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# HEALTH CLUB MANAGEMENT HANDBOOK 2010

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management

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**TECHNOGYM**

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# Welcome to the Health Club Management Handbook 2010



Hard to believe another year's gone by – but what a year it's been. Challenge in the shape of recession, yet opportunity with our sector beginning to gain real credibility in the corridors of power. So what does 2010 have in store for us, and how can the health and fitness industry maximise its potential?

In an extended features section, this year's Health Club Management Handbook offers expert commentary on current trends and outlines opportunities for the industry going forward, challenging the status quo with suggestions of new target markets, new offerings, new ways of thinking.

With the economic crisis putting many operators' expansion plans on-hold, this year we've also taken a different approach to our industry overview section – out with the State of the Industry tables and in with an extended development pipeline, profiling a selection of projects still going ahead in spite of the prevailing financial climate.

I hope this Handbook finds a place in your reference library, and here's to 2010 being a great year for us all.

**Kate Cracknell**

**Editor – Health Club Management Handbook**

For news, jobs, diary dates and to read each month's issue of Health Club Management online, visit [www.healthclubmanagement.co.uk/digital](http://www.healthclubmanagement.co.uk/digital)

News and jobs updated daily on the internet – [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk)

Visit [www.leisurediary.com](http://www.leisurediary.com) for a full listing of diary dates



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# DIARY DATES

## JANUARY

### 23–24 | The Diet & Fitness Show

**Venue** Olympia, London, UK

**Summary**

Primarily an exhibition about losing weight and getting fit, with healthy living and exercise-focused exhibitors. Tel +44 (0)1787 224040  
Web [www.dietandfitshow.co.uk](http://www.dietandfitshow.co.uk)

### 25–26 | Facilities

#### Management Forum

**Venue** Radisson Blu Hotel, Stansted Airport, UK

**Summary**

This year's forum aims to encourage greater awareness of the role of facilities management in all industries. Tel +44 (0)1992 374100  
Web [www.forumevents.co.uk](http://www.forumevents.co.uk)



**International Fitness Week – encouraging everyone to be active**

## FEBRUARY

### 1–7 | International Fitness Week

**Venue** Fitness First clubs worldwide

**Summary**

Following the success of the campaign in the UK in 2009, International Fitness Week is being rolled out globally to encourage the world to be a fitter place and become more active. Fitness First clubs are issuing free passes for the week, which are available from the website below. Web [www.internationalfitnessweek.com](http://www.internationalfitnessweek.com)

### 4 & 11 | Setting the Tone

**Venues** Woking Leisure Centre, Surrey, UK (4 Feb); University of Birmingham, UK (11 Feb)

**Summary**

IFI seminar offering a detailed look at inclusive marketing, including press releases and press contacts, content of articles, inclusive imagery, newsletters, website content and social networking. Tel +44 (0)114 257 2060  
Web [www.inclusivefitness.org](http://www.inclusivefitness.org)

### 6–8 | Spatex 2010

**Venue** Brighton Hilton Metropole Exhibition Centre, Brighton, UK

**Summary**

An exhibition for professionals in the design, installation, retailing, maintenance and operation of pools, spas, saunas and ancillary equipment. Tel +44 (0)1264 358558  
Web [www.spatex.co.uk](http://www.spatex.co.uk)



## FEBRUARY

### 25–28 | IDEA Personal Trainer Institute

**Venue** Alexandria, Virginia, US

**Summary**

A conference for personal trainers with more than 65 educational sessions, 27 of the industry's top presenters and three pre-conference workshops: in sport performance, integrated back rehabilitation, and STOTT PILATES postural analysis. Attendees can earn up to 20 continuing education (CPD) credits. Attendance at the event is limited to 550 people. Tel +1 (858) 535 8979 ext. 7  
Web [www.idealift.com](http://www.idealift.com)

### 19–21 | Fitness IFEMA 2010

**Venue** Madrid, Spain

**Summary**

International fitness, sports facilities and wellness show. Tel +34 91 722 30 00  
Web [www.ifema.es](http://www.ifema.es)

**25-27 | FORUMCLUB 2010****Venue** Bologna, Italy**Summary**

The 11th annual international congress and trade show for health and fitness, wellness and aquatic clubs. Running alongside FORUMCLUB will be FORUMPISCINE, the dedicated swimming pool congress and trade show that launched last year.

Tel +39 051 25 55 44

Web [www.nforum.com](http://www.nforum.com)**MARCH****7-8 | 2010 Professional Beauty London****Venue** ExCeL London, UK**Summary**

The UK's leading beauty event, offering networking and insights into business-building opportunities.

Tel +44 (0)20 7728 4298

Web [www.professionalbeauty.co.uk/london/](http://www.professionalbeauty.co.uk/london/)**MARCH****10-13 | IHRSA 2010 – Annual International Convention & Trade Show****Venue** San Diego, California, US**Summary**

The 29th annual exhibition, conference and networking event for the health and fitness industry.

Tel +1 617 951 0055

Web [www.ihrsa.org](http://www.ihrsa.org)**8 | SMex****Venue** Wembley Stadium, London, UK**Summary**

A specialist event for the sports merchandise industry.

Tel + 44 (0)20 7798 8500

Web [www.smexwembley.com](http://www.smexwembley.com)**18-21 | ECA/One Body One World****Venue** New York, US**Summary**

A theatrical event with a strong dance programme along with yoga, pilates, indoor cycling, management training, nutrition, exercise design, conditioning and resistance training.

Tel +1 516 432 6877

Web [www.ecaworldfitness.com](http://www.ecaworldfitness.com)**18 & 25 | Quids In-clusive**

**Venues** Durham County Cricket Club, UK (18 March); Aspire National Training Centre, Middlesex, UK (25 March)

**Summary**

IFI educational seminar that looks at the business case for inclusion, and at how to make the most of being an inclusive fitness facility.

Tel +44 (0)14 257 2060

Web [www.inclusivefitness.org](http://www.inclusivefitness.org)**26-28 | International Fitness Showcase****Venue** Winter Gardens, Blackpool, UK**Summary**

Showcasing the latest exercise classes, along with workshops and lectures, for fitness instructors and enthusiasts.

Tel +44 (0)13 277 3885

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

**Holistic Health, in April, offers products and training for the complementary therapy market**

**31 march – 1 april |****BASES Student Conference****Venue** Aberystwyth University, Wales, UK**Summary**

This year's annual BASES (British Association of Sport and Exercise Sciences) student forum has the theme of 'Key Skills in Sport and Exercise Science'. It offers presentations and networking with practitioners, researchers, potential employers and those offering postgraduate degrees.

Tel +44 (0)1970 621545

Web [www.bases.org.uk/Student-Conference](http://www.bases.org.uk/Student-Conference)

## DIARY DATES

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### APRIL

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#### **7–10 | ACSM's 14th Health & Fitness Summit & Exposition**

**Venue** Austin, Texas, US

**Summary**

Designed to translate recent scientific findings into immediately applicable methods for use by practitioners with clients. The event includes workout sessions with master trainers, demonstrations and panel discussions.

Tel +1 317 637 9200

Web [www.acsm.org/summit](http://www.acsm.org/summit)

#### **14–17 | SPATEC UK & Europe**

**Venue** Split, Croatia

**Summary**

This two-day meeting forum presents UK and European spa owners, directors and senior personnel with the chance to meet one-to-one with more than 70 leading international spa suppliers. The event also offers plenty of opportunity for networking outside of the formalised meetings.

Tel +44 (0)20 8547 9830

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

#### **14–18 | Russian Fitness Festival**

**Venue** Moscow, Russia

**Summary**

A conference and trade show for the fitness and aqua industries, with more than 180 masterclasses and kids' fitness sessions. It also includes the Russian Open Fitness Aerobics Championship.

Tel +7495 775 18 19

Web [www.fitness-convention.ru](http://www.fitness-convention.ru)

#### **22–25 | IDEA Fitness Fusion**

**Venue** Rosemont, Illinois, US

**Summary**

Education for group fitness instructors and personal trainers.

Tel +1 858 535 8979, ext. 7

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

#### **25–26 | Holistic Health & Beauty UK**

**Venue** NEC, Birmingham, UK

**Summary**

Holistic Health offers the latest products, equipment and training for the holistic and complementary therapy market. Running alongside, Beauty UK is a professional event that encompasses a trade show and congress.

Tel +44 (0)1332 227690

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

#### **30 april – 2 may |**

#### **Australian Fitness & Health Expo**

**Venue** Sydney, Australia

**Summary**

Exhibition, seminars and training for the Australasian fitness industry.

Tel +61 3 9261 4500

Web [www.fitnessexpo.com.au](http://www.fitnessexpo.com.au)



**FIBO offers exercise sessions alongside a comprehensive trade show**

### APRIL

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#### **22–25 | FIBO 2010**

**Venue** Essen, Germany

**Summary**

The 25th anniversary of this fitness convention. More than 500 companies from over 35 countries showcase products, concepts and solutions for the fitness, wellness and leisure industries.

The show comprises a variety of distinct areas catering for training equipment, products and services, sports nutrition, wellness, beauty, and medical fitness. The show attracts around 50,000 visitors from 60 countries.

Tel +49 (0)211 90 191 131

Web [www.fibo.de](http://www.fibo.de)

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**MAY**

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**5-7 | Club Industry East****Venue** The Javits Centre, New York, US**Summary**

Conference sessions targeting club owners, fitness management executives and personal trainers.

Tel +1 203 358 9900

Web <http://east.clubindustryshow.com>**14-16 | Fitness, Aerobics and Management Congress & EFAA Fitness & Personal Trainer Congress****Venue** Arnhem, The Netherlands**Summary**

Event for the Dutch fitness industry.

Tel +31 495 533229

Web [www.efaa.nl](http://www.efaa.nl)**22-23 | BodyPower****Venue** NEC, Birmingham, UK**Summary**

BodyPower's exhibition focuses on sports such as strongman, wrestling, boxing, MMA and powerlifting.

Tel +44 (0)1926 485423

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

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**JUNE**

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**1-3 | Beautyworld Middle East****Venue** Dubai, UAE**Summary**

The leading trade show for spa and fitness club operators and professionals, hotel operators, architects and designers in the Middle East.

Tel +971 4 338 0102

Web [www.wellnessandspas.com](http://www.wellnessandspas.com)**SIBEC offers one-to-one meetings between operators and suppliers**

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**MAY**

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**12-13 | SIBEC UK****Venue** Forest of Arden Marriott Hotel, Birmingham, UK**Summary**

SIBEC UK brings together 120 of the most important and influential suppliers and buyers of the UK leisure, health and fitness sector

from the local authority, trust and education markets. The event offers two days of interaction, face-to-face meetings, forums and networking opportunities with the highest calibre of operators and suppliers.

Tel +44 (0)20 8547 9830

Web [www.sibec.co.uk](http://www.sibec.co.uk)**10-13 | Festival del Fitness****Venue** Rome, Italy**Summary**

22nd annual exhibition for the Italian fitness industry, offering a wide range of interactive sessions in an extensive indoor and outdoor arena. Last year's festival encompassed everything from group cycling to Gymstick classes, beach volleyball to scuba diving, pilates to rowing, and rock climbing to equestrian show jumping.

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

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**JULY**

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**5-6 | Facilities****Management Forum****Venue** Stansted Airport, UK**Summary**

This forum will focus on the ecological aspect of facilities management, giving delegates a chance to examine emerging technologies, determine practical solutions and focus on critical issues for running their businesses.

Tel +44 (0)1992 374100

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

## DIARY DATES

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### 14 | The FIA FLAME Conference

**Venue** Cheltenham Racecourse, UK

**Summary**

This educational conference, offering seminars on a range of topics, runs alongside the FIA Industry Summit. Delegates will be encouraged to "step up to the mark" and deliver what's being asked of the industry. The FLAME Awards ceremony will also take place at the event. Meanwhile the FIA Golf Day will be held on 13 July, also in Cheltenham.

Tel +44 (0)20 7420 8578

Web [www.fia.org.uk](http://www.fia.org.uk)

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## AUGUST

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### 4-8 | IDEA World

**Fitness Convention**

**Venue** Los Angeles, US

**Summary**

More than 5,000 health and fitness professionals from over 40 countries across the globe attend this event each year, which claims to "inspire the world to fitness" by offering delegates "relevant and practical fitness knowledge".

Tel +1 858 535 8979 ext.7

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

### 19-21 | 29th Annual National Fitness Trade Show

**Venue** Reno-Tahoe, Nevada, US

**Summary**

Annual trade show for club owners, managers, fitness directors and personal trainers.

Tel +1 541 830 0400

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

### 28 august - 2 september |

**World Leisure Congress**

**Venue** Kangwon National University,

South Korea

**Summary**

This year's conference will explore the ways in which leisure activities can help in finding our identity. The event will sit alongside the inaugural, international World Leisure Games.

Web [www.worldleisure2010.org](http://www.worldleisure2010.org)

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## SEPTEMBER

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### 6-8 | BASES Annual Conference

**Venue** University of Glasgow, UK

**Summary**

Featuring high-profile international speakers, this event will appeal to anyone with an interest in sport and exercise sciences.

Web [www.bases.org.uk/BASES-Annual-Conference](http://www.bases.org.uk/BASES-Annual-Conference)

### 12-15 | European Spa Summit

**Venue** Porte de Versailles, Paris, France

**Summary**

Held alongside a trade show, this event is aimed mainly at the hotel sector.

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



The 2010 FLAME Awards ceremony will take place at the FLAME Conference

**12-15 | SPATEC FALL****North America****Venue** Pasadena, California, US**Summary**

A three-day forum of one-to-one meetings between corporate spa owners and directors with design/management companies and leading spa suppliers and vendors.

Tel +1 603 529 0077

Web [www.mcleaneventsinternational.com](http://www.mcleaneventsinternational.com)**23-26 | Inner IDEA Conference****Venue** Palm Springs, California, US**Summary**

Inner IDEA's stated mission is to "inspire the world to wellness through body, mind and spirit." The Inner IDEA Conference provides demonstrations and a strong educational element.

Tel +1 858 535 8979

Web [www.inneridea.com](http://www.inneridea.com)**23-26 | SIBEC North America****Venue** Braselton, Atlanta, US**Summary**

SIBEC North America is a meeting and networking forum at which leading club owners and operators in the US – encompassing CEOs and COOs of health, recreation, sports and fitness organisations – have the opportunity to meet one-to-one with key domestic and international suppliers. The event also includes networking time.

Tel +1 603 529 0077

Web [www.mcleaneventsinternational.com](http://www.mcleaneventsinternational.com)**Leisure Industry Week caters for all sectors of out-of-home leisure****SEPTEMBER****21-23 | Leisure Industry Week****Venue** NEC, Birmingham, UK**Summary**

LIW is the UK's largest leisure event, attracting thousands of leisure professionals and over 350 industry suppliers. The show is now sub-

divided into seven sectors: Health & Fitness, Pool & Spa, Attractions Expo, Licensed Business Show, Eat & Drink, Leisure Facilities and The Sport Show.

Tel +44 (0)20 7955 3969

Email: [jonny.sullens@ubm.com](mailto:jonny.sullens@ubm.com)Web [www.liw.co.uk](http://www.liw.co.uk)**OCTOBER****6-8 | European Fitness Summit****Venue** Barcelona, Spain**Summary**

One-to-one meeting forum for top decision-makers in the fitness, wellness and health industry to discuss business with the sector's key suppliers.

Tel +49 211 90 191 204

Web [www.european-fitness-summit.com](http://www.european-fitness-summit.com)**10-11 | Professional Beauty Manchester****Venue** Manchester, UK**Summary**

This event is the UK's largest beauty exhibition outside of London, featuring more than 300 exhibitors as well as seminars from leading industry experts.

Tel +44 (0)20 7728 4298

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

## DIARY DATES

### TBC | IHRSA European Congress

**Venue** To be confirmed

**Summary**

IHRSA's annual European Congress features an agenda packed with keynote speeches and seminars from a line-up of top presenters – both industry experts and business leaders from outside of the health and fitness sector. Delegates also have ample opportunity to network with leading industry suppliers and colleagues from across Europe, including at a drinks reception. The event also includes a sponsor showcase.

Tel +1 617 951 0055

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

### 23–24 | Camexpo

**Venue** Earls Court, London, UK

**Summary**

Dedicated to meeting the needs of the complementary healthcare industry, Camexpo – a complementary, natural and integrated healthcare show – offers a broad range of products, services and training.

Tel +44 (0)1273 645119

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

### 29–31 | The Yoga Show

**Venue** Olympia, London

**Summary**

All things yoga under one roof – including free yoga and pilates classes, children's yoga, demonstrations and lectures. The event will include more than 200 exhibitors.

Tel +44 (0)1787 224040

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

## NOVEMBER

### 3–6 | SIBEC UK & Europe

**Venue** Grande Santa Eulalia Hotel & Spa, Albufeira, Portugal

**Summary**

SIBEC UK & Europe creates a one-to-one meeting forum for the major operators from the private, local authority and trust markets in health, fitness and leisure to meet with the leading suppliers. It will bring together more than 200 delegates from across Europe, covering over 35 product categories, with more than 1,500 scheduled meetings taking place.

Tel +44 (0)20 8547 9830

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

### 15–18 | ISPA Conference & Expo

**Venue** Washington DC, US

**Summary**

The ISPA Conference & Expo offers spa CEOs, owners and directors a place to come together for networking and education.

Tel +1 859 226 4326

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



©ISTOCKPHOTO.COM/KAROLALVAREZ

**The Yoga Show at London's Olympia:  
All things yoga under one roof**

### TBC | IHRSA Asia-Pacific Forum

**Venue** To be confirmed

**Summary**

Speakers at this event will provide commentary on trends shaping the health club industry in the Pacific Rim, as well as offering practical advice on how to grow your business. Plus a chance to meet with industry suppliers.

Tel +1 617 951 0055

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

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# COMPETITIVE EDGE

## ALL YEAR ROUND

### UK WHITE WATER RAFTING

**Cost** Minimum sponsorship is £1,000 per team (less than £120 per person for teams of eight)

**Venue** River Tay in Scotland; Denbighshire or Gwynedd in Wales; Teeside, Nottingham or Northampton in England.

#### Summary

Looking at splashing out for a worthwhile cause? Then why not take part in white water rafting in aid of UK charity Breast Cancer Care (BCC)? Organisers can arrange an event at one of six white water rafting centres in the UK, at a date that's convenient to participants. Each raft can carry between six and eight people – ideal for friends, family, gym members or staff teams.

#### For more details

**Tel** +44 (0)845 092 0805 – ask for the fundraising team

**Email** [challenges@breastcancer.org.uk](mailto:challenges@breastcancer.org.uk)

**Web** [www.events.breastcancer.org.uk](http://www.events.breastcancer.org.uk)



Love snow? Then the White Peaks Ski Marathon is for you – ski or board 24 peaks in 48 hours in Italy

## 4-7 MARCH 2010

### WHITE PEAKS SKI MARATHON

**Cost** Registration costs £100 and participants must raise at least £1,500 for the organising charity, Scope

**Venue** Italy

#### Summary

Ski or board 24 peaks in 48 hours in this snow-tastic marathon for cerebral palsy charity Scope. The challenge takes place on the Italian slopes of the Milky Way, the country's largest ski area, which offers world-class Olympic runs. The event, now in its 12th year, has attracted more than 1,000 participants to date, raising a total of £1.75m.

#### For more details

**Tel** +44 (0)800 0191 200

**Email** [events@scope.org.uk](mailto:events@scope.org.uk)

**Web** [www.scope.org.uk/adventures](http://www.scope.org.uk/adventures)

## 27 MARCH 2010

### CARE ADVENTURE RACE

**Cost** £35 – additional sponsorship optional

**Venue** Bracknell, Berkshire, UK

#### Summary

This is a one-day adventure for individuals or teams of two, three or four people. Taking place in the beautiful Swinley Forest in Bracknell, Berkshire, the event combines cycling, running, orienteering and mental tasks. Teams will be given five hours to orienteer on both foot and bike, with the aim of collecting as many points as possible – careful route choice and teamwork are essential in collecting the maximum possible points. There are also bonus points to be gained in a mystery activity. This challenge is very accessible as it only costs £35 per person to enter and there's no set fundraising target, although the charity – international aid agency Care – says fundraising is always very welcome.

#### For more details

**Tel** +44 (0)20 7934 9470

**Email** [challenge@careinternational.org](mailto:challenge@careinternational.org)

**Web** [www.carechallenge.org.uk/adventurerace](http://www.carechallenge.org.uk/adventurerace)

25 APRIL 2010

**VIRGIN LONDON MARATHON****Cost** Fundraising according to charity**Venue** London, UK**Summary**

The London Marathon is the largest annual fundraising event on the planet – runners have raised over £450m for good causes since the race began in 1981. This year is the first year the event will operate under its new sponsor, Virgin. The entry ballot has already closed – it filled its 120,000-plus places in a record two days and 16 hours, beating the previous record by more than 15 days. However, charity places are still available.

**For more details****Tel** +44 (0)20 7902 0200**Web** [www.virginlondonmarathon.com](http://www.virginlondonmarathon.com)

1–2 MAY 2010

**FAIRBRIDGE '9 LAKES IN 9 HOURS' CHALLENGE****Cost** Deposit is £75 and minimum sponsorship is £675**Venue** Lake District, UK**Summary**

Set in the beautiful Lake District, the objective of this event – as the name suggests – is to trek, bike and canoe your way across nine lakes in nine hours. An individual event, you'll start by cycling to Helvellyn, hiking over it and then canoeing around Ullswater. The other eight lakes included in the event are Windermere, Loughrigg Tarn, Elterwater, Rydal Water, Grasmere, Thirlmere, Red Tarn and Brothers Water. Groups who would like to compete against each other, or to complete the challenge as a team, are welcome. Funds raised go to Fairbridge, a charity that supports young people who are out of education, employment or training.

**For more details****Tel** +44 (0)20 7199 6042**Email** [rachel.cranham@fairbridge.org.uk](mailto:rachel.cranham@fairbridge.org.uk)**Web** [www.tallstories.co.uk](http://www.tallstories.co.uk)

**Race for Life is a great motivator for gym members – not too far to run, and a really good cause**

MAY–JULY 2010

**RACE FOR LIFE****Cost** the likely entry fee (to be confirmed) is £12.99 plus sponsorship (no minimum)**Venue** Around 240 races at locations across the UK**Summary**

Cancer Research UK's Race for Life is the UK's largest women-only fundraising event, where women of all ages and fitness levels are invited to come together to walk, jog or run 5km and raise money to help beat cancer. Take a look at the website to find your local event.

**For more details****Tel** +44 (0)871 641 2282**Web** [www.raceforlife.org](http://www.raceforlife.org)

## COMPETITIVE EDGE

4–16 MAY 2010

### LAND'S END TO JOHN O'GROATS CYCLE

**Cost** £349 entry fee and £2,950 in sponsorship

**Venue** UK

#### Summary

Cycling from Land's End to John O'Groats is the furthest possible distance in the British Isles. The 1,000-mile, 12-day route goes through Dartmouth, along the Welsh border, skirts the Lake District and passes into Scotland via lochs and mountains. Entrants can choose their own charity.

#### For more details

**Tel** +44 (0)1722 718444

**Email** [info@discoveradventure.com](mailto:info@discoveradventure.com)

**Web** [www.discoveradventure.com](http://www.discoveradventure.com)



Hike three peaks in the Yorkshire Dales and bike the distances in between – a great team-building event

15 MAY 2010

### THE LONDON PLAYTEX MOONWALK

**Cost** £42.50 plus a minimum £100 sponsorship

**Venue** London, UK

#### Summary

The ever-popular Playtex MoonWalk involves crowds of women decorating their bras and power-walking – wearing these decorated bras – across the city at night. The aim of the walk is to raise awareness of breast cancer as well as to raise money for breast cancer charity Walk the Walk. Participants must choose either a full moon (26.2 miles) or a half moon (13.1 miles) marathon. Men are welcome to join in too, but all walkers are asked to wear bras! The London event will set off from Hyde Park; other Walk the Walk events in 2010 will be held in Bristol, Southampton and Edinburgh. Last year, some 15,000 people took part in the event.

#### For more details

**Tel** +44 (0)1483 741430

**Web** [www.walkthewalk.org](http://www.walkthewalk.org)

15 MAY 2010

### THREE PEAKS BIKE & HIKE

**Cost** Team registration £195, sponsorship £1,600

**Venue** Yorkshire, UK

#### Details

This new team event requires participants to hike three peaks in the Yorkshire Dales and bike the distances in between. The peaks are Pen y Ghent (694m), Whernside (736m) and Ingleborough (724m). The total distance covered is around 80km and the average team is likely to finish in eight to nine hours. The challenge is open to teams of four. Funds will help Action Medical Research in their work with meningitis, premature birth, cot death, osteoporosis and asthma.

#### For more details

**Tel** +44 (0)845 408 2698

**Email** [events@actionforcharity.co.uk](mailto:events@actionforcharity.co.uk)

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

31 MAY 2010

**BUPA LONDON 10,000****Venue** St James's Park, London, UK**Cost** £25 (or £23 for UK Athletics affiliated running clubs)**Summary**

This flat 10km race, which starts and finishes in St James's Park in London, is presented by the London Marathon and Nova International, the organisers of the Bupa Great North Run. See the website for details of charities to run for.

**For more details****Tel** +44 (0)20 7902 0200**Web** www.london10000.co.uk

5-6 JUNE 2010

**OXFAM TRAILTREKKER****Cost** Entry fee £200 + £2,000 minimum fundraising per team**Venue** Yorkshire Dales, UK**Summary**

A hillier version of the charity's longer-running event, Trailwalker (see July entry).

**For more details****Tel** 0300 200 1300 (UK) / +44 (0)1865 472602 (overseas)**Email** events@oxfam.org.uk**Web** www.oxfam.org.uk/trailtrekker

20 JUNE 2010

**LONDON TO BRIGHTON BIKE RIDE****Venue** Starts in London**Cost** £34 entry fee + as much as you can in sponsorship**Summary**

Join 27,000 other riders to sweat, toil and pedal your way to the south coast in Britain's biggest mass participation bike ride. Watch out for the hill at Ditchling Beacon – it ascends 700ft in a the space of a mile.

**For more details****Tel** +44 (0)20 7554 0300**Email** bikeride@bhf.org.uk**Web** www.bhf.org.uk

**The Artemis Great Kindrochit Quadrathlon** – the clock stops when teams slice a watermelon in half with a sword

10 JULY 2010

**ARTEMIS GREAT KINDROCHIT QUADRATHLON**

**Cost** £210 plus minimum £450 sponsorship; guests can attend for £50, which includes activities and food on Friday, Saturday and Sunday

**Venue** Loch Tay, Scotland**Summary**

Arguably the toughest charity event out there – a must for those who want to do something they can really brag about! The Scottish Highlands provide a spectacular location for the 1.5km (0.8 mile) swim, 24km (15 mile) run, 11km (7 mile) kayak and 54km (34 mile) cycle. The clock doesn't stop until teams have sliced a watermelon in half with a sword. The event raises money for international aid charity Mercy Corps.

**For more details****Tel** +44 (0)1567 820409**Email** david@eventsandactivities.co.uk**Web** www.artemisgreatkindrochit.com

## COMPETITIVE EDGE

17–18 JULY 2010

### OXFAM TRAILWALKER

**Cost** £200 entry fee and tiered sponsorships levels from £2,300 per team of four

**Venue** The South Downs, UK

#### Summary

This mammoth 100km route follows the South Downs Way, finishing in Brighton. Walking in teams of four, the goal is to complete the challenging trek in less than 30 hours. The camaraderie along the way makes this a truly unforgettable experience and the money you raise will support Oxfam and the Gurkha Welfare Trust. These organisations share an important purpose – to end poverty and help poor people improve their lives.

#### For more details

**Tel** 0300 200 1300 (UK) / +44 (0)1865 472602 (overseas)

**Email** events@oxfam.org.uk

**Web** www.oxfam.org.uk/trailwalker



Trailwalker participants must complete a 100km trek across the South Downs within 30 hours

7–8 AUGUST 2010

### THE LONDON TRIATHLON

**Cost** Varies according to race distance

**Venue** ExCeL, London, UK

#### Summary

This multi-discipline event attracts beginners as well as an elite field of triathletes. The main Olympic race comprises a 1.5km swim, 40km cycle and 10km run, but shorter distances and youth events are also available.

#### For more details

**Tel** +44 (0)20 8233 5900

**Web** www.thelondontriathlon.com

10–20 SEPTEMBER 2010

### BORNEO: THE ULTIMATE CHALLENGE

**Cost** Various payment options are available

**Venue** Borneo

#### Summary

Take in the beauty of Borneo as you complete three exciting events over 10 days. Trek through tropical jungle to the 4,095m peak of Mount Kinabalu – the highest mountain in south-east Asia. Cycle 170km. And take on the rapids of the River Padas on a white water rafting trip.

#### For more details

**Tel** +44 (0)1244 676454

**Email** start@globaladventurechallenges.com

**Web** www.globaladventurechallenges.com

19 SEPTEMBER 2010

### THE BUPA GREAT NORTH RUN

**Cost** TBC (2009 entry fee was £42)

**Venue** Newcastle

#### Summary

The world's biggest half marathon, last year the event attracted 54,000 runners.

#### For more information

**Tel** +44 (0)845 389 2200

**Web** www.greatrun.org

19–26 SEPTEMBER 2010

**GRAND CANYON ULTRA MARATHON**

**Cost** Registration £150, fee of £2,034 or sponsorship of £4,000, plus insurance £47

**Venue** Grand Canyon, US

**Summary**

This new race gives participants 24 hours to run 126km – three marathons – across the vast, wild, remote plateau of the Grand Canyon North Rim. Runners will need to be self-sufficient, carrying their own food and survival equipment. There will be water stations at regular intervals, with medical staff positioned along the route for support if necessary, but otherwise it's you against the other contestants and the elements. The route averages 2,500–2,750m (8,000–9,000ft) above sea level and offers spectacular scenery: towering pine trees punctuated by hills and ridges, large open valleys of grass, streams and golden aspen trees, and of course views over the canyon itself. The race will be followed by a celebratory meal and prize giving in Las Vegas.

**For more details**

**Tel** +44 (0)1460 30456

**Email** [events@acrossthedivide.com](mailto:events@acrossthedivide.com)

**Web** [www.adventure-racing.org](http://www.adventure-racing.org)

26 SEPTEMBER 2010

**SONY ERICSSON RUN TO THE BEAT**

**Cost** £35

**Venue** London, UK

**Summary**

London's music half marathon, Run to the Beat, features live bands positioned at 11 key points along the route, with music specially chosen by Dr Costas Karageorghis to inspire runners – Karageorghis is head of the world-renowned music in sport research group at Brunel University. The event starts and finishes at the O2 and the route loops around Greenwich.

**For more details**

**Tel** +44 (0)20 8233 5900

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



In 2009, the Bupa Great North Run in Newcastle attracted 54,000 runners – and the Red Arrows

13–22 NOVEMBER 2010

**CYCLE INDIA**

**Cost** £250 registration plus £2,500 minimum sponsorship  
**Venue** India

**Summary**

This 480km cycle ride takes place in Rajasthan, offering visitors an experience of India at its most exotic and colourful best. The journey starts with a visit to the Taj Mahal and finishes in Pushkar while the annual, world-famous camel festival is taking place.

**For more details**

**Tel** +44 (0)870 774 2444

**Email** [ndcschallenges@ndcs.org.uk](mailto:ndcschallenges@ndcs.org.uk)

**Web** [www.ndcschallenges.org.uk](http://www.ndcschallenges.org.uk)

## COMPETITIVE EDGE

13 NOV–1 DEC 2010

### EVEREST BASE CAMP TREK

**Cost** £399 registration plus minimum sponsorship of £3,750

**Venue** Nepal

#### Summary

Nepal is a country with breathtakingly beautiful scenery, a fascinating culture and friendly people. Meeting the villagers while trekking through this landlocked gem of a nation is one of its greatest pleasures. The route takes trekkers via the Sherpa capital of Namche Bazaar, through beautiful valleys, dense forests and across glacial rivers, before reaching the renowned viewpoint of Kalapatar, on the approach to Everest Base Camp, from where hikers can take in a stunning view of the world's highest mountain. Those who wish to trek to Everest Base Camp itself may do so. Participants will also have time to explore the colourful and frenetic capital of Kathmandu.

If you need more time to prepare, this challenge will also run 26 March–13 April 2011 and 12–30 November 2011.

**For more details**

**Tel** +44 (0)1722 718444

**Email** [info@discoveradventure.com](mailto:info@discoveradventure.com)

**Web** [www.discoveradventure.com/challenges](http://www.discoveradventure.com/challenges)



The route of the Everest Base Camp Trek passes through stunning mountain scenery, including views of Everest itself



Join TV celebrities Professor Robert Winston and Fern Britten as you cycle 240km across China

30 APRIL–9 MAY 2011

### WOMEN FOR WOMEN CYCLE CHINA

**Cost** Registration £250 plus minimum sponsorship of £3,300

**Venue** China

#### Summary

Join TV celebrities Fern Britten and Professor Robert Winston – the scientist behind the BBC series *Making Babies* and *Child of our Time* – in this women-only (plus one male doctor!) cycle ride across China. The 240km challenge will raise funds to help improve the health of women and babies through Professor Winston's charity, Women for Women. The route takes you alongside rivers and through steep gorges and tiny villages, as well as past famous sights including the Great Wall of China, Tiananmen Square, The Forbidden City and The Summer Palace.

**For more details**

**Tel** +44 (0)845 408 2698

**Email** [events@actionforcharity.co.uk](mailto:events@actionforcharity.co.uk)

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

# MARKET INTELLIGENCE

## SECTOR STATS – AT A GLANCE

### UK MARKET

**£3.77bn**

ESTIMATED VALUE\* OF THE TOTAL UK MARKET

**£42.91**  
AVERAGE MONTHLY MEMBERSHIP FEE AT A PRIVATE HEALTH CLUB IN THE UK (12 MONTHS TO 31 MARCH 2009) – UP FROM £42.37 THE PREVIOUS YEAR

**£1.07 BILLION** – ESTIMATED VALUE\* OF THE UK'S PUBLIC SECTOR – UP 2.3 PER CENT FROM THE PREVIOUS YEAR

**3%**  
VALUE\* GROWTH IN THE TOTAL UK HEALTH & FITNESS SECTOR (12 MONTHS TO 31 MARCH 09)

**5,793**  
NUMBER OF PRIVATE AND PUBLIC FITNESS FACILITIES IN THE UK

**64 NEW CLUBS** – ATTRACTING 66,444 NEW MEMBERS

GROWTH IN THE UK'S PRIVATE SECTOR (12 MONTHS TO 31 MARCH 2009)

**£2.7 billion**

ESTIMATED VALUE\* OF THE UK'S PRIVATE SECTOR – UP 3.2 PER CENT FROM THE PREVIOUS YEAR

**12.1 PER CENT**  
UK PENETRATION RATE – UP FROM 11.8 PER CENT IN 2008

**50 NEW FITNESS FACILITIES** – ATTRACTING 52,534 NEW MEMBERS

GROWTH IN THE UK'S PUBLIC SECTOR (12 MONTHS TO 31 MARCH 2009)

**7,335,569**  
NUMBER OF HEALTH CLUB MEMBERS IN THE UK

**0.8%**  
OVERALL GROWTH IN LIKE-FOR-LIKE MEMBERSHIP NUMBERS IN THE UK (12 MONTHS TO 31 MARCH 09) – 1 PER CENT IN THE PRIVATE SECTOR AND 0.4 PER CENT IN THE PUBLIC SECTOR

\*Market value is based on average adult membership fee multiplied by number of members aggregated at an individual site level

Source: 2009 FIA State of the Fitness Industry Audit, compiled by The Leisure Database Company

## SECTOR STATS – AT A GLANCE

## GLOBAL MARKET

117,489,375

NUMBER OF HEALTH AND  
FITNESS CLUB MEMBERS GLOBALLY

US\$1.37bn

REVENUE AND SIZE OF THE INDUSTRY  
IN SOUTH AMERICA19,638 clubs  
6,002,000  
members

US\$33.3BN – 46,736 CLUBS – 40,685,750 MEMBERS

TOTAL REVENUE AND SIZE OF THE EUROPEAN FITNESS MARKET

US\$68.2bn

GLOBAL MARKET VALUE (TOTAL REVENUE)

16.59 PER CENT

PROPORTION OF THE POPULATION IN SPAIN  
WHO ARE MEMBERS OF A HEALTH CLUB – THE  
HIGHEST PENETRATION RATE IN EUROPE

US\$8.6BN – 16,390 CLUBS – 12,974,000 MEMBERS

REVENUE AND SIZE OF THE INDUSTRY IN ASIA

US\$26.4bn

REVENUE AND SIZE OF THE INDUSTRY  
IN SOUTH AFRICA750 clubs  
1,379,525  
members

1.7 times a week

AVERAGE TOTAL GLOBAL HEALTH CLUB ATTENDANCE

US\$22.7BN – SECTOR REVENUE, NORTH AMERICA

(OF WHICH THE US ACCOUNTS FOR \$19.1BN)

122,473

NUMBER OF HEALTH AND  
FITNESS FACILITIES WORLDWIDE

US\$2.2bn

REVENUE AND SIZE OF THE INDUSTRY IN  
AUSTRALIA AND NEW ZEALAND3,200 clubs  
3,010,000  
members



## CHANGING SOCIETY

DAVID MINTON  
THE LEISURE DATABASE COMPANY

The structure of society is changing – but what does this mean for operators?

Society is changing at a more rapid pace than ever before, driven in part by a growing population which, according to a report from global information services company Experian, will shift future demographics.

In 10 years' time, there will be 3 million more people aged 55 and over than there are today – a 17 per cent increase (see

figure 1). There will also be a greater number of under-16s and family formers in the 25- to 35-year-old bracket – around a 15 per cent growth. This latter age band is the dominant age group of current fitness members, as shown by The Leisure Database Company's National Audit of Fitness Consumers.

Lifestages are changing too. Parenting and post-parenting stages are shifting to older age groups, while the point at which we consider ourselves in old age – but where good health can still be enjoyed – is shifting to unprecedented levels, perhaps even 80 years old by 2019 (see figure 2).

figure 1 | age structure of UK population (2009 – 2019)



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Source: Government Actuary's Department | Experian Future Foundation/nVision

### DIVERSIFYING MARKET

For operators, a larger population means more potential customers. However, this comes hand-in-hand with greater diversity, meaning that an understanding of the key segments, and of how society is changing, is imperative.

Take one group as an example: post retirement-age people. Over the last 10 years, the number of men in employment over the age of 65 grew from 8 per cent to 12.5 per cent, while for women the growth was from 7 to 10 per cent. This trend will continue, with government backing, whichever political party serves next. Older people are not a homogenous group, however. There are vast economic and social differences in this sector, and these



**Just over 50 per cent of the under-35s – the fitness sector's key market – use social networking sites**

have been studied and classified exhaustively by Experian's new Mosaic UK system – recently overhauled to reflect the significant changes in society – to provide a more in-depth understanding of the grey market.

Taking advantage of this expanding age group, with its disparate needs, will require new understanding and approaches. Fitness gyms need to identify exactly what they could offer to which older groups. A key selling point for those in middle age has to be how fitness can help preserve better health, both now and for older age, at a time when we will all inevitably be working for longer – and no doubt living longer too.

We're also seeing greater diversity in society today – ethnically, geographically and economically. Immigration has increased from 350,000 people in 2000 to just over 500,000 in 2008 (see figure 3, p26). Generally this is welcomed: research from Experian's consumer foresight team at the Future Foundation found that, in 2007, 74 per cent of people agreed with the statement 'we have a lot to learn from the cultures and values of foreign lands', compared with just 58 per cent in 1980.

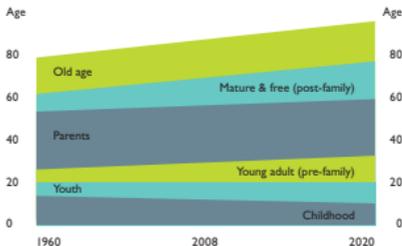
Understanding the numerous and diverse groups that exist within any given catchment area will be critical to operators as they seek to increase profitability from their

current assets, upping penetration in their local markets with relevant products and services.

#### ONLINE / OFFLINE MARKETING

The growth of Online Britain represents one of the fastest changes in the last 10 years, with broadband Britons now accounting for 60 per cent of households compared to just 10 per cent five years ago. Fifty-three per cent of Britons

**figure 2 life stages of UK population (2009 – 2019)**



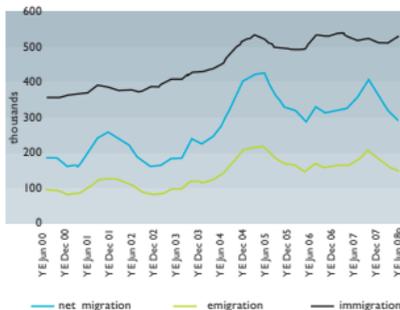
© 2009 Experian Limited. All rights reserved  
Source: Experian Future Foundation/hVision

say they use the internet every day, while 69 per cent use the internet at least once a week. Around 35 per cent of the population also use social networking sites. This increases to just over 50 per cent of the under-35s – the predominant fitness member group. As these groups age, they will continue to influence opinion, thus increasing the penetration of social networking over the coming years.

These networks represent fantastic opportunities for gyms to gain member referrals. In research from Experian's Future Foundation, 72 per cent of people agreed that if a friend or family member were to recommend a product, they would be much more likely to buy it. This was particularly the case among the super-rich – celebrities and top business people, including foreign nationals, many of whom are in London – as well as people who, categorising themselves as working class, have grown up in the industrial revolution heartlands and who remain more traditional and conservative with their money.

Offline, meanwhile, consumers feel great affinity to their place and space. Operators must keep their marketing and

figure 3 long-term international migration (2000 – 08)



© 2009 Experian Limited. All rights reserved. Source: International Passenger Survey (IPS)/rolling annual data to Q3 2008 | Experian Future Foundation/nVision

figure 4 disposable income by household quintiles



© 2009 Experian Limited. All rights reserved

outreach local, as large proportions of people feel attached to their local community – 80 per cent of 25- to 39-year-olds say they feel attached to their town or village. This rises to 85 per cent of 40- to 54-year-olds and to 90 per cent of over-55s.

## ECONOMIC CHANGES

Broad economic trends show that the very rich in society are getting even richer, as measured by disposable income distribution in the UK between 1992 and 2007. The top income quintile has been steadily increasing, while the bottom two income quintiles have remained steady. Those in the middle earner groups have been most severely affected by declines in income since 1992 (see figure 4).

Household indebtedness has also doubled in the last decade, largely due to mortgage lending, with future predictions only seeing a slight decrease in the ratio of income to indebtedness – from 160 per cent of income in 2008 to 140 per cent of income over the next 10 years (see figure 5). We're having to adjust to living with great debt. Nevertheless, the sector has been remarkably resilient thus far and will continue to be so, provided it uses all the means available to build up a profile of its existing and potential customer base: How much can they



ISTOCKPHOTO.COM/ANDREW HERRMAN

### Health and fitness operators could focus their energies on cities such as London for new member growth

afford? How far will they travel? What are the simplest, most cost-effective things one can do to guarantee their loyalty?

Of course, the recession has had a significant impact on our industry, but many operators have seen that members understand the value of their investment in their membership. Meanwhile, although house prices still need to come down and unemployment is likely to increase in the near future, this recession is playing out like other recessions and the economy is gradually picking up.

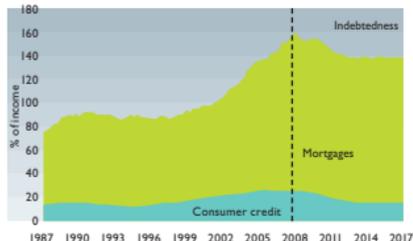
### GLOBAL CITIES

Globalisation is one of the biggest changes to our lives. Cheap air travel and broadband connects us to global opportunities, and businesses have to compete in worldwide arenas.

London has arisen as a global city competing with New York, Tokyo and Shanghai. Its cosmopolitan and affluent make-up has lent it some interesting characteristics: in terms of the number of French citizens, it's the sixth largest city globally, while its concentration of billionaires puts it third in the world according to a *Forbes Magazine* listing. Fitness member penetration in London (16 per cent) has outpaced the rest of the UK (12.1 per cent).

London and the other large urban areas profited most from the pre-recession boom times, and these are likely to be the geographic areas that lead us out of the current economic difficulties. Health and fitness operators could focus their energies on London and the major cities to see new member growth.

**figure 5** debt burden eases, but remains high by historic standards



© 2009 Experian Limited. All rights reserved Sources: Bank of England, Experian



## RIDING THE ZEITGEIST

MICHAEL OLIVER  
SENIOR LEISURE ANALYST, MINTEL

### Key findings from Mintel's new *Health and Fitness Clubs UK* report

From humble beginnings in the late 1980s and early 1990s, the health and fitness club industry has grown to be a substantial market: in its new *Health and Fitness Clubs UK* report, released in October 2009, Mintel estimates that – as at mid-2009 – there were around 2,645 private clubs in the UK (see table 1) generating revenues of £2.525bn.

Member penetration of private gyms, meanwhile, has stabilised at 10.45 per cent of adults (July 2009 sample of 4,000 internet users aged 16 and over).

**TABLE 1 – NUMBER OF PRIVATE HEALTH AND FITNESS CLUBS IN THE UK, 2004–2009**

| YEAR       | NUMBER OF CLUBS |
|------------|-----------------|
| 2004       | 2,667           |
| 2005       | 2,671           |
| 2006       | 2,671           |
| 2007       | 2,668           |
| 2008       | 2,660           |
| 2009 (est) | 2,645           |

Source: Mintel

After sports participation – which attracts an annual spend of £4.6bn – this £2.525bn figure positions health and fitness clubs as the second largest active sector, with an annual value around three times that of standalone fitness classes (classes held outside the home for which a fee is payable, not including classes held at a club and provided as part of the membership).

Revenues are forecast to grow towards £3bn over the next five years, putting the health and fitness club sector on a par with the video and computer games market in the UK.

### CONFIDENCE CRISIS

During the past five years, the market has grown by nearly a quarter on the back of new club openings and an increase in the proportion of adults who are members. However, Mintel research shows that private club openings have slowed over the past year as the funding necessary to pursue an aggressive expansion programme has dried up – a result of the combined impact of the banking crisis and the associated economic recession, as well as a scarcity of suitable development sites.

Meanwhile, some clubs report flat revenue and member numbers for 2008–09, while others have seen a decline in both measures; as consumer confidence has plummeted



**More than one in three people say the encouragement of a friend is, or would be, key to staying motivated**

amid fears of job losses, mounting debt levels and rounds of pay freezes or pay cuts, the public at large has been cutting back on non-essential items.

While health clubs are used to losing 30 to 40 per cent of their members each year, the effect of this has been to make attrition a more pronounced issue as clubs are not adding new members as quickly as before. This is a key contributor to the virtual halting of market growth.

In addition – and in spite of the unprecedented and ongoing coverage given to the benefits of exercise and keeping fit in the news headlines – the economic climate has had a real impact on how existing members view private gym use. Research conducted for Mintel's new report revealed

that 23 per cent of consumers had already cancelled their gym membership, and a further 6 per cent were planning to do so. A further 11 per cent said they had reduced the frequency of their gym attendance, while just 6 per cent said they were using the gym more to avoid doing other, more expensive, social activities such as going to the pub.

Many remained too committed to give up altogether, but almost a fifth of private club users claimed to have switched to a 'pay as you go' gym or a cheaper private club. Public leisure centres and gyms are private health clubs' biggest rivals: around one in six respondents had opted for a private club, while one in four said they attended a public leisure centre (see table 2, p30).

# INDUSTRY RESEARCH

## CONSUMER MOTIVATION

However, although the economic crisis throws up a host of challenges, it also offers opportunities to those businesses willing to understand the evolving demands and motivations of consumers; operators that are willing to look much more closely at the factors acting as a barrier to membership growth are likely to benefit most in the coming year. Historically this was perhaps not necessary, as membership growth was predominantly driven via new club openings.

However, as the rate of openings slows, so the need to examine why people are not joining, or why they are leaving, arises.

Mintel research shows average membership/joining fee revenue per member of a UK health club in 2009 was £384 excluding VAT, or £442 including VAT, equating to around £37 a month; for some of the major chains, the figure is significantly higher. Cost therefore remains a major issue for many consumers, and the emergence of the budget

TABLE 2 – TYPE OF GYM OR HEALTH CLUB CURRENTLY USED (AS AT JULY 09)

| TYPE OF FACILITY                                       | % OF RESPONDENTS |
|--|------------------|
| Public leisure centre / gym                            | 25               |
| Private club   | 16               |
| Hotel gym  | 11               |
| Gym at college / university / other place of education | 10               |
| Company gym at place of work                           | 8                |

Source: GMI/Mintel

Base: 4,000 internet users aged 16+

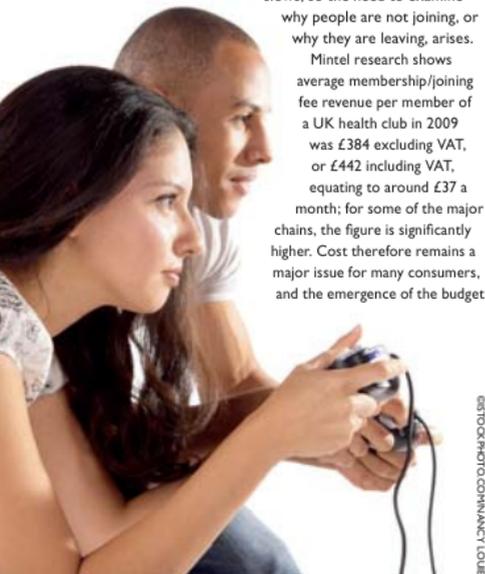
health club sector – a concept already well-established in both the US and mainland Europe – has the potential to attract a large tranche of new consumers into the market.

Motivation is also a key factor to winning over customers. More than one in three of those questioned by Mintel say the encouragement of a friend is, or would be, key to their being able to stay motivated. This highlights the importance of two-for-one or 'join with a friend' style deals. In terms of further motivation, one in three consumers would like to use a personal trainer but say they can't afford it, suggesting that operators could be doing more to offer this style of service in a format – small group training, for example – that would make it more accessible to those potentially keen to engage.

However, while the disposable income of gym users in Britain might have fallen as a result of the recession, it seems their standards and expectations stand firm. The quality of changing rooms, for example, was important to almost half of all those questioned. Even when economic times are tough, operators cannot afford to let their service delivery standards drop.

## ATTRACTING NEW MARKETS

At just over 10 per cent of the adult population, penetration of health clubs in the UK remains low – particularly when



ISTOCKPHOTO.COM/ANANTYLOUE

Can computer games bring a new audience to fitness?



GETTY PHOTO/CONNOR T. LOUIE

**Almost half of all those questioned said the quality of changing rooms was important to them**

compared to the US where, according to Mintel estimates, it's nearly double that level (around 15 per cent of the total population, or 19.5 per cent of the adult population). This suggests significant opportunity for growth in the UK, with an as yet untapped pool of potential members.

Innovations in the world of gaming have the potential to benefit the industry in this respect. For example, the Fitness First-branded Nintendo Wii product – NewJ Fitness First Personal Trainer – includes a free five-day pass to a Fitness First club with every game, while Wii Fit has introduced a new segment of the population to the benefits of working out. Clubs have an opportunity to use the popularity of these workouts to generate new memberships from people who now want more exercise variety than is possible in their front rooms.

Furthermore, the factors that have driven the development of the market to date are still relevant – increasing levels of obesity, overall steady growth in levels of personal disposable income, greater focus on body image/looks, a decline in the traditional voluntary sports club model, and so on.

Despite the tough market conditions seen in 2009, longer-term prospects for the overall UK health and fitness industry therefore remain positive. Total membership fees revenue is expected to have broken through the £2bn barrier for the first time in 2009, despite the slowdown in new openings and the impact of the economic recession – an increase accounted for by slightly higher membership fees, combined with growth in member numbers (5.26 million members in 2009, compared to 5.18 million in 2007). However, understanding changing consumer needs will be key to success in 2010.



## PUBLIC OPINION

MIKE HILL  
MD, LEISURE-NET SOLUTIONS

### HAFOS provides an insight into consumer attitudes towards health and exercise

The eighth annual HAFOS survey was conducted among a nationally representative sample of more than 1,600 people, interviewed at eight locations across England and Scotland. Key findings include:

#### FURTHER EDUCATION

A growing number of people (94 per cent) now believe that physical activity/exercise is important to their health, up 5 per cent from last year, but less than half (45 per cent) say they exercise/undertake activity as much as they

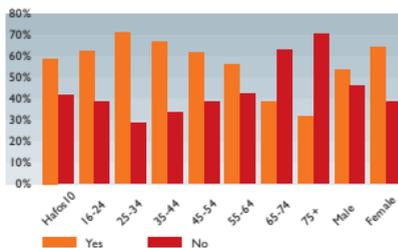
would like; 52 per cent say they do not. More concerning still, 20 per cent of the population said they had not done any 30-minute sessions of moderate exercise recently – although this is down from 30 per cent last year.

However, 60 per cent say they do three or more physical activity sessions a week, significantly up from last year, while 32 per cent claim to do five or more. In addition, 30 per cent of the HAFOS sample said they had increased their activity levels over the last three months, with most of this conducted in single sessions of 30 minutes or more (two-thirds of their reported activity).

Are we finally seeing a real shift in activity levels – fewer people doing nothing and more people hitting the recommended targets – as a result of the high level of publicity and information available? While 20 per cent of the population still appear to be doing no physical activity, HAFOS has seen a steady increase in the number of people achieving both the '3 x 30-minute' and '5 x 30-minute' targets, up around 15 per cent over the last five years.

Nevertheless, people remain less sure of national guidelines for activity levels compared to those relating to daily intake of fruit and vegetables or alcohol consumption – only 18 per cent of respondents understand that five 30-minute sessions a week is the recommended level, with 39 per cent thinking

figure 1 would you like to do more activity/exercise?





People remain less sure of guidelines for activity levels than of those relating to daily fruit and veg intake

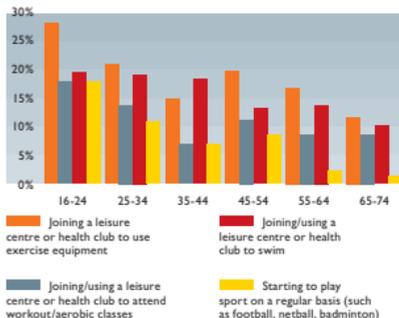
they only need to do three sessions a week or fewer, and 21 per cent believing more than five sessions are required. The activity sector still lacks the big backers – supermarkets and food manufacturers – that have put their weight behind campaigns such as Five a Day, but perhaps initiatives such as Change4Life will start to impact on this.

### GREY RESISTANCE

Overall, 59 per cent of the population say they would like to do more activity/exercise than they currently manage, with women (62 per cent) more likely than men (54 per cent) to want to do more activity – see figure 1 (left). When asked how they would be most likely to get more active, respondents' preferred options are walking or cycling as part of their daily routines (75 per cent), followed by leisure centre/health club options (34 per cent would join for classes, 46 per cent to swim and 48 per cent to use the gym), and finally working out at home (28 per cent) and playing traditional sport (26 per cent).

However, the proportion of people wanting to exercise more drops significantly among the older age groups, falling to just 30 per cent of over-75s. Similarly, the percentage of respondents saying they are 'very likely' to use leisure centres or health clubs declines significantly with age, while

figure 2 activities very likely to undertake (by age)



sport goes down to below 3 per cent for those aged 55 and over – see figure 2 (above).

This presents a particular challenge for sports clubs, while even leisure centres and health clubs must recognise that the easiest route to activity for most people, especially older age groups, is building exercise, like walking and

# CONSUMER RESEARCH

cycling, into everyday routines. Health clubs and leisure centres should look at how they can 'own' this sort of activity to extend their reach.

Most people (62 per cent) say they want to be more active to "improve their general health", but 28 per cent say it's more about body shape and tone. However, motivation varies greatly by age and gender: older people tend to take a more holistic approach – see figure 3 (below) – while women focus more on body shape and appearance as a factor.

It's important that operators realise why people want to be more active, including acknowledging the differences in motivating factors between different sub-groups of the population. This understanding should inform not just marketing and sales but also retention strategies.

## BARRIERS TO ACTIVITY

The main stated barrier to being more active continues to be time – or, rather, a lack of it (39 per cent) – followed by direct costs (35 per cent), lack of transport (27 per cent) and lack of personal motivation (25 per cent).

However, there are significant variations in responses when analysed by age group. The importance of time as a barrier decreases dramatically with age, as does the importance of direct cost; disability/physical impairment becomes the main barrier for those aged 65 and older – see figure 4 (below). Gender-wise, it's interesting to note that women see lack of time and direct costs as more of a barrier than men do.

Respondents also listed a number of reasons for not using their local leisure centre or health club, with cost and "no need" the most common responses (both quoted by 23 per cent of respondents). Nevertheless, 41 per cent of the sample were open to the idea of using these local facilities; the most significant thing they felt could be done to encourage them would be to reduce fees/prices (62 per cent), followed by the provision of more information and a better range of facilities/equipment. In line with the comment above, however, less than 4 per cent of the 65-plus age groups stated that lower prices would strongly encourage them to use the facilities.

figure 3 reasons for wanting to be more active

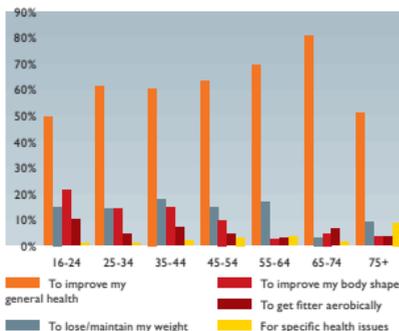
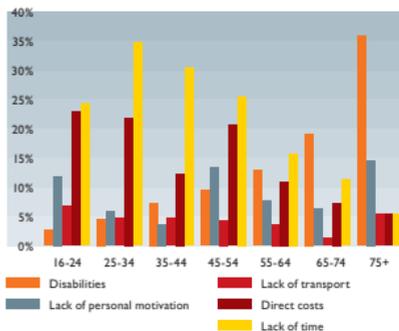


figure 4 main barriers to activity by age





ISTOCKPHOTO.COM/PIET COLE

**The easiest route to activity, especially for older age groups, is to build walking or cycling into daily routines**

The cost of being active is a particularly interesting one, as many more people always say lower prices would encourage them to use facilities, compared to the numbers who identify it as a barrier. Focus group work carried out by Leisure-net suggests that, for most people, costs are not actually the key barrier, and certainly the HAFOS survey backs this up for the older age groups. However, the long-term impact of initiatives such as free swimming will be the ultimate test of this.

#### EXTERNAL INFLUENCES

Forty-six per cent of respondents believe the London 2012 Olympics will encourage people in general to be more active, but only 22 per cent say it will encourage them personally. Both these figures are down marginally on last year. In addition, there are now more people saying “no, it won't affect me” compared to 12 months ago.

However, the government's healthy lifestyle initiative, Change4Life, does appear to be making an impact, with 51 per cent of the HAFOS sample in England saying they had heard of it – interestingly, awareness in Scotland was around half of that in England. Of those who had heard of it, 75 per cent had seen the TV adverts, 20 per cent had seen the posters and 13 per cent had received information direct to their home. Of those who had been ‘touched’ by the campaign, 21 per cent felt it had impacted on their own or their family's life – 69 per cent said it had not, and 10 per cent were unsure.

While the percentages aware of, and responding positively to, Change4Life may seem small, they actually represent huge chunks of the population. These small changes to lifestyle by large numbers of people represent a big opportunity to the health and fitness sector – particularly as the campaign expands its focus from children and parents to encompass adults in 2010.



## ECONOMIC OUTLOOK

THEMIS KOKOLAKAKIS, SPORT INDUSTRY RESEARCH CENTRE, SHEFFIELD HALLAM UNIVERSITY

### Participation in health and fitness is increasing despite the recession

Our research shows that the UK health and fitness market suffered reduced output in real terms well before the arrival of the credit crunch: according to our data, it reached £2.19bn in 2008, representing a marginal decline of 0.3 per cent in real terms over the previous year – mostly during the second half of 2008 (see table 1, below).

Contrary to findings noted by other reports, our research also suggests that this decline started as early as 2006, mainly due to the squeeze imposed by the housing bubble. According

to our *Sport Market Forecasts (2009–2010)* report, in 2006 and 2007 the private health and fitness market shrank in real terms by 3.0 per cent and 2.9 per cent respectively.

However, this decline in volume did not reflect a reduction in participation rates or in membership, which would imply a reduction in profit margins/average revenue per member. Indeed, total UK membership of private health clubs is now 4.5 million, while activity days for adults in both keep fit and weight training – the activities that form the

TABLE 1: CONSUMER SPENDING ON HEALTH AND FITNESS

| YEAR                      | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|---------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Value: £m                 | 1862 | 1980 | 2107 | 2180 | 2174 | 2190 | 2259 | 2332 | 2411 | 2492 | 2576 |
| (Current prices) % change | 5.8  | 6.4  | 6.4  | 3.4  | -0.3 | 0.7  | 3.2  | 3.2  | 3.4  | 3.4  | 3.3  |
| Prices: Index             | 100  | 103  | 105  | 112  | 115  | 116  | 118  | 120  | 122  | 125  | 127  |
| (2003=100) % change       | 0.5  | 3.0  | 1.9  | 6.7  | 2.7  | 1.0  | 1.7  | 1.7  | 1.9  | 1.9  | 1.9  |
| Volume: £m                | 1862 | 1923 | 2007 | 1946 | 1890 | 1885 | 1912 | 1941 | 1970 | 1998 | 2027 |
| (2003 prices) % change    | 5.3  | 3.3  | 4.4  | -3.0 | -2.9 | -0.3 | 1.4  | 1.5  | 1.5  | 1.5  | 1.4  |

Sources: SIRC model, The Active People Survey, GHS, Active Places (February 2009)



**Activity days for adults participating in weight training are up 15 per cent, according to the latest figures**

backbone of the health and fitness industry – are on the up, increasing by 5 per cent and 15 per cent respectively during 2008 (the latest available figures).

Meanwhile, in terms of facilities, Sport England's Active Places website quotes 6,693 health and fitness centres in England (both public and private), while The Leisure Database Company's FIA State of the Fitness Industry Audit puts the number at 5,793 – up slightly from 5,755 in 2008.

**ECONOMIC CRISIS?**

In contrast to our 2006–2008 data, in 2009 we witnessed an unexpected growth in the health and fitness market, increasing by 1.4 per cent in real terms despite the unfolding economic crisis.

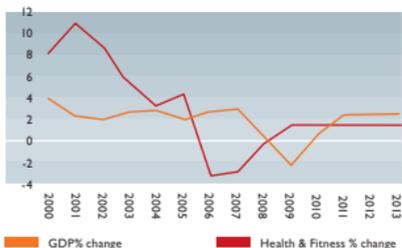
This is not to say that individual operators and profit margins remain unhurt by the financial situation, but an interesting if somewhat counter-intuitive trend has emerged as unemployment has risen. Two key factors affecting participation are free time and income, and it has been observed that, as people switch from employment to short-term unemployment, they may actually increase their levels of physical activity due to having more free time – in the short term, the positive effect of extra free time outweighs the negative of fallen income. This effect is, however, reversed in the long term as the income effect becomes dominant.

This attitude towards participation lies at the heart of the similarly counter-intuitive performance of the health



In the short term, unemployment leads to more frequent gym visits, as people have more free time

**FIGURE 1: PERCENTAGE CHANGE IN REAL CONSUMER SPENDING ON HEALTH AND FITNESS VERSUS GDP**



and fitness sector recently, retaining its size throughout the recession to date where the obvious forecast would have been for a massive crisis.

The recession has, however, lowered the expectations and ambitions of many operators. Plans for expansion have been shelved for a later day – a finding reiterated by the seventh sporta State of the Industry survey. Private operators have also been strongly affected. JJB sold its profitable fitness clubs to Dave Whelan, the company's original founder, after a dramatic fall in its share value at the beginning of 2009. The deal created a new health and fitness chain – DW Sports Fitness – with more than 50 clubs nationwide and plans to expand to 60 by the middle of 2010. The recession has also adversely influenced the fortunes of Esporta after its administrators failed to reach an agreement with prospective buyers. It has now been taken over by its lenders, Société Générale.

A further impact of the recession will be the squeeze on profit margins as club operators do their best to maintain members. In this they are likely to succeed, as consumers face extremely good value for money offers.

ISTOCKPHOTO.COM/ARTIST'S HENRIER NAVE



**United we stand:** Companies such as David Lloyd Leisure are expanding following mergers

### MERGERS AND ACQUISITIONS

At the same time, the wave of mergers and acquisitions aimed at consolidating profits and establishing economic synergies will continue. Many companies, such as David Lloyd Leisure, are expanding following mergers and buyouts.

Merging opportunities have also extended into the arena of fitness training providers: Premier Training International and Performance Training Solutions (PTS) merged in January 2009, making the latter a subsidiary of Premier Global. PTS has the exclusive licence to deliver NASM education in the UK and EU.

### FUTURE TRENDS

The Sport Industry Research Centre predicted a 3.2 per cent decline in real GDP (ie at constant prices) for the year 2009, and our forecasts for 2010 are for a marginal increase of 0.65 per cent. Our long-term forecasts

(see figure 1, above left) are more pessimistic than the Treasury's expectations. However, in the UK, the erosion of the pound compared to the euro seems set to stop. Last year we predicted a long-term value of £1 to €1.1 (Leisure Forecasts 2008–2012). This happened much faster than expected, fuelled by low interest rates, additional borrowing and the UK's current account deficit.

Despite the current recession, in 2010 the health and fitness market will grow by 1.5 per cent in real terms, reaching £2.3bn in value. This is reinforced by the evidence of consumer behaviour in previous recessions, where people maintained their participation – albeit at the expense of expenditure in other sectors.

During the period 2009 to 2013, the market will increase by 8 per cent in real terms, reaching £2.6bn in value. The London Olympic Games are expected to boost and stabilise the market.



# THE AGE OF INDEPENDENCE

What will be the key opportunities for independent health club operators in 2010? Our panel of experts give their predictions

### PAUL BODGER

OWNER, TIME FITNESS, SCOTLAND



Independent clubs across the country have been through a year of unprecedented change; depending on their approach to the challenges thrown up, many will hopefully be stronger for it.

Budget clubs have been opening quickly and aggressively, dramatically altering the public's perception of gyms and price in the same way the budget airlines did when they launched. The public do realise, however – through their experience with the airlines – that you get what you pay for when it comes to service. Although budget clubs offer great facilities and a vast array of equipment, only an independent operator can offer the personal experience and service that many members are looking for – the majority of members are searching for advice and support and, although some will find the large chains appealing, many will want to be cared for in a more local, personal manner.

The budget operators will therefore occupy the entry level of the market and the high quality, full-service operators with pools and tennis courts will occupy the top end. The temptation for many will be to emulate the

budget clubs: reduce price, remove contracts, lower service levels and so on. If this strategy is well planned and implemented, then it could be successful – but if not, it could be disastrous.

I believe the big opportunity for independents in 2010 is to take control of the middle ground: 'value' as opposed to 'budget'. A strategy that's results-focused, personal, service-led and value for money will give an edge over other operators and is the consistent message of leading independents around the country.

The challenge for independents is that each club owner's circumstances are unique – location, price, competition etc – and, despite being non-competitive, there's very little co-ordination or co-operation between sites. The fitness industry is often referred to as a whole, but independents don't currently have any decent voice or representation – they're on their own. However, if something can be done to co-ordinate all of our independent efforts, we'll be in a strong position to take advantage of the current market opportunities.



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Female members in particular like to be able to discuss their issues and goals face-to-face, says Riley-Shaw

#### MATT SANDERSON

MD, WOODLANDS FITNESS CENTRES, SHEFFIELD & ROWSLEY

**T**he tough economic climate should bring about a new way of thinking for many independent operators. It's more important than ever for us to analyse our market in more detail. We must look at the members we have and try to work with them to encourage retention and referral at every opportunity.

Work hard to identify the low user and spend time with this large group of people, as they need encouragement and guidance. Don't spend too much time chasing the non-users, or those who will stay with you even if the gym had no roof!

GP referral is an area for further development. Many PCTs are reviewing the current provision of exercise referral: complaints about service and long distances to travel are putting people off. I believe the PCTs will start looking towards more independents to offer exercise referral, and

an opportunity exists there to create long-standing paid referral links.

I believe the continued infiltration of the budget gyms will affect local authority clubs and large chains more than the independents, as long as we keep offering exceptional standards of customer care. However, now is the time to look at our membership packages – offer more choice, be flexible, bring in a 'no frills' membership that will improve retention and attract new business. Independents can move swiftly and implement change within hours, while the big chains will be slower to react. Take advantage of this – don't wait for them to offer new memberships.

In summary, offer choice, keep up the standards – indeed, improve them where possible – and speak to the PCT.



## INDEPENDENT FOCUS

### PATRICK DORMEUIL

OWNER, OXYGEN HEALTH CLUB,  
PENZANCE



**A**lthough our industry will continue to be tested by the fragile economic conditions, independents – with our passion for our vocation and our dedication to a personalised service – have a unique opportunity to capitalise on this weak environment.

The large chains cannot offer the same flexibility, variety and high levels of service we can, as they're committed to offering a product that appeals to the masses. We, on the other hand, must continue to develop our niche market, showing our members how they can achieve tangible results in a trusting environment and with a personal touch.

The customer is king: never has this been truer than it is today. The era of taking customers' money without offering an exceptional service has all but gone. Now, they rightfully expect added value with an honest a la carte menu, rather than a restricted menu with complicated hidden ingredients and poor service. Independents can and should offer clear and simple choices: contracts at an 'economy class' price, for example, or no contract at a 'business class' price.

Joining fees are also becoming an increasingly sensitive issue, so now could be the perfect time for independents to lead the industry by eradicating them.

However, if we're to take full advantage of the opportunities before us, we need to look at our sales processes. The majority of independents cannot afford the luxury of employing dedicated sales people, yet the recruitment and retention of new members is the backbone of our business. It's essential that we invest in the training of colleagues who can multi-task and fulfil that role – we cannot rely solely on marketing companies to generate sales for us.



### DAVE WRIGHT

MD, FEELGOOD FITNESS



**T**he recession of the past 18 months has proved to be a saving grace for the independent operator – the lack of available money has slowed down the aggressive expansion strategies that many of the chains had planned. This has provided breathing space for independents, allowing us to focus on what we do well and prepare for the fight ahead.

Opportunities still lie in the fact that independents are quick to act/respond, as they don't have to answer to boards and management: remember, it's not the big that eats the small, but the quick that eats the slow.

Maximising auxiliary spend is the greatest opportunity for independent operators – being able to help our members more via value-added services. Supplements, group personal training, weight loss programmes and so on will lie at the heart of successful independents' businesses.

The ability to enrol members into enforceable contracts, and then to continue to service those members in the friendly and engaging way that only we know how, is also key.

In a nutshell, independents should guarantee their cashflow with contracts, then secure more money per member from auxiliary products and services.



Driving auxiliary spend through services such as group PT is, says Wright, a huge opportunity for independents

#### IAN MAHONEY

MD, REEBOK SPORTS CLUB



**T**here's a real chance that 2010 could be one of the most successful years in our industry.

I believe most of us have no idea yet just what an incredible impact the Olympics might begin to have on our country. Being situated in Canary Wharf, with many members drawn from the Olympic organisations, we're beginning to sense the enormity of the event and the excitement it will generate. I'm convinced there will be an unprecedented upsurge in exercise activity throughout our population that will represent a once in a lifetime bandwagon for our clubs to jump onto.

I also think operators will have to sort themselves out in terms of their offering to members and prospects: I doubt there'll be a middle road any more whereby clubs can idle along without fully defining themselves. Stalls will have to be set out, either offering very cheap rates and little service, or charging a premium for decent service. The low-cost option cannot, however, mean poor equipment or facilities, while the premium end cannot rely on a five-star offering backed up by lousy service and a preoccupation with personal training at the expense of all else. Independents should ensure their offer is crystal clear and that they deliver it consistently – especially if they need to make changes to keep trading robustly.

#### VERA RILEY-SHAW

OWNER, GIRLZONE,  
BASINGSTOKE



**I**n my opinion, we've come through the worst of the recession, but that doesn't mean we can sit back and wait for the good times to return. Competition is fiercer than ever: in the past year, we've seen big clubs get bigger as well as the influx of low-cost chains. We need to be flexible with the memberships we offer.

I think people – and especially women – are fed up with just being a number on a membership card. They like to feel valued and free to speak to someone face-to-face to discuss their particular problems, goals and aspirations.

We've all experienced the frustration of service calls to a helpline: that anonymous voice telling you to press 1 for this, 2 for that, 3 for the other, at the end of which you often still have the original problem, plus the added stress from spending hours on the phone with no answers. We need to go back to the days when service mattered. Health and fitness is no exception: to stay competitive, we independents must ensure we're adding value to our product over the chains by knowing everyone by name, offering them the results they want and the support they need – in other words, offering an excellent service rather than, if you'll excuse the pun, simply paying lip service to it. We need to make members feel genuinely valued.



# SPA REVENUE

Our expert panel share their recommendations for a profitable health club spa

#### BERNI HAWKINS

MANAGEMENT CONSULTANT & FOUNDER OF HAWKINS MUIDERMAN



#### BRAND

Build your culture into the spa, instilling the core values of the business into all staff. Brand isn't your typeface or logo – it's about how you communicate on every level.

#### EQUAL RIGHTS

The level of importance, inclusion and support a health club general manager gives the spa, as an equal business within a business, has a direct correlation to the level of revenue and profit that business generates.

#### COMMUNICATION

Some operators think a fitness club isn't an environment consumers choose to visit for spa facilities and treatments, but this is incorrect. It's simply a case of managing expectations, communicating the location of the spa and encouraging the use of the pool, sauna and other wet facilities to complete the experience. This could be offered as 'added value' or for a nominal fee.

#### NO 'NAUGHTY STEP'

A consultation is vital, but must contain lifestyle questions that encourage positive rapport rather than only asking the sort of questions – regarding medical details and so on – that make the client feel they're going to be put on the 'naughty step'. No matter what answers are given, positive coaching should then be carried out by the therapist along the lines of: 'That's a great foundation, and now we can work together for even better results'.

#### DRIVING RETAIL

Massage is still the most popular and profitable treatment, yet the majority of therapists say it's not possible to retail from massage. This is incorrect. Clients want to prolong their post-treatment feeling, and most product ranges have a retail item that can continue treatment of the customer's 'need state'. You could also include retail in packages and gift voucher deals to increase treatment/retail ratios.

#### TRADING UP

Offer shorter taster treatments and then, when confirming appointments or on arrival (subject to availability), suggest an upgrade to an hour's appointment. In the moment, the majority of clients agree.

#### CONSIDER SOCIAL MEDIA

Sites such as [www.wahanda.com](http://www.wahanda.com) and [www.spafinder.com](http://www.spafinder.com) allow for profiling of spa sites and therapists, listing of awards and accolades, blogs, recommendations and reviews – all of which help with search engine optimisation. Perhaps even more importantly, the majority of consumers look to the internet for information prior to making a buying decision.

#### ASK FOR THE SALE

Many guests still feel unsure of themselves in a spa environment and expect a recommendation for return visits and a 'prescription' to assist in between. Spas must ask for the re-booking and ask for the sale.



ISTOCKPHOTO.COM

Massage is still the most popular and profitable treatment and, says Hawkins, it's entirely possible to retail from it

### JUSTIN MUSGROVE

GROUP SPA DIRECTOR, BANNATYNE



#### THE RIGHT TEAM

Invest in finding the right people, as your team is the face of your brand. This can take time, but keep searching, as settling for second best could prove detrimental in the long run. Once you have a strong team in place, show they're valued and keep them motivated by investing in training and support. Your people are your strongest asset and a living, breathing advert for your spa.

#### BE VISIBLE

Make sure your spa and its USPs are visible to both new and existing clients. Make use of a varied mix of communication channels and initiatives – innovation is key in a highly competitive market.

#### OFFER VALUE FOR MONEY

Access to spas is now widely available and no longer limited to a privileged few. However, the mass market – now your potential customers – will expect good value.

#### SECONDARY SPEND

Offer a range of take-home products that complement the treatments on offer. Ensure this is regularly updated and that your team are fluent on their benefits.

#### SERVICE QUALITY

Offer a high quality service with strong attention to detail – this is likely to be the difference between you and a competitor. Word of mouth is also one of the most powerful marketing tools available to a spa – get it right and your message will soon spread. And be consistent, as this will encourage customers to return again and again.

#### CUSTOMER ENGAGEMENT

Know your customer and meet their needs and expectations. Whether they want prestigious brands or budget brands, your business needs to reflect this. But encourage them to try new things through regular added-value promotions.

## NICK COUTTS

CEO, HOLMES PLACE IBERIA



### CUSTOMER SERVICE

As with many businesses, the best advertising for a spa is a satisfied client. Word of mouth is even more critical when clients may feel vulnerable – for example at spas, hair salons, dentists, doctors.

- Pre-define each client's objective and ask how much time they'd like to dedicate to their treatment
- Create the impression that it's the client selecting the treatment/product and booking time, including offering more than one time slot so the client can choose
- Provide a waiting list service
- Explain the cancellation policy confidently
- Provide a booking card to those who book at the reception desk, and phone all clients the day before their treatment to confirm their booking
- Ask clients to arrive 10 minutes early to relax and prepare for their treatment – and to avoid backlogs caused by delays
- Capture and keep on file all client and treatment records
- Make personal recommendations after the treatment

### CREATE A USP

In today's competitive market, it's essential to offer a point of differentiation. Whatever it is – signature treatments or products, merchandise, atmosphere/environment – it must

have a clear identity and must be unique to your spa/club.

### LOYALTY PROGRAMME

Offer a direct debit payment programme that provides advantages (discounts and preferential services) to clients and makes payments more straightforward. Particularly for treatments that are to be taken as a course, this helps to reinforce the discipline of regular appointments. Also hold regular open days in partnership with key suppliers, inviting client members to trials of new treatments and products.

### PRODUCT SALES

The client must receive an excellent level of product recommendation from the therapist. This is normally presented as a continuation of the spa programme for the client to administer at home.

### TRAINING AND DEVELOPMENT

A comprehensive, high quality initial orientation and training for spa staff is fundamental. This must cover all aspects of treatments and products – staff should be able to answer any questions about these – but also the wider context of the purpose, vision, proposition and positioning of the company and brand. Ongoing in-spa coaching and professional training is also key to maintaining standards, and ideally should be backed up by quality assessments and audits.

### SENSUAL EXPERIENCE

The client must feel they're getting value for money, with all of their senses touched positively. Soft music should always be playing in the relaxation areas and should also be available in treatment rooms. In particular, the smell of the spa must be managed correctly, and the spa and changing areas must be spotlessly clean and well-maintained at all times.

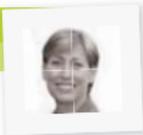
### MARKETING

The annual marketing plan should be revisited and, if need be, revised every month. An up-to-date competitor study should also be developed and regularly referred to, ensuring pricing, offer and positioning is always relevant and correct.



**SUSIE SANTIAGO**

FOUNDER, THE SANTI PROGRAMME

**PLANNING PROCESS**

Gather financial information from the past year, compare with the current year and then begin to forecast next year's financial picture. Set aside time to work out what you want to achieve – leave the business entirely for a day or two to think and plan. You really need to start this towards the end of Q3 each year – if you wait until the new year, you've lost half the first quarter's sales before you know it. Also diarise regular follow-ups out throughout the year to think, plan and execute your strategies. You can't run your business from the treatment room, treadmill or behind the stylist chair – you need to get away from the business on a regular basis.

**KEEP TRACK**

Regularly track your business performance: once a month is not enough. It's critical to look at the financials and training statistics every day. Create a format so you can see patterns of trading daily, building up to a weekly picture. Analyse the peaks and troughs, ask intelligent questions about why and how the business is performing in certain ways – and then take rapid action to correct the course.

Compile your completed P&L and balance sheet from the previous month's trading by the 10th of the current month, so you can review it and still have 20 days left each month to make adjustments and reach financial targets.

**STAFF BUY-IN**

On a daily basis, and for all your spa sites, measure the average spend on services and retail, as well as the percentage of retail to services sales – operators should aim for this to be 50 per cent (ie if you sell a treatment for £100, you should sell the client £50-worth of products afterwards) as this is where the real money is made. Also look at what percentage of customers re-book, and how quickly they return. Discuss all these measures with your staff, giving praise when due and coaching when needed. Agree ways forward and get your staff's commitment to build the business with you daily.

**Signature treatments give your spa a USP****BRIAN MORRIS**

CEO, ASPRIA

**RESEARCH**

Spa areas are normally expensive to develop and operate. Done properly, they can add value to a health club proposition and positive yield to revenue streams. But approached half-heartedly, without adequate research and attention to detail, and you're better off saving your money or investing in something else.

Before you start, thoroughly research your market, as this is where many of the most expensive mistakes are made. Be cautious with regard to your business plan – it's extremely easy to err on the side of optimism on paper. Employ the services of a professional marketing advisor.

**RECRUITMENT**

Finding the right team is a lot harder than it looks and will almost certainly involve a combination of employed and self-employed. The recruitment process should be started early.

**VISIT DURATION & FREQUENCY**

There must be variety in the offering – good design is important, but not enough on its own. Is the proposed 'spa' really just a collection of treatment rooms? If so, there will be little reason to expect longer stays by guests.

Spa users may well be interested in becoming spa members, but be realistic in your budgeting: few people are really that interested in regular spa visits if each visit appears expensive.



## THE YEAR AHEAD

DAVID STALKER  
EXECUTIVE DIRECTOR, FIA

### What lies in store for the fitness industry in 2010?

**P**redicting the political and policy future for the fitness sector at the beginning of a year is never easy. Throw into the mix a general election, an uncertain economic climate and the agenda of a new government (irrespective of its colour) and 'not easy' starts to feel more like 'impossible'.

However, looking into my crystal ball and with lots of help from the FIA public affairs team, here are my top four predictions for 2010.

#### **ALL CHANGE, NO CHANGE – AND OPPORTUNITY**

Like it or not, whatever happens at the general election will bring about a seismic change in the dynamic at Westminster. More than 100 MPs have already cried off from the battle, declaring they'll stand down at the general election, and a similar number are expected to follow suit. Combined with the anticipated political swing, this means we're suddenly faced with the likelihood of a 40 per cent turnover of faces in Westminster.

The outcome of the election, currently tipped to be held on 6 May 2010, is not as certain as it may seem – but whatever happens, we should expect it to introduce new impetus to the debate around public health. However,

such is the current direction of policy, and the fundamental drivers behind it, that we can be (reasonably) confident of the continued prominence of our industry and physical activity promotion, both now and long into the future.

The fact is we have a population that's getting older, fatter and less healthy, and this means only one thing: increased costs for the management of healthcare. This is now as accepted as the need to find a way out of the economic depression, or the need to discover a cure for cancer. The strategic battle regarding our role in the delivery of prevention and remedial 'medicine' has been won; it's the tactics that will now be debated and fought over. At a local level, where the battles will be won and lost, physical activity and health have never been higher on the agenda.

2010 will be a watershed year for us: either the fitness industry as a whole will aim to make itself a key delivery partner, or else we'll see some ignoring this agenda while others view it as an opportunity not to be missed. It will be interesting to see how we evolve collectively and individually over the course of the year.

The door is open because any organisation or sector that demonstrates innovation and entrepreneurialism, and that produces evidence that efficiency in current practice can be improved, will be welcomed. As an industry with



**The fitness sector must prove it's adapting to the opportunities provided by an ageing population**

a flair for two of the above, we're well placed to reap the rewards – provided we can improve our evidence capture and interpretation capability. This will be a major challenge for us in 2010.

### **NEW AREAS OF FOCUS: CONDITION MANAGEMENT, OLDER PEOPLE AND MENTAL HEALTH**

Consumers' increasing awareness of the direct correlation between exercise and managing diagnosed chronic conditions, along with their desire to manage their conditions via prescribed exercise independent of their physicians, will be a great catalyst for us in 2010.

It's very possible that self-referral, driven by medical charities, may become bigger than direct GP referral. Someone diagnosed with diabetes, for example, is likely to search online for information on managing the condition, and will probably find themselves directed to the Diabetes UK website. By linking in with these

charities, creating easily accessible programmes and pathways, we can support those seeking information on managing their own health conditions and encourage them to self-refer to our facilities.

However, those responsible for meeting the increased demands of self-referrers will require the same skill sets as their peers delivering GP referral programmes, and we'll need to up-skill our delivery team to ensure we meet the demands of this new wave of business.

The growth in the UK's ageing population, along with the many issues – such as stress and depression – relating to mental health, will also challenge those responsible for developing and delivering the programmes needed to meet the growing demand in this corner of the healthcare sector.

The fitness sector has already been criticised in government documents for failing to adapt to the opportunities provided by the ageing population: 2010 will give us the opportunity to refute that criticism.

### **PARTNERING BLUE CHIP BRANDS**

The health and fitness sector is currently the golden child of the Department of Health. Exercise referral, subsidised memberships, MoreActive4Life and scores of other local programmes and initiatives highlight the fact that we're a sector in demand, and it looks as though this trend will continue into 2010 at both a national and a local level.

This relationship has raised the relevance and importance of our sector to the major food and FMCG brands, many of which have already intimated that they want to support and promote the public health agenda. Do not be surprised, therefore, if 2010 is the year in which some major brands partner with our sector and work collaboratively to get more people more active more often.

In addition, expect influential charities such as Diabetes UK, British Heart Foundation and Cancer Research UK to play more prominent roles in the sector and advocate our benefits more explicitly to their constituencies. As the links between our services and the prevention and management of medical conditions develop, this trend will only continue.



ISTOCKPHOTO.COM/HALTE ROGER

**We must create pathways to self-referral for those seeking information on managing medical conditions**



By offering activities such as walking groups, clubs can encourage people to take the first steps to being active

### WORKING TOGETHER

Our sector will have to develop more profound propositions if we're to maximise the opportunity presented by the health sector and its need to get more people more active more often. Irrespective of the truth, many policy makers and local funders believe the step from sofa to free weights is too great a leap for Britain's sedentary masses.

A number of opportunities exist to help bridge that gap – extending our offer through activities such as dance classes, for example, as well as leading running, cycling and walking groups. These first steps to activity are thought to be crucial in making an impact where traditional fitness offerings might be deemed a little too testing. This is why 2010 is so key: it will be the year for us to decide whether or not we want to be actively involved in this area.

There are a number of bodies well placed to support our sector in achieving mutually held ambitions. Organisations such as British Cycling, Natural England, the Exercise Movement and Dance Partnership, CCPR and a

multitude of national governing bodies are going to play increasingly significant roles in getting the nation moving. The Physical Activity Alliance offers the potential for this sort of partnership-working at a national level, but it will be the detail of how the mechanics work on the ground – and the outcomes that emerge – that will dictate the success of such projects in 2010.

Finally, with a review of the FIA's own strategy for the future taking place in 2010, expect a closer working relationship with key bodies that have an interest within the fitness sector – bodies such as BISL, CLOA, IFI, ISPAL, ISRM, LMCA, REPs, SkillsActive, sports and YMCA. Designing an overall strategy for the future that will bring all these organisations closer is a key ambition for the FIA in 2010. The FIA Twenty Ten Commission will be consulting with the industry throughout the year and developing a strategy that we must all sign up to if it's to be of any value and relevance.

We have an exciting year ahead, full of opportunity and uncertainty. It's a recipe for entertaining times!

## WHO'S WHO

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### Rob Barker

Representative for industry suppliers



#### Current role

Business director – fitness EMEA & Asia Pacific, Precor.

#### Company information

Precor is a supplier of quality fitness equipment and member entertainment systems. The company is part of Amer Sports, a €1.8bn sporting goods supplier – Precor's sister brands include Salomon, Wilson, Atomic, Suunto and Mavic.

#### CV

Prior to joining Precor 12 years ago, I worked for multi-site local authority operators. In addition to my role at Precor, I am now chair of FEES (Forum for Exercise Equipment Suppliers). Academic qualifications include a BSc (Hons) in Sports Science and Administration and a marketing diploma.

#### Personal information

Married to Alexandra. I started competing in triathlons and duathlons three years ago and am now on the GB team for my age group. I enjoy long workouts to keep in shape.

#### Secret of my success

Working with the best people.

#### Best piece of advice I've ever been given

Treat people as you would like to be treated yourself.

#### People might be surprised to know that...

I had a speaking part in *Neighbours*!

### Blane Dodds

Representative for sport and leisure trusts



#### Current role

CEO, North Lanarkshire Leisure.

#### Company information

North Lanarkshire Leisure (NLL) is a not-for-profit charitable trust that operates 15 major sport and leisure facilities, 70 outdoor sports pavilions and 170 pitches, with an annual turnover of £14m. It's a member of sporta.

#### CV

Following private sector experience and starting my own web-based business, I entered the public sector in 2000 as head of cultural and recreational services for North Lanarkshire Council.

#### Personal information

Married with two daughters, one of whom is a promising junior tennis player, the other ranked in the world top 10 for shopping! I enjoy playing golf and have a handicap of seven.

#### Greatest ambition

To see my daughter win Wimbledon and to get my golf handicap below five.

#### Best piece of advice I've ever been given

If you act with honesty and integrity, nobody can criticise.

#### People might be surprised to know that...

I was ranked number two in Scotland at tennis in 1990–91 and played against both Vitas Gerulaitis and Tim Henman. I am also a campanologist – I ring the bells at my local church!

## Heather Frankham

**Representative for  
educational providers**



### Current role

CEO, Lifetime Health & Fitness.

### Company information

Lifetime trains more than 12,000 people a year in fitness and personal training, leisure operations, customer service and sales. Working with many of the large national operators, local authorities and single site operators, we deliver training to meet individual and company requirements.

### CV

B.Ed (Hons), plus a postgraduate diploma in Exercise and Health Science. I've previously worked as a gymnastics coach, teacher, Whitbread Hotel Company group fitness manager and consultant to the RAF's School of PT.

### Personal information

I have a daughter aged four and am a single mum with all the juggling that involves! My hobbies include skiing, fitness, walking, travel and going to the theatre. My favourite workout is running – it's great for getting some space to think things through.

### How critics might describe me

When I asked people, focused and determined were the two most common descriptors – but my dad preferred to use the word stubborn!

### Best piece of advice I've ever been given

Follow your dreams and focus on what can be achieved, not what can go wrong.

## John Gamble

**Representative for  
multi-site operators**



### Current role

Managing director, Fitness First.

### Company information

Fitness First is the largest gym, health and fitness club group in the world, with around 1.45 million members in 538 gyms and clubs across 21 countries.

### CV

I've worked in the industry for 25 years, both as an operator and a supplier. I sold my club business in 2000, during my 10 years as managing director of Life Fitness UK. I went on to become managing director of Technogym UK in 2004, then joined Fitness First in 2006.

### Personal information

Married with two children. My hobbies include golf, reading and cycling.

### Greatest ambition

To complete every stage of the Tour de France.

### Best piece of advice I've ever been given

By Augie Nieto, a great friend and the founder of Life Fitness: "Great success cannot be achieved without the support and help of those around you. Humility must be a great part of celebrating and enjoying such success, as this will ensure that the help and support remain."

### People might be surprised to know that...

I was once an Olympic weight lifter.

# WHO'S WHO

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## Graeme Hinde

**Representative for  
public sector operators**



### **Current role**

Founder of the Leisure & Fitness Exchange (Lfx) business and operations network.

### **Company information**

Lfx provides members with the chance to meet on a regular basis and focus on key industry/business topics.

### **CV**

I started my career as a lifeguard. I managed my first private health and fitness club in Solihull at the age of 24 and then spent 18 months working in the United States. I've worked in contract management with Serco and local authority management with Wigan MBC. Prior to setting up Lfx, I operated six Total Fitness clubs as a regional manager.

### **Personal information**

Married with two children. I'm an avid Liverpool supporter, love a good curry and enjoy training in 'real' gyms – I go four times a week. I also like to get out on my bike with some motivational music.

### **Best piece of advice I've ever been given**

Not a direct piece of advice, but I watched my mother work exceptionally hard through some very difficult times and learned that I should never quit.

### **Greatest ambition**

To be seen as someone who challenged old traditions and made new ideas work.

## Andy Jackson

**Vice chair**



### **Current role**

Global commercial director, Fitness Professionals Ltd (Fitpro).

### **Company information**

FitPro is a fitness training and education company offering products and programmes including FitClub, 10-minute gym, FP Music, Les Mills, [www.ptonthenet.com](http://www.ptonthenet.com) and ViPR.

### **CV**

Former UK Fitness Leader of the Year and Fitness Excellence award winner. Now a leading expert in the field of family provision in the leisure sector, I oversee FitPro Business, Body Training Systems and FitClub, providing in-house support and training to the major players in the UK.

### **Personal information**

A father of two and mad about cycling. I love to do stages of the Tour de France and long distance challenges.

### **Trait I most dislike in others**

Selfishness and lack of respect for other people's opinions. We need to work together to help each other.

### **Best piece of advice I've ever been given**

Look after your staff and your clients will then be happy. It's all about the people sitting on the bus with you.

### **Greatest achievement**

Being a pioneer in the creation of kids' physical activity programmes, designing facilities for major chains and groups.

## Robin Johnson

**Representative for  
multi-site operators**



### Current role

CEO, Total Fitness.

### Company information

Total Fitness has 24 health and fitness centres catering for 180,000 members. It offers fully-equipped gyms, running tracks, swimming pools, saunas and sanatoriums.

### CV

I started my career as a PE teacher, then had a change of direction and became a partner in a property company. A further career change brought me into the leisure industry, and ultimately to become chief executive officer of Total Fitness.

### Personal information

I'm married with two children – Thomas, aged 22, and Laura, aged 20.

### Trait I most dislike in others

Ignorance.

### Best piece of advice I've ever been given

Procrastination is the thief of time.

### Greatest achievement

My greatest professional achievement would have to be the management buy-out of Total Fitness in 2004.

### Greatest ambition

To play all of the Open Golf courses.

## Niki Keene

**Representative for  
multi-site operators**



### Current role

Director international wellness, Curves International.

### Company information

Curves International is the world's largest female fitness franchise with more than 10,000 clubs in over 70 countries, including more than 240 sites in the UK. Created specifically for women, it offers a complete fitness and nutrition solution.

### CV

BSc (Hons) in Public Health, plus a management studies diploma. I'm a registered general nurse with seven years' clinical nursing experience, specialising in cardiology. I also spent seven years as a senior nurse manager and 10 years as a healthcare regulator, for both the NHS and the independent healthcare sector, and worked as business development manager for a private healthcare company.

### Personal information

Married with one young son. As a family we enjoy travelling, while books and films indulge my mind. I lost around 100lbs and dropped 12 dress sizes through Curves, taking myself out of the morbidly obese category, so keeping fit is very important to me and my family. I love being able to be active with my son.

### Best piece of advice I've ever been given

Don't ask anyone to do something you wouldn't be prepared to do yourself.

### People might be surprised to know that...

I took part in banger car racing when I was younger.

# WHO'S WHO

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## Neil King

**Representative for leisure management contractors**



### Current role

Commercial director, SLM.

### Company information

Founded in 1987, SLM is one of the UK's most established leisure management contractors. Under the brand name of Everyone Active, SLM manages 63 leisure centres with a customer base of more than 730,000 people.

### CV

I started as a fitness instructor and have now worked in the industry for almost 20 years. I have enjoyed both private and public sector experience and have opened a number of fitness clubs in mainland Europe.

### Personal information

I enjoy mountain biking, eating sausages and falling off snowboards.

### Secret of my success

An ability to think differently. This is a fantastic industry with many opportunities for change. I'm determined that our industry will not be the same as it is today in two weeks', two months' or two years' time.

### Best piece of advice I've ever been given

It's not necessarily *what* you do but *how* you do or say it that counts; don't underestimate an organisation's culture.

### People might be surprised to know that...

I almost became a vicar.

## Scott Lloyd

**Representative for multi-site operators**



### Current role

CEO, David Lloyd Leisure Group, Amida and Harbour Clubs.

### Company information

One of the UK's leading groups of racquets, health and fitness clubs, the David Lloyd Leisure Group has a wide range of sporting and recreational facilities. The group currently operates 78 clubs in the UK and 10 overseas, with a total of more than 6,000 employees.

### CV

I had placements at Société Générale and at Robson Rhodes before moving on to start up Next Generation. Latterly, I was also involved in the acquisition of David Lloyd Leisure.

### Best piece of advice I've ever been given

On occasions, it's best to take a step back, leave something for a couple of days and reflect on it.

### Greatest achievement

Combining Next Generation with David Lloyd Leisure.

### How critics might describe me

I like the detail too much.

### Greatest ambition

To play a professional golf tournament.

### People might be surprised to know that...

I'm very tidy!

## Tony Majakas

**Representative for  
industry suppliers**



### **Current role**

Vice president health business development, Technogym.

### **Company information**

Technogym supplies commercial and consumer products to the UK market. It's currently the largest UK commercial supplier with more than 2,000 locations across the country.

### **CV**

BA Hons and a PGCE in Physical Education. I spent eight years as a teacher, followed by management experience in public and private health clubs. Former member of the IOD.

### **Personal information**

I've been married for 14 years and have an eight-year-old son, Nathaniel. My hobbies include reading, golf, soccer and trying to live a wellness lifestyle with my family and friends. My favourite workout is my Nike+ Cardio Circuit, followed by my Kinesis One strength and flexibility programme.

### **Best piece of advice I've ever been given**

Work smarter, not longer!

### **Greatest ambition**

To be the best father I can to my son by sharing experiences with him and my family.

### **People might be surprised to know that...**

I now do speak to Liverpool supporters, and I do take off the Technogym pin when I go to bed.

## Stephen Studd

**Representative for  
SkillsActive**



### **Current role**

Group CEO, SkillsActive.

### **Company information**

SkillsActive is the Sector Skills Council (SSC) for active leisure, learning and wellbeing. It's responsible for maintaining information on the sector's labour market and skills, setting national standards with employers, developing and approving the qualifications and training the industry needs, and advising governments on public funding of these programmes. SkillsActive is a charity and a membership organisation. FIA members are automatically SkillsActive members.

### **CV**

I've been in the industry for 30 years, including in operational management, policy and sports development. We established SkillsActive in 2002 and were awarded the SSC licence in 2003.

### **Personal information**

Married with two children aged 20 and 23. Hobbies include theatre, eating out and sport of all sorts – from dog walking to regular gym attendance since retirement from hockey.

### **Best piece of advice I've ever been given**

Work for what you believe in.

### **People might be surprised to know that...**

As my student union president, I danced the foxtrot with the Queen Mother.

# WHO'S WHO

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## Harm Tegelaars

**Treasurer and EU representative**



### **Current role**

President, EHFA.

### **Company information**

EHFA is the umbrella organisation that represents the European health and fitness industry to the European Commission in Brussels.

### **CV**

After 10 years as an entrepreneur in the fashion industry – including experience in design, wholesale and retail – in 1980 I decided that, as a very keen squash player, I would open a squash club of my own. By 2004, I had opened 76 Cannons clubs. I loved the ride! I was founder chair of the Fitness Industry Association (FIA) and have served on the board for many years. Since 2007, I have also been president of EHFA.

### **Personal information**

Married for 26 years with a great wife and three great kids. I play tennis for two hours every Saturday morning.

### **Secret of my success**

Determination, hard work and my fair share of luck.

### **Best piece of advice I've ever been given**

Stay calm, whatever happens, and never compromise your integrity.

### **Trait I most dislike in others**

Inconsequential tittle-tattle and office politics.

## Fred Turok

**Chair**



### **Current role**

Founder and chair, LA Fitness.

### **Company information**

LA Fitness owns 84 health and fitness clubs with 220,000 members in the UK.

### **CV**

I was a PE teacher for five years before founding LA Fitness in 1990. I'm now on the boards of the Public Health Commission (PHC), Business4Life and SkillsActive. I'm also founder and chair of the charity TAG (Transforming a Generation).

### **Personal information**

I have four children and enjoy working out, mountain biking, sailing and power boating.

### **Best piece of advice I've ever been given**

Surround yourself with a strong team.

### **Secret of my success**

I'm a strategist with passion and drive.

### **Trait I most dislike in others**

Dishonesty.

### **People might be surprised to know that...**

Nothing. What you see is what you get.

### **Greatest ambition**

To sail around the world.

## Dave Wright

Representative for  
single-site operators



### Current role

Owner, Feelgood Fitness & Ladies only suite.  
Owner/CEO, Creative Fitness Marketing (CFM).

### Company information

Feelgood Fitness & Ladies only suite are small, independent health clubs ranging from 3,000–7,000sq ft. We currently have six sites: four in the UK and two in Australia.

### CV

BA Recreation Degree majoring in leadership and marketing. Founder of IOU (Independent Operators Unite).

### Personal information

An Australian who's been married to a Pom for 12 years, with two beautiful children aged three and one. Favourite workout is heavy weights.

### Best piece of advice I've ever been given

The first rule of leadership: "Everything is your fault" (from *A Bug's Life*). Take responsibility for your actions and don't blame other people.

### How critics might describe me

No bullsh\*t, and very tenacious and to the point, but possibly swears a little too much.

### People might be surprised to know that...

Firstly, that I'm a twin. Secondly, that I actually love living in the UK – the history, the facilities, and the landscape are brilliant.



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### Company information

Halo is a social enterprise managing nine centres on behalf of Herefordshire council, plus one in Shropshire. It's the Royal National College for the Blind's sport and leisure delivery partner, has a consultancy arm and partners with four schools.

### CV

Vice chair of sporta, executive member of CLOA, Quest board member and lead assessor, vice chair of Herefordshire Cultural Consortium, FISPAL, MBA, FCIM.

### Greatest achievement

Establishing Halo as a sustainable company with high regard and support from its employees and customers.

### Trait I most dislike in others

Dishonesty and trying to mask inability.

### Secret of my success

Working with really competent people and my fair share of good luck.

### People might be surprised to know that...

I canoe 50 miles down the River Wye every year with my son.

### Best piece of advice I've ever been given

Find something positive in everything.

### Company information

UK health club operator with 60 health clubs and 30 Sensory Spas across England, Scotland and Wales.

### CV

Member of the Association of Accounting Technicians (MAAT). Started a career in accounting before entering the leisure industry. Went on to become operations director of Bannatyne Fitness before becoming MD in 2005.

### Personal information

Married to Jacqui with three daughters. A passion for Newcastle United FC and other hobbies including football, golf and family time.

### Secret of my success

Dedication and commitment, but also being passionate about our products and beliefs and never giving up.

### Best piece of advice I've ever been given

"Count to 10", but also don't worry about being disliked – simply express your professional opinion.

### Greatest ambition

To succeed at the highest level in business, raise a happy family, enjoy every minute and maybe, one day, play upfront with Alan Shearer!

## Chris Ayres

**MD, Greens Health and Fitness,  
Head of Leisure AHG Group**

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## David Bibby

**MD, Sports and Leisure Management**

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



### Company information

Greens Health and Fitness has 15 short leasehold sites.

### CV

I have a BSc from Leeds University and an MBA from Manchester Business School. I previously held positions at Arup, Bucknall Group, Greenalls Group, DeVere Group and AHG Ltd.

### Personal information

One son, Freddie (six). My hobbies include wine, cooking and – at the moment – boxing. I play golf badly!

### Greatest achievement

Setting up Greens from scratch.

### People might be surprised to know that...

Anybody who has seen me dance will be surprised to hear that I'm taking salsa lessons.

### Trait I most dislike in others

People who are negative without having a better idea.

### Greatest ambition

My ambitions are threefold: to work with private equity; to play some part in industry consolidation; and to get back to rolling out Greens.

### Company information

Founded in 1987, Sports Leisure Management (SLM) is an innovative leisure management company. Under the brand name of Everyone Active, it operates 63 leisure centres on behalf of 20 local authorities nationwide.

### CV

I'm a chartered accountant and joined SLM as finance director in 1992. I was promoted to MD in 2006.

### Personal information

I'm married with two children, so family and work take up most of my time. However, I'm also a season ticket holder at Oldham Athletic and a keen skier.

### How critics might describe me

Overly cautious.

### Trait I most dislike in others

Indecision.

### Secret of my success

Hard work, and allowing other people to get on with the things that they can do better than me.

### Best piece of advice I've ever been given

See the bigger picture.

## Steve Bradley

### Operations director, Topnotch Health Clubs

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## Steve Brailey

### CEO, Sheffield International Venues

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### Company information

Topnotch, owned by Vision Fitness, is a chain of nine privately-owned health clubs aimed at making exercise fun.

### CV

I completed a sport and recreation studies degree in 1989 and have worked in the leisure industry ever since, but only for two companies – FFI and Topnotch – in a variety of roles.

### Personal information

Married with two sports-mad kids who, like their dad, love Man U. I used to be an international hurdler and still run four or five times a week.

### Greatest achievement

Doing a job I would consider doing for nothing (don't tell my shareholders!)

### Secret of my success

Motivating, rewarding and recognising talented, passionate people who will ultimately make me look good!

### People might be surprised to know that...

I'm teetotal: no amount of SIBECs or IHRSAs can change that!

### Best piece of advice I've ever been given

Work hard, play hard.

### Company information

Sheffield International Venues (SIV) operates 14 sports, leisure and entertainment venues in Sheffield and Chesterfield, including four Fitness Unlimited-branded facilities, and the company stages over 1,500 events every year. Annual turnover exceeds £24m. Subsidiary SIV Enterprises Ltd (SEL) is developing business outside Sheffield.

### CV

I managed pubs, seaside piers, theatres, bars and the Blackpool Tower before moving to SIV. I'm a board member of Yorkshire South Tourism and a member of various groups including the South Yorkshire 2012 Steering Committee.

### Personal information

Married with three daughters. I enjoy golf – indeed, almost all sports – but my favourite workout is walking my two dogs in the Peak District and testing beer quality along the route.

### Secret of my success

Encouraging all employees to take risks and enjoy themselves at work. Building a total commitment to SIV's core values of continuous improvement, a 'can-do' culture and providing excellent customer service.

### People might be surprised to know that...

I believe Grimsby Town will win the Premier League one day.

## David Brame

### CEO, Bladerunner

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## Mark Bremner

### CEO, 3d Leisure

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### Company information

A leisure management company that specialises in health and fitness in the corporate and education sectors.

### CV

I was a PE teacher before moving into local authority leisure management. I was one of the founder directors of Relaxation, which later became Leisure Connection. I left as operations director to join Bladerunner in 2000, going on to lead and co-finance the Bladerunner buyout.

### Personal information

I have five children, four in university. I'm into fitness and work out most days. No time for hobbies!

### Secret of my success

Having respect for others and the ability to listen.

### Best piece of advice I've ever been given

Everyone makes mistakes. It's how quickly you put those mistakes right that counts.

### Trait I most dislike in others

Self-opinionated people.

### People might be surprised to know that...

I was a closet Barry Manilow fan.

### Company information

A leisure management service providing high quality consultancy and management support to health club facilities throughout the UK and Ireland.

### CV

Fitness instructor, fitness manager, then area manager at Crossland Leisure; DC Leisure co-founder; set up 3d Leisure.

### Personal information

Married with three children. I enjoy travelling. Favourite workout is riding my bike up a mountain in Majorca.

### Greatest ambition

To swim with a great white shark.

### Greatest achievement

Producing three happy, healthy children.

### Trait I most dislike in others

Negativity.

### Best piece of advice I've ever been given

Hit the ball straight down the first fairway.

### Secret of my success

Having a happy family – picking the right wife is key!

## Alasdair Brown

### CEO, Kirklees Active Leisure (KAL)

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## Keith Burnet

### VP global fitness and spa, Hilton Hotels

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### Company information

A charitable trust and social enterprise that manages the leisure centres across the Kirklees district on behalf of Kirklees Council. KAL was established in 2002 and currently operates 11 main sites, including nine pools, and a number of smaller satellite sites. It has a turnover in excess of £10m, with over 2.2 million annual customer visits.

### CV

BA (Hons) Recreation. Over 14 years' experience in the public leisure sector with a range of local authorities, including Leeds City Council. Also worked for Sport England for three years.

### Personal information

Married with two young boys. I enjoy walking, swimming and listening to an eclectic mix of music. My favourite workout is to climb a few mountains.

### People might be surprised to know that...

I have been known to play the trombone.

### Best piece of advice I've ever been given

Always think 'win-win' when working with others.

### Trait I most dislike in others

Loudmouths who talk a good game but don't deliver.

### Company information

Hilton Hotels Corporation operates more than 3,000 hotels under nine brands in 76 countries, with 135,000 team members. I'm responsible for leading and developing all aspects of existing and future fitness and spa operations across the Hilton family of brands, including the LivingWell fitness brand and several recently launched spa brands.

### CV

BA (Hons) Sports Science; Business Administration postgrad.

### Personal information

I'm married with two young sons. I'm rugby mad, a keen golfer and skier, and enjoy marathon running and triathlons.

### Best piece of advice I've ever been given

Make every decision as if you owned the company.

### Trait I most dislike in others

Lack of accountability.

### How critics might describe me

Very direct and brutally honest.

### Greatest ambition

To raise a happy family and see my children succeed in whatever they do.

## Nick Burrows

### MD Fitness & Wellbeing, Nuffield Health

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## Gerry Campbell

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### Company information

Nuffield Health's 51 centres offer a range of integrated health, fitness and wellbeing services. We're part of the Nuffield Health Group which also includes hospitals, clinical services centres, in-house corporate gyms and daycare health centres.

### CV

Previously group sales and marketing/commercial director for Holmes Place Health Clubs, then sales and marketing director of Whitbread's restaurants division, with a background in hotels and tourism.

### Personal information

I enjoy fitness training, skiing, windsurfing and table tennis. Hopelessly devoted to Ipswich Town Football Club! I have two daughters, Rachel and Ciara.

### Secret of my success

A level head, keeping things simple and remembering that it's all about customers.

### Trait I most dislike in others

Melodrama.

### People might be surprised to know that...

I'm a frustrated singer who'd love to be on stage again; in my younger years, I sang with many different groups and bands.

### Company information

We manage a diverse range of leisure and recreation facilities and services on behalf of South Lanarkshire Council. Turnover of £22m and staff of 650, with three million annual customer visits.

### CV

I have 20 years' experience in the leisure industry having started out as a swimming teacher in 1984. I'm a member of ISRM and ISPAL and have a keen interest in quality improvement – I've worked for Quest for the past 10 years.

### Personal information

Married with two children. I'm a keen skier and golfer.

### Secret of my success

Trust your team and recruit people with skills you don't have.

### Best piece of advice I've ever been given

Not everyone you meet will share your commitment to making things better.

### Trait I most dislike in others

Saying you will do something and then not bothering.

### How critics might describe me

Need to delegate more and leave others to get on with it.

## Robin Cope

### MD, British Military Fitness (BMF)

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## Dave Courteen

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### Company information

The UK's largest provider of outdoor fitness classes, offering fun, effective, military-style fitness classes for the public. More than 80 UK venues and one in Cape Town, South Africa.

### CV

Retired army major, former mercenary and film consultant.

### Personal information

I have a black labrador called Ted. I love travelling, in particular to South America. I'm interested in military history, politics and current affairs. I might even stand for parliament one day!

### Secret of my success

Keeping things simple and incentivising the workforce accordingly. The instructors and staff of BMF are our most valuable asset.

### People might be surprised to know that...

I'm adopted.

### How critics might describe me

No idea – they're all dead!

### Best piece of advice I've ever been given

Watch where you put your hands when doing press-ups in the park!

### Company information

Fitness Express operates health clubs and day spas in hotels on a contract management basis. It currently has 32 sites throughout the UK.

### CV

I founded Fitness Express in 1987 after working as a seasonal sports manager at a holiday centre in my native Suffolk. I also used to be the cartoon character at a theme park!

### Personal information

Married to Miranda with two young daughters, Rose and Millie. I also have three cats and four chickens. My hobbies include cricket, walking, photography and bee-keeping.

### Secret of my success

Recruiting a great team around me based on the 'three Cs' – character, commitment and chemistry.

### Greatest ambition

To lead an organisation that makes a positive difference to people's lives – both for the staff and the customers.

### Best piece of advice I've ever been given

Get the work/life balance right – no-one on their deathbed has ever said they wished they had spent more time at work.

## Mike Crockett

### MD, Soho Gyms

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## Thierry Delsol

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### Company information

Soho Gyms was founded in 1994 and has since grown a strong brand and reputation for its urban styling, innovation, fitness excellence, gym standards and customer service. We have six London gyms, a PT division and an academy.

### CV

M.Inst.SRM. I've previously worked within leisure centres, golf centres and as a squash coach.

### Personal information

I'm married with two children. Outside of family life, I enjoy squash, golf, football and boats.

### Secret of my success

Finding the right people to work with at all levels.

### Trait I most dislike in others

Anything that undermines trust.

### People might be surprised to know that...

I started out as an electronics design engineer in the defence industry.

### Best piece of advice I've ever been given

The harder you work, the luckier you will get.

### Company information

Formed following a management buyout (MBO) of Clubhaus in 2004, The Club Company operates 10 golf and country clubs, with the latest – incorporating health club facilities – opening in 2007.

### CV

I was an auditor before managing a subsidiary of a Japanese property company. Various roles at Clubhaus (1997–2005) led to my present role.

### Personal information

I enjoy family life, running, skiing and rugby coaching.

### Greatest achievement

Leading the team that completed the second MBO in 2006 and the growth since the first buyout. Personally, participating in the French swimming championships.

### Trait I most dislike in others

People who don't care.

### Best piece of advice I've ever been given

Surround yourself with the best people.

### How critics might describe me

Obsessive, demanding... French.

## Juliette Dickinson

### MD, Tone Leisure

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## Rick Durrant

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### Company information

A charitable leisure trust operating 11 facilities in Somerset and Devon. It also delivers a wide range of sports and health development services and community outreach projects.

### CV

Originally graduated with a teaching degree, but decided to pursue a career in leisure management. Instrumental in the set-up of Tone Leisure and MD since its inception in 2004. BEd (Hons), DMS, MBA.

### Personal information

I maintain a high level of personal fitness: running, cycling, walking and regularly attend Body Pump. Love food and wine!

### Secret of my success

Drive and determination, but most of all a clear belief in the value of the work that I do.

### People might be surprised to know that...

I nearly pursued a career as a history teacher.

### Trait I most dislike in others

People who are judgemental.

### Best piece of advice I've ever been given

Life is for living. Work hard and play hard.

### Company information

Nexus Community is a non-profit distributing industrial and provident society. It delivers leisure services on behalf of local authorities, schools and voluntary groups, operating more than 20 leisure centres across four districts in Buckinghamshire and Oxon. The company has been trading for 13 years.

### CV

A business studies teacher for 10 years, I started my leisure career as a duty manager in 1986. I moved to Bucks in 1992 as a contract manager and led the externalisation to a trust in 1996.

### Personal information

Married with two children in higher education. Rugby and Spanish music are my passions.

### Secret of my success

A bit of luck and hard work, and I have a great team.

### Current ambition

To kayak from Monmouth, where I grew up, to Maidenhead, where I live.

### People might be surprised to know that...

I play Spanish guitar in a Gipsy Kings tribute band.

## Peter Gilpin

### MD, Avalon Leisure

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## Jeff Hart

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### Company information

A leisure management contractor for trusts and local authorities, as well as private health clubs. The company is at the forefront of quality assurance and was the first to achieve Quest in the south-west region. Its main contract is for Mendip District Council, for whom it operates four facilities. Its private club, the Avalon Lifestyle Centre near Bristol, has received a FLAME award.

### CV

I have previously worked as a PE teacher, full-time swimming coach (to Olympic standard) and local authority leisure manager. I led a management buyout to form Avalon Leisure from Mendip DSO in 1995.

### Personal information

Active competitive masters swimmer and Welsh record holder. I enjoy watersports, skiing and the outdoors.

### Greatest achievement

Work-wise, the creation of Avalon Leisure.

### How I would describe myself

Swimming against the tide!

### Best piece of advice I've ever been given

Work out what makes your heart sing.

### Company information

Not-for-profit leisure trust operating community facilities and services across 19 sites in East and West Sussex and Kent, principally for local authority partners.

### CV

Physical education graduate with postgraduate diploma in Management Studies and 30 years' experience in the leisure industry. Trained Quest and Charter Mark assessor.

### Personal information

Married with a daughter, two step-sons and four grandchildren. I'm a long-suffering Brighton and Hove Albion supporter and my favourite workout is in the gym.

### Secret of my success

Surrounding myself with good people and letting them get on with it.

### Best piece of advice I've ever been given

Life is not a rehearsal – enjoy it while you can.

### How critics might describe me

Infuriatingly upbeat and positive.

### Greatest ambition

To die young but as late as possible!

## Winston Higham

### CEO, DW Sports Fitness

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## Rodney Hill

### CEO, Wigan Leisure & Culture Trust

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### Company information

DW Sports Fitness has 52 fitness clubs and retail sports stores, with a further six in development.

### CV

Initially from a graphic design background, working with various design agencies in the entertainment industry, before moving to JJB Sports as marketing director.

### Personal information

Married to Lynne with three boys. When I do get the chance for hobbies, I enjoy fly fishing, and of course am a huge fan of Wigan Rugby League. Favourite workout has to be testing Pooles pies with DW (Dave Whelan)!

### Best piece of advice I've ever been given

Never let the memories become bigger than the dreams.

### People might be surprised to know that...

I do have a sense of humour!

### How critics might describe me

Unrelenting.

### Greatest ambition

To make DW Sports Fitness a household name: the first place people think of for all their sports and fitness needs.

### Company information

Wigan Leisure & Culture Trust provides a full range of leisure and cultural services on behalf of Wigan Council, including libraries, parks, grounds maintenance, sports centres, museums, heritage, sports development and PCT-funded Active Living services. The trust has a turnover of £33m, which also includes contracts with other local authorities.

### CV

I've had a total of 28 years of local government service, including 11 years as director of leisure services for Wigan Council. I've been CEO of Wigan Leisure & Culture Trust since 2003.

### Personal information

I've lived with my civil partner for 33 years. I'm passionate about reading, dance, music and following the wayward fortunes of Brighton & Hove Albion. My favourite workout is reading the Sunday papers on an exercise bike!

### Best piece of advice I've ever been given

People forget what you say, eventually they forget what you do, but they never forget how you make them feel.

### How critics might describe me

Light on detail – I would say strong on strategy.

## Andrew Holt

### CEO, Parkwood Leisure

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## Georgina Jupp

### MD, Club Kingswood / CK Academy

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### Company information

Parkwood Leisure is the largest operating division of Parkwood Holdings plc. Formed by me in 1995, it operates 79 UK leisure centres, has a turnover in excess of £62m and employs more than 4,500 staff. In 2009, it grew by 14 per cent.

### CV

I started out as a recreation assistant and worked in local government for 10 years, leaving as head of sport and recreation for the London Borough of Southwark. I moved into the private sector in 1989, working as operations director for two leisure businesses, joining Parkwood Holdings in 1995.

### Personal information

Married to Helen with three children, aged 19, 17 and 13. I enjoy waterskiing, horse riding, skiing and watching rugby.

### Secret of my success

Not being afraid to make decisions (even if 20 per cent of them are possibly wrong!)

### Best piece of advice I've ever been given

If you want something doing, give it to a busy person.

### People might be surprised to know that...

I swam for the Welsh National team and played second row with Richard Moriarty.

### Company information

Club Kingswood is an independent club in Essex, while CK Academy is an approved training provider that develops and delivers lifestyle programming in a number of areas, including primary care, Pathways to Work, the NHS and corporates.

### CV

Over 25 years' experience in the fitness industry in roles including director of Club Kingswood, chair of the SkillsActive Technical Expert Group, FIA Exercise Referral Steering Group, CYQ Review Panel. I now also own CK Academy.

### Personal information

Married with two fantastic daughters, Louise and Sophie. I also have a labrador, Bruce, and a springer – named Jerry! Favourite workout is going for a run through the woods where I live. Hobbies include golf (I must get better one day!) socialising, drinking champagne and reading good books.

### Best piece of advice I've ever been given

Sleep on it.

### How critics might describe me

Demanding, perfectionist and questioning.

### Greatest personal ambition

To buy a house in the south of France and retire. But not yet!

## Andy Kay & Mhairi FitzPatrick

### Directors, London Health & Fitness – 37\*

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## Peter Kay

### CEO, Fusion Lifestyle

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### Company information

London Health & Fitness owns and operates the 37\* (thirtysvendegrees) brand. The first 37\* club, a 2,600sq m site overlooking Tower Bridge and the Thames, launched in May 2006. The second opened in December 2007 at Kensington Olympia. More are planned for 2010.

### CV

Andy: I ran an aerial photography business and Mhairi was in medical research before we entered the fitness industry. We worked our way up to become regional manager and head of sales (me) and brand manager (Mhairi) for Granada Health & Fitness before leaving to set up ARK Leisure Management. We sold ARK in 2008 and formed London Health & Fitness Ltd.

### Personal information

Andy: I'm married with two children and am a football fanatic.  
Mhairi: I have a long-term partner and enjoy walking in the wilds of Scotland.

### Best piece of advice we've ever been given

Andy: Nothing is impossible.  
Mhairi: Never assume anything.

### People might be surprised to know that...

Andy: I was once a personal security guard for the Spice Girls.

### Company information

Fusion provides high quality community health, fitness, sport and active leisure services. These are delivered through leisure centres, gyms and sports facilities, which are operated in partnership with local authorities and other organisations in the voluntary and public sectors.

### CV

Over 25 years' management experience in the private, public and not-for-profit sectors. More than 15 years' business management experience at senior level, together with experience as commercial projects manager and consultant.

### Personal information

Hobbies include watching Manchester United, driving my VW van to the beach and bike riding.

### Greatest achievement

Developing the organisation in excess of our expectations.

### Greatest ambition

For Fusion to be recognised as the provider of the best active leisure services.

### Best piece of advice I've ever been given

Never say never – don't dismiss an opportunity out of hand without first taking a good look at it.

## Martin Long

### CEO, LA Fitness

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## Ian Mahoney

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### Company information

LA Fitness operates over 80 clubs across the UK featuring gyms, studio classes, personal training, steam, sauna and swimming pools, with a particularly strong presence in and around London.

### CV

I joined LA Fitness as CEO in November 2007 after spending much of my career in retail. I spent 13 years at Game Group plc, seeing the business grow from 16 stores to become market leader, with over 1,000 stores in nine countries.

### Personal information

I have four children – Chloe 16, Grace 14, Joss 12 and Phoebe eight – which leaves me very little time for anything else, as my golf game demonstrates!

### Secret of my success

Having a great PA to support me, but doing exactly what I want anyway!

### How critics might describe me

I don't really mind what critics say; I know what I believe in.

### People might be surprised to know that...

I worked at Sunderland Football Club for two years and married the boss's daughter!

### Company information

Operates a privately-owned single-site health, fitness and sports club – www.reebokclub.co.uk

### CV

This is my 25th year in the health and fitness industry; prior to that, I was a management trainee and a PE teacher.

### Personal information

Married with two children. I love all sport, including following Liverpool FC, cycling, free weights and running.

### Greatest achievement

Turning the Reebok club around having bought it out of administration.

### How critics might describe me

An obsessive perfectionist.

### Trait I most dislike in others

Laziness.

### Best piece of advice I've ever been given

Treat any company you work in as if it's your own business.

### People might be surprised to know that...

I had a trial for Liverpool FC.

## Ben Margolis

### CEO, Movers & Shapers

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## Craig McAteer

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### Company information

Movers & Shapers combines a retail environment with a workout studio to help clients tone, energise and lose weight. Based in high street locations, all under 1,000sq ft, the concept is delivered using Power Plate and Fitbug technology together with a high level of personal instruction and motivation. With seven stores now open, including one concession operation, a franchise opportunity has also just been launched.

### CV

ACA Qualified Accountant, former finance director at Marriott Vacation Club International, CFO ADDleisure plc.

### Personal information

Married with two children. Favourite workout is the Movers & Shapers detox.

### Greatest achievement

Securing investment and product endorsement for Movers & Shapers from BUPA, the UK's leading health and care provider.

### Trait I most dislike in others

Dishonesty and laziness.

### Best piece of advice I've ever been given

Listen, listen, listen. You can always find the answers to issues and challenges if you tune in to customers and staff.

### Company information

Link4Life is the trading name for leisure and cultural services in Rochdale. It covers arts and heritage, entertainment, fitness and health, sport and leisure.

### CV

I'm chair of sports, executive member of CLOA, and a member of the National Cultural Forum.

### Personal information

Divorced with two adult children. I enjoy golf, but my favourite workout is opening a bottle of claret.

### Greatest achievement

Securing £31m funding for new facilities in Rochdale.

### How critics might describe me

I welcome debate and discussion and then do my own thing.

### People might be surprised to know that...

I never sleep for more than four hours a night.

### Best piece of advice I've ever been given

You have to do what's right for you.

### Greatest ambition

To take part in the Gumball Rally – if they ever run it again.

## Malcolm McPhail

### CEO, Stockport Sports Trust

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## Richard Millman

### CEO, Leisure Connection

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www.harpersfitness.co.uk



### Company information

A leisure trust delivering sport, health, sports development and leisure services to the people of Stockport. Manages 18 centres, with further centres and refurbishments planned.

### CV

I started out as a PE teacher before becoming sports development officer/manager for North Ayrshire Council. I then moved to Bolton Metropolitan Borough Council as head of health and fitness before becoming GM of Edinburgh's Next Generation club, and then group fitness manager.

### Personal information

Married with two daughters aged six and three. I was a 400m hurdler for Scotland and Great Britain and still train five or six times a week. I plan to run in the British Indoor Masters.

### Greatest achievement

Standing in the shell of the Edinburgh Next Generation club in 1999 and being involved in the process that took it from there to a multi-million pound business.

### Trait I most dislike in others

Lack of respect.

### Best piece of advice I've ever been given

Always, always, always be honest.

### Company information

Leisure Connection is one of the leading public access sport and leisure providers, operating more than 70 facilities in England, including for national bodies such as Sport England.

### CV

I worked for Leisure Connection's parent group, Danoptra, as group strategy director from 2007, becoming CEO of Leisure Connection in 2009. Prior to this, I worked on brands including PC World, Coca Cola and Guinness.

### Personal information

Married with two young boys. I love running, hill walking, tennis, the odd bit of golf and Sheffield Wednesday FC.

### How critics might describe me

Impatient.

### People might be surprised to know that...

I was in the RAF and have flown in a fighter at Mach 1+.

### Best piece of advice I've ever been given

1) Always be true to yourself. 2) On a typical working day, you get more done before 8am than you do the rest of the day.

### Greatest ambition

I have to do a triathlon some day.

### Ian Morton

#### MD, Stevenage Leisure

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### John Oxley

#### MD, Active Nation

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#### Company information

Stevenage Leisure Limited (SLL) is a leading leisure management NPDO currently working in partnership with five local authorities to deliver quality, value for money leisure and cultural services and opportunities for all, across 17 facilities in nine towns.

#### CV

I joined SLL as operations director and deputy MD in 2002 and was appointed MD in April 2004. Prior to this, I was at Stevenage Borough Council as head of leisure services.

#### Personal information

I'm married and have a surrogate child (a border collie!) called Scrappy. Still a Boro FC season ticket holder, I'm also a 10-handicap golfer and play in SLL's local football team.

#### Secret of my success

Leading by example: if you wouldn't do it yourself, how can you expect others to perform the task?

#### People might be surprised to know that...

I once played the drums in a concert at Middlesbrough Town Hall.

#### Best piece of advice I've ever been given

Think twice and re-read before you press send on an email.

#### Company information

Active Nation is a registered campaigning charity committed to working in partnership with local authorities to 'persuade the nation to be active'. It used to be called CLS and its re-branding and re-positioning is a purposeful attempt to promote sport and exercise as the principal means of increasing activity participation and reducing the incidence of obesity and other major chronic diseases.

#### CV

I began as a lifeguard, joined contractor Crossland Leisure, and was SLM's group operations director for seven years.

#### Personal information

Married with three children. Most of my spare time is committed to my local football club and its development.

#### Secret of my success

Listen, consider, then do whatever you do with conviction.

#### Best piece of advice I've ever been given

It's not necessary to know all the answers, but it's essential to be asking the right questions.

#### Greatest achievement

I don't think that way. I just hope my efforts have had a positive effect on the people and things I've been involved in.

## Charlie Parker

### CEO, Country Club Group (CCG)

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## Alan Peed

### Director of corporate development, CSSC Sports & Leisure

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### Company information

Privately owned CCG is the owner/operator of four freehold member golf and country clubs and one management contract at an open access golf-only club. CCG opened two brand new facilities in 2009. Further developments are planned and acquisitions are being considered.

### CV

Qualified chartered accountant. Worked in the leisure industry since leaving accountancy, founding The Club Company and leading the MBO backed by L&G Ventures.

### Personal information

Married with two girls aged nine and eight. I love all sport, especially going to Chelsea and Twickenham. We breed racehorses for sale and own horses to race for both the flat and national hunt. My favourite workout is running – I completed my fourth London marathon in 2009.

### Secret of my success

Learning from mistakes.

### How critics might describe me

Stubborn.

### Best piece of advice I've ever been given

Stop talking if you have nothing interesting to say.

### Company information

CSSC works to improve the health and welfare of civil servants by encouraging teamwork and commitment within working and leisure lives.

### CV

I've spent the last 29 years with CSSC, working through finance, sales, club management and fitness centres, as well as working as head of marketing, before reaching my present position.

### Personal information

I enjoy gardening, golf, cycling and recently started playing badminton again.

### Greatest achievement

Launching our workplace fitness initiative and our Alpha Management Company.

### Trait I most dislike in others

People taking themselves too seriously.

### People might be surprised to know that...

I'm short!

### Best piece of advice I've ever been given

My dad told me to always be honest to yourself.

### Steve Philpott

#### CEO, DC Leisure Management

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[dcleisure.co.uk](mailto:dcleisure.co.uk)

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



### Rosi Prescott

#### CEO, Central YMCA

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#### Company information

The UK's leading private operator of local authority leisure centres. Manages more than 100 leisure centres.

#### CV

I worked in marketing before I came into this industry, becoming MD of David Lloyd Leisure in 1995, CEO of Crown Sports in 2001 and CEO of DC Leisure in 2003. I was a director of the FIA 1996–2003 and a founder trustee and director of REPs, for which I am now a governor. I was chair of SkillsActive's Sports and Fitness Employers' Group until mid-2008 and I now chair the FIA's Code of Practice Committee.

#### Personal information

I'm married with two children and I coach children's football.

#### Secret of my success

Perseverance, knowing how to accentuate my strengths, working with people who complement my weaknesses... and luck!

#### People might be surprised to know that...

I rowed as a lightweight for Oxford.

#### Trait I most dislike in others

Lack of interest in other people.

#### Company information

Activity for health charity Central YMCA operates locally, nationally and internationally through its six component operations: the Central YMCA Club; awarding body CYQ; the Y Touring Theatre of Debate; training provider YMCAfit; One KX, a cutting-edge arts/physical activity centre in Kings Cross, London; and the Advocacy & Public Affairs department.

#### CV

Prior to my appointment at Central YMCA, I was the founder owner of one of the UK's first personal training health clubs.

#### Personal information

I enjoy competitive cycling and listening to classical music. I work out or play sport at least five times a week.

#### How critics might describe me

Forthright. And, I hope, ethical, committed and passionate about the YMCA and the potential for the whole industry to change lives for the better.

#### Best piece of advice I've ever been given

You can have all the natural talent you want, but it will never be a replacement for sheer perseverance and hard work.

#### People might be surprised to know that...

I once wanted to be a concert pianist.

## Phil Rumbelow

### CEO, Jubilee Hall Clubs

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London, WC2E 8BE

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## Richard Segal

### Chair, Esporta

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### Company information

Jubilee Hall Clubs was founded in 1978 as a charity to promote the health and wellbeing of local communities. We continue that mission today through the operation of four health, fitness and sports centres in central London and via our community outreach programmes.

### CV

I have 24 years' management experience in the leisure industry – 15 in the not-for-profit sector. I am a chartered company director, chair of the UK Fitness Network and a director of sports.

### Personal information

I enjoy squash, tennis, golf and running half-marathons. I coach my local rugby club, am a governor of two schools and occasionally paint in watercolours. I'm taking French lessons.

### How critics might describe me

A small fish in a small pond.

### People might be surprised to know that...

My previous careers include five years in the Metropolitan Police and four years running a bar in Corfu.

### Greatest ambition

To win something – anything – at golf!

### Company information

Esporta Health Clubs operates 55 premium health and leisure clubs in the UK and Ireland, all of which include a wide range of family activities. Esporta is renowned for the quality of its Tennis Academy, and was the first commercial operator in the UK to be awarded LTA High Performance Status.

### CV

Founding partner of 3i Group's Quoted Private Equity business line; CEO of PartyGaming plc; CEO of Odeon Ltd, where I led an MBO of the business from the Rank Group. I have a background in economics and accountancy, with operational experience in UK leisure covering bingo, cinema, night-scene, family entertainment centres and pubs.

### Personal information

I'm married and have two children. I enjoy working out and am a Football Association Level 1 Coach.

### Secret of my success

Hard work, treating people with respect and being ambitious.

### Best piece of advice I've ever been given

Never fight a battle that you can't win.

### Greatest achievement

Nothing makes me prouder than my family.

## WHO'S WHO

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### Mark Sesnan

**MD, GLL (Greenwich Leisure Ltd)**

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### Ben Silcox

**MD, nuyuu fitness**

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London, W1K 4QL

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#### Company information

GLL (Greenwich Leisure Ltd) is a not-for-profit leisure trust operating 65 public leisure centres in the London area in partnership with local authorities and the LDA.

#### CV

I have a total of 30 years' experience in leisure centre management. However, my greatest professional achievement was working with colleagues to set up GLL – the first of the new leisure trusts.

#### Personal information

I enjoy travel, reading and racketball.

#### Greatest ambition

To see GLL play a significant role in the delivery of the Olympics, Paralympics and the Olympic legacy.

#### Trait I most dislike in others

Self-importance.

#### People might be surprised to know that...

I'm actually English despite my Scots accent – I was born in Darlington but brought up in Edinburgh.

#### Best piece of advice I've ever been given

You're only as good as the people you develop.

#### Company information

Gym provider, currently with three sites – in Slough, East Grinstead and Livingston (Scotland) – and more in the pipeline. Positioned as a value yet quality brand.

#### CV

BSc Joint Honours in Business Admin & Sports Science. Previously national sales manager for LA Fitness, and before that regional manager for 24 Hour Fitness.

#### Personal information

Married with two boys. Hobbies include photography, travelling and reading, and my favourite workouts are football and Spinning.

#### Greatest achievement

Starting nuyuu fitness with entrepreneur James Caan.

#### People might be surprised to know that...

I can't stand bland food – spicy is good.

#### How critics might describe me

Driven, focused, intolerant of incompetence.

#### Best piece of advice I've ever been given

Surround yourself with three people – mentor, mentoree, and someone who will tell you how it is.

## Jan Spaticchia

### Chair & CEO, The énergie Group

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## James Starbuck

### CEO, Barnsley Premier Leisure (BPL)

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Barnsley, S71 1AN

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**Web** www.bpl.org.uk



### Company information

The énergie Group is one of the world's leading fitness and wellness franchisors, with more than 80 clubs operating between the UK, Europe and the Middle East.

### CV

Serial entrepreneur in the UK fitness sector since the 1980s. Heavily involved in the global business speaker circuit.

### Personal information

I have five children aged between seven and 18, and am a self-confessed workaholic.

### Greatest achievement

Presenting at our annual conference each year. It makes me immensely proud to look at our network of franchisees – it brings home what great people we work with and just how far we have come with the business in only six years.

### Trait I most dislike in others

Dishonesty.

### Best piece of advice I've ever been given

Bite off more than you can chew and then chew like hell!

### Greatest ambition

To see my children realise all their ambitions.

### Company information

BPL is a social enterprise created in 1999 to provide facilities for sport, recreation and leisure in Barnsley. We operate 11 facilities and aim to create and deliver the best possible leisure opportunities for Barnsley and beyond.

### CV

Prior to BPL, I gained significant leadership and senior management experience working in local government for district, borough and city authorities. After spending my formative years in finance, I have now spent more than a decade holding senior and executive level roles in the leisure industry.

### Personal information

I enjoy spending time with my family, working out in the gym, reading and travel – which I combine with my passion for motorcycling.

### Greatest achievement

Building the best team at Barnsley Premier Leisure that I have ever had the privilege to work with. Colleagues at BPL redefine commitment and determination.

### People might be surprised to know that...

I recently started writing my first novel. Unfortunately it's already 'on the shelf', as I have just started an MBA.

## Stuart Taylor

### Director, FX Leisure

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## Keith Thomas

### MD, Serco Leisure

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Web [www.serco.com/leisure](http://www.serco.com/leisure)



### Company information

Family-run business of seven luxury health and fitness clubs in the north of England.

### CV

Attended college in the States before becoming a golf pro. After several years of failing to beat Tiger Woods, I set up FX Leisure with my brother and father in 1998.

### Personal information

Married to Alison with our princess Savannah (aged four) and golfing partner Levi (aged eight months). Still enjoy a round or two on the golf course, although not to my previous standard! Favourite workout has been running round Disney World with my little girl on my shoulders in the Florida sun.

### Greatest achievement

The opening day of each club, seeing all the members' faces light up when they see the club for the first time.

### Trait I most dislike in others

Someone who complains about something in their life, but who isn't willing to do anything about it.

### Secret of my success

That assumes I'm already successful... I see it as an ongoing process, but the 'secret' would be living a balanced life.

### Company information

Serco is an international service company that combines commercial know-how with a deep public service ethos. Formed in 1988, it is a wholly-owned British company with an annual turnover in excess of £2.8bn. It employs 48,000 staff in 36 countries and manages 65 facilities on behalf of 18 local authorities and trusts.

### CV

I have more than 25 years' experience in the leisure industry, joining Serco in 1991. I held a number of senior posts in the leisure division before being appointed managing director in 2006.

### Personal information

Like many people in the industry, leisure is not a job but a way of life and therefore takes up a good deal of my time.

### Secret of my success

Having a great, committed team around me.

### How critics might describe me

Driven and focused but passionate, with a lust for life.

### Best piece of advice I've ever been given

Don't over-complicate things. Keep things simple and do the simple things well.

## John Treharne

### CEO, The Gym Group

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## Colin Waggett

### CEO, Fitness First

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Dorset, BH15 3BT  
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**Web** www.fitnessfirst.co.uk



### Company information

The Gym Group provides a very new, low-cost gym concept to the UK fitness market. It has five gyms open at Guildford, Hounslow, Liverpool, Manchester and Vauxhall, with more openings planned throughout 2010.

### CV

FinstD. Former MD and founder of Dragons Health Clubs. Former chair of Squash England.

### Personal information

I play tennis and squash regularly.

### Greatest achievement

Building Dragons Health Clubs from scratch, floating the business on AIM in 1997 and successfully selling the business in 2001 to facilitate investor exit.

### Secret of my success

Hard work, always being prepared to do what I expect from others and, most importantly, enjoying what I do.

### Best piece of advice I've ever been given

Avoid over-centralisation and let the manager manage.

### People might be surprised to know that...

I once owned a Sinclair C5!

### Company information

Fitness First was founded in 1993 and currently operates 538 clubs across 21 countries with around 1.45 million members. It is also the UK's largest health club chain.

### CV

I joined Fitness First in September 2004 from Threshers, and was made CEO in April 2007.

### Personal information

I'm married with two young children. My hobbies include cycling and my favourite workout is kick boxing with my personal trainer.

### Secret of my success

Doing twice as much listening as talking.

### Trait I most dislike in others

A lack of openness and honesty.

### Best piece of advice I've ever been given

Have the wisdom to accept the things you can't change and the courage to change the things you can.

### Greatest ambition

To make Fitness First a company that's respected across all sectors, not just within the health club sector.



## British Association of Sport and Exercise Sciences

LEEDS METROPOLITAN  
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FACULTY OF SPORT AND  
EDUCATION, HEADINGLEY  
CAMPUS, LEEDS, LS6 3QT

Tel +44 (0)113 812 6162

Web [www.bases.org.uk](http://www.bases.org.uk)



Jo Doust

### YEAR ESTABLISHED

1984

### KEY PERSONNEL

Professor Jo Doust, chair  
Debbie Pearce, executive officer  
Dr Claire Hitchings, executive officer

### CONTACT

BASES head office: +44 (0)113 812 6162 /  
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### ASSOCIATION PROFILE

The British Association of Sport and Exercise Sciences (BASES) is the professional body for all those with an interest in the science of sport and exercise. Sport and exercise science is the application of scientific principles to the promotion, maintenance and enhancement of sport- and exercise-related behaviours. The association's objectives are:

- The promotion of research in sport and exercise sciences
- The encouragement of evidence-based practice in sport and exercise sciences
- The distribution of knowledge in sport and exercise sciences

### CAMPAIGNS/KEY INITIATIVES FOR 2010

The new BASES Accreditation scheme was launched on 1 September 2009. Those accredited – those deemed to have the knowledge, skills and understanding to be safe and fit to practise as a sport and exercise scientist – are entitled to use the term 'BASES Accredited Sport and Exercise Scientist' while they still fully meet all the relevant criteria. Accreditation is valid for five years, after which individuals must re-apply.

- The development and maintenance of high professional standards for those involved in sport and exercise sciences
- The representation of the interests of sport and exercise sciences nationally and internationally

### MEMBER BENEFITS

- Leading-edge BASES conferences and workshops
- A subscription to *The Sport and Exercise Scientist*, the BASES quarterly publication
- Achieve accreditation as a sport and exercise scientist, listed on the BASES Consultant Finder
- Access to Supervised Experience Scheme, which guides members towards accreditation
- Access to the member area of the website
- Exclusive member discounts with leading publishers
- Fortnightly email newsletter
- Opportunities for awards and international travel grants
- Preferential rates for professional indemnity cover

### JOINING FEES

BASES membership is open to students, graduates, professionals and affiliates. Members can be studying, working or interested in a field related to sport and exercise science.



## British Universities & Colleges Sport

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**Web** [www.bucs.org.uk](http://www.bucs.org.uk)



Karen Rothery

### YEAR ESTABLISHED

2008

### KEY PERSONNEL

Karen Rothery, chief executive  
Ed Smith, chair

### CONTACT

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### ASSOCIATION PROFILE

British Universities & Colleges Sport (BUCS) is the national governing body for higher education sport in the UK. Its vision is to enhance the student experience in three key areas – performance, competition and participation – by working with student athletes, athletic union staff and elected officers, as well as professional sporting staff, coaches and volunteers at its 157 member institutions.

BUCS offers a comprehensive, multi-sport competition structure and manages the development of services and facilities. Its aspirations cut right across the participation spectrum, from inspiring students and higher education staff

### CAMPAIGNS/KEY INITIATIVES FOR 2010

BUCS Championships 2010 will be held in Sheffield on 10–14 March – a total of 24 sports taking place in 14 venues across five days. Other key points of focus for 2010 will be the implementation of the 'sport hub', designed to increase student participation in sport, in partnership with Facebook – at [www.facebook.com/bucs](http://www.facebook.com/bucs) – and improving customer service for BUCS membership.

to make lifestyle changes within a healthy campus, to the provision of opportunities for students to participate at any level, all the way through to national and international elite sports representation.

The BUCS sporting programme is available to 2.3 million students across the UK, with the organisation delivering 50 sports to students and universities. More than 4,000 teams, consisting of more than 100,000 students, compete in BUCS' 150 competitions, leagues and events every year.

The organisation's business objectives are to:

- Get more people to partake in sport and physical activity
- Improve the quality of experience for students and staff involved in sport
- Create a sustainable future for sport at university
- Maximise the potential of BUCS membership and support professional career pathways
- Deliver world-class athletes and infrastructures
- Provide a national, respected voice for BUCS members to government and relevant stakeholders

### JOINING FEES

Membership of BUCS is open to any institution of higher education. Members pay affiliation fees based on the size of the institution and participation levels in sport.



## Business in Sport and Leisure

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David Teasdale

### YEAR ESTABLISHED

1992

### KEY PERSONNEL

David Teasdale, executive chair  
Andy Sutch, executive director

### CONTACT

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[andy.sutch@bisl.org](mailto:andy.sutch@bisl.org)

### ASSOCIATION PROFILE

Business in Sport and Leisure (BISL) is an umbrella organisation representing the interests of more than 100 private sector companies in the sport, leisure, hospitality and tourism industries. BISL acts as a catalyst for change by lobbying government ministers, MPs, civil servants and the media. It focuses its work through six main topic areas: employment, gaming, liquor licensing, property and planning, sport, and tourism.

BISL's three key strategic aims are as follows:

- To influence government policies and regulation that affect the industry, its continued growth and wellbeing
- To enhance public awareness of the industry and its

### CAMPAIGNS/KEY INITIATIVES FOR 2010

Key initiatives for BISL in 2010 will include raising the profile of the sports and leisure sector with the political parties in the run-up to the 2010 election. Running alongside this will be a focus on increasing participation in sports, to support the initiatives taking place across the sector to combat obesity.

- contribution to leisure opportunities for the community, and to enhancing quality of life on a national basis
- To provide a vital and active forum for members to share best practice, knowledge and resources, and to debate policy

### MEMBER BENEFITS

- The annual conference, every November, which provides a forum for key industry issues
- Quarterly meetings held for each of BISL's six disciplines, offering a forum for members to discuss key concerns, issues and points of action for change within the industry
- Regular members' lunches with keynote political speakers, including government ministers
- A quarterly newsletter
- A circular with the latest information and news affecting members and their industry
- Secure log-in to access current consultations and daily updates at [www.bisl.org](http://www.bisl.org)

### JOINING FEES

For information, contact Amanda Fry on +44 (0)20 8255 3782 / [amanda.fry@bisl.org](mailto:amanda.fry@bisl.org), or visit [www.bisl.org](http://www.bisl.org)

## Central Council of Physical Recreation



BURWOOD HOUSE  
14-16 CAXTON STREET  
LONDON  
SW1H 0QT



Tim Lamb

### YEAR ESTABLISHED

1935

### KEY PERSONNEL

Tim Lamb, chief executive officer

### CONTACT

Sonia Clarke – [sclarke@ccpr.org.uk](mailto:sclarke@ccpr.org.uk), +44 (0)20 7976 3931

### ASSOCIATION PROFILE

CCPR (Central Council of Physical Recreation) is the national alliance of governing and representative bodies of sport and recreation.

Almost every organised sport and recreation in the UK has its own governing or representative body: organisations such as The Football Association, British Water Ski and the Ramblers' Association. These bodies – which exist to organise, regulate and encourage more people into their sport or activity – are CCPR's members. CCPR exists to protect, promote and provide for them.

CCPR has around 305 member organisations from across the sector – from the major spectator sports at one end of the spectrum, right through to folkdance and keep fit at the other.

### CAMPAIGNS/KEY INITIATIVES FOR 2010

CCPR will continue to campaign on behalf of all forms of sport and recreation, from professional sport to community activity – for instance, ensuring that major sports receive a fair deal for use of their data and that income from broadcasting rights is reinvested in grassroots activity. A range of services will help CCPR members meet legal and good practice obligations.

### MEMBER BENEFITS

- Opportunities to influence sports and recreation policy through lobbying and campaigning work
- Free business support for human resources (HR), tax, payroll, commercial, legal, and health and safety queries
- Access to a reliable and affordable Criminal Records Bureau checking service
- Networking opportunities presented through regular divisional meetings
- Training opportunities through expert-led workshops
- Special offers and discounts on goods and services
- Monthly publications that cover the changes affecting sport and recreation in both European and domestic policy
- A regular members' magazine and regular updates on business issues for senior personnel
- Access to SmartSport, a unique resource for sharing the very best of sports governance
- Membership of Development Directors' Forum

### JOINING FEES

Please contact Sonia Clarke – [sclarke@ccpr.org.uk](mailto:sclarke@ccpr.org.uk) / +44 (0)20 7976 3931

## Chief Culture & Leisure Officers Association



PARK FARM  
NORWICH ROAD  
HETHERSETT  
NORFOLK  
NR9 3DL

Tel +44 (0)1603 813700  
Web [www.cloa.org.uk](http://www.cloa.org.uk)



David Albutt

### YEAR ESTABLISHED

1975

### KEY PERSONNEL

David Albutt, policy officer – [daivalbutt@cloa.org.uk](mailto:daivalbutt@cloa.org.uk)  
Sarah Gilvey, CLOA support – [sarahgilvey@cloa.org.uk](mailto:sarahgilvey@cloa.org.uk)  
Nigel Lynn, chair

### ASSOCIATION PROFILE

CLOA (Chief Culture & Leisure Officers Association) is the professional association for strategic leaders involved in public sector cultural and leisure services. It works with central government and other national organisations to influence the development of national policies, lobby for positive change and provide a peer-support network. It is also contracted to provide policy advice to the Local Government Association (LGA).

The organisation represents strategic managers in local authorities or non-profit trusts, as well as those in associated areas such as health, education and social sectors.

CLOA also co-ordinates the National Culture Forum, the body set up to unite the major professional organisations in the cultural sector on issues of common concern. Through the Forum, CLOA works with the

### CAMPAIGNS/KEY INITIATIVES FOR 2010

Promoting 'Passion for Excellence', the improvement project for culture and sport in the public sector – the current focus is on strategic commissioning and identifying impacts/outcomes. Also making the case for culture and sport to central, regional and local government, widening the scope from a focus on DCMS to dialogue with the Home Office, Health, Treasury etc and encouraging local investment in the sector.

Department for Culture Media and Sport (DCMS) and all cultural non-departmental public bodies.

### MEMBER BENEFITS

- The annual conference, held jointly with the LGA, which provides a forum for key industry issues
- Quarterly member meetings – which include invitations to non-members where appropriate – to discuss key concerns, issues and points of action for change within the industry
- Meetings with partners – such as the Future of Culture and Leisure
- A monthly e-zine
- CLOA advises the LGA and others on policy issues, and members can be invited to join policy panels, with huge benefit to their CPD
- Regular papers on strategic issues
- [www.cloa.org.uk](http://www.cloa.org.uk) provides information, updates and membership application

### JOINING FEES

For information, please contact Sarah Gilvey on +44 (0)1603 813700 / [sarahgilvey@cloa.org.uk](mailto:sarahgilvey@cloa.org.uk) or visit [www.cloa.org.uk](http://www.cloa.org.uk)

## European Health and Fitness Association



RUE WASHINGTON 40 B-1050  
BRUSSELS, BELGIUM

Email [thesecretariat@ehfa.eu](mailto:thesecretariat@ehfa.eu)  
Web [www.ehfa.eu](http://www.ehfa.eu)



Herman Rutgers

### YEAR ESTABLISHED

2001

### KEY PERSONNEL

Herman Rutgers, executive director  
Kasia Scoggins, head of Brussels office

### CONTACT

[h.rutgers@ehfa.eu](mailto:h.rutgers@ehfa.eu)

### ASSOCIATION PROFILE

The European Health and Fitness Association (EHFA) is the standards-setting body for the European health and fitness industry, representing 15 national associations – almost 6,000 facilities in 22 countries. It is a non-profit organisation that exists to advance and promote the role of fitness activities as a way of improving health and social conditions. By doing this, EHFA brings together European health and fitness organisations in a permanent, trans-national and wide-reaching forum.

EHFA is recognised by the European Commission and sits on the high-powered European Union platform for action on diet, physical activity and health. It has been engaged in the European qualifications framework for

### CAMPAIGNS/KEY INITIATIVES FOR 2010

EHFA is finalising its committees to provide more resource for its efforts. The Standards Council will revise and develop EHFA Standards, and the Scientific Advisory Board will inform EHFA strategy via the latest research into physical activity and health. To help exercise professionals in their vocational training and mobility, EHFA has submitted several projects to the European Commission following the call for proposals in summer 2009.

the health and fitness sector, as part of the Leonardo da Vinci Programme, a logical result of which has been the creation of EREPS (the European Register of Exercise Professionals), allowing free mobility of trained individuals across Europe (see page 90).

Key long-term EHFA goals are as follows:

- To set the European agenda for physical activity and fitness
- To drive for quality standards and certification
- To improve the perception of the industry among politicians, the media and consumers
- To increase participation levels at health clubs and leisure centres and to position the health and fitness industry as a positive influence on public health – exercise as a force for good in the prevention of ill-health
- To increase the influence of the sector with the European Union and member state governments
- To fully document the European fitness industry and drive the need for research

### JOINING FEES

Please contact [thesecretariat@ehfa.eu](mailto:thesecretariat@ehfa.eu)

All FIA members are automatically members of the EHFA.

## European Register of Exercise Professionals



RUE WASHINGTON 40 B-1050  
BRUSSELS, BELGIUM

Tel +32 (0)26 40 40 69

Email [info@ereps.eu](mailto:info@ereps.eu)

Web [www.ereps.eu](http://www.ereps.eu)



Cliff Collins

### YEAR ESTABLISHED

2007

### KEY PERSONNEL

Cliff Collins, director

### CONTACT

[c.collins@ereps.eu](mailto:c.collins@ereps.eu)

### ASSOCIATION PROFILE

EREPS (the European Register of Exercise Professionals) is an independent process for the registration of all instructors, trainers and teachers working in the exercise and fitness industry across Europe. It is a pan-European system, based on independent national registers, culminating in a central European database. EREPS currently has members working in 25 different European countries.

Registration means that an exercise professional has met prescribed minimum standards of good practice, including the adoption of a Code of Ethical Practice, and that they are committed to raising standards through continuing professional development (CPD).

EREPS is regulated by the EHFA Standards Council using an accepted official European qualification framework, which

### CAMPAIGNS/KEY INITIATIVES FOR 2010

In 2010, new standards will come into effect that will expand the application of EREPS across five levels of European Qualification Framework; more instructors will become eligible for registration. The annual Fitness Forum in Madrid in May will be a major event to look critically at the future of the industry and at the training programmes that will be needed to support staff in the delivery of products/services of the future.

describes the knowledge, skills and competencies that exercise professionals need to achieve registration.

### MEMBER BENEFITS

- A public register that recognises exercise professionals' achievements and which is clearly understandable by operators and consumers
- Members are issued with a unique membership card and certificate of registration
- Members must be properly insured, and EREPS operates a scheme that gives worldwide cover
- EREPS supports the international mobility of professionals and the labour pool of high quality exercise professionals
- EREPS provides a career structure for lifelong learning and CPD, improving business performance and the retention of technical skills
- Creation of a data set that can be used to project the future trajectory of the industry and/or of individual companies

### JOINING FEES

Annual registration fee of €49.50, with two lower levels of economic zoning applying.



## Fitness Industry Association

CASTLEWOOD HOUSE  
77-91 NEW OXFORD STREET  
LONDON, WC1A 1PX

Email [info@fia.org.uk](mailto:info@fia.org.uk)

Web [www.fia.org.uk](http://www.fia.org.uk)



David Stalker

### YEAR ESTABLISHED

1990

### KEY PERSONNEL

David Stalker, executive director

### CONTACT

David Stalker: +44 (0)20 7420 8560 /  
[davidstalker@fia.org.uk](mailto:davidstalker@fia.org.uk)

### ASSOCIATION PROFILE

The Fitness Industry Association (FIA) is the trade body that represents the interests of a sector which comprises more than 5,700 facilities and almost 250,000 employees.

The FIA's key objectives are to:

- Promote the benefits of exercise to consumers and employers, with a view to getting 'more people more active more often'
- Advise FIA members on a broad range of issues ranging from human resources to business and operational issues, as well as the implications of current and forthcoming regulations and legislation, thereby helping its members maximise their revenue-generating capacity and reduce their cost base

### CAMPAIGNS/KEY INITIATIVES FOR 2010

MoreActive4Life will be expanded from a summer campaign in 2009 to a year-round campaign in 2010, starting in January with the launch of an initiative created in conjunction with MEND. 2010 is also the FIA's 20th anniversary, and will see the development of a five-year strategy for the industry. This will look at what the consumer offer is, and what skillsets we must develop to become the activity champions for all consumers.

- Protect the interests of its members from any existing or potential threat to their business, their employees or their livelihood

As a government delivery partner, the FIA also plays a major role in helping the Department of Health (DH) achieve its public health objectives. For example, MoreActive4Life – the 'call to action' for the DH's own Change4Life campaign – was implemented in 2009 by more than 1,000 FIA members and attracted more than 200,000 participants.

Other initiatives developed by the FIA and successfully delivered by its members include:

- Active at School, a programme developed for pupils in Year 5 and below
- Active at Work, a workplace activity programme
- go, an activity initiative targeting teenage girls, who are one of the groups most likely to drop out of exercise
- Fit For The Future, a government-funded scheme for inactive 16- to 22-year-olds

### JOINING FEES

Membership of the FIA is open to any organisation or person working in, or associated with, the health and fitness sector.



## Inclusive Fitness Initiative

C/O MLS LTD, 4 PARK SQUARE,  
NEWTON CHAMBERS ROAD,  
CHAPELTOWN, SHEFFIELD,  
S35 2PH

Tel +44 (0)114 257 2060 (text  
phone users add prefix 18001)

Email [info@inclusivefitness.org](mailto:info@inclusivefitness.org)

Web [www.inclusivefitness.org](http://www.inclusivefitness.org)



Sue Catton

### YEAR ESTABLISHED

2001

### KEY PERSONNEL

Sue Catton, IFI national director

Amy Smith, IFI activator and marketing manager

### ASSOCIATION PROFILE

The Inclusive Fitness Initiative (IFI) is a programme that supports the health and fitness industry in becoming more inclusive. The Inclusive Fitness Mark (IFI Mark) is the nationally recognised standard of inclusion within the fitness industry, awarded to fitness facilities that are inclusive of disabled and non-disabled people alike. The IFI Mark framework allows facilities to become accredited at any one of three levels – provisional, registered and excellent – providing a clear and systematic progression, instilling the fact that inclusion must be underpinned by continuous improvement.

The IFI model is driven by developments in four key areas of fitness provision: building access and service policies, inclusive fitness equipment, staff training and inclusive marketing. It is underpinned by research conducted in 1998 that has led to a holistic approach,

### CAMPAIGNS/KEY INITIATIVES FOR 2010

Inclusion Works Out, an IFI strategy to deliver 1,000 IFI Mark facilities by the end of 2012; the development of IFI Recognised Products Portfolio, recognising quality inclusive products; the launch of IFI consultancy services; working in partnership with suppliers to research the IFI Stage 3 Equipment Standards; and IFI London, a partnership between London Sports Forum for Disabled People, London Development Agency and the IFI.

ensuring that disabled people can expect a truly inclusive experience when visiting an IFI Mark Accredited facility.

An inclusive facility should encompass:

- Accessible and inclusive environments that meet current best practice and legislation
- Installation of inclusive fitness equipment, underpinned by extensive research and development
- Training of staff, ensuring that disabled people receive a safe, effective and value for money experience
- Implementation of inclusive marketing strategies

### JOINING FEES

Please contact [info@inclusivefitness.org](mailto:info@inclusivefitness.org), call +44 (0)114 257 2060 or reference our website, [www.inclusivefitness.org](http://www.inclusivefitness.org)



**The IFI Mark is awarded to facilities that are inclusive of disabled and non-disabled people**

## Institute for Sport, Parks and Leisure



ABBEY HOUSE  
1650 ARLINGTON BUSINESS  
PARK, THEALE  
READING, RG7 4SA

**Tel** +44 (0)844 418 0077  
**Email** [infocentre@ispal.org.uk](mailto:infocentre@ispal.org.uk)  
**Web** [www.ispal.org.uk](http://www.ispal.org.uk)



Sue Sutton

### YEAR ESTABLISHED

2007

### KEY PERSONNEL

Sue Sutton, chief executive  
Lucy Roper, research and resources manager

### ASSOCIATION PROFILE

ISPAL (the Institute for Sport, Parks and Leisure) represents the interests of members involved in the management, development and promotion of all aspects pertaining to the sport, parks and leisure industry.

This is achieved by setting and maintaining the highest possible professional and service standards in the sector, as well as by advocating, influencing and leading on related policy and resourcing issues.

The organisation aims to:

- Be the professional body of choice for the sector
- Shape and influence UK policy for the sector
- Consult and liaise with government, national agencies and the industry to represent the views of ISPAL members
- Establish and maintain high professional standards for those working within the sector

### CAMPAIGNS/KEY INITIATIVES FOR 2010

The establishment of a Chartered Institute of Sport (CIS) in joint partnership with ISRM (see p94); University Partnerships, building links with higher education institutions to engage with and develop our industry's future professionals; Learning and Development, continuing to develop a strategic relationship with the National Skills Academy, providing access to a national and regionally focused training and skills portal.

- Provide members with the opportunity for learning through professional vocational qualifications and continuing professional development (CPD)
- Have a clear focus on member needs
- Be proactive, not just reactive, with an active outward and internal focus
- Form partnerships with other industry organisations
- Be self-sustaining, independent of government

### MEMBER BENEFITS

- ISPAL welcome pack and membership card
- Programme of training courses
- CPD with qualifications, advice and information
- Information hub with a comprehensive research service for members
- Weekly e-zines with the latest industry news and information, as well as the quarterly ISPAL magazine, *INFORM*
- Major discounts on conferences and events
- Free business support helpline

### JOINING FEES

Please contact [membership@ispal.org.uk](mailto:membership@ispal.org.uk)  
or call +44 (0)845 603 8734

## Institute of Sport and Recreation Management

SIR JOHN BECKWITH CENTRE  
FOR SPORT, LOUGHBOROUGH  
UNIVERSITY, LOUGHBOROUGH,  
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Email [info@isrm.co.uk](mailto:info@isrm.co.uk)

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



Sean Holt

### YEAR ESTABLISHED

1921

### KEY PERSONNEL

Sean Holt, chief executive

Ian Wakefield, head of business development

Martin Steer, head of education and development

### CONTACT

Lynnette Henson, secretary

### ASSOCIATION PROFILE

ISRM – the Institute of Sport and Recreation Management – is the national professional body for those involved exclusively in providing, managing, operating and developing sport and recreation services in the United Kingdom.

Established in 1921, the institute is a registered charity. Its vision is to promote professionalism in the management of sport and recreation services, ensuring that the benefits of sport and physical activity can be delivered effectively through the professional, safe and efficient management and development of sport and recreation facilities and services.

### CAMPAIGNS/KEY INITIATIVES FOR 2010

Working in partnership with ISPAL, ISRM is engaged in talks to form a Chartered Institute of Sport (CIS). The CIS would fulfil the need for a single professional body to represent and present a united sports sector, promote high standards of professional skills and expertise, provide professional qualifications, improve and enhance public awareness, and provide leadership and guidance across the industry.

### MEMBER BENEFITS

- Designatory letters that identify you as a dedicated sport and recreation management professional
- Quarterly regional forums and meetings, encouraging the sharing of expertise and best practice
- Regular mailings and email updates, including the latest industry news
- Ten issues of *Recreation* journal each year
- Industry-specific job vacancies and recruitment service
- Website, including online forums for knowledge sharing
- Representation: ISRM sits on a number of groups – including the Physical Activity Alliance, National Cultural Forum and European standards groups relating to sports equipment – in order to represent its members' interests to these bodies
- Full listings of ISRM industry-relevant training opportunities with discounts
- Priority access and discounts for conferences, seminars, courses and exhibitions
- Listing in online members' directory
- Priority access to ISRM's free advisory service

### JOINING FEES

£110 for full membership

## International Health, Racquet and Sportsclub Association



SEAPORT CENTER  
70 FARGO STREET, BOSTON,  
MASSACHUSETTS, US

Tel +1 617 951 0055

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



Joe Moore

### YEAR ESTABLISHED

1981

### KEY PERSONNEL

Joe Moore, president and CEO

Anita Lawlor, COO

Helen Durkin, JD, EVP of global public policy

Jay Ablondi, EVP of global products

### CONTACT

[info@ihrsa.org](mailto:info@ihrsa.org) / for media inquiries, [pr@ihrsa.org](mailto:pr@ihrsa.org)

### ASSOCIATION PROFILE

IHRSA is the fitness industry's only global trade association – a not-for-profit organisation representing health and fitness facilities, gyms, spas, sports clubs and suppliers worldwide. Its members include more than 9,750 for-profit health and fitness facilities, and over 740 supplier companies in 78 countries.

IHRSA's mission is to grow, protect and promote the health and fitness club industry, and to provide its members with benefits that will help them be more successful. It fulfils this mission by implementing annual health promotion initiatives, defending and promoting health club-related legislation in Washington DC, hosting industry events and

### CAMPAIGNS/KEY INITIATIVES FOR 2010

As key components to its Vision for a Healthier America, IHRSA is actively seeking passage of the Workforce Health Improvement Program (WHIP) Act and Personal Health Investment Today (PHIT) Act. Meanwhile, the music industry is trying to extract drastic fee increases from health clubs across the world for use of copyright-protected music; IHRSA is galvanising the industry to fight this and protect club profits.

collecting key operational data, which becomes the content of numerous publications and newsletters. It has also set a goal of reaching 120 million club members worldwide by 2010.

### MEMBER BENEFITS

- [IHRSA.org](http://IHRSA.org), a comprehensive website including an online resource library, tips and BuyersMart
- Publications and research including *Club Business International*, *Club Business Europe*, *Get Active!*, the fitness equipment buyers' guide *F.I.T.*, e-newsletters and global reports on the health club industry
- Meetings, trade shows and events including the International Convention, European Congress, travelling seminars and the Legislative Summit
- Programmes and consumer initiatives such as *Get Active America!*, the IHRSA Passport and group purchasing
- Public policy including briefing sheets, legislative alerts, the Industry Defence Fund and the Public Policy Council

### JOINING FEES

Please contact the global membership division on 800 228 4772 (US and Canada), +1 617 951 0055 (international), or via email at [service@ihrsa.org](mailto:service@ihrsa.org)



## International SPA Association

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



Lynne McNeas

### CAMPAIGNS/KEY INITIATIVES FOR 2010

The annual ISPA Conference & Expo will be celebrating 20 years in 2010 at the Gaylord National Resort & Convention Center on the Potomac in Washington DC – the event will be held on 7–10 November 2010.

Upcoming Knowledge Networks for 2010 will be held in Tucson, Arizona on 1 February; Sonoma, California on 14 June; and Chicago, Illinois on 30 August.

### YEAR ESTABLISHED

1991

### KEY PERSONNEL

Lynne McNeas, president

### CONTACT

[ispa@ispastaff.com](mailto:ispa@ispastaff.com)

### ASSOCIATION PROFILE

Since 1991, ISPA has been recognised worldwide as the professional organisation and voice of the spa industry, representing more than 3,200 health and wellness facilities and providers in 80 countries. Members encompass the entire spa arena: resort/hotel, destination, mineral springs, medical, cruise ship, club and day spas, as well as service providers such as physicians, wellness instructors, nutritionists, massage therapists and product suppliers.

### MEMBER BENEFITS

- Staffing – including online job bank, compensation and benefits data, and manager/supervisor certification programmes
- Marketing and PR – including press releases, annual

media event, customised ads, sponsorship and advertising opportunities, use of the ISPA logo, online 'Search for a Spa' for consumers

- Education and networking – including annual conference and expo, knowledge network and marketplaces, membership directory
- Business and operating tools – including consumer trends report, industry studies, Spa Traveler Research CD, spa operation manuals, retail management programmes, supervisory workbooks, ISPA Member Financial Trends and Operating Report, *Pulse* and *LiveSpa* magazines

### JOINING FEES

Visit [www.experienceispa.com](http://www.experienceispa.com) or contact Valarie McKinney on +1 859 226 4288 / [valarie.mckinney@ispastaff.com](mailto:valarie.mckinney@ispastaff.com) or Sarah Guinn on +1 859 219 3512 / [sarah.guinn@ispastaff.com](mailto:sarah.guinn@ispastaff.com)



## Leisure Management Contractors Association



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Fax +44 (0)1458 448971  
Email [secretary@lmca.info](mailto:secretary@lmca.info)  
Web [www.lmca.info](http://www.lmca.info)



Tim Hewett

### YEAR ESTABLISHED

1987

### KEY PERSONNEL

Tim Hewett, chair  
Peter Gilpin, hon secretary

### CONTACT

Peter Gilpin

### ASSOCIATION PROFILE

LMCA provides a forum for companies pursuing business opportunities primarily with local authorities in leisure management. As well as providing members with the opportunity to meet and discuss industry issues, LMCA provides a focus for government, local authorities, industry bodies and the media to obtain the views of practitioners.

Member companies play a significant role in the provision of leisure opportunities, operating 350 facilities and employing more than 20,000 staff. LMCA members have invested more than £100m into local authority facilities and equipment in recent years.

In June 2006 the Audit Commission published a report into the management of leisure services: *Public sports and*

### CAMPAIGNS/KEY INITIATIVES FOR 2010

Contributing to the IDeA (Improvement and Development Agency for local government) consultations on commissioning services, to ensure that local authorities are aware of the potential benefits of private sector contractors, and that LMCA members are therefore included in any options review or procurement process.

*recreation services: Making them fit for the future.* The report makes clear the contribution of the private sector companies involved in managing local authority leisure facilities, noting that private contractors require lower subsidies from councils, need less revenue generated from attendances to cover staff costs while also providing high service standards, and have provided significant capital investment.

### MEMBER BENEFITS

- To become part of a recognised voice in the leisure industry, representing the views and interests of its members at national and regional levels
- To promote the benefits and principles of professional practice, capital investment opportunities and good management of private leisure management companies
- To offer a forum for the discussion of matters of concern and interest to members
- To keep members informed on relevant issues
- To act as a point of contact for local authorities and national organisations

### JOINING FEES

Admission to LMCA is subject to application. Please contact the hon secretary for information.



## Register of Exercise Professionals

8-10 CROWN HILL  
CROYDON  
SURREY CR0 1RZ

Tel +44 (0)20 8686 6464

Email [info@exerciseregister.org](mailto:info@exerciseregister.org)

Web [www.exerciseregister.org](http://www.exerciseregister.org)



Jean-Ann Marnoch

### YEAR ESTABLISHED

2001

### KEY PERSONNEL

Jean-Ann Marnoch, registrar

Alison Frater, register manager

Robert McGregor, systems manager

### CONTACT

Alison Frater

### ASSOCIATION PROFILE

REPs (the Register of Exercise Professionals) is a Public Register of Names that helps safeguard and promote the health and interests of people using the services of exercise instructors, teachers and trainers.

Working with SkillsActive, the government-funded standards-setting body for the industry, REPs uses a process of self-regulation that recognises industry-based qualifications and practical competency requiring fitness professionals to work within a Code of Ethical Practice.

The Register affords UK-wide and international recognition of personal achievement and the competencies of qualified professionals.

### CAMPAIGNS/KEY INITIATIVES FOR 2010

As part of its mission to professionalise the sector and increase public awareness of its role, REPs will: continue its member conventions; launch a new member entry structure; work with the FIA to build the partnership between medical and fitness professionals; produce marketing materials for members/employers to show support for REPs; improve communications with members/the public via a new journal, website and e-zine.

### MEMBER BENEFITS

Membership validates professional qualifications – the public and employers are able to verify a member's credentials in an online Members Directory. Each member is issued with a membership card and certificate of registration. The card – effectively a licence to practise in the industry – gives the name of the member, their registration number, status of registration and membership expiry date and must be produced on demand. The certificate is sealed in the name of REPs to help prevent fraud. REPs also offers:

- Online listing in the members directory
- Reciprocal agreements with overseas registers
- Access to a unique online training portal that allows members to register interest in courses and search for suitable programmes by subject, CPD points and location
- Favourable insurance premiums
- A Members Council, made up of 14 members, that helps steer REPs' development and decision-making processes
- A quarterly journal containing technical articles and industry news, plus regular e-newsletters
- Regular conventions featuring top keynote speakers

### JOINING FEES

Annual registration fee: £25

## SkillsActive



CASTLEWOOD HOUSE  
77-91 NEW OXFORD STREET  
LONDON, WC1A 1PX

Tel +44 (0)20 7632 2000  
Fax +44 (0)20 7632 2001  
Email [skills@skillsactive.com](mailto:skills@skillsactive.com)  
Web [www.skillsactive.com](http://www.skillsactive.com)



Stephen Studd

### YEAR ESTABLISHED

2003

### KEY PERSONNEL

Stephen Studd, group chief executive officer

### CONTACT

[skills@skillsactive.com](mailto:skills@skillsactive.com)

### ASSOCIATION PROFILE

SkillsActive is the Sector Skills Council for active leisure and learning. It works with five sectors – sport and recreation, health and fitness, playwork, the outdoors, and caravans – to drive improvement in skills and workforce development by increasing the quality and supply of skills provision. It brings all sector partners together to work in collaboration, lobbying funding agencies and policy makers for improvements.

SkillsActive links employers with training providers, policy makers and individuals to ensure that the importance of skills are communicated and addressed, solutions are brought to employers, and that workforce development policies are effective. It is part of the SkillsActive Group, which includes the National Skills

### CAMPAIGNS/KEY INITIATIVES FOR 2010

The major projects for SkillsActive in 2010 will be as follows: launching the new REPs structure; implementing new fitness standards across a number of levels; endorsing new qualifications on the Qualification and Credit Framework; rolling out the new training provider licence; and focusing on the national governing bodies of sport and their workforce development needs.

Academy for Sport and Active Leisure, REPs and CITO (Caravan Industry Training).

### MEMBER BENEFITS

- Member communications – email bulletins, a monthly e-zine and a quarterly magazine
- A National Occupational Standards database, which can help set standards and promote a framework for good employment practice
- Regional and national networks, with staff who are committed to the industry and who engage with employers in order to understand needs and foster solutions
- Opportunities to take part in consultations that can help shape the development of skills and training in your sector
- Discounts to key industry events, workforce development toolkits, active leisure-related recruitment services, Lloyds TSB cardnet credit card services

### JOINING FEES

Contact [membership@skillsactive.com](mailto:membership@skillsactive.com) or call +44 (0)20 7632 2000

## Spa Business Association

SUITE 5-6 PHILPOT HOUSE,  
STATION ROAD, RAYLEIGH,  
ESSEX SS6 7HH

Tel +44 (0)8707 800 787

Email [info@](mailto:info@spabusinessassociation.co.uk)

[spabusinessassociation.co.uk](http://spabusinessassociation.co.uk)

Web [spabusinessassociation.co.uk](http://spabusinessassociation.co.uk)



Suki Kalirai

### YEAR ESTABLISHED

2004

### KEY PERSONNEL

Suki Kalirai

### CONTACT

[suki@normanswood.co.uk](mailto:suki@normanswood.co.uk)

### ASSOCIATION PROFILE

The Spa Business Association (SpaBA) is the trade body for the spa industry in Great Britain and Ireland. Its membership represents the largest group of spa-related businesses in the UK.

Membership brings financial benefits, buying power and networking opportunities to complement spas' own business initiatives, and it supports their business needs. SpaBA is the only spa association to offer a wide range of business-to-business and business-to-consumer opportunities for its members, and its slogan is 'one voice uniting the industry'.

### MEMBER BENEFITS

- Business referrals: SpaBA receives many enquiries and always puts forward its members first

### CAMPAIGNS/KEY INITIATIVES FOR 2010

The sixth National Spa Week will take place in September 2010. Designed to increase public awareness of the many benefits of visiting a spa, Spa Week is expected to drive footfall and consumer interest for SpaBA members across the UK; a partnership arrangement negotiated with national newspapers, including promotional offers to run in the national press, will ensure a high profile campaign.

- Profile-raising web page: Membership of SpaBA gives you your own web page, which can feature up to 500 words and three photos
- Networking/sponsorship opportunities: Two networking events, one media event and several fringe regional networking events around the country
- National Spa Week: A media campaign that last year generated more than £1.5m in media coverage and reached more than 15 million spa consumers
- Trade discounts: Including spa intelligence report, as well as discounts on trade journal subscriptions, conferences and events
- Spa Voice newsletter: A quarterly publication with 1,500 subscribers
- Media coverage opportunities: PR opportunities that can include magazine special offers, competitions and reviews
- Anyone offering an exclusive discount to members is listed in the "members' benefits" section in the members pack

### JOINING FEES

Please contact [info@spabusinessassociation.co.uk](mailto:info@spabusinessassociation.co.uk) or call +44 (0)8707 800 787

sporta



C/O LEISURE-NET SOLUTIONS  
PARK FARM, NORWICH ROAD  
HETHERSETT  
NORFOLK NR9 3DL

Tel +44 (0)1603 814233

Email [info@sporta.org](mailto:info@sporta.org)

Web [www.sporta.org](http://www.sporta.org)



Craig McAteer

#### YEAR ESTABLISHED

1997

#### KEY PERSONNEL

Craig McAteer, chair  
Jon Argent, vice chair  
Mark Sesnan, honorary secretary  
Adrian Bailey, treasurer  
Sarah Gilvey, sporta secretariat

#### CONTACT

Sarah Gilvey

#### ASSOCIATION PROFILE

sporta is the representative body for trusts and social enterprises within culture and leisure in the UK. Membership is open to non-profit distributing organisations that manage sport and leisure centres, for use by the general public.

sporta has 109 members operating 879 individual sites across the UK, ranging from small trusts representing single leisure centres to larger organisations managing more than 65 sites. Together, its members have an annual turnover in excess of £640m, have more than 215 million customer visits each year and employ more than 28,000 full-time employees.

#### CAMPAIGNS/KEY INITIATIVES FOR 2010

sporta will maintain its work to raise the profile and positioning of the trust model within culture and leisure, forging further positive relationships with decision makers and government departments. Work to develop strategic partnerships with organisations sharing similar goals, such as the Physical Activity Alliance and the Department of Health's Change4Life programme, will also continue.

sporta's mission is to be the voice for cultural and leisure trusts and social enterprises within culture and leisure, and to raise awareness of their existence by representing members, promoting their work nationally and facilitating communication and best practice among the membership.

#### MEMBER BENEFITS

Principal benefits of membership for leisure trusts are that:

- sporta acts as their forum, identifying common issues and proposing collective solutions
- sporta acts as a lobby group, representing trusts and social enterprises within culture and leisure at a national level to government and key organisations
- sporta improves communication and shares best practice between members
- sporta promotes leisure trusts and social enterprises as an effective and relevant way of delivering community leisure services

#### JOINING FEES

Annual subscription is dependent on the size of the trust – please see website for details. Admission to sporta is subject to meeting the membership criteria and is at the discretion of the executive committee.



## Sport England

3RD FLOOR  
VICTORIA HOUSE  
BLOOMSBURY SQUARE  
LONDON WC1B 4SE

Tel +44 (0)845 850 8508

Email [info@sportengland.org](mailto:info@sportengland.org)

Web [www.sportengland.org](http://www.sportengland.org)



Jennie Price

### YEAR ESTABLISHED

1972

### KEY PERSONNEL

Jennie Price, chief executive officer  
Richard Lewis, chair

### ASSOCIATION PROFILE

Sport England invests National Lottery and Exchequer funding in organisations and projects that will grow and sustain participation in grassroots sport and create opportunities for people to excel at their chosen sport.

The organisation works in partnership with UK Sport, which has responsibility for elite success, as well as with the Youth Sport Trust, which is focused on PE and school sport.

Sport England is committed to creating a world-leading community sport system, and has set specific and measurable targets to achieve by 2012/13:

- One million people doing more sport
- A 25 per cent reduction in the number of 16- to 18-year-olds who drop out of at least five key sports
- Improved talent development systems in at least 25 different sports

### CAMPAIGNS/KEY INITIATIVES FOR 2010

Funding options include: Innovation Fund, supporting new ideas to get people playing sport; Themed Rounds, addressing key issues in grassroots sport (eg access to sport in rural areas); Sportsmatch, providing match-funding for projects attracting private investment; Small Grants, helping smaller community projects make a real difference; Sustainable Facilities Fund, for projects that transform places where people take part in sport.

- A measurable increase in people's satisfaction with their experience of sport
- A major contribution to the delivery of the five-hour sports offer for children and young people

To help deliver a lasting Olympic and Paralympic legacy of increased grassroots participation, Sport England is investing £480m in 46 national governing bodies of sport between 2009 and 2013. Each of these bodies is now delivering a wide range of programmes and initiatives to get people playing and enjoying more sport and giving those with talent the support they need to fulfil their potential.

In addition to this investment, each year Sport England has a number of open funding rounds to further support the delivery of its strategy (see campaigns box, above).

Accountable to Parliament through the Department for Culture Media and Sport (DCMS), Sport England has also been a statutory consultee on planning applications affecting playing fields since August 1996. The organisation objects to any application that is detrimental to sport, unless alternative provision of at least equivalent value is found elsewhere.

### JOINING FEES

None



## Youth Sport Trust

SIR JOHN BECKWITH CENTRE  
FOR SPORT, LOUGHBOROUGH  
UNIVERSITY, LOUGHBOROUGH  
LEICESTERSHIRE LE11 3TU

**Tel** +44 (0)1509 226600

**Email** [info@youthsporttrust.org](mailto:info@youthsporttrust.org)

**Web** [www.youthsporttrust.org](http://www.youthsporttrust.org)



Sue Campbell CBE

### YEAR ESTABLISHED

1994

### KEY PERSONNEL

Sir John Beckwith CBE, founder and president  
Sue Campbell CBE, chair  
Steve Grainger, chief executive

### CONTACT

Steve Grainger

### ASSOCIATION PROFILE

The Youth Sport Trust is a registered charity established in 1994 to build a brighter future for young people through sport. Its mission is to support the education and development of all young people through physical education and sport.

One of the trust's key projects this year is the Young Ambassador programme, which works at a peer level to encourage participation in sport (please see 'campaigns/key initiatives for 2010' information box above).

### JOINING FEES

None

### CAMPAIGNS/KEY INITIATIVES FOR 2010

The Youth Sport Trust continues to provide high quality PE and school sport for young people and is maximising the opportunities presented by London 2012. The Young Ambassador programme, a key project for 2010, is part of that. It will involve more than 10,000 Young Ambassadors across the country helping to increase sports participation among their peers and promote healthy lifestyles up to and beyond 2012.



Youth Sport Trust: Developing young people through sport

# NEW OPENINGS

We round up some of the projects currently underway in the health and fitness sector, looking at the public and private sectors, trusts and franchises

### PUBLIC SECTOR AND TRUSTS

#### JAN 2010

##### **MALTBY LEISURE CENTRE, ROTHERHAM**

Maltby Leisure Centre is to open on January 25, completing the final stage of a £35m PFI partnership between Rotherham Metropolitan Borough Council and operator DC Leisure.

The centre is one of four new facilities that have opened since September 2008, the other three being Rotherham Leisure Complex, Aston-cum-Aughton Leisure Centre and Wath-upon-Deerne Leisure Centre. Maltby will offer a 25m pool, a diving pool, a viewing gallery, a sports hall and a 50-station gym equipped by Technogym, Precor and Escape. The centre, which will have facilities for disabled users, will also include a Joint Service Centre – part of a strategy between the council and Rotherham Primary Care Trust to create a one-stop shop for health and local authority services.



Bletchley Centre will include a 100-station fitness suite

#### JAN 2010

##### **BLETCHLEY TO OPEN**

The new £21m Bletchley Leisure Centre near Milton Keynes, to be operated by Hertsmere Leisure, is to open in January, replacing Bletchley's existing leisure centre.

It will include a 100-station fitness suite, a 25m, eight-lane swimming pool, a sauna and steamroom, four squash courts, a six-court sports hall and a bowls facility. A gymnastics hall, multi-purpose hall and café will also be provided.

#### JAN 2010

##### **STEVENAGE LEISURE KIT INVESTMENT**

Stevenage Borough Council is investing £250,000 in its fitness facility at Stevenage Leisure's Arts & Leisure Centre, to include 47 new pieces of Matrix equipment.

Due to finish in January, Fitness @ The Leisure Centre is expanding to provide for the large number of GP referrals it receives from the local hospital and surrounding GP surgeries. The gym will have a new open plan design and mezzanine floor, a new wheelchair-accessible entrance and changing area, new flooring and lighting, and a new group cycling studio.

#### JAN 2010

##### **HADLEIGH POOL REFURB**

Babergh District Council is carrying out a refurbishment to Hadleigh Swimming Pool, Suffolk, starting in January.

Funded by a £185,000 grant from Sport England's free swimming programme, and £88,600 from the council, the bid was one of just two in Suffolk to be approved by Sport England. The pool's changing rooms are to receive new cubicles, toilets, showers, seating, lockers and wall tiling.



**Leeds University:** A partially moveable floor will ensure the pool is able to host a wide range of activities

## EARLY 2010

### £25M COMPLEX IN HILLINGDON

The first 50m pool to be built in London for more than 40 years is due to open in a £25m complex early this year.

The pool is part of a widescale redevelopment of sports facilities in the London Borough of Hillingdon, which also involves the refurbishment of the adjacent, 1930s Uxbridge outdoor lido and an athletics stadium, sports hall and fitness centre.

The project has been funded by Hillingdon Council (£22m), the London Development Agency (£2.025m), Sport England (£1.5m) and the Heritage Lottery Fund (£1m).

## MARCH 2010

### ASHTON LEISURE CENTRE, WIGAN

A £715,000 refurbishment of Ashton Leisure Centre, in Ashton-In-Makerfield, near Wigan, is on schedule to be completed in March 2010.

Part of the government's free swimming scheme, the bid includes a full refurbishment of the entrance area and the pool hall, and the incorporation of dedicated accessible changing into the existing changing rooms. There will also be improved ventilation in the pool hall and changing rooms.

The work is being commissioned by Wigan Leisure & Culture Trust on behalf of Wigan Council.

## MARCH 2010

### HARTSDOWN RECEIVES REFURBISHMENT

Hartsdown Leisure Centre in Margate is to re-open in March 2010 following a £1.6m refurbishment.

Thanet Leisureforce has built a new gym, doubling the number of work stations on offer, and has also added two new exercise studios for classes, a soft play facility and a café. The existing reception and changing areas for the sports hall are also being revamped. The project is being funded and managed by Alliance Leisure.

## MAY 2010

### LEISURE COMPLEX FOR UNIVERSITY OF LEEDS

A new £12.2m swimming pool and fitness complex – one of the largest to be built at a UK university – is due to open at the University of Leeds in May this year.

Also open to the community, facilities will include an eight-lane, 25m swimming pool with a partially moveable floor to create depths of up to 2m (6.6ft), ensuring it's suitable for hosting water-based sports activities such as water polo, canoe polo and sub-aqua. There will also be spectator seating.

The centre will also offer a 900sq m (9,688sq ft), 200-station Technogym-equipped squash suite, a health suite with sauna and steamroom, squash courts, dance studios, changing rooms and a café.

# DEVELOPMENT PIPELINE

## JUNE 2010

### REFURBISHMENT FOR BATLEY

Kirklees Active Leisure (KAL), in partnership with Kirklees Council, will this year complete a £4.5m refurbishment of Batley Sports and Tennis Centre in West Yorkshire.

The project, scheduled to open in June, is part-funded by a £1.75m government capital grant, as well as funding from Kirklees Council and KAL. It will see the complete refurbishment of the pool halls, with interactive play systems, refurbishment of the sports hall, the installation of a 40-station fitness suite and a complete upgrade of the reception and changing areas.

In the first stage of the redevelopment, the centre's six-badminton court sports hall re-opened in November with new heating, ventilation, lighting and Taraflex flooring.

## SUMMER 2010

### MARSHALL STREET BATHS TO RE-OPEN

Marshall Street baths in central London, closed since 1997 due to safety concerns, will re-open this summer.

Westminster City Council (WCC) has paid for the £25m revamp, which began in August 2008.

When it re-opens, the facility will include a fully restored main pool, a new fitness club and health suite with sauna, and dance and group exercise studios. Nuffield Health will manage the centre on behalf of the council.



The old pool at Batley Sports and Tennis Centre

## SUMMER 2010

### TWO CENTRES FOR GATESHEAD

Gateshead Council is building two new leisure centres in 2010 as part of its £29m Building an Active Future programme; three others will receive refurbishments.

The first new centre, in Blaydon, will open this summer and offer a six-lane, 25m swimming pool, a learner pool, a health club, multi-use studios and outdoor sports pitches.

The second new centre, in Heworth, is due for completion in the winter. Facilities here will include a 25m swimming pool, a learner pool, a FlowRider surfing and body-boarding attraction, a fitness suite and a boxing gym.

Gateshead, Dunston and Birtley Leisure Centres will be redeveloped. All will be managed by the council.

## SUMMER 2010

### £10.3M HEYWOOD LEISURE SCHEME

A £10.3m Sports, Culture and Leisure Village in Heywood, Manchester, is due to be completed in the summer, offering a sports hall, a six-lane pool, a learner pool, a dance studio, a 90-station fitness suite and a youth gym.

The project is being led by Rochdale Council, leisure trust Link4Life and community partnership New Heart for Heywood. It's being part-funded by New Heart for Heywood (£4m), the Football Foundation (£1m), Sport England (£0.5m) and the council (£4.8m) and will be operated by Link4Life under a 15-year partnership agreement with the council.

## AUTUMN 2010

### £15M PROPOSALS FOR SANDS CENTRE

A partnership of Carlisle City Council, the University of Cumbria and Carlisle Leisure Limited has drawn together a £15m development proposal for The Sands Centre, Carlisle, due to start in autumn 2010 and finish in summer 2012.

Plans include a new eight-lane pool, teaching pool and seating, a new sports hall and extended gym area, refurbished changing areas, enhanced conference facilities, and studios. Also included are facilities for the university's School of Sport, which will use The Sands Centre as its main base.

## DECEMBER 2010

### LEATHERHEAD REVAMP

A £12.3m refurbishment of Leatherhead Leisure Centre in Surrey, managed by Fusion Lifestyle for Mole Valley District Council, is being carried out this year.

Work started in April 2009 on phase one, which included a new 438sq m (4,721sq ft), 90-station fitness suite, a studio, two squash courts, a crèche, a soft play area and a multi-use games area. Phase two, to be completed in 2010, includes a new ground floor reception and changing rooms for the new gym, including sauna, steamroom and beauty therapy rooms. The 25m swimming pool and sports hall will also be upgraded.

## 2010-2012

### INVERCLYDE £23M INVESTMENTS

Inverclyde Council has a £23m programme of investment in its leisure developments for 2010 and beyond.

Plans include a new £10.9m flagship multi-use sport/leisure facility at Rankin Park, Greenock, to replace the existing Greenock Sports Centre, currently managed by Inverclyde Leisure. Work is to begin in August 2010 and complete by August 2012. Also planned is the upgrade of Gourcock Outdoor Swimming Pool, also managed by Inverclyde Leisure. Work is to begin in October 2010.

Other developments include all-weather, floodlit football pitches at Gourcock Park, Greenock Broomhill and Greenock Inverclyde Academy, and a new stadium facility including a new football pitch at Parklea, Port Glasgow.

## 2010-2012

### £50M INVESTMENT IN FIFE FACILITIES

Fife Council is spending £50m on its three main leisure facilities, operated by Fife Sport and Leisure Trust.

A £17.2m refurbishment to Carnegie Leisure Centre in Dunfermline, due for completion at the end of 2010, involves replacing the original pool with a new 25m pool with movable floor, retaining the building's Edwardian facade. The second project is a £21.1m scheme to replace the Fife Institute of Physical Recreation Education (FIPRE) in Glenrothes with a



**Leatherhead Leisure Centre – £12.3m refurbishment**

new leisure centre. Features include an eight-lane swimming pool, eight-court sports hall and large fitness suite. Work is set to begin in April 2010 with completion by the end of 2011, opening to the public in early 2012.

Finally, Kirkcaldy Swimming Pool will be replaced by a new £15.3m leisure centre, which is planned to open in October 2011. The new centre will offer a 25m, six-lane swimming pool, a training pool, sports hall, fitness suite, studio, 70-seat gallery and two cafés.

## FEB 2011

### NEW LEISURE CENTRE FOR CLAPHAM

The Clapham One development – part of Lambeth Council's Future Clapham project – is underway and is expected to open in phases, starting in February 2011.

The project includes a revamp of the existing Clapham Leisure Centre, managed by the London Borough of Lambeth, including a new 25m swimming pool, a 100-station gym, a four-court sports hall and an indoor climbing wall. The plans also include a community hub – the adjoining Mary Seacole House will be turned into a healthcare centre, 136 homes and a community library with a performance space and a café.

The scheme is self-financing, so the public access facilities will be constructed at no cost to council tax payers.

The new fitness facilities are expected to open in February 2011, while the library and healthcare facility will open in summer 2011.

# DEVELOPMENT PIPELINE

## APRIL 2011

### BASILDON SPORTING VILLAGE

A new £35m sports and fitness complex in Basildon, Essex, is being built this year, set for completion in April 2011.

Basildon Sporting Village, which will be managed by Sports and Leisure Management (SLM), has already been included as a potential pre-Games training camp for the 2012 Olympics. The new facility is to include a 50m swimming pool with seating for 400 spectators, a learner pool, a sports hall and a 500-station fitness suite. There will also be a gymnastics centre, multi-purpose studios and a climbing wall, as well as six floodlit five-a-side football pitches and a new 750-seat athletics stand.

The project is being delivered by Community Solutions for Leisure (CSL). Funding is being provided by Essex County Council, the Housing and Communities Agency, Sport England and Veolia ES Cleanway Pitsea Marshes Trust.

## SUMMER 2011

### REDBRIDGE SPORTS CENTRE

Redbridge Sports Centre in Barking, Essex, is in the process of raising £6.3m to develop its facility into a training venue for the 2012 Olympics.

The centre, which operates as a charitable trust, plans to build a new sports hall with tiered seating for 500, plus new

movement and wellness studios. Work is planned to start this summer, with completion expected in summer 2011.

It will also build a third floor in the original sports hall for future facility development, allowing more room to expand gymnastics and trampoline programmes and the capacity to introduce new sports to the range of activities on offer.

## SUMMER 2011

### £25M SPORTS PACKAGE FOR MERSEYSIDE

Knowsley Council in Merseyside is providing £25m funding to improve sports and leisure provision across the borough.

The grant will fund a new sports village in Huyton to include an aquatic centre, a sports hall and a gym when it opens in summer 2011. It will be located alongside a National Lottery-funded youth facility called OurPlace – designed in consultation with local young people – which will provide sports and arts facilities including a dance studio, a BMX/skate park, a multi-use games area, a snack bar and a training area, all catering for young people aged between 13 and 19.

Other developments in the borough include the replacement of Heatwaves Leisure Centre with a new community hub in Stockbridge Village, comprising leisure facilities and a library, and a refurbishment of Prescott Leisure Centre.

## SUMMER 2011

### STREATHAM HUB

A multi-million pound, mixed-use leisure development in Streatham, South London – the Streatham Hub – is expected to open in summer 2011.

Plans are currently being revised, but were expected to include a leisure centre with a swimming pool, fitness suite, sports hall and new ice rink, replacing existing facilities that are falling into disrepair. Other elements are set to include a Tesco retail store, a public square, 250 homes and improvements to local transport.

The project was originally approved by the London Borough of Lambeth council in 2002 and work began in



Derbyshire's CALC: A £12.3m, all-weather complex

January 2009. The estimated cost of the project, to be funded by Tesco and Lambeth council, is understood to be between £65m and £100m.

The existing swimming pool closed in November 2009 after an engineer's report raised concerns about the condition of the centre's roof, and further checks revealed more widespread structural problems.

## SUMMER 2011

### £12.3M DERBYSHIRE LEISURE CENTRE PLANS

Derbyshire Dales District Council's £12.3m Central Area Leisure Centre (CALC) in Matlock, Derbyshire, is underway and on-schedule to open in 2011.

The all-weather indoor and outdoor complex will incorporate a new competition standard swimming pool, together with two sports halls, while footways and cycle routes will criss-cross the site. A new café, meeting rooms and a community room will also be built to replace the present facilities at Darley Dale Community Centre.

The council is investing £7m in the CALC scheme, in addition to financial support from the East Midlands Development Agency (emda), Derby & Derbyshire Economic Partnership (DDEP) and Sport England.

## SEPT 2011

### £46.5M LIFE CENTRE SCHEME, DEVON

A new £46.5m regional sports and leisure centre is to be built by Plymouth City Council (PCC).

The Life Centre, set to open in September 2011, will include a 150-station fitness suite with studios and a youth gym. It will also offer a 10-lane, 50m swimming pool, a family leisure pool with flumes, a diving pool with dryside training facility, sauna and steam facilities, a climbing zone with aerial assault course, a bowls centre and a 12-court multi-use sports hall.

Located in the city's Central Park, the Life Centre will offer a café and foyer area for the park users, as well as facilities for bus passengers, pedestrians and cyclists including toilets and a shower.



The Life Centre – a £46.5m project in Plymouth

Funding for the Life Centre, which will replace the existing Mayflower Centre, has been secured from a number of sources, including £2.5m from the University of Plymouth and a grant of £2m from Sport England's new Sustainable Facilities Fund. Meanwhile, PCC will finance the majority of the project through capital receipts gained from the sale of the council's assets.

The council is in the process of a leisure review which will allocate a management company to run the centre once it is open.

## LATE 2011

### NEW £12M COMPLEX FOR STAFFORDSHIRE

A new £12m health and wellbeing centre is to be built in Newcastle-under-Lyme, Staffordshire.

Facilities at the new complex will include a 100-station fitness suite, a 25m, eight-lane swimming pool, a 15m learner pool, dance studios and a health suite.

Treatment and seminar rooms and a café are also planned for the centre, which is being developed by Newcastle-under-Lyme Borough Council (NLBC) in partnership with NHS North Staffordshire and Sport England.

Newark-based firm WM Saunders Partnership were drawing up plans for the complex, to submit a planning application in December 2009. The company was selected from nearly 40 prospective bidders to design the centre.

The complex is scheduled to open in late 2011.

# DEVELOPMENT PIPELINE

2012

## NEW MULTI-MILLION POUND LEISURE CENTRE FOR GOSPORT

Gosport Borough Council is building an £11m leisure facility to replace its existing Holbrook Recreation Centre.

The facility will offer a 25m, six-lane swimming pool and teaching pool, a 200-seat spectator area, a four-court sports hall, a fitness suite with 60 to 100 stations, a sauna and steamroom and a flood-lit synthetic sports pitch. A crèche, soft play area, café, function area, and dry and wet changing rooms will also be included. A hotel, shop and restaurant are also planned as part of the project.

Construction work will begin during 2010 and is expected to be completed in 2012. The existing recreation centre is to remain open until work on the new facility is finished.

2012

## £15M PORTWAY LIFESTYLE CENTRE

A £15m health, wellbeing and leisure centre in Sandwell, West Midlands, is set to open in 2012.

Portway Lifestyle Centre, which will replace the existing Oldbury Leisure Centre, will offer a sports hall, hydrotherapy

pool, gym, dance studio, climbing wall and floodlit five-a-side pitches. It will also feature a new GP surgery. Funding comes from the government and a partnership between Sandwell Council, Sandwell Leisure Trust, Sandwell Primary Care Trust and Sandwell Local Improvement Finance Trust.

2012

## £31M BOLTON ONE SWIMMING POOL PROJECT

Bolton One, a £31m swimming facility to be built in Bolton, is due to be completed by early 2012.

The new centre, which will also offer health and academic facilities, will house an eight-lane, 25m swimming pool with seating for 250 spectators, a therapeutic hydrotherapy pool for disabled people, a fitness suite, a group exercise studio and a community gym. The centre will be managed by Serco.

2012

## THREE PROJECTS FOR LEEDS COUNCIL

Leeds City Council is to open three new centres in 2012.

Two of the new developments, being funded with £30m of PFI funds, are already underway in Morley and Armley. The new Morley centre will include a 25m pool, a 10m learner pool, a 150-station Bodyline gym, two sports halls, a multi-activity hall and dance studio, plus bar/café. The Armley site will offer similar facilities plus a hydrotherapy pool.

The third scheme – a £32m centre in Holt Park, near Cookridge – will combine services provided by Leeds City Council's adult social care, youth and sports services, NHS Leeds and the local community. It will include a 25m swimming pool, an accessible learner pool with beach, a sports hall and a Bodyline gym. The centre, which is yet to be named, will also host health education workshops and exercise classes. Wellbeing aspects of the project include a hydrotherapy pool and sensory rooms. The centre is intended to replace the existing Holt Park Leisure Centre and contribute to the regeneration of Holt Park District Centre.

The new centres, all opening in 2012, will create community sports hubs with links to schools, PCTs and Social Services.



**Bolton One, a £31m swimming facility set to be managed by Serco, will be completed by early 2012**

## PRIVATE SECTOR

## JAN 2010 AND BEYOND

**DW SPORTS FITNESS**

DW Sports Fitness is set to expand its portfolio to 60 health and fitness clubs by the middle of 2010.

This includes five new openings – in Tunstall near Stoke-on-Trent, Milton Keynes, Canterbury, Carlisle and Bangor (Northern Ireland) – which are all due to have taken place by the end of January 2010.

DW Sports Fitness was created when Dave Whelan, Wigan Athletic FC chair and original founder of JJB Sports, bought back JJB's 53 fitness clubs in March last year.

## 2010 AND BEYOND

**NUYUU FITNESS**

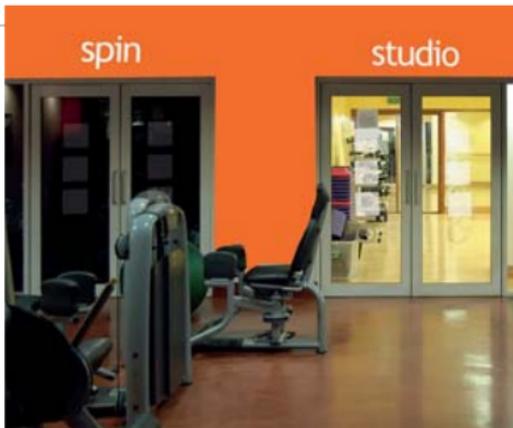
Newly launched value fitness club chain nuyuu fitness has plans for aggressive growth in the coming year and beyond.

The chain launched at the end of last year – the result of a £2m partnership between businessman and *Dragons'* Den star James Caan, and former LA Fitness national sales manager Ben Silcox.

nuyuu's first three sites were acquired from LA Fitness – in Slough, Berkshire; Livingston, Scotland; and East Grinstead, East Sussex. These have now been rebranded, with further sites due to be announced.

Caan is backing the nuyuu venture through his private equity company, Hamilton Bradshaw. A total of 11 sites are currently in the company's pipeline, with a target of eight openings in the first year. This includes two new club openings in January 2010 (locations as yet unannounced).

Within its first two years, nuyuu aims to have achieved significant growth with a "very aggressive strategy" – a predicted opening of around 15 sites by the end of the second year, and 50 in five years. However, this will be determined by locations and demographics.



nuyuu fitness plans to open 15 sites in two years, and 50 in five years

## 2010–2014

**PURE GYM**

No frills health club chain Pure Gym plans to have 20 UK sites open by 2014, with 5,000 members nationwide within the space of two years.

The group, which opened its first four clubs in December 2009 – in Edinburgh, Leeds, Manchester and Wolverhampton – offers 24-hour opening, seven days a week. Membership starts from £9.99 a month with no contract. London is now in the operator's sights, along with towns such as Bolton and Stockport.

Pure Gym was created by Peter Roberts, Brian Scurrah and Angela Crawshaw – former bosses of hotel chain Golden Tulip UK. Roberts raised £3m in equity to fund the programme of openings, all supported by private individuals who have backed his previous businesses. Each gym is developed at a cost of £850,000 and employs up to a dozen staff. Roberts founded Luminar Leisure in 1989 and the Golden Tulip hotel chain in 2002, which was subsequently sold to Whitbread in 2007.

# DEVELOPMENT PIPELINE

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2010

## THE GYM GROUP

Budget health club chain The Gym Group plans to open at least 10 new clubs in 2010, with five opening before Easter.

Already open are Guildford, Hounslow, Liverpool, Manchester and Vauxhall. The next, in Leicester, is set to open in March, with Leeds and Nottingham opening soon after. The locations of the other new clubs are currently being kept under wraps.

All clubs measure 1,400–1,860sq m (15,000–20,000sq ft) and offer more than 170 pieces of Matrix CV and resistance equipment, plus free weights. The clubs are open 24 hours, seven days a week, and have no contracts for members.

The Gym Group is headed by John Treharne, former boss of Dragons Health Clubs. Clubs are funded by Bridges Ventures, a venture capital company, as part of its social mission to support facilities in under-privileged areas of the UK and to enable the local community to enjoy the benefits of a low-cost gym membership.

2010

## FITNESS FIRST

Fitness First is planning a £1m overhaul of shower facilities across 20–25 of its clubs during 2010. In addition, two clubs will be extended: Cheltenham will expand by 560sq m (6,000sq ft) and Berkeley Square in London will nearly treble in size to 1,570sq m (18,000sq ft). Two further clubs, Bournemouth and Hammersmith, will each receive a £200,000 refurb in early 2010, while swimming pools will be built at two as yet undisclosed clubs in September 2010.

PRESENT – 2012

## LA FITNESS

LA Fitness is partway into a three-year, £30m investment in its brand, which is expected to include a refurbishment for each gym in its 83-strong estate. The programme began at the end of 2009 and will run until 2012.

The group's new business plan aims to bring its existing clubs up to date, while also putting in place strategies to

re-position the brand to customers and investors, enabling the clubs to compete more effectively.

Refurbishments for 2010 include Finchley, Southgate and Golders Green, all in London.

Part of the £30m is being invested in personnel. A new HR director has been recruited with a remit to hire staff with good people skills, rather than just fitness qualifications – the idea being that LA Fitness can train staff with good communications skills. There will also be increased focus and spend on training, while some of the busiest clubs will get an extra deputy manager, ensuring there's always a manager on-site during peak periods.

2010

## GL-14

GL-14 is spending £200,000 on a refurbishment at its Manchester club. This will include new Technogym cardiovascular equipment, Power Plates and Star Trac eSpinners, plus new benches and flooring, new flatscreen TVs and redecoration of the club. Towards the end of 2010, a further investment will be made, allowing for the acquisition of new resistance equipment.

2010

## DAVID LLOYD LEISURE

David Lloyd Leisure is investing £1.5m in its Raynes Park club in south-west London.

The development, which is already underway, will include an indoor bowling alley and a dedicated children's centre, operating under the DLKids banner. DLKids will offer a diverse range of activities and programmes for families with children under the age of 11. The purpose-built children's centre will be linked to the bowling alley hosting play, educational and fitness sessions, birthday parties, after-school activities and holiday programmes. Designed for use by the local community, the facilities will open to members as well as non-members in early 2010.

David Lloyd also has plans to build a club in the Exeter area, bringing the total number of clubs in the UK to 79.

## FRANCHISES

### ACTIVE KIDS

This franchise, which introduces children to sport using a multi-skill approach, is set to work with health clubs and leisure centres, professional sports clubs, local authorities and hotels to improve the kids' offering at these facilities.

Among its first clients are Millwall FC and London Scottish RFC. For health clubs, Active Kids believes that running its programmes will also improve member recruitment and retention, as adult members will want to join and stay with clubs that offer fun classes for their children.

Centres can purchase a licence to become an Active Kids Centre, which includes training and access to a new web-based resource.

### COACH ME SLIM AND TRIM

Coach Me Slim and Trim, a personal training franchise, is launching the Women's Kettlebell Gym. The idea is to provide a resistance exercise class that's run within a local community setting, taking the gym to the user. Licencees can set up and run their own gym for under £1,000, fully equipped and with all the necessary marketing materials.

### MOVERS & SHAPERS

Movers & Shapers is expecting to open up to six branches of its new franchise offering during 2010.

The group, which currently operates six company-owned venues in the UK, as well as a concession at Bupa's Solihull Wellness Centre, launched its franchise operation at the end of 2009.

Movers & Shapers offers instructor-led sessions for small groups of members, using Power Plate and Fitbug technologies, combined with personalised fitness training in a boutique-style environment.

### THE ÉNERGIE GROUP

The énergie Group has 48 new openings scheduled for 2010, with an approximate capital investment of £12m.

The group – which currently has 72 clubs operating in England, Wales, Scotland, Ireland, Qatar and Latvia – is



ISTOCKPHOTO.COM/ANDREW KCH

### Little Kickers: More than 90 kids' football franchisees

set to open 30 further clubs in the UK, five in Ireland, three in Latvia and 10 in the Middle East.

It also has new franchise territories granted in Bahrain, UAE, Kuwait, Oman, Egypt and Libya, with territories in Switzerland and India under offer.

### PF2

PF2 Health Clubs is re-launching its licensing operation in 2010 and hopes to open six clubs this year.

The group, set up by Richard Noble in 2003, currently has three clubs – in Malvern, Worcester and Cardiff. The company also runs one spa, Chessgrove in Gloucestershire.

Noble hopes to strengthen the brand and create a small network of clubs over the coming five years.

### LITTLE KICKERS – LITTLE RUGBY

Kids' football franchise Little Kickers is moving into pre-school rugby training with the launch of Little Rugby for two- to four-year-olds.

Little Kickers, which launched in 2002, currently has more than 90 franchisees in the UK, Ireland, South Africa, Australia and Canada.

# OPERATOR ADDRESS BOOK

## PRIVATE SECTOR – INCLUDING HOTELS AND CORPORATE

### 3D LEISURE

Peel House, Upper South View,  
Farnham, Surrey GU9 7JN  
+44 (0)1252 732220  
[www.3dleisure.com](http://www.3dleisure.com)

### BANNATYNE FITNESS

Power House, Houghton Road,  
Darlington DL1 1ST  
+44 (0)1325 356677  
[www.bannatyne.co.uk](http://www.bannatyne.co.uk)

### BLADERUNNER

Exeter House, I Amor Way,  
Dunhams Lane, Letchworth,  
Herts SG6 1UG  
+44 (0)1462 705050

### BRITANNIA HOTELS (SPINDLES HEALTH & LEISURE CLUBS)

Halecroft, 253 Hale Road, Hale,  
Altrincham, Cheshire WA15 8RE  
[www.britanniahotels.com](http://www.britanniahotels.com)

### BRITISH MILITARY FITNESS

Units 7 B & C Imperial Studios, 3/11 Imperial  
Road, London SW6 2AG  
+44 (0)20 7751 9742  
[www.britmilfit.com](http://www.britmilfit.com)

### CENTRAL YMCA

112 Great Russell Street,  
London WC1B 3NQ  
+44 (0)20 7343 1844  
[www.ymca.co.uk](http://www.ymca.co.uk)

### COUNTRY CLUB GROUP

Mill Ride Golf & Country  
Club, Ascot SL5 8LT  
+44 (0)1344 884280  
[www.ccgcranleigh.com](http://www.ccgcranleigh.com) /  
[www.ccgslinfold.com](http://www.ccgslinfold.com)

### CSSC SPORTS & LEISURE

7/8 Buckingham Place, Bellfield Road,  
High Wycombe, Bucks HP13 5HW  
+44 (0)1494 888444  
[www.cssc.co.uk](http://www.cssc.co.uk)

### DAVID LLOYD LEISURE GROUP

Head Office, Hatfield Business  
Park, Hatfield, Herts AL10 9AX  
+44 (0)1707 283500  
[www.davidlloyd.co.uk](http://www.davidlloyd.co.uk)

### DW SPORTS FITNESS

Whelco Place, Enfield Industrial  
Estate, Enfield Street, Pemberton,  
Wigan WN5 8DB  
+44 (0)1942 219700  
[www.dwsports.com](http://www.dwsports.com)

### ESPORTA

Trinity Court, Molly Millars Lane,  
Wokingham, Berks RG41 2PY  
+44 (0)1189 123500  
[www.esporta.com](http://www.esporta.com)

### FITNESS EXPRESS

Park Farm, Hethersett, Norwich NR9 3DL  
+44 (0)1603 812727  
[www.fitnessexpress.co.uk](http://www.fitnessexpress.co.uk)

### FITNESS FIRST

58 Fleets Lane, Poole, Dorset BH15 3BT  
+44 (0)1202 845000  
[www.fitnessfirst.co.uk](http://www.fitnessfirst.co.uk)

### FITSPACE

Howard House, 121–123 Norton Way  
South, Letchworth, Herts SG6 1NZ  
[www.fitspace.co.uk](http://www.fitspace.co.uk)

### FX LEISURE

Thurston Road, Leyland PR25 2LF  
+44 (0)1772 482266  
[www.fxleisure.co.uk](http://www.fxleisure.co.uk)

### GREENS HEALTH & FITNESS

The White House, Wilderspool Park,  
Warrington, Cheshire WA4 6HL  
+44 (0)1925 438086  
[www.greensfitness.co.uk](http://www.greensfitness.co.uk)

### GYMBOX

+44 (0)20 7395 0270  
[www.gymbox.co.uk](http://www.gymbox.co.uk)

### HILTON HOTELS

International Operations Centre, Maple  
Court, Central Park, Reeds Crescent,  
Watford, Herts WD24 4QQ  
+44 (0)20 7856 8000  
[www.livingwell.com](http://www.livingwell.com)

### LA FITNESS

Sandall Stones Road, Kirk Sandall,  
Doncaster DN3 1QR  
+44 (0)1302 892310  
[www.lafitness.co.uk](http://www.lafitness.co.uk)

**LONDON HEALTH  
& FITNESS – 37°**

10 Beaconsfield Terrace Road,  
London W14 0PP  
+44 (0)20 7619 4090  
[www.thirtysevendegrees.co.uk](http://www.thirtysevendegrees.co.uk)

**MOVERS & SHAPERS**

148 West End Lane, London NW6 1SD  
+44 (0)20 7449 4960  
[www.moversandshapers.net](http://www.moversandshapers.net)

**NUFFIELD HEALTH  
FITNESS & WELLBEING**

Nuffield Health Head Office,  
40–44 Coombe Road, New  
Malden, Surrey KT3 4QF  
+44 (0)20 8329 6200  
[www.nuffieldhealth.com](http://www.nuffieldhealth.com)

**NUYUU FITNESS**

23 Grosvenor Street,  
London W1K 4QL  
[www.nuyuu.com](http://www.nuyuu.com)

**OVALHOUSE LTD  
(SOHO GYMS)**

13–16 Empire Square,  
Long Lane, London SE1 4NA  
+44 (0)20 7234 9395  
[www.sohogyms.com](http://www.sohogyms.com)

**PARKWOOD HEALTH  
AND FITNESS**

Little Bowbrook, Walton Road,  
Hartlebury, Worcestershire DY10 4JA  
+44 (0)1299 253400  
[www.parkwoodhealthandfitness.co.uk](http://www.parkwoodhealthandfitness.co.uk)

**QHOTELS**

Wellington House, Cliffe Park,  
Bruntscliffe Road, Morley,  
Leeds LS27 0RY  
+44 (0)113 289 8989  
[www.QHotels.co.uk](http://www.QHotels.co.uk)

**RAMADA JARVIS HOTELS  
(SEB COE HEALTH CLUBS)**

Castle House, Desborough Road,  
High Wycombe, Bucks HP11 2PR  
+44 (0)1494 473800  
[www.sebcoehealthclubs.co.uk](http://www.sebcoehealthclubs.co.uk)

**REEBOK SPORTS CLUB**

16–19 Canada Square, Canary  
Wharf, London E14 5ER  
+44 (0)20 7970 0900  
[www.reebokclub.co.uk](http://www.reebokclub.co.uk)

**SHIRE HOTELS**

The Old Wine Warehouse,  
Larkhill Street, Blackburn,  
Lancashire BB1 5DF  
+44 (0)1254 267444  
[www.shirehotels.com](http://www.shirehotels.com)

**SPRINGHEALTH LEISURE**

+44 (0)20 8940 4010  
[www.springhealth.net](http://www.springhealth.net)

**THE CLUB COMPANY**

Bath Road, Knowl Hill, Reading,  
Berkshire RG10 9AL  
+44 (0)870 240 8924  
[www.theclubcompany.com](http://www.theclubcompany.com)

**THE ÉNERGIE GROUP**

Énergie House, Tongwell Street,  
Fox Milne, Milton Keynes MK15 0YA  
+44 (0)845 363 1020  
[www.energiefranchise.com](http://www.energiefranchise.com)

**THE GYM GROUP**

The Blenheim Centre, Prince Regent  
Road, Hounslow, Middlesex TW3 1NL  
+44 (0)7860 203225  
[www.thegymgroup.com](http://www.thegymgroup.com)

**THE SPORTS & LEISURE  
GROUP (ROKO CLUBS)**

442 Wilford Lane, West Bridgford,  
Nottingham NG2 7RN  
+44 (0)115 982 3276  
[www.sportsleisuregroup.com/roko](http://www.sportsleisuregroup.com/roko)

**THE THIRD SPACE**

13 Sherwood Street, Soho,  
London W1F 7BR  
+44 (0)20 7439 7333  
[www.thethirdspace.com](http://www.thethirdspace.com)

**TIME FITNESS**

76 Crossgate, Cupar, KY15 5HS  
+44 (0)8450 94 84 94  
[www.timefitness.co.uk](http://www.timefitness.co.uk)

**TOTAL FITNESS**

Total Fitness Wilmslow, Wilmslow  
Way, Handforth, Cheshire SK9 3PE  
+44 (0)161 440 9000  
[www.totalfitness.co.uk](http://www.totalfitness.co.uk)

# OPERATOR ADDRESS BOOK

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## VIRGIN ACTIVE

Head Office Virgin Active, Active House, 21 North Fourth Street, Milton Keynes MK9 1HL  
+44 (0)1908 546600  
[www.virginactive.co.uk](http://www.virginactive.co.uk)

## VISION FITNESS

Windsor Close, West Cross Centre, Great West Road, Brentford, Middlesex TW8 9DZ  
+44 (0)20 8847 3444  
[www.topnotchhealthclubs.com](http://www.topnotchhealthclubs.com)

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## PUBLIC SECTOR AND TRUSTS

### ACTIVE LUTON

Wigmore Hall, Wigmore Valley Park, Eaton Green Road, Luton, Bedfordshire LU2 9JB  
+44 (0)1582 400272  
[www.activeluton.co.uk](http://www.activeluton.co.uk)

### ACTIVE NATION

Quatro House, Lyon Way, Frimley Road, Camberley, Surrey GU16 7ER  
+44 (0)845 658 8360  
[www.activenation.org.uk](http://www.activenation.org.uk)

### ACTIVE STIRLING

Third Floor, Wolfcraig, 1 Dumbarton Road, Stirling FK8 2LQ  
+44 (0)1786 432323  
[www.activestirling.org.uk](http://www.activestirling.org.uk)

## AQUATERRA

Ironmonger Row Baths, 1-11 Ironmonger Row, London EC1V 3QF  
+44 (0)20 7689 9841  
[www.aquaterra.org](http://www.aquaterra.org)

## AVALON LEISURE

141c High Street, Street, Somerset BA16 0EX  
+44 (0)1458 446878  
[www.avalonleisure.co.uk](http://www.avalonleisure.co.uk)

## BARNSELY PREMIER LEISURE

Queens Road, Barnsley S71 1AN  
+44 (0)1226 730060  
[www.bpl.org.uk](http://www.bpl.org.uk)

## BORDERS SPORT & LEISURE TRUST

Unit 6, Tweed Mill, Dunsdale Road, Selkirk TD7 5DZ  
+44 (0)1750 724980  
[www.bslt.org.uk](http://www.bslt.org.uk)

## BROMLEY MYTIME

4th Floor, Linden House, 153-155 Masons Hill, Bromley BR2 9HY  
+44 (0)20 8323 1777  
[www.bromleymytime.org.uk](http://www.bromleymytime.org.uk)

## CARLISLE LEISURE

16 Spencer Street, Carlisle CA1 1BG  
+44 (0)1228 625555  
[www.carlisleleisure.com](http://www.carlisleleisure.com)

## COVENTRY SPORTS TRUST

Coventry Sports & Leisure Centre, Fairfax Street, Coventry, CV1 5RY  
+44 (0)24 7625 2525  
[www.coventrysports.co.uk](http://www.coventrysports.co.uk)

## DACORUM SPORTS TRUST

Sportspace Hemel Hempstead, Park Road, Hemel Hempstead, Herts HP1 1JS  
+44 (0)1442 228188  
[www.sportspace.co.uk](http://www.sportspace.co.uk)

## DC LEISURE MANAGEMENT

Otium House, 2 Freemantle Road, Bagshot, Surrey GU19 5LL  
+44 (0)1276 853700  
[www.dcleisure.co.uk](http://www.dcleisure.co.uk)

## EAST NORTHAMPTONSHIRE CULTURAL TRUST (TRADING AS CCP)

The Pemberton Centre, H E Bates Way, Rushden, Northamptonshire NN10 9YP  
+44 (0)1933 350324  
[www.culturalcommunitypartnerships.org.uk](http://www.culturalcommunitypartnerships.org.uk)

## EDINBURGH LEISURE

Vantage Point, Edinburgh EH11 4DF  
+44 (0)131 458 2100  
[www.edinburghleisure.co.uk](http://www.edinburghleisure.co.uk)

## FREEDOM LEISURE

146a High Street, Uckfield, East Sussex TN22 1AT  
+44 (0)1825 747710  
[www.freedom-leisure.co.uk](http://www.freedom-leisure.co.uk)

## FUSION LIFESTYLE

Unit 4, Bickels Yard, 151/153 Bermondsey Street, London SE1 3HA  
+44 (0)20 7740 7500  
[www.fusion-lifestyle.com](http://www.fusion-lifestyle.com)

**GLL (GREENWICH LEISURE LTD)**

Middlegate House, The Royal Arsenal, London SE18 6SX  
+44 (0)20 8317 5000 ext 4010  
[www.gll.org](http://www.gll.org)

**HALO LEISURE**

Lion Yard, Broad Street, Leominster HR6 8BT  
+44 (0)845 241 0340  
[www.haloleisure.org.uk](http://www.haloleisure.org.uk)

**HERTSMERE LEISURE**

Unit 8 Borderlake House, Lowbell Lane, London Colney, Herts AL2 1HG  
+44 (0)1727 744250  
[www.hertsmereleisure.co.uk](http://www.hertsmereleisure.co.uk)

**HUNTINGDON DISTRICT COUNCIL**

Pathfinder House, St Mary's Street, Huntingdon, Cambridgeshire PE29 3TN  
+44 (0)1480 388388  
[www.huntingdonshire.gov.uk/impressions](http://www.huntingdonshire.gov.uk/impressions)

**IMPULSE LEISURE**

Impulse Leisure Blackshots, Blackshots Lane, Grays, Essex RM16 2JU  
+44 (0)1375 375533  
[www.impulseleisure.co.uk](http://www.impulseleisure.co.uk)

**JUBILEE HALL CLUBS**

30 The Piazza, Covent Garden, London WC2E 8BE  
+44 (0)20 7395 4094  
[www.jubileehallclubs.co.uk](http://www.jubileehallclubs.co.uk)

**KIRKLEES ACTIVE LEISURE**

Stadium Business and Leisure Complex, Stadium Way, Huddersfield, West Yorks HD1 6PG  
+44 (0)1484 234100  
[www.kirkleesactive.co.uk](http://www.kirkleesactive.co.uk)

**LEEDS CITY COUNCIL, SPORT AND ACTIVE RECREATION SERVICE**

Middleton Grove, Leeds LS11 5DJ  
+44 (0)113 395 0001  
[www.leeds.gov.uk/leisurecentres](http://www.leeds.gov.uk/leisurecentres)

**LEISURE CONNECTION**

Potton House, Wyboston Lakes, Great North Road, Wyboston, Bedfordshire MK44 3BA  
+44(0)1480 401300  
[www.leisureconnection.co.uk](http://www.leisureconnection.co.uk) / [www.harpersfitness.co.uk](http://www.harpersfitness.co.uk)

**LONDON BOROUGH OF EALING**

Perceval House, 14-16 Uxbridge Road, Ealing, London W5 2H  
+44 (0)20 8825 6161  
[www.ealing.gov.uk/sports](http://www.ealing.gov.uk/sports)

**NEXUS COMMUNITY**

Audio House, Progress Road, High Wycombe, Bucks HP12 4JD  
+44 (0)1494 511475  
[www.nexuscommunity.co.uk](http://www.nexuscommunity.co.uk)

**NORTH LANARKSHIRE LEISURE**

NLL Head Office, Time Capsule, 100 Buchanan Street, Coatbridge ML5 1DL  
+44 (0)1236 437756  
[www.nlleisure.co.uk](http://www.nlleisure.co.uk)

**NUFFIELD HEALTH COMMUNITY FITNESS**

40-44 Coombe Road, New Malden, Surrey KT3 4QF  
+44 (0)20 8329 6200  
[www.nuffieldhealth.com/Individuals/Community-Fitness](http://www.nuffieldhealth.com/Individuals/Community-Fitness)

**OLDHAM COMMUNITY LEISURE**

Lord Street, Oldham OLI 3HA  
+44 (0)161 621 3220  
[www.oclactive.co.uk](http://www.oclactive.co.uk)

**PARKWOOD LEISURE**

Little Bowbrook, Walton Road, Hartlebury, Worcestershire DY10 4JA  
+44 (0)1299 253400  
[www.leisurecentre.com](http://www.leisurecentre.com)

**ROCHDALE BROUGHWDIE CULTURAL TRUST**

Floor 6, Municipal Offices, Smith Street, Rochdale OLI6 1ZZ  
+44 (0)1706 924345  
[www.link4life.org](http://www.link4life.org)

**SANDWELL LEISURE TRUST**

Castlemill, Fourth Floor, Burnt Tree, Tipton DY4 7UF  
+44 (0)845 6594815  
[www.slt.sandwell.gov.uk](http://www.slt.sandwell.gov.uk)

## SERCO LEISURE

Serco Leisure, 7 Merus Court, Meridian Business Park, Leicester LE19 1RJ  
+44 (0)116 240 7500  
[www.serco.com/leisure](http://www.serco.com/leisure)

## SHEFFIELD INTERNATIONAL VENUES

Head Office, Don Valley Stadium, Workspop Road, Sheffield S9 3TL  
+44 (0)114 223 3856  
[www.sivltd.com](http://www.sivltd.com)

## SOLL LEISURE GROUP

Tilsley Park, Dunmore Road, Abingdon, Oxon OX14 1PU  
+44 (0)1235 524524  
[www.soll-leisure.co.uk](http://www.soll-leisure.co.uk)

## SOUTH GLOUCESTERSHIRE LEISURE

Bradley Stoke Leisure Centre, Fiddlers Wood Lane, Bradley Stoke, South Gloucestershire BS32 9BS  
+44 (0)1454 865798  
[www.sgleisure.org](http://www.sgleisure.org)

## SOUTH LANARKSHIRE LEISURE LTD

1st Floor, North Stand, Cadzow Avenue, Hamilton, Lanarkshire ML3 0LX  
+44 (0)1698 476095  
[www.slleisure.co.uk](http://www.slleisure.co.uk)

## SPORTS AND LEISURE MANAGEMENT (SLM)

3 Watling Drive, Sketchley Meadows, Hincley LE10 3EY  
+44 (0)1455 890508  
[www.everyoneactive.com](http://www.everyoneactive.com)

## STEVENAGE LEISURE LTD

Stevenage Arts & Leisure Centre, Lytton Way, Stevenage, Herts SG1 1LZ  
+44 (0)1438 242267  
[www.stevenage-leisure.co.uk](http://www.stevenage-leisure.co.uk)

## STOCKPORT SPORTS TRUST

3rd floor, Broadstone Mill, Broadstone Road, Houldsworth Village, Stockport SK5 7DL  
+44 (0)161 4434070  
[www.stockportsportstrust.org.uk](http://www.stockportsportstrust.org.uk)

## TEES VALLEY LEISURE

Eston Sports Academy, Normanby Road, South Bank, Middlesbrough, Cleveland TS6 9AE  
+44 (0)1642 452488  
[www.teesvalleyleisure.co.uk](http://www.teesvalleyleisure.co.uk)

## TONE LEISURE

The Deane House, Belvedere Road, Taunton, Somerset, TA1 1HE  
+44 (0)1823 356311  
[www.toneleisure.com](http://www.toneleisure.com)

## WEST LOTHIAN LEISURE

89-91 High Street, Linlithgow, West Lothian EH49 7EZ  
+44 (0)1506 775388  
[www.westlothianleisure.com](http://www.westlothianleisure.com)

## WIGAN LEISURE & CULTURE TRUST

1st Floor, The Indoor Sports Centre, Loire Drive, Robin Park, Wigan WN5 0UL  
+44 (0)1942 828500  
[www.wlct.org](http://www.wlct.org)

## WYCHAVON LEISURE

Pershore Leisure Centre, King Georges Way, Pershore, Worcestershire WR10 1QU  
+44 (0)1386 562931  
[www.wychavonleisure.co.uk](http://www.wychavonleisure.co.uk)

## YM CANADA

640 Forest Road, London E17 3DZ  
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[www.ymca.org.uk](http://www.ymca.org.uk)



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Tel +44 (0)1462 471917  
[timmash@leisuremedia.com](mailto:timmash@leisuremedia.com)

## 2010 PREDICTIONS

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The National Health Service (NHS) will rebrand as the International Health Service (IHS) and win the commission to run the new public health service in the US!

PHIL RUMBELOW, CEO, JUBILEE HALLS

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FITNESS TESTING WILL MAKE A COMEBACK. MOST PEOPLE JOIN A GYM TO ACHIEVE SOMETHING, AND THEY WANT TO SEE RESULTS FOR ALL THE TIME AND HARD WORK THEY'RE PUTTING IN

MIKE HILL, MD, LEISURE-NET SOLUTIONS

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It's your business, but to the consumer it's their club. This emotional attachment will become increasingly important as the recession continues

DAVID MINTON, DIRECTOR, THE LEISURE DATABASE COMPANY

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THERE'LL BE EXCITING NEW OPPORTUNITIES FOR THOSE WHO COMMIT WHOLEHEARTEDLY TO THE COMPLETELY DIFFERENT MARKET THAT IS HEALTHCARE. EMPLOYING HIGHLY PROFESSIONAL, MOTIVATED STAFF WILL BE KEY – PEOPLE WILL BECOME EVER MORE IMPORTANT

GEORGINA JUPP, MD, CK ACADEMY

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*Membership of web-based health and fitness services, such as Trainer and The Times Health Club, will exceed total membership of UK-based bricks and mortar clubs*

RAY ALGAR, MD, OXYGEN CONSULTING

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The 'Primark effect' will mean a serious squeeze on mid-market and high-end brands that aren't well-defined in their product offering

ROD HILL, CONSULTANT

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Whether you're building a new facility or renovating an existing one, incorporating environmentally-friendly features can offer both financial and feelgood rewards. But it can be hard to know where to start. We've pulled together a directory of organisations that offer free advice on how to turn your health club or leisure centre green.

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## ALUPRO

The Aluminium Packaging Recycling Organisation (Alupro) is a not-for-profit company that represents the leading aluminium packaging producers and re-processors in the UK. Alupro can help your business recycle aluminium cans.

**Tel** +44 (0)1527 597757

**Email** [info@alupro.org.uk](mailto:info@alupro.org.uk)

**Web** [www.alupro.org.uk](http://www.alupro.org.uk)

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## BUSINESS COMMITMENT TO THE ENVIRONMENT (BCE) AWARDS

Once you've greened your gym, why not enter the Business Commitment to the Environment awards?

Established in 1975 to recognise businesses whose activities enhance or protect the environment while meeting commercial demands, the Business Commitment to the Environment (BCE) Awards are designed to reward the efforts made by businesses to address environmental issues without regulatory intervention.

**Tel** +44 (0)870 190 6053

**Email** [bce.awards@aeat.co.uk](mailto:bce.awards@aeat.co.uk)

**Web** [www.bceawards.org](http://www.bceawards.org)

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## BUSINESS ENVIRONMENT PARTNERSHIP

The Business Environment Partnership (BEP) was established in 1998 to provide free and subsidised assistance with environmental management to small- to medium-sized businesses throughout Scotland. Its services include resource efficiency advice and audits, training events and student placements – where a student will run your environmental project for you to help reduce your carbon footprint.

**Tel** +44 (0)131 561 6262

**Email** [enquiries@thebep.org.uk](mailto:enquiries@thebep.org.uk)

**Web** [www.thebep.org.uk](http://www.thebep.org.uk)

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## BUSINESS LINK

An information website providing practical advice for businesses. It has a section on environment and efficiency including improving environmental performance, managing environmental issues, sustainability and pollution control. It also has a quiz to identify your environmental compliance and tools to identify where you can save money by going green.

**Tel** +44 (0)845 600 9 006

**Web** [www.businesslink.gov.uk](http://www.businesslink.gov.uk)

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## CARBON MANAGERS

Carbon Managers seeks to build on businesses' increasing awareness of carbon issues.

The organisation can help you calculate your carbon footprint, implement carbon emission reductions, train staff, and incentivise clients with tree planting programmes and carbon labelling products.

Carbon Managers offers a paid-for consultancy service, but the website also includes useful information on how to go green, including a free carbon calculator.

**Tel** +44 (0)8700 766 766

**Web** [www.carbonmanagers.com](http://www.carbonmanagers.com)

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## THE CARBON TRUST

The Carbon Trust helps businesses to cut carbon emissions and improve energy efficiency. It was set up by, but operates independently from, the UK government.

The organisation will visit your site and conduct a carbon survey, which can help identify ways to save money in your business. This service is free to businesses with an annual energy spend of £50,000 or greater, subject to application.

Meanwhile, the Carbon Trust's website – [www.carbontrust.co.uk](http://www.carbontrust.co.uk) – allows businesses to calculate their carbon footprint, as well as offering carbon-saving advice.

**Tel** 0800 085 2005 (from the UK only)

**Email** [customercentre@carbontrust.co.uk](mailto:customercentre@carbontrust.co.uk)

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

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

### CENTRE FOR ALTERNATIVE TECHNOLOGY

Opened to the public in 1975, the Centre for Alternative Technology (CAT) has established a worldwide reputation as one of the leading organisations demonstrating ecological technologies and lifestyles.

CAT is concerned with the search for globally sustainable, whole and ecologically sound technologies and ways of life. Key areas of work include renewable energy, environmental building energy efficiency, organic growing and alternative waste management.

The centre offers a free information service on how to reduce your environmental impact. It also offers a paid-for consultancy service and training courses.

**Tel** +44 (0)1654 705950

**Web** [www.cat.org.uk](http://www.cat.org.uk)

### THE CHARTERED INSTITUTE OF WASTE MANAGEMENT

The leading professional body for waste and resource management, the Chartered Institute of Waste Management provides free information on waste production and management, recycling, re-use and waste prevention. It also runs paid-for training courses.

In addition, the institute's website includes a Green Pages directory of environmental services.

**Tel** +44 (0)1604 620426

**Email** [education@ciwm.co.uk](mailto:education@ciwm.co.uk)

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



SHUTTERSTOCK.COM/TONY SCHULTZ

### Energy Saving Trust: Impartial advice on green ways to save money

#### DEFRA

The government's Department for the Environment, Food and Rural Affairs helps businesses reduce their environmental impact. Its website has a 'business and the environment' section offering news and practical assistance for companies.

Defra also runs a programme called Business Resource Efficiency and Waste (BREW), which uses money derived from increases in landfill tax to encourage, support and help businesses improve their resource efficiency. BREW is made up of nine programmes including Envirowise, WRAP (Waste & Resources Action Programme), The Carbon Trust and The Environment Agency.

**Tel** +44 (0)8459 335577

**Email** [helpline@defra.gsi.gov.uk](mailto:helpline@defra.gsi.gov.uk)

**Web** <http://www.defra.gov.uk/ENVI-ROUNMENT/business/index.htm>

#### ENERGY SAVING TRUST

The Energy Saving Trust is an independent, non-profit organisation that provides free, impartial advice to help individuals and businesses save money and fight climate change by reducing carbon dioxide emissions.

**Tel** +44 (0)800 512012

**Web** [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)

#### THE ENVIRONMENT AGENCY

The Environment Agency implements and enforces environmental legislation, but also provides advice, guidance and information to business and industry on current and forthcoming regulations.

**Tel** +44 (0)8708 506506

**Email** [enquiries@environment-agency.gov.uk](mailto:enquiries@environment-agency.gov.uk)

**Web** [www.environment-agency.gov.uk/business/](http://www.environment-agency.gov.uk/business/)

# GREEN DIRECTORY

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## ENVIRONMENT CONNECT

Free, confidential advice and practical assistance for businesses in the north-west of England (see also ENWORKS). The service is designed to help companies increase productivity and profitability as a result of improving resource efficiency and reducing waste.

**Tel** +44 (0)845 00 66 888

**Web** [www.enworks.com/viewSection.php?SectionID=280&ParentSectionID=280](http://www.enworks.com/viewSection.php?SectionID=280&ParentSectionID=280)

## ENVIRONMENTAL DATA

### INTERACTIVE EXCHANGE (EDIE)

Officially Europe's biggest environmental website, Edie is an online resource offering environmental news and practical information via a directory of products and services from thousands of specialised companies.

**Tel** +44 (0)20 8651 7100

**Web** [www.edie.net](http://www.edie.net)

## ENVIOWISE

Enviowise offers UK businesses free, independent support on practical ways to become more resource-efficient and save money. It can offer advice on managing unavoidable waste and work with your suppliers to maximise gains from beginning to end.

Enviowise has launched a new step-by-step online water-saving tool that helps companies identify where and how water is used and treated, the costs involved, and practical ways to re-use it and reduce consumption. The tool also helps organisations control costs and future-proof their businesses against rate rises and supply shortages.

**Tel** +44 (0)800 585794

**Web** [www.enviowise.gov.uk](http://www.enviowise.gov.uk)

## ENWORKS

A business support programme co-ordinating environmental and health and safety advice, training and support to businesses throughout the north-west of England. It aims to improve business practices and enable organisations to profit from reducing their environmental impact.

**Tel** +44 (0)161 236 6348

**Email** [info@enworks.com](mailto:info@enworks.com)

**Web** [www.enworks.com](http://www.enworks.com)

## FORUM FOR THE FUTURE

A charity that works with businesses to bring about sustainable development. It currently works in partnership with more than 120 leading businesses and organisations. Partners receive expert guidance and support, as well as practical training for sustainability. Its website also has a library of environmental reference material.

**Tel** +44 (0)20 7324 3650

**Email** [business@forumforthefuture.org](mailto:business@forumforthefuture.org)

**Web** [www.forumforthefuture.org](http://www.forumforthefuture.org)

## FRIENDS OF THE EARTH

An environmental charity that offers an information line for free advice.

**Tel** +44 (0)20 7490 1555

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

## GLOBAL ACTION PLAN

Global Action Plan provides help for businesses and individuals wanting to cut their carbon footprint, plus tips on how to make more environmentally-friendly choices, and compelling and innovative ideas on how to communicate environmental messages.

**Tel** +44 (0)20 7420 4444

**Email** [business@globalactionplan.org.uk](mailto:business@globalactionplan.org.uk)

**Web** [www.globalactionplan.org.uk](http://www.globalactionplan.org.uk)





GISTO/PHOTO.COM/COMMERCIAL

### Global Action Plan: Tips on making eco-friendly choices, and ideas on how to communicate green messages

#### GREEN BIZ

Published by Greener World Media (GWM), this news and information resource looks at aligning environmental responsibility within businesses. Other GWM sites include greenerbuildings.com, climatebiz.com, greenercomputing.com and greenerdesign.com

**Web** [www.greenbiz.com](http://www.greenbiz.com)

#### THE GREEN GUIDE

Online magazine featuring green living tips, product reviews and environment health news. Owned by the National Geographic Society in the US, it's a consumer-facing website but still gives useful overviews, buying guides and advice on issues including water reduction/conservation and recycling.

**Tel** +1 813 979 6845

**Web** [www.thegreenguide.com](http://www.thegreenguide.com)

#### GREEN HEALTH CLUBS

This website is designed to assist health and fitness clubs around the world in becoming green businesses – while simultaneously reducing their operating costs.

By drawing on the wisdom of community and sharing ideas, the organisation promises to help members navigate the maze of 'who, what, where, when, why, how' issues behind greening their club – the website's members consist of a community of health club leaders committed to applying the advantages of eco-friendly practices to every aspect of their business.

The site also provides ideas and tools to make your health club a green leader in the community.

**Web** [www.greenhealthclubs.org](http://www.greenhealthclubs.org)

#### GREENLEISURE.NET

A web offering from Leisure Media, the publisher of this *Health Club Management Handbook*, offering green leisure-related news and product stories. The site also acts as a search engine for those wanting to source green, eco-friendly products and services.

**Web** [www.greenleisure.net](http://www.greenleisure.net)

#### GREEN PAGES

A vast, free, online directory of environmental products, services, organisations, publications, events and experts from around the globe. Read editorial contributions from distinguished experts, and use efficient search facilities to retrieve and compare supplier information.

**Web** [www.eco-web.com](http://www.eco-web.com)



GETTY IMAGES/PHOTO.COM/NICHOLAS MONU

## GROUNDWORK

Works alongside communities, public bodies, private companies and voluntary sector organisations to deliver projects and programmes that offer local environmental improvements. Services include business advice, helping organisations prosper by managing their impact on the environment.

**Tel** +44 (0)121 236 8565

**Email** [info@groundwork.org.uk](mailto:info@groundwork.org.uk)

**Web** [www.groundwork.org.uk](http://www.groundwork.org.uk)

## INTERNATIONAL ORGANIZATION FOR STANDARDIZATION

The ISO 14000 is a series of documents covering environmental management advice to help companies minimise their negative impact on the environment. The ISO 14001 is the main standard against which certification can be established. Free information and advice on these can be found on the website.

**Web** [www.iso.org](http://www.iso.org)

## LEAPFROG

A new, business-led, not-for-profit organisation that channels free services from top businesses into activities that deliver carbon reductions. It promises to provide thousands of hours of free advice and professional support services to business initiatives with the primary purpose of accelerating the reduction of carbon emissions.

A collaborative network – including big groups such as Lloyds Banking Group, HSBC Insurance and BDO Stoy Hayward – it offers access to a dedicated team of experts drawn from a wide range of professions.

**Tel** +44 (0)20 7295 3000

or +44 (0)7968 063 624

**Web** [www.carbonleapfrog.org](http://www.carbonleapfrog.org)

## LIFE CYCLE THINKING WEBSITE

Initiated by the European Commission Joint Research Centre – Institute for Environment and Sustainability, this website provides businesses with free guidelines and tools to create a life cycle assessment (eco-profile). It has a European Reference Life Cycle Database (ELCD) with 350 life cycle inventories on widely used materials, energy carriers, transport and waste treatment services.

A useful international directory of service providers, tools and databases is also provided, while a new Life Cycle Thinking Forum offers an easy-to-use, independent know-how and experience exchange mailing list for businesses.

**Email** [lca@jrc.it](mailto:lca@jrc.it)

**Web** [lct.jrc.ec.europa.eu/](http://lct.jrc.ec.europa.eu/)

## THE NATIONAL INDUSTRIAL SYMBIOSIS PROGRAMME (NISP)

NISP – the National Industrial Symbiosis Programme – is an innovative, and free, business opportunity programme that delivers bottom line benefits while generating positive outcomes for the environment and society.

The organisation's vision is to change the way business thinks by helping companies take a fresh look at their resources.

NISP is funded in England by Defra, as well as by the Scottish government, the National Assembly for Wales and Invest Northern Ireland. The programme works directly with businesses of all sizes and from all sectors.

**Tel** +44 (0)845 094 9501

**Email** [info@nisp.org.uk](mailto:info@nisp.org.uk)

**Web** [www.nisp.org.uk](http://www.nisp.org.uk)

## NETREGS

NetRegs provides free environmental guidance for small and medium-sized businesses in the United Kingdom.

It can help companies understand what they need to do to comply with environmental law and thereby protect the environment.

The organisation also provides advice on how to save money, showing managers ways in which they can use their resources more efficiently.

**Tel** +44 (0)8708 506506

**Email** [enquiries@environment-agency.gov.uk](mailto:enquiries@environment-agency.gov.uk)

**Web** [www.netregs.gov.uk](http://www.netregs.gov.uk)

**STIEBEL ELTRON**

The global renewable energy specialist offers a free advice service for sports and leisure clubs explaining how going green can save money. The service includes undertaking a free energy efficiency survey of any sporting club in the UK and providing a report examining the heat loss and heat demands of the building, as well as detailing a set of recommendations to cut costs and energy bills. It will also detail the financial incentives associated with going green.

**Tel** +44 (0)151 346 2300

**Email** mark.mcmanus@stiebel-eltron.co.uk

**Web** www.stiebel-eltron.co.uk

**TERRA INFIRMA**

Terra Infirma's mission is to help organisations take a proactive approach to environmental and sustainability issues. Areas of expertise include sustainable production and consumption, sustainability strategies and policy, legislation, industrial ecology, industrial symbiosis, resource efficiency, waste minimisation, energy efficiency, eco-building, eco-product development and marketing.

The website offers a Free Resources section with really useful, easy-to-read quick reference guides including *Low Carbon Business Strategies and 101 Carbon-busting Tips for Your Business*.

**Tel** +44 (0)191 265 7899

**Email** info@terrainfirma.co.uk

**Web** www.terrainfirma.co.uk



SHUTTERSTOCK.COM/SHAN KETH

**Could fitting solar panels save your business money in the long run?**

**WASTE AWARE BUSINESS**

Waste Aware Business is a national campaign run by Waste Aware Scotland. It aims to help businesses deal with their waste more sustainably. The website offers information and tools to help reduce, re-use and recycle business waste.

**Tel** +44 (0)1786 468789

**Email** info@wasteawarebusiness.org.uk

**Web** www.wasteawarebusiness.org.uk

**WASTE & RESOURCES ACTION PROGRAMME (WRAP)**

WRAP – the Waste & Resources Action Programme – helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change.

**Tel** +44 (0)1295 819900

**Web** www.wrap.org.uk

**WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT**

WBCSD is a CEO-led, global association of some 200 companies dealing exclusively with business and sustainable development. The council provides a platform for companies to explore sustainable development – sharing knowledge, experiences and best practice – and has dialogue with governments. The WBCSD website provides news feeds and free reports.

**Tel** +41 22 839 3100

**Email** info@wbcsd.org

**Web** www.wbcsd.org

**WORLD RESOURCES INSTITUTE**

An environmental think tank that goes beyond research to find practical ways to protect the earth and improve people's lives.

**Tel** +1 202 729 7600

**Web** www.wri.org

# Health Club Management features 2010

18,000  
circulation

## JANUARY

EUROPE ISSUE

- Nutritional products
- Gym series: Free weights
- 2010 diary
- Spring cleaning
- Club overhaul
- Independent/Single site focus

**fitness-kit:** Winter training

**Show reviews:** SIBEC UK/Europe, IHRSA Europe

## FEBRUARY

SPA ISSUE

- CRM series: Part 1
- Special populations: Kids' fitness
- Vibration training
- Gym series: CV round-up
- Independent/Single site focus

**fitness-kit:** Catalogues

**Health Club Spa:** Spa experiences, skincare

**Show previews:** Professional Beauty/Fitness Forum

## MARCH

WORLD ISSUE

**Bonus distribution at IHRSA**

- Outdoor fitness
- Refurbished equipment
- Pilates
- Club entertainment
- Special populations: Sports-specific training
- Independent/Single site focus

**fitness-kit:** Green products

**Show preview:** IHRSA

## APRIL

- Gym series: Group exercise
- Special populations: Exercise and ageing
- Nutrition and weight management
- Franchises
- Retention series: Software
- Independent/Single site focus

**fitness-kit:** Drinks

**Show previews:** FIBO, Bodypower Expo Show

## MAY

SPA ISSUE

**Bonus distribution at SIBEC**

- Special populations: Teenagers' fitness
- Security
- Gym series: Suspension training
- Club overhaul
- Workplace fitness
- Independent/Single site focus

**fitness-kit:** Resistance equipment

**Health Club Spa:** Changing room solutions, spa software

**Show review:** IHRSA

## JUNE

- Special populations: Disability fitness
- Drinks and mineral waters
- Procurement and funding
- CRM series: Part 2
- Gym series: Core/balance training
- Independent/Single site focus

**fitness-kit:** Energy/nutritional products

## JULY

WORLD ISSUE

- Special populations: Rehabilitation
- Retention series
- Outdoor fitness
- Member payments
- Exercise management systems
- Independent/Single site focus

**fitness-kit:** Studio equipment

**Show review:** SIBEC UK

## AUGUST

SPA ISSUE

- Gym series: Resistance equipment
- Indoor cycling
- Club overhaul
- Pilates
- Independent/Single site focus

**fitness-kit:** Vibration fitness

**Health Club Spa:** Sauna and steam

## SEPTEMBER

LW SPECIAL

**Bonus distribution at LIW**

- LIW showguide
- Gym series: Boxing and combat sports
- Environment series: Green initiatives
- Fitness testing
- Independent/Single site focus

**fitness-kit:** Lockers

**Show preview:** Professional Beauty North

## OCTOBER

EUROPE ISSUE

**Bonus distribution at SIBEC UK/Europe and IHRSA Europe**

- Gym series: Group CV
- Special populations: Kids' fitness
- CRM series: Part 3
- Club entertainment
- Staff training
- Independent/Single site focus

**fitness-kit:** Marketing tools

## NOVEMBER/DECEMBER

- Service support and maintenance
- Gym series: Stretching and flexibility
- Club overhaul
- Retention series
- Independent/Single site focus

**fitness-kit:** Studio equipment

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tax +1 916 379 9277  
e-mail [info@pilates.com](mailto:info@pilates.com)  
web [www.pilates.com](http://www.pilates.com)

## YEAR ESTABLISHED

1976

## KEY PERSONNEL

Brad Thorp, national sales director

## CONTACT

[brad.thorp@pilates.com](mailto:brad.thorp@pilates.com)

## COMPANY PROFILE

For 34 years the world's largest manufacturer of Pilates equipment, Balanced Body delivers complete packages to launch, grow and sustain a successful Pilates programme, including equipment, instructor training, programming and business/marketing support.

## PRODUCT RANGE

Balanced Body offers versatile, economical Pilates equipment for personal training or group programming, including the world-renowned, expandable Pilates Allegro® System, the EXO® Chair, a complete line of Rock Maple studio equipment and more. Stocked in the UK for fast, cost-effective delivery.

## ADDITIONAL SERVICES

We offer Pilates instructor training from Balanced Body University® and via affiliation with over 50 top Pilates educators. Training for instructors at all levels, tailored to fitness centres. Flexible, modular programmes range from mat and Reformer to full studio curricula. Flat rates per student.



## KEY CUSTOMERS

Harbour Club, Cannon Leisure Centres, Reebok Clubs, Holmes Place/Virgin Active, The Chelsea Club, Esporta Health Clubs, Thirtysevendegrees, and other major health clubs worldwide in addition to small clubs, instructors and personal trainers.

## SHOWS ATTENDING IN 2010

See our full events calendar at [www.pilates.com](http://www.pilates.com).





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E: [sales@dalesauna.co.uk](mailto:sales@dalesauna.co.uk)

W: [dalesauna.co.uk](http://dalesauna.co.uk)

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fax +44 (0)1423 798670  
email gmccarthy@dalesauna.co.uk  
web www.dalesauna.co.uk

## YEAR ESTABLISHED

1977

## KEY PERSONNEL

SR Hipps, MD  
G. McCarthy, sales director  
G. King, service director  
D. Firth, contracts director

## CONTACT

sales@dalesauna.co.uk

## PRODUCT RANGE

Sauna Saunarium (soft sauna) steam rooms, aromatherapy rooms, salt inhalation rooms, rasul mud treatment rooms, ice rooms and ice features, feature shower, hammam massage table, dry float systems, spa pools, plunge pools and hydro pools.



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## ADDITIONAL SERVICES

We can offer a design facility using our in-house designer Lynn Russell-Hanson.

## KEY CUSTOMERS

Next Generation, Chelsea Harbour Club, Calcot Manor, Babington House, Soho House, Stoke Park, Grove Spa (Sequoia), St. Andrews Old Course Hotel, Banntyne's Health & Fitness and SoSpa at Sofitel.

## SHOWS ATTENDING IN 2010

Professional Spa, LIW.



The logo consists of the word 'ez' in white lowercase letters inside a grey rounded rectangle, followed by the word 'runner' in white lowercase letters inside a red rounded rectangle.

ez runner

EzRunner software is designed, developed and supported in-house. The integrated but modular format means that you are able to buy only what your business needs. We then deliver a seamless solution moulded around you, but with the flexibility to be added to at any time.

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A photograph of a young woman with blonde hair, wearing a white tank top and white shorts, captured in mid-air as if jumping or dancing joyfully. She is positioned in the center-right of the frame, with her arms and legs extended. The background is a bright blue sky with light clouds, and a green field is visible at the bottom of the image. The overall composition is dynamic and energetic.

**EzRunner**  
Unit 8/9 Snowhill Business Centre, Copthorne,  
West Sussex, RH10 3EZ  
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E: sales@ez-runner.com

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

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fax 0844 847 5828  
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web www.ez-runner.com



## YEAR ESTABLISHED

1995

## KEY PERSONNEL

Stefan Drummond, managing director

## CONTACT

sales@ezrunner.com 0844 847 5827 and press  
Option 1 for Sales

## PRODUCT RANGE

Management Software solutions for the Lesiure Industry, including "Thin Client" and LAN solutions. Ez-Runner has the ability to manage all of the information technology needed to run your club or leisure facility efficiently. Membership Management, EPOS, Access Control, Recurring Billing, CRM, SMS, Bookings, Online Sign Up, Bookings and Payments.

## MAIN SERVICES

Management Software supply and consultancy -Ez-Runner provides 365 days of support and maintenance cover, 8am to 10pm. Full training, Project Management and consultancy available. Online Prospecting, Membership and Bookings Modules available, maximising your profitability and your customers experience.

## ADDITIONAL SERVICES

Network design and supply. Solution developemnt.  
Peripherals and Hardware.

## KEY CUSTOMERS

We supply to both large international chains and smaller independent sites. cleints include The Hilton Group, DW Sports, Ramada Jarvis Hotels, Nirvana Spa, Welti - Health & Fitness, Menzies Hotels, Jubilee Hall Clubs, MIFIT, Hollywood Bowl, Dermalogica, SK:N, Amida/David Lloyd and Forest Hotels.

## SHOWS ATTENDING IN 2010

LIW 2010



# IT ALL STARTS WITH A VISION™

Simple. Quiet. Comfortable.



Products designed to last a lifetime

Vision Fitness is a worldwide designer, manufacturer and distributor of award-winning fitness products for home and commercial markets.

We were the first company to manufacture the front wheel elliptical trainer and our treadmills, which have won numerous best buy awards, are favoured by runners all over the world. Vision bikes, originally designed by Trek, have been leading the market since the company was founded in 1996. Our latest model the suspension elliptical won best buy elliptical when launched in 2008 and offers true no-impact training.

0800 731 3593 [www.visionfitness.co.uk](http://www.visionfitness.co.uk)



# JOHNSON HEALTH TECH UK LTD

Lakeside House, Trentham Office Village, Trentham Lakes  
South, Stoke on Trent, Staffordshire, ST4 8GQ  
tel +44 (0)1782 644900  
fax +44 (0)1782 643428  
email sales@visionfitness.co.uk  
web www.visionfitness.com

## WHAT YEAR WAS YOUR COMPANY ESTABLISHED?

Founded in 1998

## PARENT COMPANY

Johnson Health Tech

## KEY PERSONNEL

Jon Johnston, managing director  
Rob Knox, product director  
Steven Rinaldi, retail sales manager  
Jamie McDonald, commercial sales manager  
Sam Giblin, office manager

## CONTACT

+44 (0)1782 644 900 / sales@visionfitness.co.uk

## PRODUCT RANGE

Johnson Health Tech UK Ltd has a wide range of domestic products that fall under our Horizon and Vision range as well as a number of core commercial CV and strength lines in our Vision range.

## MAIN SERVICES

To provide a superior range of domestic cardiovascular and commercial fitness products in the UK market.



## ADDITIONAL SERVICES

Johnson Health Tech UK Ltd can provide advice on space planning, gym design, interior design and personal training for both commercial and private clients.

## KEY CUSTOMERS

John Lewis, JJB Sports, Littlewoods, BP Shipping.

## SHOWS/EVENTS ATTENDING IN 2010

Sports College Conference, Telford, Feb 2010;  
Hotel Olympia, London, March 2010.





01945 880257

sales@jordanfitness.co.uk

www.jordanfitness.co.uk

## Design, manufacture and distribution of:

**Free Weights** - Dumbbells, Discs, Bars

**Studio Equipment** - Bands, Barbells, Dumbbells, Medicine Balls, Fit Balls

**Flooring** - Free Weight, Aerobic, Fitness

**Performance** - Kettlebells, Powerbags, Plyometric Platforms, Rebounders

**Benches** - Glute/Ham, Incline, Decline

Established over 20 years

Over 700 products available for immediate delivery.



**BUY ONLINE**



**FINANCE AVAILABLE**

Free Weights

Studio Equipment

Fitness Flooring

Benches

Performance

# JORDAN FITNESS

---

Cherry Barn, Walpole Highway  
Wisbech, Cambs, PE14 7QX  
tel +44 (0)1945 880257  
fax +44 (0)1945 880157  
email sales@jordanfitness.co.uk  
web www.jordanfitness.co.uk

---

## YEAR ESTABLISHED

1989

## PARENT COMPANY

Jordan Leisure Systems Ltd

## KEY PERSONNEL

Neil Jordan, managing director  
Zak Pitt, sales manager

## CONTACT

Zak Pitt: +44 (0)1945 880257 / zak@jordanfitness.co.uk

## PRODUCT RANGE

Free weight equipment, performance training equipment, fitness studio equipment, easy-lock flooring solutions. All products are of commercial quality.

## MAIN SERVICES

For over 20 years Jordan has been supplying quality commercial equipment to the fitness industry. From independent clubs to large multi-site facilities Jordan is able to supply at competitive prices by keeping overheads low and stock levels high.

## ADDITIONAL SERVICES

Any advice required on any of the Jordan product ranges can be gained from our experienced team of staff.



## KEY CUSTOMERS

Fitness equipment re-sellers, universities, HM prisons, hotels, armed forces, Premier League football clubs, FI teams, professional sports clubs, Great Britain Olympic teams, athletic clubs, independent gymnasiums.

## SHOWS/EVENTS ATTENDING IN 2010

Fit Pro, Fibo, Body Power Expo, LIW.



# Driving the health and fitness industry forward



HEALTH & FITNESS

21-23 Sept 2010  
NEC Birmingham

LEISURE INDUSTRY WEEK

Health & Fitness at Leisure Industry Week attracts operators of gyms, health clubs and leisure centres looking to network, source new products, hear from industry leading speakers and see demonstrations from service providers specialising in a wide range of products including strength and CV equipment, nutrition, rehabilitation, refurbishment and much more.

Some of the exhibitors confirmed for 2010 include Life Fitness, Matrix, Escape Fitness, Pulse, Cybex, Power Plate, Precor, Keiser, X-force, Star Trac, PTE, Lifetime Health & Fitness, Shokk, Tritter, Lucozade Sport and many more.

**Face to face with the leisure industry.** For further information about Health & Fitness or any of the seven sectors of Leisure Industry Week please visit our website [www.liw.co.uk](http://www.liw.co.uk)

ATTRACTIONS  
EXPO

LEISURE INDUSTRY WEEK

LICENSED  
BUSINESS  
SHOW

LEISURE INDUSTRY WEEK

EAT &  
DRINK

LEISURE INDUSTRY WEEK

LEISURE  
FACILITIES

LEISURE INDUSTRY WEEK

THE SPORT  
SHOW

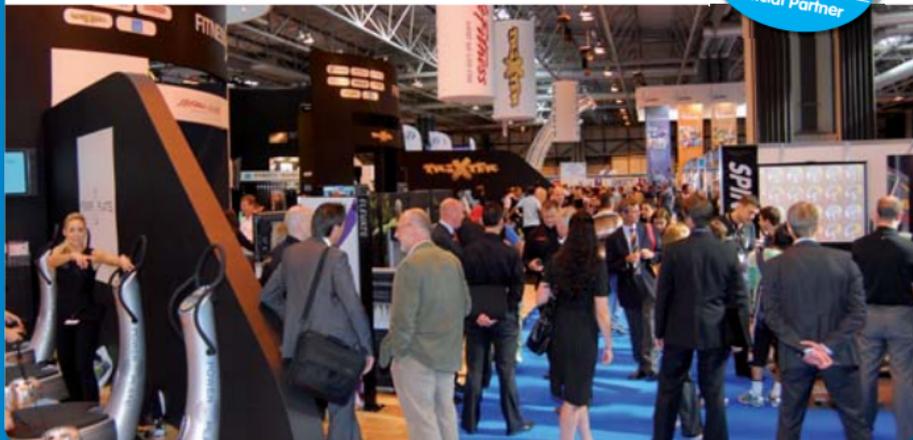
LEISURE INDUSTRY WEEK

POOL  
& SPA

LEISURE INDUSTRY WEEK

HEALTH &  
FITNESS

LEISURE INDUSTRY WEEK



LEISURE INDUSTRY WEEK 21-23 Sept 2010 · NEC Birmingham UK

# LEISURE INDUSTRY WEEK

UBM Information Ltd, Ludgate House,  
245 Blackfriars Road, London, SE1 9UY  
tel 0207 560 4457  
fax 0207 955 3986  
email caleb.culverwell@ubm.com  
web www.liw.co.uk



Jonathan Monks

## YEAR ESTABLISHED

1989

## PARENT COMPANY

United Business Media Ltd

## KEY PERSONNEL

Jonny Sullens, portfolio director  
Chris Brown, LIW event manager  
Jonathan Monks, health & fitness event manager  
Kate Disley, group marketing manager.

## CONTACT

Caleb Culverwell, marketing executive  
Tel: +44 (0)20 7560 4457. Fax: +44 (0)20 7955 3986  
Email: caleb.culverwell@ubm.com  
Jonathan Monks, Health & Fitness/The Sport Show  
Tel: +44 (0)20 7955 3972. Fax: +44 (0)20 7955 3986  
Email: jonathan.monks@ubm.com

## PRODUCT RANGE

A longstanding partner of the FIA and the UK's largest leisure event, LIW is made up of seven sectors with Health & Fitness making up the largest part of the show. Exhibitors confirmed for 2010 include Life Fitness, Pulse, Matrix, Escape Fitness, Cybex, Power Plate, Precor and Keiser.

## MAIN SERVICES

Health & Fitness at LIW has everything you need to help improve your business. Whether you are looking to source new equipment or services, hear keynote speakers or

network with fellow professionals, LIW puts you in touch with all the latest developments within the industry.

## ADDITIONAL SERVICES

LIW is divided into seven sectors including Health & Fitness, Attractions Expo, Licensed Business Show, Eat & Drink, Leisure Facilities, The Sport Show and Pool & Spa providing further ideas, inspiration and solutions for visitors to Health & Fitness.

## KEY CUSTOMERS

Visitors comprise of key stakeholders including; Independent gyms, private multi-site health clubs, local authority leisure centres, local authority trusts, local authority management contractors, corporate gyms, hotels and spas, PCTs, personal trainers, S & C coaches, physiotherapists/medical professionals, fitness instructors, amateur and professional sports clubs.

## SHOWS ATTENDING IN 2010

Leisure Industry Week, IHRSA, FIBO.



A man in a grey jacket and orange shirt is lifting a child in the air on a beach at sunset. The child is wearing a pink shirt and blue jeans. The background shows the ocean and a bright sky.

**WHAT WE  
LIVE FOR**

***LifeFitness***  
WHAT WE LIVE FOR

## LIFE FITNESS

---

Queen Adelaide, Ely,  
Cambridgeshire CB7 4UB  
tel +44 (0)1353 666017  
fax +44 (0)1353 666018  
email [life@lifefitness.com](mailto:life@lifefitness.com)  
web [www.lifefitness.com](http://www.lifefitness.com)

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### YEAR ESTABLISHED

1968

### PARENT COMPANY

Brunswick

### KEY PERSONNEL

Dan Wille, vice president and general manager Life Fitness UK  
Anil Prasad, finance director  
Jim Field, international supply chain operations director  
Murray Rudkin, UK sales manager  
Lawra Angell, marketing manager

### CONTACT

Christine Hartshorne: +44 (0)1353 660427 /  
[christine.hartshorne@lifefitness.com](mailto:christine.hartshorne@lifefitness.com)

### PRODUCT RANGE

Fit Series, Signature Series, Pro2SE Series, Circuit Series, Optima, Hammer Strength, Hammer Strength Freeweights, Hammer MTS, Cable Motion, Elevation Series CV, Classic Series CV, certified pre-owned equipment, consumer fitness equipment, accessories range, and the Life Fitness Journey.



WHAT WE LIVE FOR

### MAIN SERVICES

We're called Life Fitness for a reason, because helping people live healthier lives is more than just our business, it's our passion. As the number one fitness equipment brand worldwide, no-one is better placed to meet the needs of the health and fitness sector.

### ADDITIONAL SERVICES

Finance, design, facility layout, Reps accredited training, marketing support and brand development. As part of customer support and account management we offer customer solutions including: design and build, AV solutions, facility management, business training and data solutions.

### KEY CUSTOMERS

Key customers include: David Lloyd Leisure, Nuffield, Serco, Fitness First, Parkwood Leisure, as well as local government facilities, schools, colleges, the MOD, hotels and spas.

# DELIVER BUSINESS SUCCESS THROUGH YOUR PEOPLE

Improve your customer service and enhance your business' profitability through well-trained, motivated and effective staff.

- Free consultation and training review
- Bespoke training solutions to meet your business' needs
- Government funded apprenticeships
- Wide portfolio of solutions available, including:
  - Customer service
  - Activity leadership
  - Leisure operations
  - Management development
  - Fitness
  - Sales
- Infrastructure to deliver consistently across the UK

**93%**  
of learners would recommend Lifetime

**89%**  
of employers rate Lifetime as 'good' or 'excellent'

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achievement rates in the sector

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in sector.  
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# LIFETIME HEALTH AND FITNESS

Floor Eleven, Clifton Heights,  
Triangle West, Bristol, BS8 1EJ  
tel +44 (0)117 314 3000  
fax + 44 (0)117 314 3001  
email [info@lifetimehf.co.uk](mailto:info@lifetimehf.co.uk)  
web [www.lifetimehf.co.uk](http://www.lifetimehf.co.uk)

## YEAR ESTABLISHED

1996

## CONTACT

+44 (0)117 314 3000

## KEY PERSONNEL

Heather Frankham, chief executive  
Mike Beeny, business development director  
Nigel Wallace, director of training

## MAIN SERVICES

Lifetime delivers a complete solution to staff training needs in leisure and hospitality throughout the UK. Whether single site, regional or national operators, Lifetime delivers cost and time effective work-based learning, apprenticeships, in-house learning and flexible courses. Lifetime can also produce job-ready apprentices without recruitment costs.



## KEY COURSES

Fitness instructing, personal training, activity leadership, lifeguarding, sales, leisure management, operations, customer service, client retention and a wide range of CPD workshops.

## AWARDING BODIES

Lifetime Awarding

## KEY CUSTOMERS

Fitness First, David Lloyd, Virgin Active, LA fitness, DC Leisure, Leisure Connection, SLM, Hilton, Marriott.



**MATRIX**  
human engineering



expect more

We dedicate ourselves to product innovation and engineering solutions based on our customers' needs. Solid construction, enhanced ergonomics and exquisite lines means Matrix equipment fits the human form and captivates the human eye.

Our new G7 strength range, 7 series CV range, and Krankcycle take refined ergonomics, enhanced user experience and group exercise to the next level.



0800 389 6078  
[www.matrixfitness.co.uk](http://www.matrixfitness.co.uk)

# MATRIX FITNESS SYSTEMS LTD

Lakeside House, Trentham Office Village, Trentham Lakes  
South, Stoke on Trent, Staffordshire ST4 8GQ  
tel +44 (0)800 389 6078  
fax +44 (0)1782 644365  
email [info@matrixfitness.co.uk](mailto:info@matrixfitness.co.uk)  
web [www.matrixfitness.co.uk](http://www.matrixfitness.co.uk)



Jon Johnston

## YEAR ESTABLISHED

2008

## PARENT COMPANY

Johnson Health Tech Ltd

## KEY PERSONNEL

Jon Johnston, managing director  
Daniel Clayton, vice president (global development)

## CONTACT

+44 (0)800 389 6078 / [info@matrixfitness.co.uk](mailto:info@matrixfitness.co.uk) /  
[www.matrixfitness.co.uk](http://www.matrixfitness.co.uk)

## PRODUCT RANGE

Matrix offers cardiovascular and resistance equipment including the new Johnny G Krankcycle, the G7 strength series and 7 series CV range featuring touch screen TV, iPod & Nike+ compatibility plus the new Virtual Active interactive video entertainment programme. Launching in 2010 are LIVESTRONG indoor cycles endorsed by Lance Armstrong.

## MAIN SERVICES

Matrix provides commercial fitness equipment to facilities in all market sectors including private health clubs, hotels, local authorities, schools and the uniformed services. We also offer comprehensive support and service with competitive warranty and maintenance contracts. Our team of certified and trained engineers provide a nationwide installation and maintenance service.

## ADDITIONAL SERVICES

The Matrix Customer Success programme is a range of solutions and services to help your business succeed. We can assist in facility design including 3D CAD, finance solutions and training support. Our success programme also ensures we add value to your business using our network of partners, ambassadors and industry experts.

## KEY CUSTOMERS

Some of our key customers include The Gym Ltd, The Country Club Group, Fusion Lifestyle Ltd, University of Hertfordshire, Abbeycroft Leisure Ltd, Pure Gym Ltd, Bishop Burton College, Stevenage Arts & Leisure Centre, Bletchley Leisure Centre, Little Venice Sports Centre, The Hyatt Birmingham and the Renault F1 Human Performance Centre.

## SHOWS/EVENTS ATTENDING 2010?

IHRSA, FIBO, SIBEC, The FIA Conference and FIA LIFE awards, FireFit, LIW, YST School and Sports Partnerships Conference, Club Industry.

*Johnny G*  
**KRANKcycle**  
by MATRIX





## IT ONLY TAKES 17.5 MINUTES TO ACQUIRE A NEW CUSTOMER.

17.5 minutes is one lap in the milon circuit and it is all it takes to convince your customers of the benefits of our unique training systems:

- Easy to use thanks to the smart card technology
- Fully automated equipment settings make exercising 100% safe
- More efficient due to electronically produced resistance

With over 1400 circuits, our unique technology is a proven fast track to better training results. Training with milon is fun and highly motivating.

To find out more about milon's intelligent training systems and to test drive our systems call +44 (0) 1462 670 327.

Are you ready for milon?  
[www.milon.com](http://www.milon.com)



 milon®

# MILON INDUSTRIES

63 Lytton Avenue, Letchworth Garden City,  
Hertfordshire, SG6 3HY  
tel +44 (0)1462 670327  
fax +44 (0)1462 670327  
email info@milon.com  
web www.milon.com

## YEAR ESTABLISHED

1972 (then trading as Miha Maschinen)

## KEY PERSONNEL

Holm Hofmann, UK business development manager  
Ewald Schliep, UK sales manager

## CONTACT

Holm Hofmann: +44 (0)1462 670327 / hofmann@milon.com

## PRODUCT RANGE

We don't claim to have invented training, but we've certainly revolutionised it. All our machines (cardio and resistance) are smart card controlled. Instead of weight stacks, our strength equipment features electronically produced resistance. Seat and lever positions and weight levels adjust themselves in less than three seconds.

## MAIN SERVICES

With our award winning circuits 40 members per hour will each get a 35 minute full body workout. This intensive workout regime can be supervised by a single member of staff. All circuits come with full documentation software. Add-on modules are available for club facility and membership management.



Holm Hofmann

## ADDITIONAL SERVICES

Milon Financial Services offers comprehensive finance options for Milon equipment. Milon Software Solutions offers CRM and club facility management software.

## KEY CUSTOMERS

We have 1000-plus customers across 17 countries.

## SHOWS ATTENDING IN 2010

SIBEC, FIBO





## Many business needs. Just one tool.

Health Club Management Software for just \$155 a month!

- Client & Staff Management
- Online Booking
- Key Tag Entry
- Credit Card Processing & Auto Renewals
- Sales & Performance Reports



[www.mindbodyonline.com/hc](http://www.mindbodyonline.com/hc) | 1.877.755.4279

Club Managers— Health Clubs using MINDBODY averaged a **48%** increase in business the last two years. Clubs using our merchant account and ecommerce features increased **54%**. How does your business compare?

# MINDBODY INC

4051 Broad Street, Suite 220, San Luis Obispo,  
California 93401, USA  
tel +1 877 755 4279  
email [info@mindbodyonline.com](mailto:info@mindbodyonline.com)  
web [www.mindbodyonline.com](http://www.mindbodyonline.com)

## YEAR ESTABLISHED

2001

## KEY PERSONNEL

Rick Stollmeyer, founder and CEO  
Robert Murphy, chief sales and marketing officer and chief financial officer

## CONTACT

Julian Alvarez, sales co-ordinator: +1 805 476 2751 /  
[sales@mindbodyonline.com](mailto:sales@mindbodyonline.com)

## PRODUCT RANGE

Our main produce is web-based scheduling software, however we have expanded into mobile applications and other industry-specific offerings such as MINDBODY Finder, which allows consumers to find (and book) wellness classes and appointments across the globe.

## MAIN SERVICES

We are a leading provider of business management software for wellness and other personal service industries, including yoga, fitness, wellness, spa/salon, pilates, martial arts, dance, children's programmes, and more. The web-based software ties together the common business requirements of scheduling, account management, CRM and point-of-sale.

## ADDITIONAL SERVICES

We provide business seminars for clients, referred to as MINDBODY University, as well as webinars for any business that wants to learn best practices to take their business to the next level.



## KEY CUSTOMERS

We work with a variety of health clubs, including multiple locations for 123 Fit, Fitness Together and Velocity Sports Performance, just to name a few. Our health club clients who use MINDBODY averaged a 48 per cent increase in business over the last two years.

## SHOWS ATTENDING IN 2010

FISA West; IHRSA; ECA/OBOW Show; FitPro; FIBO; AFPA Fitness, Trainer, Sports and Mind Body Conference; Club Industry East; IDEA World Fitness Convention; SCW Dallas MANIA; LIW; Club Industry Chicago; ECA/THRIVE; FISA East; ABC & MFA.



# DID YOU KNOW?

## OVER 80% OF GYM USERS SAY MUSIC MAKES THEM MORE MOTIVATED.\*

**Gyms playing music can have a distinct, profitable advantage over those that do not, helping to keep their existing members satisfied and attract new business.**

There is no doubt that music is good for business. The simple act of turning music on can make a huge difference to productivity and sales.

PPL can make music work for you by offering licensing solutions for playing recorded music in public. A PPL music licence will give your gym, health club or leisure centre instant access to literally millions of songs – all for as little as 26 pence per day.

For more information on how to obtain your PPL music licence<sup>1</sup> visit [ppluk.com](http://ppluk.com) or call **020 7534 1070**.

To find out more on how music can work for you visit [musicworksforyou.com](http://musicworksforyou.com).

\*MusicWorks survey of 2000 people, conducted March 2009

<sup>1</sup>If you play recorded music in public it is a legal requirement to obtain the correct PPL licence, failure to do so may result in legal action. PPL is different from PES for Music. PPL collects and distributes money on behalf of record companies and performers whilst PES for Music collects and distributes money on behalf of songwriters, composers and publishers. Both licences must be obtained to ensure all copyright holders are fairly paid.



[ppluk.com](http://ppluk.com)

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1 Upper James Street, London W1F 9DE  
tel +44 (0)20 7534 1000  
fax +44 (0)20 7534 1111  
email [info@ppluk.com](mailto:info@ppluk.com)  
web [www.ppluk.com](http://www.ppluk.com)

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## YEAR ESTABLISHED

1934

## KEY PERSONNEL

Kate Finley, marketing manager  
Christine Geissmar, head of public performance operations  
Fiona Haycock, events manager  
Danielle Tilley, head of public performance new business

## CONTACT

Sport and leisure: +44 (0)207 534 1040 / [sl@ppluk.com](mailto:sl@ppluk.com)

## PRODUCT RANGE

PPL licenses recorded music for use within thousands of businesses including health clubs, gyms, spas and dance studios. A PPL licence is a legal requirement which gives access to millions of songs.



## MAIN SERVICES

PPL has a range of different licensing tariffs which cater for all venues and establishments. A PPL licence can cost from as little as 26 pence a day (see [www.musicworksforyou.com](http://www.musicworksforyou.com)). PPL does not retain a profit.

## ADDITIONAL SERVICES

PPL's other areas of operations include VPL, which licences the use of music videos.

## KEY CUSTOMERS

Businesses and organisations that play recorded music in public.

## SHOWS ATTENDING IN 2010

Move It Dance, Leisure Industry Week, Citizen's Advice Bureau Conference, Trading Standards Conference.



**PRECOR**<sup>®</sup>  
Move Beyond



# PRECOR

Amer Sports UK Ltd, Theta Building,  
Lyon Way, Frimley, Surrey, GU16 7ER  
tel +44 (0)1276 404900  
fax +44 (0)1276 404901  
email info@precor.com  
web www.precor.com

## YEAR ESTABLISHED

1980

## PARENT COMPANY

Amer Sports Corporation

## KEY PERSONNEL

Jez Whiting, UK sales director  
Miles Rimell, head of marketing, EMEA & APAC

## PRODUCT RANGE

Precor is a world renowned supplier of quality fitness equipment and entertainment systems. From our innovative CV equipment, including the Adaptive Motion Trainer® and new strength products, to total service and support, creating optimum member experience is at the heart of everything we do.

## MAIN SERVICES

With our own team of fully trained engineers, Precor is committed to providing a responsive support service to keep your facility running at its best. Our service includes: human response to every call, first time fix rate of over 98 per cent, seven days a week cover and guaranteed response time within 48 hours.

## ADDITIONAL SERVICES

In addition to design, build, finance, marketing, management systems and staff training, Precor provides world leading entertainment services with Cardio Theater® and ChannelCast. Enhancing member retention, these services also allow you to maximise on secondary spend opportunities.



## KEY CUSTOMERS

Sports and Leisure Management, DC Leisure, Parkwood Leisure, The énergie Group, 3d Leisure, nuyuu, Hilton Hotels and Thistle Hotels, plus single site operators, universities and local authorities.

## SHOWS ATTENDING IN 2010

LIW, SIBEC, HOTEK, SPATEC, YST School Sports and College Conferences.





## Quality Work Based Training

Premier's corporate services offers funded training that is tailor made to suit your business needs. We can provide a whole range of courses aimed at helping you to improve **club revenue, staff retention and customer satisfaction.**

### Our courses include

- Level 2 NASM Introduction to Personal Fitness Training
- Level 3 NASM Certified Personal Trainer
- Operations
- Membership Sales
- Customer Service
- Continuing Education
- First Aid
- Pool Plant Operation
- Food and Beverage

For further information about our funded training please contact us on:

t: 0845 1 90 90 90

e: [corporate@premierglobal.co.uk](mailto:corporate@premierglobal.co.uk)

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



# PREMIER TRAINING INTERNATIONAL LTD

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Premier House, Canal Road, Willowside Park,  
Trowbridge, Wiltshire, BA14 8RH  
tel +44 (0)845 1 90 90 90  
fax +44 (0)1225 717284  
email [corporate@premierglobal.co.uk](mailto:corporate@premierglobal.co.uk)  
web [www.premierglobal.co.uk](http://www.premierglobal.co.uk)

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## YEAR ESTABLISHED

1992

## KEY PERSONNEL

Peter Banbury, director of corporate operations

## CONTACT

Peter Banbury: +44 (0)7801 499864 / +44 (0)1225 717231 /  
[peter.banbury@premierglobal.co.uk](mailto:peter.banbury@premierglobal.co.uk)

## MAIN SERVICES

Premier Training International's corporate division offers funded training for health club operators. We provide a wide variety of qualifications and CPD courses including fitness and nutrition as well as operational programmes such as sales, customer service and pool plant.



**Peter Banbury**

## KEY COURSES

Premier's Level 2, 3 and 4 courses include Gym Instructor, Personal Trainer (including NASM courses), GP Referral, Pre- and Post-natal, Exercise for the Management of Low Back Pain, Fitness Management, Sales, and Customer Service. Materials range from manuals and DVD-ROMs to online tutorials and e-classes.

## AWARDING BODIES

Active IQ and OCR

## KEY CUSTOMERS

Fitness First UK, Village Hotels, Stevenson College, Middlesex University, North Glasgow College, Sport981, Lifestyle Family Fitness (USA), Khimji Ramdas (Oman).



## THE LEADER IN UPPER BODY EXERCISE

The PRO Series of upper body exercisers offers a new way of training to add variety to member workouts and differentiate your facility from the competition. SCIFIT has a vast array of different upper body exercisers such as the PRO1 Sport that give the user a challenging cardio and strength workout whilst allowing the lower body muscles to rest.

SCIFIT is an Inclusive Fitness Research Associate and the PRO1 is IFI accredited at Stage 2, opening your facility to disabled and non-disabled members alike.

The fully adjustable swivel seat removes easily for wheelchair access making this upper body exerciser, the ideal addition to any facility with an inclusive policy. The PRO2<sup>®</sup> is also IFI accredited and has the same inclusive features as the PRO1 but with the addition of leg cranks for an 'all body' workout.

The PRO Series can sit alongside your traditional cardio and strength machines, enhancing your member offering, and opening your facility to new customer markets.

SCIFIT Ltd UK  
Tel 01344 300022  
Email [info@scifit.uk.com](mailto:info@scifit.uk.com)

[www.SCIFIT.uk.com](http://www.SCIFIT.uk.com)

# SCIFIT LTD (UK)

Lexham House, Forest Road,  
Binfield, Berkshire, RG42 4HP  
tel +44 (0)1344 300022  
fax +44 (0)1344 868838  
email [steve@scifit.uk.com](mailto:steve@scifit.uk.com)  
web [www.scifit.uk.com](http://www.scifit.uk.com)

## YEAR ESTABLISHED

1987

## PARENT COMPANY

SCIFIT Systems, Inc.

## KEY PERSONNEL

Steve Wright, UK MD

## CONTACT

[info@scifit.uk.com](mailto:info@scifit.uk.com)

## PRODUCT RANGE

SCIFIT offers the full range of cardiovascular equipment including IFI-accredited upper and total body ergometers, upright and recumbent bikes, treadmills and ellipticals plus the unique REX Orbi-Linear Recumbent Elliptical. All of our rotary products are CE Medical approved.

## MAIN SERVICES

Through innovative fitness technologies and programmes, SCIFIT provides wellness solutions that meet the needs of the wide range of individuals served by the fitness and health care industry. SCIFIT provides excellent quality products, programs and service. We are "Scientific Solutions for Fitness".



Steve Wright

## ADDITIONAL SERVICES

SCIFIT can provide finance packages, extended warranty, service contracts, staff training and marketing support.

## KEY CUSTOMERS

As complementary cardio specialists we supply many sectors including local authority, universities and colleges, SEN Schools, sports performance, medical and rehabilitation facilities, residential villages, fitness chains and independent operators.

## SHOWS ATTENDING IN 2010

FIBO, SIBEC UK, LIW, Medica.



DISCOVER A **PASSION.**



### Creating a luxurious fit.

The Inspiration Strength™ line offers the ultimate user experience. The iconic tower design, soft frame lines and easily visible instructions make each piece incredibly approachable. Once seated, the user is surrounded by an intuitive interface that owes more to luxury automobile ergonomics than traditional exercise equipment.

The Inspiration Strength™ line motivates with smooth function and satisfying feedback. Giving users the efficiency and effectiveness of the workout and an exceptionally rewarding experience.

For more information, contact StarTrac at

44 (0) 1494 688260 or visit [www.startrac.com/uk](http://www.startrac.com/uk).



*CHEST PRESS WITH LOCK N LOAD®*

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**INSPIRATION**  
STRENGTH™



expect different™.

# STAR TRAC UK

Unit 4, The Gateway Centre, Coronation Road,  
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tel +44 (0)1494 688260  
fax +44 (0)1494 688269  
email [mpengelly@startrac.com](mailto:mpengelly@startrac.com)  
web [www.startrac.com](http://www.startrac.com)

## YEAR ESTABLISHED

1979

## PARENT COMPANY

Star Trac Health & Fitness Inc

## KEY PERSONNEL

Matthew Pengelly, UK managing director  
George Baxter, European chief financial officer

## CONTACT

Julian Taylor: +44(0)1494 688260 / [jtaylor@startrac.com](mailto:jtaylor@startrac.com)



**Matt Pengelly**

## PRODUCT RANGE

Star Trac offers three ranges of cardiovascular equipment along with Inspiration Strength™, Impact Strength®, HumanSport®, and the Instinct Circuit Program®. The company is partnered with Mad Dogg Athletics as the manufacturer for Spinner® bikes and also produces the eSpinner® which brings the group cycling experience on to the cardio floor.

## MAIN SERVICES

The manufacture, supply and installation of commercial fitness equipment.

## ADDITIONAL SERVICES

Training and education for the Spinning® and HumanSport® programs.

## KEY CUSTOMERS

Esporta Health Clubs, Fitness First Health Clubs, Jubilee Hall Clubs, Virgin Active Health Clubs, Bannatyne's Health Clubs, DW Sports, Nuffield Health, Slough Community

## SHOWS ATTENDING IN 2010

Spinning Showcase, Blackpool; Super Saturday, Scotland; Big One North; SIBEC UK; Leisure Industry Week; Spinning Showcase London; SIBEC Europe.



expect different™



Makes perfect business sense

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**KINESIS ONE FOR 3D MOVEMENT.**

Kinesis™ One offers 360 degrees of movement in a freestanding unit thanks to our FullGravity™ Patent Pending Technology.

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**KINESIS ONE FOR REVENUE GENERATION.**

Kinesis™ One will support your personal training staff, attract members and generate secondary spending opportunities.

To find out more, contact us on **01344 300236** or email **UK\_info@technogym.com**

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# TECHNOGYM UK LTD

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Berkshire, RG12 8PE  
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fax +44 (0)1344 300238  
email UK\_info@technogym.com  
web www.technogym.com

## YEAR ESTABLISHED

Technogym SpA (Parent Company) 1983  
Technogym UK Ltd 1993

## PARENT COMPANY

Technogym SpA

## KEY PERSONNEL

Enrico Bracesco, UK managing director  
Tony Majakas, vice president of health &  
business development  
Howard Swinyard, service director

## PRODUCT RANGE

Cardio: Excite Vario, Run, Jog, Wave, Bike, Recline, Top, Step, Synchro, Med Bike & Run, Run Personal. Strength: Pure Strength, Element+, Selection Line, free weights. Movement: Kinesis, FLEXability. Group Exercise: Easy Line and Group Cycle. Connectivity Solutions: Wellness System, Contact Manager, Dashboard, Club 2.0.

## MAIN SERVICES

Technogym continues to develop the Total Wellness Solution, providing services and solutions to support business needs.

## ADDITIONAL SERVICES

Wellness design and layout, Wellness Institute for education and training, Technogym Direct for asset management and after sales support, marketing support and Technogym Financial Services.



Enrico Bracesco

## KEY CUSTOMERS

LA Fitness, Virgin Active, Liverpool Leisure Services, David Lloyd, Soho Gyms, Fitness First, Leisure Connection, Bannatyne's, DW Sports, GLL, The Club Company, SLM, DC Leisure, Nexus, Wychavon, Nuffield Health, Village Hotels, Greens Health and Fitness, North Lanarkshire Leisure, Sheffield International Venues.

## SHOWS ATTENDING IN 2010

FIBO, SIBEC UK & EU, FIA FLAME Conference, 100% Design, YST Sports College and YST Schools Conference.



The logo consists of the letters 'xn' in a bold, white, sans-serif font, centered within a blue oval shape.

**LEISURE**

DELIVERING SERVICE  
THROUGH TECHNOLOGY

**The leader in Leisure Management Solutions (LMS) for over 28 years, Xn Leisure serves over 5,000 users and is the technology partner of choice for the Leisure Industry. In excess of 750 sites installed across the UK and EIRE**

## **Xn Leisure – partnering with the leisure industry**

Portfolio of innovative turnkey PC and web-based membership and booking solutions:

**Dimension** – Xn Leisure's Flagship Membership product, Dimension, is a centrally hosted solution which supports a number of key enterprise features. Incorporating wizard based functionality with central reporting and simple control of estate wide data. Dimension integrates seamlessly with Advantage.

**Advantage** – developed to service the customer-centric leisure industry both now and in the future. Membership, Bookings and Block Bookings, Internet Bookings, Retail Based POS and Ticketing, Prospecting, Course and Session Management, Payment Solutions and 3rd Party Integration.

**Self-Service** – Xn's online functionality empowers customers and members to book facilities and classes in advance at times to suit their lifestyle commitments. Fast track members' entry to bookings and activities via Xn's Kiosks which integrate with access barriers to aid through-put. Xn Leisure's use of the latest technology allows for plug and play hardware supporting mag-swipe, barcode and proximity technologies.

### **Xn Leisure leading the way**

Xn Leisure's ongoing investment in strategic product development continues to support customers with feature and benefit-packed innovations setting industry standards and reinforcing the company's position as the leading solutions' provider, backed up by input from Xn Leisure's national user group.



### **Xn Leisure Systems Limited**

115k Milton Park, Abingdon, Oxon, OX14 4RZ

**Tel +44 (0) 870 80 30 700 Email [info@xnleisure.com](mailto:info@xnleisure.com) [www.xnleisure.com](http://www.xnleisure.com)**

# XN LEISURE SYSTEMS LIMITED

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fax +44 (0)870 80 30 701  
email [info@xnleisure.com](mailto:info@xnleisure.com)  
web [www.xnleisure.com](http://www.xnleisure.com)



Darrell Boxall



## YEAR ESTABLISHED

December 2006 (following a buy out of TLMS from Torex Retail Systems)

## PARENT COMPANY

Xn PLC

## KEY PERSONNEL

Darrell Boxall, managing director  
Jason Watts, national sales manager  
Alison Easton, operations manager

## CONTACT

Jason Watts, national sales manager: +44 (0)870 80 30 700 / [sales@xnleisure.com](mailto:sales@xnleisure.com)

## PRODUCT RANGE

IT solutions: Portfolio of PC and web based membership, bookings, POS, online and self service solutions.

## MAIN SERVICES

Turnkey IT solutions providers from solution design and consultancy through to software and hardware supply and implementation.

## ADDITIONAL SERVICES

Project management, training and consultancy, pre and post installation support, account management, third party integration, development and established regional and national user groups.

## KEY CUSTOMERS

From single site to larger estate operators in Local Authority, Trust, Facility Management, Education and Private sectors. DC Leisure Management, Guildford Spectrum, Rochdale Link 4 Life, Aberdeen Sports Campus, Derbyshire Sports, Leeds Met Carnegie, Tees Active, South Gloucestershire Leisure, Hertsmere Leisure Trust, Belfast City Council, Aura Sport and Leisure Management.

## SHOWS ATTENDING IN 2010

LIW, BUCS, ILAM, SIBEC UK, SUS.





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2010 2010 2010

# SUPPLIERS INDEX

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www.001ltd.co.uk

## ACROBAT CONSULTING

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Cheadle, Stockport, Cheshire SK8 2AH  
Tel: +44 (0)161 286 6564  
www.acrobatonline.com

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Email: info@4dfitness.com  
www.4dfitness.com

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# SUPPLIER ADDRESS BOOK

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www.chill-out.co.uk

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leisure/

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

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**Fax:** +44 (0)20 8658 2959  
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[www.corequest.co.uk](http://www.corequest.co.uk)

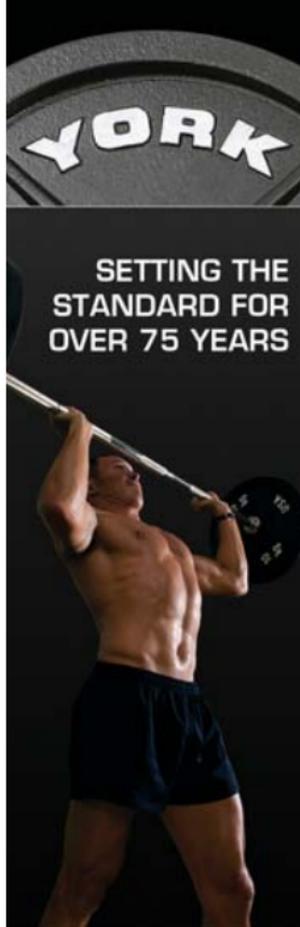
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**YORK FITNESS**

York Way, Daventry,  
 Northamptonshire, NN11 4YB  
 Tel: +44 (0)1327 701852  
 Email: sales@yorkfitness.co.uk  
 www.yorkfitness.com

**ZIGZAG**

PTE Group Ltd, Unit 8, Centurion  
 Park, Davyfield Road, Blackburn,  
 Lancashire BB1 2QY  
 Tel: +44 (0)1254 669100  
 Email: sales@zigzaguk.co.uk  
 www.zigzaguk.com

**ZYNK DESIGN**

87 New Cavendish Street,  
 London W1W 6XD  
 Tel: +44 (0)20 7467 7332  
 Fax: +44 (0)20 7467 7350  
 Email: stavros@zynkdesign.com  
 www.zynkdesign.com

**ZOGGS INTERNATIONAL**

Courtyard House, The Square,  
 Lightwater, Surrey GU18 5SS  
 Tel: +44 (0)1276 486519  
 Fax: +44 (0)1276 489079  
 www.zoggs.com

# PRODUCT SELECTOR

---

## air conditioning

### Daikin Airconditioning

#### UK Ltd

+44 (0)845 641 9000

## architects/ designers

### MASS Designers

+44 (0)20 8556 5336

### Zynk Design

+44 (0)20 7467 7332

## associations/ trade bodies

### BISL

+44 (0)20 8255 3782

### CMAA (Club Managers Association of Europe)

+44 (0)247 669 2359

### FIA

+44 (0)20 7420 8560

### IDEA Health & Fitness Association

+1 858 535 8979

### IHRSA

+1 617 951 0055

### ISPAL

+44 (0)844 418 0077

### ISRM

+44 (0)1509 226474

### sporta

+44 (0)1603 814233

## av/multimedia/ sound

### AB Audio Visual

+44 (0)1945 476973

### Audeon Limited

+44 (0)113 252 4956

### GMS

+44 (0)1324 711011

### Hutchison

#### Technologies Ltd

+44 (0)1382 835007

### Leisure Sound Solutions

+44 (0)1829 771166

### Lifestyle Entertainment Solutions Ltd

+44 (0)800 756 6870

### Mood Media

+44 (0)1689 882200

### Selector Ltd

+44 (0)870 833 8919

### Sound Dynamics Ltd

+44 (0)1773 828486

### Sounds Incorporated

+44 (0)1977 679479

## building/ construction

### Createability

+44 (0)1256 818915

### Pellikaan Construction

+31 (0)13 46 57 659

### Willmott Dixon Limited

+44 (0)1462 671852

## catering supplies

### Equipline Ltd

+44 (0)1895 272236

### Lindley Catering

#### Holdings Limited

+44 (0)1782 573200

## children's fitness

### Cyber Coach

+44 (0)845 869 2848

### Gymkids

+44 (0)1256 398561

### SHOKK Limited

+44 (0)161 877 7870

### ZigZag

+44 (0)1282 863300

## cleaning

### Bonasytems Ltd

+44 (0)1442 419470

### Gojo

+44 (0)1908 588444

### JohnsonDiversey

+44 (0)800 525 525

## climbing walls

### Revolutionary Products

+44 (0)1483 559785

## clothing/footwear

### Corporate Trends

+44 (0)114 251 3512

### Double XX Ltd

+44 (0)151 531 9950

### GS UK Ltd

+44 (0)115 844 8000

### Simon Jersey Ltd

+44 (0)870 111 8800

## computer systems/ software

### ALTeRD Limited

+44 (0)845 257 8575

### CheckFree (now

#### part of Fiserv)

+44 (0)118 977 3889

### Clarity Commerce

#### Solutions plc

+44 (0)870 44 44 234

### Clublead

+45 3332 4545

### Epic Software Ltd

+44 (0)131 477 2545

### ESP Ltd

+(0)20 8251 5100

### gullMartin

+44 (0)7850 140687

### Leisure Safety Link

+44 (0)7949 053951

### MINDBODY Inc

+1 877 755 4279

### Optimum Fitness

#### UK Ltd

+44 (0)1634 883444

### Premier Software

#### Solutions

+44 (0)1543 466580

### SDA Solutions

+44 (0)870 607 1966

**SportSoft UK Ltd**  
+44 (0)1423 873873

### consultancy/ research

**Acrobat Consulting**  
+44 (0)161 286 6564

**c3 Consultants Ltd**  
+44 (0)1785 211616

**GG Fit Ltd**  
+44 (0)20 7617 7531

**Leisure-net  
Solutions Ltd**  
+44 (0)1603 814233

**Multitrax U.K. Ltd**  
+44 (0)20 7093 2650

**Raymond Algar  
Associates**  
+44(0)1273 885998

**SOLL Leisure Group**  
+44 (0)1865 408380

**Strategic Leisure Ltd**  
+44 (0)1925 855550

**Torkildsen Barclay**  
+44 (0)1525 754898

**TTS**  
+44 (0)1506 464448

### cubicles

**Thrislington  
Sales Limited**  
+44 (0)1244 520677

### design

**Alliance Leisure  
Services (Design,  
Marketing & Project  
Management)**  
+44 (0)1278 444944

**Resolution Design Ltd**  
+44 (0)1380 728898

### disabled access

**Disabled Leisure  
& Fitness UK and  
Europe Ltd**  
+44 (0)20 3051 6088

**Evac+Chair  
International Ltd**  
+44 (0)121 706 6744

### drinks – non-alcoholic

**A G Barr plc**  
+44 (0)1204 664200

**Britvic Soft Drinks**  
+44 (0)1245 261871

**Nestle Waters Direct**  
+44 (0)1865 398830

**The Red Bull  
Company Limited**  
+44 (0)20 3117 2000

**Twins Food  
Service Division**  
+44 (0)1264 334477

### energy management

**001 Ltd**  
+44 (0)845 389 2001

### environmental services

**The Carbon Trust**  
+44 (0)800 085 2005

### event management

**Chill Out Event  
Management**  
+44 (0)1344 643409

### facilities management

**Building Additions**  
+44 (0)1373 454577

**Coconut Commercial  
Management Solutions**  
+44 (0)7879 626499

**Vialtus Solutions**  
+44 (0)845 366 0845

### fencing

**J B Corrie**  
+44 (0)1730 262552

### financial services

**Alliance and General  
Leasing Limited**  
+44 (0)2476 220000

MASS Designers are Health & Fitness,  
Spa & Therapy design experts, providing  
design solutions for fitness and training,  
wellness and relaxation environments



**Interior Design & Architecture**  
**Graphic & Identity Design**  
**Marketing & Communications**

Contact MASS Designers now:  
**+44 (0)20 8556 5336**  
contact@massdesigners.com  
and see our work online at:

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

# PRODUCT SELECTOR

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**Alliance Leisure Services (Design, Build & Fund)**

+44 (0)1278 444944

**Belmont Finance (UK) Ltd**

+44 (0)870 458 6962

**Corporate & Medical Finance Ltd**

+44 (0)1928 739712

**Harlands Group**

+44 (0)845 230 1636

**Leisure Advantage Ltd**

+44 (0)118 900 8000

**Leisure Finance Plc**

+44 (0)8701 625900

**Portman Asset**

**Finance Ltd**

+44 (0)844 800 8825

**Revenue Collection**

**Services / RCS**

+44 (0)8707 879545

**Shire Leasing plc**

+44 (0)1827 68939

**United Asset Finance**

**/ UAF Group**

+44 (0)118 940 4100

## fitness assessment

**Activio AB**

+44 (0)1798 831009

**Assist Creative**

**Resources Ltd**

+44 (0)1978 664743

**Fitech UK**

+44 (0)870 744 7252

**FitLinxx Europe**

+44 (0)1256 640140

**FitnessAssist**

+44 (0)1978 660077

**Health2Fitness**

+44 (0)777 883 5138

**Tanita Europe BV**

+44 (0)1895 438577

## fitness equipment

**Alcan Airex AG**

+41 41 789 66 00

**Amazon Leisure**

**(UK) Ltd**

+44 (0)1155 498098

**Amer Sports UK**

**& Ireland Ltd**

+44 (0)1294 316200

**Balance Master UK Ltd**

+44 (0)1293 787075

**Balanced Body Inc.**

+1 800 745 2837

**BBE Boxing**

+44 (0)1327 701852

**Body Bar Systems**

+1 800 500 2030

**Body Bike**

**International A/S**

+45 9843 9696

**Bodypower Sports Plc**

+44 (0)1604 673000

**Caloo Ltd**

+44 (0)845 055 8218

**Concept2 Ltd**

+44 (0)115 945 5522

**Cranlea & Company**

+44 (0)121 472 0361

**Cybox International**

**UK Ltd**

+44 (0)845 606 0228

**Dance Machine**

+44 (0)1260 294610

**Direct Fitness**

+44 (0)78 5356 6999

**E.XF Fitness**

+44 (0)1473 735115

**Eleiko Sport AB**

+46 35 177070

**Ergo-Fit GmbH**

**& Co. KG**

+49 (0)6331 2461 0

**Escape Fitness**

+44 (0)1733 313535

**Fit-Equip**

+44 (0)1706 377216

**Fitness Systems Limited**

+44 (0)1204 541710

**Fitness Warehouse Ltd**

+44 (0)1772 712888

**Fitness-Mad**

+44 (0)1386 859551

**Fitter International Inc**

+1 403 243 6830

**Flexi-Sports UK**

+44 (0)1452 770075

**FreeMotion Fitness**

+44 (0)113 387 7125

**Gervaspport**

+34 91 870 2343

**Gravity UK LLP**

+44 (0)845 602 7485

**HaB International**

**Limited**

+44 (0)1926 816100

**HardKore Inc**

+1 307 632 3684

**HUR (UK) Ltd**

+44 (0)1206 798864

**Hydro Physio**

+44 (0)1952 885112

**Idass**

+44 (0)1753 642961

**Indoor Cycling Group**

+44 (0)113 287 8583

**Indoor Walking**

+34 93 480 2216

**Innofit, Inc**

+1 714 258 1111

**Instyle**

+44 (0)1342 315933

**iRobic Ltd**

+44 (0)870 833 8919

**Iron Grip Barbell**

**Company**

+1 714 850 6900

**Johnson Health**

**Tech UK Ltd**

+44 (0)1782 644900

**Jordan Fitness**

+44 (0)1945 880257

**Keiser**

+1 559 256 8000

**Life Fitness**

+44 (0)1353 666017

**Marpo Kinetics**  
+1 925 606 6919

**Matrix Fitness Systems Ltd**  
+44 (0)1782 749100

**Mayfair Gym Sales & Leasing**  
+44 (0)20 8903 7005

**Medimotion**  
+44 (0)1559 384097

**MedX Germany**  
+49 (0)40 796 7012

**milon industries GmbH**  
+44 (0)1462 670327

**Mortons Fitness Equipment UK Ltd**  
+44 (0)1277 214100

**Nautilus UK**  
+44 (0)1908 267345

**Nytram Pro Gym Equipment Ltd**  
+44 (0)1226 390222

**Octane Fitness UK Ltd.**  
+44 (0)7799 475366

**Olympix Fitness Specialists**  
+44 (0)8081 782666

**OSF Ltd**  
+44 (0)1332 294512

**Paramount Fitness Corp**  
+1 323 721 2121

**Physical Company Ltd**  
+44 (0)1494 769222

**Physique**  
+44 (0)1254 669100

**Pneumex Inc**  
+1 208 265 4105

**Power Plate International Ltd**  
+44 (0)20 7586 7200

**PowerBlock Fitness Limited**  
+44 (0)1993 885080

**Precor**  
+44 (0)1276 404900

**Pro Active Health Limited**  
+44 (0)1865 886300

**PTE Group**  
+44 (0)1254 669100

**Pulse Fitness Solutions**  
+44 (0)1260 294600

**Range3D Ltd**  
+44 (0)1246 435251

**RealRyder International LLC**  
+1 800 976 6280

**SCIFIT Ltd (UK)**  
+44 (0)1344 300022

**Shapemaster Toning Systems**  
+44 (0)1484 667474

**SoloStrength Lifestyle Products**  
+1 604 818 6225

**SportsArt Fitness UK Limited**  
+44 (0)1282 779234

**ST Fitness Equipment**  
+44 (0)1204 668687

**Star Trac Europe**  
+44 (0)1494 688260

**Stott Pilates**  
+1 416 482 4050

**Strive Enterprises, Inc.**  
+1 724 949 1120

**Technogym UK Ltd**  
+44 (0)1344 300236

**TEK Fitness Ltd**  
+44 (0)1553 827462

**The Optimal Life Fitness Group**  
+44 (0)870 950 7315

**Trixter Europe Ltd**  
+44 (0)844 979 4567

**True Fitness Technology**  
+1 800 426 6570

**TuffStuff Fitness Equipment**  
+1 909 629 1600

**WAVE Manufacturing Inc**  
+1 519 979 2268

**Woodway GmbH**  
+49 7621 94 09 99 0

**York Fitness**  
+44 (0)1327 701852

**ZigZag**  
+44 (0)1254 669100

## fitness programmes

**Momentum Business Development**  
+44 (0)20 7917 2780

**Nordic Walking/ Exercise Anywhere**  
+44 (0)845 260 9339

**Push and Lift**  
+44 (0)20 7093 2650

**SAQ International**  
+44 (0)1664 810101

## fitness servicing

**Servicesport UK**  
+44 (0)845 402 2456

## flooring

**Gerflor**  
+44 (0)1926 401500

**IDASS Fitness**  
+44 (0)844 800 9310 /  
+44 (0)1458 840808

**Pavigym**  
+34 965 675 070

## food/foodservice

**Aimia Foods**  
+44 (0)1942 408600

**Nestle Professional**  
+44 (0)20 8686 3333

# PRODUCT SELECTOR

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## franchises

**4D Fitness UK Ltd**  
+44 (0)800 328 5849

**ActivKids**  
+44 (0)844 800 2366

**Gymophobics Ltd**  
+44 (0)1785 227273

**Ladies Workout Express**  
+44 (0)28 90 245 004

**Little Superstars Sports Club**  
+44 (0)7904 311552

**The énergie Group**  
+44 (0)845 363 1020

## health/nutrition

**Maximuscle Ltd**  
+44 (0)1442 418500

**Norrmejerier**  
+46 90 18 28 00

**Peak Body Fitness & Nutrition**  
+44 (0)191 415 7550

**Reflex Nutrition Ltd**  
+44 (0)870 757 3353

**Sci-Mentor Nutrition**  
+44 (0)845 331 2646

**Ultralife Limited**  
+44 (0)845 226 1822

## heating

**Ideal Boilers**  
+44 (0)1482 492251

## insurance

**British Activity Holiday Insurance Services (BAHIS)**  
+44 (0)20 7251 6821

**John Ansell & Partners**  
+44 (0)20 7251 6821

**Layton Blackham Group**  
+44 (0)870 160 0201

**Professional Fitness Insurance**  
+44 (0)1993 862004

## lighting – entertainment

**Lightmasters UK Ltd**  
+44 (0)1480 407727

## lockers

**Craftsman Quality Lockers Ltd**  
+44 (0)1480 405396

**Crown Sports Lockers (UK) Ltd**  
+44 (0)1803 555885

**Fitlockers**  
+44 (0)1923 770435

**Keyservice Ltd**  
+44 (0)1923 264400

**Link Lockers**  
+44 (0)8000 733300

**Locker Solutions**  
+44 (0)800 781 1714

**LSA Projects Ltd**  
+44 (0)1376 501199

**Safe Space Lockers**  
+44 (0)870 990 7989

**Skirmett Supplies**  
+44 (0)1491 638606

## membership/retention

**Bright Lime**  
+44 (0)844 800 8350

**Cogent**  
+44 (0)20 7422 1895

**CoreQuest**  
+44 (0)20 8639 4574

**EZ Runner Systems**  
+44 (0)870 752 5827

**Fusing Fitness**  
+44 (0)7789 960362

**Gladstone Health & Leisure**  
+44 (0)1491 201010

**Gym Miles**  
+44 (0)20 3178 6647

**Legend Club Management Systems (UK) Ltd**  
+44 (0)1904 529560

**MembersFirst, Inc**  
+1 508 653 3399

**Online Leisure Systems Ltd**  
+44 (0)113 237 0688

**Pocket PT**  
+44 (0)20 7617 7880

**Retention Management**  
+44 (0)1527 870875

**The Retention People**  
+44 (0)1225 388658

**Xn Leisure Systems Limited**  
+44 (0)870 803 0700

## music/film licensing

**Filmbank Distributors Ltd**  
+44 (0)20 7984 5950

**Fit32**  
+44 (0)844 800 8957

**Performing Right Society Ltd (PRS)**  
+44 (0)800 068 4828

**PPL Music Licensing**  
+44 (0)20 7534 1203

## promotional items

**First Editions Ltd**  
+44 (0)8707 484100

**Promotions 81 Ltd**  
+44 (0)1625 500000

**SB Source Ltd**  
+44 (0)20 8655 4222

## retail

**the fit co**  
+44 (0)1932 829900

**sales/marketing/pr**

**Bell Systems Services  
(London) Ltd**  
+44 (0)800 328 1752

**Big Fish PR**  
+44 (0)7738 331019

**Big Wave Media Ltd**  
+44 (0)845 643 2385

**Creative Fitness  
Marketing**  
+44 (0)870 270 6667

**Gym Screen Media Ltd**  
+44 (0)161 442 4205

**Gymhunter**  
+44 (0)7731 420745

**Hatrick marketing**  
+44 (0)870 609 3216

**Incentivated Ltd**  
+44 (0)845 130 3985

**Jellymedia Ltd**  
+44 (0)8707 506070

**Promote PR Ltd**  
+44 (0)1753 740074

**Sales Makers  
International**  
+44 (0)1449 744222

**sauna/steam**

**Dalesauna Ltd**  
+44 (0)1423 798630

**Helo (UK) Ltd**  
+44 (0)1342 300555

**MagMed Limited**  
+44 (0)845 225 5008

**Nordic Sauna and  
Leisure Ltd**  
+44 (0)1342 333999

**Sunlight Saunas**  
+1 913 754 0831

**Viking Saunas Ltd**  
+44 (0)1257 427019

**security/  
access control**

**Camlock**  
+44 (0)1323 410996

**Codelocks**  
+44 (0)1635 239645

**DORMA UK Ltd**  
+44 (0)1462 477600

**Keytracker**  
+44 (0)121 559 9000

**Ojmar S.A.**  
+44 (0)1727 840513  
**Simple Locking Solu-  
tions Ltd**  
+44 (0)1727 840513

**showers**

**Kohler Mira / Rada**  
+44 (0)1242 282527

**spa/wellness**

**MiIAqua Ltd**  
+44 (0)1392 824510

**Stone Forest**  
+44 (0)845 617 0617

**sports drinks/  
supplements**

**CLF Distribution Ltd**  
+44 (0)1725 514200

**EAS UK Ltd**  
+44 (0)870 350 3270

**GlaxoSmithKline / GSK**  
+44 (0)20 8047 5000

**Multipower Fitness  
and Nutrition**  
+44 (0)1737 821840

**NRG Stop**  
+44 (0)115 920 9057

**Nutrichem diat +  
pharma GmbH**  
+49 (0)91 71 803 01

**Perfect Performance  
Products Ltd**  
+44 (0)1638 662589

**Prolab Nutrition  
Europe Limited**  
+44 (0)117 935 5554

**sports equipment**

**Ceetex Leisure Ltd**  
+44 (0)1621 784684

**Kingswood Leisure  
Services**  
+44 (0)1268 548987

**Physique Sports**  
+44 (0)1254 669100

**Suunto**  
+44 (0)1276 404800

**sports injury**

**Koolpak Ltd**  
+44 (0)800 180 4285

**sunbeds/tanning**

**Sunbed & Leisure  
Systems (UK) Ltd**  
+44 (0)1246 813468

**surfaces –  
sports/play**

**BSW Berleburger  
Schaumstoffwerk**  
+49 (0) 2751 803 0

**Conica Sports Surfaces**  
+44 (0)116 727 2864

**Mondo UK Sports  
Surfaces**  
+44 (0)845 362 8311

**Sports Surfaces  
(UK) Ltd**  
+44 (0)1244 321200

**swimming pools**

**Kaltech**  
+44 (0)1684 830159

**swimwear**

**Zoggs International**  
+44 (0)1276 486519

# PRODUCT SELECTOR

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## tiling/ceramics

**Floor Gres Ceramics**  
+39 (0)536 840111

**H & R Johnson Tiles**  
+44 (0)1782 575575

## training

**Active IQ**  
+44 (0)1480 467950

**Amac Training**  
+44 (0)1227 831840

**Bodylogic Fitness  
Instructor Training**  
+44 (0)1257 411352

**Central Sports**  
+44 (0)8445 611995

**The Club Synergy  
Group**  
+1 33 6 10 26 69 00

**Discovery Learning**  
+44 (0)20 8543 1017

**European Institute of  
Fitness (Spain) SL**  
+44 (0)845 0944 007

**Fight Fit Training  
and Development**  
+44 (0)800 141 2649

**Fitness Industry  
Education Ltd / FIE**  
+44 (0)845 257 8570

**FitPro**  
+44 (0)20 8586 0101

**Focus Training**  
+44 (0)1204 388330

**Hatch Potential Ltd**  
+44 (0)7715 435591

**Icon Vocational  
Training**  
+44 (0)1291 423655

**Juice Performance  
Training Limited**  
+44 (0)117 335 5533

**Lifetime Health  
& Fitness Ltd**  
+44 (0)870 702 7273

**London Leisure College**  
+44 (0)20 8676 7550

**Loughborough College**  
+44 (0)1509 215831

**Mobilis Performance**  
+44 (0)161 678 0233

**Moulton College**  
+44 (0)1604 491131

**National Extension  
College**  
+44 (0)1223 400200

**National Studio Cycling  
Register NSCR**  
+44 (0)1628 405200

**Northern Fitness  
& Education Ltd**  
+44 (0)1943 879816

**NUCO Training Ltd**  
+44 (0)8456 444999

**Pegasus Training**  
+44 (0)141 959 3400

**Performance Training  
Solutions Ltd**  
+44 (0)1484 517222

**Pilates Solutions Ltd**  
+44 (0)800 434 6110

**Pilates Training  
Solutions**  
+44 (0)845 094 4916

**Premier Training  
International**  
+44 (0)8451 90 90 90

**SHOKK Training**  
+44 (0)161 877 7870

**St Mary's University  
College**  
+44 (0)20 8240 4153

**The Wright Foundation**  
+44 (0)1382 451146

**Top Lodge Leisure Ltd**  
+44 (0)1780 444695

**Trainer Solutions  
International Ltd**  
+44 (0)20 7900 2921

**VT Training**  
+44 (0)800 731 8199

**YBFIT Training**  
+44 (0)20 7060 2676

**YMCA Fitness  
Industry Training**  
+44 (0)20 7343 1850

**Yoga Professionals**  
+44 (0)20 7689 2407

## vending equipment

**Autobar UK**  
+44 (0)1372 754000

**Nestle Professional  
Information Centre**  
+44 (0)800 742842

**Stocking Up Ltd**  
+44 (0)870 850 6266

## washrooms/ bathrooms

**Aqualisa Products Ltd**  
+44 (0)1959 560010

**Armitage Venesta**  
+44 (0)1474 353333

**Duravit**  
+49 7833 70 0

**Franz Kaldewei**  
+49 (0) 2382 7850

**Hansgrohe Limited**  
+44 (0)870 770 1972

**Purus**  
+46 (0)416 257 00

**Twyford Bathrooms**  
+44 (0)1270 879777

## water leisure

**Hippo Leisure Products**  
+44 (0)1752 313075



## 2010 PREDICTIONS

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WE'LL SEE MORE WIDESPREAD PARTNERSHIP-WORKING, INVOLVING A NUMBER OF DIFFERENT SECTORS AND FOCUSING ON THE DELIVERY OF GENUINELY CREATIVE SOLUTIONS Georgina Jupp, MD, CK Academy

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*A return of the stock market, with a potential listing by Virgin Active – the only way the highly leveraged private equity model can possibly 'get out of jail'*

ROD HILL, CONSULTANT

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Everyone's talking about data, but in 2010 the focus must switch to intelligence – using the data we collect more effectively

MIKE HILL, MD, LEISURE-NET SOLUTIONS

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WE'LL SEE THE UK'S FIRST SUBSCRIPTION-FREE HEALTH CLUB, WITH TRIALS OF THE SOFTWARE-BASED 'FREEMIUM' MODEL. HOWEVER, THE CLOSURE OF THE FIRST UK BUDGET CLUB IS ALSO LIKELY AS WEAKNESSES IN THE BUSINESS MODELS OF SOME BRANDS ARE EXPOSED ray algar, md, oxygen consulting

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*Clubs will begin to penetrate the 88 per cent of people who aren't gym members by providing services to those who don't visit their clubs, thereby turning them into 'virtual members'*

NIC JARVIS, MANAGEMENT CONSULTANT

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## THE HEALTH CLUB MANAGEMENT HANDBOOK

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