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Welcome to the Health Club Management Handbook 2017

Each year, when I sit down to write the editor's letter for the *Health Club Management Handbook*, I take a step back from the day-to-day – where many of the sector's operational challenges remain unchanged – and look instead at the bigger picture: the new opportunities presented by emerging trends.

This year there are two trends I find particularly interesting, and they complement and oppose each other in equal measure.

The first, inevitably, is technology. Over recent years we've seen the huge impact this is already having on our sector, from activity trackers and apps to virtual classes. But we've really only begun to explore its potential to dramatically enhance the fitness experience. As virtual reality and augmented reality move towards the mainstream (see p18), we can expect more fitness providers to experiment with fusing fitness and entertainment – with it boosting user engagement and bringing new audiences into activity.

Meanwhile, artificial intelligence looks set to transform the sector: devices all around us will become lifestyle coaches, able to feed back 24/7 on the health impact of our every decision (see p18).

But with all this data comes information overload; the 'always on' society can be exhausting, and there will be times when people simply want to switch off (even if they measure that too). The second trend is therefore meditation and mindfulness (see p19), which is now appearing on health clubs' radars and which will, say experts, soon be a trillion dollar industry. Expect to see more balance between yin and yang in people's workouts, more time for recovery (see p15) and a greater focus on mental health as a key benefit of physical activity (see p12).

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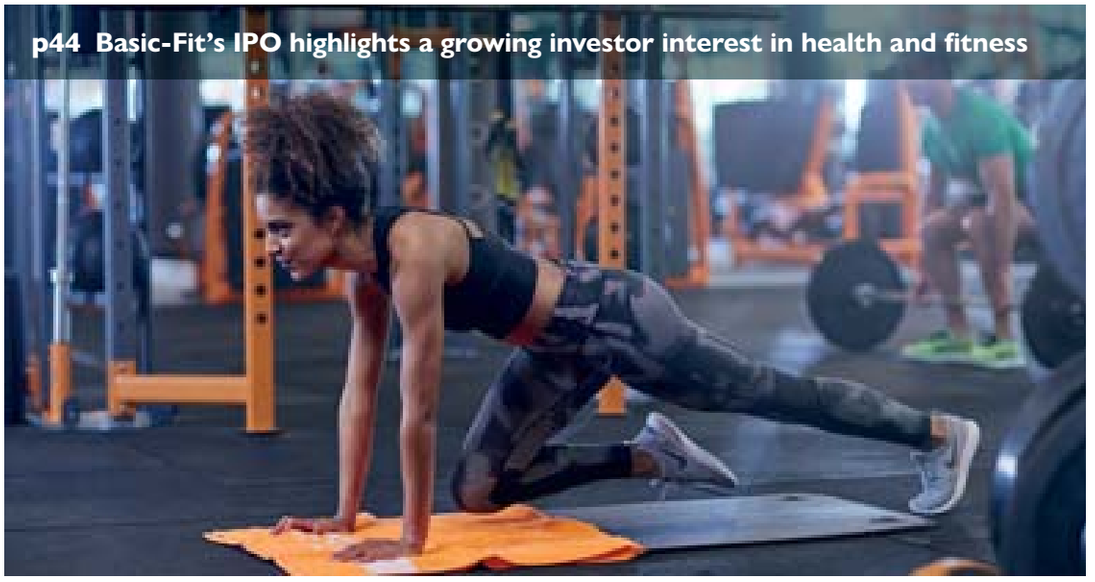

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PHOTOS: SHUTTERSTOCK.COM

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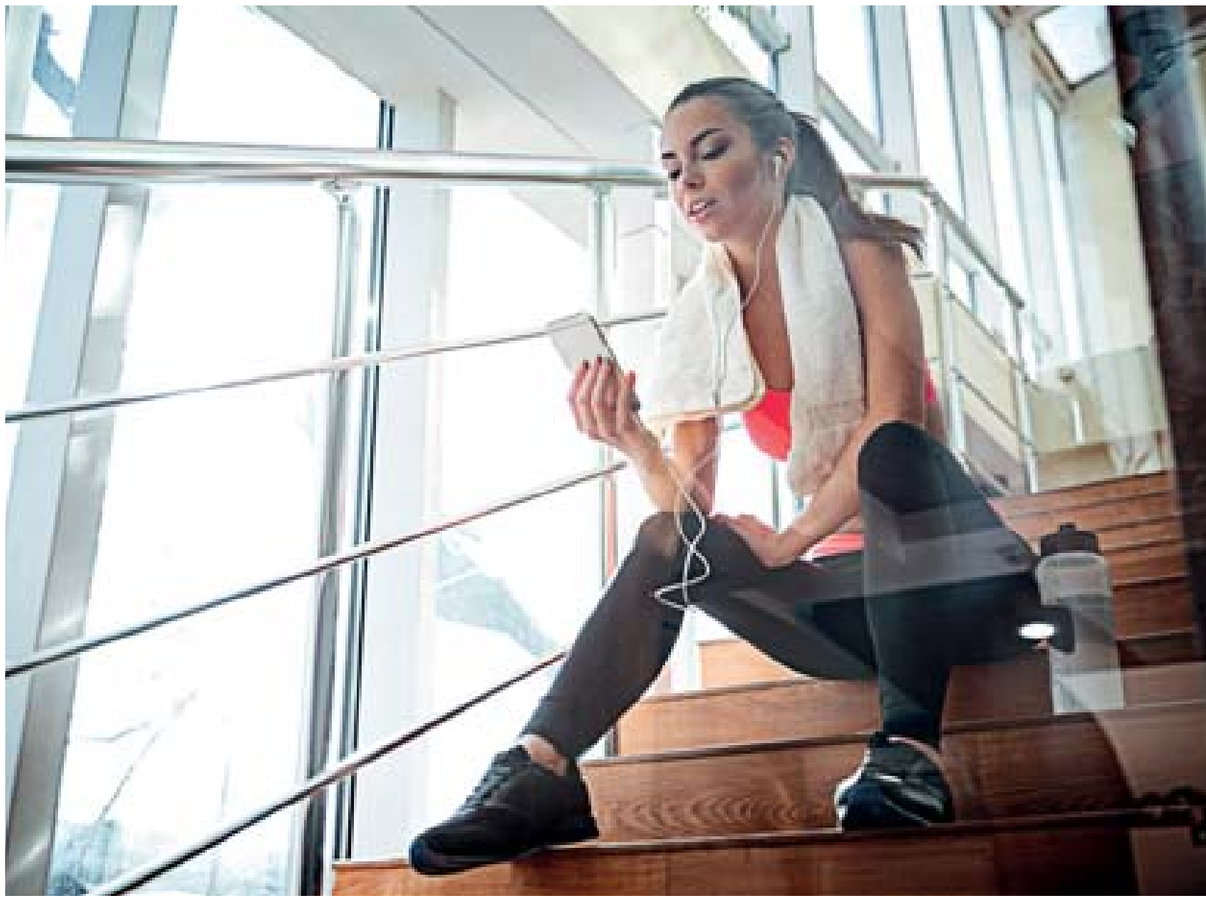

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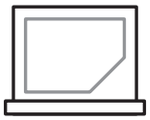

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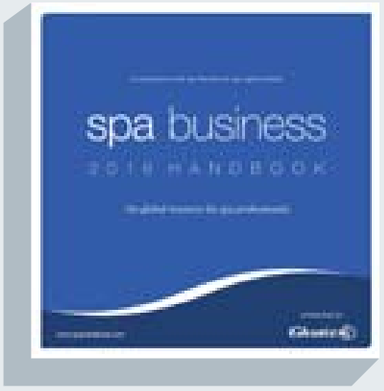

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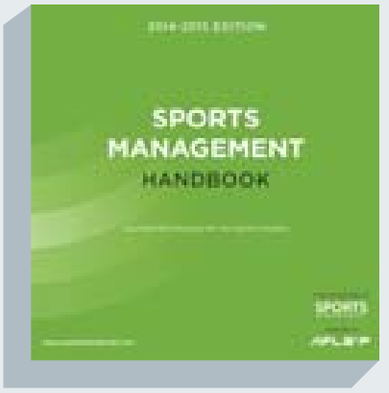

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Fitness Foresight™ 2017

Fitness Foresight™ looks at the key trends, influences and opportunities shaping the health and fitness sector over the coming year – and beyond

1 MENTAL HEALTH
2 EPIGENETICS
3 VIRTUAL DESIGN
4 INSECT DIET
5 RECOVERY
6 BREATHING
7 CLEAN EATING
8 NON-GYM MEMBERSHIPS
9 FITNESS AS ENTERTAINMENT
10 ARTIFICIAL INTELLIGENCE
11 MEDITATION SPACES
12 FLUID GYM FLOORS
13 TAILORED MEMBERSHIPS
14 ACTIVE COMMUTING
15 GROUP EXERCISE
16 ACTIVE EDUCATION

1 ALL IN THE MIND

MENTAL HEALTH

Whether you're clinically depressed or just stressed from work, improved mental health is a prime benefit of exercise.

This is key, because by the year 2020, depression will be the second leading cause of premature death and disability. Indeed, the World Health Organization has flagged mental health as one of its top priorities over the next decade.

Health club operators have been very slow to embrace the opportunity presented by mental health, but that's slowly changing. In late 2016, UK-based Nuffield Health acquired a cognitive behavioural therapy company, to allow it to offer a more rounded approach to wellbeing encompassing fitness, nutrition and mental health. Other operators are beginning to introduce mindfulness programming to their schedules: Equinox, for example, with its Headstrong class.

Whether it's through the development of clinically proven mental wellbeing services, through a focus on mindfulness, or simply in the way gym operators talk about the benefits of being active, we're likely to see a far greater focus on mental health in the coming years.

Headstrong: Equinox's mindfulness-based group exercise offering

Gyms could partner with DNA experts to create 'test and prescribe' programming

2 GYM FOR YOUR GENES

EPIGENETICS

Scientists are increasingly convinced that the majority of disease – potentially up to 95 per cent – is preventable through making healthy lifestyle choices. This field of science is known as epigenetics.

It was previously thought that genes were fixed for life. However, sequencing of the human genome has taught us that many genes change in response to how we care for ourselves – including how we exercise and sleep, the pollution we're exposed to, our stress levels and state of mind, and what we eat and drink.

With prevention tipped to become a massive industry in years to come, this is a huge game changer for sectors related to self-care – including health clubs.

A 'gym for your genes' will offer tests that reveal how a range of modalities, from meditation to massage, can impact our DNA – with personalised programmes then prescribed based on that data.

Deepak Chopra is already working on an anti-ageing and prevention centre which embraces epigenetics. It's due to open on Blackadore Caye, a Belize island owned by Leonardo DiCaprio, in 2018.

There's no reason why health clubs can't follow suit, ensuring they're in the vanguard of preventative healthcare, whether by designing their own 'test and prescribe' programmes or by partnering with third party DNA testing experts.

VR will allow people to experience a new facility before it's even been built

3 TESTING THE WATER

VIRTUAL DESIGN

Architects will begin to use virtual reality to design gyms and leisure spaces, asking consumers to wear VR headsets and watching to see how they respond as they walk around virtual environments.

Arup Associates are already experimenting with such technology. They plan not only to gather anecdotal feedback from participants, but also to monitor people's physiological response to the virtual environments they pass through – are these environments bringing about the desired response, whether that's heightened excitement, for example, or an immediate calming of the nerves?

By letting people experience a new facility before it's even been built, this technology will lead to far more engaging buildings, designed with the customer experience at their very heart.

4 NUTRITION ON THE FLY

AN INSECT DIET

Long seen as a delicacy in parts of the world such as Asia and Africa, insects are slowly making their way onto the menu in Britain and the US too.

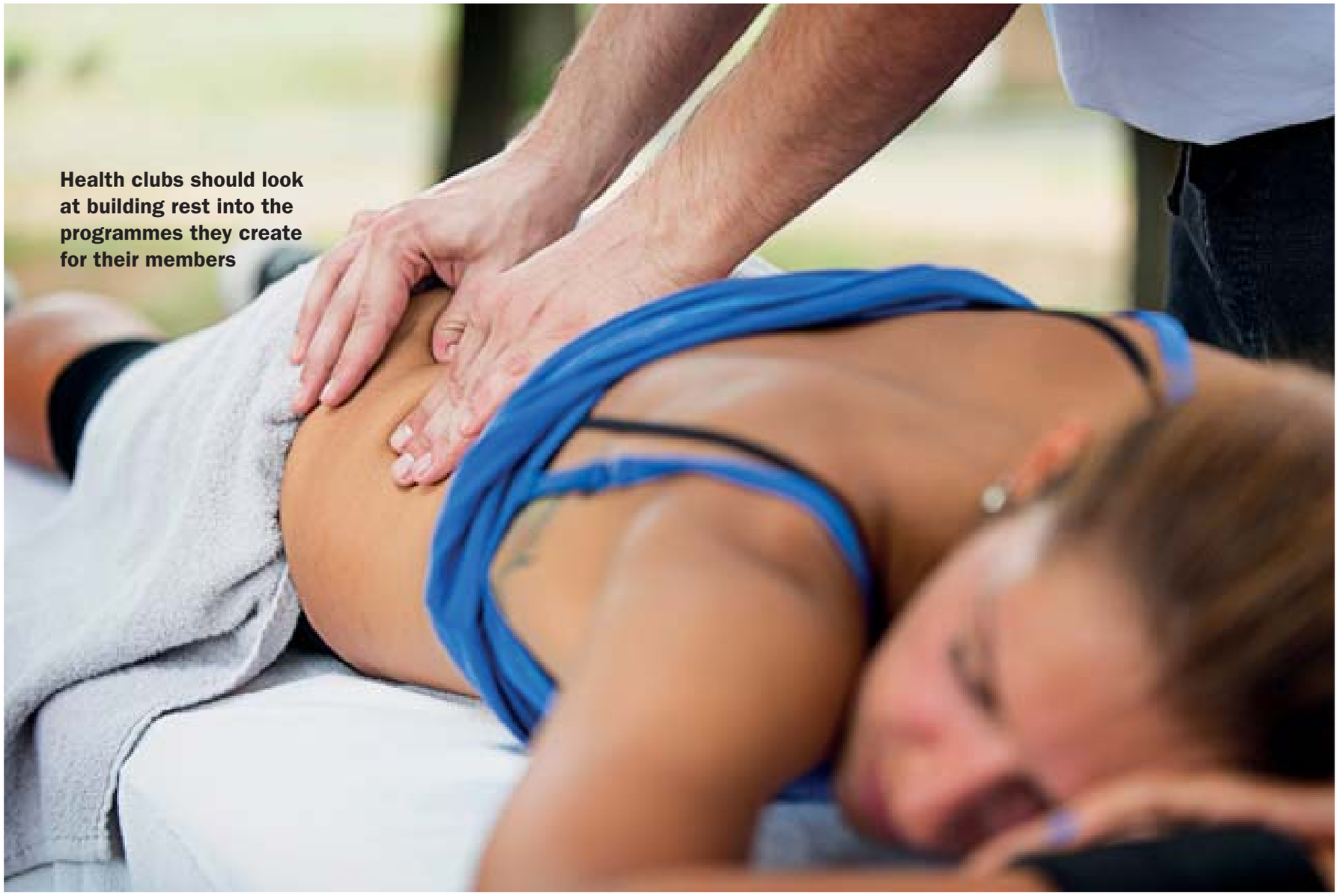
We'll need to get over the 'disgust factor': with the global population set to rise above nine billion by 2050, new food sources will be needed.

More than half of the Earth's organisms are insects, with experts suggesting millions more species are as yet undiscovered; they also breed rapidly and in large numbers. Not only that, but they're rich in minerals such as iron and zinc, and low in fat and carbs. Plentiful and good for you – it seems almost too good to be true for fitness enthusiasts.

A handful of companies are already using this food source under the radar – some energy bars include ground-up crickets and grasshoppers – while others are going for a more overt approach. For example, both the Black Ant restaurant in New York and the Grub Kitchen in Pembrokeshire, UK, serve a variety of very openly insect-based dishes.

Insects are low in fat and rich in nutrients

PHOTOS: SHUTTERSTOCK.COM



Health clubs should look at building rest into the programmes they create for their members

5 REST GETS TECHNICAL

RECOVERY

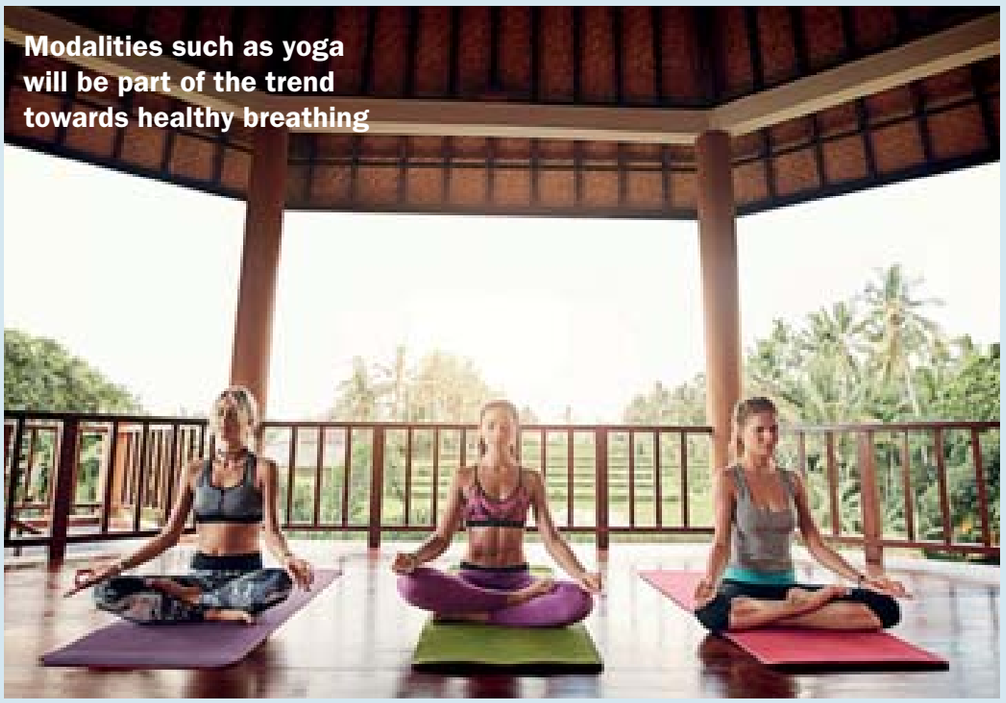
Modern life means people are 'always on', and many people aren't skilled at building rest – vitally important to keep the mind and body in balance – into their lives in a way that's technically optimised.

Olympic athletes know their rest and recovery schedules are as important in determining performance as their training – but while athletes and coaches know the importance of the right kind of rest, this expertise is rarely available in health clubs.

Once it's stressed through any kind of activity, the body needs time to respond and recuperate. Exercise causes 'damage' to the body that must be repaired, and this requires the body to expend a considerable amount of energy to heal. It's also the time when the training response takes effect and physical capacity is increased to enable a higher level of performance and function.

Fitness and wellness businesses need to raise their level of expertise in terms of the body's response to rest. They must use existing resources and expertise to educate customers in the benefits, as well as programming technical rest with the correct nutritional, physical and physiological and psychological support.

In line with this, while HIIT (high intensity interval training) will remain popular, we'll see a shift towards a balance in exercise modalities, with more mind-body being brought into the mix. ►



Modalities such as yoga will be part of the trend towards healthy breathing

6 ELIMINATION

BREATHING

We expect the wellbeing benefits of healthy breathing to become increasingly well recognised – and, indeed, for health club operators to offer interventions such as breathing workshops and coaching sessions to help their members improve this important eliminatory function.

Breathing well is a skill and many people struggle to do it well, but this can be improved with practice.

Breathing controls brainwaves and the stress response and can also trigger sleep, so improving breathing patterns can bring immediate and profound health benefits.

Modalities such as yoga, which focus on breathing, will be part of this trend.

7 FOOD AS MEDICINE

CLEAN EATING

Far from being a diet where you're limited to eating certain food groups or calorie counting, 'clean eating' is a simple concept: avoid processed foods and opt for real, wholesome ingredients instead.

We predict that more health club operators will focus on this approach in their nutritional programmes and their in-house menus, as well as in the nutritional supplements and products they stock; Tribe is a brand that's leading the way here, with its sports nutrition products made exclusively from raw wholefoods.

We can also expect a refined, expanded definition of 'superfoods' as people realise that a wide range of foods have nutritional benefits.

Health clubs that roast, bake and fry foods with hot fat, creating acrylamide – which the World Health Organization has warned is carcinogenic – will change this practice as a more holistic approach to food is adopted.

Expect a focus on real, wholesome food rather than fad diets

PHOTOS: SHUTTERSTOCK.COM

8 PAYING FOR EXPERTISE

NON-GYM MEMBERSHIPS

People are no longer working out at just one gym. Increasingly we're seeing a portfolio approach to fitness: a weights session at the gym near work, classes at a specialist studio, tracking runs in the park using an app.

Some people don't even want to work out in a gym or fitness facility at all – they're happy using online workouts and classes, cycling to work each day and using trackers to monitor their activity.

But – for now at least, until technology overtakes our own ability to make lifestyle prescriptions – those individuals might still want the guidance and advice that fitness professionals can offer, to make sure they're doing the right thing and to keep progressing.

We're likely to see gym operators introducing reduced price non-gym memberships, whereby people come to the club for advice once or twice a month but don't even use the gym's facilities.

Holmes Place was already looking at this years ago – a concept called Holmes Place 2 Go, where people were going to be given an activity tracker and have access to the club for advice. That was before its time – but the clock has continued to tick, and the time is now.

Clubs might consider offering memberships where people train outside the club, and just come in for advice

McFit opened its World of Cyberobics virtual-only club in Berlin, Germany

9 A NEW REALITY

FITNESS AS ENTERTAINMENT

Virtual reality, augmented reality, 360-degree floor-to-ceiling 'immersive fitness' screens in studios. The latest technology is fusing fitness and entertainment like never before.

The bar was set by Pokémon Go, the augmented reality game which involves people walking real streets to catch virtual Pokémon. An estimated 75 million people downloaded the app in just one month last July – this compared to a grand total of 151 million health club members worldwide.

Meanwhile, in Germany, budget club operator McFit has launched World of Cyberobics – a futuristic, virtual-only club in Berlin. It has reportedly spent millions on the content production – as has Les Mills with its 'immersive fitness' content, including The Trip, which plays on wrap-around screens and sucks class participants into the virtually enhanced experience.

The message is clear: find ways to truly entertain your members – or risk losing them to a more hi-tech, eye-catching, gamified alternative.

10 GET SMART

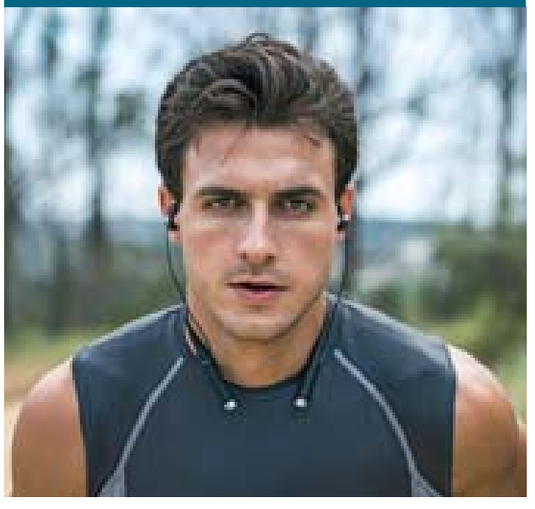
ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) will transform the fitness sector over the coming years, as devices become smarter and more prescriptive, effectively morphing into virtual coaches.

Such devices are already getting ready to come to market: LifeBeam's Vi is one example that's just emerging from crowdfunding and preparing for launch. An AI personal trainer, Vi takes readings from sensors around your neck and then coaches you based on these readings, in a two-way dialogue via specially designed headphones.

But with the likes of Google now prioritising AI – and other tech giants such as Apple, Microsoft and Facebook all vying for early dominance in the AI space – this will be a market to watch keenly over the coming years.

Vi coaches you in a two-way dialogue based on sensor readings



11 THE POWER OF PEACE

MEDITATION SPACES

We're spotting a trend towards the creation of meditation spaces in residential developments, and expect this to filter across to the health, fitness and wellbeing sector.

People's need to find sanctuary is being driven by rising pressures in daily life, as well as a growing awareness of the importance of making time for contemplation and renewal.

Meditation spaces can be indoors, outdoors or a mix of both and can be created in urban settings – with the use of air filters and white noise machines – as well as in natural locations. Designing one with a beautiful view can add to the power of the experience.

Destination spas such as Rancho la Puerta, which has a stunning meditation room with mountain views, have led the way. But with many people already turning to their gym as a place to ease out the stresses of the day, health clubs have a huge opportunity to follow suit.

Could gyms justify dedicating space in their facilities to meditation?

PHOTO: SHUTTERSTOCK.COM

⓬ OUT WITH THE OLD

FLUID GYM FLOORS

Gyms will get more creative with the space they have available, keeping gym floors far more fluid and adaptable to new ideas.

The growing popularity of functional and bodyweight training adds momentum to this trend, as gyms reconsider their reliance on large pieces of equipment and dedicate more space to functional zones and freestyle areas, stocked with smaller, portable pieces of equipment. Manufacturers of larger equipment are recognising this, with growing numbers of machines designed to be lighter and with wheels for easy movement around the gym.

Expect to see a more modular approach going forward, allowing operators to switch elements of their offering out far more quickly and cost-effectively to keep things fresh.

Gym floors will become modular, allowing operators to switch elements in and out

PHOTO: SHUTTERSTOCK.COM

⓭ TECHNOLOGY GETS PERSONAL

TAILORED MEMBERSHIPS

The ubiquity of mobile phones means consumers expect to have a dynamic relationship with the brands they do business with – a flexible relationship controlled by them from the palm of their hand.

Gyms have to respond to this, but it needn't be feared. In fact, technology allows operators to personalise the experience in ways that would never before have been possible. Rather than having to build specialist facilities to target new niche audiences, technology allows operators to very cost-effectively experiment with marketing to the various shared-interest 'tribes' that exist within one mainstream gym.

It allows a full-service health club offering to be unbundled and then repackaged into curated, personalised, differentiated experiences for each and every member of the facility.

Creating points of difference won't be as straightforward as when building a dedicated facility, because members will still be choosing from the same menu of services and facilities. But if marketed well, tribes will naturally form; additional income from new (and more satisfied) users can be invested in improvements and new services; and the flexibility offered by this tech-based approach could serve to future-proof the business.

1Rebel's bus would offer onboard cycling classes on your way to work

⓮ START THE DAY WELL

ACTIVE COMMUTING

A recent UK survey by trade body ukactive and retailer Argos quizzed consumers on their expectations of fitness in the future.

One clear expectation is that active travel will become more commonplace, with 22 per cent expecting roads to have jogging lanes next to cycling lanes, while 8 per cent think motivational drones will be on-hand to encourage commuters to run or cycle faster.

So what can gyms do to tap into this? Boutique studio operator 1Rebel is already looking at creating London commuter buses with on-board group cycling studios, so commuters can make productive use of their time travelling to work – without the dangers that come with cycling on London's busy roads. The bus will stop at 1Rebel's City studio, with showers and breakfast smoothies available before people head on to work.

How will your gym harness this trend?

The 1Rebel bus: Active commuting, without the dangers of road cycling

A focus on group exercise: People want to work out with other people

PHOTO: SHUTTERSTOCK.COM

15 ALL TOGETHER NOW

GROUP EXERCISE

We've already seen the boutique studios place group exercise squarely at the heart of their business models – and successfully so, creating loyal 'tribes' around their brands.

Now other mainstream fitness operators are likely to follow this lead, focusing on group exercise as a central element of their offering. And with good reason: members who take part in at least some group exercise are 30 per cent less likely to cancel their membership than members who never do group exercise. Meanwhile, members who've made a friend at the gym in the last three months – something that happens far more readily in a group exercise environment than on the gym floor – are a massive 40 per cent less likely to cancel than those who haven't.

The social aspect of belonging to a gym is something technology-based alternatives such as apps and wearables – even with their leaderboards and competitions – struggle to replicate. So expect to see group exercise springing up all over the gym as a way to create a USP: rings of treadmills set up for running classes, gym floor functional classes, virtual class pods, as well as outdoor options such as running groups and bootcamps.

In these days where technology can so easily replace real-life interaction, gyms stand a far greater chance of success if they recognise that people want to work out with other people.

16 A CULTURE OF MOVEMENT

ACTIVE EDUCATION

It's time to get creative in addressing the global issue of childhood obesity. Good work is already being done in this area, but we can expect a far broader range of parties to come to the table with new ideas.

The success of Pokémon GO has shown the dramatic impact technology can have on this target group by quite literally turning activity into a game. Expect far more along these lines.

Meanwhile schools will build activity into everyday lessons: we're already seeing outdoor schools for younger children, and even kinaesthetic classrooms in the US where kids spend all day at specially designed desks with bikes, climbers and swivel stations instead of chairs.

Activity will be constant and achievable by all, rather than happening just in isolated PE lessons where only a handful excel. The focus will be on imbuing a culture of movement in all children, educating them in its value and normalising it by making it unavoidable – and indeed enjoyable – in everyday life.

Activity for all, not just sporty kids

Fitness Foresight™ archive

2016

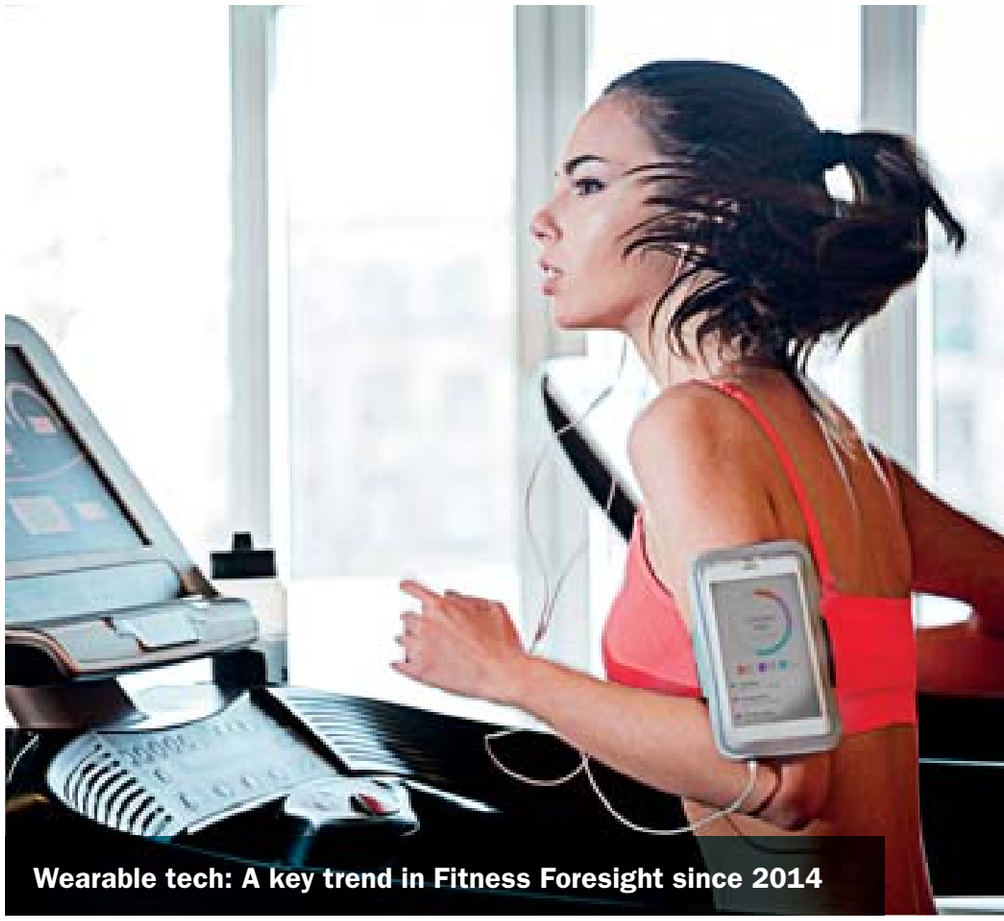
- Invisibles
- DNA testing
- Beacon technology
- Around the clock fitness
- Business with a purpose
- Biomimicry
- Continuous upgrades
- Water scarcity
- Creating experiences
- An end to contracts?
- Haemoglobin testing
- Fitness nights out
- The growth of trampolining
- Consolidation of the sector
- Age-friendly design
- At-home fitness
- The middleman backlash
- Animal movement

2015

- Mental health
- Charitable thinking
- Wellness cities
- Making fitness fun
- Evidence & data
- Cellular health
- Over-nourishment
- Fats & carbs
- Activity tracking
- Virtual offerings
- Loneliness
- Circadian aware
- Hardcore fitness
- Neuroplasticity
- Oil, gas and solar

2014

- Wearable tech
- Mobile biometrics
- Rebranding exercise
- Last impressions
- Wellness tourism
- Pop-up facilities
- Online reviews
- Specialist services
- In-club technology
- Home delivery
- Peak performance



Wearable tech: A key trend in Fitness Foresight since 2014

PHOTO: SHUTTERSTOCK.COM

ABOUT THE AUTHORS

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Liz Terry has been writing about and analysing the global leisure industries since 1983. She's CEO of Leisure Media, which includes *Health Club Management* in its portfolio of leisure-focused magazines. For further information, visit www.leisuremedia.com

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2017 events calendar

We look ahead to the key shows, conferences, exhibitions and trade events for the health and fitness sector in 2017

FEBRUARY

1–5 | ACSM Team Physician Course – Part II, US

The ACSM Team Physician Course gives primary care, specialist physicians and other healthcare providers core knowledge to care for sports teams in the community. It runs in two parts (Part I ran in 2016), but participants are not required to complete them in sequential order.
www.acsm.org/tpc

16–18 | ForumClub, Italy

In its 18th year, this event will see 16,000sq m dedicated to an exhibition of products and services for those who design, build and restore private, public and commercial fitness clubs, pools, wellness centres and spas. A separate congress is aiming to attract more than 800 trade professionals.
www.forumclub.it

The fitness industry will learn, connect and thrive at IHRSA 2017 in Los Angeles

23–26 | IDEA PT Institute East Coast, US

A must-attend event for personal trainers, fitness professionals, owners and managers aiming to ramp up the success of their fitness business. A West Coast institute takes place in Seattle, Washington on 30 March–2 April 2017.
www.ideafit.com/ptrainer

26–27 | Professional Beauty London, UK

Showcasing skincare, spa, nail, beauty equipment, medical beauty and tanning, Professional Beauty is one of the biggest events of its kind in the UK. It includes the Professional Spa & Wellness Convention for European spa professionals.
www.professionalbeauty.co.uk

MARCH

6 | SMMEX International, UK

SMMEX provides a platform to network and strike up partnerships with some of the biggest sports clubs, associations and universities in the UK and beyond.
www.smmexevent.com

8–11 | IHRSA 2017, US
Delivering presentations from business leaders, a complete line-up of leading industry presenters, and education on the topics that matter most to health club operators, as well as innovative products.
www.ihrsa.org/ihrsa2017

14–15 | Quest NBS and CIMSPA Conferences, UK
The event features the Quest and National Benchmarking Scheme conference and networking evening (14th) and the CIMSPA conference (15th), showcasing high-profile speakers, awards and workshops.
www.questnbs.org

17–19 | The 2017 International Fitness Showcase, UK
The ultimate fitness experience for fitness instructors and enthusiasts, offering dance, aerobics, step, combat, conditioning, lectures, workshops and mind body sessions designed to enthuse and motivate.
www.chrysalispromotions.com

22–26 | ECA360 INSPIRE, US
An international organisation representing the fitness and wellness sectors. Its annual shows in New York and Florida highlight new products, ideas and concepts.
www.eca360fitness.com

25–26 | The OM Yoga Show Glasgow, UK
The total yoga experience under one roof, including classes, workshops and products. Further shows in Manchester (19-21 May) and London (20-22 October).
www.omyogashow.co.uk

29–30 | Active-net 2017, UK
The Active-net networking event is aimed at suppliers and operators with a focus on the public leisure sector. Educational seminars and a networking event take place alongside keynote presentations, development seminars and one-to-one buyer/supplier meetings.
www.active-net.org

APRIL

5 | European Health & Fitness Forum, Germany
Following on from the success of last year's sell-out event, EuropeActive and FIBO invite visitors to join them in Cologne for the 4th European Health & Fitness Forum (EHFF), which will be held as the opening event of FIBO 2017.
www.europeactive.eu/events/ehff2017

6–9 | ACSM Health & Fitness Summit & Expo, US
The Summit – ACSM's signature fitness conference – will be held in San Diego. It will give students, fitness enthusiasts, personal trainers, certified professionals and others working in the sector a full spectrum of programming from scientific through to practical application.
www.acsmsummit.org

6–9 | FIBO 2017, Germany
FIBO is the world's leading trade show for health, fitness and wellness, offering an international business platform for managers, distributors, suppliers, investors and decision makers across the industry.
www.fibo.com

OM: The total yoga experience

PHOTO BY CLAIRE SHEPROW, FIND ORION PHOTOGRAPHY

12–13 | BASES Student Conference, UK
The conference will focus on Clinical Exercise Science as its central theme but will also include provision for the wider sport and exercise science audience.
www.bases.org.uk/student-conference

28–30 | Fitness & Health Expo, Australia
The southern hemisphere's largest H&F expo, with fitness events, demos and tips on leading a healthy and active lifestyle. The opening expo will be held at the revamped ICC Sydney, with further expos in Perth (6-7 August), Melbourne (13-15 October) and Brisbane (21-22 October).
www.fitnessexpo.com.au

►

MAY

3–4 | Millennial 20/20, UK

Millennial 20/20 will gather more than 2,000 brands, companies, founders and start-ups to examine and understand the highly desirable Millennial consumer and the future marketplace they create.
www.millennial20-20.com/london2017

10–11 | Elevate, UK

The UK's second cross-sector event brings together academia, healthcare, government, the physical activity sector and performance experts. The key focus of Elevate will be on an increasingly important and complex societal challenge – turning the tide on inactivity.
www.elevatearena.com

12–14 | BodyPower Expo 2017, UK

Offering something for any fitness enthusiast, the BodyPower Expo show at the NEC in Birmingham will provide a premier visitor experience combined with international stars and industry-renowned experts, an extensive exhibition and interactive feature areas as well as national competitions.
www.bodypowerexpo.com/expo/uk

24–25 | SIBEC UK 2017, UK

SIBEC UK 2017 will bring together UK's most important and influential suppliers and buyers of the leisure, health and fitness sectors from the local authority, trust and education markets to participate in a series of one-to-one meetings.
www.sibecevents.com/uk

Rio Ferdinand spoke at Millennial 20/20 in 2016

30 May–3 June | ACSM 64th Annual Meeting, US

This comprehensive sports medicine and exercise science conference covers the science, practice, public health and policy aspects of sports medicine, exercise science and physical activity. All 2017 educational sessions will take place at the Colorado Convention Center, whereas Exercise is Medicine sessions and social events will take place at the Hyatt Regency Denver.
www.acsmannualmeeting.org

JUNE

27–28 | ukactive FLAME Conference, UK

This year's FLAME kicks off with the inaugural Ignite event on 27 June – a one-day conference designed specifically for general managers and club managers. The FLAME Conference and Awards takes place on 28 June – a leading sector event to learn, network and celebrate, attracting more than 850 delegates, with a range of motivational and educational speakers.
www.ukactive.com

JULY

19–23 | IDEA World Fitness Convention, US

Claimed to be the world's longest-running international fitness convention, the IDEA World event will feature a programme of educational sessions from more than 225 leading industry experts. The 35th convention will also include over 330 workshops, lectures and workouts.
www.ideafit.com

LIW has positioned itself as a hub for workforce development, with education taking priority

AUGUST

31 August – 2 September | IHRSA Fitness Brasil Latin American Conference, Brazil

The 18th programme will provide educational opportunities in various formats: traditional seminars, how-to sessions and best practice.
www.ihrsa.org/fitness-brasil

SEPTEMBER

7–9 | FIBO China, China

An international platform for managers, distributors, suppliers, investors and decision-makers in fitness and wellness.
www.fibo-china.cn

12–13 Leisure Industry Week (LIW), UK

Leisure Industry Week is the UK's leading leisure industry event, with a new fitness-orientated focus. Thousands of delegates pass through the doors at the NEC for two days packed full of world class education, networking and exhibitions.
www.liw.co.uk

20–22 | Interbike Expo, US

With hundreds of exhibitors on one floor, the annual Interbike Expo in Las Vegas is where the bicycle industry will gather to celebrate, educate and conduct the business of cycling, featuring product demos, technical seminars and education.
www.interbike.com

26–29 | SIBEC North America, US

Major operators in the health, recreation, sports and fitness organisations meet with leading executives from national and international supplier companies.
www.sibecevents.com/northamerica

OCTOBER

4–6 | Club Industry Show, US

A conference and trade show aimed at leading, connecting and inspiring the fitness community. The programme aims to inspire personal growth and provide insight into the future of the industry.
www.clubindustryshow.com

ISPA showcases relevant, inspiring and innovative education sessions

16–18 | ISPA Conference & Expo, US

Three days of speaker presentations covering a range of topics, including business strategy, customer service and management, and the latest spa products.
www.experienceispa.com

Date TBC | Annual IHRSA European Congress, UK

IHRSA's 17th Annual European Congress is one of the best networking opportunities in Europe with more than 500 industry professionals in attendance.
www.ihrsa.org/congress

NOVEMBER

1 | ukactive National Summit, UK

The largest political event in the sector's annual calendar, the ukactive National Summit brings together key stakeholders from public health policy and beyond. The event attracts senior influencers from across physical activity, health, policy, brand, media, research, the charity space and local authority commissioning. Last year, over 500 thought leaders on public health and physical activity gathered.
www.ukactive.com

8–11 | SIBEC Europe, Location TBC

This event will bring the UK and Europe's major operators from the private, local authority and trust markets in health, fitness and leisure together with leading suppliers to participate in a series of one-to-one meetings over two dedicated business days. Throughout the event, attendees meet senior executives, operators and suppliers during meals and other planned networking activities.
www.sibecevents.com/europe

9–11 | International Council on Active Aging (ICAA), US

The ICAA Conference brings together professionals from across the active-aging spectrum to learn and connect with colleagues, as well as industry leaders and active-aging experts, in an environment that stimulates and supports growth. Featuring lectures, panels, workshops, roundtables and a keynote to inspire you, the conference's educational programme targets topics and solutions that ICAA members consider important.
www.icaa.cc

28–29 | BASES Conference 2017, UK

A significant international trend in sport and exercise science is the clinical application of exercise science. This year, the theme of BASES Conference will be Clinical Exercise Science. It will be based on practice and research involving exercise training as a therapeutic treatment for cardiovascular disease, pulmonary disease and metabolic disorders.
www.bases.org.uk

HEALTH CLUB MANAGEMENT

HANDBOOK 2017

INDUSTRY INSIGHTS

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2017 predictions

What might the coming year bring for the fitness and physical activity sector? We ask our panel of experts

Justin Tamsett

Founder, Active Management, Australia

For years, the 'face' of the fitness industry has been employed receptionists, gym floor staff and group fitness instructors. They followed our guidelines and generally bought into our culture.

As the industry moves forward, the 'face' of many gyms now are the personal trainers – often contracted, with no buy in to the health and fitness club's culture.

As health clubs fight to reduce their wage bill, this outsourcing of personal training will prove more destructive to their brand than the cost of employing staff.

Personal trainers who contract to gyms across the globe are generally not accountable to anyone. This means they take no notes on clients, there's no periodised programming, and there's very little 'going the extra mile' service.

Consequently, if the client doesn't get the results, they may simply resolve to quit the gym. The losers here are the client, who didn't get results; the gym, which lost a member; and the industry, with a dissatisfied personal training client. Meanwhile, within a mere 24 to 48 hours, the personal trainer has secured another new client thanks to the gym's marketing at point-of-sale.

In-house personal trainers are a great asset for improving retention

PHOTO: SHUTTERSTOCK.COM

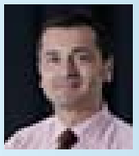
Over the next few years, I predict we will see the return of in-house personal training services. This will give business owners and managers far more control over one of their greatest assets to improving retention.

PHOTO: SHUTTERSTOCK.COM

A club's glowing reputation is key to enticing and retaining members

The health club industry was built with a focus on the tangible experience: impressive buildings, equipment and other assets to attract customers – often based on the location's convenience to home or work. When you're the only choice in town, cultivating a sound reputation may not have been a strategic imperative.

Now the world is a very different place and consumers are awash with choice. So will people increasingly rely on an organisation's reputation to help them to navigate through the increasingly congested health and fitness marketplace?



Ray Algar

MD, Oxygen Consulting, UK

Reputation is an emotional reaction to an organisation, and I believe part of the industry has historically paid far too little attention to it. Removing a few staff from the gym floor, cutting a few classes or stubbornly enforcing a contract when a member's life suddenly changes may create a short-term win, but at what cost to the club's long-term reputation?

Conversely, a sound reputation could become the catalyst for more elevated experiences and deeper relationships, resulting in something remarkable – a club worthy of sharing with others.

I hope 2017 will be the year when the actions of an organisation are more consistent with the expectations of all its stakeholders – and when the question "Does this action or decision help to improve our long-term reputation?" is consistently and continually addressed.

I hope 2017 will be the year when the actions of an organisation are more consistent with the expectations of all its stakeholders

Budgets and boutiques will maintain pressure on traditional clubs, and we'll all be challenged by digital disruption.

Traditional clubs will take measures to protect their top-end members from boutiques, upgrading their group training offer in HIIT/strength, cycle, mind body/barre and martial arts/boxing. This will either comprise a combination of internal and external boutiques that members pay an extra per session or monthly fee to use or upgraded and larger internal studios included free with membership (we've data on the economic advantages of the latter).

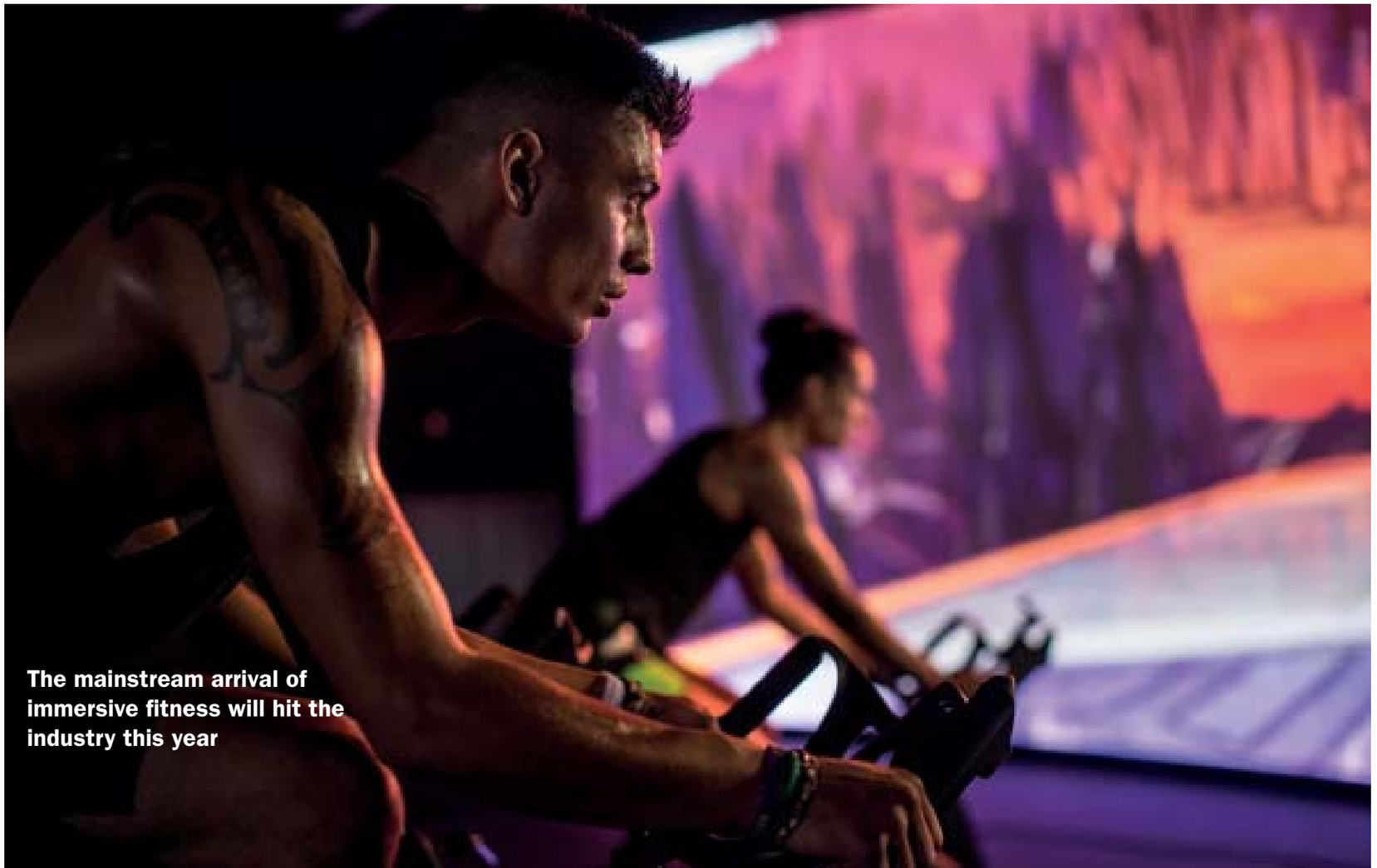
Digital disruption is occurring in most industries. After 60 years' dominating its market, Weightwatchers lost 90 per cent of its market capitalisation in four years, eaten by online, apps and devices. Whereas Kaylah Itsines has 10 million followers and the Nike Training Club app has had tens of millions of downloads, advertising 'Your personal trainer anywhere, any time' – and it's free.

Phillip Mills

CEO, Les Mills International

This doesn't necessarily spell doom for live clubs – Jack LaLanne, Jane Fonda and Richard Simmonds helped build the club industry. But the current online competitors are going after share of wallet and diversifying into live offerings. New York-based cycling concept Peloton is a good example of this. A major trend over the next few years will be clubs responding by offering their own at-home memberships.

On a positive note, while digital music hurt the traditional record companies, live music got bigger than ever. But live shows became a lot better and that's what we have to do. This year we will see cooler, more experiential club designs, more entertaining equipment offerings and the mainstream arrival of immersive fitness.



The mainstream arrival of immersive fitness will hit the industry this year

PHOTO: SHUTTERSTOCK.COM

PHOTO: SHUTTERSTOCK.COM

2017 will see the emergence of online marketplaces in the health and fitness sector

Neil Harmsworth

Co-founder,
PayAsUGym, UK

'Customers have changed the way they buy, so operators need to change the way they sell' – the title of a presentation I gave at LIW 2012 based on evidence that customers were moving online to make their buying decisions.

Demanding greater choice and flexibility than ever, customers were turning to technology to make fitness lifestyle choices.

Although arguably an emerging trend in 2012, its become accepted common wisdom today and remains absolutely relevant in informing predictions for the fitness sector in the year ahead.

Consequently, I believe the biggest development over the next 12 months will be the emergence of online marketplaces in the health and fitness sector.

Take a look at Google Trends and you'll see that online searches for gyms and health clubs are at a volume similar to those in the food delivery market about 12 months ago. This is a sector where services such as UberEats, Deliveroo and JustEat are now significant sales channels for driving growth.

These online marketplaces are successful because they provide consumers with the flexibility and the choice they demand, combined with technology that enables buying decisions to be made from home. For operators, they provide incremental revenue, increased footfall and the ability to reach customers who wouldn't previously have considered their services.

It has happened in others sectors too – think RightMove and Zoopla in the property market, Laundrapp or Hassle in the domestic services space, as well as countless other examples in finance, travel, transport and other sectors.

It's clear that customers are familiar, and willing to engage, with marketplace models; and I predict that these services will play a major role in the health and fitness industry in 2017 and beyond. ▶

Justin Mendleton

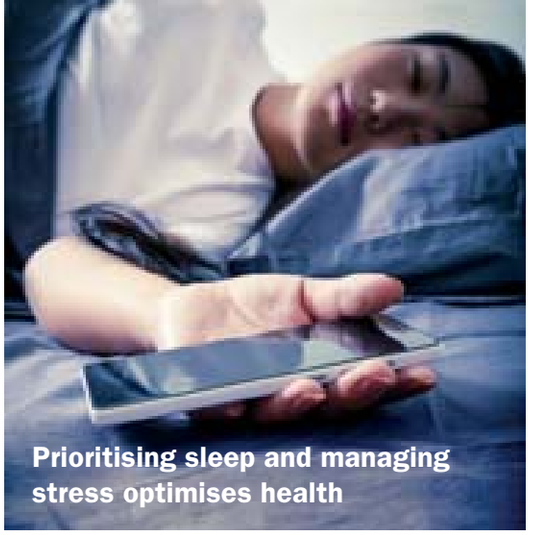
Managing director, MoveGB, UK

Innovation is increasing exponentially. Outside of fitness, we're witnessing continual improvements in technology, with consumer sophistication and expectations rising accordingly. In an industry where we're used to checking out new products once a year at a trade show, we will have to adapt – and quickly.

The rise of freelance and second-income workers will start impacting on our industry, as has taken place in the US, where the 'gig economy' is predicted to make up 40 per cent of the workforce by 2020 (Intuit). Traditional operators will start making better use of this resource, forming collaborations with freelance fitness professionals to optimise their physical assets, giving rise to matchmaking services to help facilitate this. This trend will reward fitness professionals who deliver great experiences.

Platforms that enable competitors to collaborate – be it through joint content marketing and shared education, or by offering flexible fitness memberships – will help move the industry to a much more customer-centric model. This will allow us to retain a larger share of the consumer's wallet, reduce churn and grow the active market for all.

The fitness industry needs to adapt more quickly to technological innovation



Prioritising sleep and managing stress optimises health

Tom Williams

Managing director, parkrun, UK

For many years now, the fitness industry has been driven by outcomes rather than processes. In line with this, people have often joined gyms to achieve a singular end goal, rather than to engage in a sustainable long-term activity that complements other positive lifestyle choices.

I believe 2017 will be the year when consumers start prioritising health over fitness, realising that the latter does not guarantee the former.

Process-based health metrics like step counts, sleep consistency and volume, nutritional quality and stress levels will become more important than outcome measures like body weight, blood pressure or run times.

Processed carbohydrates and sugars will increasingly be perceived as unhealthy, and there's also likely to be increased belief in the benefits of healthy fats, sun exposure, sleep prioritisation, low-level functional activity and stress management.

Subsequently, successful health and fitness professionals are likely to be those who move away from the 'no pain, no gain' camp, and towards a simpler, more natural, low-impact strategy to enable their clients to achieve all-round optimum health.

PHOTOS: SHUTTERSTOCK.COM

Consumers demand more transparency and authenticity

Stephen Tharrett & Mark Williamson

Co-founders,
ClubIntel, US

Boutique fitness studios and microgyms will continue to draw a greater share of global consumer spend.

Back in 2015, US boutique fitness consumers were already spending around US$4bn (€3.7bn, £3.2bn) more a year engaging with their respective studios than traditional health club consumers were spending on membership fees.

As the world continues to urbanise, the boutique sector grows and the Millennial generation expands its purchasing influence, this revenue shift in favour of the boutiques will only become more evident.

Meanwhile, budget club mergers and wars will become a dominant feature within the sector. Over the past few years, budget clubs have been the fastest growing segment of the traditional fitness club industry – but the field is becoming saturated and the market will soon be unable to support everyone. Long-term success in this segment dictates that mergers must take place.

The fitness industry will continue to embrace new technologies to drive business: mobile apps, cloud-based monitoring, big data analytics and VR-driven experiences will create opportunities to engage consumers.

And consumers will continue to demand increased transparency and authenticity from operators. The days of clubs and studios not posting pricing online, baiting consumers into auto-renewal contracts, burying disclaimers and waivers in super fine print and holding consumers hostage to unfavourable contract terms are over. ●

> As the world continues to urbanise, the boutique sector grows and the Millennial generation expands its purchasing influence

Connect four

Millennials, technology, studios, reinvestment – the latest buzzwords to hit the fitness scene. IHRSA's Kristen Walsh rounds up expert opinions on their impact and how they interlink

EMBRACE TECHNOLOGY

"Technology is changing the customer journey and the perception of brands," says Rasmus Ingerslev, chair of Stockholm Leisure Partners, Repeat, Barry's Bootcamp Nordic, and the IHRSA board.

"The four walls of a health club will no longer be what defines it, thanks to the rapid development of a range of key technologies such as artificial intelligence.

"Technology has a scalability that's unparalleled when compared to typical brick and mortar clubs," he adds.

Drastic changes like these may be unsettling, but savvy club owners will look past potential disruption and find opportunity in the coming year, Ingerslev believes: "There's no doubt we can increase member engagement by using technology in a smart way, which increases the relevance of our services and the likelihood that our members actually reach their goal of becoming and staying healthier.

Rasmus Ingerslev

"From a business perspective, this means increased retention, and with it increased lifetime value of a member. Everybody wins."

He continues: "Often, when trying to predict the future, our assumptions are based on a constant. In my view, our industry's constant is that 'people have to go the gym to get their workout'. Ironically, I believe the only constant we have is change. "Even today, people don't have to go to the gym to get a guided fitness experience. Just look at the Pokemon Go app, which quickly attracted more than 75 million users last summer.

"We'll see more new fitness options using augmented and virtual reality, artificial intelligence and other key technologies that will enable out-of-club workouts. This development can be a threat or an opportunity; it's up to each of us to decide."

You don't have to visit the gym for a guided fitness experience – look at Pokémon Go!

PHOTO: SHUTTERSTOCK.COM

THE MILLENNIAL EFFECT

The Millennial generation's purchasing behaviours are likely to continue to significantly impact the industry this year.

As explained in *The 2016 IHRSA Health Club Consumer Report*, produced by consultancy firm ClubIntel, the Millennial Effect has already had a profound influence on how the industry packages its offerings.

According to the report: "The Millennial's desire for entertainment, novelty, personal expression and a tribal connection is likely to be the root cause for why more than 85 per cent of studio members belong to more than one facility."

Nerio Alessandri, founder and president of equipment manufacturer Technogym, adds: "Critically, Millennials are looking for fitness flexibility that enables them to manage and customise their exercise experience on their own terms, whether it be short and sharp exercise formats to fit their busy schedules or 'smart' equipment and wearable technology that connect them to their personal health and vital information.

Nerio Alessandri

Dan Schawbel

"Overall, Millennials want their workouts to be fun and as interactive as possible."

Meanwhile, 'technology' is the first word out of Dan Schawbel's mouth when he's asked what attracts the Millennial generation to a fitness club.

Schawbel is the founder and managing partner of Millennial Branding, a Boston-based research firm, and a *New York Times* best-selling author.

He explains: "They want free wifi wherever they are – they're the most connected generation in history.

"Clubs should focus on having modern equipment, a strong online network and a solid social media presence." ▶

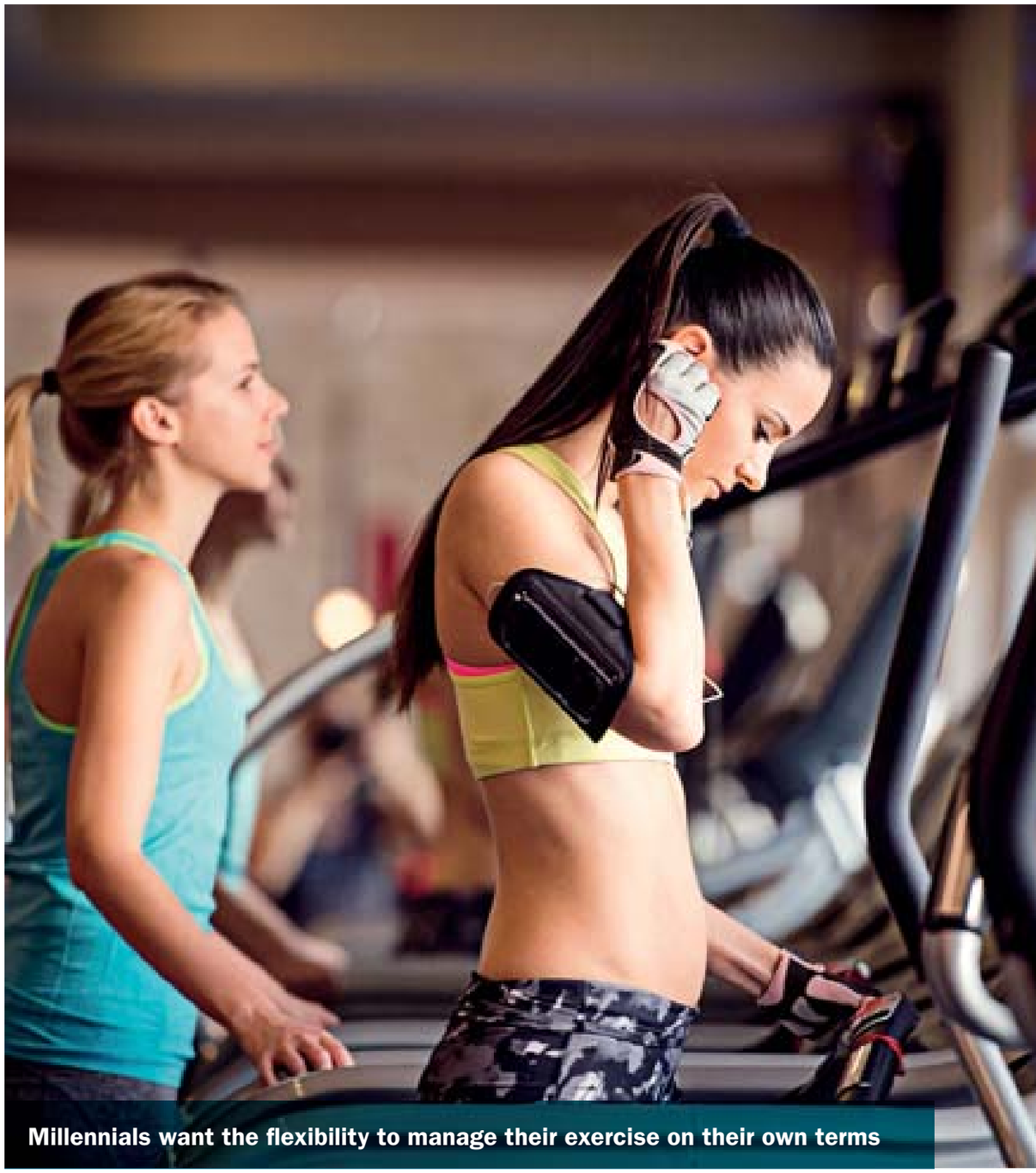


PHOTO: SHUTTERSTOCK.COM

Millennials want the flexibility to manage their exercise on their own terms

Consumers hanker for novelty, adventure and personalisation

PROLIFERATION OF STUDIOS

When it comes to fitness, today's consumers are willing to pay more for experiences that align with their preferences. According to Steve Tharrett, co-founder of US-based consumer insights and consulting firm ClubIntel, people will find money for "affordable luxuries" which align with their personal lifestyle values.

Steve Tharett

And one sector that's really tapping into this is the boutique studio market. "At these studios, value isn't equated with the price but with the experience, particularly the intangible aspect such as being part of a tribe, engaged in a highly specialised and guided experience," explains Tharrett.

"These 'affordable luxury' expenditures speak to consumers' hankering for novelty, adventure, personalisation and an ability to align the experience with their lifestyle and life stage."

The boutique model – which has already gained significant traction in the US and Europe – looks likely to grow in popularity in the Asia-Pacific region in 2017, says John Holsinger, IHRSA's director of Asia-Pacific.

Personal training-orientated studios in particular will create more entrepreneurial opportunities in many countries, with digital communication for better member engagement also growing in reponses to the region's many languages.

As boutique fitness studios continue to experience rapid growth, it's natural for health club owners to view these companies as competition. But with a shift in perspective, traditional health clubs can gain insights from the boutiques and use them to their advantage.

"Mature markets will see a widening of the gap between the full-/low-service options as the 'need to be different' segments our industry," confirms Holsinger.

John Holsinger

REINVESTMENT IN CLUBS

Health club operators that reinvest in their businesses will continue to enjoy the greatest success in 2017, predicts Jay Ablondi, IHRSA's executive vice president of global products.

Data contained in the 2016 edition of *IHRSA's Profiles of Success* demonstrates a direct relationship between capital expenditure on equipment and facilities and outstanding performance in financial and membership indicators, he notes.

"Clubs in the top 25 per cent in terms of reinvestment posted stronger revenue and membership growth numbers than those in the bottom 25 per cent," he adds. "The former invested a median of 21 per cent of revenue back into the club, and posted revenue growth of 4.9 per cent and net membership growth of 6.2 per cent; the latter invested only 2.3 per cent, and had revenue growth of 1.2 per cent and net membership growth of 0.5 per cent."

Jay Ablondi

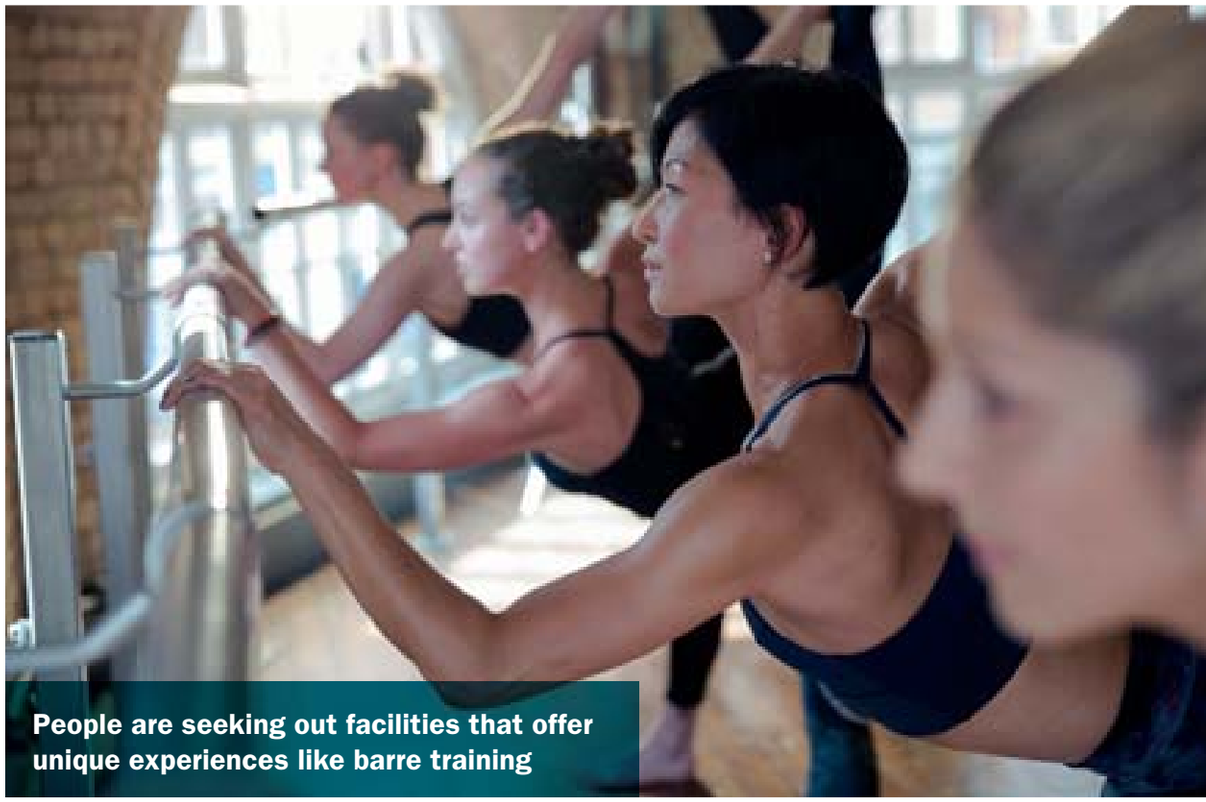
Rob Barker

In all, 90 companies, representing more than 4,800 locations in North America, participated in the latest survey.

Numbers pulled from *The IHRSA Health Club Equipment Report: Spending, Utilization & Programming Trends* reinforce the importance of reinvestment. Top performing clubs spent an average US$90,000 on fitness equipment and achieved an annual 10.2 per cent revenue growth, in comparison with 3.8 per cent for the overall sample.

"The new normal of the fitness industry is that there is no 'normal'," says Rob Barker, CEO and president of Precor.

"While exercisers will always seek out clubs with traditional offerings like strength and cardio equipment, they are increasingly seeking out facilities that offer a unique and personalised experience. Operators that cater for these niche audiences by offering small group and personal training, indoor cycling, barre and functional training are gaining an edge within the industry." ●



People are seeking out facilities that offer unique experiences like barre training

> **The new normal of the fitness industry is that there is no 'normal' – *Rob Barker***

ABOUT THE AUTHOR

Kristen Walsh is associate publisher for IHRSA – the International Health, Racquet and Sportsclub Association. Founded in 1981, IHRSA is the only global trade association, representing more than 10,000 health and fitness facilities and suppliers worldwide. Locate an IHRSA club at www.healthclub.com, and to learn how IHRSA can help your business thrive, visit *www.ihrsa.org*

300% growth?

What might the coming years bring for the fitness and physical activity sector? We ask our panel of experts

Bryan O'Rourke

CEO, Fitness Industry Technology Council

We believe the fitness market will reach one billion users by 2025. We're currently undertaking research into the size and shape of the health and fitness market around the world – and that's no small task, because what we're measuring is constantly changing as technological developments continue at pace.

However, at this stage in the research we're fairly confident in saying there are currently 360 million digital fitness users around the world – whether devices, apps or both. We define users not just as people who've bought a device or downloaded an app, as many people stop after a few months, but who use the technology at least once a week to help them with their fitness.

Meanwhile, IHRSA estimates the global health club market to service 155 million members. We think that figure is a bit low: there are over 12,000 CrossFit locations globally, plus yoga studios and so on.

Of these members, ACE research suggests one in five also use digital fitness technology – although that percentage is likely to increase. In terms of digital adoption, all population groups will see growth – it's just a case of when and how, which will depend above all on disposable household income. You can't assume adoption rates based on demographics any more: almost 40 per cent of wearables are owned by 35- to 54-year-olds. The early adopters might be younger, but this then matriculates through the population. And with a little over two billion smartphones out there, of which 32 per cent have some sort of health and fitness app on them, the growth potential is huge.

NEW EXPERIENCES

When you look at this picture, it's clear it isn't just about gyms any more. It's about customers having their health and fitness needs serviced, with market growth driven by the evolution of fitness offerings to meet these needs. Digital is going to grow the market by helping people experience fitness in a different way.

As a result, traditional bricks and mortar will diminish as a percentage of delivery, although clubs will retain a role; Amazon and the online retailers still account for only around 12 per cent of total sales. The brands that do survive and thrive in the fitness sector will be the hybrids that integrate physical and digital delivery, and even more importantly that create a true customer experience – brands like Barry's Bootcamp and SoulCycle. Aesthetics and facility design will be more important than ever.

A combination of factors will lead to further growth. Fitness as lifestyle (as a status symbol) will be a key driver, while artificial intelligence will broaden the appeal of fitness devices by morphing them into virtual coaches. Digital will also enable a variety of apps, wearables, hybrid models and medically integrated platforms to serve many more people more effectively, while 'private pay' integrated wellness will see huge growth. Finally, mindfulness will become a trillion dollar industry in the next few years.

You can't assume adoption rates based on demographics any more: almost 40 per cent of wearables are owned by 35- to 54-year-olds

Digital will create huge growth in the market by helping people experience fitness in new ways

PHOTO: SHUTTERSTOCK.COM

It's currently the most exciting time to be in the industry in terms of innovation, growth and potential. Three hundred per cent growth is definitely possible: the industry needs to think big. Globally we should be aiming for half a billion members.

Penetration rates are very low in the global fitness industry at present – still in the low single figures in lots of countries – so the potential is enormous, especially in Asia and the developing world. However, there's still huge potential in the UK, which has grown by two million members since 2007 to achieve 14.3 per cent penetration.

David Minton

Director, The Leisure Database Company

Two factors will drive future growth: education and experience. Operators need to focus on improving both. Following the lead of the hotel industry, they need to keep investing in the product and innovating.

They also need to get better at using data to connect with current and potential members. Although we're definitely seeing improvements, historically the fitness industry has been rather poor at finding out how often members visit, what they do and how much they spend.

Change will happen across all ages and demographics. However, I certainly don't see a huge growth coming from the healthcare sector in the UK at the moment – to engage with the National Health Service, the health and fitness industry will need to become far more professional, start talking the same language and take part in clinical trials. ►

In our ageing society, older generations are looking at how they can stay healthy in later life

PHOTO: SHUTTERSTOCK.COM

With the mega trends impacting the industry, I think we're well on course for a 300 per cent growth globally in the next decade.

Health and fitness has never been so centre of attention: we're seeing a boom in health-conscious consumers; the world's biggest brands like Google and Apple are embedding physical activity in their product development; and fashion and fitness are fusing like never before.

All demographics will contribute to this growth: there's a cast iron case for health and fitness from cradle to grave. Children are growing up in an age where physical activity is an aspirational, normalised part of youth culture; while in an ageing society, more people are looking at how they can stay healthy in later life.

Steven Ward

Executive director, ukactive

In developing nations there's huge growth potential. In mature markets like the UK it will come through programmes, services and products to support the 13 million inactive people to be active.

In the future, we'll see a technology-enabled, personalised service that delivers enjoyment and progress whatever path the individual is on. Fitness businesses will have to inhabit many different environments – portable, physical and digital – to meet the needs of each and every individual.

Going forward, health and fitness operators need to carry on listening to the consumer, tailoring products and enhancing their services through technology. They mustn't stop their efforts to raise the bar in terms of the quality of either services or facilities. ●

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A UK perspective

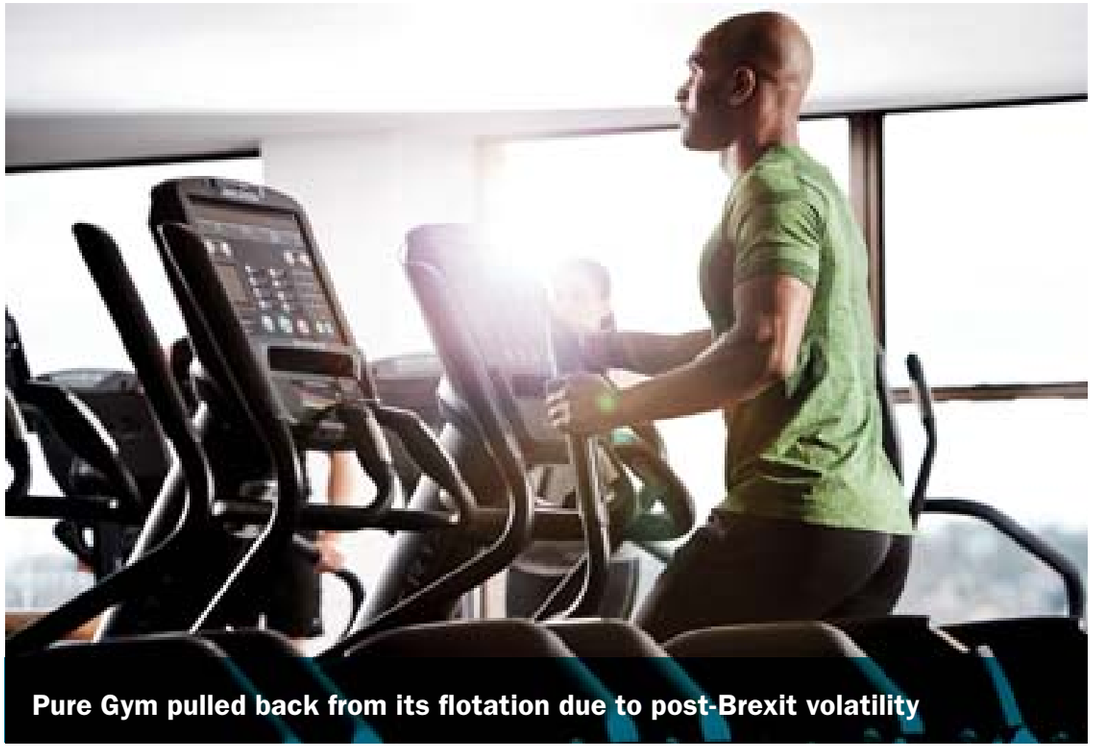
Steven Ward, executive director of ukactive, gives his predictions for the year ahead

Writing our annual feature for the *Health Club Management Handbook* always gives me an enjoyable chance to reflect on the last 12 months and look ahead to the opportunities for the sector in the coming year.

This time last year, I pondered the growth prospects of big-name operators in 2016. The successful IPOs of Basic-Fit and Technogym in 2016, alongside a whole flurry of other major deals, demonstrate a sector that's becoming increasingly attractive to investors.

Pure Gym – the biggest private sector operator in the UK – may have pulled back from its own flotation in October due to post-Brexit volatility in the IPO market, but once some calm is restored, it's reasonable to anticipate another big-name IPO, most likely outside the budget gym sector.

And while economic uncertainty surrounding Brexit may continue, the physical activity sector looks well placed to weather the storm – and indeed, thrive. It will likely continue to expand next year, building on an estimated £1.1bn (€1.3bn, US$1.4bn) growth in value over the course of 2016 (source: ukactive's *Rise of the Activity Sector* report).



Pure Gym pulled back from its flotation due to post-Brexit volatility

Sharing data

In society, the way we work out has become part of our broader personal identity. Physical activity providers are becoming more tailored with their offerings, while activity is beginning to form a larger part of our social experiences. For many, gone are the days of three pints of beer in the pub after work; in comes post-workout smoothies with the rest of your HIIT class. This trend towards a more identity-driven, close-knit community united around physical activity will continue as fitness centres become lifestyle hubs offering social experiences, rather than just a place to work up a sweat.

I'm excited by the potential of technology too, not only to deliver opportunities as yet unimagined, but also to address some of the traditional challenges in our sector. For example, we can expect virtual reality (VR) taster experiences or virtual inductions to be offered through VR headsets, even before the doors to a new club are opened.

Basic-Fit's successful IPO in 2016 demonstrates a sector that's becoming increasingly attractive to investors

> **Fitness centres will become lifestyle hubs offering social experiences**

In the near future, the impact of VR will be even more exciting. Not just yet, but certainly soon, VR will enable customers to run their 1,500m warm-up alongside Mo Farah, before cycling through the craters on the moon and rounding off their workout with some soothing stretches on the shores of Lake Como.

We're also about to head into a whole new era of wearables. In 2017, "I think I'm all right" will cease to apply as an answer when gym members are asked how they're doing. Customers know exactly how they are. A wide array of data trackers means people are already better informed about their physical state than ever before.

Soon they'll have support from the neck up too, with data about their mental and emotional state and the impact that has on their energy levels, mood and perceptions of stress. We will very accurately know when we should ideally grab that lunchtime snack, when we are ill and whether we should get an extra hour or two of sleep.

Our role as activity providers: to openly integrate this data into the exercise and broader customer experiences we offer.

So expect a gradual greater willingness within the activity sector to pool knowledge and share data, as operators recognise the mutual benefits of collaborative analysis of the market.

Indeed, we can expect the health and fitness industry as whole to become more forward-thinking: there will be increased provision for R&D and innovation, both to gain a competitive edge and to highlight the positive impact the sector as a whole can have on our society. ►

Post-workout smoothies after your HIIT class is the new 'pint at the pub'

PHOTO: SHUTTERSTOCK.COM

Public meets private

The blurring of traditional lines in the sector will continue as social enterprises start to acquire sites previously owned by the private sector: GLL's recently acquired share of Fitness First UK is a good example.

Expansive strategies from social enterprises and operators previously restrained to the public sector market will see them growing beyond the remit of local authority contracts, opening new facilities independently and acquiring further free-standing facilities. The mega-trusts' success in delivering local authority agendas, and their experience of the tender process, will likely see them win further contracts and attract investment from increasingly diverse sources as Sport England's new strategy – which addresses inactivity is its primary focus – opens up new opportunities.

Meanwhile, regional and local operators that are embedded in their communities, and geared to the intimate needs of local people, will be able to deliver excellent results. There's a window of opportunity for a renaissance in the prospects of these local trusts, perhaps bolstered by increasing regional devolution for cities across the UK.

Their local roots afford them a head-start in aligning themselves closely with national and local government health and sports strategies. Success in delivering these strategies offers greater independence for local trusts in terms of attracting wider public investment and building their own future framework for growth.

The growing alignment of our sector with both the public health and sport agenda also offers great new opportunities. ukactive has called for a £1bn (€1.16bn, US$1.24bn) regeneration programme to push Britain's ageing fleet of leisure centres into the

> Professional standards across the sector will continue to rise, from the boardroom right down to the gym floor

front-line of the NHS preventative health agenda. Our sector is more ready than ever to meet this challenge. Expect to see greater interest in major capital investment programmes in our sector as a result.

Workforce development

Professional standards across the sector will continue to rise, from the boardroom right down to the gym floor. The incoming Apprenticeship Levy, coupled with the National Living Wage, means the recruitment and training of staff has become a board-level issue, with an increased focus on obtaining maximum return on (higher) investment in workforces.

The role of CIMSPA to drive standards will help raise the bar among the workforce and continue the push towards a fully professionalised sector. Meanwhile, ukactive's Future Leaders programme offers an opportunity for the sector to handpick its brightest talents and improve their ability to think strategically about the issues facing the sector today, tomorrow and far into the future. Thanks to the new Matrix LeadAbility Scholarship Programme, Future Leaders places will be offered to talented people with disabilities within the sector to ensure that the senior leadership level becomes more inclusive and representative of our society, its needs and desires.

In summary, the physical activity sector's unique position at the apex between the health, fitness, sport, technology and fashion industries will bring a raft of new opportunities. Through closer collaboration, a stronger evidence base and higher professional standards, I'm confident that 2017 will see our sector move forward at an increasingly fast pace. ●

Employing talented people with disabilities in senior leadership roles will create a more representative health and fitness sector

PHOTO: SHUTTERSTOCK.COM

ABOUT THE AUTHOR

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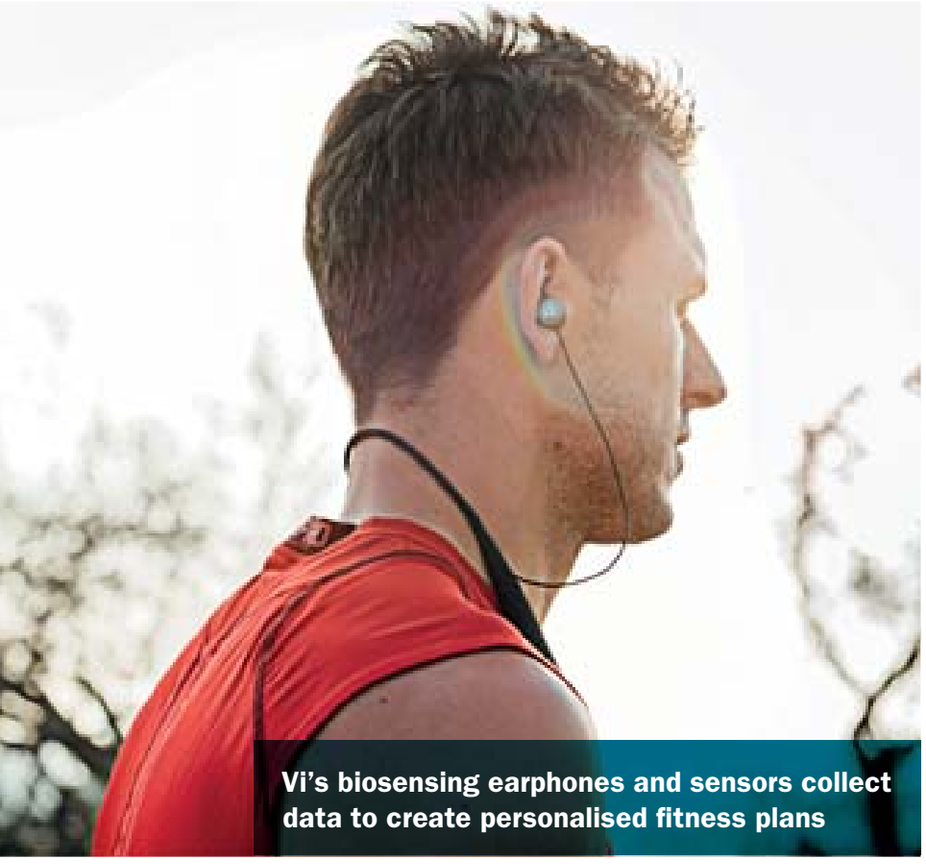
Great expectations

Victoria Loomes gives us the lowdown on five consumer trends that should be on your radar in 2017 and beyond

Knowing what your consumers want next doesn't come from asking them. It comes from watching what other businesses, in other sectors, are already doing – and identifying the new expectations they're setting. New expectations will spread like wildfire, all the way to your door. Here are five such trends worth getting to grips with before they impact on your brand in the coming year.



Vi's biosensing earphones and sensors collect data to create personalised fitness plans

1 MOTIVATED MINDLESSNESS

Self-improvement and willpower don't always go hand-in-hand. That's why consumers – increasingly accustomed to, and comfortable with, artificial intelligence (AI)-enabled tools and services – will seek to outsource the willpower, planning and coaching they need to make a personal leap forward.

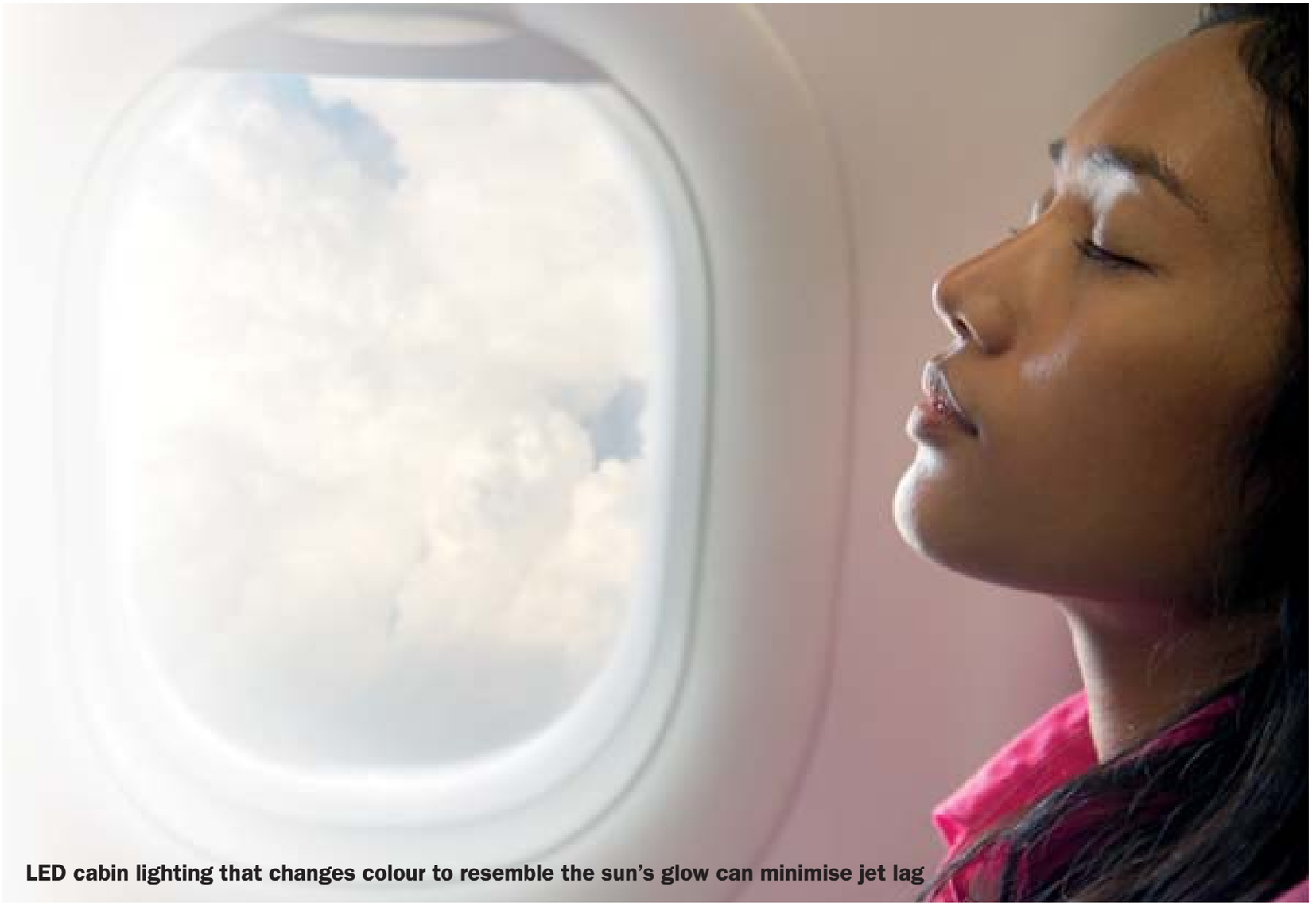
This trend is one we're dubbing 'motivated mindlessness', and it's the product of three converging forces: the rise of AI; the growth of always-on services that provide personalised information (Google Now, Siri, Amazon Echo); and wearable tech, which has turned a 'just do it' mentality into 'brands should help me do it'.

Outsourcing willpower can encompass everything from eating to training. Take AVA, for example – an intelligent eating assistant that leverages image recognition, AI and nutritionists to help people eat more healthily. Users take a photo of their food, send it to AVA and receive nutritional and caloric information.

Similarly, Vi is an AI-enabled wearable that helps people meet weight loss and training goals. The device uses biosensing earphones and sensors around the user's neck to collect data and create fitness plans based on location, speed and heart rate; there's also two-way communication between Vi and the user, with the device acting as an AI personal trainer.

For health and fitness brands, the opportunity is clear: help consumers reach their self-improvement goals and then sit back and bask in the glow of their appreciation!

Outsourcing willpower can encompass everything from eating to training



LED cabin lighting that changes colour to resemble the sun's glow can minimise jet lag

PHOTO: SHUTTERSTOCK.COM

2 AMBIENT WELLNESS

Many consumers, and especially city dwellers, are increasingly aware of the toxic impact of their environment and lifestyle – from air pollution to late nights and food on-the-go. Consequently, rising numbers are looking to brands to embed health-boosting technologies into the environment to offset damage or to produce new health-positive effects.

Key to ambient wellness is combining maximum impact with near-zero effort. In the Netherlands, electronics giant Philips transformed local Starbucks branches into EnergyUp cafés. This involved Philips Energy Up lamps – which mimic natural daylight and have a mood-lifting, revitalising effect after 20 minutes – being placed around the coffee shops.

Similarly, the interior of Airbus' carbon fibre A350 XWB airplanes are fitted with LED lights that change colour to resemble the sun's glow and minimise jet lag.

But tapping into this trend doesn't necessarily require technological innovation – it can also be playful. In Colombia, Kit-Kat ran a campaign based on the brand's familiar 'Have a break, have a Kit-Kat' slogan. Billboards installed around the city offered free 'massages' via tiny vibrating motors embedded into the hoarding.

The health and fitness sector could tap into this trend for ambient wellness by asking: What negative impacts do customers endure when they engage with our brand? What's our 'jet lag'? ►

3 FIRST RESPONDERS

Consumers have always valued brands that radiate a warm human touch – but more and more, they also care about what brands do, rather than say, to make the world a better place. They're now looking to big brands to leverage their resources almost instantly in crisis situations.

Coca-Cola has just done that. In response to a 7.8-magnitude earthquake in Ecuador which killed over 500 people last April, the brand disassembled its billboards and repurposed them as makeshift shelters. Likewise, following a severe flood in Malaysia, telecoms company Maxis set up portable weatherproof devices on rooftops to create an SOS network when the power supply or mobile phone network went down.

So what's the fastest route to becoming a first responder? Health and fitness brands must ask what existing infrastructure or services could be instantly leveraged or repurposed to make a real difference in a crisis situation. This will help them become a force for positive change in the world, allowing them to survive and prosper in the new consumer arena.

Disaster relief supplies were stockpiled at Bicentenario Park in Ecuador for distribution to earthquake survivors

4 ETHICAL EDUCATORS

Consumers may still want to improve their diet, fitness and productivity – the traditional areas of self-improvement – but the quest for self-improvement is in fact shifting from 'what I do' to 'who I am'.

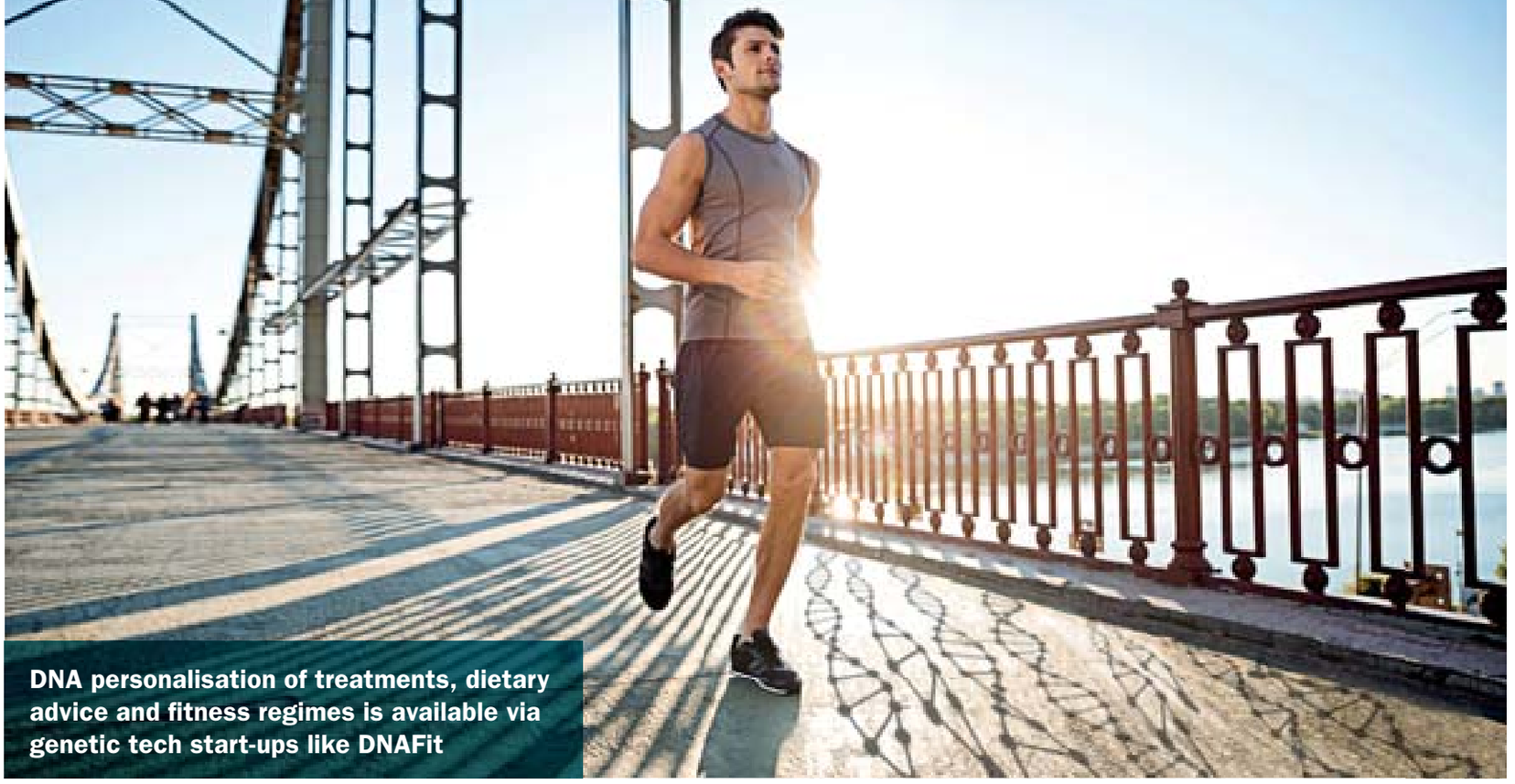
Recent and ongoing debates on race, gender and immigration have forced many to question their privileges, (unconscious) prejudices and potentially socially-damaging behaviour.

The ability of virtual reality (VR) to immerse people in scenarios beyond their day-to-day experiences enables them to foster empathy and understanding on a new level. VR technology is already being used for such a purpose by progressive brands like the National Football League, which has collaborated with Stanford University in the US to create a VR-enabled 'body swapping' experiences, in which the user 'sees' through the eyes of an African-American woman being harassed by a white person.

> **The quest for self-improvement is shifting from 'what I do' to 'who I am'**

Empathy cultivation isn't limited to VR. Jewellery brand Lokai and Charity:Water recently created Walk With Yeshi, a Facebook Messenger chatbot based around the 2.5-hour walk some women in Ethiopia make to access clean water. Users are asked by Yeshi – a fictional young Ethiopian girl – if they will walk with her as she goes on her journey for water. Along the way, messages are exchanged comparing their two worlds – brought to life with videos, maps and photos – and with Yeshi sharing stories and her dreams for the future.

Fitness brands that understand and embrace these shifting frontiers in self-improvement will better innovate around them and prosper. The question to ask is: How can your brand accompany consumers on their journey to self-enlightenment?



DNA personalisation of treatments, dietary advice and fitness regimes is available via genetic tech start-ups like DNAFit

PHOTO: SHUTTERSTOCK.COM

5 CALIBRATED HEALTH

Digital consumerism has heightened expectations of completely individualised offerings. Take the success of Spotify's Weekly Playlist: a personalised music selection with an uncanny understanding of its users' music tastes.

Meanwhile, when it comes to health, DNA personalisation of treatments, dietary advice, fitness regimes and more is on the horizon, fuelled by a wealth of genetic tech start-ups such as DNAFit. Expectations created by online services like Spotify will converge with those created by the new health tech companies, and together drive demand for truly personalised wellness products and services.

Habit, a new meal delivery service launching this year, will go so far as to accommodate an individual's specific dietary needs. These will be assessed using a home blood-testing kit, complete with biomarkers to analyse how different bodies respond to different types of food.

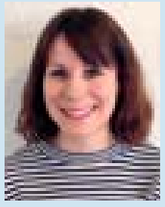
Digital consumerism can also be applied to experiences and schedules. For example, the Design My Day app and website schedules a user's day for them. To ensure the daily schedules are filled with valuable experiences, the platform provides access to thousands of crowdsourced and peer-reviewed ideas for meaningful activities based on how a user is feeling.

The fitness sector can reap the benefits of this growing trend for digital consumerism, harnessing new technologies to help customers access truly bespoke health and fitness solutions. ●

OVER TO YOU!

Of course, these are just a few consumer trends that will impact customer expectations in 2017 onwards beyond. The challenge is to absorb these game-changing innovations, and then adapt and apply them to meaningful ideas you can own and run with. It might not be easy… but it will be fun and profitable!

ABOUT THE AUTHOR



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Millennial mindset

Imke Schuller of the Futures Company looks at how the health and wellbeing industry can better connect with the opportunities and challenges facing Millennials

Born between 1979 and 1996, Millennials make up a quarter of the UK population. Compared with previous generations, they see the world as their oyster.

"They see new possibilities, new approaches to success, new ways of living that seemingly arrive daily," explains Peter Rose, executive vp of global foresight and futures consultancy at Kantar Futures.

However, living in a globalised world also brings a spectrum of new pressures into their lives, bolstering the future potential of health and wellbeing brands trying to tap into this dynamic sector.

Understanding how they tick, uncovering their distinctive take on the world, their value system and how they differ from previous generations is at the heart of successful communication and engagement with the Millennial sector.

So, it's time to explore some key connection points for health and fitness businesses working with this influential and increasingly wealthy group – and those who share the Millennial mindset.

Almost half of Millennials find it hard to 'switch off'

PHOTO: SHUTTERSTOCK.COM

SWITCHED ON

Millennials are always 'on'. They live increasingly complex lives fuelled by digital technology. Their lifestyles are more fluid, with blurred boundaries between work and play, colleagues and friends. According to *Global Monitor* – Kantar Futures' annual values and attitudes tracker of 16- to 34-year-olds – 43 per cent of UK Millennials feel pressured to be 'always on', compared with a 32 per cent national average.

They live in a world of stress and opposition – finding (and keeping) a job amid growing international competition, financial woes and the growing fear of not being able to climb the property ladder, let alone the ability to find a partner for life in the brave new world of Tinder and Grindr.

Millennials increasingly feel overwhelmed by choice and the speed of their daily lives:

> This generation see new possibilities, new approaches to success, new ways of living

PHOTO: SHUTTERSTOCK.COM

Millennials feel pressured to share images of the progress they're making in sculpting their ideal physical appearance

48 per cent say they find it hard to 'switch off' (compared with a 37 per cent national average). More and more, they lack the energy to do the things in their lives that really matter to them.

APPROVAL SEEKERS

Today's 'always on' culture also means Millennials are always on display: 46 per cent say they feel the pressure to look good (compared with a 33 per cent national average), and looking attractive is seen as a sign of success by 69 per cent of this group.

Beauty ideals are increasingly driven by global influences, such as beauty vloggers like Zoella and, as *Vogue* calls it, the "z-list celebrity culture" (the omnipresence of the Kardashians, for example).

The pressure is on for Millennials to constantly share images of their uniqueness and the progress they're making in sculpting their ideal physical appearance. Hyper is an excellent example of this: a new social photo sharing app which allows (mainly Millennial) users to rate and rank photos of other users and even leave reviews of others' hairstyles, tattoos and make-up. While apps such as Instagram, Snapchat and Vine tap into the desire to share one's image, in-app filters and apps like FaceTune (the second top selling paid-for app in February 2016) allow Millennial users to shape their desired self-image.

This urge to share moments and images with others is driven by the need to earn approval and recognition. Forty-six per cent of Millennials want a large circle of friends (compared with a 29 per cent national average), as part of a growing desire to ►

26 grains taps into Millennials' desire to be first movers

- belong to a collective or tribe. Connecting with peers and being part of the community is an important part of Millennials' identity: 82 per cent of Millennial *Global Monitor* respondents agree that "having great influence on your community" is a sign of success (compared with a 68 per cent national average).

HOLISTIC WELLBEING

The complexity and speed of modern life, combined with the pressures of digital self-promotion, increasingly leads Millennials to take a more holistic approach to health and wellbeing. This cohort really understands that wellbeing can be influenced by a multitude of factors, not just physical fitness.

Mental wellbeing is playing an ever larger role. Recent BBC research suggests that mental health is the biggest issue among Millennial women, and our research shows that 52 per cent of UK Millennials suffer from stress (compared with a 43 per cent national average). Almost two-thirds wish they had more energy. Millennials therefore take a variety of measures to establish balance in their increasingly hectic lives.

Physical exercise is still the main release mechanism (76 per cent of Millennials engage in physical activities, compared with a UK average of 58 per cent). But Millennials don't rely on activity alone: meditation (42 per cent) and holistic wellbeing (35 per cent) are coming into the mix more than ever before.

MIRROR BRANDS

Not only is the Millennial attitude to health and wellbeing changing, but so is their interaction with brands – and their expectation of products and services from brands. They're looking for authenticity in the way brands communicate: knowing what a brand stands for is increasingly important.

Previous generations looked for 'badge' brands they could display as signs of success, and as identifiers within their peer groups. But today's youth looks for 'mirror' brands: those that represent the values Millennials hold dear, driving their desired need for identification and belonging.

An authentic health and wellbeing brand clearly communicates that it understands the complexities of modern Millennial life. It gives a sense of purpose, and ideally this is centred on community.

Brands like 26 grains take the idea of authenticity to the next level. Based in Neal's Yard, London, the concept of 26 grains is to provide its mainly Millennial clients with an authentic vision of grain-based cooking. Based on the Scandinavian 'Hygge' concept – which roughly translates

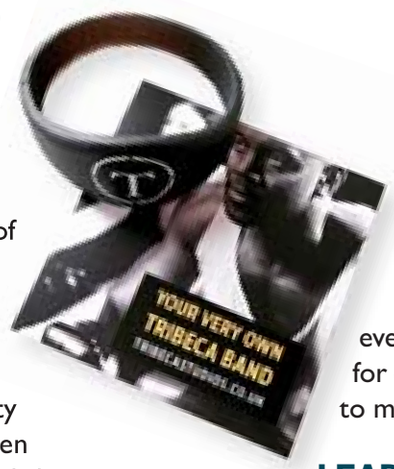
> **Today's youth looks for 'mirror' brands: brands representing the values that Millennials hold dear, driving a sense of identification and belonging**

to 'cosiness and comfort' – 26 grains offers a wide range of ancient grains, alongside the cultural history of the produce and recipes that nurture body and mind.

26 grains taps into many Millennial desires in one fell swoop: the need to be first movers, to learn something new and to share this newly acquired knowledge with friends and the wider social circle; the longing to reconnect with the past, and to express their identity through experiences and experiments; and the aspiration to simultaneously nurture their physical, mental and emotional wellbeing.

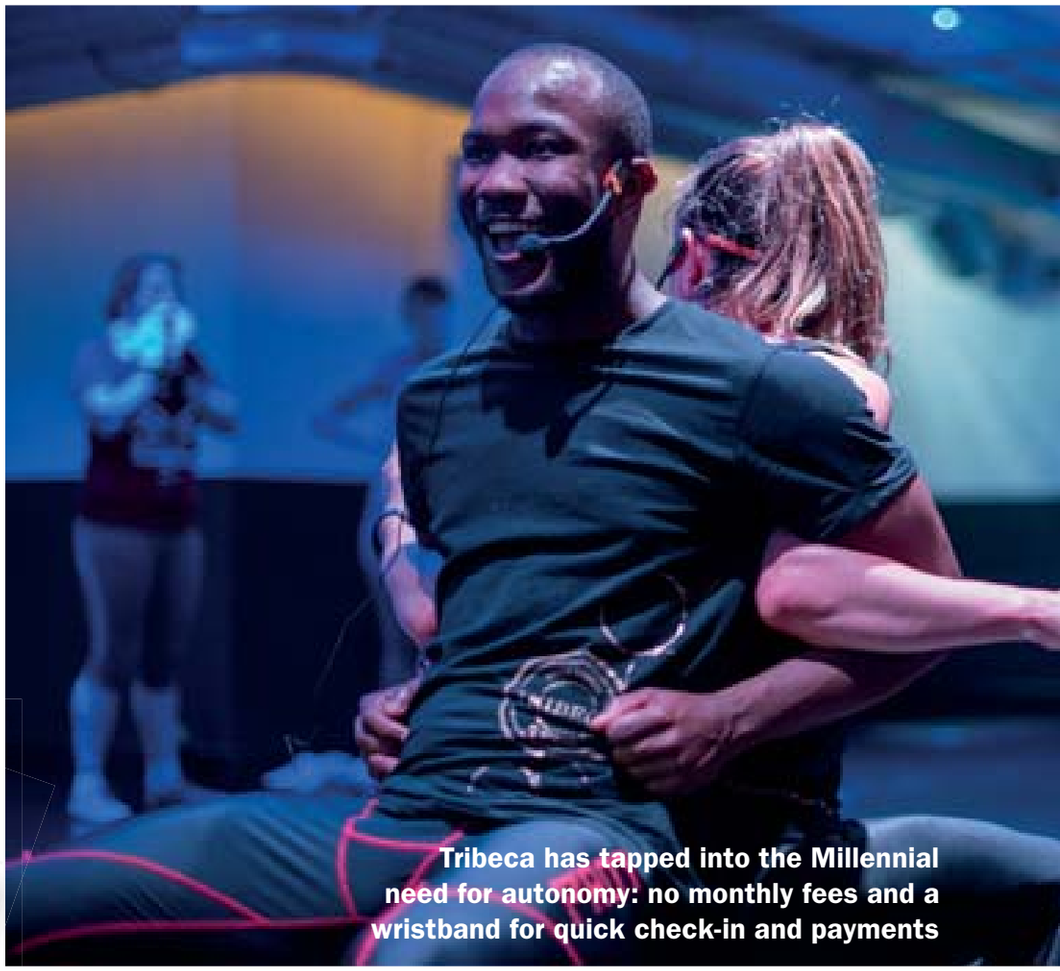
AUTONOMY RULES

There's also a strong desire to be autonomous. Millennials continuously strive to improve themselves and become the best possible version of themselves; this includes an improved physique as well as a balanced and healthy mind.



The flexibility and fluidity of their modern (most often urban) lives mean Millennials have a natural aversion to rigid, time-constrained interactions, including annual gym memberships and other such subscriptions.

Many London-based boutique fitness studios are drawing on this need for autonomy, providing access to customers' favourite classes free from joining or monthly membership fees. Tribeca Studios is a good example, with its focus on "doing more of what makes you happy", and a blog where members' success stories are shared and a sense of community built. The club even uses high-tech wrist bands for check in and payment activities to maximise this sense of autonomy.



Tribeca has tapped into the Millennial need for autonomy: no monthly fees and a wristband for quick check-in and payments

LEADER OF THE PACK

Millennials also desire authorship. The signs of success are evolving, and achievements like being considered an expert by friends or peer groups (87 per cent), being an entrepreneur (77 per cent) or being able to express your creativity (44 per cent) are the emerging markers.

Millennials expect health and wellbeing brands to participate in their desire for participation and their hunger for constant learning and continuous self-improvement – and to let the consumer contribute. ●

ABOUT THE AUTHOR

Since joining The Futures Company (rebranded Kantar Futures) as director innovation and head of client development EMEA, **Imke Schuller** has helped clients anticipate change in their operating environment and find new ways of adapting to an ever-evolving business context.
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FROM SPA BUSINESS MAGAZINE

Spa Foresight™ 2017

What's coming down the track for the global spa and wellness industries? We examine the trends, technologies and strategies that will shape the future

1 WALK-IN SPAS
2 IMMUNE CHALLENGE
3 ICELAND
4 SKIN SCIENCE
5 SPA PLANES
6 SCALEABLE WELLNESS
7 VIROME
8 SINGING
9 SUSPENSION MASSAGE
10 FLOATATION THERAPY

Living in over-clean environments removes challenges to the immune system

1 FLEXIBLE SCHEDULING

WALK-IN SPAS

The typical spa business model is therapist + client + treatment room = booking. This model is hugely inefficient, leading to a very high level of turnaways in most types of spas.

We expect new business models to emerge which find ways around these constraints by offering spa and wellness experiences that are more flexible in terms of the timed allocation of resources and what's on offer. Imagine taking a ticket for a massage when you arrive and then spending time in hot pools or a relaxation space while you wait your turn.

2 HARNESSING NATURE

IMMUNE CHALLENGE PROGRAMMES

Medical research is increasingly focusing on harnessing the power of the immune system to both prevent and cure disease.

Researchers are now indicating that living in over-clean, sterile environments removes so many challenges to the immune system that it can leave people weakened and open to a range of diseases from cancer to auto immune disorders.

Just as immunisation programmes are used by doctors to build immunity against certain diseases, so we expect spas to begin to offer retreats and treatments which focus on immune system transformation by offering immune system challenges and treatments.

By enabling the body to build more powerful responses to threats, deterioration and disease, these retreats and treatments will amplify the body's own ability to fight disease using natural rather than pharmaceutical interventions.

PHOTO: SHUTTERSTOCK/OLENA ZASKOCHENKO

The famous Blue Lagoon is expanding in response to Iceland's tourism boom

3 HOT PROSPECT

ICELAND

Tourism is heating up on the volcanic island of Iceland, having grown by 100 per cent since 2006 and set to reach the three million mark by 2020 – not bad for a country with a population of only 320,000. This influx of visitors will pave the way for upcoming hotel and spa businesses.

Iceland's airlines have been key to this boom, offering an increasing number of direct and stopover flights between North America and Europe.

Capital controls in place since the 2008 economic crash have also seen the country's pension funds – worth around ISK1,2tn (US$10.7bn, €9.9bn, £8.6bn) – restricted to domestic investments. Tourism projects, including the US$2.5m (€2.3m, £2m) Ice Cave, were welcome recipients.

Trendy cafes and boutique shops are also making an appearance. As are cool design-led hotels such as Marriott's Edition, which will open next to Reykjavik's iconic Harpa Concert Hall and Conference Centre by 2019 – with Bill Gates one of the reported major investors in the development.

The famous Blue Lagoon thermal spa is also undergoing a major expansion, while the country's alluring lunar-like landscape dotted with natural hot springs is a big hit with wellness lovers.

Given this potent mix, we feel that Iceland will prove to be a recipe for success for spa operators of the future. ►

4 NEW DISCOVERIES

SKIN SCIENCE

Modern science is redefining the way we think about skin, and this will have a huge impact on the spa experience.

New research shows skin has both hearing and seeing sensors, suggesting there's a greater synergy between the lighting and music in treatment rooms and the effects of bodywork.

Discoveries focusing on how we're wired for 'social touch' show we react differently to the speed or pressure of touch. Clients massaged gently are likely to tip more, for example, and feel the benefits long after a treatment.

With this in mind, it's likely spas will have more impact on society's wellbeing than we can imagine.

5 THE PAMPERED JOURNEY

SPA PLANES

Finding windows of time for self-care can be challenging for people living in today's super fast urban lifestyle.

We expect operators to widen their search for these time windows to the transport industry, with planes an obvious starting point.

Air travel is uncomfortable and for those who can afford it, the chance to travel on a plane which has been fully fitted out as a spa, with treatments, healthy food and relaxation to while away the journey, would be appealing.

This thinking could be extended to other modes of public transport such as buses and trains.

Can destination spas like Kamalaya in Thailand be replicated in a resort setting?

PHOTO: KAMALAYA WELLNESS SANCTUARY, THAILAND

6 RIPE FOR INVESTMENT

SCALEABLE WELLNESS

With an increasing movement towards all things wellness, more equity firms are scoping out potential projects in the wellbeing and spa sector.

According to Omer Isvan, owner of international investment company Servotel, scaleable wellness is where investors are now heading.

There's something magical about destination spas which offer truly authentic, transformational experiences that keep guests coming back year after year, says Isvan. He claims that investors are keeping a close eye on such concepts, which could potentially be replicated in a credible way in a resort setting.

Isvan also sees an opportunity for third-party wellness operators to run specialist facilities for hotels and resorts in much the same way as they do spas.

PHOTO: SHUTTERSTOCK/LIASZLO

The study of viruses will open up new treatments to improve health and wellbeing

7 DEEPER INTO THE BIOME

THE VIROME

We're becoming familiar with the biome – the billions of bacteria and viruses which live synergistically inside our bodies, controlling all sorts of functions.

Biome-boosting treatments, diets and other interventions increasingly feature on spa menus the world over.

Now new science is emerging which is enabling us to better understand the impact viruses can have on our health. Scientists are calling this the virome.

We've grown used to viewing viruses as simply a source of disease, but researchers are exploring hidden parts of the biome and discovering that we may be able to use viruses to keep healthy.

It's thought that – just as there are 'good' and 'bad' bacteria – so we will find there are 'good' and 'bad' viruses.

Vincent Racaniello, who studies viruses at Columbia University says: "If we can make a connection between beneficial viruses and good health, the next step will be to try to manipulate them to improve our health and wellbeing."

A deeper understanding of viruses – which carry one-fiftieth as much genetic information as bacteria – is becoming possible as a result of new probes, which researchers are using to map the virome.

Spa and wellness operators will eventually be able to add virome-boosting treatments and protocols to their menus. ►

An hour's singing has been found to boost the immune system and improve mood

PHOTO: SHUTTERSTOCK.COM

8 NOTEWORTHY BENEFITS

SINGING

For the past six years, scientists at the UK's Royal College of Music have been building a body of evidence to show that singing in a choir can have a range of social, emotional and psychological benefits, particularly in those with the lowest levels of mental wellbeing. Most recently, it's even found there are biological advantages too – one hour of choral singing boosts levels of immune proteins in people affected by cancer.

Group singing sessions are a harmonious fit for spas which are getting more inventive with their menus by adding unusual, yet efficacious, therapies.

The activity – already popularised by TV series and films such as *Glee* and *Pitch Perfect* – could be offered to locals on a regular basis or as a one-off for spa guests to help improve mood, reduce stress and have a positive impact on their overall health in a fun and dynamic way.

AntiGravity Aerial Yoga founder Christopher Harrison is adapting his techniques for massage therapists

9 FLOATING IDEA

SUSPENSION MASSAGE

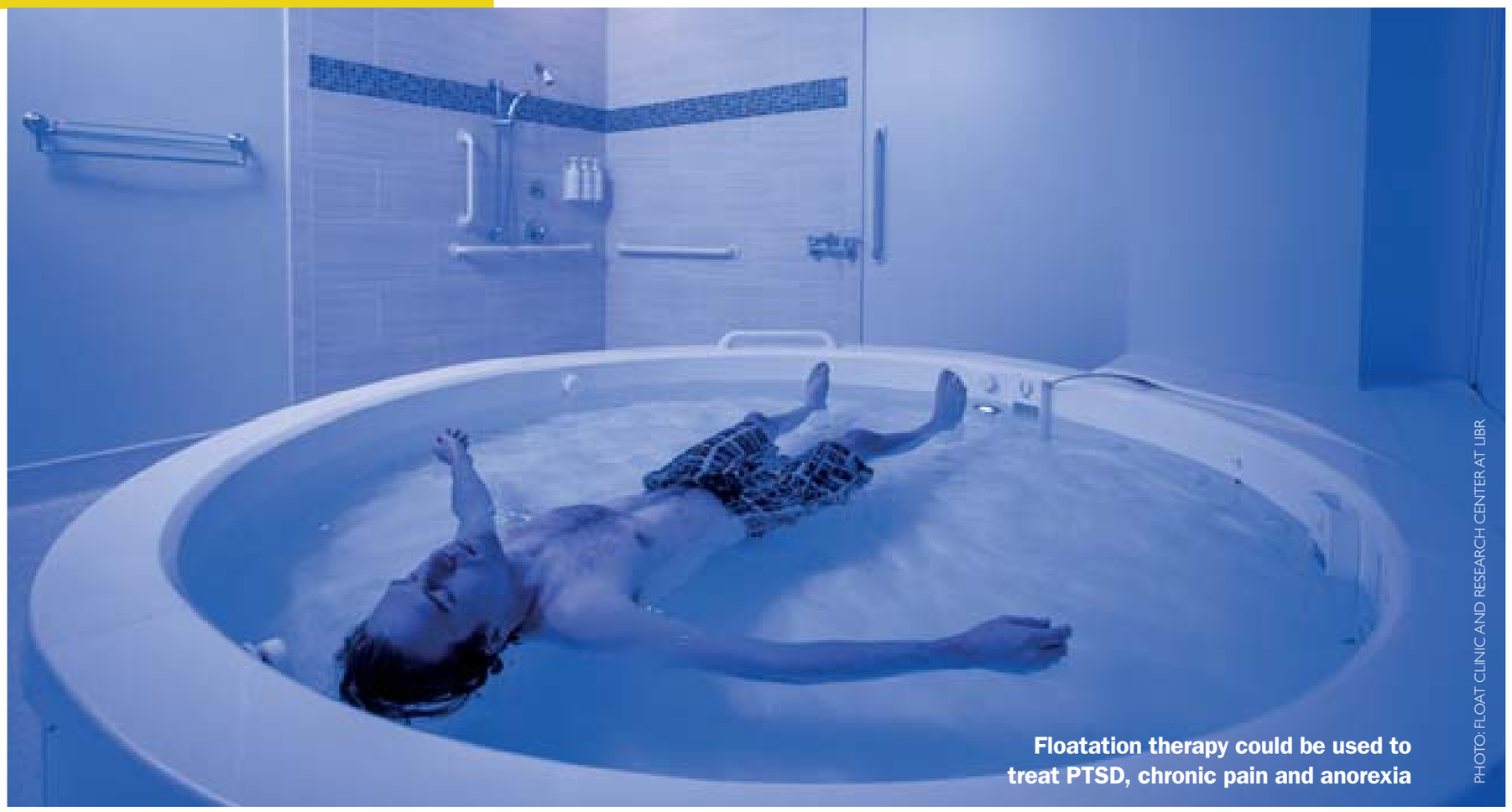
"When you're hanging upside down, it takes away all the stress that's been pushing on the discs of your spine," says Christopher Harrison, the founder of AntiGravity® Aerial Yoga. "You're creating space, which allows the discs to hydrate and very often helps to relieve back pain."

Harrison created his form of yoga by incorporating a silk hammock for the support and balance of moves like zero-compression inversion, which traditionally wouldn't be possible. He's now applying the idea to massage to develop an innovative treatment for spas.

AntiGravity Floating Massage would allow a licenced therapist to manipulate the client into a weightless state in combination with massage therapy.

"Once suspended in mid-air, the body reacts very differently to manipulation," he says. "The therapist has the leverage that he/she would not be able to attain if the body was lying on a hard surface."

Expect to see this new technique rolling out in spas, alongside the growth of turning and swinging massage beds such as Clap Tzu's WaveMotion table. ►



Floatation therapy could be used to treat PTSD, chronic pain and anorexia

PHOTO: FLOAT CLINIC AND RESEARCH CENTER AT LIBR

⑩ SHORTCUT TO MEDITATION

FLOATATION THERAPY

It's time for spas to stop overlooking floatation pools – thinking of them as an expensive extra just for relaxation – and to start incorporating them into wellness programmes or using them as a standalone treatment for serious ailments.

As research labs begin to document the therapeutic benefits of floatation, especially its use as a shortcut to meditation, we predict a resurgence of the therapy in spas.

Neurospsychologist Justin Feinstein has set up one of the first floatation clinics, at the Laureate Institute for Brain Research in the US, and believes floating can help people who find it difficult to switch off mental chatter while meditating. He's also found it could be used to treat conditions like PTSD, chronic pain and anorexia. ●

ABOUT THE AUTHORS

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HEALTH CLUB MANAGEMENT

HANDBOOK 2017

RESEARCH ROUND-UP

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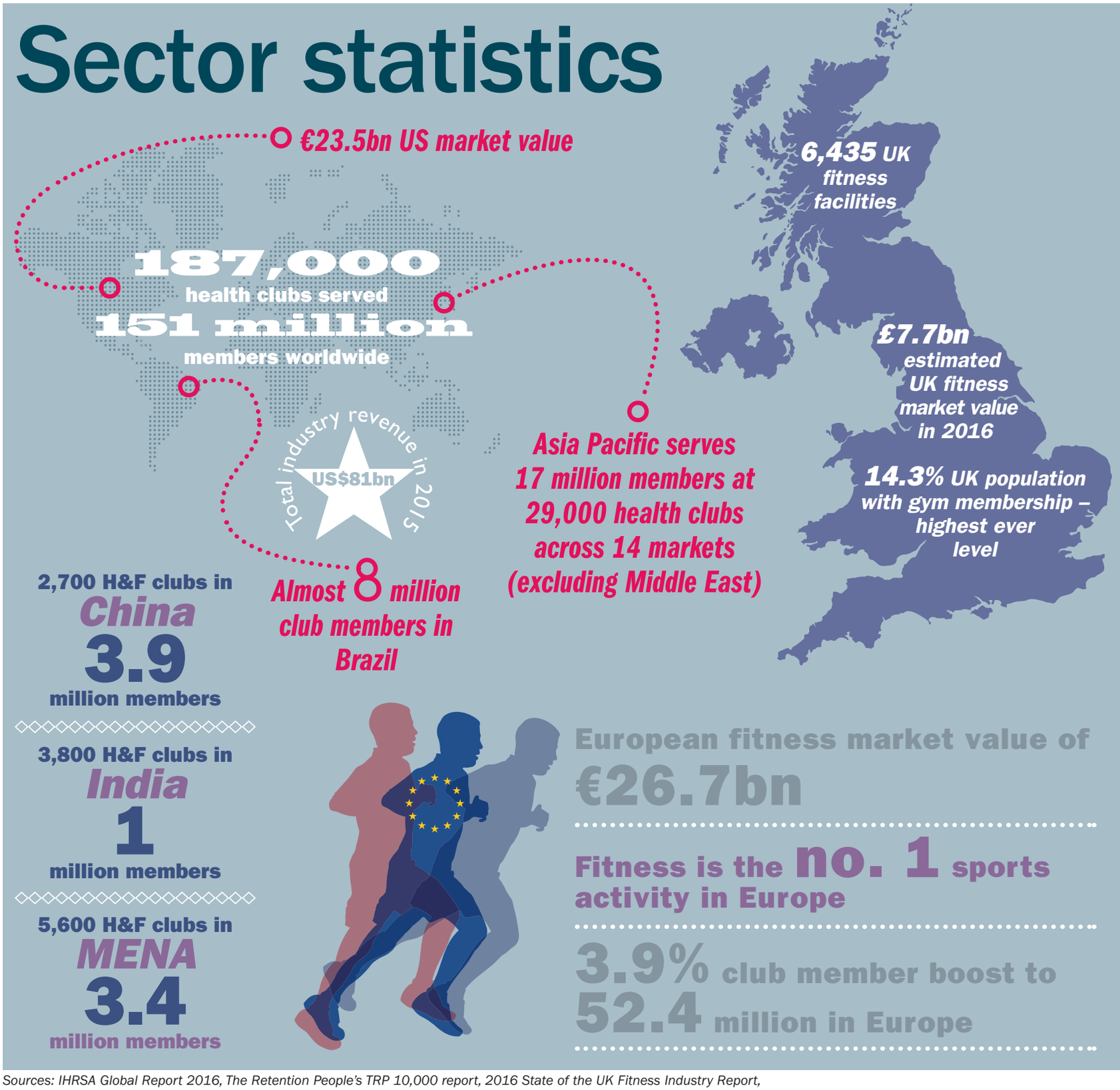
Sector statistics



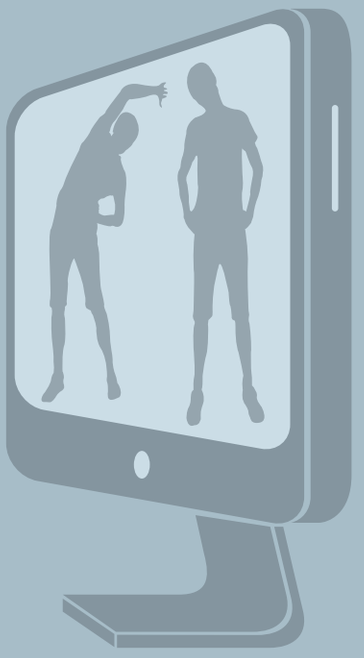
Sources: IHRSA Global Report 2016, The Retention People's TRP 10,000 report, 2016 State of the UK Fitness Industry Report, European Health & Fitness Market Report 2016, Nielsen Global, ukactive

Tech statistics

8%
think drones will guide our path and encourage us to run/cycle faster by 2026

57%
of Britons expect to engage with personal trainers via TVs & computers by 2026

Two-thirds
of British people believe technological advances will keep them fitter by 2026



50% expect to base workouts on trackable data within the next decade

164m wearers of fitness, activity & sports wristbands by 2020

130m users of smartwatches in next 3 years

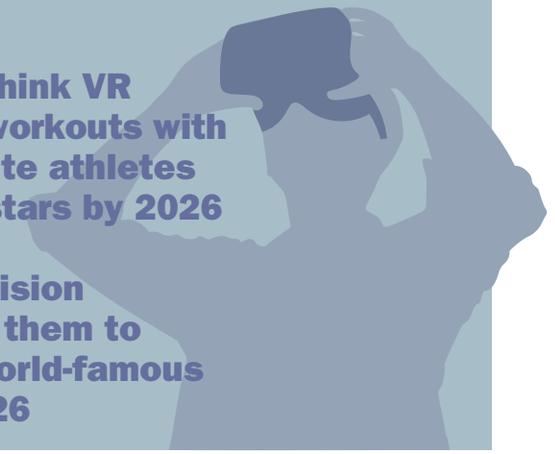
US$6bn global market value for fitness, activity & sports trackers by 2020

One in five expect roads to have jogging lanes next to cycling lanes within 10 years

***40%** expect clothes to log their movement by 2026*

***US$5.1bn** global wearable tech market – expected to triple within a decade*

***110m** people worldwide using fitness wearables by 2019*



One in five think VR will enable workouts with their favourite athletes and sports stars by 2026

38% envision VR enabling them to run/cycle world-famous races by 2026

Sources: ukactive, Future Health & Fitness Wearables: Business Models, Forecasts & Vendor Share 2016-2020; CSS Insight Global Wearables Forecast

Health statistics

Inactivity

Employees in the UK spending **8+ hours** daily at their desk can increase their risk of premature death by up to **60%**

46% of British people admit that it's been over a decade since they went running as part of exercise

25% of British people said embarrassment at being watched by other people put them off taking part in sport

People with psychosis are **36%** less likely to meet recommended physical activity levels

1 in 6 deaths in the UK result directly from inactivity

£20bn

Annual cost of physical inactivity to UK economy

£51bn

Annual cost of sedentary lifestyles to the global economy in healthcare costs & productivity loss

Only **50% of British seven-year-olds** meet the recommended **60 minutes** of daily physical activity

80% of fitness gained by **British schoolchildren** in term time is lost during sedentary school holidays

91% of all **2–4 year olds** fail to hit recommended exercise levels

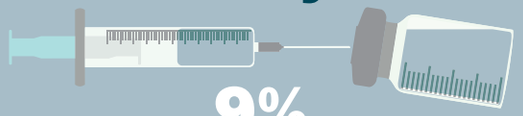
Just **1% of schools** formally measure children's physical literacy/motor proficiency

GRAPHICS: SHUTTERSTOCK.COM

Sources: HMS Government, BMJ, WHO, ukactive, Lancet, BHFNC, Transport Health Action Plan, Macmillan Cancer Support, NHS Foundation Trust

Health statistics

Obesity & Disease



9%
of adults in England had diabetes in 2015

90% *of the* **3.8** *million adult diabetes cases in England is Type 2 – preventable or manageable via lifestyle changes*

£10bn
Annual cost of diabetes to the NHS

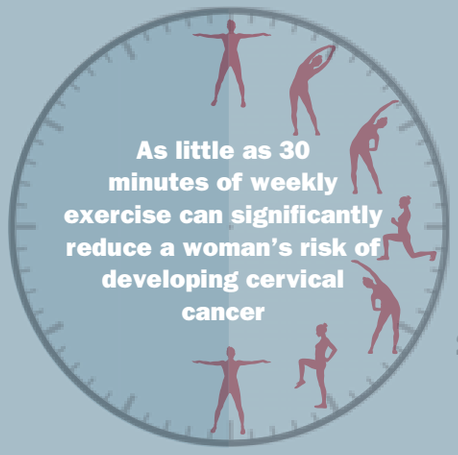
23.8% *of over 75s have diabetes in the UK*

South Asian & black ethnic groups are nearly twice as likely to have diabetes than white, mixed or other ethnic groups
(15.2% *vs* **8%)**

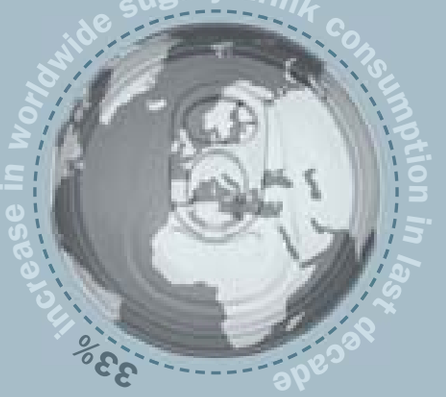
4.9 million *people will have diabetes in England by 2035*

10% *of people in England will have Type 2 diabetes by 2034*

Diabetes accounts for 10% of NHS budget
£25,000 *per minute*



25%
of people said improving/ maintaining health motivated them to exercise (2011) vs 55% in 2015

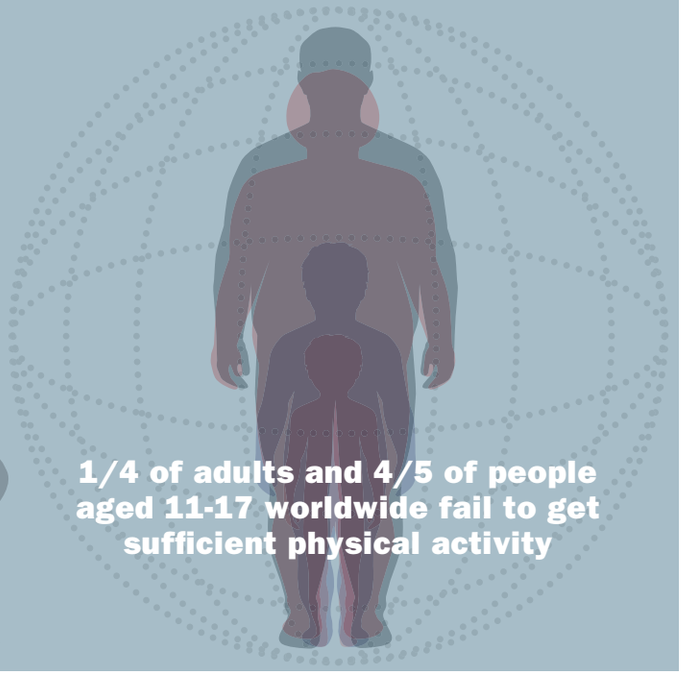


25% of 4 year olds and **33%** of 11 year olds are overweight/obese

1/3 of people in England will be obese by **2034**

2.7 billion adults worldwide will be overweight by **2025** – up from 2 billion in 2014

177 million
adults worldwide will be severely obese and need treatment by **2025**



1/4 of adults and 4/5 of people aged 11-17 worldwide fail to get sufficient physical activity

Sources: Public Health England, Child Obesity Forum, Health and Fitness Omnibus Survey, Diabetes UK, World Obesity Federation

Science snapshots

We round up some of the latest research in the area of health, fitness and wellbeing

TAKE THE STAIRS

New research shows that taking the stairs improves your brain's health – as does the number of years a person spends in education.

Researchers found the more flights of stairs climbed and the more years of school a person completes, the "younger" their brain physically appears: brain age decreases by 0.95 years per year of education and by 0.58 years per daily flight of stairs climbed.

Non-invasive MRIs measured the volume of grey matter in the brains of 331 healthy adults aged 19-79 – its decline, caused by neural shrinkage and neuronal loss, is a very visible indicator of the chronological ageing process. Brain volume was then compared with each adult's reported number of flights of stairs climbed and years of schooling completed. The results were clear: the more flights climbed and the more schooling, the younger the brain.

Steffener, J et al. Neurobiology of Aging, Vol. 40, April 2016

Researchers found that brain age decreases by 0.58 years for every daily flight of stairs climbed

PHOTO: SHUTTERSTOCK.COM

Short bursts of HIIT have a bigger impact on Type 2 diabetes than longer bouts of steady exercise

HIITING THE MARK

A recent study has found that short bursts of vigorous exercise are best for battling Type 2 diabetes.

Scientists found that brief HIIT sessions (working at 85 per cent of target heart rate) has a more significant impact on cholesterol, blood sugar and weight among Type 2 diabetics than 30 minutes of sustained, lower-intensity exercise (working at 65 per cent of target heart rate).

Three months of HIIT exercise in 10-minute bursts three times a day, five days a week led to an average 0.82 per cent decrease in blood sugar patterns. Whereas subjects who exercised at a lower intensity five times a week attained only a 0.25 per cent decrease.

Although it's unclear why – one theory suggests HIIT uses energy differently – the finding is important because diabetes management programmes have focused on low-intensity, sustained exercise.

Pandey, AK et al. Canadian Cardiovascular Congress, October 2015

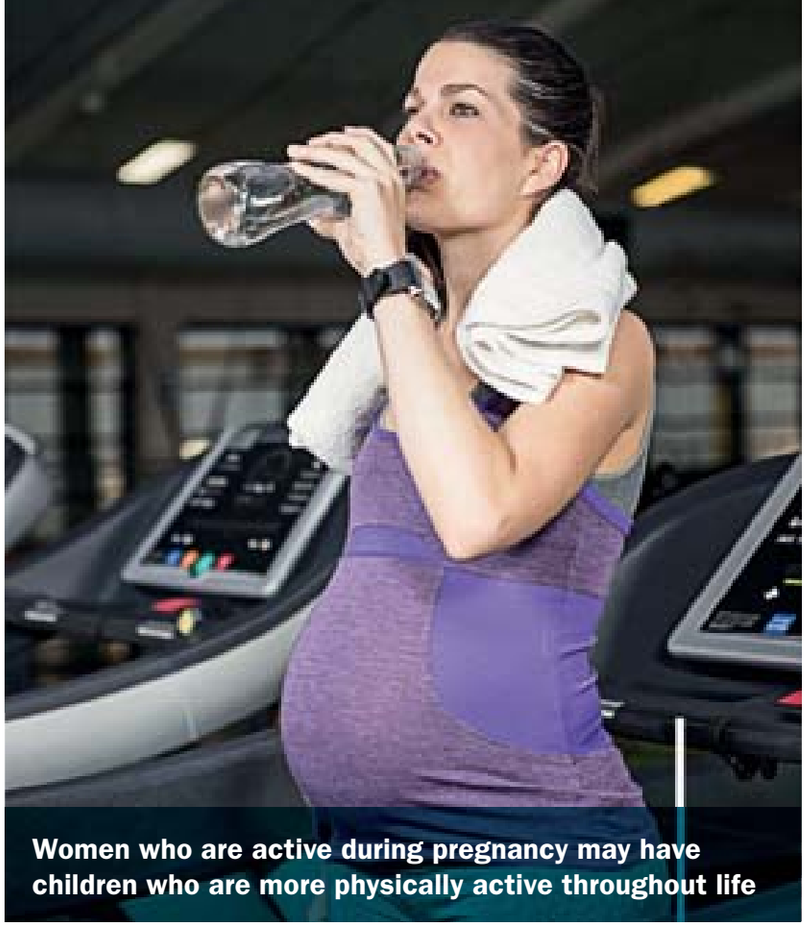
BORN TO RUN

Female mice that voluntarily exercise during pregnancy have offspring which are more physically active as adults.

Female mice that enjoyed running were divided into two groups: one group was allowed access to running wheels before and during pregnancy, whereas the other was not. During early pregnancy, those with access ran 10km every night, and by the beginning of their third trimester still ran (or walked) 3km every night. Mice born to these mothers were about 50 per cent more physically active than those born to the mothers that didn't exercise. Importantly, their increased levels of activity continued into adulthood and improved their ability to lose fat during a voluntary exercise programme.

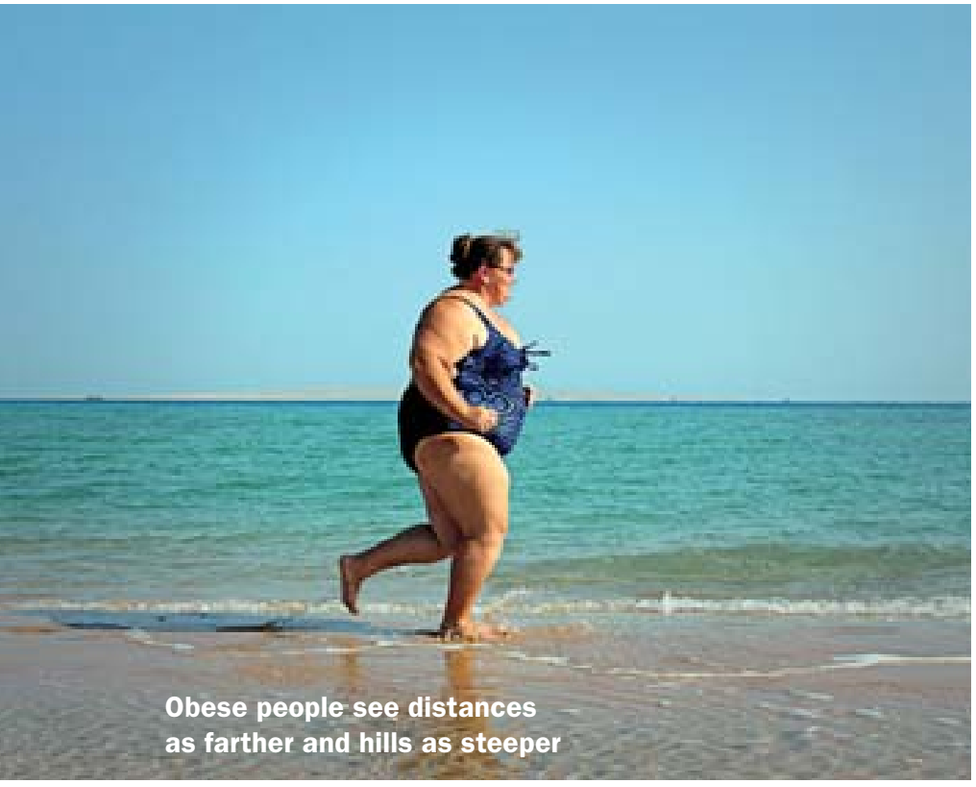
The study supports the idea that movement during human pregnancy influences foetal brain development, ensuring that offspring tend to be more physically active throughout life.

Waterland, RA et al. FASEB, March 2016



Women who are active during pregnancy may have children who are more physically active throughout life

PHOTO: SHUTTERSTOCK.COM



Obese people see distances as farther and hills as steeper

JUDGEMENT CALL

New research has found that obesity causes people to see distances as farther and hills steeper than they actually are.

Researchers carried out tests on 66 random volunteers. In one experiment, the volunteers were asked to judge the distance of a cone located 25m away. A 21-stone person saw the distance as 30m, whereas a 9-stone person saw that same distance as 15m.

In another test, the volunteers were asked how steep they thought a nearby hill was. The heavier people thought the incline was greater than their slimmer counterparts – which may help explain why heavier people are often more likely to take a lift than the stairs.

The phenomenon is thought to stem from a survival mechanism in early humans, designed to quickly evaluate our ability to tackle testing situations. However, the reflex appears to be counterproductive in persuading overweight people to be more active.

Exercise professionals should take note: if an activity is perceived as more challenging as a person's weight increases, this could be factored into a client's fitness sessions and targets. The researchers suggest setting easier targets for obese people who are starting out on exercise regimes, to avoid early discouragement.

Witt, J et al. Acta Psychologica, Vol. 165, March 2016

►

MIND THE GAP

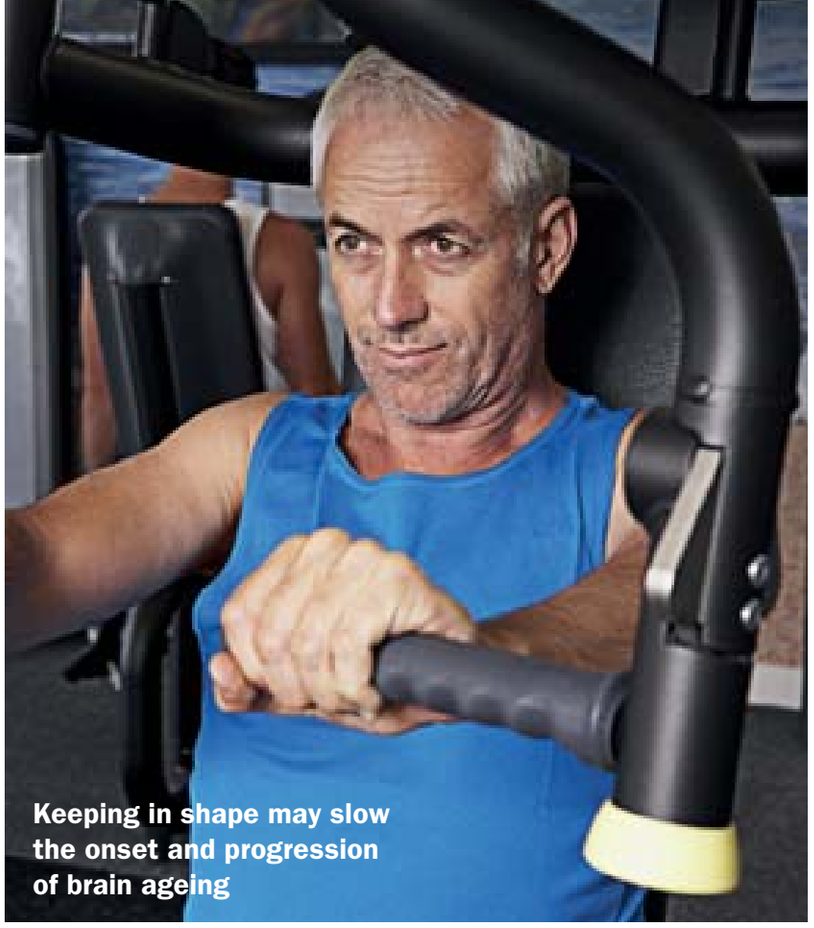
Our brain naturally shrinks with age, but scientists are increasingly recognising that obesity may affect its onset and progression.

A study found that, from middle-age, the brains of obese people display differences in white matter similar to those in lean individuals 10 years senior. White matter connects areas of the brain so information can be communicated between regions.

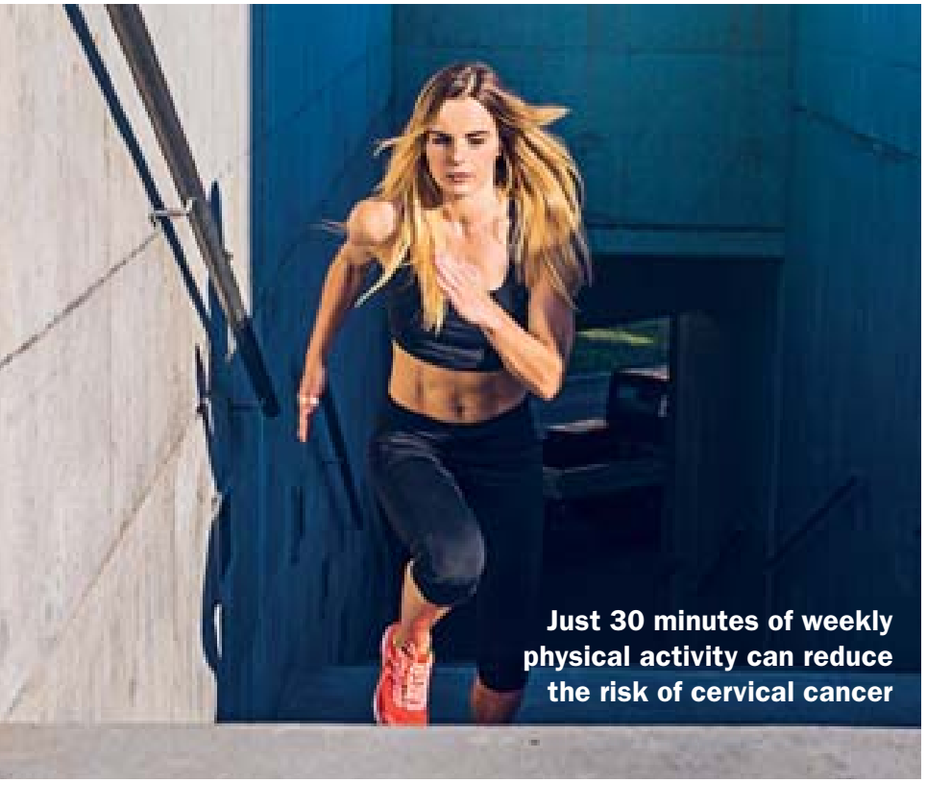
A cohort of 473 adults aged 20-87 were studied to find out whether obesity is associated with brain changes characteristic of ageing. Data were divided into 'lean' and 'overweight' groups; the latter had a comparatively widespread reduction in white matter.

A calculation of how white matter volume related to age across the groups found an overweight person at say 50 had a comparable white matter volume to a lean person aged 60, implying a 10-year difference in brain age. These differences were only observed from middle-age, suggesting this is when our brains are most vulnerable.

Ronan, L et al. Neurobiology of Aging, Vol. 47, November 2016



Keeping in shape may slow the onset and progression of brain ageing



Just 30 minutes of weekly physical activity can reduce the risk of cervical cancer

RISK MANAGEMENT

Just 30 minutes of exercise a week can significantly reduce a woman's risk of developing cervical cancer.

Scientists found that women who don't do any physical activity are 2.5 times more likely to develop cervical cancer than those who do.

A cohort of 128 patients diagnosed with cervical cancer and 512 women suspected of having, but ultimately not diagnosed with, the disease submitted a physical activity questionnaire in which inactivity was defined as fewer than four sessions of physical activity a month.

The reported rates of physical inactivity were 31.1 per cent among those diagnosed with cervical cancer, and 26.1 per cent among those who didn't ultimately have it. The risk differential remained after accounting for potential differences in smoking, alcohol intake, family history of cervical cancer and BMI.

Kirsten Moysich, senior author of the study, said: "In addition to smoking cessation and undergoing regular screening, we've identified another important modifiable risk factor for this disease: exercise."

Sheffield Hallam University are carrying out a pilot study to build on research indicating that regular exercise also leads to better survival rates among men with prostate cancer.

Moysich, KB et al. Journal of Lower Genital Tract Disease, Vol. 20, July 2016

PHOTO: SHUTTERSTOCK.COM

SPORTS & LEISURE FORUM

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Radisson Blu Hotel, London Stansted

The **Sports & Leisure Forum** is a new, ***highly targeted*** industry event – designed specifically for the sports, leisure, spa and wet leisure sectors.

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One step ahead

The fitness industry might be growing, but it needs to do even more to achieve future success. David Minton reports

William Shakespeare famously said: "*We know what we are, but know not what we may be*".

Eloquently spoken personal trainers often recite this quote as their opening line – and I could make the same observation when asked, time and time again: "How big can the fitness industry grow?"

LET'S GET INNOVATIVE

Like all business, timing is everything and this year we've seen more innovation than ever before. This has continued to drive growth in the industry for the fourth consecutive year, as detailed in The Leisure Database Company's (TLDC) *State of the Fitness Industry Report 2016*.

Last year's highlights include the combined penetration rate for the public and private fitness sectors in the UK rising from 13.7 per cent to 14.3 per cent; the total number of fitness sites growing from 6,312 to 6,435; and the number of members jumping from 8.8 million to 9.2 million – the first time the UK industry has surpassed nine million members.

Combined, the strong performance in all these areas contributed to the overall market value climbing from £4.3bn in 2015 to £4.4bn in 2016.

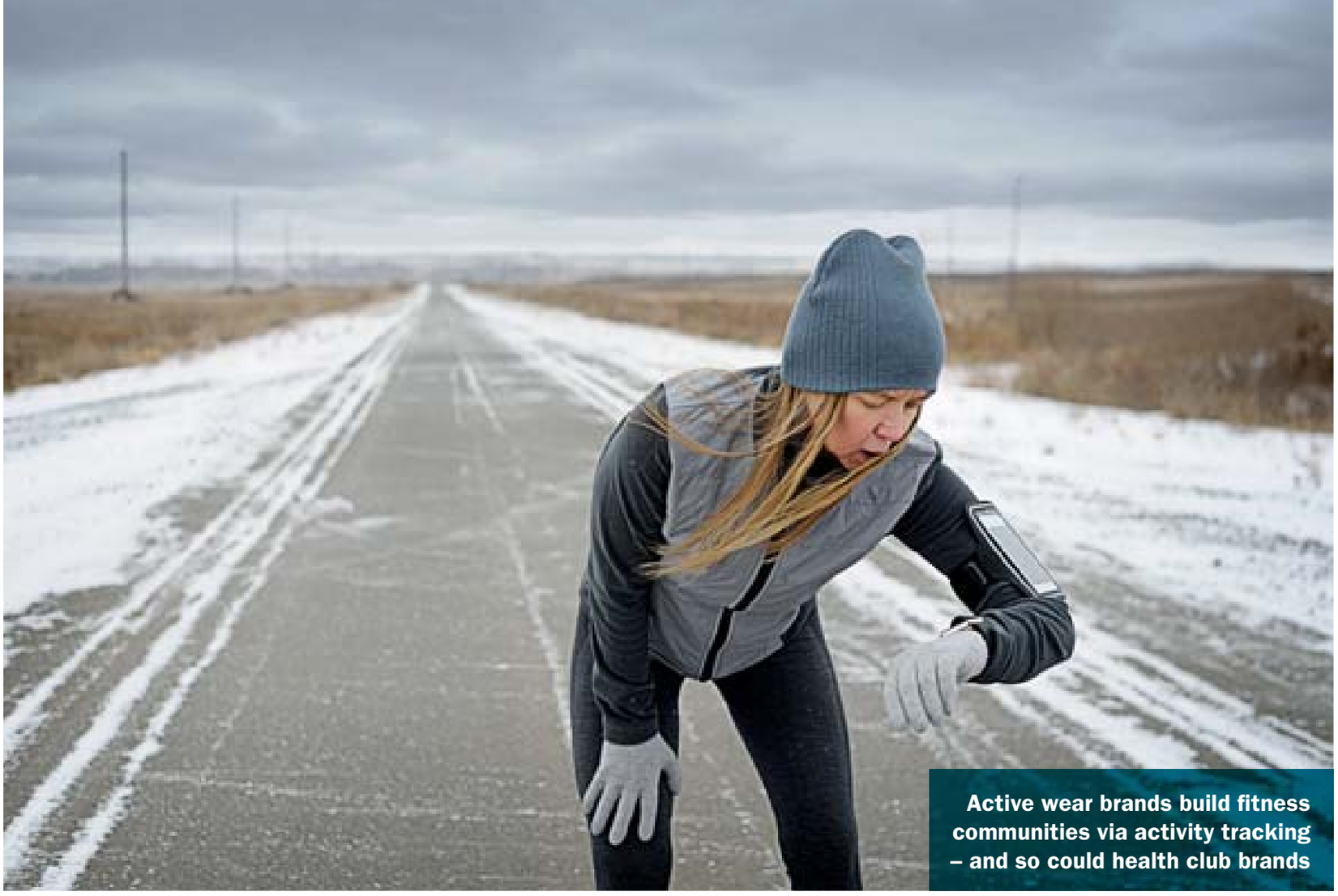
Pure Gym remains the largest operator in terms of site numbers

BUDGET BRANDS BOOM

Although the disruptive business models of the so-called low-cost brands are primarily responsible for driving this growth, it's not having an adverse effect on the overall industry value – many have found that the market's strength allows them to charge above publicity-grabbing 'teens' price tags.

These low-cost brands are now responsible for around one-third of all private fitness memberships. The average monthly membership price in this segment also moved from £18.23 in 2015 to £18.77 in 2016, reflecting the strength in latent demand for fitness across these sites.

Benefiting from scale and innovative new in-house systems enabling hour-to-hour and day-to-day business management, these first movers have allowed this sector to grow to more than 450 sites with around



Active wear brands build fitness communities via activity tracking – and so could health club brands

two million members within a very short time period. And the low-cost sector has continued to grow in the past year: it saw a huge (41 per cent) increase in the number of clubs in the last 12 months, with an average club membership of 4,118.

Looking to the future, immediate data science and enterprise security software are key to further growth in this sector.

KEY PLAYERS

Some major changes have taken place in the six months since the publication of the 2016 report. Although Pure Gym (which has already opened a further 17 clubs) remains at the top of the fitness operator leader board by number of sites (169), there's a new entry at the number two slot.

Following a buying spree, which included mostly Virgin Active clubs, Nuffield Health has jumped from fifth to second place, with 112 clubs. It has gained 35 clubs and more than 120,000 new members.

The Gym Group and DLL claim joint fourth spot, after franchise Anytime Fitness, which lies in third place. Both the Gym Group and DLL have 82 sites and similar membership numbers.

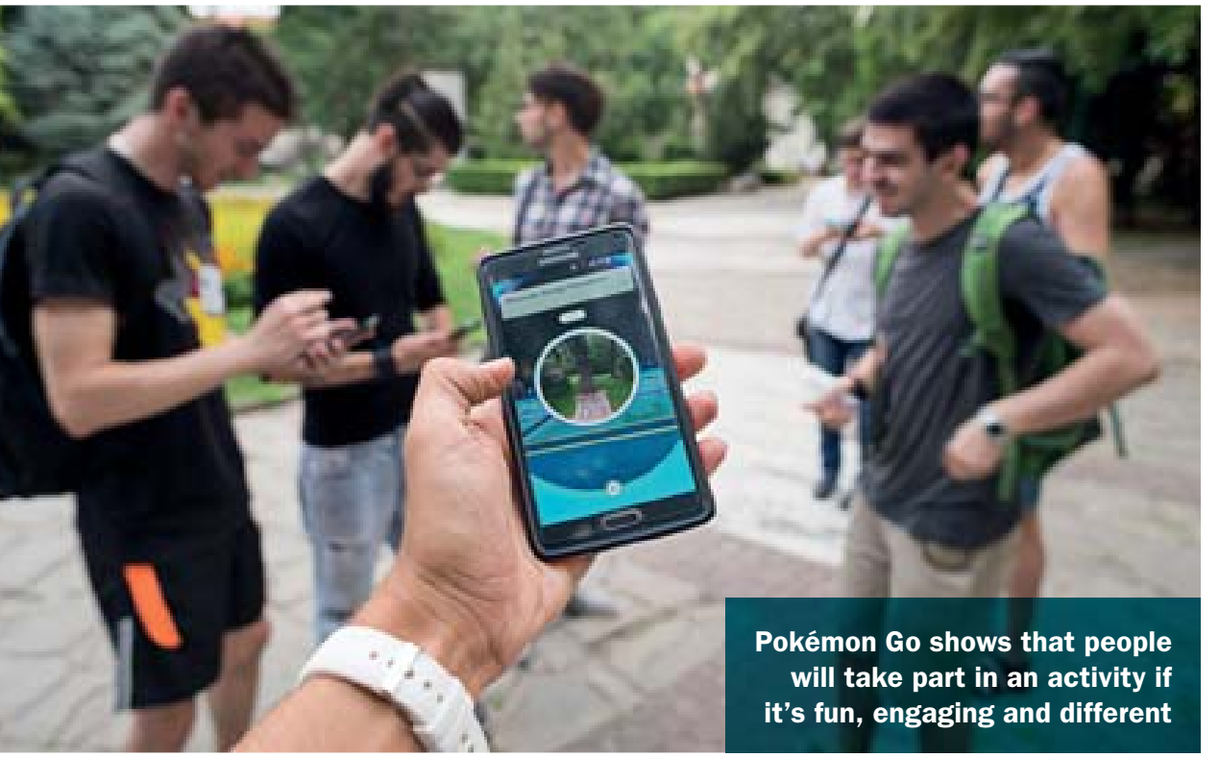
It looks like 2016/17 will be the best year yet for the franchise sector: as of end September 2016, Anytime Fitness had opened 22 new clubs, taking its total to 91; Energie Fitness and its low-cost brand Fit4Less had jumped to seventh place with 76 clubs; and Snap Fitness had added six clubs, taking it to 14 sites.

PUBLIC LEADERS

Moving on to the public sector, 2,735 fitness sites collectively account for more than 3.3 million fitness members and an estimated similar number of 'pay as you go' customers. Forty-one per cent are now managed by a trust.

For the third year running, the top three public operators by number of gyms are GLL, SLM and Places for People Leisure. Freedom Leisure and Fusion are the only operators to move up the top 10 rankings in the last year: Fusion jumped to fourth; Freedom to sixth.

Last year, for only the second time in six years, the number of closures across the public sector surpassed the number of openings: 49 new gyms opened while 65 closed – a net loss of 16 fitness sites. ►



Pokémon Go shows that people will take part in an activity if it's fun, engaging and different

► However, these sites were characterised as smaller gyms (24 per cent smaller than the average), with fewer members (27 per cent fewer than average) and fewer facilities. Without investment, they were never realistically going to compete.

POKEMON GO!

In the past six months, we've also experienced Pokémon Go fever, which overnight eclipsed social media platforms. The game achieved a higher number of daily users and longer time periods spent in the app than anything achieved by WhatsApp, Instagram, Snapchat and Twitter.

Although I'm sure it didn't set out to make more people more active, in just a few weeks it achieved just that. It was fun while it lasted – the latest data shows the craze is waning – but the fitness industry can learn a valuable lesson from Pokémon Go's popularity: people will take part in more activity if it's fun, engaging and different.

ONLINE ABSENCE

In this fast-changing world, social media remains a challenging area for fitness brands in their bid to win followers and build quality engagement.

Among the top 20 private fitness brands, Facebook is the most popular platform, reaching just over one million 'likes'. Twitter is in second place with just over 275,000 followers across the top brands, while the highly engaging Instagram lags behind with only 68,000 followers.

But only half of the top 20 fitness industry brands have a presence – shame on you! To check out who's leading the way, take a look at *The Leisure Database Company's Social Media Fitness Index Report.*

Only half of the top 20 fitness industry brands have a social media presence – shame on you!

ACTIVE TRACKING

It's no coincidence that the top four active wear brands – Nike+ Running, Under Armour Record, Adidas Train & Run and Puma's Pumatrac – are all building fitness communities through activity tracking. Fitness industry brands could grow as quickly if they took advantage of the opportunities and channels available to better connect with their consumers through repeat check-ins for classes, challenges, guest passes and push notifications. One day, my personalised push notification will come! ●

WANT ALL THE STATS?

The annual *State of the Fitness Industry Report* is published by independent analyst for the industry The Leisure Database Company (TLDC), which compiles the report from a comprehensive review and audit involving individual contact with all sites.

For further information, contact TLDC director **David Minton**:
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PHOTO: SHUTTERSTOCK.COM

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Boutique boom

The boutique studio market continues to grow and evolve, as the latest Association of Fitness Studios' report shows. Stephen Tharrett and Mark Williamson tell us more

Over the last few years, boutique fitness studios have emerged as a disruptive force in shaping the delivery of fitness around the globe. In the US alone, there are around 100,000 fitness studios – three times the number of traditional commercial fitness facilities (source: Association of Fitness Studios – AFS).

To further advance the story of how fitness studios are changing the industry's landscape, data generated as part of IHRSA's *2016 Health Club Consumer Report* indicates that, in 2015, consumers spent approximately US$4bn more on fitness studio privileges than they did on membership to traditional commercial fitness facilities.

Further insight is provided by the AFS' *Fitness Studio Financial and Operating Benchmarking Report*, now in its second year. Produced in co-operation with ClubIntel, the report offers a useful snapshot of this growing segment of the market.

A huge 63 per cent of revenue is spent on staffing fitness studios

PT & SGT

While barre studios (such as Pure Barre and Bar Method), cycling studios (including Boom Cycle and SoulCycle) and HIIT studios (such as Orangetheory and 1Rebel) receive a tremendous amount of press, they remain in the minority among studios.

> 71 per cent of studios now offer a membership option of at least one month's duration

Studios are increasingly offering at least two different programming formats. London's Heartcore offers pilates, yoga, TRX and barre

Personal training and small group training studios are the most prominent studio type; just over 40 per cent of studio operators report operating this type of studio.

Diversifying the offer

The percentage of fitness studios focused on delivering a singular, specialist experience is giving way to more multi-disciplined experiences – sites are increasingly offering at least two different programming formats, like cycling and yoga, cycling and HIIT, personal training and barre, or HIIT and yoga.

Approximately 30 per cent of studios in this year's study said they specialise in two or more modalities or offerings.

The boutique sector was founded on the principle of delivering singular, specialist experiences to unique tribes of consumers. This shift towards a broader offering indicates a new focus on multiple tribes.

Return of a subs model

Fitness studios appear to be shifting from a pay-as-you-go (PAYG) model to a subscription model.

When the fitness studio segment first burst onto the scene, one of the novel aspects of the business model was its variety of flexible PAYG packages. The founders of the studio boom focused on providing transparent, simple and convenient options to take part (single drop-in rates, five-class packs, 20-packs etc).

But the 2015 data shows a shift toward a membership model, i.e. payment of a monthly fee for unlimited access to the studio's services. In fact, 71 per cent of studios now offer a membership option of at least one month's duration.

Membership encompasses a range of options, from unlimited group exercise classes to unlimited small group training, or indeed a combination of unlimited small group training with a limited number of personal training sessions.

This directional shift – while affording studios an additional means of generating ►

- value for consumers – could misfire with many fitness consumers by limiting the flexibility associated with the former PAYG approach.

Retention levels

Fitness studios are more effective at retaining clients than their counterparts in the traditional fitness industry. The average attrition level for fitness studios in 2015 was 24 per cent. Within that, personal training/small group training studios reported attrition levels of 20 per cent, compared with group exercise-orientated studios (such as barre, cycling, HIIT and yoga) which had 27 per cent attrition levels.

EBITDA efficiency

The average EBITDA margin for studios in 2015 was 24 per cent, compared with a range of 16–20 per cent for traditional health and fitness clubs (data from IHRSA's *2015 Profiles of Success*).

Studios under 2,000sq ft and those measuring 5,001–10,000sq ft were the most efficient, with EBITDA margins of 37 per cent and 34 per cent respectively.

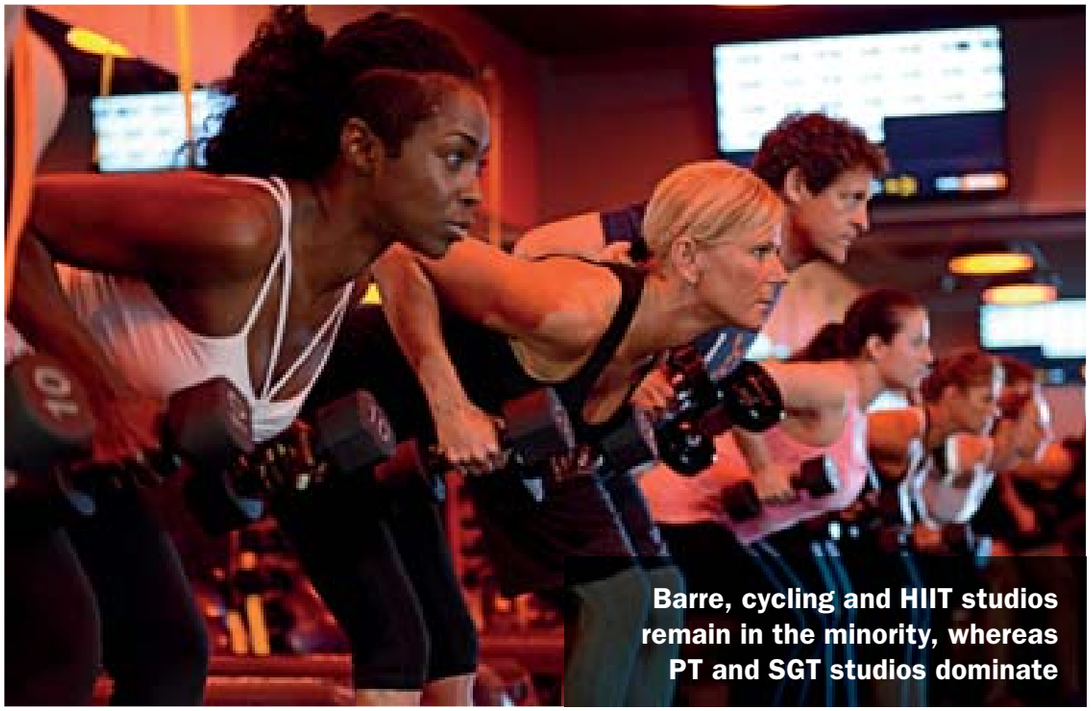
Small is beautiful

A small footprint is associated with greater revenue productivity and earnings efficiency.

Studios measuring less than 2,000sq ft generate revenue of US$104 per square foot and EBITDA of US$38 per square foot.

Studios measuring 2,001–5,000sq ft generate revenue of US$104 per square foot and EBITDA of US$23 per square foot.

The data shows these smaller studios combine excellent revenue productivity with lower staffing costs, lower rental costs, and lower investment and reinvestment costs. These smaller studios have a powerful blend of attributes that all speak for their capacity for greater profitability.



Barre, cycling and HIIT studios remain in the minority, whereas PT and SGT studios dominate

Clear winners

The top quartile significantly outperforms the industry average in terms of revenue per square foot. Fitness studios in the top quartile generated US$189 per square foot compared with the industry average of US$77. Furthermore, the top quartile of fitness studios generated EBITDA of US$38 per square foot compared with the industry average of US$18.

Price of people

Staff and rent represent the two largest costs for the fitness studio industry. The average fitness studio spends 63 per cent of revenue on staffing and 21 per cent of revenues on rent. Interestingly, though, the top quartile of fitness studio operators spend 51 per cent of revenues on staff and 13 per cent on rent – another indication of what drives best-in-class performance.

Keep it up

Fitness studios actively reinvest in their businesses. In 2015, the average fitness studio invested US$9,500 in new equipment and reinvested US$23,000 in the facility: 11 per cent of average studio revenues.

While these numbers represent industry averages, they demonstrate a strong commitment by studios to reinvesting in the capital assets of the business.

> **Fitness studios actively reinvest in their businesses – on average 11 per cent of revenues**

Boutiques are outperforming more established, traditional fitness clubs

PHOTO: SHUTTERSTOCK.COM

Low set-up costs

Fitness studios have a low capital barrier to entry and are asset light. The average fitness studio invested a total of US$166,000 to open its business. This cost represents the total capital investment, including hard costs like tenant improvements and equipment, along with pre-opening expenses.

When viewed by studio type, studios that are group exercise-driven spent around US$208,000 to launch their businesses, while personal training/small group-driven studios spent around US$117,000.

Final thoughts

The fitness studio industry continues to evolve. Metrics related to net client growth, operating efficiency and revenue productivity all point to a growing sector which is outperforming its larger and more established competitors in the traditional fitness arena.

The data shows that studio operators are evolving their business approach to leverage their competitive strengths. We believe that as the industry matures, it will be well positioned to capture a larger share of fitness consumer spend. ●

ABOUT THE AUTHORS

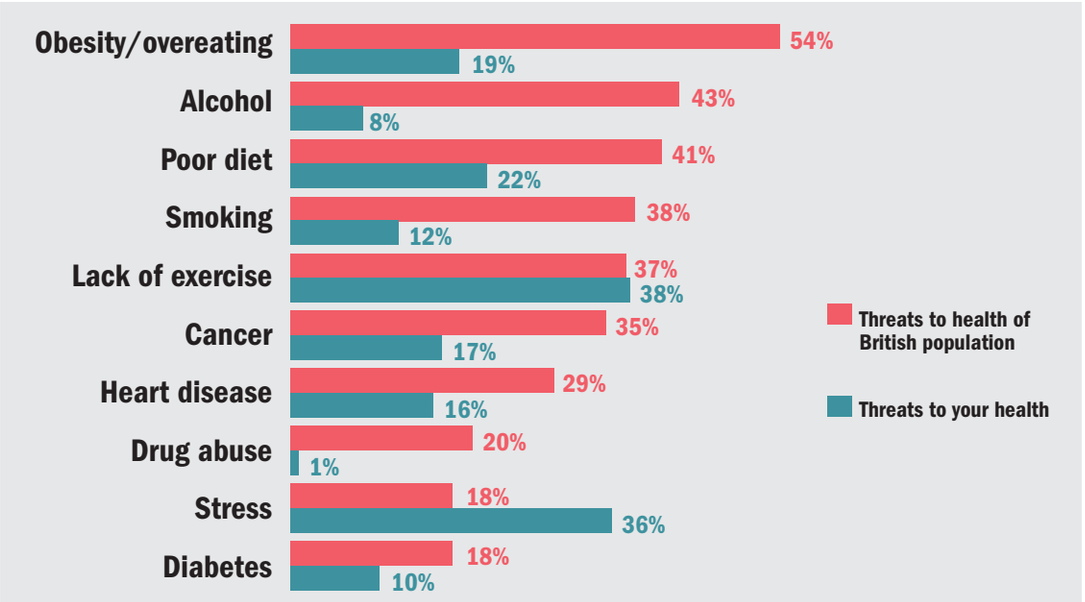
Stephen Tharrett and **Mark Williamson** are co-founders of ClubIntel – a brand insights firm offering branding, consumer insight and strategic consulting solutions for the fitness and private club industry. www.club-intel.com

Public image

How can we better communicate the need to take action and avoid the personal risk of obesity? Ipsos MORI's Louise Park reports

There's a lot of noise about obesity in the UK today – not surprising given health professionals name obesity "the biggest public health crisis facing the UK", with calls for obesity to be treated as a 'national risk' – a significance on a par with terrorism. But obesity not only represents a health crisis; it's also a significant contributor to the funding crisis, with Simon Stevens, chief executive of NHS England, recently revealing that "we now spend more on obesity than on the police and fire service combined".

FIGURE 1 **WHICH OF THE FOLLOWING, IF ANY, ARE THE BIGGEST THREATS TO THE HEALTH OF THE BRITISH POPULATION/YOUR HEALTH? (PROMPTED) TOP 10 MENTIONED ARE SHOWN**



Base: 2010 GB Adults 16-75, 2014

SOURCE: IPSOS MORI

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STEM THE EPIDEMIC

Getting people active is a crucial step in stemming this epidemic. People in the UK are around 20 per cent less active now than they were in the 1960s, and we're predicted to be 35 per cent less active by 2030.

Given these declining levels of physical activity, it's no surprise that one in four UK adults is classified as obese, while almost two in three are considered overweight or obese. The picture is similar on a global level: we've reached a point where more people are obese than underweight.

ARE YOU AWARE?

Obesity is an issue which is not only widely recognised by policy makers, the NHS and the media but also by the British public who, over the past decade, have consistently named obesity as one of the greatest health threats facing the general population (Figure 1).

However, there are two problems with the public's awareness. The first is that they've failed to grasp the scale of the issue. The public believes 44 per cent of the population is overweight or obese, when the reality is far greater at 62 per cent. The second is that they don't believe the issue applies to them. More than half say obesity is one of the greatest threats to the health of the British

Data shows the British public is not yet willing to accept the association between obesity and low levels of physical activity

> There are calls in the UK for obesity to be treated as a 'national risk' – giving it a significance on a par with that afforded to terrorism

population (54 per cent), yet only 19 per cent say it's a threat to their own health.

The Brits are not alone in this regard. Most countries underestimate the proportion of their population that is overweight or obese (most notably in Saudi Arabia; Figure 2). And many countries show higher levels of satisfaction with their weight than perhaps they should (Figure 3).

One could argue that the first issue doesn't matter: in fact, raising awareness of the scale of the issue could be counter-productive, because it could establish being overweight/obese as a social norm. As American psychologist Robert Cialdini has long warned, there are dangers to suggesting that undesirable behaviour (or in this instance, excess weight) is widespread, because it risks normalising that behaviour.

But the second issue does matter – and so far it seems communicators have failed to bring home the personal realities of obesity.

GET THE POINT ACROSS

The British public feel differently about physical activity: a lack of exercise is seen as the greatest threat to their own health. This suggests the British public is not yet willing to accept the association between ►

PHOTO: SHUTTERSTOCK.COM

- obesity and low levels of physical activity. In some ways it's encouraging that the public recognise they might not be undertaking as much physical activity as they should. But the question is: How can we more successfully communicate the need to take action if the personal risk of obesity is to be avoided?

CONSIDER THIS

Our research points to a number of factors for consideration. The first concerns salience. Often the issue of obesity is discussed in terms of statistics, which are used as a means of conveying the scale of the problem. However, as noted earlier, this has limitations; the use of vivid anecdotes and more emotional messaging concerning the health of friends and family resonates better with the public than the presentation of numerical facts.

Clarity of message is also important. The public complain about receiving a high volume of – at times confusing – messages concerning their diet, weight and levels of physical activity. Confounding advice risks disengagement with the issue. However, communicating unambiguous advice is a challenge when even the experts don't agree on issues such as dietary guidelines.

Finally, we need to make sure the messaging around obesity and physical activity reflects how the public think about the issue if we want to maximise the impact of any communication.

The approach taken in the Change4life campaign in England and Wales is to convey positive, motivational messages that don't mention the word 'obesity', but instead focus on making healthy behavioural changes. But there's an alternative to this which makes more explicit reference to body image. We

FIGURE 2 **OUT OF EVERY 100 PEOPLE AGED 20+ YEARS, HOW MANY DO YOU THINK ARE EITHER OVERWEIGHT OR OBESE?**

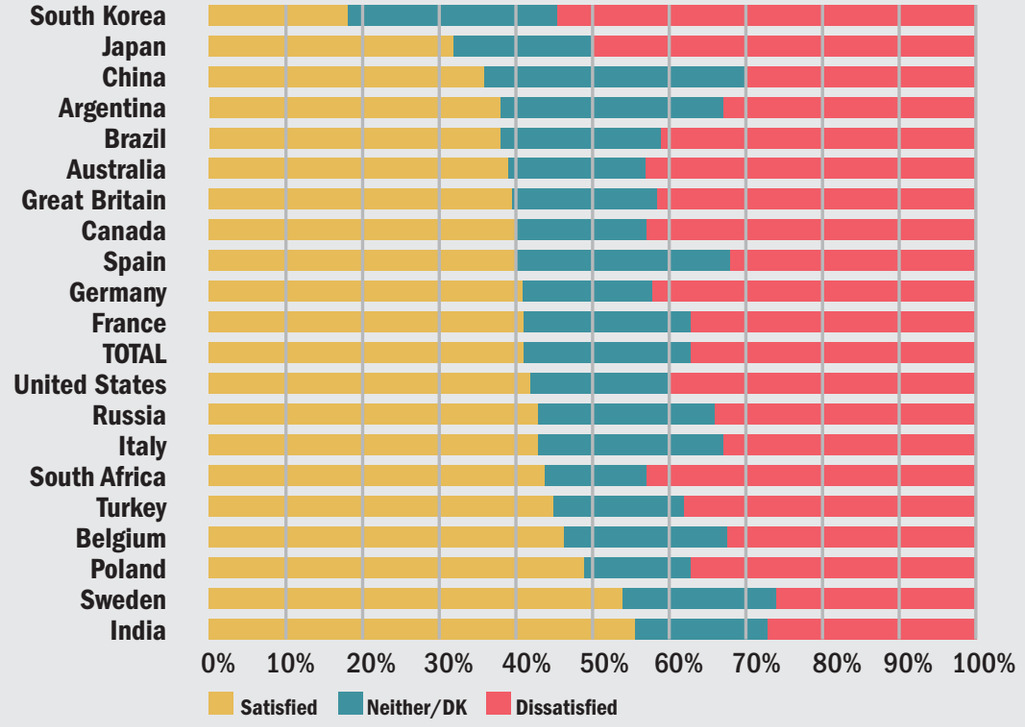
% point difference	too low | too high	Avg guess	Actual
India	+21	41	20
Japan	+9	32	23
China	+6	34	28
South Korea	0	32	32
South Africa	-8	47	55
Netherlands	-9	40	49
Brazil	-9	47	56
Serbia	-11	42	53
Australia	-11	51	62
Hungary	-11	49	60
Argentina	-12	40	52
Canada	-13	43	56
Chile	-13	53	66
Italy	-14	36	50
Ireland	-14	44	58
Peru	-15	41	56
Mexico	-16	53	69
United States	-16	50	66
Belgium	-17	36	53
France	-17	32	49
Germany	-17	40	57
Poland	-17	40	57
Great Britain	-18	44	62
Sweden	-19	33	52
Colombia	-20	35	55
Spain	-20	38	58
Norway	-20	33	53
New Zealand	-21	47	66
Montenegro	-24	35	59
Russia	-26	31	57
Israel	-33	24	57
Turkey	-33	32	65
Saudi Arabia	-43	28	71

© IPSOS PUBLIC AFFAIRS PERILS OF PERCEPTION 1

What should you eat? Communicating unambiguous advice is a challenge when even the experts don't agree on issues such as dietary guidelines

PHOTO: SHUTTERSTOCK.COM

FIGURE 3 **HOW SATISFIED OR DISSATISFIED ARE YOU WITH YOUR WEIGHT?**



www.ipsosglobaltrends.com/health.html
IPSOS MORI GLOBAL TRENDS SURVEY, c.1000 adults per country, 2013, online

© IPSOS PUBLIC AFFAIRS

know from our research that people often register their concerns about weight problems in the context of body image and confidence (rather than worries about distant health problems) – but of course the question then becomes whether this could ever be done sensitively enough to avoid the risk of fat-shaming.

PERSONAL REALITY

How to communicate sensitively on what is an emotive subject just adds to the plethora of other risks facing communicators, like how to avoid creating perceptions of a nanny state, and how to ensure that blame for this epidemic isn't placed squarely at the feet of individuals.

Clearly, raising more informed awareness about obesity is just one lever to be pulled in trying to stem this incredibly complex health issue. However, it certainly seems that better connecting the issue of obesity with the personal realities of individuals' lives must be a considered part of the response to, and prevention of, obesity. ●

ABOUT THE AUTHOR

Louise Park is an associate director at Ipsos MORI's Social Research Institute – a leading UK-based research agency that supports decision-makers through analysis of a range of societally relevant topics, including health. Louise leads on all public health research.
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Rapid response

Opening up avenues for customer feedback is a great opportunity that will pay dividends. Leisure-net's Mike Hill explains why it needn't be a risky business

It can be hard to know what customers really think of the experience we provide in our health clubs and leisure centres, but when you run the customer feedback system for more than 400 sites across the sector, generating over 22,000 comments annually, you start to get a real feel for the overall picture.

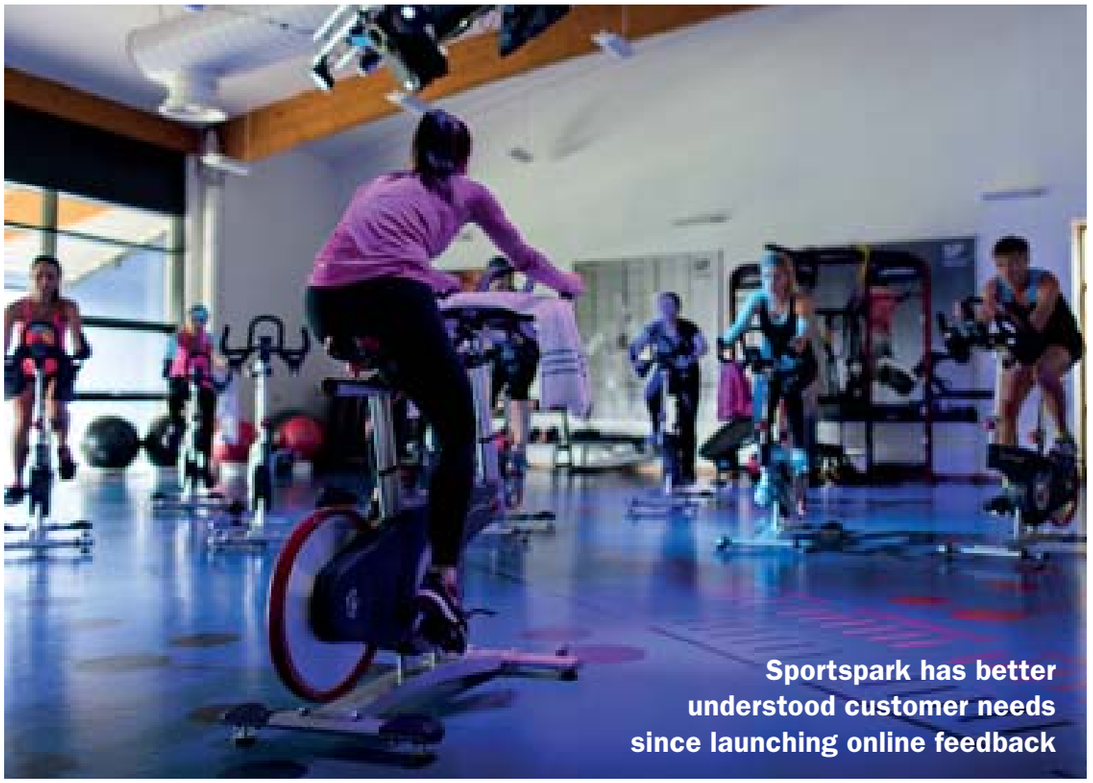
At Leisure-net, we provide the feedback system for more than a dozen of the sector's leading operators, and our annual analysis of customer feedback provides interesting food for thought.

COMMENTS ARE INVALUABLE

Our feedback-focus system enables us to track the number and source of all comments, what they're about, whether they're positive, negative or neutral, and, very importantly, how quickly managers respond and resolve them.

We've found that, when an operator doesn't have a high-profile, user-friendly comments system, only the negative comments from determined customers get through. But when you introduce an automated online system you get more – and more diverse – comments, giving a better overall picture of what the full range of your customers really think.

Phil Steele, director of sport at Sportspark, University of East Anglia,



Sportspark has better understood customer needs since launching online feedback

> When an operator doesn't have a high-profile, user-friendly comments system, only the negative comments from determined customers get through

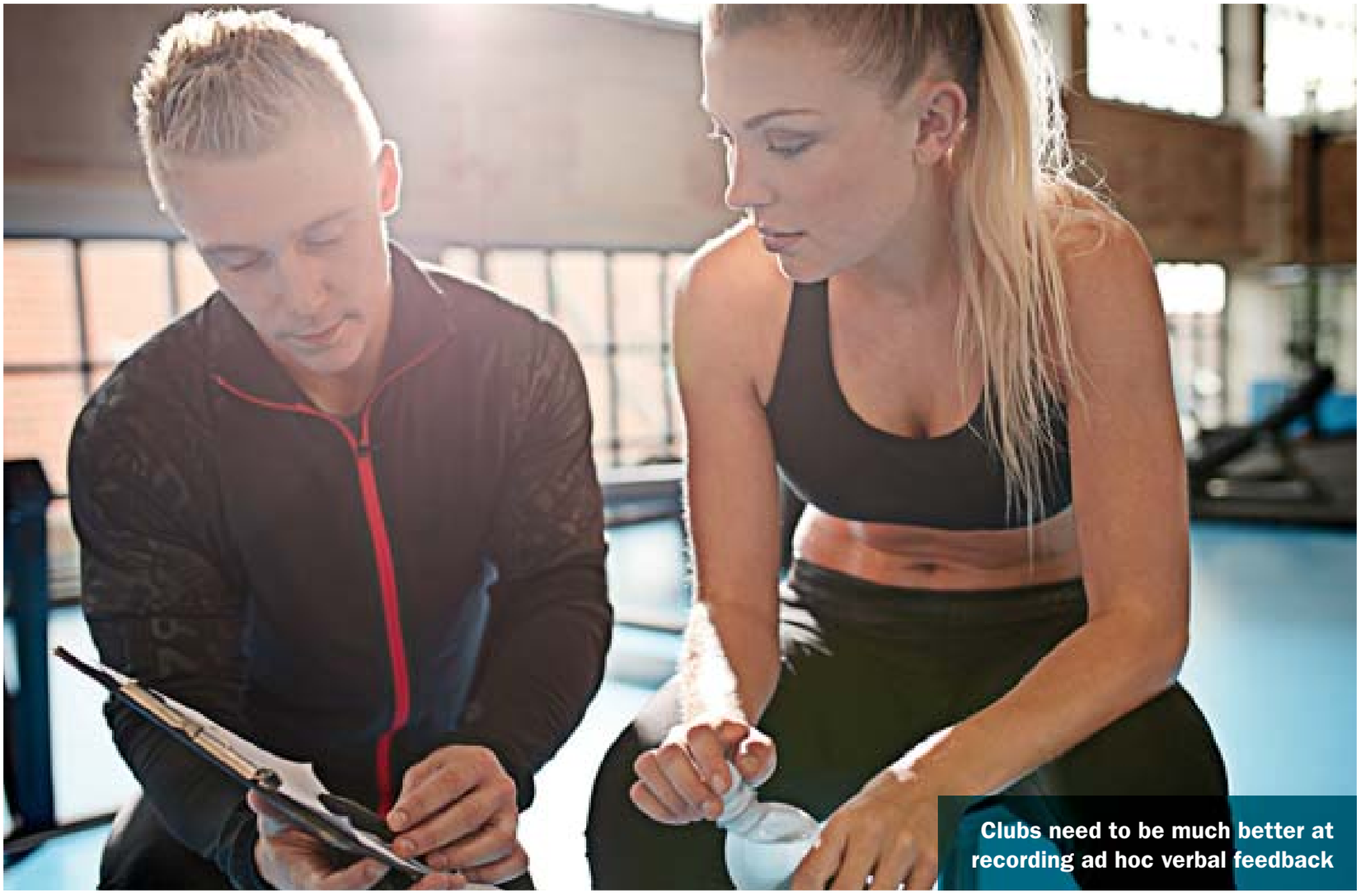


PHOTO: SHUTTERSTOCK.COM

Clubs need to be much better at recording ad hoc verbal feedback

agrees. He says: "Before we introduced a proper feedback system, we just received occasional comments through reception or by email. When we first introduced and publicised our online feedback form two years ago, we began to receive a lot more comments, including negative ones – but we now receive the full spectrum of comments, compliments, complaints and suggestions, which means we understand much better what our customers think."

COUNTING THE COMMENTS

If you actively promote and welcome comments, how many can you typically expect? This is a question we're often asked. Our analysis of more than 22,700 comments over the last 12 months suggests an average response rate of around five to 10 comments per 10,000 visits, and a split of around 45 per cent negative, 26 per cent neutral and 29 per cent positive – a much more positive split than most operators will have experienced over the years.

Overall, the areas of operation generating the most comments are swimming pools, with 38 per cent of all feedback, followed by fitness classes with 26 per cent and gyms at 21 per cent. When broken down into categories within the customer experience, customer service produces far and away the most feedback (40 per cent) followed by programming (23 per cent), cleaning (15 per cent) and pricing (11 per cent).

When drilling down deeper to explore which areas of service generate positive comments and which generate negative feedback, there are some interesting findings. The vast majority of positive comments are people-related, whereas negatives feedback is mostly about what we call 'hygiene factors' or the 'givens' – elements of the customer experience that are expected to be fulfilled as a basic minimum. Hitting the number one spot is cleanliness, particularly in facilities with pools and spas, as well as showers not working/too cold and unavailable lockers/fitness equipment. Negative issues also include basic customer service not being delivered or complaints being ignored. ►

On the other hand, it's when operators deliver well on the performance elements and the 'delighters' – the things that move people further up the satisfaction continuum than the 'givens' could ever do – that you start generating positive comments. As noted earlier, these tend to be people-related – feedback on great customer service, for example, or on great touch-points with managers who have dealt with customer comments/complaints in such a way that a negative experience has been turned into a positive one.

RECORD, RESPOND ...

Industry-wide, feedback is moving away from comment cards – it's now most commonly made on social media and by email directly via the operator's website, especially by younger members.

However, most operators still neglect to record verbal comments very well, yet these are a valuable source of continual 'drip feed' feedback. There are two great ways of recording verbal comments; the use of tablets at reception, making it easy for front of house staff to quickly record feedback; and/or the use of physical comment boards in-club – also a great way of showing customers you're serious about gleaning, and acting on, customer feedback.

So, once recorded, how quickly are operators responding to comments – and how quickly should they be responding?

Customers who comment by email or social media expect a response within 24 hours

PHOTO: SHUTTERSTOCK.COM

Qualitative research carried out by Leisure-net suggests that younger people expect a much quicker response than do older groups – very likely due to their greater familiarity with technology.

These customers, who make comments via email or social media, expect a response within 24 hours, if not sooner. Also important to note is that, if they make a complaint, they expect it to be dealt with faster than if they're making a suggestion or a compliment.

This speed of response has a significant impact on the whole service recovery period. Indeed, research by the NUS Business School showed that speed of response in a service recovery situation is more important to customers than compensation. So a customer complaint that is dealt with quickly and efficiently will reduce compensation costs or refunds.

At Leisure-net clients use an automated online system, making it easier to respond faster and track actions against comments: 46 per cent of comments are responded to within a day, but over a quarter (27 per cent) wait longer than a week for their first-time response – a worrying statistic.

... AND RESOLVE

And in terms of resolving customer comments? First of all we have to define

> **Younger customers are less likely to fill in comment cards or speak to a receptionist – they'll simply put something on social media**

Negative feedback mostly concerns hygiene, particularly in facilities with pools and spas

PHOTO: SHUTTERSTOCK.COM

what we mean by 'resolution'. During our training with clients, most accept that a resolution is not necessarily about giving the customer everything they want.

Sometimes complaints are about long-term (and at times insurmountable) problems, such as the provision of larger car parks or a new swimming pool. In these cases, 'resolution' means reaching a mutual understanding of the issue in question.

Our analysis showed that 78 per cent of customer comments were resolved within 10 days, but 13 per cent took more than 21 days, with several actions required.

The final part of the service recovery process should be a follow up. This process involves a senior manager or a director – someone who wasn't involved in the original complaint or resolution – contacting the customer a week or two following the resolution with the sole aim of checking that the customer is happy with how the complaint was handled.

This strategy puts in place two key things. Firstly, it ensures that the senior staff member dealing with the issue has done their job properly and actually acted on the grievance. Secondly, and more importantly, it drives home to the customer that the organisation really does listen to customer comments and is aware of how important it is to deal with them seriously. ●

ABOUT THE AUTHOR

Mike Hill has more than 25 years' senior management experience in the private and public active leisure sector. In 1999, he set up Leisure-net Solutions to improve the industry's knowledge base and understanding of its customers.

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Did you know…?

Dr Melvyn Hillsdon and **Dr Paul Bedford** share their lessons for boosting member retention, based on their latest studies

10%

of online joiners never visit the club

Ten per cent of those who join online never even enter the club. They then purchase just two months of membership before cancelling. Meanwhile, members who join online and visit the club only once continue to pay for five months before cancelling their membership.

Creating activities that prompt member visits – even just one visit – appears to have a significant return on investment.

2 WEEKS

The gap between joining and first visit strongly predicts future behaviours

Those who take longer than two weeks to make their first visit are less likely to establish a sufficient visit frequency to retain membership or achieve results, and are therefore at a much higher risk of quitting.

Those who join and make their first visit to the club quickly are more likely to establish a visit frequency of at least four visits per month.

SIX MONTHS

Creating a routine boosts retention

Routine is a strong predictor of retention. Members who create a routine – visiting their club at the same time and on the same day each week – stay on average six months longer than those who visit on a more ad hoc basis.

DAYS

Selling repeat visits makes money

When members make a repeat visit within a week (seven days) of their previous visit, their retention improves – and the likelihood of such a repeat visit increases when fitness staff talk to visiting members.

For every 12 fitness staff interactions, one member who would otherwise have cancelled will stay for at least another month – yet at present, around 50 per cent of attending members receive no interaction from fitness staff. If this were reduced to 10 per cent, the average yield from membership dues would increase by approximately 36 per cent.

PHOTO: SHUTTERSTOCK.COM

Friends do make a difference

It's long been believed that members with a workout partner or buddy are more likely to remain as members than those who train alone. Now data has put numbers behind the theory: members who made a friend at the gym in the last three months are 40 per cent less likely to cancel than those who haven't.

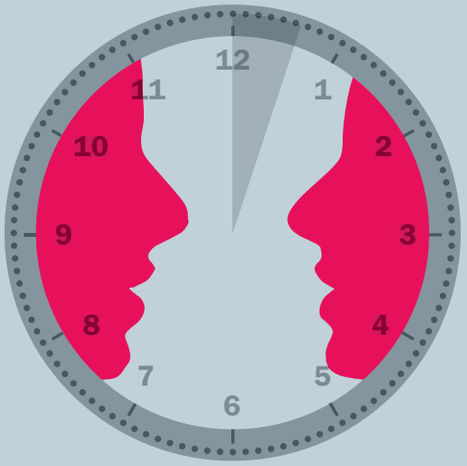
23%

Wearables may not be the magic bullet we were hoping for

About 27 per cent of members report tracking their behaviour with an app – a figure that's higher among younger members, and among male rather than female members.

So what's the impact of using an app or tracking device on membership retention? Overall, app users have very similar retention rates to non-app users. But there's one exception: in male members aged over 25 years, tracking app use is associated with a 23 per cent increase in the monthly risk of cancellation.

3 MINUTES



How fitness coaches speak to members can have a direct impact on subsequent behaviour

The more a conversation encourages members to express their perceptions of the personal benefits of increased gym attendance, the more likely they are to attend more regularly.

Borrowing from the principles of motivational interviewing, we can describe a brief motivational intervention – a three-minute chat will suffice. Ask questions like:

What do you think is good for you about exercise?

What, for you, are the three most important reasons to work out regularly?

On a scale of 0–10, how motivated are you to make another visit to the club within the next week – and why do you think that is?

What might you need to do to make your next visit happen?

Summarise their answers to each question back to them.

There are gender-specific hassles and uplifts that influence retention

When members visit our clubs, they can experience a range of enjoyable uplifts and a range of negative hassles which correlate with retention rates.

Completing a challenging workout is the most highly cited uplift for males and females. For females, the second and third most cited uplifts are reception staff speaking to them and encouragement from fitness staff. For males, it's achieving fitness goals and being spoken to by reception and fitness staff.

The main negative hassle experience reported by both males and females is club staff not speaking to them. For males, queuing for gym equipment is also a common hassle, whereas for females it's dirty changing facilities.

When the various hassles and uplifts are compared, among women, reception staff communication is most strongly related to retention; for men, the key factor is having to queue for equipment.

3 MILLION PEOPLE

Things haven't changed...

Age, visit frequency, interaction, membership contract length and price point all continue to be strong predictors of retention.

This holds true both nationally and internationally, with similar results replicated in 26 countries, on four continents and over three million member records.

ABOUT THE AUTHORS

Dr Paul Bedford is a leading authority on the management of retention, attrition and customer experience, and author of the world's largest retention study – *www.retentionguru.co.uk*

Dr Melvyn Hillsdon is associate professor of exercise and health at the University of Exeter, where he researches physical activity and population health. Since his landmark retention report in 2001 (*Winning the Retention Battle*), he has published numerous reports on the determinants of membership retention.

PHOTOS: SHUTTERSTOCK.COM

HEALTH CLUB MANAGEMENT

HANDBOOK 2017

WHO'S WHO

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Who's who – UK operators

We profile the UK's leading health club operations, from number of locations to Plans for 2017

1Life

LDH House, St Ives Business Park, Parsons Green, St Ives, Cambridgeshire PE27 4AA
Tel +44 (0)1480 401250
Email businessdevelopmentgroup@1Life.co.uk
Web www.1life.co.uk
Twitter /1LifeUK
Facebook /1LifeUK

Company profile
1Life is a forward-thinking lifestyle and leisure management solutions company. Across the UK, 1Life engages with communities and inspires people to enhance their lives through health and wellbeing, sports and physical activity. Our approach is collaborative, innovative, and focused on creating tailored solutions to help local authority clients achieve results at a local level.
Number of sites
46.
Plans for 2017
Investment in existing contracts to continue; new internal infrastructure and system upgrades to be implemented.

MD: Neil King

Professional background
I've spent 22 years in the UK and European public and private sectors. I became managing director at 1Life in 2013, joining from SLM. I was previously a board member of ukactive and SkillsActive. Trustee of Health & Fitness Foundation.
Best piece of advice you've ever been given
If you don't know, ask someone who does.
People might be surprised to know that...
If I hadn't had glandular fever aged 18, I was going to study theology and hopefully become a vicar.

3d Leisure

Peel House, Upper South View, Farnham, Surrey, GU9 7JN
Tel +44 (0)1252 732 220
Email info@3dleisure.com
Web www.3dleisure.com

Company profile
Owned by Mark Bremner, Andrew Deere, Paul Ramsay and Paul Dickinson, 3d Leisure is a facility management company operating in the hotel, corporate, education and private sectors. It offers a complete management solution for owners and operators, but can also provide support in key areas such as marketing and sales. The services provided by 3d Leisure are tailor-made to meet each client's specific objectives.
Number of sites
65 sites across the UK and Ireland.
Plans for 2017
More management contracts and site acquisitions.

Operations director: Paul Ramsay

Professional background
I started as a fitness instructor with 3d Leisure 20 years ago. I worked my way up through duty manager, club manager and operations manager to my current role as operations director. I have a team of five regional managers and together we're responsible for all areas of operations within our clubs.
Best piece of advice you've ever been given
You can't win the raffle if you don't buy a ticket!!
People might be surprised to know that...
I've been an extra on *Heartbeat*...twice!

Active Nation

Unit 1B, Hatton Rock Business Centre, Stratford-upon-Avon Warwickshire, CV37 0NQ
Tel +44 (0)845 658 8360
Email stuart.martin@activenation.org.uk
Web www.activenation.org.uk

Company profile
Active Nation is a registered charity campaigning to persuade the nation to be active. It works in partnership with local authorities, managing facilities and promoting sport and exercise to communities as the principal means of increasing activity participation and reducing the incidence of obesity and other major chronic diseases.
Number of sites
15 venues.
Plans for 2017
To enhance the Active Nation 'core' proposition that attracts people to get more active and to stick with it.

MD: Stuart Martin

Professional background
I started out as a fitness instructor in the early 90s and the story moves on from there. My adventure through the industry has been via the experience of different roles within varied organisations and in the settings of different countries.
Best piece of advice you've ever been given
Change nothing, nothing changes.
People might be surprised to know that...
I was an Orc in *The Fellowship of the Ring*, the first of *The Lord of the Rings* film trilogy in 2001.

Anytime Fitness UK

Unit 7B, Building 6, Croxley Business Park, Hatters Lane, Watford, WD18 8YF
Tel +44 (0)330 3322 361
Web www.anytimefitness.co.uk
Facebook /AnytimeFitnessUK
Twitter /AnytimeFitUK
Instagram /AnytimeFitnessUK/

Company profile
A franchise health club operation originating in the US and rapidly expanding globally, which offers 24/7 access to affordable, conveniently located facilities. Members have universal access to Anytime Fitness clubs worldwide.
Number of sites
100+ sites currently open in the UK and Ireland. In total, 3,000+ sites globally in 29 countries including the US, Canada, Japan, Australia, New Zealand, Mexico, UK, Ireland and other European markets.
Plans for 2017
48 new clubs in planning, a further 70 in negotiation, well on our way to opening 180 clubs by December 2017.

General manager: Brett Edwards

Professional background
An accomplished business leader with 16+ years' experience of managing and developing people and building teams.
A highly motivated executive and board member with a sharp mind and the ability consistently to deliver results as an individual or as part of a team.
Best piece of advice you've ever been given
It's all about your people and trusting them to deliver.
People might be surprised to know that...
I now have a Captain Running Man tattoo, bleeding purple all the way.

The Bannatyne Group

Power House, Haughton Road, Darlington, DL1 1ST
Tel +44 (0)1325 356 677
Email kimcrowther@bannatyne.co.uk
Web www.bannatyne.co.uk

Company profile
Bannatyne's Health Clubs targets a broad demographic and has a holistic approach to exercise and wellbeing. The brand is designed for people with a passion for living a healthy lifestyle, be they beginners or experienced health club users. It offers state-of-the-art equipment, an extensive range of group exercise classes, swimming pools, saunas, steamrooms and spa pools. Owned by chair Duncan Bannatyne, the group also operates spas and hotels.
Number of sites
66 health clubs, 37 spas and four hotels.
Plans for 2017
Continued investment in health clubs, spas and hotels.

Executive chair: Duncan Bannatyne

Professional background
Business career began with an ice cream van bought for £450; expanded by buying more vans and eventually sold the business for £28,000, founding a care home business. After selling Quality Care Homes and kids' nursery chain Just Learning, I branched out into health clubs, bars, hotels and property.
Best piece of advice you've ever been given
If you want to start a business, just borrow, borrow, borrow. Invest the bank's money and get a better return.
People might be surprised to know that...
I paid £8,000 in a charity auction to be in a Guy Ritchie film!

BH Live

Bournemouth International Centre, Exeter Road
Bournemouth, BH2 5BH
Tel +44 (0)1202 055555
Email enquiries@bhlive.org.uk
Web www.bhlive.org.uk

Company profile
Social enterprise BH Live is the south coast's leading operator of leisure and event venues, specialising in delivering engaging visitor experiences in health and wellbeing, sports, entertainment, hospitality, arts and culture, business events and ticketing.

Number of sites
45+ sites comprising venues, leisure centres, cafes and bars, including six sports venues in Portsmouth.

Plans for 2017
Further develop authority, trust and private sector partnerships, grow our active, events, hospitality and ticketing services, and venue investment and expansion.

CEO: Peter Gunn

Professional background
Chair of Sporta with more than 30 years' executive experience, developing and implementing core strategies in local authority, private and trust sectors. Was GM at Guildford Spectrum and MD of Bournemouth International Centre and Bournemouth Pavilion.

Best piece of advice you've ever been given
Surround yourself with positive and supportive people.

People might be surprised to know that...
I am a Viking descendant.

British Military Fitness

Unit 2.08 Power Road Studios, 114 Power Road,
Chiswick, London W4 5PY
Tel +44 (0)20 8996 2220
Email fitness@britmilfit.com
Web www.britishmiltiaryfitness.com
Facebook /BritishMilitaryFitness
Twitter /britmilfit

Company profile
British Military Fitness (BMF) is the UK's undisputed leader in outdoor fitness classes, delivering fitness classes in over 140 parks across the UK. The idea was, and still is, to get people of all fitness abilities outdoors training in parks, with motivation provided by military-trained instructors.

Number of sites
140.

Plans for 2017
Reducing inactivity in the UK by motivating people to try our classes. Our 2017 focus is primarily on inspiring positive changes to the lives of people new to fitness.

CEO/MD: Harry Sowerby

Professional background
The original owner and founder of BMF in 1999, I returned to the company as chair in 2014 after serving as a section commander in Iraq, in Afghanistan since 2003. I'm still a serving member of 7 Rifles with the rank of Sergeant in the Mortar Platoon. BMF now trains up to 20,000 people every week in 140 parks around the UK.

Best piece of advice you've ever been given
You only get out of life what you put in.

People might be surprised to know that...
I'm the owner and founder of British Military Fitness.

Central YMCA

112 Great Russell Street, London, WC1B 3NQ
Tel +44 (0)20 7343 1700
Web www.ymca.co.uk / www.ymcafit.org.uk
www.ymcaawards.co.uk / www.ymcaclub.co.uk
www.ymcatraining.org.uk
Twitter /CentralYMCAUK /ymcafit /YMCAawards
/Centralymcaclub /YMCATraining

Company profile
Central YMCA: the YMCA movement was formed in 1844 and is the leading health, wellbeing and education charity. YMCA Fit offers private and corporate training with a huge range of modules. YMCA Awards specialises in sports and fitness qualifications. YMCA Club hosts more than 9,000 members, developing their wellbeing. YMCA Training offers funded training and apprenticeships.
Number of sites
121 YMCAs in England. It's also the world's biggest youth organisation, with 58 million members globally.
Plans for 2017
Campaigning on health, youth and body image issues.

CEO: Rosi Prescott

Professional background
Both a private and a social entrepreneur with almost 30 years' experience in the business. Prior to my appointment at Central YMCA, I was the founder and owner of clubs in the USA and the UK.
Best piece of advice you've ever been given
You only hit what you aim at.
People might be surprised to know that...
The English artist Beryl Cook was my aunt. Known for her original and instantly recognisable paintings... unfortunately, she didn't pass any of her talent on to me!

Circadian Trust

Bradley Stoke Leisure Centre,
Fiddlers Wood Lane, Bradley Stoke, BS32 9BS
Web www.activecentres.org

Company profile
Circadian Trust operates sport and leisure centres in South Gloucestershire and has continued to improve its facility stock and services. Our mission is 'Inspiring Active Lifestyles'.
Number of sites
Responsible for seven leisure centres and sports facilities (pools, halls, health and fitness, and pitches).
Plans for 2017
This year sees a significant extension to our Longwell Green facility, including an extension to the gym, improvement to the changing area and the construction of studios.

CEO: Mark Crutchley

Professional background
A graduate with 30 years' leisure experience from the ground floor up. Previously worked in local government and for other trusts in roles such as operations and business development director. I've also managed community leisure facilities, events and attractions over the years.
Best piece of advice you've ever been given
Change happens – make it happen, don't let it happen.
People might be surprised to know that...
I played the lead role in *Oliver!* at primary school.

The Club Company

Bath Road, Knowl Hill, Reading, Berks, RG10 9AL
Tel +44 (0)844 561 1790
Web www.theclubcompany.com

Company profile
The Club Company's golf and country clubs combine a traditional golf environment with modern health and fitness facilities. The company's target market comprises individuals and families who value quality facilities and a high level of customer service. The Club Company was formed as a result of a management buy-out of Clubhaus in 2004.
Number of sites
12 golf and country clubs in the UK, including newly acquired Woodbury Park Hotel, Golf and Country Club, situated in 350 acres of beautiful Devon countryside.
Plans for 2017
Investigating suitable acquisition opportunities.

CEO: Thierry Delsol

Professional background
I was an auditor before managing a subsidiary of a Japanese property company in France. I joined The Club Company (Clubhaus at the time) in 1997. Various roles led to my present position of chief executive officer, to which I was promoted in 2005.
Best piece of advice you've ever been given
Surround yourself with the best people.
People might be surprised to know that...
I enjoy training and competing in triathlons.

David Lloyd Leisure

PO Box 439, Hatfield, Hertfordshire, AL10 1EF
Tel +44 (0)845 217 6464
Email freya.dangiola@davidlloyd.co.uk
Web www.davidlloyd.co.uk

Company profile
Synonymous with health, sports and leisure, the David Lloyd Leisure Group encompasses David Lloyd Leisure, Harbour Clubs and the high street concept, David Lloyd Studios. It targets the ABC1 demographic within a 20-minute drive time. Owned by TDR Capital, David Lloyd has some 475,000 members and 6,000 employees, including an expert health and fitness team of over 1,800 and more than 400 tennis professionals.
Number of sites
83 sites in the UK and 11 clubs in continental Europe.
Plans for 2017
To open a new club in the Belgian city of Antwerp.

CEO: Glenn Earlam

Professional background
I previously worked in various roles at Merlin Entertainments for nearly 20 years, most recently as the managing director for Midway Attractions, Merlin's largest division encompassing Madame Tussauds, The Dungeons, The Eye, Sealife and Legoland.
Best piece of advice you've ever been given
People like to develop their own businesses rather than be told how to develop them.
People might be surprised to know that...
I used to be a fighter pilot in the Sri Lankan Air Force.

DW Fitness

Unit 1, Enfield Industrial Estate, Enfield St, Wigan WN5 8DB
Tel +44 (0)1942 219700
Web www.dwfitnessclubs.com
Twitter /dwsportsfitness
Instagram /dwfitnessclubs
Facebook /dwsportsfitness

Company profile
DW Fitness is part of DW Sports and Fitness, comprising both leisure and retail. With our recent acquisition of Fitness First UK, we are now the second biggest gym operator in the country. Offering state-of-the-art equipment, with swimming pool, sauna and steam room facilities, together with a variety of classes, we provide one of the best value propositions in the market.

Number of sites
80 DW Fitness clubs.

Plans for 2017
Integrating the Fitness First team, and some of their great systems and processes, into DW Sports.

MD: Scott Best

Professional background
Scott Best is a long-time member of the DW team and has helped take the company from strength to strength, organically growing the business from some 53 clubs in 2009 to its current 80 clubs.

Best piece of advice you've ever been given
Understand the business from the inside out! Looking out is just as important as working within it.

People might be surprised to know that...
Other than supporting Liverpool Football Club, skiing is my favourite pastime.

easyGym

The Plaza, 120 Oxford Street, London, W1D 1LT
Web www.easygym.co.uk

Company profile
easyGym is a high-value, low-cost model with a brand licence agreement to use the easyGym name from easyGroup, the private investment vehicle of Sir Stelios Haji-Ioannou, founder of easyJet. Membership prices start at £15.99 a month on a rolling monthly contract basis. easyGym is backed by ultra-high, net worth individuals, family offices and private equity.

Number of sites
15 sites in the UK.

Plans for 2017
We are looking to add five gyms in the UK and to double the size of the business to 30 sites by 2019.

CEO: Paul Lorimer-Wing

Professional background
A Deloitte-trained accountant who set up Fore Capital Partners, a venture capital platform from which easyGym was co-founded in 2009. Prior to that I managed a real estate portfolio for a London-based private equity house.

Best piece of advice you've ever been given
Seek the best in everything and everyone.

People might be surprised to know that...
I have broken par for 18 holes of golf, playing both right and left-handed.

Edinburgh Leisure

Vantage Point, 3 Cultins Road, Edinburgh, EH11 4DF
Tel +44 (0)131 458 2100
Email mail@edinburghleisure.co.uk
Web www.edinburghleisure.co.uk
Facebook /EdinburghLeisure

Company profile
Established in 1998, Edinburgh Leisure is an independent, not-for-profit charitable trust with a turnover of £20m. It aims to make a difference to communities by creating opportunities for everyone to get active and stay active.
Number of sites
Over 30 facilities, including a major climbing arena.
Plans for 2017
To continue in our quest for Edinburgh to be a more active and healthy city through the provision of quality facilities and activity programmes. We want more people being active with Edinburgh Leisure whilst improving our financial performance.

CEO: June Peebles

Professional background
A BEd in Human Movement Studies propelled me into the sport and leisure industry, where I've worked ever since. I've had various jobs within this industry, initially working in the private sector, then local authority and latterly in the trust environment. I also did an MBA along the way.
Best piece of advice you've ever been given
The more you put into life, the more you get out.
People might be surprised to know that…
I would have loved to have been a dancer.

The énergie Group

Suite 2.11 Challenge House, Sherwood Drive, Bletchley, Milton Keynes, MK3 6DP
Tel +44 (0)1908 533431
Email info@energiehq.com
Web www.energiefranchise.com
Facebook /theenergiegroup

Company profile
The énergie Group is a fast-growing fitness franchise group based in the UK. The business is now in its 13th year and has a network turnover of almost £30m and more than 100,000 members across the group. The business operates three key health club brands: énergie Fitness Clubs, énergie Fitness for Women and low-cost operation Fit4Less.
Number of sites
93 clubs in the UK, Ireland, Europe and Middle East.
Plans for 2017
The Group is set for 40 scheduled openings throughout the year.

Chair & CEO: Jan Spaticchia

Professional background
An entrepreneur who has been building health and fitness club businesses since the late 1980s. I launched énergie in 2003 and have since, with my team, built the business into the UK's leading fitness franchise company, with a £30m network turnover and more than 100,000 members.
Best piece of advice you've ever been given
Bite off more than you can chew and then chew like hell!
People might be surprised to know that…
I was a teacher in the further education sector.

Everybody Sport and Recreation

Brooklands, Holmes Chapel Community Centre, Station Road, Holmes Chapel, CW4 8AA
Tel +44 (0)1270 685945
Web www.everybody.org.uk

Company profile
Everybody Sport and Recreation is an independent non-profit distributing organisation (NPDO) with charitable status, responsible for delivering leisure services in partnership with Cheshire East Council. Key services include 15 leisure facilities; Everybody Fitness membership scheme and Learn to Swim scheme; and the Everybody Academy, offering training and development.

Number of sites
15

Plans for 2017
A number of facility investments planned, a £5m housing development, and health improvement as a key focus.

CEO: Peter Hartwell

Professional background
Over 30 years' experience in private, public and now the charitable sector. I started work as an accountancy trainee before progressing through financial consultancy to general management, culminating in the creation of Everybody Sport and Recreation in 2014.

Best piece of advice you've ever been given
Find a way of working that shows you care; your people will respond and do their best too.

People might be surprised to know that...
I am a qualified ECB cricket coach.

Feelgood Fitness

5th floor, Market Square House, St James Street, Nottingham, NG1 6FG
Email dave.wright@cfm.net
Web www.feelgoodfitness.net & www.voyagefitness.com.au

Company profile
Feelgood Fitness, Ladies Only Suite and Voyage Fitness are a low to mid-market full service offering across two continents designed to cater for everyone. Many sites offer basic 24-hour access right up to affiliated cross-fit training. Facility sizes range from 3,000-10,000sq ft in size and all offer separate ladies-only suites, and a membership base of roughly 20,000.

Number of sites
11 (four in the UK and seven in Australia).

Plans for 2017
To open two more sites in Australia with the free MYZONE virtual offering.

CEO: Dave Wright

Professional background
A degree in recreation leadership and marketing with 30+ years focusing on principles of the study of people and their behaviours, particularly in motivation and physical activity.

Best piece of advice you've ever been given
Take responsibility for your actions and subsequent results. Never say, 'I should of, could of, would of done anything'. You either did or you didn't!

People might be surprised to know that...
I am an unashamed control freak.

Finesse

4th Floor, Campus West, Welwyn Garden City, Hertfordshire, AL8 6BX
Tel +44 (0)1707 357 102
Web www.finesseleisure.com

Company profile
Finesse is an NPDO established in 2003 to deliver sport and leisure services for Welwyn Hatfield Council. We've established a reputation as a company that consistently delivers quality customer-focused services, continuous improvement and ongoing financial savings.

Number of sites
We manage four fitness/sporting sites, as well as parks and playing fields. We also operate a commercial grounds maintenance subsidiary in the region.

Plans for 2017
Increase turnover within our fitness offering and expand to include wider commercial services.

FD & head of paid service: Natalie Palmer

Professional background
A qualified accountant with over 15 years' experience in the sports and leisure trust sector. Prior to that, I spent eight years in accounting practice with a wide range of engagements including accounts preparation, taxation and auditing. Recently promoted to the head of paid service role, acting as the senior director for Finesse.

Best piece of advice you've ever been given
Nothing changes if nothing changes.

People might be surprised to know that…
I sang in the choir of *Jason and his Technicolor Dream Coat*!

Fitness First

58 Fleets Lane, Poole, Dorset, BH15 3BT
Tel +44 (0)1202 845 000
Web www.fitnessfirst.co.uk

Company profile
Fitness First is part of Dave Whelan Sports Limited (DW Sports). Founded in 1993 in the UK, it operates 47 clubs with 500 staff. Now in its 23rd year, Fitness First is committed to redefining the industry, providing the very best service and fitness experience for its members. It's also a member of the not-for-profit trade body ukactive.

Number of sites
47.

Plans for 2017
Providing the best service and fitness experience on the market whilst supporting and inspiring our members to get the most from their training.

MD (UK): Martin Seibold

Professional background
Due to my love of fitness, tennis, squash and cycling, and my passion for communication and managing people, I studied economy and sports management. Since starting work with Fitness First in Germany in 1998, I've worked in various global roles; currently MD of Fitness First UK.

Best piece of advice you've ever been given
Michael Jordan's famous quote: "You miss 100 per cent of the shots you never take."

People might be surprised to know that…
Despite being 5'9", I was a professional basketball player.

Fitness4Less

Windsor Close, West Cross Centre,
Great West Road, Brentford, TW8 9DZ
Email info@fitness4less.co.uk
Web www.fitness4less.co.uk
Twitter www.twitter.com/Fitness4LessUK
Facebook fitness4lessuk

Company profile
We were one of the first gyms offering the budget gym experience and we still maintain our values, offering a 'no catches - no brainer' membership to our customers. We aim to be accessible to all, fun and friendly, and ensure we provide a great range of free group fitness classes. It's our objective to encourage social interaction and a positive atmosphere at our facilities.
Number of sites
Fitness4Less currently has 15 sites.
Plans for 2017
We are opening four new venues in the UK and exploring expansion overseas.

Director: Emma Edwards

Professional background
The management team has all been in the leisure industry since leaving school or university. We have a good mix of operational, property and marketing skills between us; my personal passion is brand development, marketing, web development and design.
Best piece of advice you've ever been given
My father is a constant and lasting inspiration to me. He believed in business diversification - my current mantra.
People might be surprised to know that...
I love to go running with my dog, he listens to new ideas!

Fusion Lifestyle

Unit 4, Bickels Yard, 151/153 Bermondsey Street,
London, SE1 3HA
Tel +44 (0)20 7740 7500
Email peter.kay@fusion-lifestyle.com
Web www.fusion-lifestyle.com

Company profile
Fusion Lifestyle is an independent registered charity whose primary objective is to provide high quality community health, fitness, sport and active leisure services for social and physical wellbeing. Delivered through leisure centres, gyms and sports facilities in partnership with local authorities and voluntary/public sector organisations.
Number of sites
93 sports, leisure and community centres in the UK.
Plans for 2017
Continue the expansion of our portfolio into additional UK locations and deliver core community leisure services alongside cutting-edge innovation.

CEO: Peter Kay

Professional background
Over 25 years in private, public and not-for-profit sectors. More than 15 years' business management experience at a senior level, plus experience as a commercial projects manager and consultant.
Best piece of advice you've ever been given
Never say 'never' – never dismiss an opportunity out of hand without first taking a good look at it.
People might be surprised to know that...
In my spare time, I like to drive my VW campervan to the beach and crack open a cold one.

Glasgow Life

220 High Street, Glasgow, G4 0QW
Tel +44 (0)141 287 4350
Email info@glasgowlife.org.uk
Web www.glasgowlife.org.uk

Company profile
A cultural trust that operates museums, libraries, cultural venues and leisure facilities across Glasgow. It's the biggest trust in Scotland, with an annual turnover of around £120m.
Number of sites
151 in total, of which 33 are sporting facilities including the Emirates Arena, the largest dedicated sports centre in Europe, Tollcross International Swimming Centre and the newly re-opened Kelvin Hall.
Plans for 2017
Focus on continuing to grow the Glasgow Club as well as increasing our engagement with the disconnected, deconditioned and disengaged.

Head of sport: Billy Garrett

Professional background
I've worked for the council since 1993, initially in the department of performing arts, managing cultural venues. I moved into sports nine years ago, just before it adopted charitable status under the Glasgow Life brand.
Best piece of advice you've ever been given
Never take things too personally.
People might be surprised to know that...
On average, a Glasgow Club Fitness Unlimited member attends any of our facilities around four times a week.

GLL

Middlegate House, The Royal Arsenal, London, SE18 6SX
Tel +44 (0)20 8317 5000
Web www.gll.org / www.better.org.uk

Company profile
Leisure's leading charitable social enterprise, operating facilities and services in partnership with local councils, public, third sector bodies and standalone. At the end of 2016, GLL undertook a full merger with charitable leisure trust Tone, as well as expanding its network of 'Better' gyms with the purchase of FitSpace, combining our offering across leisure, health, library and performing arts.
Number of sites
Over 250 across England and Northern Ireland.
Plans for 2017
Growing our leisure and libraries business across the UK, using our new comprehensive regional network.

MD: Mark Sesnan

Professional background
Over 35 years in public sector leisure and culture management, senior local government officer to managing director of GLL on its creation in 1993. Since then we have reinvested some £100m back into local facilities and communities, such as our GLL Sports Foundation.
Best piece of advice you've ever been given
Surround yourself with good people.
People might be surprised to know that...
I ran my first marathon as part of my 60th birthday bucket list.

The Gym Group

5th Floor, One Croydon, 12-16 Addiscombe Road, Croydon, CR0 0XT6
Tel +44 (0)20 3319 4823
Web www.thegymgroup.com
Facebook thegymgroup
Twitter @thegymgroup

Company profile
The Gym Group is the longest established national operator of 24-hour low-cost gyms, offering highly affordable gym membership. It's the only group operator to be awarded Gold standard accreditation by Investors in People. The Gym Group has just been selected as a UK category winner in the European Business Awards, and selected as one of 10 Ruben d'Honneur recipients for the RSM Entrepreneur of the Year Award.
Number of sites
Around 90 gyms by the end of 2016.
Plans for 2017
To roll out 15–20 gyms in 2017.

CEO: John Treharne

Professional background
Former managing director and founder of Dragons Health Clubs. I founded Dragons in 1991 and floated the business on AIM in 1997 before then selling the business in 2001 to facilitate investor exit. I founded The Gym Group in 2007 and am also a former chair of Squash England.
Best piece of advice you've ever been given
Let the manager manage.
People might be surprised to know that...
I hold a Guinness World Record for playing racquetball.

Gymbox

50-51 High Holborn, London, WC1V 6ER
Tel +44 (0)20 7240 2959
Web www.gymbox.com
Facebook /gymbox

Company profile
Gymbox is a unique gym chain that combines fitness with entertainment. We're not big on rules. We don't believe in pain without pleasure, and we don't take ourselves too seriously, but we do take our workouts seriously. That's why everything we do, from our interiors to the people we hire and the classes we invent, has to inspire and excite, energise and ignite. The gym chain was refinanced in 2016 with significant investment from BGF and HSBC.
Number of sites
Gymbox has eight sites in London.
Plans for 2017
To open three new gyms.

MD: Mark Diaper

Professional background
I've been in the industry since leaving university in 2000, working in both the public and private sectors. I was with LA Fitness for seven years, progressing to regional manager. I joined Gymbox in 2010, starting as sales director before moving into the managing director role in 2014.
Best piece of advice you've ever been given
If you always do what you've always done, you'll always get what you've always got.
People might be surprised to know that...
I played and won at Wembley.

gymophobics (Licence) Ltd

The Franchise Office, 13-15 Greyfriars, Stafford, ST16 2SA
Email admin@gymophobics.co.uk
Web www.gymophobics.co.uk

Company profile
Gymophobics is a ladies' 30-minute gym concept with franchised facilities throughout the UK. Our unique workout – Resisted Tension – integrates isotonic and isometric exercise, making exercise easy and fun for women who are unlikely to use conventional gyms. Our full-time national training academy in Stafford provides 23 training modules to train both franchisees and their staff in programme prescription, sales and marketing.
Number of sites
44 including new franchises opening.
Plans for 2017
Opening 10 new sites.

Founder/Director: Donna Hubbard

Professional background
Starting out as a gym instructor in 1980 I became a personal trainer and set up the Gymophobics franchise in 2003 and won the Fitness Industry Association's highest individual award in 2012 which goes to the person considered to have contributed most to the future of fitness in the UK.
Best piece of advice you've ever been given
Practice what you preach.
People might be surprised to know that...
I work out every morning at 6.30am.

Halo Leisure

Lion Yard, Broad Street, Leominster, Herefordshire, HR6 8BT
Tel +44 (0)845 241 0340
Web www.haloleisure.org.uk
Twitter @haloleisure

Company profile
Halo Leisure is a social enterprise with charitable status managing leisure centres in Herefordshire, Bridgend and Shropshire. A wholly-owned trading subsidiary oversees consultancy work. It's one of only five social enterprises in the West Midlands to be awarded Flagship status.
Number of sites
21 leisure centres.
Plans for 2017
The completion of our investment programme and to explore opportunities for growth in related areas to support our vision of 'creating healthier communities'.

CEO and director of operations: Scott Rolfe

Professional background
A leisure management professional with 25 years' experience working across local authority and charitable and social enterprise sectors.
Best piece of advice you've ever been given
Always try to employ people smarter than you.
People might be surprised to know that...
In addition to managing leisure facilities, Halo is also the sector's leading supplier of asset management software with around 400 facilities in the UK benefiting from our solutions.

Hand Picked Hotels

The Old Library, The Drive, Sevenoaks, TN13 3AB
Tel +44 (0)1732 471 000
Email lbacon@handpicked.co.uk
Web www.handpicked.co.uk
Facebook handpicked hotels
Twitter /hp_hotels

Company profile
The Hand Picked Hotels collection, created by former City lawyer Julia Hands, comprises luxury country house hotels. All of its health clubs provide private membership and facilities for hotel and day spa guests, with gyms and studio classes, pools, hydro spas, experience showers, saunas, steamrooms, treatment and relaxation rooms.

Number of sites
20 hotels across the UK, including 11 health clubs and spas.

Plans for 2017
The site-specific upgrading of existing portfolio gyms, heat experiences and spa areas.

Group health club & spa manager: Lesley Bacon

Professional background
My career started in hotel management overseas. I moved back to the UK and worked for Esporta as a club manager, European director and south-east regional manager. I then joined Holmes Place Health Clubs as a regional manager prior to joining Hand Picked Hotels.

Best piece of advice you've ever been given
Don't be afraid to take a risk.

People might be surprised to know that...
I once cooked for Pavarotti!

High Five Health Promotion

2nd Floor, Titan Court, 3 Bishops Square, Hatfield, AL10 9NW
Tel +44 (0)1707 226 638
Web www.highfive.fit

Company profile
Previously called European Corporate Wellbeing (ECW), the company changed its name to High Five Health Promotion in December 2016. We offer a total package of corporate wellness services, from tailor-made health and fitness programmes to employment re-integration and behavioural change.

Number of sites
15 health centres in the UK and a total of 65 across the UK, Netherlands and Germany.

Plans for 2017
Strengthening our foothold in the UK; achieve growth in Europe, opening 75-100 new sites in five to 10 years.

Co-owner & chair: Paul Kienstra

Professional Background
I was a PE teacher before founding a corporate health company in 1990. In 2000 I acquired High Five Health Promotion and merged them together. I've also owned commercial health clubs.

Best piece of advice you've ever been given
If business is good, look to all those who are working with you – they are responsible for your success. If business is weak, look in the mirror to see what you can do better.

People might be surprised to know that...
I'm a coach for an enthusiastic teenage basketball team.

Hilton Worldwide (LivingWell Health Clubs)

Hilton Worldwide, Maple Court, Reeds Crescent, Watford, Herts, WD24 4QQ
Tel +44 (0)20 7856 8000
Email matt.tailby@hilton.com
Web www.livingwell.com

Company profile
Hilton Worldwide is one of the largest and fastest-growing hospitality companies in the world. The company's portfolio comprises more than 4,700 hotels, resorts and timeshare properties consisting of more than 775,000 rooms in 104 countries and territories.

Number of sites
38 health clubs and four LivingWell Fitness Sites.

Plans for 2017
Openings across Europe under various brands together with the ongoing investment planned on our UK sites throughout the year.

Director of fitness development & operations, Europe: Matt Tailby

Professional background
I have 24 years' experience in the fitness industry in various roles, including fitness instructor, club manager and regional manager.

Best piece of advice you've ever been given
Life's too short. Make the most of every minute and every opportunity.

People might be surprised to know that...
I know I spend most of my spare time at the side of a football pitch watching my six year old!

Impulse Leisure

Head office – Blackshots Leisure Centre, Blackshots Lane, Grays, Essex, RM16 2JU
Tel +44 (0)1375 385363
Email mbaden@impulseleisure.co.uk
Web www.impulseleisure.co.uk
Facebook /impulseleisure
Twitter /impulseleisure

Company profile
Impulse Leisure is a non-profit-distributing organisation providing support services to local leisure charities, investing in facilities and services for the benefit of local communities. Encouraging people to be physically active via the provision of great facilities, maintained to the highest standards, creating active and healthy communities with sports accessibility for all.

Number of sites
We operate nine leisure centres, an 18-hole golf course and entertainment venues in Essex and West Sussex.

Plans for 2017
Opening a new club in early 2017.

CEO: Mike Baden

Professional background
I have over 27 years' experience working in the public sector leisure industry, including the last 16 years as chief executive of TCL (Thurrock Community Leisure) and the Impulse Leisure group of companies.

Best piece of advice you've ever been given
Don't eat the chicken if you still want eggs.

People might be surprised to know that...
I used to be a waiter in a Chinese restaurant. And I still support Everton Football Club.

JD Gyms

Hollinsbrook Way, Bury BL9 8RR
Tel 0151 556 0842
Web www.jdgyms.co.uk
Facebook JD Gyms
Twitter @jdgyms

Company profile
JD Sports PLC's venture in the fitness industry goes from strength to strength. JD Gyms has eight sites, with a further two under construction, raising the bar in the budget gym market, investing an average of £2m per site. JD's 'seriously stylish, seriously affordable' offering provides premium fitness equipment and high quality group exercise with cutting-edge interior design, on a non-contract basis.
Number of sites
Eight open, two under construction.
Plans for 2017
To grow the JD Gyms footprint, aiming to create 20 new gyms by 2018, plus expansion through acquisition.

MD: Alun Peacock

Professional Background
My career in the industry has spanned 14 years with JJB Health Clubs/DW Sports Fitness, progressing from general manager in 1998 to national operations director, opening more than 60 clubs in the process. I founded my own gym chain, in a private collaboration, before being head-hunted by JD Sports in 2013 to form JD Gyms.
Best piece of advice you've ever been given
Dream big.
People might be surprised to know that...
I am a former world record holder.

Jubilee Hall Trust

30 The Piazza, Covent Garden, London, WC2E 8BE
Tel +44 (0)20 7395 4094
Email philrumbelow@jubileehalltrust.org
Web www.jubileehalltrust.org

Company profile
Jubilee Hall Trust is a charity founded in 1978 to build healthier communities by promoting the fitness and wellbeing of the individuals within them. We have remained true to our original aim and have expanded our outreach programmes to activate the most disadvantaged groups.
Number of sites
Four.
Plans for 2017
To re-establish the Jubilee Hall gym in Covent Garden as the best place to train in central London and to get even more people, more active, more often.

CEO: Phil Rumbelow

Professional background
I have almost 30 years' experience in the leisure industry, including 22 years in the not-for-profit sector. I am a Fellow of both the Institute of Directors and of CIMSPA; Chair of the UK Active Membership Council; Vice-Chair of Sporta and a Trustee of the Luol Deng Foundation, which aims to increase participation in basketball.
Best piece of advice you've ever been given
It's not size that's important.
People might be surprised to know that...
I owned a bar in Corfu in the 1980s.

Kew Green Group

Second Floor, Dome Building, The Quadrant
Richmond, Surrey, TW9 1DT
Tel +44 (0)208 334 4830
Email justin.andrews@kewgreen.co.uk
Web www.kewgreen.co.uk
www.spirithealthclubs.co.uk
www.healthcentral-leisure.co.uk

Company profile
Kew Green owns and manages full service hotels and is Europe's largest franchise of IHG-branded hotels. Our portfolio includes management of five-star hotels including The Grand, Brighton, and Richmond Hill Hotel. Within the UK, we have 21 health clubs with independent membership, all of which include both wet and dry-side facilities.
Number of sites
21 health clubs and 12 hotel gyms.
Plans for 2017
Expand our portfolio of hotels through management contracts and acquisition in both the UK and Europe.

Director of Leisure: Justin Andrews

Professional background
I gained a masters degree in Exercise and Sport Psychology before working as a fitness director in Auckland, New Zealand. Back in UK, I held regional/senior management posts in the health club industry, joining Kew Green in 2014 to oversee the strategic direction of its health clubs.
Best piece of advice you've ever been given
Life is too short to be anything other than happy.
People might be surprised to know that...
I owned a surf brand company specialising in hand-crafted retro longboards.

Life Leisure

4th floor, Landmark House, Station Road,
Cheadle Hulme, Cheshire, SK8 7BS
Tel +44 (0)161 482 0900
Web www.lifeleisure.net

Company profile
Life Leisure is a not-for-profit social enterprise and registered charity formerly known as Stockport Sports Trust. We seek to provide a best-value service in all areas of the borough, operating a mix of sports and leisure facilities. We express our vision as follows: 'We live for fitness. We live for sport. We live for improving the lives of the people around us.'
Number of sites
12, all within Stockport.
Plans for 2017
Opening a trampoline facility in Stockport and four to eight new facilities outside of Stockport.

MD: Malcolm McPhail

Professional background
UK Active Board Member 2012-2015 and current Fellow of CIMSPA. I was the Next Generations Clubs first General Manager at the Edinburgh flagship club. The company went on to build 18 clubs in the UK and Australia and then merged with David Lloyd Leisure, great years.
Best piece of advice you've ever been given
Don't read leadership books: 'Be a first-rate version of yourself, not a second-rate version of someone else'.
People might be surprised to know that...
I'm a North of England 100m Masters Champion.

Lifestyle Fitness

Competition Line (UK) Ltd, Unit 6, Sky Business Park, Eversley Way, Thorpe, Surrey, TW20 8RF
Tel +44 (0)1784 471 466
Web www.lifestylefitness.co.uk
Facebook /lifestylefitness.co.uk

Company profile
Owned by the Swedish Gripenstedt family and with over 34 years in the UK fitness business, CLUK own and operate under the Lifestyle Fitness brand. The company is the leading provider of fitness facilities to the public sector, a leisure management operator for colleges and schools and is the owner of 22 quality low-cost fitness clubs.
Number of sites
53 across the UK.
Plans for 2017
To further develop our sales and operations team and to continue to invest in our current facilities.

MD/CEO: Gordon Hall

Professional background
I started my professional career experience while still at school, as a lifeguard in the public sector. Prior to joining CLUK (Competition Line UK) in 1998, I took the local authority successfully through two rounds of compulsory competitive tendering.
Best piece of advice you've ever been given
What you do, do well and never give up.
People might be surprised to know that...
I passed my motorcycle test in November 2015 and have since ridden almost 6,000 miles.

Link4Life

Floor 3, Number One Riverside, Smith Street Rochdale, OL16 1XU
Tel +44 (0)1706 926 232
Web www.link4life.org
Facebook /yourLink4Life

Company profile
Rochdale Boroughwide Cultural Trust trades under the name Link4Life, providing services on behalf of Rochdale Borough Council. It's a registered charity and leads and manages culture, leisure and sport in the borough of Rochdale.
Number of sites
12 sites in Rochdale borough.
Plans for 2017
Re-modelling of our fitness product together with reviewing our image and identity, and continuing to work on our three-year rolling corporate plan, maintaining its focus areas.

CEO: Gillian Bishop

Professional background
Experience of leading and managing a range of organisations. Over the last 10 years, working at corporate/executive director level within the local authority sector. Greatest achievement in current role is to have increased turnover and staff satisfaction, maintained customer usage numbers whilst reducing our management fee.
Best piece of advice you've ever been given
The most valued things are those you work hard for.
People might be surprised to know that...
I have a background in competitive swimming.

Matt Roberts Ltd

16 Berkeley Street, London, W1J 8DZ
Tel +44 (0)20 7491 9989
Web www.mattroberts.co.uk
Twitter /mattrobertspt

Company profile
Matt Roberts Personal Training caters for more than 1,200 private clients in London, who are managed by a team of more than 1000 trainers. The company also produces a range of home gym equipment that's sold across the UK, and Matt has written 14 best-selling books.

Number of sites
Three purpose-built PT centres in central London.

Plans for 2017
To see the launch of small group training MX clubs alongside the growing personal training. We will also be working with leading hotels developing gym spaces and operations.

CEO: Matt Roberts

Professional background
Started the company 20 years ago and remained a pioneer in the industry since that time. Having worked with a large number of companies, media and with the public sector, I've experienced and solved problems in a wide range of arenas.

Best piece of advice you've ever been given
If you can't explain your concept in 20 seconds, it'll never get traction.

People might be surprised to know that...
I train clients on a daily basis – it's in the blood!

Mosaic Spa & Health Clubs

Fitness Express, Park Farm, Hethersett, Norwich, NR9 3DL
Tel +44 (0)1603 812 727
Web www.mosaicgroup.co.uk &
www.imaginespa.co.uk &
www.fitnessexpress.co.uk

Company profile
Mosaic owns The Shrewsbury Club and Holmer Park Health Club & Spa in Hereford. We also have a contract management division that operates health clubs and day spas for hotels under our Imagine and Fitness Express brands, or the hotel's own brand. We offer a licence service for BOOST CRM software and digital services.

Number of sites
25.

Plans for 2017
Adding to our sites with more contract management wins, re-develop and upgrade our BOOST CRM system. Evolve further our staff development programmes.

MD: Dave Courteen

Professional background
Set up Mosaic on leaving university and have been involved in the industry my whole working life. As former chair of the FIA and a board member, I've been actively involved in the development of the industry's Code of Practice and REPS.

Best piece of advice you've ever been given
Treat everyone in the way you would hope to be treated yourself.

People might be surprised to know that...
I published a book called *The Last Chocolate Brownie*.

Movers & Shapers

148 West End Lane, London, NW6 1SD
Email info@moversandshapers.co.uk
Web www.moversandshapers.co.uk
Twitter /MoversShapers

Company profile
The privately owned Movers & Shapers brings group personal training to the high street. Its equipment-based group training takes place in six boutique studios, making it London's largest boutique operator. Offering a personalised service, Movers & Shapers attracts an audience primarily in the 30 to 50-year-old age bracket with a compelling value and service proposition.
Number of sites
Five.
Plans for 2017
Targeting two new openings.

CEO: Ben Margolis

Professional background
Qualified as a Chartered Accountant then moved to multi-site leisure and hotel operations with Whitbread & Marriott Inc. Board member at leisure technology and fitness wearables plc prior to starting Movers & Shapers.
Best piece of advice you've ever been given
Listen, listen, listen. You can always find the answers to issues and generate the best ideas if you tune in to your customers and encourage participation from staff.
People might be surprised to know that...
I never quite made it as a professional footballer.

Mytime Active

4th Floor, Linden House, 153-155 Masons Hill, Bromley BR2 9HY
Tel +44 (0)20 8323 1777
Web www.mytimeactive.co.uk

Company profile
At Mytime Active we want everyone to lead healthier and more active lives. Our award-winning programmes and services are tailored to local need and delivered by local people, helping customers make great lifestyle choices. Whether it's getting fit, making friends, learning to swim or having a game of FootGolf, at Mytime Active everyone is welcome and there's something for everyone.
Number of sites
22 leisure centres and golf courses.
Plans for 2017
To consolidate our overall offering on active and healthy lifestyles, and to continue to invest for growth.

CEO: Marg Mayne

Professional Background
With 20 years' experience at board level, I've spent my working life bringing business and commercial disciplines to organisations that have a broader social purpose. My career has spanned housing associations, charities, cultural organisations and international NGOs.
Best piece of advice you've ever been given
There's no such thing as luck – good things happen when opportunity meets preparedness.
People might be surprised to know that...
My parents met over a gooseberry bush – honestly!

Nuffield Health Wellbeing

Nuffield Health, Epsom Gateway Building,
Ashley Avenue, Epsom, Surrey, KT18 5AL
Tel +44 (0)20 8329 6200
Web www.nuffieldhealth.com

Company profile
Nuffield Health is a leading not-for-profit UK healthcare organisation, delivering connected health and wellbeing services via thousands of health experts. As well as providing gyms and hospitals, Nuffield Health also offers health assessments, nutritional therapy, emotional wellbeing, occupational health, physiotherapy and employee wellbeing, working with 60% of the FTSE 100.
Number of sites
31 hospitals, 111 Fitness and Wellbeing Gyms, 212 corporate facilities and five stand-alone medical centres.
Plans for 2017
Rolling out a new emotional wellbeing service.

CEO: Steve Gray

Professional background
I took over the role of CEO on 1 December 2015. I have over 25 years' experience working primarily within the healthcare sector, holding a number of leadership, commercial and operational positions; most recently in consumer-facing healthcare, with Celesio (Lloyds Pharmacy) and then AS Watson (Superdrug).
Best piece of advice you've ever been given
Most things can be resolved over a chat and a cup of tea.
People might be surprised to know that…
I once played professional football in Spain.

Oxygen Freejumping

Profile West, 950 Great West Road, Brentford, TW8 9ES
Tel + 44(0)20 3846 1386
Email info@oxygenfreejumping.co.uk
Web www.oxygenfreejumping.co.uk
Twitter /oxygenfreejump

Company profile
Oxygen Freejumping is the UK's leading chain of trampoline parks. Launched in January 2015, the company has gone from strength to strength, integrating the fun of a trampoline park with a progressive approach delivering formal gymnastics, fitness programmes, assault courses and more. The first park, launched in Acton in July 2015, has seen over 3,900,000 jumpers in its first year.
Number of sites
Six
Plans for 2017
Continued growth with 10+ locations; and a partnership with Bear Grylls creating indoor obstacle courses.

CEO: David Stalker

Professional background
I've spent my entire professional career within the leisure sector, starting as a personal trainer, going on to become a board director of several industry-leading brands including Relaxation, Harpers and Bladerunner.
Best piece of advice you've ever been given
Surround yourself with great people; delegate authority; get out of the way.
People might be surprised to know that…
Born and raised in Kenya, my true passion is conservation; Chair of Marwell Zoo: we must make a difference today!

Parkwood Leisure

Attwood House, Perdiswell Park, John Comyn Drive, Worcester, WR3 7NS
Tel +44 (0)1905 388500
Web www.leisurecentre.com
www.parkwoodleisure.co.uk

Company profile
Parkwood Leisure is the leading private leisure management company working with local authority partners across England and Wales. Established over 20 years ago, Parkwood offers extensive operational and programming management for wet and dry facilities, theatres and outdoor activity centres.
Number of sites
89 centres including three theatres and five outdoor activity centres.
Plans for 2017
To deliver a new pool, refurbishment at Brackley Leisure Centre and to secure new partnerships.

Acting MD: Giles Rawlinson

Professional background
Part of the Parkwood Leisure senior management team for 13 years; acting MD since July 2015. I've forged a successful finance team, developing in line with rapid company growth and take an active involvement in business development, risk and process improvement.
Best piece of advice you've ever been given
Don't apportion blame when things go wrong, make sure lessons are learned and move on.
People might be surprised to know that...
My first business hero was Sir John Harvey Jones.

Places for People Leisure

Waters Edge, Riverside Way, Watchmoor Park, Camberley, Surrey, GU15 3YL
Tel +44 (0)1276 418 200
Email businessdevelopment@pfpleisure.org
Web www.placesforpeopleleisure.org

Company profile
Places for People Leisure (PfPL) is a social enterprise owned by the Places for People Group, an award-winning property management company that creates aspirational homes and inspirational places. PfPL specialises in development and management of local authority leisure facilities and was the first leisure operator to achieve Quest Stretch 'Outstanding' for Sports Development.
Number of sites
More than 100.
Plans for 2017
Technological advancements to enhance our customer experience: new website and app.

CEO: Sandra Dodd

Professional background
I'm a chartered management accountant who has worked in the business for 21 years, leading a management buy-out in 2003, raising finance for PFI projects and playing a significant role in selling the business to Places for People Group in 2012. I'm currently a Treasurer of the ukactive board.
Best piece of advice you've ever been given
It's nice to be important, but it's important to be nice.
People might be surprised to know that...
I'm a keen scuba diver.

Pure Gym

Town Centre House, The Merrion Centre, Leeds, LS2 8LY
Tel +44 (0)113 831 3333
Email info@puregym.com
Web www.puregym.com
Facebook www.facebook.com/puregym

Company profile
Pure Gym is the largest gym operator in the UK by members and sites, providing affordable, flexible, high quality fitness facilities to its members. Members can buy the access they want: 1, 3, 7 and 30-day passes paid by credit card or rolling monthly direct debit, no contract or tie-in. Pure Gym is owned by its management team and funds associated with CCMP Capital Advisors.
Number of sites
170 Pure Gym trading sites.
Plans for 2017
To expand organically, focus on new products and services, and further invest in new technology.

CEO/MD: Humphrey Cobbold

Professional background
Previously CEO of online cycle and triathlon goods retailer Wiggle. Grew Wiggle's international business in Europe, plus Japan, Australia, USA and China. Extensive business experience via management consultancy with Mckinsey & Company, private equity with Candover, director of strategic development, Trinity Mirror.
Best piece of advice you've ever been given
Try new things - regret is more painful than failure.
People might be surprised to know that...
I completed my first full Ironman before my 50th birthday.

QHotels

Wellington House, Cliffe Park, Bruntcliffe Road, Morley, Leeds, LS27 0RY
Tel +44 (0)113 289 8989
Web www.qhotels.co.uk
www.leisureandspaatqhotels.co.uk
Facebook /QHotels
Twitter /QHotels

Company profile
QHotels has 26 four-star hotels located in the UK. Our leisure clubs offer a range of facilities for hotel guests and leisure club members. We offer spa treatment rooms, state-of-the-art gyms, swimming pools, exercise studios and wet spa areas; all our spas are ESPA spas. 2016 has seen further investment and development in QHotels existing leisure clubs and spas. We now have over 20,000 members across all our sites.
Number of sites
24 leisure clubs and 24 spas.
Plans for 2017
Development and investment in the existing portfolio.

Director of leisure and spa: Dave Heap

Professional background
Started in the fitness industry 20 years ago as a leisure attendant for Jarvis Hotels. I worked up to club management for Swallow Hotels, Moathouse Hotels, Paramount Hotels, Fitness Express and Barceló Hotels. I joined QHotels in 2009.
Best piece of advice you've ever been given
Expect the unexpected.
People might be surprised to know that...
QHotels has now partnered with the NSPCC and in 2016 I undertook a number of challenges on their behalf.

Redefine BDL Hotels (RBH)

Redefine BDL Hotels UK Limited,
The Mille, 1000 Great West Road, Brentford, TW8 9DW
Web www.redefinebdl.com

Company profile
RBH, the UK's leading hotel management company with a diverse collection of over 45 branded and private label hotel properties across the UK. Working in partnership with six of the most prestigious international hotel brands, including IHG, Hilton, Starwood, Accor, Marriott Best Western and Wyndham, RBH is a driving force in the hospitality industry in the UK. RBH also operates a portfolio of hotel-based health clubs.
Number of sites
Eight health clubs.
Plans for 2017
Hotel management acquisition across UK and Europe.

Divisional director: Stephen Harron

Professional background
Hotel management graduate with a career starting as a bar tender, progressing to current role of divisional director with RBH. Previously worked for De Vere Hotel, QMH and IHG. I currently take lead responsibility for the health clubs we operate as part of our hotel portfolio across the UK.
Best piece of advice you've ever been given
Never feel the need to fill an awkward silence..
People might be surprised to know that...
I'm a bee-keeper.

Roko Health Clubs

Roko Health Clubs, Wilford Lane, West Bridgford,
Nottingham, NG2 7RN
Web www.roko.co.uk

Company profile
Roko Health Clubs is part of The Sports & Leisure Group. It's a premium health club and spa business, averaging 35,000sq ft at each site, providing premium facilities and services at affordable prices. We specialise in member engagement through our 'get fit, stay fit' promise and a keen focus on the member journey which is helping to deliver exceptional retention levels.
Number of sites
Five Roko Health Clubs.
Plans for 2017
Always looking at new site development and continued investment into our assets - our people and our clubs.

MD: Neil Stanton

Professional background
Graduated in business studies and have spent the last 20 years in the hospitality and fitness industry in varied sales, marketing and operational roles at Marston Hotels, Esporta and for the past 11 years at Roko, growing the business from one to five sites.
Best piece of advice you've ever been given
Perspective always depends on where you're standing.
People might be surprised to know that...
I helped project manage the renovation of a derelict 13th-century French chateau into a four-star hotel.

SIV

23 Carbrook Hall Road, Sheffield, S9 2EH
Tel **+44 (0)114 223 3800**
Email steve.brailey@siv.org.uk
Web www.sivltd.com

Company profile
SIV is the operating company for a registered charity, Sheffield City Trust, and operates a range of sport, l eisure and entertainment venues. It is dedicated to encouraging community and elite participation, promoting the region's image and boosting its health and economy.

Number of sites
17 sports, leisure and entertainment venues operated in Sheffield, Derbyshire and North Yorkshire.

Plans for 2017
To implement programmes and initiatives to make Sheffield the UK's most active city.

CEO: Steve Brailey

Professional background
I managed pubs, seaside piers, theatres, bars and the Blackpool Tower before moving to SIV. I'm committed to the three core values: customer focus, continuous improvement and a 'can-do' culture. Awarded an MBE for services to the leisure industry.

Best piece of advice you've ever been given
Always be honest and treat everyone in the manner in which you would expect to be treated.

People might be surprised to know that...
I ran 52 miles around the track at Don Valley Stadium.

Sodexo (Healthworks)

1 Southampton Row, London, WC1B 5HA
Tel +44 (0)207 404011
Email healthworks.group@sodexo.com
Web www.sodexo.com

Company profile
Sodexo is a world leader in the provision of integrated facilities management services and has become a global strategic partner for companies that place a premium on performance and the wellbeing of employees. Healthworks specialises in providing wellbeing services, including full management and daily operations of a gym facility.

Number of sites
40 clubs in the UK and Ireland.

Plans for 2017
To increase the number of sites we operate through the Sodexo IFM Model and continue to develop integrated wellbeing solutions for all our clients and customers.

Development manager (Sodexo): Alan West

Professional background
Started out as a fitness instructor for Savoy Group, leaving in 1997 as operations manager. Helped design, launch and operate two award-winning destination spas for private hotel chains in the Midlands. Joined Sodexo in 2002 as account manager and progressed to development manager.

Best piece of advice you've ever been given
Surround yourself with motivated and inspirational people.

People might be surprised to know that...
I'm a passionate Evertonian, it completely controls my life.

Soho Gyms

13–16 Empire Square, London SE1 4NA
Tel +44 (0)20 7234 9395
Email michaelcrockett@sohogyms.com
Web www.sohogyms.com
Facebook Soho Gyms London

Company profile
Founded in 1994 by Jeremy Norman, Soho Gyms has a strong reputation for its urban London styling, innovation, product standards and Soho service. Our YMCA Awards-approved Academy assists with recruitment and staff development. Our classes are less gimmick and more fitness, lead across 15 studios. Our key target market is 21 to 40-year-old London professionals.
Number of sites
10 Soho Gyms in London.
Plans for 2017
Integrate technology further into our product and systems, build a new gym and who knows...

MD: Mike Crockett

Professional background
M.Inst.SRM. Originally an electronics design engineer in the defence industry, I've been in leisure for over 20 years – half of them at Soho Gyms, which I joined in 2003. I previously worked in leisure centres, working in the public sector at Hounslow, as well as golf centres and as a squash coach.
Best piece of advice you've ever been given
Electronics is not for you!
People might be surprised to know that...
I used to ring the bells at a church in my home town.

Sports & Leisure Management (SLM - Everyone Active)

3 Watling Drive, Sketchley Meadows, Hinckley, LE10 3EY
Tel +44 (0)1455 890 508
Web www.everyoneactive.com
Facebook /everyoneactive
Twitter /everyoneactive

Company profile
Everyone Active is the trading name for Sports & Leisure Management (SLM). As an award-winning operator, we support local authorities and trusts in managing leisure facilities within the local community. Our aim is to provide as many opportunities for everyone to get active in an affordable, state-of-the-art facility and to enjoy it.
Number of sites
144 leisure venues in partnership with 41 local authorities.
Plans for 2017
Further develop our online tools giving each customer a fantastic member experience; plus, we hope to increase our portfolio and develop our business, Everyone Health.

MD: David Bibby

Professional background
I'm a chartered accountant and joined Everyone Active as finance director in 1992. I was promoted to MD in 2006. It's been highly rewarding for me to see our new brand develop, overseeing significant investment programmes in our centres and gaining industry recognition for all the hard work our team puts in.
Best piece of advice you've ever been given
See the bigger picture.
People might be surprised to know that...
Other than football, skiing off-piste is my favourite sport.

Sports Direct Fitness

Unit A, Brook Park East, Shirebrook, NG20 8RY
Web www.sportsdirectfitness.com
Facebook /SportsDirectFitness

Company profile
Sports Direct Fitness is the health club offering from retail giant Sports Direct which launched in June 2014 with the acquisition of a number of sites from LA Fitness. Having successfully opened a range of brand new fitness clubs across the UK since then, the focus is to continue to grow from strength to strength with more fitness clubs scheduled to open in 2017.

Number of sites
31 fitness clubs including the first Everlast Fitness concept club in Southport.

Plans for 2017
A number of fitness clubs in the pipeline to open in 2017.

Head of Leisure: Winston Higham

Professional Background
I've worked with various design agencies in the entertainment industry, before moving into the leisure sector, joining JJB Sports as marketing director, serving as CEO of DW Sports and now Head of Leisure Sports Direct Fitness.

Best piece of advice you've ever been given
You must never let the memories become bigger than the dreams.

People might be surprised to know that...
After leisure, my passion is painting and I've exhibited at various locations across the UK.

Sportspace Dacorum

Sportspace Hemel Hempstead, Park Road,
Hemel Hempstead, Herts, HP1 1JS
Tel +44 (0)1442 507 100
Email dave.cove@sportspace.co.uk
Web www.sportspace.co.uk
& www.thexc.co.uk

Company profile
Dacorum Sports Trust is an independent CLG and registered charity, managing and developing sports facilities and opportunities in north-west Hertfordshire. Facilities vary in size from a small, dual-use site to a large wet and dry complex with a million visits a year, and range from traditional sports centres to golf courses and an extreme sports facility.

Number of sites
Eight.

Plans for 2017
Further develop our new health and wellbeing strategy and open a new gym.

CEO: Dave Cove

Professional background
25 years in the private, public and trust sectors. I headed up the transfer of Dacorum to a trust in 2004. Previous experience includes working for the Rank Organisation, as well as in sports development, facility management, and head of services for children and young people.

Best piece of advice you've ever been given
Don't sweat the small stuff – and it's all small stuff!

People might be surprised to know that...
I once appeared on Channel 4's *Big Breakfast* with Keith Chegwin as a pantomime horse.

Stevenage Leisure (SLL)

Stevenage Arts & Leisure Centre, Lytton Way,
Stevenage, Herts, SG1 1LZ
Tel +44 (0)1438 242 233
Email ian.morton@sll.co.uk
Web www.sll.co.uk

Company profile
SLL is a leading leisure management registered charity and social enterprise working in partnership with seven organisations to deliver leisure, health, wellness, cultural and educational services for the whole community at affordable prices.
Number of sites
19.
Plans for 2017
Deliver more community-focused outcomes targeting improved health, wellbeing and community safety developments. New schools partnerships; manage further community and health and wellness facilities.

MD: Ian Morton

Professional background
38 years in the leisure industry – 23 years in local government and 15 in leisure trusts. Director of various community not-for-profit boards and a member of CIMSPA, Sporta and Ella.
Best piece of advice you've ever been given
No job is too small or too insignificant, so if you expect your people to do it, show them that you will too!
People might be surprised to know that...
I once played the drums in a concert in Middlesbrough Town Hall.

Tees Active

Redheugh House, Thornaby Place,
Thornaby, Stockton on Tees, TS17 6SG
Tel +44 (0)1642 527 322
Email steven.chaytor@teesactive.co.uk
Web www.teesactive.co.uk

Company profile
A social enterprise formed in 2004 and operating in Stockton-on-Tees. We focus on service quality, increasing participation, expanding our business, community engagement and intervention services. Clients include local authorities, private/public sector organisations and the Canal and Rivers Trust.
Number of sites
Six major facilities.
Plans for 2017
Having opened the UK's biggest Skyfall high ropes course in 2016, we are looking to expand our adventure offer at Tees Barrage International White Water Centre.

MD: Steven Chaytor

Professional background
I trained as a PE teacher but moved into leisure after a year at the chalk face. Now in my 34th year in leisure – initially in the public sector, and as MD with Tees Active since forming in 2004. I'm Chair of the Make Your Move board, a national collaboration between Sport England and sporta.
Best piece of advice you've ever been given
Abraham Lincoln said: 'Your own resolution to succeed is more important than any one thing.'
People might be surprised to know that...
I like to write and have had four books published.

Third Space

16–19 Canada Square, Canary Wharf, London, E14 5ER
Tel +44 (0)20 7970 0900
Web www.thirdspace.london

Company profile
First opened in 2001 in the heart of Soho, Third Space is a ground-breaking group of unique spaces dedicated to training for life. The first clubs to see true health as diverse, individual and long term, they combine world-class facilities and expertise with a bespoke approach, catering from every health and fitness need whether that be in training, medical, recovery or nutrition.
Number of sites
Four sites: Canary Wharf, Soho, Tower Bridge, Marylebone
Plans for 2017
To start building our brand new site in Islington which is set to open in 2018.

CEO: Colin Waggett

Professional background
I have over 10 years' experience in the health and fitness industry having been the global CEO of Fitness First, as well as co-founder of Psycle, a boutique gym with a focus on indoor cycling in central London. Third Space aims to serve the fitness-savvy Londoner who appreciates the very best quality in service.
Best piece of advice you've ever been given
Focus on what you can change.
People might be surprised to know that…
No surprises. You get what you see.

Thwaites Hotels

Penny Street, Blackburn, BB1 6HL
Tel +44 (0)1254 267442
Web www.thwaites.co.uk
Facebook /ThwaitesHotels
Linkedin /daniel-thwaites-plc

Company profile
Thwaites Hotels are four-star, full-service hotels known for award-winning hospitality throughout the UK. All fitness and spa facilities in our hotels are operated under the Thwaites brand. These offer a comprehensive range of facilities – including a total of 34 treatments rooms – and we have around 6,500 leisure members.
Number of sites
Six.
Plans for 2017
Continue investing in and developing our facilities, to ensure that we deliver a strong and consistent offering to our leisure members, spa clients and hotel guests.

Group spa director:
Stuart Angus

Professional background
Started as a fitness instructor over 20 years ago and worked my way up to club management. Moved into spa in 2004. Now responsible for sales, marketing, standards, HR, customer service and profitability in our leisure/spa offering.
Best piece of advice you've ever been given
Never wait for something to happen – you have to make it happen.
People might be surprised to know that…
I run on just one kidney.

Tonbridge & Malling Leisure Trust

1-5 Martin Square, Larkfield, Aylesford, Kent, ME20 6QL
Tel +44 (0) 1732 876 150
Web www.tmactive.co.uk
Twitter /tmactiveleisure

Company profile
TMLT was formed in 2013 as an independent charitable trust operating leisure facilities in the borough. The trust has a turnover in excess of £6.2m and over one million customers per annum. The brand, tmactive, is focused on the national agenda, delivered locally. The mission is to provide a clean, safe and happy experience for the health and social wellbeing of residents and visitors.
Number of sites
Four – including a golf course.
Plans for 2017
Increase health and wellbeing community engagement; implement planned refurbishment projects.

CEO: Martin Guyton

Professional Background
Over 35 years in the industry, starting as a lifeguard in my local pool. An abiding interest in sport and leisure has kept me in the industry. I have an MBA gained with distinction, work as a Quest Assessor and have chaired the South East Leisure Centre Operators network for over 15 years.
Best piece of advice you've ever been given
Be hard on the problem, soft on the people.
People might be surprised to know that...
I once turned down a game of golf!

Total Fitness

Wilmslow Way, Handforth, Wilmslow, Cheshire, SK9 3PE3
Tel +44 (0)161 440 2600
Web www.totalfitness.co.uk

Company profile
Total Fitness operates across the North of England and Wales offering superbly equipped gyms with a full range of facilities for every age and ability. Each gym offers a large gym floor, three pools and a wide range of free studio classes. The company has over 550 employees and over 96,000 members and has undergone a £17m redevelopment programme.
Number of sites
17.
Plans for 2017
Continued focus on improving our service and product experience and further expansion of our estate.

CEO: Richard Millman

Professional background
I've worked in the health and fitness sector for over seven years. Prior to that, I served as an officer in the Royal Air Force and also have extensive UK and international experience in marketing and general management roles in FMCG and retail.
Best piece of advice you've ever been given
God gave us one mouth and two ears for a reason... listen more!
People might be surprised to know that...
I still support Sheffield Wednesday.

Virgin Active

Active house, 100 Aldersgate Street, London, EC1A 4LX
Tel +44 (0) 20 7786 7300
Web www.virginactive.co.uk
Facebook /virginactiveuk
Twitter /VirginActiveUK
Blog www.virginactive.co.uk/active-matters/blog

Company profile
Virgin Active is the world's leading international health club brand formed in the UK in 1999. It set out to revolutionise the UK health club industry, putting members at the heart of the business and adopting a customer-focused approach. The UK business is focused around three core pillars - high-end Collection clubs, big family clubs and racquets clubs - in order to 'make exercise irresistible'.
Number of sites
Operating 248 clubs across four continents and 10 countries. 60 clubs in the UK.
Plans for 2017
Continued investment in innovation for members.

UK MD: Robert Cook

Professional background
Robert joined Virgin Active in June 2016 as UK MD, responsible for the management and strategy of Virgin Active in the UK. Robert's career has been in hospitality, with a variety of roles. He's a member of the Virgin Active Executive Committee; and is also a Master Innholder at the Worshipful Company of Innholders.
Best piece of advice you've ever been given
Trust and go with your gut.
People might be surprised to know that...
I'm a Newcastle United fan.

West Lothian Leisure

Head Office, Xcite Bathgate Leisure Centre, Balbardie Park, Torphichen Road, Bathgate, West Lothian, EH48 4LA
Tel +44 (0)1506 237 871
Email rstrang@westlothianleisure.com
Web www.westlothianleisure.com

Company profile
West Lothian Leisure, which operates under the Xcite brand, is a charitable trust managing sport and leisure facilities and services on behalf of West Lothian Council for the benefit of the local community, to increase participation and improve wellbeing.
Number of sites
10.
Plans for 2017
Our Council partner will be transferring arts and cultural services, outdoor education and the management of secondary school sports facilities to West Lothian Leisure during 2017; plus further investment in fitness facilities.

CEO: Robin Strang

Professional background
Over 20 years' experience in the sport and leisure industry, including as head of leisure at Midlothian Council and chief executive of Manchester Sport and Leisure Trust. Joined West Lothian Leisure as CEO in 2010. Trustee of the Livingston Youth Foundation, which uses football to improve the health of children.
Best piece of advice you've ever been given
Get a mentor.
People might be surprised to know that...
I do unpaid voluntary work one day each month.

Xercise4Less

Unit 1, Kirkstall Industrial Estate,
Kirkstall Road, Leeds, LS4 2AZ
Tel +44 (0)113 203 8668
Email jon@xercise4less.co.uk
Web www.xercise4less.co.uk

Company profile
Owned by CEO Jon Wright, Xercise4Less is a budget operator that typically offers 30,000–40,000sq ft of space and up to 400 stations of equipment. All our clubs have large studios and incorporate combat areas and ladies-only gyms. We have won numerous awards over recent years, including a Yorkshire Newcomer Award, a Young Entrepreneur of the Year Award for Jon Wright, and Budget Gym of the Year at the National Fitness Awards in 2012 and 2013.

Number of sites
50 sites by the end of 2016.

Plans for 2017
A further 15 sites to open in 2017.

Founder: Jon Wright

Professional background
I've been in the industry for 20 years. Worked for Pulse Fitness after university, becoming client support director. Left in 2001 to join Reviva ladies-only clubs as sales and marketing director. Left in 2003 to open my own club.

Best piece of advice you've ever been given
Try to be different.

People might be surprised to know that...
I used to be a professional rugby player for Leeds and Harlequins.

Your Leisure Kent Ltd

Northdown House, Northdown Park Road,
Margate, Kent, CT9 3TP
Tel +44 (0)1843 868 302
Email info@yourleisure.uk.com
Web www.yourleisure.uk.com

Company profile
Registered Society with charitable status, which has enlarged owing to a merger between Thanet Leisureforce Ltd and Vista Leisure Ltd to improve the health and wellbeing of the residents of East Kent with our partners, Thanet District Council and Dover District Council. The new business operates three divisions: cultural services, outdoor leisure and indoor leisure.

Number of sites
12 sites.

Plans for 2017
Development across East Kent, working with councils on upgrading facilities and reducing funding support.

MD: Steve Davis

Professional background
I have 25 years' experience in local government, and a further 10 years in the cultural trust sector. I work with many local organisations, sitting on many executive committees, and am currently treasurer to five.

Best piece of advice you've ever been given
If you want people to take notice of what you say, don't use 100 words when 10 will do.

People might be surprised to know that...
My first job while still at school was a silver service waiter.

A technology is striding ahead!

Electrical muscular stimulation – a ground-breaking way to train! The EMS market is growing dynamically and in a variety of manifestations: mobile personal trainers, special offers in existing facilities, and even dedicated EMS studios.

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www.miha-bodytec.com

Who's who – European operators

Who are the key players in your market? We take a look at some of Europe's leading health club chains

Altafit

c/Villanueva no. 24, 30
28001 Madrid, Spain
Web altafitgymclub.com / hexxa.es / mystgymclub.com
Facebook /altafitgimnasios
Twitter @Altafit
Instagram @altafitgimnasios
Email hola@altafit.es

Company profile
Altafit is the largest fitness club chain in Spain. The franchise embraces the aim of being more than a gym, offering a high quality service at a fair price. Launched in 2012, Altafit has since added a further 38 clubs to its portfolio. In 2015 we created a new premium brand, Myst Gym Club.

Number of sites
42 clubs across Spain, and one Myst Gym Club in Madrid.

Plans for 2017
From five to seven new openings in Spain and our first club to open in Latin America.

CEO: José Antonio Sevilla

Professional background
BSc in physical activity and sport, and a Masters in the management of sport organisations. CEO at Altamarca, managing municipal sports services of San Sebastián de los Reyes (Madrid). Founding partner of Altafit Gym Club, Myst Gym Club and Hexxa sport technology brand. Member of the association of entrepreneurs.

Best piece of advice you've ever been given
Life can be wonderful.

People might be surprised to know that...
I do sport every day. It's my profession and my passion.

Alex Fitness

195271 Kondratevsky Ave., 64/6, St Petersburg, Russia
Email info@alexfitness.ru
Web www.alexfitness.ru / www.olympclubs.ru
Facebook /alexgym.club
Instagram @alexfitness_ru

Company profile
Alex Fitness Federal Holding is a fast-moving chain of affordable fitness centres operating under the Alex Fitness brand, plus a chain of premium fitness centres under the Olymp brand, and a chain of modern gyms under the Alexgym brand. The company is a leader in the Russian health and fitness market with 330,000+ members. The Alex Fitness team aims to make sport and health services more affordable to active people.

Number of sites
71 clubs

Plans for 2017
Opening 30 new clubs in different cities in Russia.

CEO & Founder: Alexey Kovalev

Professional background
I have been working in the fitness industry since 1996, as a personal coach and group programmes instructor. For seven years I worked in a large fitness club network, serving as Regional Fitness Director. I have been CEO and Founder of Alex Fitness Federal Holding since 2009.

Best piece of advice you've ever been given
Never give up and keep on going!

People might be surprised to know that...
I've competed in International Triathlon Union-sponsored competitions and was awarded the Ironman title.

Anytime Fitness

12181 Margo Avenue, South Hastings, MN 55033, US
Tel +1 651 438 5000
Web www.anytimefitness.com

Company profile
Ranked #1 on *Entrepreneur*'s prestigious Franchise 500 list, Anytime Fitness is the fastest-growing gym franchise in the world, with over 3,000 gyms serving nearly 3 million members on five continents. Open 24/7, 365 days a year, Anytime Fitness prides itself on providing its members with convenient fitness options and a friendly, personal service in well-maintained facilities.

Number of sites
Over 3,000 clubs are now open in 25 countries.

Plans for 2017
Planned openings in Sweden and Italy, plus growing the number of clubs in Europe and worldwide.

Director of European operations: Diane Vesey

Professional background
Twenty years' experience in the industry including co-founder of Aura Sport & Leisure management in Ireland. I have worked in a variety of roles, managing, consulting, owning, and franchising with Anytime Fitness, overseeing fast-paced growth in Europe.

Best piece of advice you've ever been given
Better to remain silent and be thought a fool than to speak and remove all doubt.

People might be surprised to know that...
I have a qualification in crowd management.

Aspria

Hill Place House, 55a High Street, London, SW19 5BA, UK
Tel +44 (0)20 8944 4070
Web www.aspria.com

Company profile
Managed by chief executive officer Brian Morris, Aspria Holdings BV offers unique members' clubs for culture, business, sport and wellbeing across various brands: Aspria Clubs, Royal La Rasante and the Harbour Club.
Number of sites
Aspria currently operates eight clubs in key European cities across Belgium, Germany and Italy. The latest new club opened in Hamburg, Germany, in 2012.
Plans for 2017
Quietly progressing on a number of opportunities throughout the year.

CEO: Brian Morris

Professional background
A reformed property development professional (chartered surveyor) who gets to do what I love doing in an industry that adds value to people's lives. Set up the Riverside and Espree health clubs with Peter Beckwith in the 1980s. Launched the first Aspria club in 2000.
Best piece of advice you've ever been given
Keep your head down and follow through.
People might be surprised to know that...
I play tennis at the oldest court in England and race historic cars across Europe.

Athletic Fitness

78 Yanko Sakuzov Blvd, 1504 Sofia, Bulgaria
Tel +359 (0)889 140 264
Web www.athletic-bg.com
Facebook /athletic.fitnes

Company profile
Athletic Fitness is one of the leading fitness operators in Bulgaria. The company was founded in 1994 by current CEO Peter Angelov and currently has nine clubs in four of Bulgaria's major cities: six in Sofia, one in Plovdiv, one in Stara Zagora and one in Burgas. In addition, the company runs Fitness Academy Bulgaria, where nationally-recognised instructor courses are taught.
Number of sites
Nine clubs.
Plans for 2017
To double the number of our members and to open at least two new sites.

CEO: Peter Angelov

Professional background
My first experience of the fitness industry was in Scandinavia, where I saw the opportunity for developing this business in my home country. I founded Athletic Fitness in Bulgaria in 1993 and then Bulgarian Health and Fitness Association, also Fitness Academy, the first to gain a national and European licence in Bulgaria.
Best piece of advice you've ever been given
Take care of your staff and they will take care of you.
People might be surprised to know that...
I have a Physics degree and was a DJ for some time.

Aura Sport & Leisure

Unit H, Mount Pleasant Business Park,
Mount Pleasant Avenue, Ranelagh, Dublin 6, Ireland
Tel +35 31 497 8988
Email garh@auragroup.ie
Web www.auraleisure.ie

Company profile
Aura is a multi-award winning, Irish-owned company, part of the Aura Holohan Group which has been working in the leisure industry for over 30 years. Aura works to improve the health and wellbeing of our communities through exercise, sport and active lifestyles.

Number of sites
Aura currently operates 13 public and private sports/ fitness facilities in Ireland.

Plans for 2017
Aura plans to open two to three new sites in 2017 and is in negotiation to take over a number of existing sites.

Executive Chair: Gar Holohan

Professional background
Having established Ireland's most successful specialist sports architectural firm, I set up the Aura Group with Diane Vesey in 1999 which now comprises four divisions: architecture, consultancy, events and facility management.

Best piece of advice you've ever been given
What people say isn't always what you think they mean!

People might be surprised to know that...
I'm a former international squash player – and in fact I represented Ireland in the 1981 Men's World Team Squash Championships.

Basic-Fit

Wegalaan 60, 2131 JC Hoofddorp, the Netherlands
Tel +31 23 8901750
Web www.basic-fit.com / www.corporate.basic-fit.com

Company profile
With over one million members and over 400 clubs, Basic-Fit is the European market leader in the 'value-for-money' fitness market. The company is active in some of Europe's most attractive markets: the Netherlands, Belgium, Luxembourg, France and Spain. With around 2,800 employees, we operate a straightforward membership model, offering uncomplicated and effective fitness experiences that are both affordable and easy to access.

Number of sites
Over 400 clubs.

Plans for 2017
To open more than 75 new clubs.

CEO: Rene Moos

Professional background
As a former professional tennis player I opened my first fitness club in 1984, co-founding premium health and fitness club operator HealthCity in the same year and becoming CEO. In 2010, HealthCity acquired 32 Basic-Fit clubs. I decided to separate the two in 2013 and have expanded the Basic-Fit club portfolio from 32 clubs to 351 by 2016.

Best piece of advice you've ever been given
Be focused and keep improving your product.

People might be surprised to know that...
I was a tennis teacher for many years.

DiR

Gestora Clubs DiR, SL. Industria 90, entresuelo, 08025 Barcelona, Spain
Tel +34 93 450 48 18
Facebook /ClubDiR
Twitter @ClubsDiR
Instagram @ClubsDiR
Web www.dir.cat

Company profile
DiR's mission is to improve the lives of the local population through fitness, with a focus on on-going innovation. CEO Ramon Canela is the main shareholder, with other minority shareholders including many club members.
Number of sites
19 clubs in Barcelona, two of which are YogaOne centres. DiR offers memberships adapted to all budgets.
Plans for 2017
We are currently expanding our brand throughout Spain using the franchise as a business model. In addition, our 20th DiR gym is set to open in Barcelona in the first semester of 2017.

CEO: Ramón Canela

Professional background
I worked in my family business before studying business and commerce, opening my first sports centre, Sport Met, in 1979. DiR evolved from that first club: a pioneer in bringing the modern gym concept to Barcelona. In 2002 I was named best entrepreneur of Catalonia.
Best piece of advice you've ever been given
Solve problems when they're small, not when they're big.
People might be surprised to know that…
I have an ability to react to circumstances and changes in society.

Donna's Frauenfitness

Hahn/Noll GbR, Johann Philipp Reis Strasse 11b, 53332 Bornheim, Germany
Tel +49 228 689 7234
Email noll@donnas.de
Web www.donnas.de

Company profile
Donna's Frauenfitness is a regional, women-only fitness group. The first club was founded in 1998 by owners Daniela Hahn and Günter Noll, who still own and run the clubs today. Gym sizes vary from 1,000–1,700sq m and focus on core competences in women's fitness programme including strength training, cardiovascular and group fitness.
Number of sites
Seven clubs with 13,500 members in and around Bonn.
Plans for 2017
Three satellite 'standalone' clubs and a women-only funtional work-out zone.

CEO: Günter Noll

Professional background
Various roles in the fitness industry, from a legally authorised expert writing reports and carrying out inspections, to working as a university lecturer and management consultant. I'm also the German delegate on the new EU commission, developing European certification standards for health clubs.
Best piece of advice you've ever been given
Be careful – you always meet people twice in your life. Respecting others will take you a long way.
People might be surprised to know that…
I pay membership fees despite owning several clubs.

Elements

Baierbrunner Str. 85, 81379 Munich, Germany
Email info@elements.com
Web www.elements.com

Company profile
Elements stands for a unique, first-class fitness and wellness concept. Members and guests receive a structured work-out programme, developed by scientists at the University of Zurich, the latest gym equipment, and functional and healthy training methods. It also offers relaxing and exclusive wellness experiences in the spacious, first-class spa area.
Number of sites
Six; three in Munich, two in Frankfurt, one in Stuttgart.
Plans for 2017
3,500sq m Elements Henninger Turm to open in Frankfurt am Main, with rooftop pool.

COO: Sandra Geiselhardt

Professional background
After law studies and working for notary offices, real estate companies and a publishing group, I became responsible for the back office at Elements. After coordinating the unit's HR, marketing, customer service and controlling, I took the next step and became COO.
Best piece of advice you've ever been given
Treat others as you would like to be treated yourself.
People might be surprised to know that...
I took first place at the Wake Park World Championship (Amateur Female) in Antalya in 2010.

EVO Fitness (operated by Fitness Group Nordic AS)

Oscarsgate 20, 0352 Oslo, Norway
Email morten@fitnessgroup.no
Web www.evofitness.no

Company profile
EVO Fitness operates 450–500sq m premium PT and boutique clubs equipped by Technogym and Precor. The use of technology is extensive to enhance operational efficiency, as well as to drive the digital customer experience. The company's leading vision is to become a fitness facilitator – more than just a fitness facility.
Number of sites
40 sites in Norway and Finland including franchises, and a total membership base of around 35,000.
Plans for 2017
Increase presence in Europe through partners, opening around 10 new boutique clubs.

CEO: Morten Hellevang

Professional background
CEO of Fitness Group Nordic since December 2013. Started in Fitness Group Nordic as CFO in 2010. Previous experience from the telecommunications, IT and FMCG sectors, mainly as CFO. I have a degree in business administration and psychology.
Best piece of advice you've ever been given
Being a manager is like being a conductor of an orchestra, not acting as a soloist.
People might be surprised to know that...
I once considered a career as a trombonist.

FITLane Fitness Centers

201-204 Avenue Francis Tonner, Cannes
La Bocca, 06150 Alpes Maritime, France
Tel +33 (0)49 390 9649
Email info@fitlane.com / peter@fitlane.com
Web www.fitlane.com
Facebook /fitlane

Company profile
FITLane is the largest health club operator on the French Riviera. The company has around 34,000 members – representing approximately two per cent of the entire Côte d'Azur population – primarily on direct debit at an average of around €50 a month. In the Côte d'Azur, this places the brand at the value end of the market. The company had revenues of €18m for 2016. It was founded in 2004, with the first site opening in Mandelieu.
Number of sites
11 clubs, mainly equipped by Star Trac.
Plans for 2017
To consolidate our market position.

Owner & CEO:
Hans Peter Franklin

Professional background
Graduated from PE college. Brief spells with Linguarama in France and Nestlé in Japan before co-founding the SPORTathlon group Hong Kong in 1986, now part of Fitness First Asia. Moved to France and formed FITLane in 2004.
Best piece of advice you've ever been given
There are two types of people: those who wondered what happened; and those who make it happen.
People might be surprised to know that...
I play the flute and speak four languages.

Fitness Hut SA

Espaço Amoreiras – Centro Empresarial, The EDGE Group/
UKSA Portugal (Fitness Hut), Rua D. João V, n.º 24,
1250 – 090 Lisbon, Portugal
Web www.fitnesshut.pt

Company profile
Fitness Hut operates premium low-cost fitness clubs. For €6.60 a week, members have access to a world-class fitness experience. Gyms are filled with the very best in class equipment, plus seven training zones, and the best personal trainers in the market. We offer more than 70 group fitness classes a week.
Number of sites
25 clubs: 21 with four due to open during January 2017.
Plans for 2017
To continue to open clubs at an average rate of one per month throughout the year..

Owner: Nick Coutts

Professional background
From club manager at the first Holmes Place in Chelsea, London, I eventually became regional director for Europe before leading an MBO for the Iberian business in 2005. In 2011, I founded Fitness Hut along with two of my former Holmes Place colleagues: Andre Groen and JP Carvalho.
Best piece of advice you've ever been given
Our best opportunities lie ahead of us.
People might be surprised to know that...
I studied art at college – I chose between fine art and sports university courses on the toss of a coin.

Fitness World

Mosedalvej 11, 2500 Valby, Denmark
Email Info@fitnessworld.dk
Web www.fitnessworld.dk

Company profile
At Fitness World, we train smarter. Denmark's largest fitness chain with 450,000+ members offers best-in-class value for money. As the market price leader we take great pride in optimal equipment, centre configuration, cleanliness, in-demand studio classes and a welcoming atmosphere. Helping more than 12 per cent of the Danish population live stronger, healthier and more active lives, we take our role in local communities very seriously.
Number of sites
165 clubs across Denmark and nine in Poland.
Plans for 2017
Strengthen our footprint in Denmark and Poland.

CEO: Steen Albrechtslund

Professional background
Previous roles include commercial director of Carlsberg Breweries, CEO Skagen Designs, SVP global manufacturing and APAC commercial, Fossil Inc. I will further fuel Fitness World's growth in new markets as well as build on its market-leading position in the Danish market.
Best piece of advice you've ever been given
Create the box before you think out of it.
People might be surprised to know that…
I love thinking out of the box.

Fresh Fitness

Kirkeveien 159, 0451 Oslo, Norway
Tel +47 22 04 15 15
Web www.freshfitness.no

Company profile
Fresh Fitness AS is owned by Health & Fitness Nordic AB and Fresh Fitness top management.
A budget concept, it nevertheless offers very high quality facilities with group exercise included – some classes are led by instructors, while other classes are run as virtual sessions.
Number of sites
35 clubs in Norway, nine in Sweden, five in Finland.
Plans for 2017
We will continue our expansion in 2017, with five to 10 new facilities planned to open in Norway, Sweden and Finland.

CEO: Paal Hansem

Professional background
Former regional director at Norway's largest grocery chain, REMA 1000, and CEO for 7-Eleven in Norway.
Renowned speaker and advisor to Scandinavian companies within the field of motivation, leadership, sales and service. Now building a low-cost fitness chain.
Best piece of advice you've ever been given
It's not knowing what to do, it's doing what you know.
People might be surprised to know that…
I started my career as a locksmith.

Genae Fitness Club

332 avenue du Général de Gaulle, 69500 Bron, France
Email anthony.barquisseau@genaeclub.com
Web www.genaeclub.com

Company profile
Genairgy network – a specialist in sports, travel, media, leisure and restaurants. Our mission is to make high quality fitness accessible to everyone. Our company is definitively orientated in providing a quality service, with our team being our best asset. We offer fitness, conditioning, dance and martial arts for everyone aged from 2.5 years and upwards.
Number of sites
Five Genae clubs.
Plans for 2017
To improve our concept and make a success of our last opening in the southwest of France.

CEO: Anthony Barquisseau

Professional background
I helped create sports concepts for Oxylane-Decathlon for 10 years (My Sporteezy, Domyos Club and so on) and now run Genae Fitness Club to develop the concept.
Best piece of advice you've ever been given
You see things and you say, 'Why?', but I dream things that never were and say, 'Why not?', George Bernard Shaw.
People might be surprised to know that…
I aim to help as many people as possible to play sports. I also played basketball at a national level for 25 years.

Health & Fitness Nordic

P.O Box 4949 Nydalen, N-0423 Oslo, Norway
Tel +47 23 30 70 00
Web www.healthandfitnessnordic.com

Company profile
Health & Fitness Nordic (HFN) is the Nordic region's leading provider in the health and fitness sector with companies offering various training options, providing instructors with training and nutritional guidance. HFN is the result of a multi-chain ambition, creating synergy between companies and concepts within the Group. The Group consists of SATS ELIXIA, Fresh Fitness, SAFE Education and Metropolis.
Number of sites
More than 160 fitness clubs in large cities.
Plans for 2017
Approximately five new clubs in 2017.

CEO: Olav Thorstad

Professional background
Before the merger of SATS and ELIXIA, I was CEO of SATS and Health & Fitness Nordic since 2009. Seven years in FMCG, running Norway's largest supermarket chain. Worked for The Coca-Cola Company in various management positions in the Nordic and Baltic countries. BSc majoring in Economics.
Best piece of advice you've ever been given
Know your customer.
People might be surprised to know that…
I've played water polo at a national level.

High Five Health Promotion

Schinkeldijkje 18, 1432 CE, Aalsmeer, the Netherlands
Tel +31 20 4261222
Web www.highfive.fit

Company profile
A total package of corporate wellness services, from tailor-made health and fitness programmes to employment re-integration and behavioural change programmes. Healthy lifestyles empower people to live a more balanced life.
Number of sites
65 corporate health centres in the Netherlands, UK and Germany, and a contracted and certified network of 1,100 clubs.
Plans for 2017
Strengthening our foothold in the UK and continuing to focus on achieving growth in Europe with a view to opening 75 to 100 sites over the next five to 10 years.

Owner & CEO: Paul Kienstra

Professional background
I was a PE teacher before founding a corporate health company in 1990. In 2000 I acquired High Five Health Promotion and merged them together. I've also owned commercial health clubs.
Best piece of advice you've ever been given
If business is good, look to all those who are working with you – they are responsible for your success. If business is weak, look in the mirror to see what you can do better.
People might be surprised to know that…
I am the coach for a team of teenage basketball players.

Holmes Place Group

Health and Fitness International Holdings,
38-40 Leidsegracht, Amsterdam, the Netherlands
Tel +31 20 52 13 040
Web www.holmesplace.com

Company profile
Founded over 35 years ago, Holmes Place remains the leading premium health club chain in Europe. The Group has recently leveraged its expertise in the premium sector with the launch of EVO (a boutique convenience format) in Germany, Austria and Switzerland; and ICON (premium low-cost) in Poland, Greece and Israel. With a collaborative corporate culture, the Group often works with local partners to optimise its offerings.
Number of sites
99 units across nine countries.
Plans for 2017
New club openings in the EVO and ICON segments.

Group CEO: Jonathan Fisher

Professional background
Having graduated from Cambridge University with a Masters in Social and Political Science, I established the Holmes Place concept in emerging markets such as Poland, Czech Republic, Israel and Greece. As CEO since 2007, I have presided over several acquisitions and continue to pursue a growth strategy backed by a strong shareholder base.
Best piece of advice you've ever been given
Happiness comes from within.
People might be surprised to know that…
I meditate twice daily.

Impuls

Kareiviu 14, Vilnius, Lithuania
Email vidmantas@impuls.lt
Web www.impuls.lt / www.lemongym.lt
Facebook /Impuls /Lemon gym LT
Instagram /impulslt /Lemon gym LT

Company profile
Impuls Group operates fitness clubs in the premium and budget segments, under Impuls and Lemon Gym brands respectively. Impuls runs full-service clubs at an average size of 2,500sq m. The leading budget operator in the Baltics, Lemon Gym is rapidly expanding across all three countries with modern gyms of 1,000-1,500sq m.

Number of sites
23 with over 42,000 members in Lithuania, Latvia and Estonia.

Plans for 2017
Rapid growth, especially in the low-cost segment, reaching a total of 30 clubs, serving 50,000 members.

CEO: Vidmantas Šiugždinis

Professional background
I joined the company in 2012, when it was acquired by private equity fund Baltcap. Since then we have expanded in the Baltics with two concepts, launched a training provider and introduced many best fitness practices in the region. Prior to this, I worked for nine years in the entertainment sector.

Best piece of advice you've ever been given
There are no impossible things in this world.

People might be surprised to know that...
I've done the highest bungee jump in eastern Europe.

Jatomi Fitness

Prosta 69 Business Centre,
Ul. Prosta 69, 00-838 Warsaw, Poland
Web www.jatomifitness.com

Company profile
Jatomi Fitness Group is the leading fitness operator in Poland and in the Czech Republic. It has a small footprint in three APAC countries (Malaysia, Indonesia and Thailand) and works closely with international athletes to deliver a world-class fitness experience.

Number of sites
50 clubs: 37 in Poland, five in the Czech Republic, two in Indonesia, four in Malaysia, and two in Thailand.

Plans for 2017
Continue a re-modelling project to position Jatomi away from standard 'big box' format, exploring opportunities for growth within existing and new markets.

CEO: Trevor Brennan

Professional background
During 18 years within the sector I have been fortunate to live in 10 different countries, and have worked across 17. I have now opened in excess of one hundred fitness clubs worldwide and have led a number of restructures and brand repositioning projects to completion.

Best piece of advice you've ever been given
Seek to understand, and then to be understood.

People might be surprised to know that...
I'm 170cm tall (with my shoes on!).

Just Fit

ernst-heinrich-geist-str.3-5, 50226 Frechen, Germany
Tel +49 (0)2234 933450
Web www.justfit-clubs.de

Company profile
Founded in 2002, Just Fit is the largest fitness club chain in North-Rhine Westphalia, Germany, and offers first-class service and personal fitness support to some 60,000 members. Its 21 fitness clubs, including two high-end premium clubs located in Cologne and Dusseldorf, offer fitness and wellness, and feature unique characteristics with their location at the sites of former factories.
Number of sites
21 clubs in North Rhine Westfalia, Germany.
Plans for 2017
Just Fit's growth is consistent and fast-moving, opening three new fitness clubs in 2016, close to Cologne.

CEO: Frank Böhme

Professional background
With a career of more than 30 years, I founded my first fitness club in Cologne, Germany, in 1984. My comprehensive experience in the industry has been recognised with my selection to join Germany's Senate of Economy. I'm also founder and president of Interfit, a network of nearly 1,000 clubs across Germany, Austria and Switzerland.
Best piece of advice you've ever been given
Input from staff is essential in the fitness industry.
People might be surprised to know that...
I love to work with members of my family.

LadyLine and EasyFit (Ab LL International Oy - LLI)

Ab LL International Oy (LLI), Sulvantie 218, 65450 Sulva, Finland
Tel +358 (0)40 586 9060
Email jyrki@lli.fi
Web www.lli.fi / www.ladyline.fi / www.easyfit.fi

Company profile
The first female-only full-service LadyLine club was established 20 years ago and is currently the largest female-only chain in the Nordic area with some 20,000 customers. EasyFit chain was established five years ago, operating a low-cost model for its 35,000 members.
Number of sites
24 LadyLine sites; 39 EasyFit sites.
Plans for 2017
LadyLine refreshing its end-user experience, bringing more digital solutions for club operators. EasyFit maintaining its focus on club operators and end users' tech solutions, opening up to seven new locations.

CEO: Jyrki Hannula

Professional background
CEO of LLI since October 2014, I was previously MD for Technogym distributor Qicraft in Finland and Estonia, after spending over 20 years in different managing director and general manager positions in Finland and Europe in the fast-moving premium brands and ICT businesses.
Best piece of advice you've ever been given
Live the moment! Also tomorrow!
People might be surprised to know that...
I was (very) briefly in the modelling business...

Metropolitan Sport Club & Spa

C/Galileo 186, 08028 Barcelona, Spain
Tel +34 93 330 38 10
Web www.clubmetropolitan.net

Company profile
Metropolitan Club began its activity in Barcelona in 1989, with a philosophy that remains to this day: sophisticated clubs providing high-quality services to clients at competitive prices. The Club already has 23 fitness centres across Spain, making it the country's first chain. The Club's hallmarks are the facilities, featuring top-quality designs, areas devoted to relaxation and health, and high quality service.
Number of sites
23 sports club and spa centres across Spain.
Plans for 2017
To open a new 4,000sq m centre in Badalona.

CEO: Javier Pellón

Professional background
A Bachelor of Law and an MBA from the IE (Madrid) and London Business School (UK). Founder and president of BSR in 1985, and founder and president of Llefisa in 1987, before becoming founder and chief executive of Metropolitan Spain in 1989.
Best piece of advice you've ever been given
Act. Don't be afraid to make mistakes.
People might be surprised to know that...
I've been a national champion in squash for three consecutive years.

Mrs.Sporty

Helmholtzstr. 2-9, 10587 Berlin, Germany
Web www.mrssporty.de

Company profile
Mrs.Sporty developed a new way to help women feel like a whole new person. It includes a unique fitness programme tailored specifically to members' needs, based on scientifically designed exercises that efficiently deliver maximum results in a friendly environment. Founded in 2004 by joint CEOs Niclas and Valerie Bönström in partnership with tennis legend Steffi Graf.
Number of sites
578 clubs.
Plans for 2017
Up to 50 new clubs in Germany, 50 in Poland, five new self-owned clubs in USA; starting a franchise concept.

Joint CEOs: Niclas Bönström & Valerie Bönström

Professional background
Niclas: Coca-Cola Sweden, SATS Europe, 24 Hour Fitness and co-founder of Mrs.Sporty.
Valerie: computer scientist, IBM, JP Morgan, EMBA London Business School and co-founder of Mrs.Sporty.
Best piece of advice you've ever been given
Niclas: good things don't grow by themselves.
Valerie: Innovation is a natural consequence of business development: you always try better the next day.

Prime Time Fitness

Prime Time Fitness GmbH, WestendDuo, Bockenheimer Landstr. 24, 60323 Frankfurt
Tel + 49 69 7158 995 111
Web www.primetime-fitness.de

Company profile
Founded in 2010, Prime Time Fitness is a group of seven training centres and an in-house corporate training facility. The clubs focus on training services, especially individual and small group personal training. All members receive introductory and on-going assessment with the Inbody BCA. Prime Time Fitness is responsible for the athletic training of two professional soccer teams and an ice hockey team. In addition, the company operates a corporate in-house training facility.
Number of sites
Seven, six in Frankfurt, one in Munich
Plans for 2017
Steady organic growth with 1-2 new clubs each year.

CEO: Henrik Gockel

Professional background
Starting as a consultant in the fitness industry in 1990, I then operated a small chain of health clubs in Switzerland and Germany in 1999. Between 2003 and 2008, I served as Operations Director for Fitness First Europe and later as MD for Germany. In 2010, I developed the Prime Time Fitness concept, opening the first club in October 2010.
Best piece of advice you've ever been given
Never stop learning: every day, every second.
People might be surprised to know that...
I bought a Personal Training Membership in my own club.

Repeat

HC Ørsteds Vej 50 C, 5. sal, 1879 Frederiksberg C, Denmark
Email info@repeatfitness.dk
Web www.repeatfitness.dk
Facebook /repeatfitness.dk
Instagram /repeatfitnessdk

Company profile
Founded by fitness entrepreneur Hans-Henrik Moe Sørenson and IHRSA Chairman, Rasmus Ingerslev, Repeat is a targeted health club concept, created with a specific group of people in mind - millennials and the young at heart. Set in a cool, Soho-esque environment with dimmed lighting and loud DJ music, flexibility in pricing and terms is key. A smooth digital extension of the in-club offering provides a stress-free end-user experience.
Number of sites
Two
Plans for 2017
To open four new Repeat clubs.

CEO: Hans-Henrik Moe Sørenson

Professional background
Project manager at the Danish Foreign Ministry's commercial Trade Commissions; Regional Manager at Fitnessdk, co-founder, partner and COO at Fresh Fitness Denmark. Co-founded Repeat in 2016 with Rasmus Ingerslev and two key colleagues from Fresh Fitness.
Best piece of advice you've ever been given
Embrace new challenges as they will inevitably develop you as a leader and a human being.
People might be surprised to know that...
I'm an expert builder of shelters...in the eyes of my kids.

Strata Holding

Mytnaya ul 30-1-50, Moscow, Russia
Email info@strata.ru
Web www.strata.ru
www.orangefit.ru
www.cityfit.ru

Company profile
Strata Holding is a leading fitness operator in Russia, operating under distinct brands: OrangeFitness, offering premium services, mass market CityFitness brand in Russia, and boutique GravityStudio in South Florida, USA. Strata Holding is owned by the company founders.
Number of sites
30 clubs in Russia, Armenia and Bulgaria – 17 operating under OrangeFitness and 12 operating under the CityFitness brand. Two GravityStudios in the USA.
Plans for 2017
To open one OrangeFitness club and five City Fitness clubs in Russia; one club in Ukraine.

President: Anastasia Yusina

Professional background
Before founding Strata Partners in 2001, I gained marketing experience in senior positions with big multinationals. I have a PhD in economics and am a trained journalist. Joint winner of the 2011 IHRSA European Club Leadership Award.
Best piece of advice you've ever been given
You are responsible for your life, your relationships and your future. All good and bad things that happen around you are initiated by yourself.
People might be surprised to know that…
In November 2016 I became an IHRSA board member.

TrainMore BV

Willem de Zwijgerlaan 2, 1111 ZS Diemen, the Netherlands
Tel +31 20 640 82 01
Web www.trainmore.nl
www.clubsportive.nl

Company profile
TrainMore is an innovative fitness chain in the Netherlands aiming to ensure everyone in our society exercises more regularly. Members who work out more often receive a larger discount: train more and get rewarded with €1 discount for every workout. Start with a TrainMore membership of €35 per month and if you train, say, 18 times, you'll get €18 discount, so you pay €17. The more you train, the less you pay!
Number of sites
11 clubs: nine TrainMore; one ClubSportive; one HIGH45.
Plans for 2017
Opening three to four new sites.

CEO: Han Doorenbosch

Professional background
I started out as a PE teacher before opening my first club in 1996. I finished an MBA in 2010, sold the Clubsportive chain in 2011, then developed and became the CEO of the TrainMore fitness chain in 2011 and 2012. In 2015 I co-founded HIGH45, the first Dutch boutique fitness studio.
Best piece of advice you've ever been given
If you always do what you've done, you'll always get what you've had.
People might be surprised to know that…
I love to produce music, plus kite surfing and golf!

Vivafit

Edifício 8 Lagoas Park, Porto Salvo 2740-244, Portugal
Tel +35 1 210 970 651
Web www.vivafit.eu
Facebook VivafitInternational
Linkedin vivafit
Twitter vivafit
Instagram vivafit

Company profile
Vivafit, a fitness franchise for women, comprises a select collection of group fitness classes and nutrition expertise. The offer includes programmes designed exclusively for the brand SBarre - Shape It and Burn It - Women!.

Number of sites
Vivafit operates in 10 countries including Portugal, Spain, Saudi Arabia, UAE, Oman, India, Kazakhstan and Taiwan.

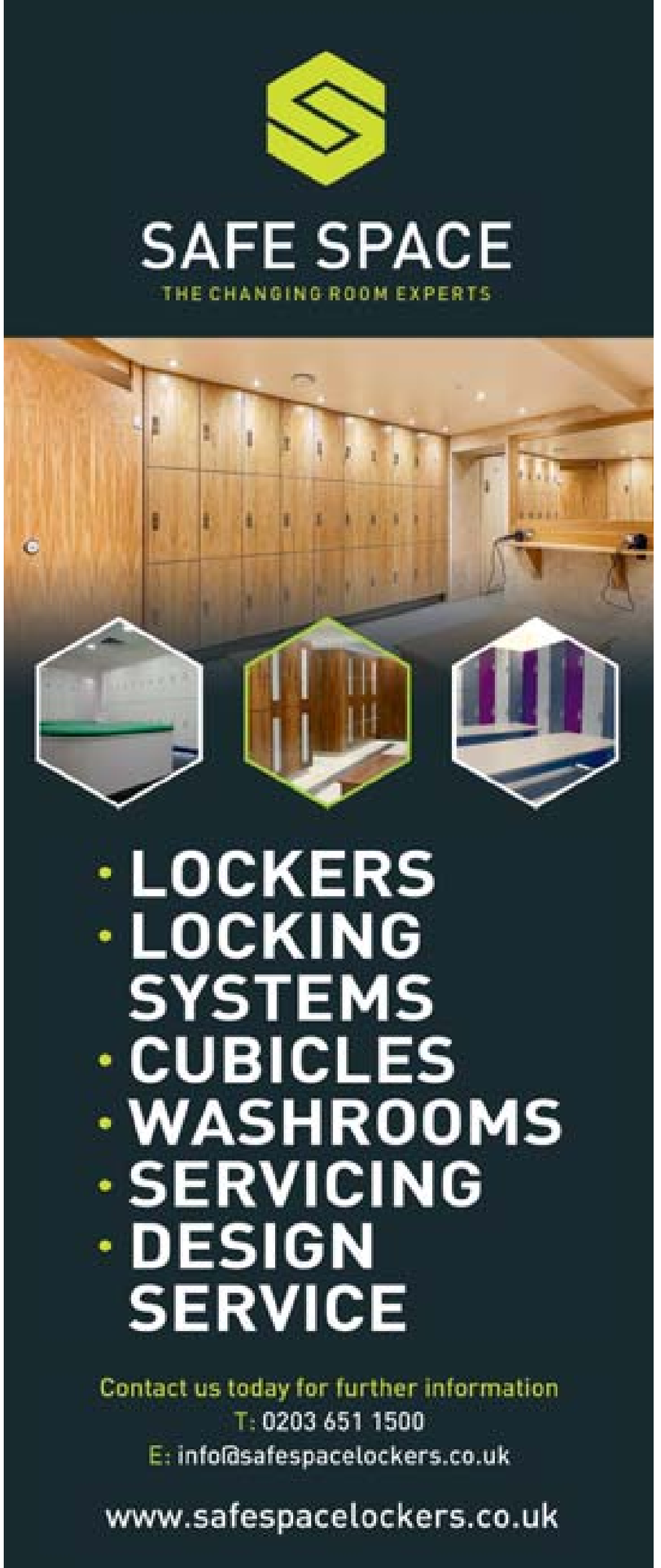
Plans for 2017
10 new openings in Saudi Arabia, Abu Dhabi, India and Uruguay. Plus select Vivafits to add Personal20 Corners - whole body electronic muscle simulation. The first Personal20 Studio opens in the USA, lead by Connie Ruiz.

CEO: Pedro Ruiz
President: Constance Ruiz

Professional background
Connie has been in the fitness industry for 20+ years and Pedro has 30 years' experience in engineering, management and entrepreneurship.

Best piece of advice you've ever been given
Never forget where you came from and who helped you get where you are today.

People might be surprised to know that...
We like to see ourselves as 'global citizens', with residences both in Portugal and the USA.



The age of independents

Creating a community, injecting their personality into the club and going beyond the call of duty to support members are common themes among successful independents. Kath Hudson reports

Fitness for those in need

Mickii Edwards Weight Loss Academy, UK

Former rugby league player Mickii Edwards chooses to drive a Mini rather than a Range Rover, so he can plough more money into his club and give free memberships to people who need them, including those with cancer and chronic heart disease.

Everyone is given a fitness test when they join, and all members are then closely monitored using MYZONE. "I know how many calories they're burning, what zone they're in, and if they're in pain and need to back off," says Edwards.

"They come to the club four times a week and, as they're assessed regularly and the work is stepped up on each visit, they're always progressing. Outside of the gym, they're asked to take photos of what they eat and drink, so I can keep track of their diet. If they eat fewer calories than they burn off, they'll get results."

And they do get results – some of them losing more than 10 stone (63.5kg) – not just because of Edwards' constant support (people text him menus if they go out for a meal), but also because of the Facebook community through which members share advice and support. Every Monday there's a weigh-in and a therapy session.

Edwards (right) steps up the client workout every visit to maintain progress

Launched in January 2015, the club has a studio upstairs and a gym downstairs. At peak times three classes are run, frequently including a children's session so that the parents are able to work out.

Located in a deprived area of Lancashire, England, Edwards says there's nothing in the area for people to do, so there are big social problems, with children as young as 14 taking drugs. Edwards has brought in psychologists and therapists to give education on healthy eating, as well as talks on alcohol and drug addiction.

Every other Friday, Edwards also organises an activity with a big group of young children, aiming to engage them in a healthy lifestyle while they're young.

Fireman brand

Firehouse Fitness, UK

Former Sheffield fire fighters Rob McGuigan and Dennis Roebuck met at work and, sharing a love of health and fitness, started working out together on-shift. They incorporated calisthenics, Tabata, HIIT and functional training.

The route to opening their own club was driven by customer demand: they were approached by a colleague's wife to train her and some friends. As word got around and more people joined the sessions, they rented a school gym three times a week.

Still more people joined, so in February 2015 they took the plunge. Located in a former warehouse, Firehouse Fitness spans 4,000sq ft (372sq m), which is divided into a functional training area and a gym, complete with free weights and cardio equipment supplied by SportsArt.

Some members come as often as twice a day

Former fire fighters McGuigan and Roebuck (right) offer seven 45-minute coached sessions a day, physiotherapy and meal preparation

The vast majority of members come for the 45-minute coached sessions, of which there are seven a day. Despite being in a competitive fitness sector, membership is growing month by month.

"The whole thing has just exploded," says McGuigan. "People seem very comfortable with us and are getting great results. We recommend that people come to work out three times a week, but lots of them come five times and some even come twice a day – before and after work."

The membership is currently skewed towards women, with a 70/30 split. The majority are aged 26 to 35 years, although some are older. It costs £7 per class, or £34.50 a month for unlimited access.

The club has already evolved, with one extension and two add-on services: physiotherapy and meal preparation.

"People can pay £15 to have all their measurements taken and a bespoke diet programme put together," says McGuigan. "They can either cook the meals themselves or buy them ready prepared for £5, to collect after their workout."

The Firehouse Fitness team is now looking to replicate the success with a second, much bigger, site in Leeds measuring 14,000sq ft (1,300sq m). A franchise business is also being considered, but to maintain brand values, all the franchisees will have to be trained fire fighters. ►

Scientific approach

LifeLab, UK

"We're not interested in the aesthetics of looking good. LifeLab is about focusing on health, not image," says founder Adam Daniel. "Our underlying philosophy is 'train the human being, not the human body'."

Based in affluent Chislehurst, Kent, England, LifeLab officially launched in October 2016. Two squash courts have been converted into two studios: one for small group training and one for PT.

The group training studio is kitted out with 10 Queenax units, TRX, TRX rips, Dynamax medicine balls, kettlebells, barbells and dumbbells. The PT studio has a Matrix power rack and lifting platform, a half rack, a Matrix Functional Trainer, two Wattbikes and a high-performance Power Plate.

Technology is integral to the offer: MYZONE to monitor workouts and improve motivation with monthly challenges; Boditrax to analyse data to improve the lifestyle of clients outside the gym; and First Beat to measure metrics like stress levels and sleep patterns, enabling the fitness team to create a strategy to help clients manage their own stress levels.

> Our underlying philosophy is 'train the human being, not the human body'

Founded by Adam Daniel (right), the LifeLab studio offers both group training (above) and personal training

The upstairs gallery has been converted into a fuel lab, serving wholesome natural brands of drinks and snacks like energy bars. There are plans to make smoothies using fruit and veg from Daniel's own allotment.

Six 45-minute HIIT or tribe team training sessions run daily, and as the membership grows, so will the number of classes. Classes cost £20 on a pay-as-you-go basis, with discounts for block-buy purchases.

"The age of our members ranges from students up to a 59-year-old. We have slightly more women than men, but as more men are starting to understand the concept, this split is changing. We're also planning to work with local sports teams and promising young sports people," says Daniel.

LifeLab has also teamed up with Loughborough University in Leicestershire, England, to offer students placements so they can gain practical industry experience.

Phase two will come on-stream this year. as the gym is based in a football club, in five acres of land, there are plans to develop a large outdoor group training area and recreate sports team-style training sessions aimed at 30- to 50-year-old men.

Owner Chris Griffiths (middle right) has installed equipment that's colour-coded to the body part it works out

Aesthetically driven

Advantage Fitness, UK

"Advantage Fitness is an aesthetically driven gym and we unashamedly set out to help our members change their body shape," says owner Chris Griffiths. "We live in an aesthetically driven world. In my experience, whenever you ask anyone about their goals for joining a health club, it's because they want to look better: being more fit and toned is a by product."

Through offering effective personal training, nutritional advice and support to change behaviours, Advantage Fitness prides itself on helping its members to achieve fantastic body transformations.

A large percentage of members work with a personal trainer, who maintain consistent contact points across the week, either in person, by text or phone.

"However, we help all members obtain great results, even if it isn't at the level of those having personal training. With our induction process and the way the reception is positioned, we talk with all our members on a regular basis," says Griffiths.

For those living outwith the immediate catchment area, but who are serious about transforming their physique, distance mentoring is also offered, directing nutrition and training to the desired outcome.

Originally, the 4,200sq ft (390sq m) site was divided into a studio, a spin studio, a gym and two injury clinics but, following feedback from members, it has evolved into one massive gym and a large injury clinic.

The 70 workout stations comprise mainly resistance equipment, but there is also a large cardio zone. "All our equipment is colour coded to correspond to the body part that it works out," says Griffiths.

"As well as making the gym user-friendly, the colours create a striking visual impact. We believe ourselves to be the first gym in the world to take this approach." ►

Rindisbacher (right) has popularised creative urban workouts in Zurich

Urban workout

Street Workout Place, Switzerland

Street Workout is an edgy, urban sport that uses bodyweight in a creative way: think parkour on monkey bars. Owner Thomas Rindisbacher, along with his brothers Roman and Michael and friend Eric Manser, have popularised the concept in Switzerland, getting council funding for 12 installations in parks around the country. Creating a gym to train indoors was therefore a natural progression.

Launched in December 2015 in Zurich, Street Workout Place has a workout area of around 200sq m (2,150sq ft), comprising two Street Workout parks with equipment designed by the team and built by Swiss company Alder + Eisenhut.

"There are low bars, high bars, monkey bars and parallel bars, which allow more than 300 different exercises to be undertaken," says Rindisbacher.

"No additional weights are required. Street Workout uses a variety of exercises to work on the upper and lower body, and the core, as well as incorporating dynamic movements and holding movements."

Rindisbacher says the customer journey was an important consideration when designing the club: "We wanted to make sure our members have a great experience, so firstly we wanted to be open 24 hours a day. This is common in a lot of places, but very unusual in Switzerland".

Gantner technology has allowed for an all-in-one membership card which can grant entry to the club, operate lockers and facilitate all food and drink purchases.

The club is manned between 9.00am and 9.00pm, during which time a few coached sessions are also offered.

Alternatively, people can come and freestyle. Out-of-hours, a 42-inch touchscreen monitor offers interactive content.

Membership is €53 a month and members pay for a whole year upfront, which is common in Switzerland.

Rindisbacher says the concept is appealing to a modern, urban demographic who like to challenge themselves and don't want to do a standard workout. The main audience is aged 20 to 40 years, with slightly more men than women (55/45 split).

"It's been brilliant to see a community develop," Rindisbacher says. "Members have formed groups and visit together, support each other and socialise. Street Workout is a lifestyle, not just a sport. It's great to see this happening in our club." ●

HEALTH CLUB MANAGEMENT

HANDBOOK 2017

PRODUCTS & SERVICES

Company profiles	p148
Industry organisations	p226
Product selector	p230
Supplier contact book	p238

Turning ambitions into reality

#beginwithbetter

Active IQ is an awarding organisation recognised and regulated by Ofqual within the Active Leisure sector, designing qualifications that support clear career pathways.

We pride ourselves on providing excellent customer service whilst providing high quality resources for our qualifications, enabling training providers and employers to offer positive learning experiences.

Find out more at:
www.activeiq.co.uk

Active iQ

Active IQ

Westminster House, The Anderson Centre, Ermine Business Park,
Huntingdon, Cambridgeshire, PE29 6XY, UK

Tel: +44 (0) 1480 410324 Fax: +44 (0) 1480 456283
Email: businessdevelopment@activeiq.co.uk
Web: www.activeiq.co.uk Twitter: @Active__IQ
LinkedIn: Active IQ

JENNY PATRICKSON

About us

Active IQ is the UK's leading awarding organisation for the active leisure sector. The range of qualifications equip individuals with the knowledge, skills and behaviours they need to kick-start or progress their careers in the active leisure sector. With first-class resources, an extensive suite of eLearning and free electronic lecture packs, Active IQ leads the way with dynamic fit-for-purpose qualifications that ensure success.

What is the name of your parent company?

Premier Global which is part of the Ascend Learning Group.

Product range and services

Active IQ is committed to providing fit for purpose, dynamic and innovative qualifications ensuring key stakeholders are involved in the development. Qualifications range from entry level to level 5 and include fitness instruction, personal training, health, well-being, exercise referral, leisure operations and management and sports massage therapy, to name a few. All qualifications are accredited by Ofqual, Qualifications Wales and CCEA in Northern Ireland and a wide range of programmes are recognised by CIMSPA and REPs.

Key customers

Active IQ works with over 500 approved centres, including private training providers, colleges, employers, leisure service providers, universities, schools, prisons, young offender institutes and international centres.

"Active IQ really gives our brand the strength and recognition for quality assured training. When researching awarding bodies Active IQ immediately stood out for me. Throughout the process Active IQ has been really helpful and I can't thank them enough."

LUCY MCCORMICK, FOUNDER OF SUPFIT.

What are you plans for 2017?

Active IQ is launching its refreshed Personal Training qualification which has been developed following consultation with employers and later in the year it will launch its refreshed Fitness Instructing qualification.

What shows will you be attending in 2017?

AoC Sport in the Curriculum Conference, CIMSPA Conference, Active-net, Elevate, Flame Conference and Awards, AoC Apprenticeship Conference, Leisure Industry Week, SIBEC, ukactive Summit, Active Training Conference and Awards.

Key personnel

Jenny Patrickson
Managing Director
Sarah Edmonds
Director of Quality and Standards
Laura Sheasby
Head of Business Development

For more information please contact
TEL: +44 (0) 7725 240511
EMAIL: jenny@activeiq.co.uk

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- Online joining
- Online class booking
- Branded club app – redeem offers, send push notification, book classes, connect via social media, record workouts and communicate with PT's and other members of the club.

Main services

For over 20 years Ashbourne has helped more than 1,000 gyms, health clubs and leisure centres in the UK and Ireland simplify their payment collection, debt recovery and software solutions.

By using Ashbourne's integrated software platform and payment collection services enables clubs to save time and money with their affordable solution.

Ashbourne offers integrated support for all aspects of running a club. Our latest module allows clubs to simplify their staff and facility bookings.

Additional services

Our eBook, "100 Ways to Attract More Members" is packed with marketing and retention tips that you can use in your club. Download your copy at *http://bit.ly/AshbourneEbook*.

We can also provide a turnstile install service, contact us for info.

Key customers

Ashbourne provides membership management services for over 1,000 independent gyms, health & fitness clubs, leisure centres and martial arts academies across the UK and Ireland.

Shows attending in 2017

Elevate, Leisure Industry Week.

Key personnel

John Clayton-Wright
Managing Director
Grant Harrison
National Accounts Manager

FOR MORE INFORMATION
Ashbourne customer service team:
TEL: +44 (0)871 271 2088
Email: memberships@ashbournemanagement.co.uk.

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Web: www.balancedbody.com

Year established 1976

About us

Stocked in the UK for fast, cost effective delivery, Balanced Body® delivers versatile and space-saving mind-body equipment and education that is perfect for personal training or group programming. Products include MOTR® and Bodhi Suspension System®, in addition to our best-in-class Allegro® System, EXO® Chair and CoreAlign®. We also offer a superb line of rock maple Pilates studio equipment, plus small props and accessories.

Additional services

Balanced Body® instructor training is available in the UK and at over 250 sites worldwide. Training for instructors at all levels is tailored to fitness centers, including Pilates, Anatomy in Three Dimensions™, Balanced Body Barre®, Bodhi Suspension System®, MOTR® and CoreAlign®. We offer flexible, modular programmes, and flat rates per student.

Key customers

Major health clubs worldwide in addition to small clubs, instructors and personal trainers.

Shows attending in 2017

See our full Events Calendar at www.balancedbody.com

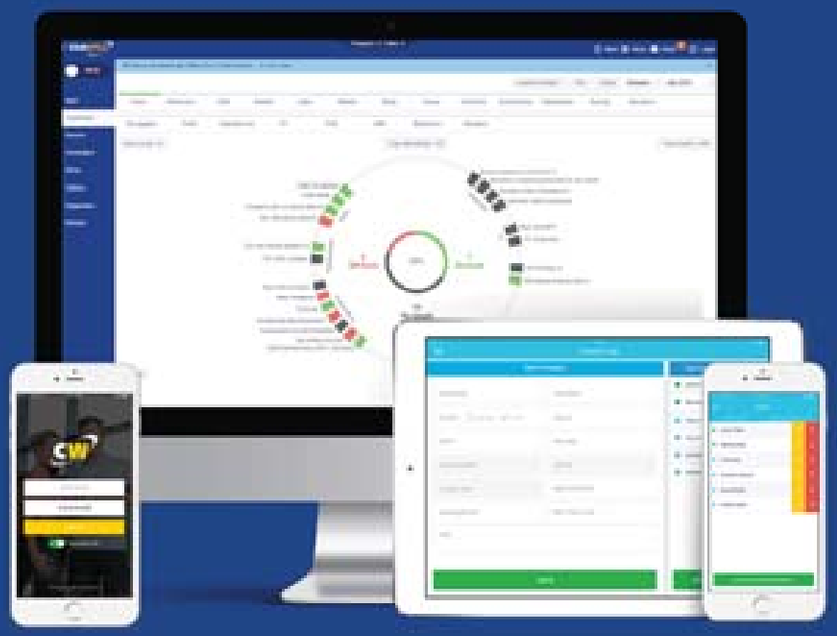
Key personnel

Tony Tran
Area Manager Supervisor

For more information please contact
TEL: 0800 014 8207
EMAIL: tony.tran@pilates.com

Club Management Made Easy

ClubWise is a cloud-based, award winning gym and health club solution provider, seamlessly integrating software, direct debit collection and marketing services, leaving you time to focus on what matters most, your members.



Love your business

Focus on what you love to do, helping your members. ClubWise takes care of the rest

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ClubWise is authorised and regulated by the Financial Conduct Authority (FCA).

ClubWise

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Web: www.clubwise.com
Twitter: @ClubWise
LinkedIn: linkedin.com/company/clubwise-software-ltd
Blog: http://www.clubwise.com/clubwise-blog/

About us

ClubWise integrates club management software, direct debit collection, sales, retention and marketing solutions to provide clubs with an all-in-one solution. ClubWise enables health and fitness clubs to strengthen cash flow, manage memberships, retain members and generate new business from the cloud-based system, whilst reducing admin to give clubs the freedom to focus on what matters most: members.

Product range

Streamlined day-to-day running, generating new business, member retention and performance analytics are all key to the success of your club.

ClubWise provides the platform for success with Direct Debit Collection services and a robust club management software package which includes...
• Member Management • Member Rewards • Dashboard Analytics
• Prospect Tracking • Location Intelligence with Demographic census data • Reports
• Campaign Manager
• Automated CRM • Mobile Apps
• Check-in • Access Control integration
• POS • Booking.

Key customers

ClubWise works in partnership with over 900 health and fitness clubs worldwide. Our customers vary from small independents to large groups and franchises, all of which are provided a supportive and friendly service from day one.

Shows attending in 2017

Leisure Industry Week.

Key personnel

Guy Foster
Sales and Service Deliver Manager

For more information please contact
TEL: +44 (0) 1844 348300
EMAIL: sales@clubwise.com
WEB: www.clubwise.com

"ClubWise manages everything that you need to operate a successful club"
NEIL GODLY, OXYGEN FIT

"I would wholeheartedly recommend looking at ClubWise, they're a critical partner in the running of our clubs"
DECLAN RYAN, ACTIVE4LESS

"This is the best business decision we've made… If you want a truly fully integrated system then ClubWise really is the number one choice"
JONATHAN LYALL, LANGLEY'S COUNTRY CLUB

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At **Core Health & Fitness**, when we brought together fitness brands to build our company, we settled for nothing but the best. Four iconic brands that pioneered entire categories and whose machines are still the ones **members ask for by name.** Today, we're committed to continuing the tradition that started decades ago – and that's greatness you can feel good about building your business on.

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Core Health & Fitness

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Facebook: Core Health & Fitness
LinkedIn: www.linkedin.com/company/corehealthandfitness

JOHN GAMBLE

About us

Core Health & Fitness is the world's fifth largest marketer and distributor of commercial fitness products to health clubs, community recreational centers, hotels, government, educational facilities and more. Core Health & Fitness markets its products under the Star Trac®, StairMaster®, Schwinn® and Nautilus® brands. Headquartered in Vancouver, Washington, we employ over 400 people worldwide and serve a global customer base. Core maintains sales, engineering service offices throughout the United States (Vancouver, WA; Irvine, CA; Independence, VA as well as in the United Kingdom (High Wycombe); Germany (Munich); Spain (Barcelona) and Brazil (São Paulo). We operate our primary warehouse locations in the United States, the Netherlands and China.

Product range and services

We offer the commercial fitness and health club marketplace an unmatched portfolio of brands including Star Trac® fitness equipment solutions, StairMaster® cardio products, Nautilus® commercial strength products and Schwinn® indoor cycling bikes.

Key customers

David Lloyd Leisure, Fitness First, DW Sports, Lifestyle Fitness, Nuffield Health, Parkwood Leisure, IHG Hotels, Active4Less, University of Kent, Stoke Park Country Club Spa and Hotel, North Lanarkshire Leisure, Bannatyne Health Clubs and Simply Gym.

Plans for 2017

New high intensity products from StairMaster will debut in 2017 featuring the HIITMill and HIITMill X. The brand has taken on the HIIT concept offering a variety of unique cardio and high intensity equipment. We will also debut the 8-VS VersaStrider under our Star Trac Cardio brand and the new Nautilus Half Rack with additional platform.

Shows attending in 2017

IHRSA, FIBO, SIBEC, HOTEC, LIW, ENAS.

Key personnel

John Gamble
Managing Director of Europe, Middle East and Africa
Peter Rigg
Director of Key Accounts EMEA
Duncan Black
Western European Channel Manager

For more information please contact
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DAVE WRIGHT

About us

For over 25 years around the globe CFM have been the world leader in generating new members. When our clients engage with our 6 week membership campaigns, with no outlay and no risk, they are also tapping into the experience of a company that has generated over 1 million new members for over 4,000 health clubs worldwide.

Product range

We offer an unparalleled membership generation service that creates a large influx of income from untapped corners of the market. This is guaranteed to be over and above the membership income the club would normally achieve themselves.

Key customers

We have customers in the majority of the health club sectors from the Chains, Local Authority, Trust, Hotels, Spas and Independent Health Clubs.

Plans for 2017

To continue to be at the forefront of finding new and innovative ways to attract the hard to reach members to health clubs around the country.

Shows attending in 2017

IHRSA, FIBO, Leisure Industry Week

Key personnel

Dean Godfrey
Director
Ryan Kildare
Business Development Manager
Jonny Packard
Business Development Manager

For more information please contact
TEL: +44 (0) 115 777 3333
EMAIL: uk@cfm.net
WEB: www.cfm.net

A large list of club owner testimonials can be seen on
www.youtube.com/creativefitnessmkt

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Tel: 0800 FITNESS
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STUART BURGE DAVE WEIR

About us

CFI supply exciting, bespoke functional training zone solutions. We do this through our vast experience and bringing together the very best in supplier partnerships; ZIVA and FitPro to name but a few. We provide solutions to your small group, studio and functional training requirements that provide an exceptional member experience through customised functional training zones and ongoing instructor training. Many millions of members already benefit from our equipment, designs and layouts.

Product range and services

CFI use only the best resources to supply our customers with the very best in functional training, studio equipment and functional zones. To this end we only use the very best suppliers, such as ZIVA, Brazilian Olympic Committee Partner - Rio 2016 and currently the fastest growing free weight provider in the world. An industry leader in free-weights, studio equipment and functional training accessories, Ziva is an international brand with a well-deserved reputation for quality products and brilliant design.

Key customers

To name but a few Ziva customers: David Lloyd, Pure Gym, Fitness4less, Halo, Places for People, Everyone Active, Rivers, Energie Fitness Clubs, Fit For Free, The Gym, Fitness4Less, Topnotch Health Clubs, Xercise4Less.

What are your plans for 2017?

'Zivazone' - a concept that can generate value from any space in any facility. We will continue the success of Ziva including the acclaimed Infinity Series, helped by Zivazone.co.uk.

What shows will you be attending in 2017?

IHRSA, FIBO, SIBEC, Elevate.

Key personnel

Stuart Burge
Director
Dave Weir
CEO

For more information please contact
TEL: 0800-FITNESS
EMAIL: sdb@cfihq.com
WEB: www.zivazone.co.uk

"The addition of our Zivazone has provided a great first impression when entering our gym floor. The zone has proven an effective tool for personal, group, and varied circuits sessions, whilst allowing us to monitor groups in a single location on the gym floor. "

NEIL POULTER, GM, DAVID LLOYD, MAIDENHEAD

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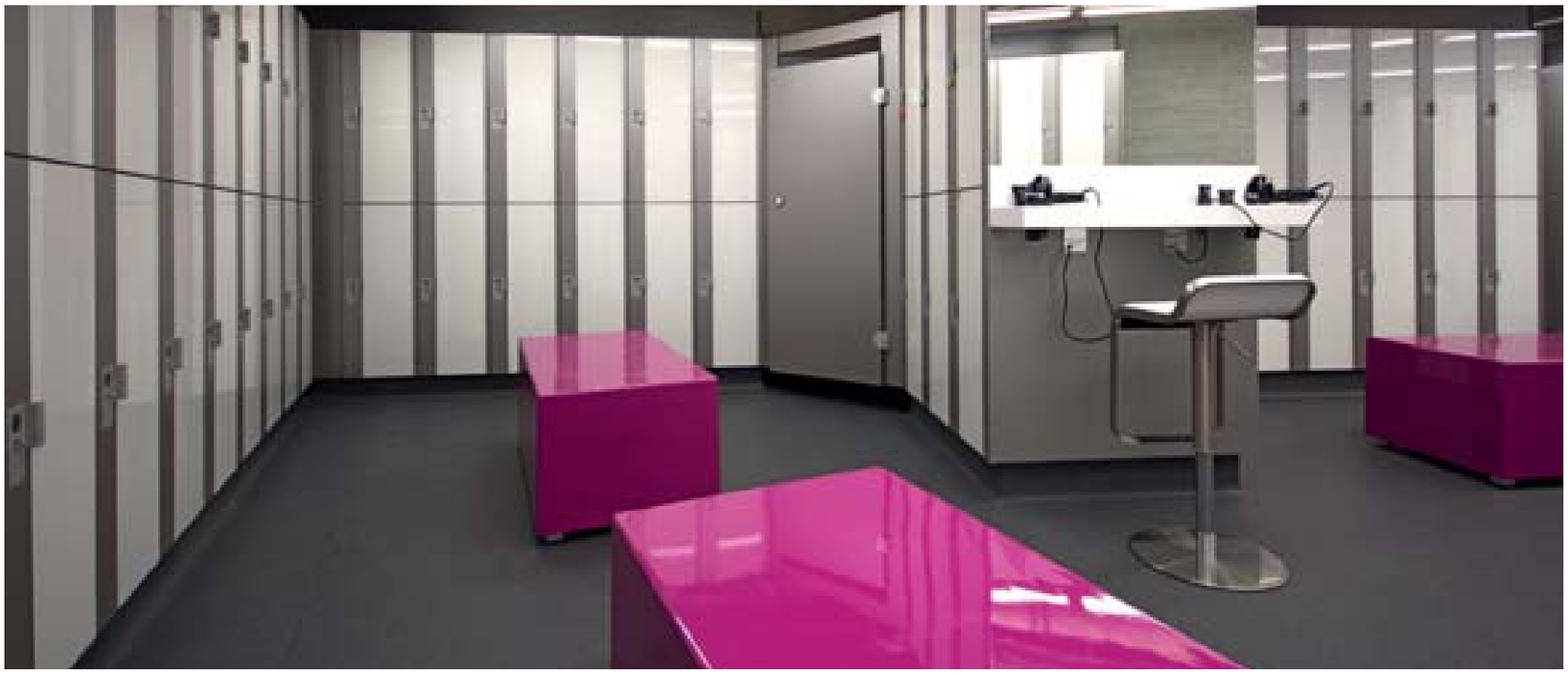

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SPENCER GRIMWOOD

About us

Crown Sports Lockers has designed, crafted and fitted bespoke timber furniture for spas, hotels and the sport and leisure sectors since 1993. We project manage fitouts from lockers, treatment rooms, vanities and bench seating to reception desks, bedroom furniture, washrooms and cubicles in tailored materials, colours and finishings. We are ISO9001, 14001 and BS accredited.

Parent company

Crown Sports Lockers (UK) Ltd

Product range

We design, manufacture and install bespoke timber furniture, including lockers, vanities, bench seating, treatment rooms, washrooms, cubicles, bedroom furniture and reception desks. We also provide a wide range of digital, electronic and traditional locking systems to suit all demands.

Key customers

Village Hotels, Macdonald Hotels, Mercure Hotels, Pure Ride, Psycle, Places For People, golf clubs across the UK

Plans for 2017

Our installations are all bespoke projects, therefore we tailor products, materials, colours and finishings to each site's requirements and vision. IP55-rated Axis locking systems are new.

Shows attending in 2017

Hotelympia, The Academy Show, the Golf Course Managers' Association conference and exhibition and the Independent Hotel Show.

Key personnel

Richard Downing
Managing Director
Martin Dobson
Production Manager
Spencer Grimwood
Project Manager
Sam Palmer
Project Manager

For more information please contact
TEL: 01803 555885
EMAIL: sales@crownsportslockers.co.uk
WEB: www.crownsportslockers.co.uk

"From start to finish of the project Crown were wonderful, so helpful and working to time and budget. We could not have picked a better provider."

JULIE WATSON, OPERATIONS DIRECTOR, BRIGHTLIFE SPA, BRIGHTLIFE CENTRE, ISLE OF MAN

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DANNY OLIVER

About us

Cybex International is a leading manufacturer of premium commercial fitness equipment for exercisers of all abilities from first time users to professional athletes. The dedication to exercise science, through the Cybex Institute, leads the fitness industry in the development of exercise machines that enhance human performance. Cybex equipment is innovative in design, durable in structure and engineered to be biomechanically correct to produce optimum results with minimum stress on the body. In 2016 Cybex was acquired by Life Fitness, joining their portfolio of brands.

Parent company Brunswick Corporation

Product range and services

Cybex manufactures the largest selection of strength training equipment in the industry with over 150 unique pieces, including four complete lines of selectorised strength equipment, in addition to modular, plate-loaded, free weights and Big Iron. Cardio equipment includes a full line of treadmills and bikes, plus the revolutionary Arc Trainer and the SPARC Trainer, the industry's most advanced HIIT solution. A pioneer of inclusive fitness, Cybex also produces the Total Access line. The Life Fitness and Cybex combination offers a broader and deeper product portfolio, enabling both brands to target new market segments whilst enhancing their offerings to the faster growing segments of the fitness market.

Additional services

Cybex provides custom 3D CAD design and bespoke marketing packages, exercise solutions for different categories of training interests, as well as a wide range of REPs accredited seminars and advanced courses designed to help trainers and instructors build their knowledge and elevate their skills. Cybex Fitness Professional Education (CFPE) is designed to help fitness pros work effectively with a variety of populations and teach recreational and competitive athletes scientifically proven ways to enhance performance.

"As an F1 team we're at the pinnacle of motorsport and we ask the best of all of the individuals involved – it's not just performance of the car but also that of the individuals, so we sought out the best kit that we could find. Cybex's equipment is amazing – it's really versatile, it's reliable and it can cater for everybody; from first-time gym goers to elite athletes."

GEMMA FISHER, HUMAN PERFORMANCE SPECIALIST, WILLIAMS RACING

Key customers

Williams Racing, Nuffield Health, Snap Fitness, Telford & Wrekin Council, URBANFITNESS London, University of Liverpool, Harbour Hotels, Champneys Health Resorts, Northampton Borough Council, National Aquatic Centre Dublin, Solan Fitness, Sole Fitness, Barking SportHouse & Gym.

Shows attending in 2017

FIBO, IHRSA, SIBEC, BodyPower Expo.

Key personnel

Danny Oliver, UK Country Manager

For more information please contact
TEL: 01353 666017
EMAIL: cybex@lifefitness.com

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IVAN STEVENSON

About us

At DFC, we offer a totally transparent membership collections service, with clear pricing and no hidden extras. Constantly working hard to provide new solutions for our clients, we deliver on our promises – day in and day out. Our mission is to help you improve your relationships with your customers so that they stay longer. You can leave us to collect your Direct Debits, while you concentrate on running – and growing – your business.

Parent company

Transaction Services Group

Product range and services

Our flexible Fully Managed Service efficiently collects DD payments using traditional paper-based methods or our online portal, FASTDD, using your own SUN or ours. With transparent processes and a competitive and clear pricing policy, and a full default procedure handled entirely in-house to ensure no hidden extras.

Key customers

We have happy customers in the majority of the leisure sectors, including, Chains, Local Authority, Trust, Budget, Hotels and Independent Health Clubs.

Plans for 2017

We will continue our expansion throughout Europe with our SEPA solution, along with continuing to deliver innovative solutions that significantly benefit our clients businesses.

Shows attending in 2017

FIBO, Active-Net, Leisure Industry Week, The UK Active Flame Conference, SIBEC Europe, Elevate, CIMSPA conference & exhibition.

Key personnel

Ivan Stevenson
Director
David Mellor
Head of business development – leisure division

For more information please contact
TEL: +44 (0) 1908 422000 ext 826
WEB: www.debitfinance.co.uk

"DFC were employed to help us take on the rise of budget gyms. In 2015, we had an average customer stay of seven to eight months under a flexible membership. Budget gyms were on the up, and we needed to better compete.

With DFC's help, we were able to introduce a new annual Lifestyle Membership package that provided greater choice than the budget gyms could. DFC's 98% collection rate prevented any lost payments and reduced admin time. The result was a 16% rise in memberships and a 10% growth within the first year. We also saw a drop in attrition from 3.45% to 2.6%. DFC's innovative product catalogue helped us better keep track of our members, whilst tidying up our organizational process. I would describe it as one of the biggest growth's that we have seen since the Trust was formed.

We continue to work closely with DFC, and feel excited about maintaining this positive trend."
BEN BEASLEY, DIRECTOR OF COMMERCIAL DEVELOPMENT, CIRCADIAN TRUST.

" eGym helps us to fundamentally sell our gym packages, but it also helps to keep our members with us long-term "

George Stylianou, Operations Director
Touchstone Health & Wellbeing Centre

egym.co.uk/business

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- Higher profits for owners.

eGym

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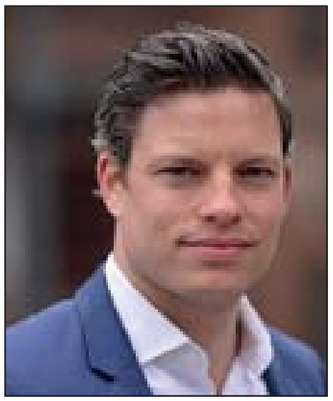
Blog: https://blog.egym.com/tag/en/



JOCHEN MICHAELIS

About us

eGym brings the digital future to the fitness market with the development of a cloud-connected solution designed to improve member communication, increase gym retention and member uptake. eGym designs and manufactures the world's most advanced smart connected strength training equipment and software for gyms / health clubs. Combining eGym's training software, mobile applications and third party partner integrations delivers greater results for members and higher profits for owners.

Parent company

eGym Gmbh

Product range and services

eGym strength equipment, covering all main muscle groups, is integrated with advanced software including two training methods, guidance for optimal repetitions, speed and rest times, and maximum strength measurements with built-in progression. All training data is recorded to the eGym Cloud and is seamlessly linked to the innovative eGym Trainer App, enabling trainers to give tailored member support. This is strengthened by the eGym Fitness app bringing training plans, real-time fitness analysis and social networking to the customer.

Key customers

- Blue Leisure
- The Hurlingham Club
- Touchstone
- ESPH
- Gambaru Fitness
- CHANGE, Hove

Plans for 2017

eGym will continue to extend our open software platform, the eGym cloud, to new selected third party partners to create a complete connected gym.

Shows attending in 2017

FIBO Innovations, FIBO, Elevate, ukactive Regional events, eGym NEXT regional events.

Key personnel

Jochen Michaelis
Managing Director UK
Jeremy Jenkins
Sales Director
Kerstin Obenauer
Head of Implementation
Tracy Lamond
Marketing Manager

For more information please contact
EMAIL: sales@egym.co.uk
TEL: +44 (0)203 701 4267
WEB: www.egym.co.uk/business

"eGym has helped my members to manage their own workouts and has removed hurdles my instructors have with progressing individual training programmes in the right way. eGym really manages the customers better and it's proving to keep them motivated."

DAN MORGAN, DIRECTOR BLUE LEISURE MANAGEMENT, OAKWOOD SPORTS CENTRE

It all starts with a clean gym

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Cleaning & Hygiene

ecoSense Cleaning

The Coach House, 24 Southend Crescent, London, SE9 2SB, UK

Tel: 0800 567 7830
Email: info@ecosense-cleaning.co.uk
Web: www.ecosense-cleaning.co.uk
Twitter: @ecosenseclean
Facebook: www.facebook.com/ecosense

MATTHEW BURRIDGE

About us

ecoSense Cleaning provides cleaning and hygiene services to a wide and varied range of leisure clients across the UK.

Our bespoke leisure cleaning service is market leading and is tailored to each customers needs.

cleanTEK has been developed and provides us with a market leading management system, which enables us to rapidly communicate, train, manage and instantly comply with the ever-changing Health & Safety regulations. This allows our clients to have complete peace of mind and enables them to focus on growing their business.

We also provide individually designed client dashboards that allow managers to monitor a comprehensive overview of the cleaning activities, audits, rotas, plus much more for their site via a cloud-based system.

Product range and services

ecoSense provide a full range of cleaning and hygiene services that run 24/7 365 days a year. These include contract cleaning, daily cleaning, deep cleaning, washroom hygiene, waste removal, consumable supplies and one off deep cleans. Our support teams operate day and night and add extra onsite support, holiday cover and emergency cleans when needed.

Key customers

ecoSense work with a broad spectrum of clients from small independent gyms to National Chains, Local Authorities, High-End Health Clubs and Leisure Trusts.

Plans for 2017

In 2017 we plan to continue with our innovation and development within the leisure cleaning sector & our support services which will provide our clients with an unrivalled service that will enhance their brand and overall customer experience.

Key personnel

Matthew Burridge
Managing Director
Lauren Nightingale
Commercial Director

For more information please contact
EMAIL: info@ecosense-cleaning.co.uk
TEL: 0800 567 7830
WEB: www.ecosense-cleaning.co.uk

"We have now worked with ecoSense for over 4 years. Throughout this time they have always been sure to listen to our business needs, and have grown and evolved with us, so they can always fulfill their work to our expected high standards. The key to this successful working relationship has always been the open channels of communication, their receptive approach to feedback, and their proactive nature in working towards the best possible results each and every time."

MARCUS TESTER , LEAD REGIONAL MANAGER THE GYM GROUP

HOW MUCH OF AN IMPACT DOES YOUR FUNCTIONAL ZONE MAKE TO YOUR BOTTOM LINE?

If you are like a lot of businesses today, your answer could be that you're not sure, or a very little.

For nearly 20 years, Escape Fitness has been invited to work with over 1,000 fitness clubs in 80 countries to help them improve their bottom line.

Therefore, we have gained a lot of first hand experience about what does and does not work in this space.

Over the last 18 months we have been working with a growing number of commercial fitness businesses who are silently stealing market share from traditional models and reporting higher-than-industry-average profit margins.

To help more businesses deal with the challenges we have identified, we have created a white paper that uncovers the 7 common mistakes made by most businesses when introducing functional training into their facility and how to avoid them.

You will learn:

- Simple steps for differentiating your offering.
- How to save money by only buying equipment that will be used.
- How to create a highly-engaged fitness team.
- Why layout is so important and what most people do wrong.

GET IN TOUCH.

Download the free white paper today and discover the 7 common mistakes and how to overcome them.

Go to:
www.escapefitness.com/hchh

Email us at:
sales@escapefitness.com

#ESCAPEYOURLIMITS

escape®

Escape Fitness Limited

Eastwood House, Cygnet Park, Hampton, Peterborough, Cambridgeshire, PE7 8FD, UK

Tel: +44 (0) 1733 313535
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Blog: www.escapefitness.com/blog

MATTHEW JANUSZEK

About us

Founded in 1998, Escape Fitness has built a reputation for product innovation, quality and design as functional training specialists. We have helped improve the bottom line of over 1,000 fitness clubs and key distributors in 80 countries by helping to develop functional training spaces that deliver the best possible exercise experiences. We encourage fitness professionals and their clients to 'Escape Their Limits', a mentality that is the foundation of our every offering.

Product range and services

We design and manufacture a wide range of functional training products, all of which combine innovative features and vibrant colours to have a great presence in clubs. The training spaces we design are just as vibrant, motivating users to maximum performance. Bringing it all together are trainer education and innovative ready-to-go group training programmes that help clubs to motivate and engage members for the long-term.

Key customers

Escape provides solutions for commercial gyms, local authority facilities, education establishments and the hospitality sector. Clients include Fitness First, Virgin Active, UFC GYM, Equinox, Nuffield Health and David Lloyd, and boutique stars including TRIB3, 1REBEL and Best's Bootcamp.

Plans for 2017

Seeing the challenges that operators face in making areas within their facilities work, Escape Fitness are launching three "business in a box" programming and instruction packages for trainers which will allow them to make functional training areas more successful.

"Having worked with Escape before, we knew who we wanted to work with, and we're delighted with the results of the collaboration. This is a vibrant new club with a cool aesthetic, a millennials-focused training ethos and a one-of-a-kind approach."

KEVIN YATES, TRIB3

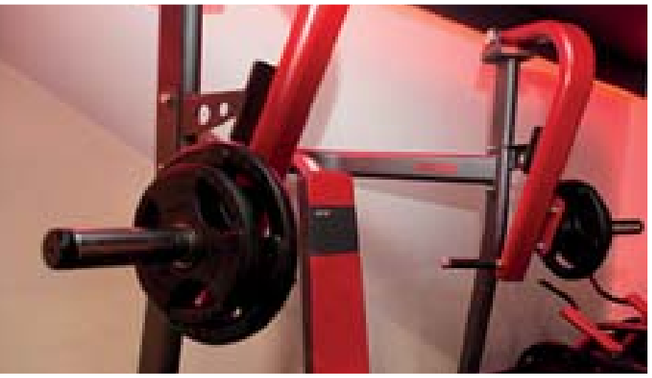
Shows attending in 2017

NIRSA, IHRSA, FIBO, IDEA World, Asia Fitness Convention, SIBEC UK, SIBEC Europe, SIBEC North America, LIW, HOTEC, Elevate.

Key personnel

Matthew Januszek
Customer Solutions Director

For more information please contact
TEL: +44 (0) 1733 313535
EMAIL: sales@escapefitness.com



ThereAreNoLimits.

Flexibility - We have a comprehensive range of customisation options that is unrivalled in the fitness industry. Our commercial fitness products can be personalised and customised to suit individual requirements, no matter how unique, detailed or extensive.

Full Solution Project Management - We offer the complete end-to-end solution across design, manufacture and installation. Effective project management sits at the heart of what we do, to ensure the best customer experience. We deliver on time and to budget. We are knowledgeable & experienced.

Industry Standards - Our products Meet or Exceed All Industry Safety Guidelines EN957-1,2,4 ISO9001 certified.

Facility Design & Equipment Selection - At Exigo we have a dedicated design team who are able to provide a number of support services for the presentation of visuals or product representations. These range from simple 2D CAD layouts to a comprehensive design and 3D rendering process .We work alongside all of our clients to turn plans and ideas into viable projects.

Unrivalled Customer Service - We are friendly & approachable we are obsessed about providing great customer service. At Exigo we aim to exceed our customers' expectations We are partnership focused We invest time, energy and resources working closely with our customers to deliver the best possible solution.

UK Manufacturing & Design - All of our equipment is designed & manufactured in our UK factory, giving us complete control over our products. This allows us to engineer custom frame sizes and other requirements to fit your individual needs.

Innovation - Innovative products, design concepts and advanced engineering systems Advanced Engineering Systems. innovative & forward thinking We are in touch with the changing needs of the fitness industry and our customers.

Exigo

• STRENGTH • FUNCTIONAL • BOXING •

PROUDLY DESIGNED & MANUFACTURED IN OUR UK FACTORY

Exigo

A&D Sports, Golden Works, Lawton Street, Rochdale, Lancashire, OL12 0LQ, UK

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LinkedIn: www.linkedin.com/company/exigo-sport
Facebook: www.facebook.com/exigo.uk

• STRENGTH • FUNCTIONAL • BOXING •

DARREN GOLDEN

About us

Exigo, established in1995, has maintained a solid industry reputation for innovative design concepts, structural reliability and biomechanical accuracy. In total we manufacture over 300 products suitable for any commercial environment. This includes single station-selectorised machines as well as specialty free weight training equipment, lifting platforms, functional training rigs, unrivalled storage solutions and an entire range of boxing equipment.

We are extremely proud to be able to supply some of the leading International distributors of commercial fitness and gym equipment. Exigo maintains a reputation for some of the highest standards of design, innovation and development in the fitness, boxing and functional training arenas. We share our passion for excellence in quality and customer service.

Product range and services

Product range includes functional training rigs and accessories, plate loaded training equipment, olympic stations, olympic benches, adjustable benches, training stations, a professional range of power racks, racks and lifting platforms. Exigo also offers an extensive range of quality boxing equipment and accessories. Exigo's products combine attractive, innovative design with outstanding quality and performance. Designed and manufactured exclusively in the UK.

Renowned for our superior biomechanics, Exigo also offers a huge range of unrivalled plate loaded equipment, covering all aspects of upper body, lower body and ground based training.

Plans for 2017

In 2017 Exigo will continue to innovate, bringing to the market a complete functional + storage training solution. As all of our products are designed and manufactured in our own UK factory; we are able to order complete bespoke designs to match your corporate identity or brand colours. We specialise in ordering solutions for almost any potential training environment or gym area.

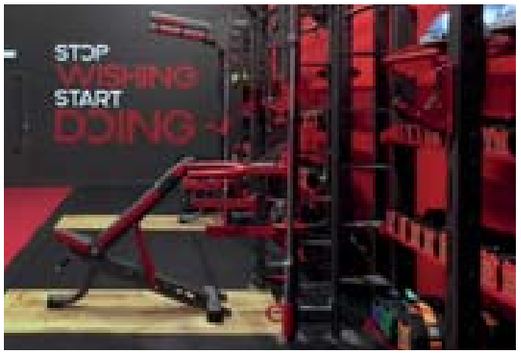
Shows attending in 2017

IHRSA, FIBO, Elevate, LIW.

Key personnel

Darren Golden
Founder and Managing Director

For more information please contact
TEL: +44 (0) 1706 633 560
EMAIL: sales@exigo-uk.com



"As a club owner purchasing a complete new range of gym equipment can be a daunting task, will it be good enough? will it t? will it look right? Will it turn up on time? Let me tell you that with the team at Exigo, every one of my initial doubts was overcome and surpassed."
GARRY JONES, OWNER OF ZONE FITNESS

EZ RUNNER

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One of the primary differentiations between us and our competitors is not only our flexibility but our huge online offerings as well. Our system can be moulded to your specific requirements.

We've been around since the 90's, and built up quite a reputation over the years with over 600 clients world-wide. All of them using some or all aspects of our voucher management, online facilities to our automated integrated mass marketing tools.

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EZ-Runner Systems Ltd

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Twitter: @EzRunnerSystems
Facebook: www.facebook.com/pages/EzRunner
LinkedIn: www.linkedin.com/company/ez-runner

About us

With over 600 clients worldwide in Spa, Golf, Health Club, Hotel and Kids Play Leisure, we have a proven track record endorsed by a diverse range of industry leaders including Hilton Livingwell, David Lloyd Spa, Hand Picked Hotels, sk:n, Gambado, Golds Gym, Third space London, Bodyism, Oxygen Freeejumping, World of Golf, Kidspace, Dermalogica & Soho Gyms – all of whom benefit from using Ez-Runner software solutions.

Product range and services

Hardware supply and support; website design; in-house custom development; 24/7 365 hosting and backup; 365 in-house support services; membership cards.

Complete range of online and web services with key products including:

- ClubRunner
- PlayRunner
- SpaRunner
- GolfRunner

Key customers

Hilton Livingwell, sk:n, David Lloyd Spa, Gambado, Shire Hotels, Golds Gym, Hand Picked Hotels, Dermalogica, Soho Gyms, World of Golf and Kidspace, Third Space London, Oxygen Freejumping and Bodyism.

Plans for 2017

- Add APPLE PAY, Credit card Registrations
- Voucher Fulfilment including sites without our Software.
- Repeat Billing with Credit Cards.

Shows attending in 2017

- LIW
- SPATEC
- SPALIFE
- IATP Conferences

Key personnel

Stefan Drummond
MD
Shez Namooya
Business Development

For more information please contact
TEL: 0844 847 5827 (option 1)
EMAIL: sales@ez-runner.com
WEB: www.ez-runner.com

"Through our commitment to using the latest in technology, Hand Picked Hotels have recently embarked upon an upgrade to the latest Ez-Runner central on-line solution. This has allowed us to combine the strengths and versatility of the software with our website to maximise all sales opportunities from the Central Reservations and Hotel Revenue Teams, to the Spa/Club Teams."

HELEN WYNNE, HEALTH CLUB & SPA PROJECT MANAGER, HAND PICKED HOTELS

BEEF UP YOUR BOTTOM LINE WITH NFC TECHNOLOGY

Gantner technologies

GANTNER creates an environment that enables access control, check-in, lockers, and cashless payment to operate with a single NFC membership credential: card, wristband, key tag or smart phone. With cutting edge technology, members enjoy a more convenient and secure visit to the club, while you see a quick return on investment thanks to reduced operating costs and increased secondary income. GANTNER combined with 3rd party club management software creates a fully integrated system solution to beef up your bottom line.

FEATURES

- Improve security with a robust access control solution.
- Streamline operations with automated check-in.
- Go mobile with your club management system.
- Benefit from superior locker room management.
- Boost income with cashless payment.

Improved Club Management

LOCKER MANAGEMENT
Know what lockers are in-use and control locker usage from your front desk.

24-HOUR FACILITIES
Automate access control and reduce staff demands and increase security.

BOOST SECONDARY INCOME
Automate the process of selling timed-services – sun beds, power plates, showers, and more.

Gantner Technologies

16 The Havens, Ransomes Europark, Ipswich, Suffolk IP3 9SJ UK

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Email: info-uk@gantner.com
Web: www.gantner.com
Facebook: www.facebook.com/gantnerelectronic

MARIO MORGER

About us

GANTNER is the leading supplier of SMART Card system solutions. Our products are designed for the global leisure industry (leisure centres, water parks, fitness clubs, spas etc.). Within a building, the check-in, lockers and any point of sale are operated with a single Smart card or wristband. High quality, great design and short payback times are GANTNER's strengths. Our hardware and 3rd party club management software create a fully integrated system solution which is convenient and secure.

Product range and services

The system solutions include access control, automated check-in, electronic locking systems and cashless payment applications. Devices in all areas can be controlled using contactless technology with a credential of your choice - from the turnstile, up to the lockers in the wardrobe. If cash sums are credited, the chip works like a wallet in the club.

GANTNER operates an 'open-source' system, which means that all of its technology and hardware can be easily retro-fitted into a leisure facility's existing software. Not only can this save the client money, it gives leisure businesses the freedom to partner with local software suppliers for a truly bespoke solution.

Key customers

Virgin Active, Fitness First, Fresh Fitness, McFit, Health City, Holmes Place, Hard Candy (NeV), Pure JATOMI Fitness, and countless individual clubs around the world are since many years satisfied customers.

Plans for 2017

We will develop further solutions to create a real member experience.

Shows attending in 2017

IHRSA, FIBO, Elevate, SIBEC Europe, LIW.

Key personnel

Mario Morger
International Key Accounts, Business Development Manager

For more information please contact
TEL: +44 1245 69 75 88
EMAIL: mario.morger@gantner.com

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Twitter: @Gerfloruk
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ROSS JOHNS

About us

With more than 70 years' experience of innovation driven by investment, Gerflor is one of Europe's largest manufacturers of vinyl flooring. Gerflor specialise in offering solutions that combine technical and design characteristics for any room within the health club facility. Products are manufactured for sport, fitness and other well-being applications, where safety, comfort and performance are a must.

Product range

Taraflex® used in a host of major sporting events since 1976 is treated with Protecsol® which renders polish redundant. It offers excellent shock absorbency and is available in a number of vibrant colours with the option of bespoke logo's for additional branding at the facility.

Tarasafe™ Ultra H²O intended for traditional barefoot spaces where there are continuous wet areas and also for shod applications. The perfect choice for changing and shower rooms in health and fitness clubs.

Connor Sports is the leader in hardwood sports flooring solutions that were specified for the eight basketball courts at the 2016 Rio Olympics.

Key customers

David Lloyd, Virgin Active, ProFIT28 Fitness

Shows attending in 2017

FIBO - Cologne, Domotex - Hannover, Domotex - Shanghai, ELEVATE - London.

Key personnel

Ross Johns
Health & Fitness Specialist

For more information please contact
TEL: 01926 622 600
EMAIL: contractuk@gerflor.com
WEB: www.gerflor.co.uk

"We chose Gerflor products because they delivered the best aesthetic impact and a longer maintenance-free life. We also selected Gerflor flooring for their range, service and quality of the products and would certainly specify them again".

WILLIAM RAMSAY, CEO, PROFIT28 FITNESS & WELLBEING CENTRE

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FREE Tech Helpline
01376 533606

JC Leisure Solutions Ltd

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Tel: +44 (0) 1376 513246
Email: nicole@jcleisuresolutions.com
Web: www.jcleisuresolutions.com

NICOLE O'CALLAGHAN

About us

Committed to raising the standards of the UK's swimming facilities and reducing facility downtime. Award winning JC Leisure Solutions are the UK's leading specialists in swimming pool & spa service and engineering. Operating throughout the UK and Ireland, a leisure facility is no further than 2 hours away from a qualified JCL engineer.

Product range and services

- 24/7, 365 days a year helpdesk/call out provision
- Site specific planned maintenance schedule
- Bespoke pool operations training - ensuring your staff know how to operate their facilities
- FREE technical help to avoid unnecessary call out costs
- Pool plant refurbishment and enhancement

- Chemical dosing systems
- Wellness, sauna, steam & hydrotherapy pools
- Balance tank cleaning
- Filter media cleansing and media change
- Water Treatment/legionella
- Comprehensive catalogue of chemicals for pool and sauna.

"JCL have been a breath of fresh air. The service provided has been excellent, from the people that deal with our phone calls, through to the engineers who come to maintain the equipment/plant. It feels like there is a very good customer focus."

NICK FROST WATERGATE SCHOOL

Key customers

JCL's client base includes Center Parcs, Sports Direct, Virgin Active, Nuffield Health, 1Life, Handpicked Hotels, Q Hotels.

Plans for 2017

In order to continue adding value and improving the UK's wetside facilities we are providing free operational audits to potential new clients. The audit is worth £750.00 and will provide leisure operators with recommendations around how to operate more efficiently.

Key personnel

Alan Lester
CEO
Jamie Bewers
Head of Technical
Nicole O'Callaghan
Business Development Director

For more information please contact
TEL: +44 (0) 1376 513246
EMAIL: nicole@jcleisuresolutions.com

Power to the People

Give your members a free weight area they will keep coming back to with Jordan, providing professional, high-quality and reliable functional training solutions to the industry for over 25 years.

01553 763285 | jordanfitness.com

Jordan Fitness

Jordan HQ, 56 Oldmedow Road, Hardwick Industrial Estate, Kings Lynn, Norfolk, PE30 4PP, UK

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Twitter: @jordanfitnessuk
Facebook: www.facebook.com/jordanfitness
Blog: www.jordanfitness.co.uk/blogs/news

Functional Fitness Specialists

ZAK PITT

About us

Jordan Fitness are one of the world's leading specialists in Functional Fitness equipment and education. We design, manufacture and distribute a wide range of products to suit the requirements of any facility.

For 25 years we have been working our way towards the top of the industry. The experiences and expertise gained during that time mean that we can provide the best service possible, no matter who the customer is and what their goals may be.

Parent company

Jordan Leisure Systems Ltd.

Product range and services

As a specialist in Functional Fitness Equipment our range covers Free Weights, Performance, Studio, Combat, Flooring and much more.

Key customers

Various gyms chains including Bannatyne Health and Fitness, Anytime Fitness, The energie Group, Virgin Active, Nuffield etc, along with a wide range of Independent Gyms, Universities and Schools, Elite Sports Teams and Personal Trainers.

Shows attending in 2017

FIBO, LIW, IHRSA, BodyPower, SIBEC, Elevate.

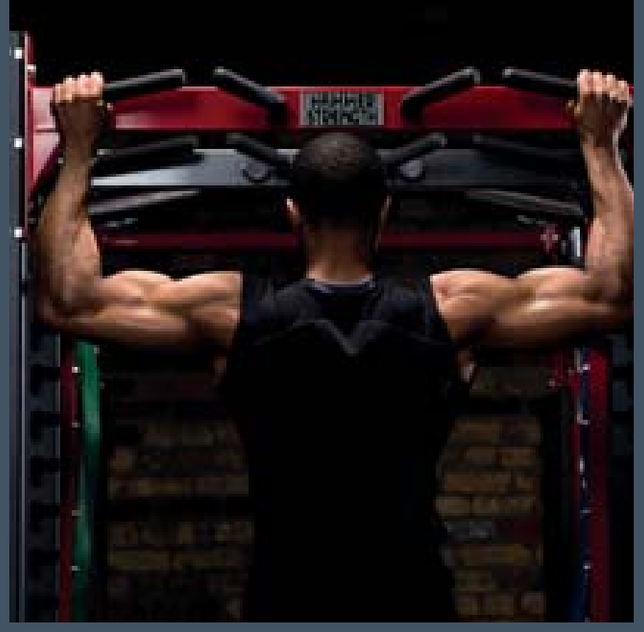
Key personnel

Zak Pitt
Managing Director
Scott Lamber
Global Trade Sales Manager
Paul Ferreira
Head of UK Direct Sales

For more information please contact
TEL: +44 (0) 1553 763285
EMAIL: sales@jordanfitness.co.uk

"We've worked closely with Jordan Fitness for many years and we have a fantastic relationship with the sales and training academy teams; Jordan's range and quality of its products make them our go-to supplier for functional training equipment and our partnership allows us to deliver a complete training solution for our clients."

ROB THURSTON - COMMERCIAL DIRECTOR UK – CYBEX INTERNATIONAL



Our mission is to develop fitness solutions that get the world moving

LifeFitness | HAMMER STRENGTH | CYBEX | INDOOR CYCLING GROUP | SCIFIT | inmovement | BRUNSWICK

life@lifefitness.com 01353 666017 @lifefitnessuk

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Life Fitness

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Facebook: www.facebook.com/LifeFitnessUK
LinkedIn: www.linkedin.com/company/Life-Fitness-UK
Blog: www.lifefitness.co.uk/blog

DANNY OLIVER

About us

For more than 45 years, Life Fitness has been dedicated to creating fitness solutions that benefit both facilities and exercisers. Our mission is to develop the fitness solutions that get the world moving, and our strong heritage and collection of successful brands illustrates our commitment to delivering the best products.

Parent company

Brunswick Corporation.

Product range

Life Fitness offers effective cardio equipment, ground-breaking group training systems and premium strength training for exercisers of all abilities, whilst allowing facilities to evolve. Powerful technology allows facilities to maximize business and keep exercisers engaged. Hammer Strength is rugged performance strength training equipment for athletes of all levels. SCIFIT provides advanced speciality equipment for people of all ages and abilities and is designed for recovery, rehabilitation and active ageing. InMovement develops products that bring movement back to the office through work tools and services that unite healthy behaviour with productivity. In 2016, Cybex joined the Life Fitness family of brands and produces premium commercial fitness equipment for all types of exercisers from first-time users to professional athletes. Also joining the Life Fitness family in 2016, Indoor Cycling Group (ICG) is a leading provider of award winning indoor cycling equipment and innovative technology.

Additional services

Providing extensive consultation and training to guide you through the limitless possibilities and choices available. Digital solutions maximise businesses and keep exercisers engaged with detailed product data, customisation, communication and interaction. Through Life Fitness solutions partners, we can deliver design and build services, finance solutions, management solutions and membership retention services. Life Fitness Academy delivers exceptional fitness education, globally accredited training courses and offers industry leading qualifications.

Key customers

Anytime Fitness, David Lloyd Leisure, Fitness First, Marriott Hotels, Nuffield Health, Serco Leisure, plus leisure trusts, local authorities, universities and schools, independent gyms, and sports teams.

Shows attending in 2017

IHRSA, FIBO, SIBEC, ukactive Flame Conference, PADSIS Annual Conference.

Key personnel

Danny Oliver, UK Country Manager

For more information please contact
TEL: +44 (0) 1353 666017
EMAIL: life@lifefitness.com
WEB: www.lifefitness.co.uk

"I have worked with various equipment manufacturers over the past seven years and I have always found Life Fitness equipment to be reliable and easily maintained. The after-service care provided by Life Fitness is what sets them apart and for a busy leisure facility, having a simple and fast call out response is great piece of mind. It has been a great experience to work with Life Fitness who have designed a gym that has exceeded our expectations"
RYAN JOHNSON, LEISURE MANAGER AT THE MARINE HOTEL

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Twitter: @MatrixFitnessUK
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JON JOHNSTON

About us

At Matrix Fitness, our goal is to make innovative commercial fitness equipment that stands out and sets new industry standards.

Matrix provides equipment to facilities in all market sectors, including private health clubs, hotels, local authorities, schools, professional sports teams, and the uniformed services. We also offer a comprehensive backup support service, incorporating 2D and 3D CAD designs, marketing support, and competitive warranty and maintenance contracts.

Product range and services

Matrix strives to offer equipment that will captivate your members, is easy to maintain, and delivers the best return on investment.

Intuitive operations on our complete range of cardio equipment combine technology and entertainment to provide an engaging and challenging workout. Our premium 7xi Series CV equipment offers the most cutting-edge, fully integrated entertainment options - from regular television programming, to Internet connectivity and virtual workouts.

We also offer a full strength range - Ultra, Aura, and Magnum products are all of commercial standard - created to address the spectrum of end-user needs, from fixed resistance to plate-loaded equipment.

Additional services

As a Total Solutions Partner, Matrix provides a comprehensive range of business solutions and services to help your operation succeed, including facility layout, design and build, finance solutions, training, and marketing support.

"The range of kit I purchased, compared to other brand leaders, shows how Matrix has increased its foothold in the marketplace by supplying high quality and memberengaging equipment which outperforms other CV and resistance equipment at comparable price bands… the Matrix brand, promise, and desire to get the right equipment for my specific requirements was second to none."
MURTAGH MULHOLLAND, DIRECTOR AT MYGYM

Key customers

Matrix customers include: Red Bull Racing Formula One Team, Renault Sport Racing Ltd, Derby County FC, Abbeycroft Leisure, The Club Company, Bicester Golf & Spa, Cranford Sports & Fitness Club, Handpicked Hotels, Blackpool Council, Everybody Leisure, The Gym Group, City University, Hatton Academy, Eden Fitness, Edgbaston Priory, Herts University, Holiday Inn, Marriott Hotels, Pure Gym Ltd; The Swan at Streatley, Reynolds Fitness Spas; Old Thorns Golf & Country Estate, Staffordshire University.

Shows attending in 2017

IHRSA, FIBO, Elevate, SIBEC UK, The ukactive Conference, Leisure Industry Week, SIBEC Europe, ukactive National Summit.

Key personnel

Jon Johnston
Managing Director

For more information please TEL
+44 (0)800 389 6078
+44 (0)1782 644 900

EMAIL info@matrixfitness.co.uk
WEB www.matrixfitness.co.uk

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LINDSAY G. MERRITHEW & MOIRA MERRITHEW

About us

MERRITHEW™ enriches the lives of others with responsible exercise modalities and innovative, multidisciplinary fitness brands worldwide including STOTT PILATES®, ZEN•GA®, Total Barre™, CORE™ Athletic Conditioning & Performance Training™ and Halo® Training. We've trained more than 45,000 instructors in over 100 countries.

See our full events calendar at www.merithew.com/events.

Key personnel

Lindsay G. Merrithew
President & CEO
Moira Merrithew
Executive Director, Education

For more information please contact
TEL: 0800 328 5676
EMAIL: equipment@merrithew.com
Equipment Sales: x 264
Education: x 297

Product range and services

Recognized as The Professional's Choice™, our premium professional and home equipment line includes the V2 Max Plus™ Reformer, Stability Barre™, Halo® Trainer and the unique, dual-functionality Stability Barrel™. We also offer an extensive collection of Reformer exercise accessories, mats, yoga accessories, strength and rehab tools, plus a DVD library of 145 titles.

Additional services

MERRITHEW™ provides first-rate education at more than 100 global training centers, offering contemporary courses, workshops, and manuals that provide practical programming options to teach effective group or personal training programs for a range of clientele.

Key customers

MERRITHEW™ caters to exercise enthusiasts, fitness professionals, studio and facility owners, athletes as well as health care professionals.

Shows attending in 2017

IHRSA (Florida), FIBO (Germany), canfitpro (Toronto), IDEA World (California).

A technology is striding ahead!

Electrical muscular stimulation – a ground-breaking way to train! The EMS market is growing dynamically and in a variety of manifestations: mobile personal trainers, special offers in existing facilities, and even dedicated EMS studios.

Active musculature is the key to a body with great capacity, as well as being a pre-condition for health, fitness, wellbeing, and an aesthetically pleasing appearance – in short, for that kind of physical and mental ability you've always really wanted. miha bodytec guarantees results that will astound you, results you can achieve rapidly, and results you can really see. Right in step with the spirit of our times!
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THOMAS OTT

About us

Active musculature is the key to a body with great capability, as well as being a precondition for health, fitness, wellbeing, and an aesthetically pleasing appearance. Miha bodytec guarantees rapid and visible results. The operation is revolutionary: agonist and antagonist, and the deeper muscles are also stimulated simultaneously by electrical impulses. As a result, both specific muscle groups and the entire body can be trained carefully and effectively.

Parent company

miha bodytec GmbH, located in Augsburg, Germany.

Product range and services

The innovative technology combines optimal results and optimal comfort. The laptop-sized controller can be used anywhere – portable while travelling or set up on an attractive stand. Designed as a plug and play exercise vest, ibody® allows all muscle groups from head to toe to be stimulated individually. miha bodytec is produced in Germany and meets extremely high quality requirements. This claim is underscored by our exceptionally long warranty periods.

Key partners

The EMS Market is growing dynamically in a variety of manifestations: mobile personal trainers, special offers in existing facilities, and even dedicated EMS studios.

Plans for 2017

In Germany and Austria, more than 2,000 trainers use the potential of miha bodytec already. Consequently, the main goal for 2017 is the continuation of this success story.

Shows attending in 2017

Fibo 2017, Fibo Innovation Tour 2017.

Key personnel

Jürgen Decker
Managing director of miha bodytec
Rainer Beck, Director of sales
Thomas Ott, miha bodytec UK Branch

For more information please contact
TEL: +44 208 068 0780
EMAIL: to@miha-bodytec.com

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Facebook: www.facebook.com/MoveGB

JUSTIN MENDLETON

About us

Our vision at Move is to help the industry collaborate to get and keep people active for life!

The Move online fitness platform enables operators to sell their own membership offers and packages to thousands of qualified fitness users in their area.

Move also unites operators to offer a 'variety membership' to a brand new type of fitness customer looking for a mix of activities and venues to keep them active...we call them 'Movers'. Movers pay a premium monthly fee for variety and convenience. They love trying something new from gym, swimming and classes to dancing, climbing, golf and many other specialist activities.

Product range and services

Operators are in complete control over how they want to promote their business on the platform. Whether it's sourcing new lead volume, securing sustainable membership revenue, or converting more direct sales, there is a flexible configuration to suit all operators. Move gives providers the opportunity to focus on their core competencies - delivering great fitness products and services - whilst using Move's digital 'know-how' to amplify their sales, marketing and retention initiatives. Running powerful marketing campaigns to boost sales, checking out customer reviews and viewing live income reports are all one click away in the Move partner portal.

Key partners

We are live across 22 cities in the UK and have over 2,000 partners using the platform including PureGym, Virgin Active, Everyone Active, British Military Fitness, Livingwell, 1Life, Legacy Leisure, Freedom Leisure, 3d Leisure and Total Fitness.

Plans for 2017

We will be launching in new cities across the UK as well as delivering more insights and features for our partners to help them get the greatest return from using the Move platform.

Key personnel

Justin Mendleton
Managing Director
Luke Smolinski
National Partner Acquisition Manager

For more information please contact
TEL: 0345 519 6626
EMAIL: partners@movegb.com

"We have been impressed by the way MoveGB enables people to keep their workouts varied whilst also giving users the opportunity to train wherever they are in the UK. One of PureGym's core values is about making fitness as accessible to as many people as possible, so we are more than happy to support that mission"
FRANCINE DAVIS, COMMERCIAL & STRATEGIC DEVELOPMENT DIRECTOR, PUREGYM

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Facebook: www.facebook.com/MYZONEmoves
Blog: www.myzone.org/blog

JONATHAN MONKS

About us

At MYZONE we reward EFFORT to solve the pervasive problem of 'diminishing motivation within exercisers' by leveraging the most relevant wearable technology for gym users. The platform achieves its purpose using feedback loops, gamification and social accountability tools. For Health Club Operators, we provide a member engagement system that enhances the fitness experience, drives revenue, and capitalises on the ACSM's number global fitness trend for 2016, wearable technology.

Product range and services

MZ3 Physical Activity Belt: - Accurate to 99.4 of an ECG machine - Syncs with free MYZONE App and in-club group display systems - Bluetooth, ANT+, Analogue and Memory to be the most versatile and interoperable wearable fitness tracker in the world. MZ50 watch - Provides a live feedback of HR and calories, display when not linked to a smartphone or Group display system. MYZONE Group Display - Low cost club solution to enhance a group training environment through a focus on effort.

Key cutomers

Village Hotels, Fitness First, Sheffield City Council, Bannatynes, Speedflex, Exxon Mobil, Oxford Brookes University, RAF, Surrey Sports park, F45, PFP Leisure, o2, Telefonica, Fusion lifestyle, 1life, Active4less, Heartcore, Blackpool Council

Plans for 2017

New Group Training Software release including Power integration. New App Release.

Shows attending in 2017

All major Global Fitness and Wearable Technology Events.

Key Personnel

Dave Wright
Founder & CEO
Jonathan Monks
Director EMEA

For more information please contact
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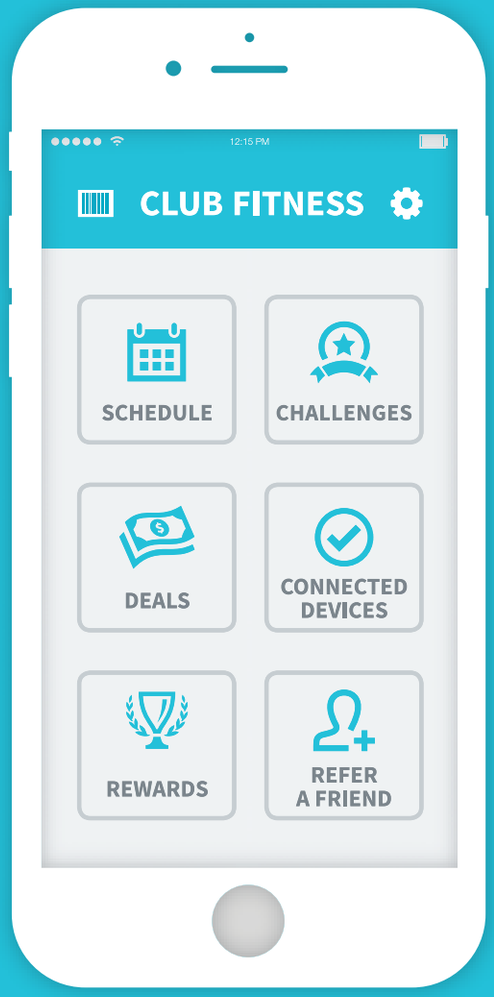
"We have incorporated MYZONE into every new membership as we see MYZONE as an integral part of our members' journey and the significant role MYZONE plays in our retention strategy."
GEORGE FLOOKS, COO, FITNESS FIRST, MIDDLE EAST

THE RULES *of business* HAVE CHANGED



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ALEX PEACOCK

About us

Founded in 2001, Netpulse is the #1 provider of branded mobile apps for health clubs. With thousands of customers globally, Netpulse provides the fitness industry's most robust integrated digital platform for engaging members, driving revenue and enhancing the club experience. Thousands of clubs worldwide rely on the Netpulse platform to strengthen engagement, increase revenue and enhance the member experience by integrating key technologies together in one mobile app.

Product range and services

Club Mobile Apps are an essential way to stay ahead of the competition and use technology to engage members and increase revenue. The most successful clubs use their mobile app to engage members, drive revenue and enhance the club experience through seamless member referrals, integrated rewards programmes, fitness challenges, PT sales, and much more. Netpulse integrates fully with the leading fitness tracking devices and fitness apps, major cardio brands and member management software providers.

Key customers

DW Sports Fitness, Nuffield Health, énergie fitness, 24 Hour Fitness, Soho Gyms, Orangetheory, Planet Fitness.

Plans for 2017

Focused European expansion and the release of powerful mobile marketing features that enable clubs to attract prospects and convert them into members using the club mobile app.

Shows attending in 2017

IHRSA, FIBO, Elevate, SIBEC

Key personnel

Alex Peacock
Vice President International

For more information please contact
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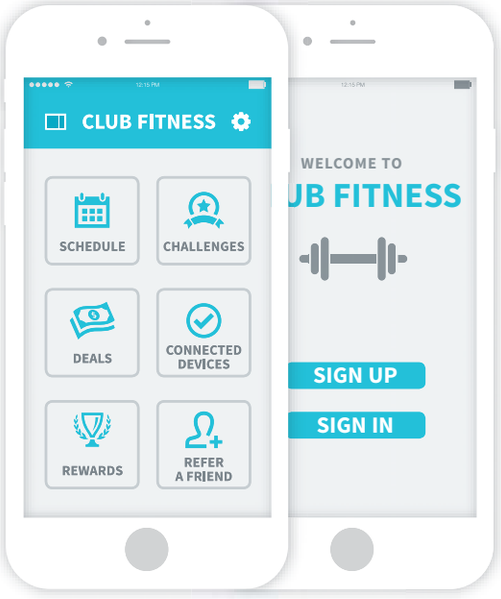
EMAIL: emea@netpulse.com



"Since launching our app, I have seen revenue and referrals go up. Our members also love how all of their favourite health apps integrate with our app and how they are able to check-in with their mobile device."
MEL TEMPEST, OWNER OF BALLARAT BODY AND SOUL

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ZERO RUNNER®

The treadmill has been transformed.

The Zero Runner offers the same great workout, but without the additional space and cost of ownership. Built with cutting-edge innovation, and without a belt or deck. Independent hip and knee joints on the Zero Runner replicate natural motion – from walking, jogging, hill work and all-out running with no impact on the body. Plus, the Zero Runner is shorter than a treadmill and does not require run off space.

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- LOWER COST OF OWNERSHIP
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NEIL CAMPBELL

About us

Relentlessly fueled to reinvent zero-impact cardiovascular exercise, Octane Fitness, a Nautilus brand, has perfected the elliptical cross trainer, introduced a new category with the xRide® recumbent elliptical, designed strength-infused cardio with the unique CROSS CiRCUIT®, created exercise in a new direction with the LateralX®, reinvented running with the Zero Runner® and optimized cross training with the XT-One™ that does it all. Defined by standout innovations, and driven.

Parent company

Nautilus, Inc.

Product range and services

Zero-impact cardiovascular commercial equipment, including standing elliptical machines, recumbent ellipticals, lateral ellipticals, cross trainers, the Zero Runner and CROSS CiRCUIT.

Key customers

David Lloyd Leisure, Nuffield Health, Everyone Active, Places for People, Parkwood Leisure, Serco Leisure and Village Hotels.

Plans for 2017

The focus for 2017 is to promote the newly launched and innovative Zero Runner. There will also be redesigns of the unique and popular LateralX and xRide during the year.

Shows attending in 2017

IHRSA, FIBO, LIW, Elevate, Sibec UK, Sibec Europe.

Key personnel

Neil Campbell
General Manager
Karen Seers
Key Account Manager
Jo Paddon
Key Account Manager

For more information please contact
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EMAIL: sales@octanefitness.com

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Skype: john_halls

JOHN HALLS

About us

Physical Company Ltd provides complete fitness solutions, including equipment, flooring, gym design, programming and training to individuals and organisations across the UK and Europe. Striving to offer their customers the very best in service, over the last 27 years Physical Company has earned the reputation of delivering on all levels and takes pride in offering a quick, reliable service and exceptional value.

Product range and services

Physical Company supply over 1,850 product lines including some of the most pioneering pieces of functional kit in the UK. Their strength lines boast a wide range of resistance machines, heavy-duty storage solutions, precision engineered bars and weight plates. An impressive Mind Body and Wellness range includes luxurious Yoga/ Pilates Mats, full therapy and rehab lines and highly developed and intricate weight measuring devices. They also distribute lines from world leading brands such as: BOSU®, TRX®, EXIGO, PRECOR®, merrithew™, Concept2® and Reebok.

Key customers

Virgin Active, Fusion Lifestyle, Village Gyms, Freedom Leisure, Glasgow Life, Fitness4Less, Freedom Leisure.

Plans for 2017

2017 will see the addition of two new programmes to Apex - Physical Company's well-established gym floor programming solution. The introduction of ApexKIDS, a fun and functional circuit class suitable for ages 8+, and ApexFUSION, a class rooted by the principles of both Pilates and yoga add depth to the series. Planned innovations in product design will see more technology integrated in upcoming new lines.

Shows attending in 2017

FIBO, BODYPOWER, LIW.

Key personnel

John Halls
Managing Director
Lloyd Salmon
National Account Manager
Paul Farrell
Account Manager

For more information please contact
TEL: +44 (0) 1494 769 222
EMAIL: info@physicalcompany.co.uk

"We have been thoroughly impressed with Physical Company and they've been realistic with us on what's been possible to deliver. With Physical Company, what you see is what you get. They have plenty to choose from so there are always plenty of options. The service is second to none that's why we keep coming back."
CHRIS SOUTHALL, LEISURE DIRECTOR, VILLAGE GYM

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We've been busy perfecting our world-renowned elliptical. Your exercisers will love the more personalised fit and feel of the new CrossRamp®, which simulates the natural step convergence of walking or running.

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Precor

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PRECOR®
Fitness Made Personal

JUSTIN SMITH

About us

For more than 35 years, Precor has driven fitness forward. We continue that heritage every day, by advancing what's possible in design innovation, member experience and service.

We understand the challenges fitness facilities in multiple sectors face, and our team of experts from sales and marketing to after-sales support and service will ensure your investment in fitness equipment is maximised.

Product range

In 2015 Precor added Queenax™ functional training to its product portfolio, as well as announcing its partnership with Spinning®, the world leader in indoor cycling. Launching six new Spinner® bikes in 2016.

Precor's strength equipment suite has grown, with additions to the Discovery Series Plate-Loaded Strength range and Benches and Racks. The P82 console has also been launched with an updated version of Preva, the cloud-based networked fitness solution.

Throughout its history, Precor has been at the vanguard of fitness innovation and award-winning CV products; creating the world's first elliptical fitness crosstrainer (EFX), inventing the cushioned treadmill and launching the Adaptive Motion Trainer (AMT).

The recent launch of the new Experience Series EFX 800 with converging CrossRamp®, which mimics the normal converging path of motion as a person walks and runs, continues Precor's 'first to market' innovation trademark.

Precor's in-house engineers provide a superior service, which includes a first time fix rate of over 98%, seven days a week cover and guaranteed response time within 48 hours. All of this results in maximum equipment uptime, which is now proven to increase retention.

Key customers

easyGym, Sports Direct, Places for People, Parkwood Leisure, The énergie Group incorporating Fit4Less, Anytime Fitness, 3d Leisure, Active Nation, Hilton Hotels, Thistle Hotels plus single site operators, universities and local authorities.

Shows attending in 2017

IHRSA, FIBO, SIBEC, ukactive Flame Conference, active-net, Elevate, Spinning Showcase at the International Fitness Show, Anytime Fitness Conference (UK and US).

Key personnel

Justin Smith, Head of UK
Samantha Taylor, UK Marketing Manager

Parent Company

Precor is part of the Amer Sports Corporation, with other internationally recognised brands including Wilson, Atomic, Suunto and Salomon.

"As a world-leading university we are always looking to improve and pioneer, and the unique touch screen console from Precor met our needs perfectly. We can provide the very best fitness equipment around and with Preva's superb technology it is helping us take our member engagement to new levels."

JIM AITKEN MBE, DIRECTOR – Centre for Sport and Exercise, University of Edinburgh

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LEONIE WILEMAN

About us

Premier Software has over 20 years' experience delivering business management solutions specifically for the spa, wellness and leisure industry. Listening to our clients and responding to industry trends, we ensure your software is always one-step ahead.

Parent company

Premier Software Solutions

Product range

Core by Premier Software (Core) is the leading single and multi-site software solution designed specifically for the spa, wellness and leisure industry. Premier's flagship business management solution, Core is PCI-DSS certified and accredited by SEPA. Providing a multi-layered software solution that integrates with existing PMS systems, its depth of functionality means it can be adapted to meet your needs as your business grows.

Key customers

Our customers span spa, wellness and leisure industries and include names such as, Macdonald Hotels, Reynolds Group, Accor hotels, The Ritz London, Chewton Glen, The Burj Khalifa, Intercontinental Dubai and Nikki Beach Turkey, among others.

Plans for 2017

Spa software needs to be adaptable to meet the trends of the marketplace. Whilst key components of Core are determined by developers, additional functions are usually those requested by clients.

Shows attending in 2017

The Master InnHolders General Managers' Conference, Independent Hotel Show, Condé Nast Awards, HOSPACE, SpaLife.

Key personnel

Mark Johnson, managing director;
Leonie Wileman, chief operations officer;
Laura Meeson, corporate account manager.

"Although Core is a complete business management system, its report function is essential to the success of House Spa. Whether it is end-of-day reports, staff utilisation, monitoring retail sales or pinpointing which treatments are most popular, all can be accessed easily."

ZOE DOUGLAS – HOUSE SPA MANAGER, DORMY HOUSE

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Facebook: www.facebook.com/pages/React-Fitness
LinkedIn: www.linkedin.com/company/react-fitness
Blog: www.react-fitness.com/blog/

TRACY MORRELL

About us

Over 20 years of experience in the fitness industry. At React Fitness we provide technologically advanced equipment that offers club operators an opportunity to create additional revenue in their facilities. We also offer expert advice in all aspects of supply, installation, service support, maintenance and training. Customer Care has always been a major focus and we pride ourselves on providing the best possible service and support to all our customers.

Product range

Our products engage, excite and motivate members. Recently appointed as the UK partner for Styku, the world's most powerful 3D Body Scanner. Styku is helping health clubs and fitness centres to generate substantial additional revenue by enabling clubs to actively engage with their members and create a better position to offer personal training, small

group training, nutritional programmes, drive membership sales and increase retention levels. Portfolio also includes Expresso HD Bike range - a virtual cloud connected thrilling cycling experience.

Key customers

Health Club Chains, Local Authorities & Trusts, Standalone clubs, Boutique Studios, Personal Trainers, Spa, Body Sculpting, Consumers, Medical/Rehab and NHS.

Plans for 2017

2017 sees the offical launch of Styku 3D Body Scanning into the UK health & fitness market. Expresso are launching new and exciting innovative software for their cloud connected bike range.

Shows attending in 2017

IHRSA, FIBO, Elevate London, LIW.

Key personnel

Tracy Morrell, Director
David Morrell, Director
Steve Bennett, IT
Rebecca Davies, Marketing

"When we were looking to upgrade our old bikes I contacted React Fitness who provided an amazing, professional, friendly service, invaluable advice including finance options and prompt installation. I can't thank React enough for getting us back on the road so swiftly."

TESSA STICKLER, GM, Folkestone Sports Centre Trust

A commitment to our customers and their experience is what drives us to succeed.

By continually evolving our innovative approach to product design,
customers receive only the highest standard of manufacture.

Join Spirit Fitness in 2017 and give your members the tools to make everyday people extraordinary.

WWW.SPIRITFITNESSUK.CO.UK

Spirit Fitness UK

Whittle Road, Meir Park, Stoke-on-Trent, Staffordshire, ST3 7QA, UK

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Email: info@new-level.co.uk
Web: www.spiritfitnessuk.co.uk
Twitter: @spiritfitnessuk
Facebook: SpiritFitnessUK

JAMIE BURTON

About us

Spirit Fitness UK supplies high quality commercial-grade cardio and strength equipment to sectors such as education, hospitality, emergency services, the NHS, public and private sector gyms. The brand prides its self in offering unbeatable warranties and servicing, as well as unrivaled standards of before and after-sales support.

Parent company

New Level

Product range and services

Spirit Fitness UK offers a range of commercial-grade cardio equipment including treadmills, cross-trainers, bikes and rowers, as well as a comprehensive selection of strength products.

Key customers

South Yorkshire Police, Guildford College, Best Western, Stansted Airport Fire Service, Manchester Grammar School, NHS South Warwickshire, Chester Hotel, Jury's Inn.

Plans for 2017

Spirit Fitness will be launching an exciting range of new products in 2017.

Shows attending in 2017

Elevate, more to be confirmed.

Key personnel

Jamie Burton
Managing Director
Audrey Burton
Finance Director
Daniel Hodge
Business Development Manager
Dan Hallam
Sales Manager

For more information please contact
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EMAIL: info@new-level.co.uk
WEB: www.spiritfitnessuk.co.uk

"We purchased cardiovascular equipment from Spirit Fitness. They were very helpful from start to finish, and assisted us with their expert advice and guidance. We have been very happy with the service they provided."
LIZ EVANS, YOUNG ADULT NEURO PHYSIO DEPARTMENT AT WARWICKSHIRE HOSPITAL

ECO-POWR™

POWERING THE EARTH WITH YOUR HUMAN ENERGY

SportsArt ECO-POWR™ is our green technology product line with integrated micro-inverters built into select bikes and ellipticals.

When these **ECO-POWR**™ products are plugged into a power outlet, the human energy generated is converted into utility-grade electricity.

For more information about Eco-Powr and our line of Cardio, Strength and Medical Equipment, please visit www.gosportsart.com.

SportsArt

+44 1509274440 / www.GoSportsArt.com
SportsArt House, Unit 2 / 3 Charnwood Business Park
North Road / Loughborough / LE11 1LE

BE SOCIAL WITH US

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SportsArt

Unit 2, 3 Charnwood Business Park, North Road,
Loughborough, Leicestershire, LE11 1LE, UK

Tel: +44 (0) 1509 274440
Email: ukinfo@gosportsart.com
Web: www.gosportsart.com
Twitter: @sportsArt_UK
Facebook: www.facebook.com/SportsArtUK
LinkedIn: www.linkedin.com/SportsArt UK

GIORGIO GERVASONI

About us

SportsArt manufacture and supply a complete range of high quality, commercial, retail and Biomedical grade fitness equipment products. Established in 1977, SportsArt supplies over 80 countries worldwide and continues to develop innovative and industry leading solutions. We are also pioneers of the eco powr "Green System" which converts Human energy into electrical power which is then fed back into the local electrical grid, reducing a site's power consumption and hence the operators' "Carbon Footprint".

Parent company

SportsArt Industrial Taiwan.

Product range

Status and performance cardiovascular and strength ranges, plate loaded, Eco Powr and specialist Biomedical machines including I.C.A.R.E.

Additional services

SportsArt provide marketing support, financial leasing, rental packages, and innovative partnerships that can provide unique funding opportunities to support CSR initiatives: our Eco Powr (Green) solutions provide sustainable results and support for companies who are looking to reduce their carbon footprints. We work alongside numerous solution partners to provide a one stop business model.

Key customers

Xtreme CSC, University of Southampton, Firehouse Fitness Cheltenham Park Hotel Winchester College, Cedar Court Hotels Fitness, Gomersal Park Hotel, Pride fitness and various Fire and Police authorities.

Plans for 2017

Global launch of New: EcoPowr Treadmill, Senza UI Touch Screen, Indoor Group Cycle, DAP and Plate Loaded along with redesigned Dual Function Strength.

Shows attending in 2017

IHRSA, FIBO, UK active events including flame conference, National Fitness Awards, Fire Fit and various health and medical shows.

Key personnel

Giorgio Gervasoni
EMEA Director
Roger Eldergill
UK Country Manager

For more information please contact
TEL: +44 (0) 1509 274440
EMAIL: ukinfo@gosportsart.com

"In 2017 we are continuing to develop our brand alongside our partner SportsArt Fitness, When we were introduced to SportsArt in late 2015, it quickly became apparent that the innovative solutions, professionalism and attention to detail of all the staff, meant there was no need to look for another supplier. The equipment and aftersales is excellent and the feedback from our customers has been very positive, leading to an increase in membership sales and customer satisfaction."
CONNOR CROTCHETT MD XTREME CSC

Software in top shape

Webshop

Facebook Booking App

Digital Signage

Promotions

Kiosk

TAC The Assistant Company

24/7 support | 18 languages | 54 countries | 1.200 customers | Single & Multi Club

TAC | The Assistant Company

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Email: office@tac.eu.com
Web: www.tac.eu.com
Facebook: www.facebook.com/reservationassistant
LinkedIn: www.linkedin.com/Company/tac-gmbh

GUENTHER POELLABAUER

About us

Since 2001, TAC has stood for practical solutions for international customers of the fitness and wellness market. The corporate philosophy "designed to simplify" is reflected in all products. The modularity of software, possible integration into existing IT infrastructure and TAC's 24/7 support have convinced more than 1.200 customers of 54 countries.

Product range and services

• Club Assistant
– Membership Software
Based on its flexible structure, Club Assistant is suitable for all areas of a modern fitness club such as Check-in, Touch POS, Course Reservations, Lead- and Accounts Receivables Management. Our Webshop, Kiosk and Digital Signage give sales revenue an additional boost.

• Reservation Assistant
– Spa & Activity Software
Reservation Assistant manages all spa activities and resources with just a single tool – from reservations and membership management to CRM and stock control.

Key customers

Fitness clubs, health clubs, single- and multi-property sites, e.g., Aspria, MIGROS, Rupertus Therme, FIT21, ELEMENTS, Grand Resort Bad Ragaz.

Plans for 2017

Continue to support the fitness and health business with a state-of-the-art software solution; delighting customers with innovative modules and new add-on's for sales and marketing; providing an excellent resource management software.

"With TAC, we found a solution that completely supports our IT infrastructure, which forms the basis for a comprehensive network. With several, partly individual, interfaces, TAC perfectly assists the automatization of our business process. Diverse configuration possibilities enable us to specifically respond to the needs of our customers and create flexible offers."

DANIEL GERBER, HEAD OF LEISURE FACILITIES OF MIGROS BASEL ASSOCIATION

Shows attending in 2017

Meet the Top (Spain),
ITB Berlin (Germany),
Swiss Fitness Day (Switzerland),
FIBO (Germany),
SpaCamp (Austria),
World Usability Congress (Austria).

Key personnel

Thomas Roessler
Managing Director
Guenther Poellabauer
Managing Director

For more information please contact
TEL: +43 3332 6005 990
EMAIL: office@tac.eu.com

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The Wellness Company

Technogym

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Email: UK_info@technogym.com
Web: www.technogym.com
Twitter: @Technogym
Facebook: www.facebook.com/Technogym
LinkedIn: www.linkedin.com/company/technogym

NERIO ALESSANDRI

About us

Founded in 1983, Technogym is a world leading international supplier of technology and design-driven products and services in the Wellness and Fitness industry. With over 2,000 employees across 14 branches, Technogym is present in 100 countries. More than 65,000 Wellness centres are equipped with Technogym and 35 million users train every day on Technogym equipment. Technogym was the official supplier for the past six Olympic Games, from Sydney 2000 to Rio 2016.

Product range and services

Technogym provides a complete range of best-in-class cardiovascular, strength and functional equipment for both professional and home use. We have also developed an ecosystem of smart applications, consoles and networks to help operators engage end-users both inside and outside the gym, and run their facilities more efficiently. We offer an end-to-end Wellness solution including consultation, training and certification, marketing support, interior design, installation and maintenance, technical support, warranty and service contracts, and financial solutions.

Key customers

Technogym supplies clubs, hotels, spas, rehabilitation centres, corporate gyms, universities, sports facilities, homes and more. We are proud to supply our solutions to some of the world's elite athletes and teams including the Ferrari and McLaren F1 teams; football teams Chelsea FC, Paris Saint-Germain, AC Milan, Inter Milan and Juventus; and St George's Park, the home of English Football.

Plans for 2017

We will continue to lead fitness innovation with connected products, devices and apps. In line with our mission as the Wellness Company, we will also continue to build on the ever-increasing success of Let's Move for a Better World. 2017 marks the fourth edition of this global campaign which inspires people to get moving for their community whilst raising awareness of childhood inactivity. It has also proved to be an excellent member engagement tool for operators.

Shows attending in 2017

IHRSA, FIBO, Rimini Wellness, SIBEC UK, SIBEC EU, Flame Conference & Awards.

Key personnel

Nerio Alessandri
Founder and President
Steve Barton
Managing Director, UK
Simon Clarke
Sales Director (Key Accounts), UK
Paul Morris
Sales Director (Home & Hospitality), UK
Nev Jones
Sales Director (Health, Corporate & Public), UK
Steve Ruffell
Sales Director (Field Sales), UK
Alex Bennett
Marketing Director, UK

For more information please contact
TEL: +44 (0) 1344 300236
EMAIL: UK_info@technogym.com

TVS IS A SPECIALIST PROVIDER OF NOISE AND VIBRATION SOLUTIONS AND A LEADING DISTRIBUTOR OF SPORT AND GYM FLOORING.

TVS GROUP

SPORT | FITNESS | PLAY | ACOUSTICS

Tel: +44 (0) 1706 260 220
Email: Sales@TVS-Group.co.uk
Web: www.TVS-Group.co.uk

TVS Group

Low Bay, Carrs Industrial Estate, Commerce Street, Haslingden, Lancashire, BB4 5JT, UK

Tel: +44 (0) 1706 260 220 Fax: +44 (0) 1706 260 240
Email: Sales@TVS-Group.co.uk
Web: www.TVS-Group.co.uk
Twitter: @floors4gyms
LinkedIn: https://www.linkedin.com/company/tvs-sports-surfaces
Facebook: https://www.facebook.com/TVSSportsSurfaces/

ANDY ROBERTS

What year was your company established?
The company was established in 2009 as a specialist supplier of noise and vibration solutions.

What is the name of your parent company
TVS Group comprises 4 key strategic divisions; TVS Sports Surfaces, TVS Gym Flooring, TVS Play Surfaces and TVS Acoustics. The company name is registered as Total Vibration Solutions Ltd.

What is your product range?
TVS has a broad portfolio of products, including high performing shock pads, surfaces for sport, fitness and play, as well as highly specialised acoustic materials for noise and vibration control. Our sports and play surfaces are suitable for both indoor and outdoor leisure facilities.

What are your main services?
We provide noise and vibration solutions to many of the UK's leading health club operators.

What additional services do you offer?
Additionally, we provide safe surfacing solutions for children's play areas in nurseries, high quality shock pads for synthetic sports pitches and resilient floor coverings for use in gyms.

Who are your key customers?
We work with a diverse range of customers across several industries and have experience in both private and public sectors.

Which industry shows/events will you be attending this year?
In 2017 we will be exhibiting at Elevate in London, and attending other events such as LIW and SALTEX.

Key personnel
Paul Lafone Managing Director
Patrick Dent Technical Director
Andy Roberts Sales Manager

For more information please contact
TEL: +44 (0) 1706 260 220
EMAIL: Sales@TVS-Group.co.uk

MOTIVATE

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Wattbike

Vermont House, Nottingham South and Wilford Industrial Estate,
Nottingham, Nottinghamshire, NG11 7HQ, UK

Tel: +44 (0) 115 945 5450
Email: info@wattbike.com
Web: www.wattbike.com
Twitter: @wattbike
Facebook: www.facebook.com/wattbike

STEVE MARSHALL

About us

Wattbike is the creator of the world's foremost indoor bike developed in association with world class athletes. Chosen by everyone from Olympic Champions and leading health clubs to independent studios and personal trainers, the Wattbikes versatility has made it the go-to bike for all indoor cycling needs.

Product range and services

Wattbike Trainer – A low resistance indoor training tool. Fully adjustable to create the perfect riding position. Unique dual air and magnetic resistance provides the feel of riding a real bike.
Wattbike Pro – A higher resistance version of the Wattbike Trainer.

Additional services

Wattbike have developed a range of motivating graphics to help activate Wattbike Zones in clubs and studios. Inspire your members and empower your staff with Power Cycling software to add a new dimension to group cycling and record, analyse and share all workouts via the smartphone app.

Wattbike's Master Trainer network provide introductory and advanced workshops to ensure your staff can develop and deliver the most up to date workouts.

Key customers

Major Health and Fitness chains, Independent Fitness Centres, Elite Sports Teams, National Governing Bodies, Medical Facilities, Education Facilities, Military, Home Users.

"The main reason we chose the bikes over other suppliers is their ability to cater for the very fit and the very unfit. In the UK we have a growing market of cyclists and triathletes who appreciate the performance elements of training with power on the Wattbike, but we also have members who are just beginning to understand the benefits of power training so this is the perfect fit for us."

MICHELLE DAND, Group Health and Fitness Manager David Lloyd Leisure

Plans for 2017

Wattbike are developing a new small group training package that will help you deliver real results to your members. Innovative training plans developed by Wattbikes Head of Sport Science will elevate your indoor cycling to a new level.

Shows attending in 2017

IHRSA
FIBO
LIW

Key personnel

Steve Marshall
UK Sales Manager
Gary Mason
Sales Manager - Military and Uniformed Services
Catherine Lineker
Sales Manager - Central
Ray Redman
Sales Manager - London and South
Simon Overing
Sales Manager - North, Scotland and NI
Tom Crampton - Marketing Manager

For more information please contact
TEL: +44 (0) 115 945 5450
WEB: www.wattbike.com

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wexer

Wexer

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Web: www.wexer.com
Twitter: @wexervirtual
LinkedIn: https://www.linkedin.com/company/wexer-world-of-exercise-
Facebook: @wexervirtual

PAUL BOWMAN

About us

Wexer is a leading provider of fitness technology, connecting fitness operators with consumers in evermore meaningful ways, inside and outside the four walls of the gym. From mobile technology to virtual fitness, Wexer's mission is to make world-class exercise accessible to more people by providing a convenient and non-intimidating way to exercise, through the use of technology.

Product range

Wexer Virtual – With installations in more than 40 countries, Wexer is the global market leader in virtual fitness providing world-class content to consumers worldwide. Wexer Mobile – A fully customisable mobile application that allows fitness operators to deliver world-class fitness experiences through live-streaming technology, or on-demand at a time and place that suits members. Wexer Gym Floor – Interactive technology designed for gym floor settings that engages individuals and small groups.

Key customers

Major health and fitness chains worldwide. We also work with multi-family housing associations, large corporate organisations and children's activity providers.

Plans for 2017

Through our customisable and intuitive technology, we will continue to support operators to be of relevance to members both inside and outside the four walls of the gym.

Shows attending in 2017

IHRSA Convention, FIBO, Filex, ukactive Flame Conference and IHRSA Europe.

"Our experience with Wexer has been very positive. We offer 80-90 virtual classes per week. Some of our most popular virtual classes have 20+ participants. Since installing Wexer we've improved the optimization of our studio space, without impacting live classes… in fact quite the opposite!"
NICK COUTTS, FITNESSHUT

Key personnel

Paul Bowman
CEO
Adie Meyer
Head of Business Development
Lucy Button
Global Marketing and Communications Manager
Morten Andersen,
Global Content and Account Manager

For more information please contact
TEL: +44 (0) 203 6089994
EMAIL: info@wexer.com
WEB: www.wexer.com

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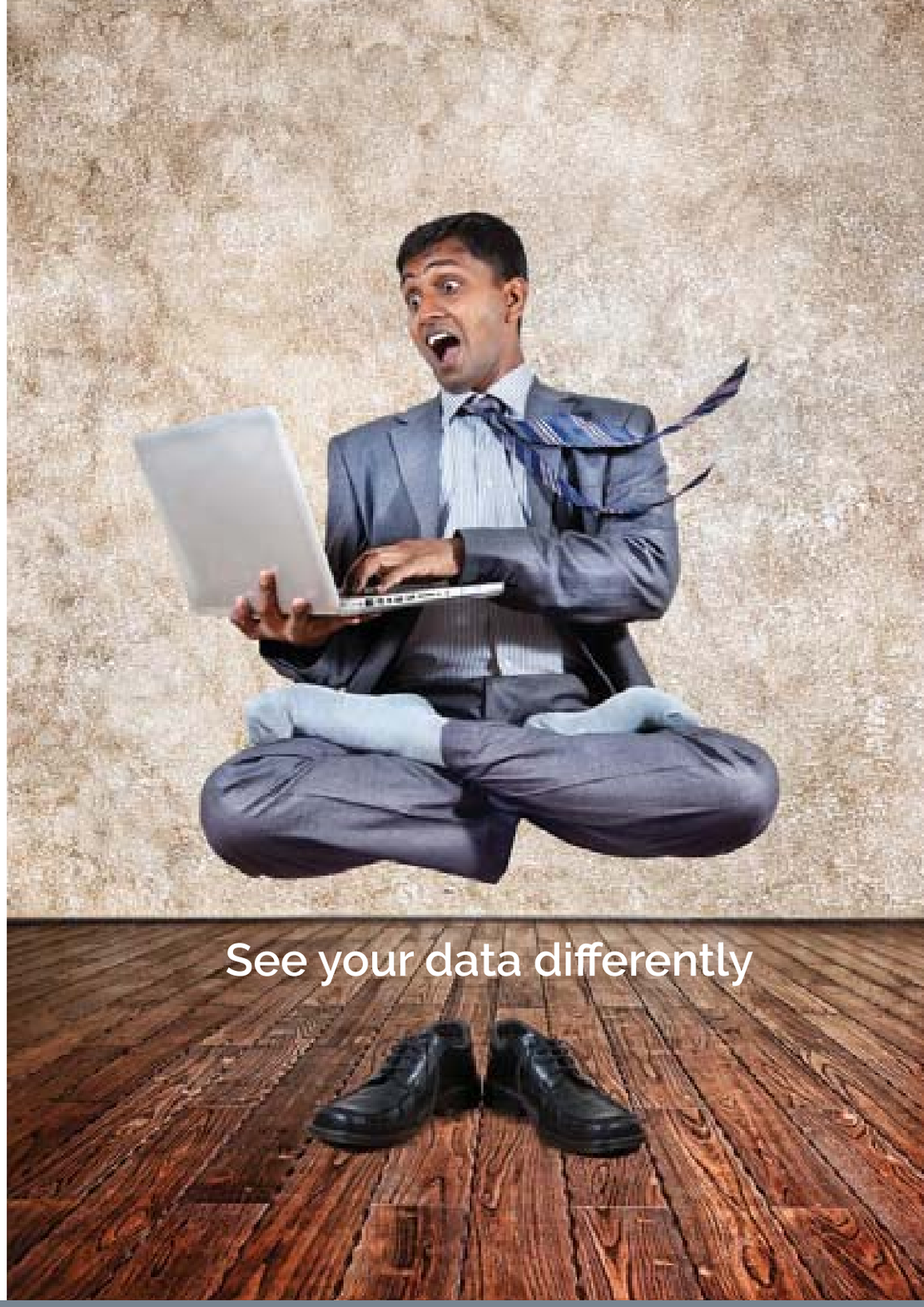

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Email: info@xnleisure.com
Web: www.xnleisure.com
Twitter: @xnleisure
LinkedIn: xn-leisure-systems-limited

JASON WATTS

About us

Xn Leisure improves customer Service through Technology. Xn delivers customer loyalty and service providing innovative solutions including EPOS, membership, courses, sessions and bookings. Self service offerings such as fast track access, kiosks, On-line Booking and joining along with email and text communication are backed up by advanced customer Insight tools.

Product range

- Hosted or On Premises systems
- Web based membership and prospecting
- Innovative bookings. EPOS and class management software
- Online bookings and membership
- Self-service solutions
- Checksheets
- Automated email and text messaging
- Tablet Check-in solutions
- Course management, with iPod hand held registers
- Event ticketing
- Business Intelligence and Industry Standard Benchmarking / Data Hub
- Health & Wellbeing Referral solutions

Xn is a founder member and part of the sports intelligence DataHub partnership. We provide a centralised set of web Business Intelligence Tools based around consistent sector wide standards. Aligned with NGB participation and programming it allows operators to target and track interventions and monitor outcomes.

"Whether new or expanding an existing system you can be confident that you have a great partner to work with at Xn Leisure. In today's Leisure provision IT is so integrated and relied upon in all facets of the business, real experience and leisure knowledge is a must. The future of the business will be ever changing and Xn are working hard today to develop these ideas and concepts to give the confidence you have chosen the right system"

PHIL WHITE, HEAD OF IT, PLACES FOR PEOPLE LEISURE MANAGEMENT LTD

Key customers

Our customers include Local Authorities, Trusts, Facility Management Companies, 24 Hour Low Cost Gyms, Climbing Centres, Ski Centres, Gymnastics clubs and the Private sector.

Plans for 2017

Our portfolio of solutions continually develop, focusing on market needs and customer focus groups. We will be releasing a number of new solutions in 2017 that will improve industry data standards, efficiency, customer service and ROI.

Shows attending in 2017

• SIBEC UK & EU • CLOA • Elevate
• Quest, NBS & CIMSPA Conference
• Active.net • Leisure Industry Week

Key personnel

Jason Watts
Sales Director

For more information please contact
TEL: 0870 80 30 700
EMAIL: info@xnleisure.com
WEB: www.xnleisure.com

Industry organisations

Our industry organisations section gives up-to-date details of fitness sector bodies both in the UK and internationally. Organisations are listed in alphabetical order for ease of reference

American College of Sports Medicine (ACSM)

Email publicinfo@acsm.org
Web www.acsm.org
Description ACSM is the largest sports medicine and exercise science organisation in the world.

British Association of Sport and Exercise Sciences (BASES)

Email enquiries@bases.org.uk
Web www.bases.org.uk
Description BASES is the professional body for all those with an interest in the science of sport and exercise.

British Universities & Colleges Sport (BUCS)

Email info@bucs.org.uk
Web www.bucs.org.uk
Description The national governing body for higher education sport in the UK, a membership organisation with charitable status.

Capre (Children's Activity Professionals Register)

Email info@skillsactiveregisters.org
Web www.capregister.org
Description Capre, owned and operated by SkillsActive, is an independent register for individuals working in the children's physical activity industry.

Capre works in the children's physical activity industry

Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

Email info@cimspa.co.uk
Web www.cimspa.co.uk
Description Launched in 2011, CIMSPA is the professional development body for the UK's sport and physical activity sector.

Chief Culture & Leisure Officers Association (CLOA)

Email info@cloa.org.uk
Web www.cloa.org.uk
Description Exclusively represents senior strategic leaders managing public sector cultural, tourism and sport services.

Club Managers Association of Europe

Email debbie.goddard@cmaeurope.eu
Web www.cmaeurope.org
Description A non-profit making professional association with members involved in the management of sports clubs (golf, tennis, sailing and other sports), health & fitness clubs, leisure, city and dining clubs.

EuropeActive

Web www.europeactive.eu
Description EuropeActive – formerly the European Health and Fitness Association – is the leading not-for-profit organisation representing the whole of the European health and fitness sector in Brussels.

European Register of Exercise Professionals (EREPS)

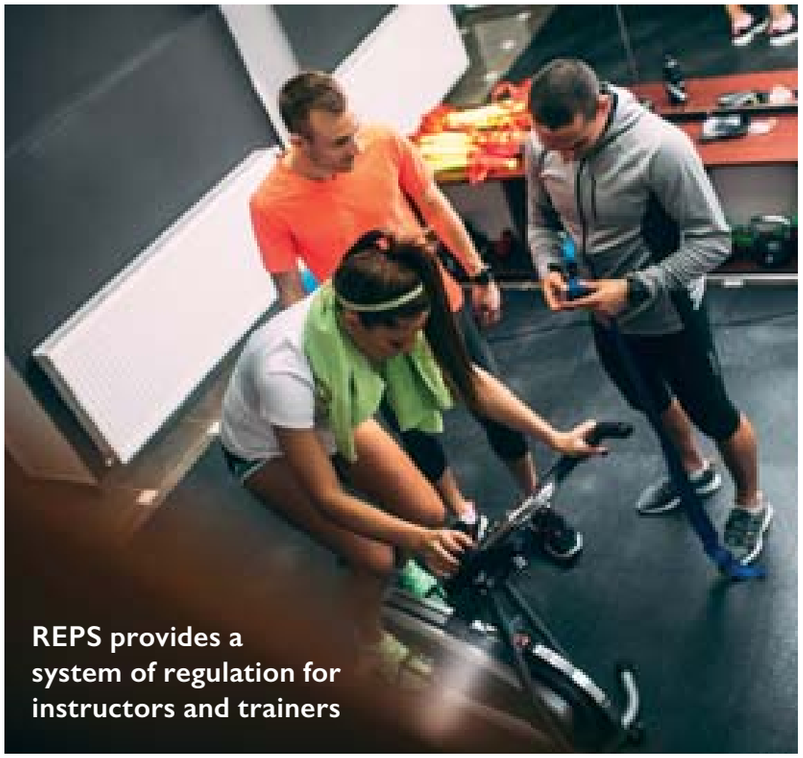
Email membership@ereps.eu
Web www.ereps.eu
Description A pan-European system, EREPS is an independent process for the registering of all instructors, trainers and teachers working across Europe in the exercise and fitness sector.

Inclusive Fitness Initiative (IFI)

Web www.efds.co.uk/get-active
Description Leads the way in providing accessible physical activity and in increasing participation amongst disabled people.

International Health, Racquet and Sportsclub Association (IHRSA)

Email info@ihrsa.org
Web www.ihrsa.org
Description IHRSA is a trade association serving the health club and fitness industries worldwide.



REPS provides a system of regulation for instructors and trainers

International SPA Association (ISPA)

Email ispa@ispastaff.com
Web experienceispa.com
Description Recognised worldwide as the professional organisation and voice of the spa industry, representing health and wellness facilities and providers in more than 70 countries.

Register of Aquatic Professionals (RAPs)

Email info@skillsactiveregisters.org
Web www.aquaticregister.org
Description An independent public register of aquatic professionals, governed in partnership with the ASA, RLSS and STA.

Register of Exercise Professionals (REPs)

Email info@exerciseregister.org
Web www.exerciseregister.org
Description REPs is an independent, public register which recognises the qualifications and expertise of health-enhancing exercise instructors in the UK, providing a system of regulation for instructors and trainers.

PHOTO: SHUTTERSTOCK.COM

SkillsActive

Web www.skillsactive.com
Description The Sector Skills Council for active leisure, learning and wellbeing, working across the seven sectors of sport, fitness, the outdoors, caravans, playwork, hair and beauty.

sporta

Email info@sporta.org
Web www.sporta.org
Description sporta is a membership association that represents cultural and leisure trusts and social enterprises throughout the UK.

Sport and Recreation Alliance

Email info@sportandrecreation.org.uk
Web www.sportandrecreation.org.uk
Description An umbrella body for sport and recreation in the United Kingdom, representing 320 organisations such as the FA, the RFU, British Athletics, British Rowing and the Exercise Movement and Dance Partnership.

UK Spa Association represents the entire sector with one voice

Sport England is now focusing on wider forms of activity

Sport England

Email info@sportengland.org
Web www.sportengland.org
Description Sport England works to increase the number of people who take part in sport regularly, and with the new government sport strategy will broaden its focus to encompass other forms of physical activity.

ukactive

Email info@ukactive.org.uk
Web www.ukactive.com
Description A body existing to serve any organisation in the United Kingdom with a role to play in, or benefit to be gained from getting more people, more active, more often.

UK Spa Association (SPA-UK)

Email info@spa-uk.org
Web www.spa-uk.org
Description SPA-UK supports and advances the spa industry and its employees, representing the entire sector with one voice.

Youth Sport Trust

Email info@youthsporttrust.org
Web www.youthsporttrust.org
Description An independent charity devoted to changing young people's lives through sport.

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Big Ass Fan Company
www.bigassfans.com

Daikin Airconditioning UK Ltd
www.daikin.co.uk

ARCHITECTS/DESIGNERS

Archer Architects
www.archerarchitects.co.uk

Concept Plc
www.concept-plc.com

The Gym Designer
www.thegymdesigner.co.uk

Mass Designers
www.massdesigners.com

Saturn Projects
www.saturnprojects.com

Zynk Design
www.zynkdesign.com

ASSOCIATIONS/ TRADE BODIES

Amateur Swimming Association ASA
www.swimming.org

Badminton England
www.badmintonengland.co.uk

British Weight Lifting
www.britishweightlifting.org

CIMSPA
www.cimspa.co.uk

IDEA Health & Fitness Association
www.ideafit.com

IHRSA
www.ihrsa.org

sporta
www.sporta.org

The Swimming Teachers Association STA
www.sta.co.uk

ukactive
www.ukactive.com

AV/MULTIMEDIA/SOUND

AB Audio Visual
www.abaudiovisual.co.uk

ESL
www.esl-systems.co.uk

Global Audio Visual Solutions Ltd
www.globalavs.co.uk

Hutchison Technologies Ltd
www.hutchison-t.com

Leisure Sound Solutions
www.leisuresoundsolutions.co.uk

Mood Media
www.moodmedia.co.uk

Sound Dynamics Ltd
www.sound-dynamics.co.uk

BUILDING/CONSTRUCTION

Createability
www.createability.co.uk

Love Build
www.lovebuild.co.uk

Pellikaan Construction
www.pellikaan.com

Willmott Dixon Limited
www.willmottdixon.co.uk

CATERING SUPPLIES

Equipline Ltd
www.equipline.co.uk

CHILDREN'S FITNESS

Cyber Coach
www.cyber-coach.co.uk

EQ Fitness
www.eqfitness.co.uk

Gymkids
www.veqtor.co.uk

iDEA
www.ideagetactive.com

Teachsport
www.teachsport.org

CLEANING

AddGards Ltd
www.addgards.com

Bonasystems Ltd
www.bonasystems.com

Diversey Care
www.diversey.com

Ecosense Cleaning
www.ecosense-cleaning.co.uk

Gojo
www.gojo.com

Gym Guard
www.gymguard.co.uk

Indepth Hygiene Services
www.indepthhygiene.co.uk

Initial Washroom Services
www.initial.co.uk/hand-drying/

Miele Professional
www.miele-professional.co.uk

CLIMBING WALLS

Innovative Leisure
www.innovativeleisure.co.uk

CLOTHING/FOOTWEAR

Beat Concepts
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Blu Leisure Ltd
www.bluleisure.co.uk

Corporate Trends
www.corporatetrends.co.uk

Kylemark
www.kylemarkworkwear.co.uk

Leisurewear Direct
www.leisureweardirect.com

Simon Jersey
www.simonjersey.com

Taylor Made Designs
www.taylormadedesigns.co.uk

COMMUNICATIONS

Zycomm Electronics
www.zycomm.co.uk

COMPUTER SYSTEMS/ SOFTWARE

Book4Time
www.book4time.com

Booker Software
www.booker.com

Cascade3d
www.cascade3d.com

Concept Software Systems
www.csscorporate com

Delta Computers
www.deltacomputerservices.co.uk

eGym GmbH
www.egym.com

ESP Leisure
www.e-s-p.com

eXerp
www.exerp.com

EZ Runner
www.ez-runner.com

Front Desk Inc
www.frontdeskhq.com

Glofox
www.glofox.com

Green 4 Solutions
www.green4solutions.com

Gumnut Systems International
www.gumnuts.com

iGo Figure Inc
www.igofigure.com

Inta Fitness
www.intafitness.com

Intelligenz Solutions
www.intelligenzsolutions.com

Leisure Safety Link
www.intafitness.com

Mindbody Inc
www.mindbodyonline.com

OFS
www.ofsoftware.biz

Omnico
www.omnicogroup.com

Paradigm Shift
www.paradigmsft.com

Premier Software Solutions
www.premiersoftware.co.uk

Quinyx
www.quinyx.com

ResortSuite
www.resortsuite.com

SDA Software
www.sdasoftware.net

SpaSoft
www.springermiller.com

SportSoft UK Ltd
www.sportsoft.co.uk

Syx Automations
www.syxautomations.co.uk

TAC IT
www.tac.eu.com

Tascomi Ltd
www.tascomi.com

Virtuagym
www.virtuagym.com/software

Wahanda
www.wahanda.com

Xpiron Inc
www.xpiron.com

CONSULTANCY/ RESEARCH

Asia Spa & Leisure Consulting ASLC
www.aslc-leisure.com

Clear Innovations Ltd
www.clear-innovations.co.uk

GET Solutions
www.getsolutions.co.uk

GG Fit Ltd
www.ggfit.com

Impact Spa Leisure & Fitness
www.impactslf.co.uk

Leisure-net Solutions Ltd
www.leisure-net.org

Oxygen Consulting
www.oxygen-consulting.co.uk

The Project Network & Co
www.theprojectnetworkand.co

Right Directions
www.rightdirections.co.uk

Strategic Leisure Ltd
www.strategicleisure.co.uk

Traffic Health and Fitness
www.trafficheathandfitness.com

TTS Consultants
www.ttsconsultants.com

WTS International
www.wtsinternational.com

DESIGN

Alliance Leisure Services (Design, Marketing & Project Management)
www.allianceleisure.co.uk

FaulknerBrowns Architects
www.faulknerbrowns.co.uk

Resolution Design Ltd
www.resolutiondesign.co.uk

WTS International
www.wtsinternational.co

DISABLED ACCESS

The Active Hands Company
www.activehands.com

Evac+Chair International Ltd
www.evacchair.co.uk

DRINKS – NON-ALCOHOLIC

A G Barr plc
www.agbarr.co.uk

Britvic Soft Drinks
www.britvic.com

Lucozade Sport / Suntory
www.lucozade.com

Nestle Waters
www.nestle-waters.com

The Red Bull Company Ltd
www.redbull.com

Twinings Teas
www.twinings.co.uk

Vita Coco
www.vitacoco.co.uk

ENERGY MANAGEMENT

The Energy Desk
www.theenergydesk.co.uk

EvoEnergy
www.evoenergy.co.uk

Powermaster
www.power-master.co.uk

Pure World Energy
www.pureworldenergy.com

RES Renewable Energy Systems
www.res-group.com

ENVIRONMENTAL SERVICES

The Carbon Trust
www.carbontrust.com

Ozofresh
www.ozofresh.co.uk

EVENT MANAGEMENT

Forum Events
www.forumevents.co.uk

New Events Ltd
www.neweventsltd.com

FACILITIES MANAGEMENT

Building Additions
www.buildingadditions.co.uk

Halo Leisure Services Limited (WAM)
www.maxyourassets.com

Sports and Leisure Management
www.everyoneactive.com

FINANCIAL SERVICES

Alliance and General Leasing Limited
www.allianceandgeneral.co.uk

Alliance Leisure Services (Design, Build & Fund)
www.allianceleisure.co.uk

Asset Advantage Ltd
www.assetadvantage.co.uk

DFC Debit Finance Group
www.debitfinance.co.uk

Fiserv
www.fiserv.com

Harlands Group
www.harlandsgroup.co.uk

LDF - Fitness Equipment Leasing
www.ldf.co.uk

London & Zurich Ltd
www.landz.co.uk

PMD Leasing Ltd
www.pmdleasing.co.uk

Portman Asset Finance Ltd
www.portmanassetfinance.co.uk

Shire Leasing plc
www.shireleasing.co.uk

FIRE DETECTION

Fireco
www.firecoltd.com

FITNESS ASSESSMENT

Better Belly
www.betterbelly.co.uk

Bodystat
www.bodystat.com

Derwent Healthcare Ltd
www.derwenthealthcare.com

Fitech UK
www.fitech.co.uk

fitlosophy Inc
www.getfitbook.com

FitQuest
www.miefitquest.com

Leisure Vend
www.leisurevend.co.uk

Myzone
www.myzone.org

POWERbreathe
www.powerbreathe.com

Styku
www.reactfitness.com

Tanita Europe BV
www.tanita.eu

FITNESS EQUIPMENT

Absolute Performance
www.aperformance.co.uk

Airex AG
www.my-airex.com

Alter-G
www.alterg.com

Amazon Leisure (UK) Ltd
www.amazon-leisure.co.uk

Amer Sports UK & Ireland Ltd
www.amersports.com

Anytime Leisure
www.anytimeleisure.co.uk

Aquabags
www.aquabags.eu

Balanced Body
www.pilates.com

BBE Boxing
www.bbe-boxing.com

BODY BIKE International A/S
www.body-bike.com

Bodypower Sports Plc
www.fitness-superstore.co.uk

Central Sports
www.centralsports.co.uk

Concept Fitness International
www.conceptfitnessinternational.co.uk

Concept2 Ltd
www.concept2.co.uk

Core Health and Fitness Trading
www.corehandf.com

Coretex
www.thecoretex.co.uk

Cranlea & Company
www.cranlea.co.uk

CV Gym Services
www.cvgymservices.co.uk

Cybex International UK Ltd
www.cybexintl.com

Dance Machine
www.pulsedancemachine.co.uk

Eleiko Sport AB
www.eleikosport.se

Ergo-Fit GmbH
www.ergo-fit.de

Escape Fitness
www.escapefitness.com

EXF Perform Better Europe
www.exf-fitness.com

Exigo
www.exigostrength.com

The Fit Group
www.thefitgroup.co.uk

Fit Quote
www.fitquote.co.uk

Fit4Sale USA Inc
www.fit4sale.com

FitBox Virtual
www.fitboxvirtual.com

FitLinxx UK
www.fitlinxx.net

Fitness Anywhere/TRX
www.trxtraining.com

Fitness Systems Limited
www.fitnesssystems.co.uk

Fitness Warehouse Ltd
www.fitnesswarehouseuk.com

Fitness-Mad
www.fitness-mad.com

FitPro
www.fitpro.com

Fitter International Inc
www.fitter1.com

Flowin AB
www.flowin.com

FreeMotion Fitness
www.freemotionfitness.co.uk

Gamercize
www.gamercize.net

Gen3 Kinematics
www.gen3kinematics.com/home.php

Gervasport
www.gervasport.bg

Gravity UK LLP
www.gravityuk.net

Green Fitness Equipment Co
www.greenfitco.com

Gym Academy
www.gymacademy.co.uk

Gym80
www.gym80.de

Gymkit UK
www.gymkituk.com

HaB Direct
www.habdirect.co.uk

HUR (UK) Ltd
www.huruk.co.uk

Hydro Physio
www.hydrophysio.com

Idass
www.idass.com

Indigo Fitness
www.indigofitness.com

Indoor Walking
www.indoorwalking.net

Indoorcycling Group - ICG
www.teamicg.com

Intenza Fitness
www.intenzafitness.com

iRobic Ltd
www.irobicshop.co.uk

Iron Grip Barbell Company
www.irongrip.com

Johnson Health Tech UK Ltd
www.johnsonfitness.com

Jordan Fitness
www.jordanfitness.com

Jumprope
www.jumprope.com

Keiser UK Ltd
www.keiseruk.com

Leisure Lines (GB) Ltd
www.leisurelinesgb.co.uk

Les Mills UK
www.lesmillsuk.com

Life Fitness
www.lifefitness.com

Mad Dogg Athletics
www.maddogg.com

Marpo Kinetics
www.marpokinetics.com

Marsden Weighing Group
www.marsden-weighing.co.uk

Matrix Fitness Systems Ltd
www.matrixfitness.co.uk

Medimotion
www.medimotion.co.uk

MedX Germany
www.medxonline.co.uk

Merrithew
www.merrithew.com

milon industries GmbH
www.milon.com

Mortons Fitness Equipment UK Ltd
www.mortonsfitnessequipment.com

Nautilus
www.nautilus.com

New Level UK
www.new-level.co.uk

Octane Fitness UK Ltd
www.octanefitness.com

Origin Fitness
www.originfitness.com

OSF - On Site Fitness
www.onsitefitness.co.uk

Paramount Fitness Corp
www.paramountfitness.com

Peak Pilates
www.peakpilates.com

Performance Health Systems
www.powerplate.com

Physical Company Ltd
www.physicalcompany.co.uk

Physique Sports
www.physiquesports.co.uk

Pneumex
www.pneumex.com

Podium 4 Sport
www.podium4sport.com

PowerBlock Fitness Ltd
www.powerblockfitness.com

Powrx UK
www.powrx.co.uk

Precor
www.precor.com

Pulse Fitness Solutions
www.pulsefitness.com

Range3D Ltd
www.range3d.com

React Fitness
www.react-fitness.com

Re:creation Fitness
www.recreation-fitness.co.uk

RealRyder International LLC
www.realryder.com

Rethink Motion
www.rethinkmotion.com

Rubicon Sports
www.rubiconsports.co.uk

Rugged Interactive
www.rugged-interactive.com

SAQ International
www.saqinternational.com

Schwinn
www.schwinn.com

SCIFIT Ltd (UK)
www.scifit.uk.com

SoloStrength Lifestyle Products
www.solostrength.com

Speedfitness Ltd
www.miha-bodytec.com

Spivitech Ltd
www.spivi.com

SportsArt
http://gosportsart.com

Stages Cycling
www.stagesindoorcycling.com

Stairmaster
www.stairmaster.com

Strive Enterprises, Inc
www.strivefit.com

Technogym UK Ltd
www.technogym.com

TEK Fitness Ltd
www.tekfitness.co.uk

Telju Commercial Fitness
www.teljucommercialfitness.com

ThoraxTrainer
www.thoraxtrainer.com

Total Gym Solutions
Tel: +44 (0)115 752 9548

True Fitness Technology
www.truefitness.com

TRX/Fitness Anywhere
www.trxtraining.com

TuffStuff Fitness Equipment
www.tuffstuff.net

FITNESS EQUIPMENT
Continued

Ushomi
www.ushomi.co.uk

Vibrogym UK
www.vibrogymprofessional.co.uk

WaterRower
www.waterrower.co.uk

Wattbike Ltd
www.wattbike.com

WeBuyAnyGym Equipment.Com
www.webuyanygymequipment.com

Wexer Holdings
www.wexer.com

Woodway GmbH
www.woodway.de

World Sales Alliance
www.wsalliance.com

Xendon AB
www.xendon.com

Yoga-Mad
www.yogamad.com

York Fitness
www.yorkfitness.com

FITNESS PROGRAMMES

ActivTrax
www.activtrax.com

Beachbody, LLC
www.beachbody.co.uk

Cyberrobics GmbH
www.cyberobics.com

Everyone Active
www.everyoneactive.com

FitBox
www.fitboxvirtual.com

FitPro
www.fitpro.com

Future Fit Training
www.futurefit.co.uk

Jekajo Dance
www.jekajodance.com

Les Mills UK
www.lesmillsuk.com

Mi Fitness Directory
www.mi-fitnessdirectory.co.uk

Momentum Business Development
www.momentumbd.co.uk

Nordic Walking/ Exercise Anywhere
www.nordicwalking.co.uk

Running Unlimited
www.runningunlimited.net

SAQ International
www.saqinternational.com

Speedflex Europe Ltd
www.speedflex.com

Spirit Health Clubs
www.spirithealthclubs.com

TRAINFITNESS
www.train.fitness

Tube Boxing
www.tubeboxing.co.uk

Wellbeats UK
www.wellbeats.co.uk

Wexer Holdings LLC
www.wexer.com

FITNESS SERVICING

Health Club News
www.healthclubnews.org

Servicesport UK
www.servicesport.co.uk

FLOORING

Gerflor
www.gerflor.com

Granwood Flooring
www.granwood.co.uk

IDASS Fitness
www.idass.com

Junckers
www.junckers.co.uk

Pavigym
www.pavigym.com

Respol Flooring Solutions
www.respol.co.uk

Total Vibration Solutions
www.totalvibrationsolutions.com

TVS Sports Surfaces
www.floors4gyms.com

FOOD/FOODSERVICE

Aimia Foods
www.aimiafoods.com

Nestle Professional
www.nestleprofessional.co.uk

FRANCHISES

4D Fitness
www.4dfitness.com

ActivKids
www.activkids.co.uk

Amerishape Weight Loss Center
www.amerishapecenter.com

Anytime Fitness
www.anytimefitness.co.uk

The énergie Group
www.energiefitnessclubs.com

Knock Out Weight Loss Coaching
www.knockoutweightlosscoaching.com

Little Kickers Franchising
www.littlekickers.co.uk

Little Superstars Sports Club
www.littlesuperstars.co.uk

Orangetheory Fitness
www.orangetheoryfitness.com

Snap Fitness
www.snapfitness.com

Vivafit
www.vivafit.eu

World Gym International
www.worldgym.com/franchising

Xtravaganza
www.xtravaganza.uk.com

GYM KIOSKS

Gym Budd-e
ww.gymbudde.com

HEALTH/NUTRITION

Body Plus Nutrition
www.bodyplusnutrition.com

Bodyfire Ltd
www.jhbodyfire.com

David Health Solutions
www.david.fi

Kinetica Sports
www.kineticasports.com

Maxinutrition
www.maximuscle.com

Mytime Active
www.mytimeactive.co.uk

Reflex Nutrition Ltd
www.reflex-nutrition.com

Supervitality
www.supervitality.me

Ultralife Healthcare Limited
www.ultralifeshop.co.uk

Weightplan Ltd
www.weightplan.com

INFORMATION SYSTEMS

Nouveau Solutions - NSL CRM
www.nslcrm.com

INSURANCE

FitPro Insurance
www.fitpro.com

John Ansell & Partners
www.ansell.co.uk

Professional Fitness Insurance
www.professional-fitness.co.uk/

LEAD OPTIMISER

Optilead
www.optilead.co.uk

LEGAL SERVICES

Christopher Davidson Solicitors LLP
www.cdlaw.co.uk

Citation
www.citation.co.uk

LIGHTING

Lightmasters UK Ltd
www.lightmasters.co.uk

Sill Lighting
www.sill-uk.com

LOCKERS

Craftsman Quality Lockers Ltd
www.craftsman-quality-lockers.co.uk

Crown Sports Lockers
www.crownsportslockers.co.uk

Fitlockers
www.fitlockers.co.uk

Garran Lockers
www.garran-lockers.co.uk

Kemmlit UK
www.kemmlituk.com

KitLock
www.kitlock.com

Link Lockers
www.linklockers.co.uk

Locker Solutions
www.lockersolutions.co.uk

LSA Projects Ltd
www.LSAprojects.co.uk

Prospec
www.prospec.co.uk

Ridgeway Furniture
www.ridgewayfm.com

Safe Space Lockers
www.safespacelockers.co.uk

MEDIA SERVICES

Biospace
www.biospace.com

Emerald Frog Marketing
www.emeraldfrog.co.uk

MEMBERSHIP/RETENTION

Ashbourne Management Services
www.ashbournemanagement.co.uk

Book4Time
www.book4time.com

Booker Software
www.booker.com

Brightlime
www.brightlime.com

Cap2 Solutions
www.cap2solutions.co.uk

Clubwise Software
www.clubwise.com

Cogent
www.cogentdataanalytics.com

EZ-Runner Systems
www.ez-runner.com

Fisikal
www.fisikal.com

Fusing Fitness Limited
www.fusingfitness.co.uk

Gladstone Health & Leisure
www.gladstonemrm.com

Gymaround
www.gymaround.com

Gymetrix
www.gymetrix.co.uk

Legend Club Management Systems
www.legendware.co.uk

LeisureMost
www.leisuremost.com

Memberdrive
www.memberdrive.net

Motionsoft UK
www.motionsoft.net

MoveGB
www.movegb.com

Paradigm Shift
www.paradigmsft.com

payasUgym
www.payasugym.com

Pocket PT
www.pocketpt.co.uk

ResortSuite
www.resortsuite.com

Retention Guru
www.retentionguru.co.uk

Retention Management
www.retentionmanagement.com

The Retention People
www.theretentionpeople.com

TAC IT
www.tac.eu.com

Visual Fitness Planner
www.vfp.us

Xn Leisure Systems Limited
www.xnleisure.com

MUSIC/FILM LICENSING

Filmbank Distributors Ltd
www.filmbank.co.uk

PPL
www.ppluk.com

PRS for Music
www.prsformusic.com

MYSTERY SHOPPER

Proinsight
www.proinsight.org

PRINT SERVICES

UK Point of Sale Group Ltd
www.ukpos.com

PROMOTIONAL ITEMS

First Editions Ltd
www.firsteditionsltd.com

Innovations 4 Leisure
www.innovations4leisure.co.uk

P81
www.p81.co.uk

Taylor Made Designs
www.taylormadedesigns.co.uk

PUBLISHING

Human Kinetics
www.humankinetics.com

RETAIL

the fit co
www.thefitco.com

Gym-Partners
www.gym-partners.co.uk

SAFETY

Aspect Safety Mirrors ASM
www.aspectsafetymirrors.co.uk

IQL
www.rlss.org.uk

RD Health & Safety
www.rdhealthandsafety.co.uk

SALES/MARKETING/PR

Action PR
www.actionpr.co.uk

Big Fish PR
www.bigfishpublicrelations.co.uk

Big Wave Media Ltd
www.bigwavemedia.co.uk

CFM
www.cfm.net

D2F Fitness
www.d2fgroup.com

Emerald Frog Marketing
www.emeraldfrog.co.uk

Enjoy Marketing
www.enjoymarketing.co.uk

Fitness Life Marketing
www.fitnesslifemarketing.com

Hattrick marketing
www.hattrickmarketing.com

Incentivated Ltd
www.incentivated.com

Jellymedia Ltd
www.jellymedia.com

Momentum
www.mbd.today

SALES/MARKETING/PR
Continued

Premier Business Audio
www.premierba.co.uk

Promote PR Ltd
www.promotepr.com

Sales Makers International
www.salesmakersinternational.com

Showoff Media
www.showoffmedia.co.uk

Zoom Media
www.zoommedia.com

SAUNA/STEAM

Dalesauna Ltd
www.dalesauna.co.uk

Klafs
www.klafs.com

MagMed Limited
www.magmed.com

Tylo
www.tylolife.co.uk

Unbescheiden
www.unbescheiden.com

Vi Spa Experience Rooms
www.vi-spa.co.uk

SECURITY/ACCESS CONTROL

All Right Now Ltd
www.allrightnow.co.uk

Authentic8 ID Solutions
www.authentic8id.com

Camlock
www.camlock.com

City Lockers
www.citylockers.co.uk

Codelocks
www.codelocks.co.uk

Gantner Technologies
www.gantner.com

ievo Ltd
www.ievoreader.com

Lowe & Fletcher
www.lowe-and-fletcher.co.uk

Ojmar S.A.
www.ojmar.es

Omega Security
www.omegasecuritysystems.co.uk

SAG Schulte Schlagbaum AG
www.sag-schlagbaum.com

Simple Locking Solutions Ltd
www.simplelockingsolutions.co.uk

SERVICE & REPAIR

CV Gym Services
www.cvgymservices.co.uk

SHOWERS

Horne Engineering Ltd
www.horne.co.uk

Kohler Mira/Rada
www.radacontrols.com

Purus
www.purusgroup.com

SPA/WELLNESS

Barr + Wray
www.barrandwray.com

Cheshire Wellness
www.cheshirewellness.co.uk

GeoSpa
www.geospa.de

Inviion
www.inviion.com

Klafs
www.klafs.com

MillAquia Ltd
www.millaquia.co.uk

Schletterer
www.schletterer.com

Stone Forest
www.stone-forest.co.uk

Thermarium
www.thermarium.com

Unbescheiden
www.unbescheiden.com

SPORTS DRINKS/ SUPPLEMENTS

Beet It
www.beet-it.com/sport

Bio-Synergy Ltd
www.bio-synergy.co.uk

Cellucor
www.cellucor.com

For Goodness Shakes
www.forgoodnessshakes.com

GlaxoSmithKline/GSK
www.gsk.com

Inkospor
www.nutritionfirst.uk.com

Multipower Sportsfood
www.multipoweruk.com

NRG Fuel Sports Nutrition
www.nrgstop.com

Nutrichem diet + pharma GmbH
www.nutrichem.de

Viva Beverages
www.vivabeverages.com

SPORTS EQUIPMENT

66fit Limited
www.66fit.com

BlenderBottle
www.blenderbottle.com

Cardinal Sports
www.cardinalsports.co.uk

Ceetex Leisure Ltd
www.ceetex.co.uk

Harrod UK
www.harrod.uk.com

JP Lennard
www.jplennard.com

Kingswood Leisure Services
www.kingswoodleisuredirect.co.uk

Mark Harrod
www.markharrod.com

Mirrors for Training
www.mirrorsfortraining.co.uk

Newitts.com
www.newitts.com

Physique Sports
www.physiquesports.co.uk

SAQ International
www.saqinternational.com

Suunto/Amer Sport
www.amersports.com

Trion:Z
www.trionz.co.uk

SPORTS INJURY

Koolpak Ltd
www.koolpak.co.uk

Pepperfit
www.pepperfit.com

Physique Management Company
www.physique.co.uk

STAFF MANAGEMENT

Staffmis Limited
www.staffmis.com

STORAGE SYSTEMS

Cloakroom.co.uk
www.cloakroom.co.uk

SUNBEDS/TANNING

Helionova
www.helionova.com

Sunbed & Leisure Systems (UK) Ltd
www.sunbedandleisure.co.uk

SURFACES – SPORTS/PLAY

BSW Berleburger Schaumstoffwerk
www.berleburger.com

Conica Sports Surfaces
www.conica.basf.com

Sports Surfaces (UK) Ltd
www.sportssurfacesuk.com

SWIMMING POOLS

Barr + Wray
www.barrandwray.com

Certikin International
www.certikin.co.uk

Cheshire Wellness
www.cheshirewellness.co.uk

Clearwater Enviro Ltd
www.clearwaterenviro.co.uk

HeatPumpsForPools Ltd
www.heatpumpsforpools.com

JC Leisure Solutions
www.jcleisuresolutions.com

Plastica
www.plasticapools.com

SWIMWEAR

Speedo
www.speedo.co.uk

Zoggs International
www.zoggs.com

TILING/CERAMICS

Floor Gres Ceramiche
www.floorgres.it

Johnson Tiles
www.johnson-tiles.com

TRAINING

Active IQ
www.activeiq.co.uk

Active IQ Academy
www.activeiqacademy.com

Amac Training
www.amactraining.co.uk

Becky Adlington's SwimStars
www.beckyadlingtonsswimstars.com

Bodylogic Fitness Training & Consultancy
www.bodylogic-fitness.com

Bucks New University
www.bucks.ac.uk

Class Finder
www.classfinder.org.uk

Club Training
www.club-training.com

Discovery Learning
www.discovery.uk.com

Diverse Trainers
www.diversetrainers.co.uk

European Institute of Fitness
www.eifitness.co.uk

FitPro / PTontheNet
www.fitpro.com

Focus Training
www.focus-training.com

Freedom Leisure
www.freedom-leisure.co.uk

Games Education
www.hotspottraining.com

Icon Vocational Training
www.icon-training.com

Leisure Industry Academy - LIA
www.leisureindustryacademy.com

Lifetime Training
www.lifetimetraining.co.uk

London Leisure College
www.londonleisurecollege.com

Loughborough College
www.loucoll.ac.uk

Mbodies Training Academy
www.mbodiesacademy.com

MediFit Corporate Services
www.medifit.com

miha bodytec
www.miha-bodytec.com

Motive8
www.m8group.co.uk

Moulton College
www.moulton.ac.uk

National Studio Cycling Register (NSCR)
www.nscr.co.uk

Origym Centre of Excellence
www.origym.co.uk

Oxford Brookes University
www.brookes.ac.uk

Professional Fitness & Education Ltd
www.pfetraining.co.uk

Pegasus Training
www.pegasustraining.co.uk

Pilates Training Solutions
www.pilatestrainingsolutions.co.uk

Pocketfit Training
http://pocketfittraining.co.uk

Premier Training International
www.premierglobal.co.uk

St Mary's University College
www.smuc.ac.uk

Thump Boxing
www.thumpboxing.com

Top Lodge Leisure Ltd
www.top-lodge.co.uk

ukactive
www.ukactive.com

Ushomi
www.ushomi.co.uk

The Wright Foundation
www.wrightfoundation.com

YBFIT Training
www.ybfit.co.uk

YMCA Fitness Industry Training
www.ymcafit.org.uk

Yoga Professionals
www.yogaprofessionals.net

VENDING EQUIPMENT

Hydroplus
www.hydroplus.co.uk

Nestle Professional
www.nestleprofessional.co.uk

VENTILATION

Indepth Hygiene Services Ltd
www.indepthhygiene.co.uk

WASHROOMS/ BATHROOMS

Twyford Bathrooms
www.twyfordbathrooms.com

Venesta Washroom Systems
www.venesta.co.uk

WATER LEISURE/ WATER TREATMENT

Hanovia
www.hanovia.com

Hippo Leisure Products
www.hippoleisure.com

Topline Electronics
www.topline.uk.net

uwe JetStream
www.uwe.de

Use the Product Selector (see pages 230-237) to find the item you need and choose a supplier. You can then find contact details for your chosen supplier in this listing

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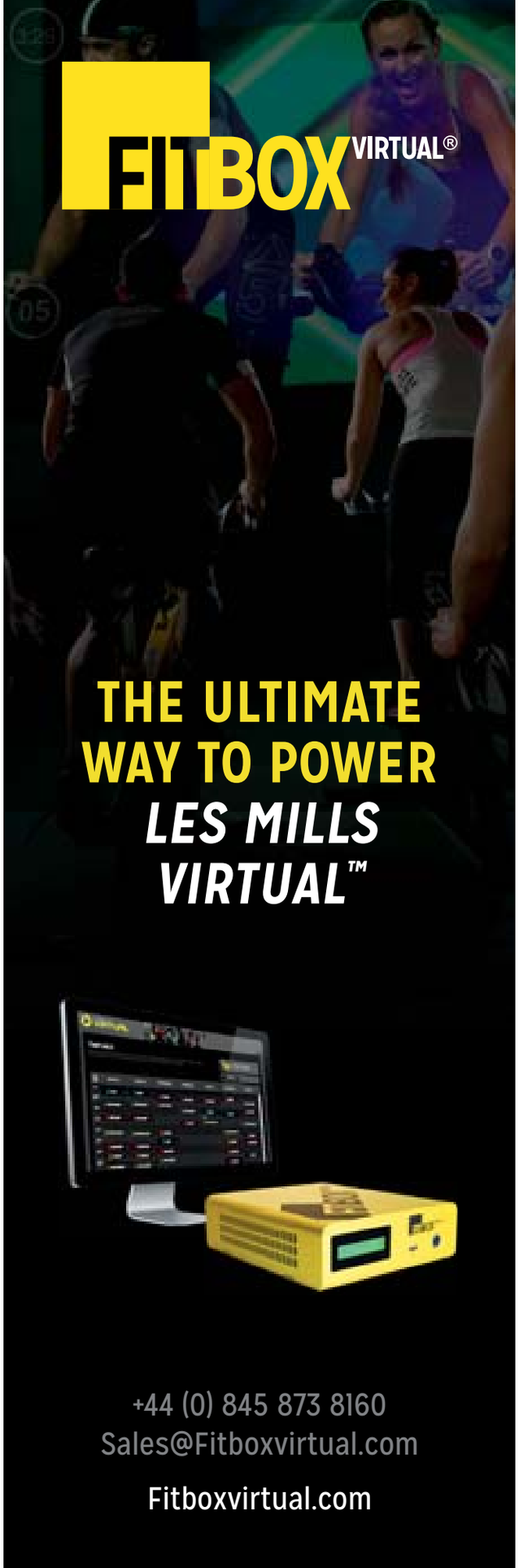

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