reducing overheads, increasing retention and improving the customer experience.

Robust, scalable and truly integrated, the solution covers a diverse range of business requirements, from membership management to sales and marketing, bookings and resources, payments and finance, communications, point of sale, access control and security, business intelligence and reporting. Plus, having all these needs met by a single supplier has a number of clear advantages, including value for money, guaranteed compatibility and a support network that is singing from just one hymn sheet: yours.

LIFELONG PROMISE

"More than 30,000 licensed users all over the world rely on Gladstone's applications," says Tom Withers, Gladstone's managing director. "Millions of their members also benefit from our products, through on-site registration, web and mobile bookings, or self-service features. This extensive market experience means we can give every customer access to the most advanced leisure management software available, backed up by a world-class support system.

"This is not just a one-off solution: it's a lifelong promise. We believe software must adapt to the changing needs of businesses, which is why we're committed to continually enhancing and developing our applications. Our Software for Life maintenance policy means we don't charge for major product upgrades. Customers will never need to re-purchase a licence to receive a new version of a module."



Hambleton DC has been a Gladstone customer for more than 10 years

Hambleton District Council first installed Gladstone's membership management system, Plus2, at its four leisure centres in 2005. Following the huge success of this installation, it then introduced Connect online booking, the Gladstone Management Console (GMC) for data configuration, eyeQ for reporting, Learn2 for course management and RFID readers for access control. All of these products have allowed the council to make significant improvements to the business.

James Howard, marketing manager, Hambleton District Council, says the recent installation, Join@Home, is an excellent example of the varied benefits Gladstone solutions offer: "We launched the product last November and have found it to be an

excellent addition, allowing our customers to sign up even when facilities are shut. We've had over 800 people sign up or upgrade their membership through Join@Home since its introduction.

"But we're also using the product in other ways. In January we introduced a new scheme called 'zest discount card', which allows our customers a discount on pay-as-you-go activities. Join@Home gives them the option to sign up for the scheme at home to make their experience in the centre seamless.

"Learn2, launched in December 2014, has been similarly successful. Less than a year after launching the software, our swim numbers had increased by nearly 12 per cent across our four centres, from 2,400



We believe software must adapt to the changing needs of businesses, which is why we're committed to continually developing our applications

to 2,682. We're so pleased with the results that we'll start using Learn2 to manage our other programmes from September."

Howard continues: "eyeQ is another product that has been extremely beneficial. The biggest advantage is that it enables more staff to be involved in the reporting process, as it's very easy to use."

"Query Builder allows nominated staff members to produce detailed, tailored reports, which can then be exported to and manipulated in Excel. The software also automatically updates reports using fresh data extracted by the Reporting Data Layer (RDL) overnight, which feeds our KPIs and enables easy tracking of targets."

"This year, we are adding to our Gladstone portfolio again, making further improvements to our customer journey through the implementation of Kiosk and access control solutions."

"The benefit of having all these solutions provided by just a single supplier is the easy integration of all the products, enabling us to give our customers more options without having to input the same details on multiple systems."

"Having a single point of contact at the company for all issues is also very helpful. And when introducing new products, we have always found both the project and implementation and training teams to be excellent to work with."



Active Northumberland has overhauled its swim programme with Learn2

TIME AND COST SAVINGS

Active Northumberland uses a wide range of Gladstone products across its 18 sites, which range from dual-use leisure facilities to a disabled riding centre.

Amy Miller, ICT systems administrator for Active Northumberland, says: "We first moved to the Plus2 membership management system in 2004, and since then we've added the Gladstone Management Console (GMC), self-service Kiosks, Connect online booking, Learn2 for course management, Join@Home for online joining and the business intelligence tool eyeQ."

"In September 2014 we brought in Learn2 as part of a complete overhaul of our swim programme, including continuous assessment and direct debit payments, and

it quickly helped make the process more efficient. The fact that Learn2 is linked to Plus2 made it much easier to migrate people onto direct debit, and the system has been specifically designed to support continuous assessment. It has also resulted in significant time and cost savings."

"The most recent addition to our Gladstone portfolio is Join@Home, which goes live this spring. Although it's early days, we hope the product will both ease pressure on reception and make it easier for customers to join us, ultimately increasing memberships."

"Prior to Join@Home, our last launch was eyeQ in March 2015. We invested in eyeQ after having some issues with third-party reporting tools."

"Because eyeQ has been designed with Plus2 in mind, it will continue to be developed as part of the Gladstone suite of products, so it made financial sense."

"We're now starting to create centralised corporate reports to ensure greater consistency; this helps to avoid situations where one person creates a report on usage, which is not comparable with someone else's report on the same thing."

"One of the great advantages of these solutions being provided by the same supplier is the confidence it gives us in their compatibility. The other is knowing there is a single, accountable support network that we can go to for help, with no fear of blame being passed to a third party." ●



Introducing Join@Home can help break down the barriers to signing up



TEL: +44 (0) 1491 201010

EMAIL: sales@gladstonemrm.com

WEB: www.gladstonemrm.com

PEOPLE POWER

Circuits and sustainability are driving a trend for self-powered equipment.

Kath Hudson reports on this buzzing area

“ Self-powered bikes, steppers and ellipticals have been around for a long time, but it's the advent of self-powered treadmills that's really exciting,” says Roger Eldergill, UK country manager for SportsArt, which offers a full range of self-powered cardiovascular equipment, giving health clubs the ability to sell energy back to the grid. And with Technogym and Matrix now launching self-powered treadmills – joining the likes of Woodway and SportsArt – it seems this is no passing fad.

SPORTS PERFORMANCE

It's not just a desire to be environmentally friendly that's powering this trend either: Technogym and Matrix are both coming from a sports performance angle, which is reflected in the marketing of their new products.

Allowing users to work on four different aspects at once – power, speed, stamina and agility training – Technogym is positioning its new Skillmill treadmill as ideal equipment for performance and functional areas, with programmes available for download through the mywellness app or by scanning QR codes.

The Skillmill has been rigorously tested at Italy's University of Padova, and has been shown to bring about a significantly higher activation of the posterior chain – in particular glutes and hamstrings – compared to traditional treadmills. Indeed, by increasing the resistance and assuming a sled-pushing position, the level of activation is as high as glute-targeted exercises such as kneeling squats, deadlifts and sumo deadlifts.



Technogym's new Skillmill is designed for performance and functional training areas

Barnatynye will be one of the first national chains in the UK to launch Skillmill in 2016; personal training studios and the boutique sector have also shown interest.

Meanwhile Matrix Fitness launched the S-Drive Performance Trainer at IHRSA 2016. Designed to deliver the functionality that's found in self-powered treadmills, weighted sleds, resistance parachutes and harness systems in one piece of equipment, the S-Drive offers intense sprinting and sled-pushing workouts.

S-Drive features include a parachute brake with 11 resistance levels to simulate outdoor parachute resistance. A seven-degree fixed incline helps build strength and explosiveness in sprinters without changing

the athlete's natural gait, while a dedicated sled bar combined with a sled brake offering eight resistance settings mimics pushing 270lbs on natural turf.

“We worked with some of the world's most demanding coaches and athletes to understand their needs,” says Mark Zabel, VP of global marketing for Johnson Health Tech. Octane Fitness has also latched on to the sports performance angle with its brand new Zero Runner self-powered zero-impact running machine.

The Zero Runner allows for up to a 58-inch stride length and, by reducing the repetitive impact, allows users to optimise their form, engage the core and concentrate on activating the hamstrings and glutes. A ‘live stride tracing’ stride analysis functionality also helps users perfect their stride and become a more efficient runner.

HIIT APPEAL

But ‘sports performance’ doesn't need to mean ‘elite’, as Craig Swyer, digital and product marketing manager at Technogym, explains: “Whereas HIIT used to only be seen at specialised performance gyms, it's now becoming a regular addition at mainstream facilities – and the ‘get on and go’ capability of self-powered treadmills makes them a perfect fit for HIIT programmes and group circuit classes.”

Rob Thurston, commercial director for Cybex UK – which offers a range of self-powered equipment – believes there are other trends driving the growth in this area too. He says: “As well as HIIT and circuit training increasing in popularity,



Self-powered kit can be moved freely round the gym without the need for electrical sockets

ECO GYM

Supplier: SportsArt
Operator: Beachfit, Lancing, UK

Sustainability is the USP for independent club Beachfit, located on the beach in Lancing, UK. Setting out to keep its environmental impact to a minimum, the club uses SportsArt's range of self-powered equipment, has partnered with Ecotricity to use renewable energy, makes its own eco-friendly cleaning materials and organises beach cleans.

It's the first club to use SportsArt's eco-software, SA Wellplus, which uses an app to measure the energy output of each member. "This lets us inform members of the CO₂ emissions they're saving and how many light bulbs they're powering," says Beachfit owner Paul Crane.

In a move to motivate and retain members, Crane has decided to pass on the energy savings to the members themselves: the more energy they generate, the lower their membership fees will be.

"SportsArt's EcoPowr equipment allows clubs to actually feed back to the grid, so we can make substantial savings on our energy bills," says Crane. "Under the new initiative, members will be able to save up to 20 per cent of their membership fee. We think this will be a good retention tool, inspiring people to work out, rewarding loyalty and providing another way of engaging with our members."

whereby clubs save on energy costs by installing self-powered equipment.

1Life has installed Intenza cardio equipment at two of its sites. Managing director Neil King explains how this decision is in accordance with the operator's environmental strategy: "This equipment provides energy cost savings and flexibility regarding future designs of the fitness space, as well as simplifying an often costly installation process, which can involve significant cabling and power requirements."

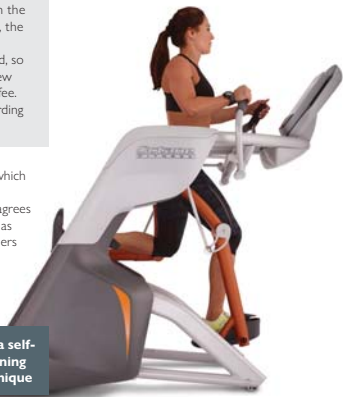
floor space remains at a premium in almost all gyms. Self-powered equipment allows the flexibility to move equipment easily and position it almost anywhere on the floor, without the need for power."

SUSTAINABLE SOLUTIONS

And then there's the sustainability angle. Thurston says: "As ever, facilities are striving for cost-effective solutions, and self-powered equipment offers a suitable 'green' alternative that often requires minimal maintenance in comparison to traditional cardio equipment."

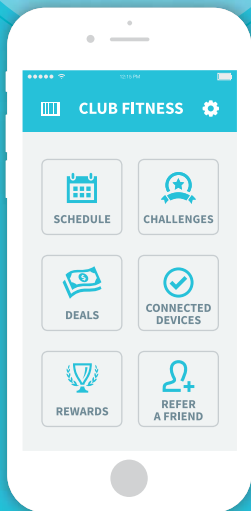
Jez Whitting, MD of Intenza – which offers self-powered upright bikes, recumbents and cross-trainers – agrees that the green angle is important, as both health clubs and their members want to become more socially responsible. This in addition to the impact on the bottom line,

Octane's Zero Runner is a self-powered, no-impact running machine to improve technique



The #1 Branded Mobile App for Health Clubs

Netpulse



LEARN MORE

AT NETPULSE.COM

www.netpulse.com

+44 (0)1372 253425



Woodway
will be in 80
per cent of
DLL clubs by
September

BROAD APPEAL

Supplier: Woodway
Operator: DLL, UK-wide

Woodway treadmills are currently top of the list for David Lloyd Leisure's club refurbishments; by September, they will be in situ at 80 per cent of the DLL estate. "We started rolling out Woodways to our clubs last year," says DLL's Michelle Dand. "They're expensive but they're excellent quality, don't use any power and there's less to go wrong on them."

DLL has also found the Woodway treadmills to be very versatile – a perfect fit in the Performance Zones, teamed with Synrgy and Wattbikes, as well as working well in the banks of regular treadmills. "We're finding they're popular with non-competitive and older people, as they work more muscles and burn more calories, meaning people don't have to stay on for as long," adds Dand.

► MAINSTREAM OR NICHE?

Eldergill also believes sustainability is the main driver behind the interest in self-powered equipment, but he questions whether the trend will ever become truly mainstream unless a club's business model is based on sustainability and a pared-back approach to technology.

"It would be a brave organisation to go down the solely self-powered route," he says. "With all of our clients who run clubs aimed at a younger demographic, especially universities, we're seeing a demand for integrated screens on treadmills, so users can go on the internet and social media while they work out."

Intenza has made inroads into addressing this issue: its E Series range of equipment requires power for the integrated TV screens, but features an eco-light on the console that lights up when the user is exercising at a level where they're generating enough power

from their exercise to power the whole machine and the TV screen. This not only saves money for the operator, but also provides a challenge to the exerciser – and a feelgood factor when the light comes on.

And while the mass market's desire to access the internet during their workouts might suggest the appeal of self-powered equipment is likely to be finite, the new focus on sports performance offers an interesting angle to push.

To this end, self-powered trailblazer Woodway – whose research shows that just walking on its treadmill can burn 30 per cent more calories than walking on traditional treadmills – is now working with clubs and master planners to develop programmes for small group circuit classes.

This is an area of product innovation that's reaching a peak; if manufacturers can position the products correctly, taking them beyond niches, growth will likely continue for some while yet. ●

REGISTER
NOW AT WWW.LIW.CO.UK

LEISURE INDUSTRY WEEK



"LIW 2015 was an unbelievable event" – Octane Fitness



20TH - 21ST
SEPTEMBER
2016
NEC, BIRMINGHAM

- Uniquely positioned at the heart of UK leisure
- Learn about the implications of government policy to your facility
- Cutting edge education to boost your knowledge and business performance
- World class education to help you discover new business opportunities

Doors open 9am | **FREE Entry**
www.liw.co.uk



LeisureIndustryWeek



@LIW

Join 1000's of key stakeholders

GLOBAL GATHERING

Patricia Amend takes a look back at the 2016 IHRSA Annual Convention & Trade Show

IHRSA's 35th Annual International Convention & Trade Show was held on 21–24 March in Orlando, Florida, US, attracting visitors from around the globe – approximately 6,500 attendees, representing 81 countries.

The event featured four highly engaging keynote speakers; a menu of 150 educational seminars, roundtables and networking events that were organised into 11 targeted themes; annual events, including the IHRSA Financial Panel and the Women's Leadership Summit; special sessions such as the Global Leadership Summit; a variety of receptions and social events such as Augie's BASH; and thousands of product demonstrations and in-depth conversations on a bustling 470,000sq ft trade show floor, which played host to 415 companies from around the world.

FINDING TRIGGERS, FACILITATING BREAKTHROUGHS

The first day of the convention featured keynote speaker Jay Baer, an author and founder of strategic consulting firm Convince & Convert. Baer charmed the audience with some self-deprecating remarks about his plaid suit and pink tie, but quickly got down to business. His central point: "When you market, stop



Speakers Randi Zuckerberg (above) and Jay Baer (below)



trying to be amazing and clever. Just be useful. Give people help, not hype."

Among his many suggestions: identify what your customers want and exceed their expectations. Do rewarding things that they don't expect. And give them 'talk triggers' – things they'll share with their friends and family.

The following day, Greg McKeown – author and CEO of management consulting firm THIS Inc – opened his keynote by quipping that his father had hoped he'd become a barrister in his native England. Apparently, McKeown's choice of writing and consulting wasn't Dear Old Dad's idea of success.

"Why is it that otherwise successful people or companies often fail to break through to the next level?" asked McKeown, introducing the topic of his best-seller, *Essentialism*. The reason, he said, is "the undisciplined pursuit of more".

In fact, he explained, success can become a catalyst for failure because it tends to give people too many options. "The solution – the antidote – is the disciplined pursuit of less, but better," McKeown urged. "When you master that, you become an 'essentialist' – a person who concentrates on the essentials.

"Instead of trying to be everything to everyone, essentialists ask: 'What's the

HONOURS AND NEW LEADERS

Rasmus Ingerslev was announced as the new chair of IHRSA. Danish entrepreneur Ingerslev – the first non-North American to be elected into the post – will take over the role of chair from Molly Kemmer in June of this year.

Maureen 'Mo' Hagan – VP of programme innovation and fitness development at Canadian health club chain GoodLife Fitness, and a 30-year industry veteran – was honoured as the recipient of 2016 Woman Leader Award. This award was created in recognition of the late Julie Main, the co-owner and president of the West Coast Athletic Clubs in California, and each year acknowledges a woman who exemplifies the qualities that Main herself personified: courage, perseverance, excellence and professionalism.

The Outstanding Community Service Award was presented to Mike Alpert, president and CEO of The Claremont Club in Claremont, California. The club is recognised for its life-changing programmes, including Living Well After Cancer, and Project Walk, which works to improve the quality of life of individuals with spinal cord injuries.



New chair Rasmus Ingerslev



The 470,000sq ft trade show floor hosted 415 exhibiting companies

exact right thing for me? They explore more and commit less."

TAPPING SOCIAL MEDIA, CREATING HABITS

On Wednesday, Randi Zuckerberg – author of *Dot Complicated* and founder and CEO of Zuckerberg Media, a boutique marketing and production firm – also elicited chuckles at the outset of her keynote address. She noted that, while she finished her degree at Harvard University, her now-famous younger brother, Mark – the co-founder, CEO and chair of Facebook – didn't.

Zuckerberg also mentioned that she'd had doubts about working for what she called her brother's "stupid company", but eventually relented and went on to spend seven years with the firm.

One of the lessons offered by Facebook, which is now valued at US\$200bn, is the importance of a creative culture, she observed. For instance, the company makes use of 'hackathons', during which staff are encouraged to pull all-nighters to develop pet projects that have nothing to do with their day jobs. "When you remove the fear of looking silly or stupid, you get people to generate their best ideas," she said.

The final keynote speaker, on Thursday, was Nir Eyal – the author of business best-seller *Hooked* – who looked at the factors behind smartphones' popularity, and what these can teach businesspeople about modern consumer behaviour.

Eyal identified and described the role that four key elements – triggers, action, reward and investment – play

in forming a habit. The habitual use of a product or service, he explained to the audience, matters to the bottom line because it increases both a customer's lifetime value and the company's ability to raise prices, as well as boosting the product's defensibility and making it harder for competitors to woo clients away. "By understanding the minds of our consumers, we really can design habits that improve peoples lives," he said. ●

SAVE THE DATE: IHRSA 2017

IHRSA's 36th Annual International Convention & Trade Show will be held on 8–11 March 2017, at the Los Angeles Convention Center in Los Angeles, California, US

AUGIE & HIS MANY FRIENDS

One of the special highlights of IHRSA 2016 was the 11th Annual Augie's BASH – a gala dinner and fundraiser for Augie's Quest. The Quest – a global fundraising initiative – is committed to finding a cure for amyotrophic lateral sclerosis (ALS), also called Lou Gehrig's disease, a progressive neurodegenerative condition.

Founded by Augie Nieto, the co-founder and former head of Life Fitness, and his wife Lynne – the Quest has to date raised more than US\$46m to fund ALS research. Nieto, who's battling ALS, serves as the chair of the ALS Therapy Development Institute in Massachusetts, US – the world's largest ALS-dedicated drug development organisation. Though the purpose of the BASH was serious, the event itself was celebratory, and emotions ran high among guests as Lynne Nieto gave a speech about the Quest pursued by her husband, who sat at her side.



Life Fitness founder Augie Nieto and his wife Lynne

ABOUT IHRSA

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

To learn how IHRSA can help your business thrive, visit www.ihrsa.org

Locate an IHRSA club at www.healthclubs.com



Health Club Management is IHRSA's European Strategic Media Partner

EGYM

THE CONNECTED TRAINING EXPERIENCE

eGym has created a personalised, connected member experience – and it's not only attracting new members, but it's also driving retention among existing members by getting better results for users

Digital changes everything, and the seeds of this change have already taken root. Every smart operator in the fitness market is already thinking digitally.

CEOs, managing directors, CIOs and business owners need to make a conscious choice and commit to this journey to succeed in the future.

PREDICTING BEHAVIOUR

There are a number of key trends driving these changes. Big data is helping predict behaviour, so operators can make better decisions.

It's also helping us develop the next generation of products and services. As well as our own innovations at eGym, there are also a number of examples of automatic progression and coaching within the fitness sector – and there'll be more to come.

PERSONALISATION

At the heart of this transformation is a connected member experience – effortless, intuitive and engaging. We personalise every member's workout and automatically progress their training based on previous performance. This helps ensure members stay motivated and reach their goals.

Periodisation is coded into the programming and our software can even



eGym's fully integrated connected training experience

tell whether members have imbalances between major antagonistic muscles.

As we gather more data, we continue to develop even deeper levels of personalisation.

MEMBERSHIP SYSTEMS

Members can access their training results via the member app, which is available on both Apple and Android platforms. Gym trainers and staff can also access member data (subject

to member permission). They have a complete view of a member's progress and can interact in real time with members on the gym floor.

We were very clear at the outset that eGym had to be an open platform, and we're already connected to a number of membership systems and other third party platforms. Integration with popular third party training apps also enables members to track exercise outside the club.

MEMBER RETENTION

Our progress is very promising. Club members are coming more often and getting better results. For the operator, this means longer length of stay, better lifetime value and positive word of mouth. Personalisation has also led to new revenue models and the ability to charge a premium for enhanced services, either when members join or later in their membership.

INNOVATION

Here at eGym, we're committed to driving innovation in the fitness industry and we will continue to invest in solutions that improve the member experience, and make them healthier and fitter. Our latest software updates include the measurement of biological age and member gamification.

Invest in eGym for your club and you're investing in the future.



CASE STUDY: MATT BRADNEY

The managing director of The Atrium Club in Ely, near Cambridge, explains how eGym has helped his 25-year-old business remain progressive and up-to-date.

"I first saw the eGym concept at LIVV. Instantly I saw the brilliance of the whole product. It was very clear that by introducing the system into my club, I would open up a new market.

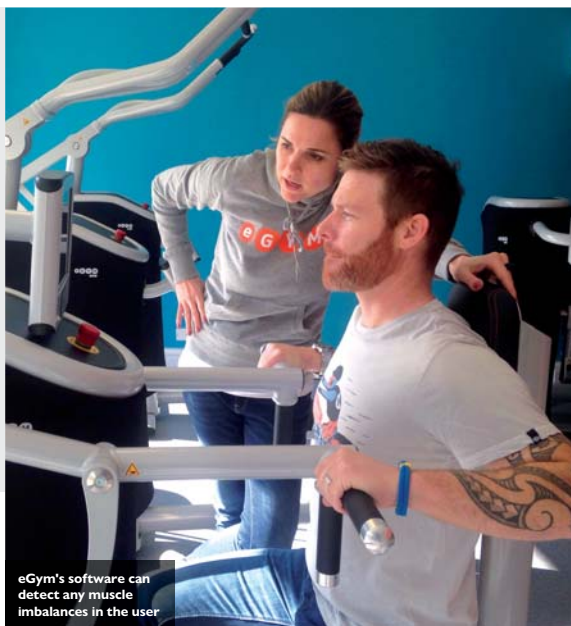
"The whole process was incredibly slick and the install was excellent. Then came the best product training I have ever had. Kerstin really came in and sold the concept to the whole team. We now have reception staff using eGym when they had never used the gym before.

"The take-up was also very quick. We sold over 100 members to the eGym area in just over three weeks, and it's continuing to grow. Every single person who has tried eGym has taken up a membership to the area. It's one of the easiest sales we've ever had."

TEL: +44 (0)203 701 4267

EMAIL: info@egym.co.uk

WEB: www.egym.co.uk





SIBEC¹⁶
UK

25-26 May 2016

The Belfry, Wishaw,
West Midlands, UK

www.sibecuk.com



SIBEC¹⁶
Europe

16-19 November 2016

Ritz Carlton, Abama,
Tenerife, Spain

www.sibeceu.com



What do you get at SIBEC?

- Guaranteed pre-qualified audience of key decision makers
- Pre-set appointments with buyers of your choice
- Limited competition
- 3 full days of exceptional networking
- Unparalleled value for money
- High Quality Seminar Program



The planning, detail and work put in by the team at **SIBEC** to ensure a highly organised, efficient and effective event with a top range of suppliers (and buyers) makes this an invaluable event to attend; whereby I can be certain of quality meetings and networking opportunities with key people in our industry. An event you cannot afford to miss. ”

Stephen Waterman, Commercial Director, 1Life

**Celebrating 20
years of SIBEC**

For more information about
SIBEC please contact:

David Zarb Jenkins

Email: david@questex.com

Tel: +356 9944 8862



SIBEC

www.sibec.com



HOTEC

www.hoteceu.com



SPATEC

www.spateceu.com



Time to Act

Huw Edwards, ukactive's public affairs director, offers his thoughts on an exciting time for the physical activity sector

I 'll admit there's a common theme that runs through my professional career: fortune. Whether it was working in the first Mayorality of the newly devolved London City government, or the inspirational 2012 construction project of the Olympic Park, or for British Tennis during a time of historic success, I've been lucky. My timing has been good.

And I do believe that fortune has served me well again. It's great to have joined ukactive at a time when its role, and that of the sector it represents, is enjoying such relevance across a range of national issues. There are many national problems – inactivity levels across all ages, workplace health, skills and workforce development – that this sector not only has an opinion on, but also a lead role in addressing.

POLITICAL GAINS

The national debate on inactivity is moving on. Where once the debate was around whether the crisis even existed, now there's recognition and an urgent requirement for remedies and solutions.

Nowhere has this been more evident than in the government's radical sport strategy – a cross-departmental plan that places at its core the value of sport in

There's now an appetite to put in place the plans and programmes that can make a real difference on the ground

addressing issues relating to inactivity. The recent comments by Sport England's CEO Jennie Price's regarding the "enormous role" that health clubs and gyms will play in this new approach highlight the huge opportunities for our sector.

The issue of childhood inactivity was also evident in the recent Budget, where the chancellor pledged an additional £520m for the school sports premium.



Getting kids active has finally moved higher up the political agenda

This is fantastic news. We now need to look at how our sector, and the funding itself, can support the good work taking place in schools during the times when kids are out of school: the school holidays, for example, when parents are increasingly concerned that their kids' time will be spent in front of the TV or playing computer games.

We have such an opportunity now, with extra funding promised to get children active, to make a real mark on wider health policy in the UK and to create political success stories that will stand our sector in good stead for years to come.

MAINTAINING MOMENTUM

But beyond ensuring that more funding comes down from the central pot for activity promotion, we must also ensure we're getting the most out of the existing funding – for example, putting in place more robust evaluation structures for the Primary Premium to prove its impact, or building broader coalitions of like-minded organisations and providers that want the same thing: to get children moving more.

We have already made great inroads over recent years, raising the profile of activity and fitness for young people and pushing health and wellbeing up a crowded political and media agenda. But now there's a real sense of action – an appetite to put in place the plans and programmes that can make a real difference on the ground – and we must capitalise on this.

So the ambition is that over this parliament, and also the next one, activity stays high on the agenda of our political leaders. If we can manage to build a coalition of political support that elevates this major issue above the party political knock-about, then hopefully more progress can be made.

It's a great challenge and I feel very excited, and fortunate, to have a chance to play my part. ●





GEAR UP YOUR FACILITY AND MEMBERS WITH SPINNING®

Spinning® is the original indoor cycling offering that has gained its reputation and world-wide community through the very highest quality of programming.

Precor are proud to announce the official launch of the new reliable and durable Spinner® bikes, designed to offer a personalised ride with an uncompromising fit and feel.

To experience the new bikes, or for more information, please contact info@precor.com or 03334 149774.



precor.com

PRECOR | **SPINNING**

Space-saving training

Anytime Fitness Knutsford worked with Precor to provide a space-saving, functional training solution based around the Queenax system



The Queenax kit (far left) has become a talking point among members

The world's largest 24-hour fitness club chain, Anytime Fitness, opened in the small historical town of Knutsford in early January – the first Anytime Fitness club in the UK to install a Queenax functional training system.

The 3,650sq ft gym, managed by Sophie Hoyle, is the first leisure facility for the Hoyle family, who run a number of unrelated businesses. The family was keen to provide state-of-the-art equipment for an affordable membership fee and wanted to offer a wide range of functional training options, as well as more traditional cardiovascular and strength kit.

The gym therefore showcases a corner Queenax unit along with Precor cardio stations, including an Adaptive Motion Trainer with Open Stride, all connected with Preva networked fitness, as well as Precor Vitality series strength equipment and an Icarian machine.

VERSATILE EQUIPMENT

Franchisee Hoyle comments: "Precor's dedicated team worked with us to design the fitness suite for maximum space efficiency and they were immensely attentive to our needs and requirements.

"We really wanted to maximise use of available space in the club and, with the



One of our members says she's learnt more on the Queenax than on any other piece of equipment - Sophie Hoyle



growing demand for functional training, the 2.5sq m Queenax corner unit was a natural choice for us to include."

Gym staff have already seen high levels of interest in the Queenax equipment, particularly from potential new customers during club tours. The multi-purpose unit is also proving to be a talking point among members eager to discover the different exercises they can do on the system.

Hoyle continues: "The Queenax system is an extremely versatile piece of equipment and the corner unit is perfect for our gym. Not only can members use it as a standalone station, but we're also providing group exercise classes, teaching them how best to use it.

"In fact, one of our members says she's learnt more on this one piece of equipment than any other, and finds it very effective for core stabilisation exercises – something that particularly helps her in her job as a flight attendant, during turbulence."

GROWTH PLANS

Justin Smith, head of UK at Precor, comments: "The adaptability of the Queenax system was perfect for Anytime Fitness Knutsford, as the corner unit takes up space that may otherwise have been left unused. It's the first Anytime Fitness facility in the UK to offer this equipment, which will certainly help the club to stand out from the competition."

The gym – which is open 24 hours a day, seven days a week, and staffed from 10.00am–8.00pm Monday to Friday, and 10.00am–4.00pm Saturdays and Sundays – also features a studio offering classes such as yoga and pilates, along with high intensity and strength sessions.

The Hoyle family are keen to expand their involvement within the leisure business and plan to open at least four more Anytime Fitness gyms in the area in the near future.

www.precor.com

wattbike.com



Available on the iPhone
App Store

ANDROID APP ON
Google play



Revolutionise Small Group Training with Wattbike Hub

In 2016 Wattbike will transform the way in which members train in gyms and studios. In a motivating group environment, riders can use personalised training zones which match their current fitness levels and promote performance improvement.

The **Wattbike Hub** also gives riders the ability to monitor and record their data via smartphones and tablets so they can analyse every detail after the class.

For more information please call
0115 945 5450 or email sales@wattbike.com



wattbike

@wattbike

/wattbike

/wattbike

Making fitness personal

LivingWell in Leicester has created a dedicated Wattbike zone – one way in which it aims to offer ‘personalised fitness for life’

LivingWell as an operator strives to deliver the best possible experience to meet the needs of its members, with a mantra of ‘Personalised Fitness for Life’. With fully-equipped gyms, therapeutic treatments, steamrooms and spas, the clubs have always prided themselves on offering a personal approach, with a dedicated team on-hand to help guide users towards achieving any fitness goal.

The clubs provide a three-step fitness journey that helps fit exercise, nutrition and relaxation into members’ lifestyles in a realistic – but also a fun – way, promoting a community feel among members.

A BRAND NEW SPACE

LivingWell’s Leicester club has just completed the refurbishment of its gym,



The Wattbike zone is open to the gym, piquing other members’ interest



Having the bikes at the entrance to the gym gives a professional look that really draws members in – Gavin Brown



which now offers a dedicated Wattbike zone, as well as new multi-use strength machines, functional kit, Precor AMTs, treadmills and rowers.

In the process, the club has freed up additional floor space where the team can now offer classes including HIIT, boxercise, functional circuits, core, toning and Wattbike sessions.

Two Wattbikes were first installed in 2014, and now the growing interest in the bikes – especially among younger members – has led to four more being brought in as part of the recent refurbishment.

Gavin Brown, health club manager, says: “Wattbikes allow a unique training experience beyond that of a standard indoor bike. They provide our users with a multitude of workouts and the real feel of outdoor cycling for our budding cyclists.”

In line with its own ‘Personalised Fitness for Life’ ethos, LivingWell has also been an early adopter of the newly updated Wattbike Hub app. This acts

as a portable personal trainer, allowing users to really personalise their training – whether in a group class setting or one-to-one. It also offers a range of tests, workouts and plans, as well as feedback and workout analysis.

GET IN THE ZONE

Despite the lack of a dedicated studio space, as Brown explains: “We’re now able to host dedicated Wattbike classes in their own zone, while remaining relatively open to the gym floor. If anything, that has created an extra buzz around the new space.”

“Having the Wattbikes at the entrance to the gym has also given a very professional look to the space that really draws members in.

“Feedback we’ve had is that the Wattbike classes are

better, harder and more beneficial than other indoor cycling classes.

“Because of the in-depth data they provide, our PTs have also begun to use the Wattbikes to create personalised programmes for clients.”

Commenting on the work they’ve done together, Steve Marshall, UK sales manager at Wattbike, says: “The LivingWell team really grasped the unique benefits of the Wattbike right from the start, so it was fantastic to hear that they wanted to add more bikes and design a dedicated Wattbike zone in which to run classes.

“Consumers are now savvier than ever about what they want from their fitness; when clubs recognise the need to personalise this, they get so much back.”
www.wattbike.com



Best in class

The group exercise studio is a space that attracts constant innovation. We take a look at some of the latest studio product launches

The Zumba Step's height and angle are adjustable



STEPPING UP

Escape Fitness and Zumba have teamed up to deliver dance fitness programming using the new Escape Step platform.

Zumba Step offers a balance of traditional fitness, dance and step aerobics moves, encouraging users to intensify the energy levels of their workout and lift their body weight against the force of gravity, while keeping the moves easy to follow.

Users can vary the height and angle of the Step platform for a more advanced workout and for enhanced results including muscle strengthening – specifically the lower body – while also aiding balance and co-ordination.

The platform features welded-on surfaces and non-slip feet. The anatomical hot-spot targets on the Step platform enable creative and effective programming, so all members can follow choreography.

fitness-kit.net KEYWORD **ESCAPE**



The FlexDRT enables fluid, controlled functional movement

ROTATIONAL FITNESS

FlexDRT is a new suspension training concept from the US that provides for dynamic rotational movements. It's designed for fluid, controlled functional movements and effective use of the core.

Frank Giordano of FlexDRT says: "The FlexDRT creates instability, which provokes greater biomechanical muscular chain function and awareness. It permits maximum fluid, controlled torsion and introduces you to the duality of maximum uni-lever performance."

A team of qualified fitness professionals has been trained in the Flexmaster programme to bring the concept to market; it's also offered online, direct to end users, at a retail price of US\$179.00.

fitness-kit.net KEYWORD **FLEXDRT**



ARTISTIC IMPRESSION

Yoga Design Lab has launched its newest collection of yoga mats – ultra-colourful mats that have been described by *Vogue* and *Refinery29* as 'show-stopping' and 'stunning works of art', and that have a growing US celebrity following.

The eco-friendly yoga mats are created from natural materials, which are then bonded to a luxurious microfibere top layer that's designed to provide extra grip when sweaty – ideal for a hot yoga class.

The products are designed in Bali by Canadian surfer/yogi Chad Turner, who aims to inspire people with his visually stunning, fashionable, eco-friendly yoga products.

"Each print in the new collection is systematically aligned to assist yoga practitioners to easily track their alignment and positioning during all poses," says Turner.

fitness-kit.net KEYWORD **YOGA DESIGN**

The mats are designed in Bali and are made from natural products



HANG TIGHT

TRX has launched a brand new, updated version of its flagship product: the suspension trainer.

The C4 edition comes with adjustable foot cradles with an intuitive hook and loop fastener strap and safety catch. The adjustable foot cradle is also padded for stability and added comfort when used with bare feet.

The rubber handles are infused with antimicrobial solution to prevent germs from spreading in high-use commercial environments, while also being easy to clean.

New webbing, made with multi-colour weave, is designed for smooth adjustment and optimal suspension training use, as well as to prevent counterfeits.

The suspension trainer's handle loop also incorporates foam into the webbing for extra softness.

fitness-kit.net KEYWORD **TRX**



The C4's treated rubber handles are antimicrobial

PRECOR SPINS OUT NEW RANGE

Precor has launched three new Spinner bikes to the indoor cycling market – the result of its recent tie-up with the Spinning brand. The three bikes are the Spinner RIDE, Spinner SHIFT and Spinner RALLY.

Spinner RALLY includes brand new engineering and an aluminium frame. Spinner SHIFT is designed to suit any level of rider, while the Spinner RIDE offers clubs a starting point, entry-level bike.

All three bikes include a 43lb perimeter weighted flywheel to deliver the signature Spinner feel – a smooth and fluid motion – with narrow pedal spacing to improve the both the experience and the performance for the rider.

Other features on the new bikes include a 5-degree handlebar rise – to ensure comfort in all hand positions for any size of user – as well as an adjustable bike seat.

Each bike can be fitted with a Spinning Studio console, which automatically pairs with any ANT+ compatible heart rate monitor. The console also features a large backlit display indicating cadence (pedal RPM), heart rate/pulse, time, distance and calories, along with a low battery indicator.

fitness-kit.net KEYWORD **PRECOR**

The new Spinner bikes are RIDE, SHIFT and RALLY



To book your space call the sales team on +44 (0)1462 431385

ARCHITECTS/DESIGNERS

MASS
DESIGNERS

HEALTH CLUB & FITNESS DESIGNERS

t 0844 344 5566

w massdesigners.com

zynk
interior architects
zynkdesign.com
t 020 7193 1430

AV/SOUND

Lightmasters

- > Wireless Cardio Cinema
- > Wireless Audio for Spin Classes
- > Full PA & AV Systems
- > LED & Fibre Optic Lighting Systems

Finance Package Available

01480 407727

info@lightmasters.co.uk
www.lightmasters.co.uk

lightmasters uk ltd.

Leading supplier of professional sound systems, headsets and accessories to the fitness industry...

SOUND
DYNAMICS
YOUR PARTNER IN CLASS
www.sound-dynamics.co.uk
01773 82 84 86
support@sound-dynamics.co.uk



SOUND
INSTALLATIONS

www.sound-installs.co.uk
sales@sound-installs.co.uk

- > Gym TV Installations
- > Spin Studio Lighting
- > Fitness Sound Systems
- > Cardio Entertainment
- > Wireless Mic Systems
- > Design & Installation

01773 825 000

CLEANING & HYGIENE



FREE STANDING
ANTI BACTERIAL
WET WIPE
DISPENSER
FOR GYMS

Phone: 0800973165 www.addgards.com

COMPUTER MEMBERSHIP SOFTWARE

the standout
leisure software provider

Legend

www.legendware.co.uk

0800 031 7009

WHATEVER YOUR SECTOR...



Needs a management solution?

Get in touch and find out how you can start saving and making money, year after year...

ez runner

t: 0844 847 5827 w: www.ez-runner.com

A highly functional, constantly improving system, to manage most leisure environments

- Membership / CRM
- Sport & class booking
- Till & credit card
- Access control
- Fingerprint scanning
- Web Systems

Contact us on: +44 (0)1423 873 873
www.sportsoft.co.uk



brightlime
sharp web based membership management
0844 493 3696 www.brightlime.com

ClubWise

FREEDOM TO FOCUS ON WHAT MATTERS MOST: YOUR MEMBERS



Direct Debits

Membership Management

All in the cloud

For more information on how the ClubWise cloud-based solution can help you take control of your business, get in touch with our team of experts

t 01844 348 300 e sales@clubwise.com w www.clubwise.com

TO BOOK YOUR ADVERT
CALL THE SALES TEAM ON

+44 (0)1462 431385

Get Members. Keep Members.

member
drive by



www.cfm.net



MAKING MOVEMENT MEASURABLE

Phone: 0115 777 3333

DIRECT DEBIT COLLECTION

HARLANDS
GROUP

High collection, low cost
high quality membership collection
from the direct debit experts

t: 0845 2301636
e: sales@harlandsgroup.co.uk
w: www.harlandsgroup.co.uk

Harlands Services Ltd
1st Floor • 45-47 Burnham Road
Rugbyville South • West Sussex • RH14 1BN

hg

To book your
advert call the
sales team on
+44 (0)1462
431385

EXERCISE EQUIPMENT

Jordan
Functional Fitness Specialists

01533 763285
jordanfitness.co.uk
sales@jordanfitness.co.uk

**THE
FUNCTIONAL
FITNESS
SPECIALISTS**

**C.V. TO
FUNCTIONAL**
WE HAVE IT ALL

INNOVATION TRUE

Tel: 01204 541 710
info@gymsuppliesonline.co.uk
www.gymsuppliesonline.co.uk

FITNESS SYSTEMS

planning
products
installation

**absolute
performance**

029 2036 2664
www.aperformance.co.uk

WERK SAN | UK SOLE SUPPLIER
Sport International

setting the standard in gym equipment solutions

COMPLETE. FITNESS. SOLUTIONS.

Scan here for our
2016 Catalogue

Physical
COMPANY

01494 769 222 physicalcompany.co.uk sales@physicalcompany.co.uk

SCIFIT
Prescribed for Progress

Endurance Fitness Endorsed
Endorsed Federation of Disability Sport

THE LEADER IN
UPPER BODY & INCLUSIVE
CARDIO EXERCISE

Tel 01344 300 022
www.SCIFIT.uk.com

ServiceSport

Service and sales of equipment

- o Fitness Equipment Servicing
- o Sportshall Servicing
- o Equipment Sales
- o Parts Sales

Call: 0845 402 2456 www.servicesport.co.uk

"SPEEDFLEX IS AN INCREDIBLY EFFICIENT WAY
TO EXERCISE."

"I CAN TRAIN AT A HIGH INTENSITY ALONGSIDE
PEOPLE OF ALL DIFFERENT FITNESS LEVELS AND
HAVE NO PAIN THE FOLLOWING DAY"

ALAN SHEARER, SPEEDFLEX AMBASSADOR

WWW.SPEEDFLEX.COM

SPEEDFLEX

THE PREMIUM FLOORING MANUFACTURER.
 TECHNICAL FLOORING.
 FUNCTIONAL TRAINING.
 EDUCATION.
 INTERACTIVE STATIONS.
 USER EXPERIENCE.

PAVIGYM UK
 01223 969 870
 support.uk@pavigym.com www.pavigym.com

 Pavigym

FLOORING SOLUTIONS

Wide range of flooring solutions:
 Sports & Technical
 Freeweight & Functional
 Group Fitness & Studio

Complimentary gym floor design
 with no obligation visit & quote

Physical COMPANY

01494 769 222 physicalcompany.co.uk sales@physicalcompany.co.uk

GYM MIRRORS

MIRRORS FOR TRAINING LTD

• Mirror Installation - Nationwide
 • Portable Mirrors
 • Bathroom/Washroom Mirrors

01902 791207 or 07737263611
info@mirrorsfortraining.co.uk
www.mirrorsfortraining.co.uk

gymmirror.co.uk

WE SUPPLY & INSTALL GYM MIRRORS

✓ Stock & bespoke sizes
 ✓ Installation service
 ✓ Fast reliable nationwide delivery

Call the experts at **Aspect Safety Mirrors**
 01223 263555
info@aspect safetymirrors.co.uk



To book your advert
 call the sales team on
+44 (0)1462 431385





Create a great changing experience

by providing Craftsman Lockers to fully meet your members' expectations

- Lockers
- Cubicles
- Vanity units
- Bench seating
- Treatment room furniture

Call now:
01480 405396

To draw on the Craftsman experience in helping design changing rooms that work

www.cqlockers.co.uk

SAFE SPACE

Lockers
Locking Systems
Cubicles
Washrooms
Servicing
3D Design
Rendering

info@safespacelockers.co.uk
www.safespacelockers.co.uk
 Telephone: 0870 990 7989

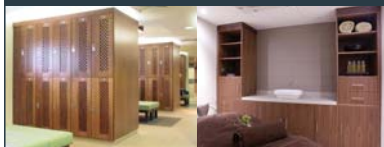
THE CHANGING ROOM EXPERTS

CROWN
SPORTS LOCKERS

Tel: 01803 555885
Email: sales@crownsportslockers.co.uk
Web: www.crownsportslockers.co.uk

MORE THAN JUST LOCKERS

Changing Rooms - Treatment Rooms - Washrooms



FITLOCKERS

Quality Affordable Locker Room Solutions



T: 01923 770435

sales@fitlockers.co.uk www.fitlockers.co.uk

Go Keyless. Go KitLock.



No more lost keys!
Fit keyless locks to your lockers.



For a free site visit and consultation
please call or email us now!

01635 239645

sales@kitlock.com

KitLock
Coded Locker Solutions



tel 0870 420 7818 sales@ridgewayfm.com

COPYRIGHT NOTICE

Health Club Management is published 11 times a year by The Leisure Media Co Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Co Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Warners Midlands PLC. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally. ©Cybertrek Ltd 2016 ISSN 1361-3510 (print) / 2397-2351 (online). To subscribe to Health Club Management, log on to www.leisuremedia.co.uk or email subs@leisuremedia.com or call +44 (0)1462 471930. Annual subscription rates are UK £45, Europe £57, rest of world £80, students (UK) £22.



We're No.1 in lockers and cubicles.

- Wide range of locker designs including laminate, glass and timber
- AutoCAD & Revit Facility
- Comprehensive selection of locking systems
- 3D visual rendering available

www.prospec.co.uk
Email: sales@prospec.co.uk
Tel: +44 (0) 1709 377147

prospec
the Perfectionists

SALES & MARKETING

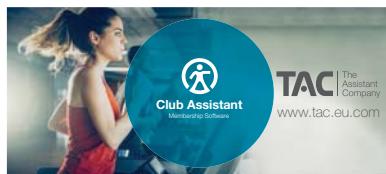
memberdrive by **CFM**

**Want an extra 200 - 700
new members for free?**



Call: 0115 777 3333

SOFTWARE



Club Assistant
Membership Software

TAC The Assistant Company
www.tac.eu.com

Born to run?

A study by US scientists suggests that women who work out while pregnant pass that passion for exercise on to their children

Researchers from the Baylor College of Medicine in Texas, US, have discovered that female mice which voluntarily exercise during pregnancy have offspring that are more physically active as adults. The research was published in the March edition of *The FASEB Journal**.

The senior author of the work, Dr Robert A Waterland – associate professor of paediatrics-nutrition and of molecular and human genetics at the USDA/ARS Children's Nutrition Research Center, at Baylor and Texas Children's Hospital – noted that although their research studied mice, "several human studies have reported results consistent with ours".

Indeed, observational studies have found that women who are physically active while pregnant have children who tend to be more physically active. However, it hasn't been firmly established whether these results can be attributed to the mothers' influence on the children after they were born, or if mothers can pass a genetic predisposition to be physically active on to their offspring.

"Our study in a mouse model is important because we can take all those effects out of the equation," said Waterland. "We studied genetically identical mice and carefully controlled the amount of physical activity among the mothers before pregnancy."

Run with the idea

The Baylor team selected female mice which all enjoyed running, then divided them into two groups. One was allowed access to running wheels before and during pregnancy, and the other was not.

During early pregnancy, the females with the running wheels ran an average of 10km every night. They ran less as the pregnancy progressed, but even by the beginning of their third trimester



Movement during pregnancy may influence foetal development

they were still running (or walking) for around 3km each night.

Influence in the womb

The mice born to mothers which exercised during pregnancy were about 50 per cent more physically active than those born to mothers which did not exercise.

Importantly, their increased levels of activity continued into later adulthood, and was even found to improve their ability to lose fat during a three-week voluntary exercise programme.

The study supports the idea that movement during pregnancy influences

foetal brain development, ensuring that the offspring tend to be more physically active throughout life.

"Although most people assume that an individual's tendency to be physically active is determined by genetics, our results clearly show that the environment can play an important role during foetal development," Waterland said.

If a similar effect can be confirmed in people, it could potentially lead to an effective strategy to counteract the current worldwide epidemic of physical inactivity and obesity.

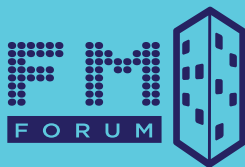
"I think our results offer a very positive message," said Waterland. "If expectant mothers know that exercise is not only good for them, but may also offer lifelong benefits for their babies, I think they will be more motivated to get moving." ●

*Waterland, RA et al. Maternal exercise during pregnancy promotes physical activity in adult offspring. *The FASEB Journal*. March 2016

PHOTO: WWW.SHUTTERSTOCK.COM

If expectant mothers know that exercise is not only good for them, but may also offer lifelong benefits for their babies, I think they will be more motivated to get moving

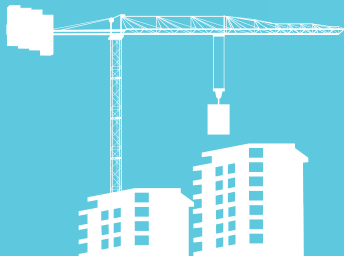
SYNCHRONISING THE FM INDUSTRY



11th & 12th July 2016
Whittlebury Hall Hotel
Northamptonshire

Meet with suppliers to discuss the latest innovations, trends and cost effective ways to build your business.

For further information,
please contact Mick Bush
on 01992 374100
or email
mick.bush@forumevents.co.uk



KEEP SOCIAL:

@FMforum #FMForum

ForumEventsLtd

facilitiesmanagementforum.co.uk

forumevents

MEDIA & INDUSTRY PARTNERS:

TOMORROW'S **FM**

FACILITIES MANAGEMENT

leisure opportunities

RICS

ORGANISED BY:



Everything You Need

Membership management, scheduling & booking, exercise & nutrition plans and more. All in one online solution with branded mobile apps.



Used by 7 million+ consumers and 3,000+ health clubs worldwide, including:



Discover our all-in-one solution
www.virtuagym.com/professional | 020 8133 3657