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HANDBOOK

2026-2027

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ON AND UP

It's heartening and inspiring to work in such a purpose-driven industry, supported by tailwinds. Penetration continues to rise and research provides a stream of evidence that consumers are prioritising their health and safeguarding their wellness spend.

There is some jeopardy too – rising costs are an issue globally, so finding smart ways to look after the bottom line will become increasingly important for operators.

PureGym managed to keep costs to a 1 per cent increase last year over the previous year, while still investing in its estate, opening clubs and trialling new concepts, such as smaller-footprint clubs and reformer Pilates. However, PureGym is the second largest operator in Europe, so for those with less scale, a different approach is needed.

To this end, research is telling us that value is as important as price to consumers, so it will be vital to innovate, communicate USPs and amplify what gyms can offer that home and outdoor exercise cannot: access to top equipment, the buzz of the group and – even in the age of AI – the expertise that only trained and seasoned PTs can deliver.



Dynamic personal training is helping Life Time push revenues up, indicating how this can materially impact the bottom line.

The longevity trend and growing awareness of the importance of training the nervous system will continue to be a major interest for consumers – not many people can install a sauna and cold plunge at home. Even budget operators are starting to introduce contrast therapy as part of new premium membership categories.

Reformer Pilates continues to scale, enabling operators to achieve a higher price point for classes, although there are signs operators, such as Crunch Fitness, will disrupt this with a budget Pilates offering.

While technology is getting ever more sophisticated, low-tech is also a trend and there's never been more emphasis on the importance of getting the basics right.

The more open-minded we can be in finding ways to support all aspects of members' wellness – physical, mental, psychological, emotional and even spiritual – the more relevant and resilient our sector will grow to be.

Kath Hudson, editor, *HCM Handbook*
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HCM SUMMIT

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GLOBAL
EVENT

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Excitement is building for the new all-keynote HCM Summit 2026 from *HCM magazine* and *Spa Business magazine*.

The event will bring together a powerful lineup of speakers to share insights and experience, with a focus on business success and innovation.

You'll go away inspired and informed, with ideas to implement in your professional life, as well as valuable contacts and access to best practice to drive your success as we head into 2027.

In addition to the summit talks, a carefully curated exhibition will showcase the latest innovations, while summit networking events, including the After Party, hosted by Les Mills, will give the opportunity to make new contacts and do business.

All this, along with product sampling, book signings and activations make the summit a powerful and useful event for the sector.



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HCM editor and CEO
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FITNESS GENES

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Humphrey Cobbold

Chair, PureGym



Alex Perry

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Sondre Gravir

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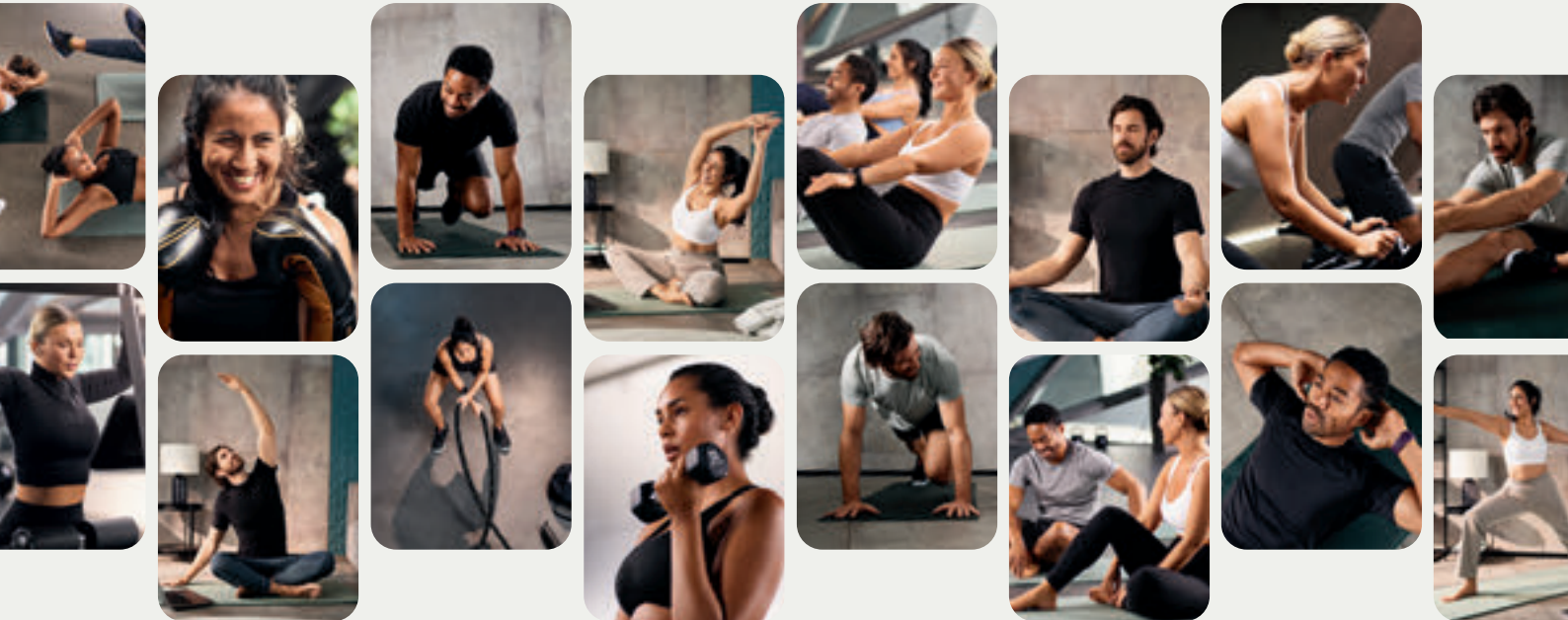
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HCM Fitness Foresight

Kath Hudson and Liz Terry take a look at the top trends impacting the industry in 2026-27

Numbers do not indicate a ranking

- 1 **NEURO WELLBEING**
- 2 **PELVIC HEALTH**
- 3 **VIBRATION THERAPY**
- 4 **BRAIN TRAINING**
- 5 **GEN ALPHA**
- 6 **GRIP STRENGTH**
- 7 **COLLECTIVE EFFERVESCENCE**
- 8 **DATA CENTRE ENERGY**
- 9 **THIRD AGE GYMS**
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- 19 **GLUTE TRAINING**
- 20 **AI FUTURES**



1. NEURO WELLBEING

First highlighted by *HCM Foresight* in 2025, vagus nerve resets have gone mainstream, with a proliferation of devices that stimulate the body's relaxation responses.

One example, the Nesa XSignal, uses microcurrents to stimulate autonomic nerve pathways. Delivered via electrodes on the wrists and ankles, the non-invasive treatment is already used in European healthcare settings and is offered at Lanserhof at The Arts Club in London to support clients experiencing burnout.

We expect this vagus nerve trend to evolve into a broader focus on neuro wellbeing and nervous system regulation.

Bioelectrical technology is only part of the picture. Sleep optimisation, breathwork, meditation, yoga, cold-water immersion, nature exposure and stress-management programmes are also gaining traction as evidence-based interventions.

We expect more health clubs to offer options supporting nervous system resilience and emotional regulation.



SHUTTERSTOCK / MILJAN ZIVKOVIC

Exercises such as lunges can be 56 per cent more effective than Kegels

2. PELVIC HEALTH

It's two years since *HCM* first ran a feature flagging pelvic health as a future trend. This was followed by a dynamic presentation at the 2024 *HCM* Summit by The Well HQ's Baz Moffat, who argued that all operators should be addressing this subject (www.HCMmag.com/Baz24).

Since then David Lloyd Leisure has worked with Moffat to develop its female health initiative and is aiming to introduce pelvic floor chairs, which use magnetic impulses to tone the pelvic floor muscles.

Pelvic floor issues are a common barrier to women taking part in exercise, but it's not just women who need to look after their pelvic health. For both men and women, pelvic health underpins bowel function, sexual function, core stability, posture and movement efficiency.

There are now a number of pelvic chairs on the market, driving down prices and we predict it won't be long before all premium health and fitness operators are offering them as a membership service.

Research also shows that integrated exercises such as squats, hip bridge, clams and lunges can be up to 56 per cent more effective at activating pelvic floor muscles than Kegel exercises – which have been the go-to medical solution for decades.

With appropriate training, we'd like to see instructors introducing a short focus on pelvic floor exercises into every class and training session, creating another bridge between exercise and healthcare and helping members build good habits.

FITNESS FORESIGHT

3. VIBRATION THERAPY

Originally developed to prevent muscle and bone atrophy in astronauts, vibration therapy uses mechanical oscillations to induce rapid muscle contractions that improve circulation and stimulate bone density.

Research has shown that regularly using vibration therapy also improves muscle strength, power, joint flexibility and range of motion, while highlighting its role in improving balance, proprioception and neuromuscular coordination.

There's also increasing evidence that it can help to reduce falls, making it particularly relevant for use in healthy ageing programmes

Vibration systems cause adaptations in the nervous system which controls the muscles, improving both muscle and joint stability during movements. It also improves circulation and can help relieve pain, including headaches and musculoskeletal pain.

As interest grows in nervous system regulation, vibration technologies are increasingly being positioned as tools for both physical recovery and mental wellbeing.

The therapy is cited by Exos as a top recovery tool, only beaten by sleep, which – in turn – can also be aided by vibration therapy.

Recovery areas are being introduced by many gyms and HCM expects to see more widespread use of vibration therapy to complement the uptake of percussion therapy and add another training dimension to the gym floor.

Vibration training has been around for decades, but we believe the market is ready for mass adoption.



Exos uses vibration training as one of its prime recovery therapies



Optimistic mindsets are more healthy, and the brain can be trained this way

4. BRAIN TRAINING

Research recently showed that an optimistic mindset is associated with lower rates of dementia. Great news for all those naturally happy people, but more gloom for those who are pre-disposed to their glass being half empty.

However, US freeskier, Eileen Gu, gave an empowering message at a press conference at the 2026 Winter Olympics press conference when she said: “You can control what and how you think and therefore you can control who you are.”

This is thanks to neuroplasticity and is especially true for young people, as the pre-frontal cortex of the brain continues forming until their mid-20s.

While eminently possible, rewiring the brain is not a quick or easy fix. It requires disciplined thinking, noticing brain spirals and switching them out; discarding unhelpful thoughts and stopping the rumination. It’s not simply positive thinking – which can lead to suppression – it’s about learning to respond from

the conscious pre-frontal cortex, rather than being ruled by the amygdala that thinks we’re being chased by tigers.

Since ruminating on bad thoughts can have such a severe impact on health, this is an area which needs to be addressed, as it’s impacting many lives, as well as health services worldwide.

We expect operators to start collaborating with experts to offer brain training modalities to help members develop mindset strategies.

FITNESS FORESIGHT

5. GEN ALPHA

For decades, most health clubs set a minimum joining age of 16, but that's changing and as operators look to build Gen Alpha member pipelines, many are introducing junior memberships, lowering age restrictions and creating dedicated experiences for younger users.

One of the strongest signals comes from Hyrox, which has adapted its format for younger participants through the launch of Hyrox Youngstars.

Designed for children and teens, the initiative introduces younger audiences to the brand through age-appropriate racing formats and also allows parents to compete alongside their children.

The model not only introduces young people to organised fitness, but also creates a pathway for operators to engage families as well as individual members.

Pendle Leisure Trust is targeting younger audiences through the installation of Lü, which transforms spaces into interactive activity environments.

Denbighshire Leisure Trust has invested in Pavigym's Prama studio and offers a junior membership supported by free taster sessions.

Caerphilly County Borough Council has reduced the minimum age for resistance training to 14, while GLL offers adult and junior gym sessions that allow children as young as eight to attend with their caregivers.

Having launched its young person's membership in 2021, 20 per cent of Oldham Active's members are now aged between 11 and 18.

We expect more operators to develop programming for younger audiences.



Hyrox Youngstars is for children over 14 years of age

HYROX



SHUTTERSTOCK / YAIORCHUK WACHESLAW

Health clubs will offer grip strength testing and training

6. GRIP STRENGTH

Grip strength – the force of your hand and forearm muscles – is a critical and trainable indicator of overall health, functional independence and longevity. A strong grip is associated with lower mortality risk and better cognitive function.

It's associated with so many health outcomes because it's the sum of nutrition, physical activity and illness and is increasingly being used as a marker of overall musculoskeletal strength and longevity.

A 2015 study published in *The Lancet* tested the grip strength of volunteers from 1965 to 1968 when

they were between 56 and 68 years old and their survival was tracked for the next 44 years. Those who became centenarians were 2.5 times more likely to have had grip strength results in the highest thirds, compared to those who died before the age of 79.

Another study has shown that those with lower grip strength scores are more likely to have lower muscle mass, linked to decreased strength and mobility in later life and a greater likelihood of falling.

Research in cancer patients has shown that those with poorer grip strength are more likely to experience sudden weight loss which leads to

worse survival outcomes. And a study in Brazil showed that teenagers who spent more time on their screens tended to have worse grip strength.

Although grip strength naturally decreases with age, training can improve it, including farmer's carries; dead hangs and heavy compound lifts.

General resistance exercises improve muscle mass and maintain bone mineral density which also lead to better grip, so when health club members are lifting weights, they're improving their long term health outcomes. We expect to see grip strength become a go-to test in gyms and more messaging around this.



People feel uplifted by special, shared events that heighten emotions

HYROX IMAGE BY JANNIK HANIKES FOTOGRAFIE

7. COLLECTIVE EFFERVESCENCE

Coined by sociologist Émile Durkheim, collective effervescence describes the sense of unity that emerges when people gather for a common purpose and synchronise their actions, thoughts and emotions.

It causes individuals to feel swept away, boosts social bonds and creates a feeling of connection that can evaporate mundane worries, heighten a sense of belonging and make people feel part of something larger than themselves.

In an increasingly digital world, this ability to create shared experiences is becoming one of the sector's most valuable assets.

Nordic operator SATS continues to deliver strong results with a strategy built around group exercise. Collective effervescence is also a powerful driver of the Hyrox phenomenon, creating a unique buzz for competitors and spectators alike, while Les Mills is increasingly leaning into group dynamics, with formats such as Les Mills Ceremony attracting record participation.

HCM expects to see operators intentionally designing more opportunities for collective effervescence beyond traditional group exercise classes. Urban Gym Group launched the Trainmore

Games this year – a knockout competition based around eight exercises; Studio Pilates International has launched The Pilates Games across its network of 130-plus studios; and Technogym has launched the RunX World Treadmill Championships in partnership with World Athletics. These initiatives create a sense of unity and excitement, while the training journey itself offers further opportunities for member engagement. As competition intensifies, operators that successfully foster collective effervescence will create communities and experiences that are difficult to replicate elsewhere.

8. DATA CENTRES HEATING POOLS

Recent world events have proven that a more sustainable supply of energy is vital. While swimming pools are closing because of energy costs, data centres are costing the environment with their heavy energy and water use to keep computers cool. Using data centres to heat swimming pools is an obvious win and something which will hopefully trend as the technology is scaled.

LED Community Leisure in Devon is a trailblazer, having teamed up with Deep Green three years ago to run a “digital boiler” at Exmouth Leisure Centre that provides recycled heat. It saves more than £30,000 a year in running costs and reduces carbon emissions by 25.8 tonnes, keeping the 25 metre pool at around 30 degrees C.

The installation at Exmouth Leisure Centre contains 12 servers, Deep Green captures the heat and transfers it to the site’s hot water system. Around 96 per cent of the heat recycled is free and Deep Green also benefits from free cooling.

Mark Bjornsgaard, CEO of Deep Green, says: “By moving data centres from industrial warehouses into the hearts of communities, our digital boilers put waste heat to good use, saving local businesses thousands of pounds on energy bills and reducing their carbon footprint. Pools are just the start.”

The Olympic Aquatic Centre used for the 2024 Paris Olympics is heated by excess heat from a nearby data centre and Manchester’s Move Urmston leisure centre is expected to save £80,000 on energy and reduce carbon emissions by 50 tonnes annually by taking this approach.



Heating swimming pools via data centres would save on energy costs

FITNESS FORESIGHT

9. THIRD AGE GYMS

While physical activity has wide ranging benefits for older generations including rehabilitation and protection against falls and frailty, gyms aren't built with this demographic in mind. So it's hardly surprising that not many septuagenarians see gyms as places for them.

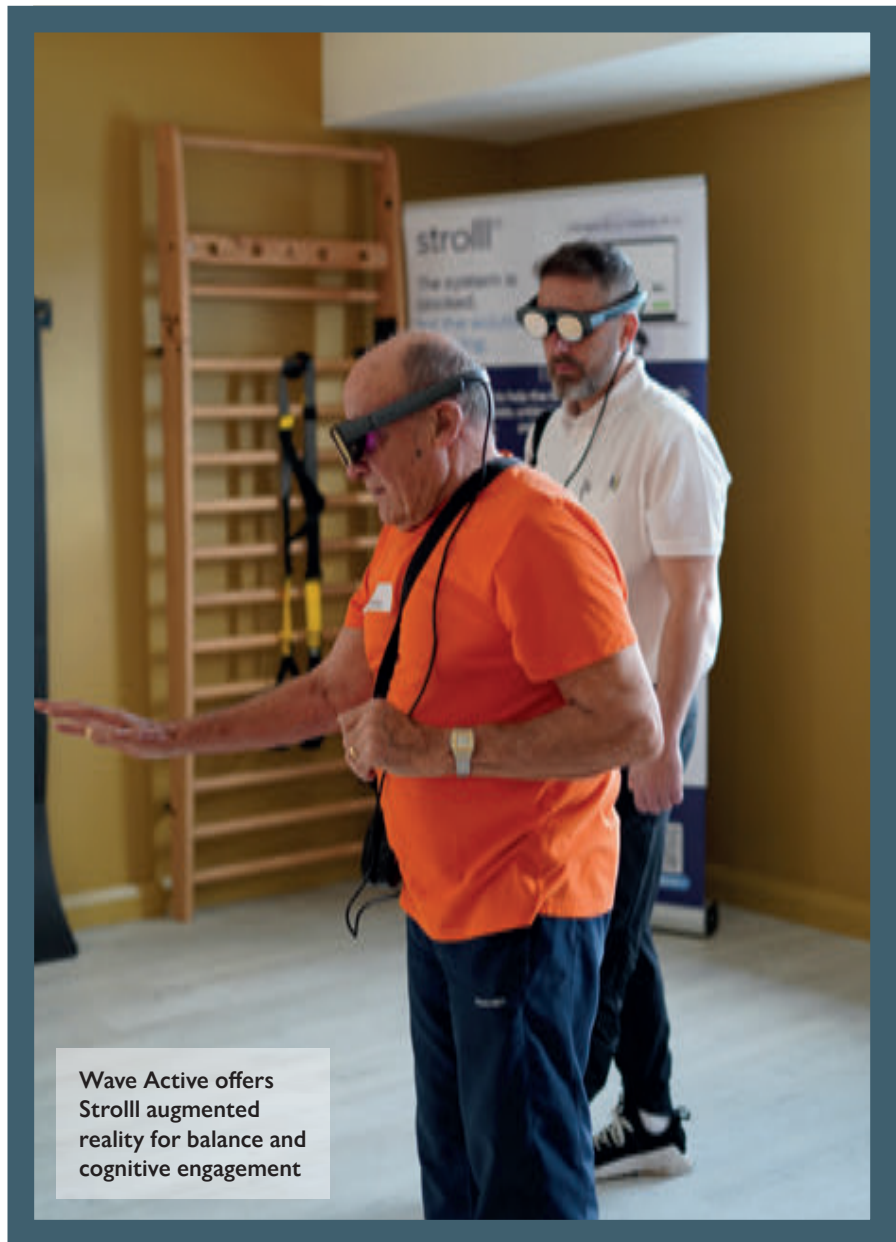
UK charitable trust, Wave Active is blazing a trail with a gym format curated with older people and those living with long-term health conditions in mind. Co-designed with Innerva, Lilian's Room – named after a former Wave Active client, Lilian Davis, who left the trust a legacy in her will – offers accessible exercise equipment, chair-based exercise sessions, as well as some high-tech solutions.

For the first time outside a clinical setting, Strolll is offered, which uses augmented reality to support those with neurological conditions with their balance, mobility and cognitive engagement. Interactive touchscreen tables, Tiny Tables, are also featured which help with stroke rehabilitation.

The staff are highly skilled, including a physiotherapist and a neuro physiotherapist, health practitioners and a health coach.

The gym is also working with the Acute Stroke Team at the local hospital to reduce the deconditioning of stroke patients while admitted, which will reduce blue-light returns to hospital.

“We know inactivity doesn't have to be the case as you get older,” says Wave Active CEO, Duncan Kerr. “We just need to provide the space, relevant equipment and support to enable movement.”



WAVE ACTIVE



Everything from humming and chanting during yoga classes to singing can release endorphins

10. VOCALISING

Studies have shown singing is an excellent stress reliever. It can improve heart rate and blood pressure, calm the nervous system and trigger the release of endorphins.

However, the benefits extend beyond singing alone. Growing interest in nervous system regulation is shining a spotlight on the power of vocalising more broadly, including humming, chanting, mantra repetition and toning. Many of these practices encourage slower breathing, stimulate the vagus nerve and create a sense of calm and connection.

Singing as part of a group develops social cohesion – a powerful antidote to the loneliness epidemic. Research has shown that complete strangers can form bonds after an hour of singing together and that participation in choirs can boost immune function. Singing is already being used by doctors in the UK to support people with anxiety, depression, chronic lung conditions, fibromyalgia and dementia.

Whether it's chanting in yoga and meditation classes, humming during breathwork sessions, creating community choirs or hosting singing groups, *HCM*

expects vocal wellness to become increasingly visible in the sector.

Belinda Steward, MD of Places Leisure, is a strong advocate, saying: “I plan my schedule around my Thursday night choir – for those 90 minutes I can completely escape life’s pressures.

“Leisure centres are places for people to be social as well as active and Places Leisure has spaces used by lots of organisations and charities. Singing unites people from all walks of life, if our centres can help facilitate that, we’re more than open to it.”



ZYNK

11. INTENTIONAL SPACES

The emergence of neuroaesthetics – the study of how aesthetic experiences affect the brain, physiology and behaviour – will have an impact on gym design, with spaces zoned for activity, or to support recovery.

Advances in non-invasive brain imaging, data science and AI have made it possible to observe how light, texture, colour, scale, rhythm and natural elements influence stress responses, cognition, emotional regulation and social connection.

Research shows that aesthetic experiences activate complex

neurological and biological systems, often simultaneously. This means the design of a space can impact cortisol levels, a sense of belonging and recovery.

Biophilic design researcher, Bex Hamilton, believes many gyms and health clubs are unintentionally increasing stress rather than reducing it, saying: “We’ve designed gyms almost exclusively for stimulation – bright lighting, loud music, visual clutter, time pressure, mirrors everywhere. There’s nowhere for the nervous system to stand down. If members associate

your environment with stress, even subconsciously, churn is inevitable.”

Biophilic principles, circadian lighting, acoustic dampening and natural materials are ways to help the nervous system to regulate and we predict more discussion around this going forward.

As gyms increasingly cross over with wellness, design is likely to become more nuanced. The Global Wellness Institute is already promoting this agenda having launched the Intentional Spaces Roadmap to scale evidence-based design for health, equity and wellbeing.

12. MEN'S MENTAL HEALTH

It's no longer news that as many people are joining gyms for their mental health as their physical health, and it's encouraging to see more operators quietly reaching out to support the mental health of men.

In 2023 there were 4,506 male suicides registered in England and Wales and suicide is the leading cause of death for men under 50 – the rates are highest among 50- to 54-year-olds.

This is an under-acknowledged critical health issue and gyms are

an ideal place to support males of all ages by providing community, hope and a safe space to share.

Men often struggle to open up about how they're feeling, even to those closest to them. A survey from craft beer company, Beavertown – which is campaigning on the issue – found that 90 per cent of men never talk about anything serious with their friends, and 67 per cent feel their mental health would benefit if they did.

Men's groups are being established in a number of industry locations in the UK – Life Leisure has teamed up with suicide prevention charity, Andy's Man Club to run a men's group. Charitable trust, TMActive, has opened the Men's Shed in East Peckham to tackle isolation and build community and Bristol skate park, Shredenham's runs Talk & Skate Sessions in collaboration with men's mental health charity, Talk Club, inviting men to share how they're feeling and skate it out.

BEAVERTOWN

Joe Marler fronted Beavertown's recent mental health campaign



FITNESS FORESIGHT

13. THE CLEAN ADVANTAGE

Cleaning might not be the sexiest of subjects but it is one area of operations which cannot be skipped on because it is vital for customer experience and therefore frequency of visits, retention and word of mouth reputation.

According to *The Voice of the UK Gym Customer* report from Total Fitness and CIL, cleanliness is a core expectation for members, with 60 per cent of respondents rating it as very or extremely important, with perceptions closely

linked to staff presence. Cleaning staff were voted the most important staff members, even above fitness instructors.

Third Space prioritises cleaning and it shows. CEO, Colin Waggett, says: “It comes up frequently in our Net Promoter Surveys, second only to classes and is overwhelmingly positive. On the annual deeper member survey, members are asked to give three words that Third Space means to them. Clean has been the number one word every time.”


Third Space aims to be as clean at the end of a morning peak as at the start and the science behind this is significant in terms of club design, equipment and cleaning products. Cleaning rotas are also dovetailed with class timetables.

The housekeeping teams are employed and trained as customer service teams. They are highly valued by members and the rest of the team and are highly engaged, especially at the annual Third Space Housekeeping Games.



THIRD SPACE

There's a science behind Third Space's cleaning programme

A man with dark hair, wearing a light grey hoodie and dark blue athletic pants, is sitting on a piece of gym equipment. He is looking down at a smartphone in his hands. He has white earbuds in his ears. The background is a blurred gym setting with various pieces of equipment.

People scrolling at the gym ties up machines and makes the energy drop

14. DIGITAL DETOX

As health clubs increasingly position themselves as places for recovery, connection and wellbeing, the constant presence of smartphones is coming under scrutiny. People are looking to health clubs and gyms not only to improve their physical health, but also to make friends, support their mental wellbeing and escape the distractions of daily life.

However, phones can undermine those goals. Whether it's scrolling social media, answering emails between sets or spending more time looking at a screen

than training, excessive use can reduce focus, disrupt social interaction and alter the atmosphere on the gym floor.

Operators are beginning to take notice. Shaun Traynor, founder of Kip – a tap-on device that disables distracting apps while still allowing access to music, workout-relevant apps and calls – believes phone use is becoming a growing friction point for members and staff alike.

“Phones lead to machines being occupied by someone not training and the energy on the gym floor dropping,”

he says. “Most gym-goers know their phone is a distraction, they just need a reason and opportunity to put it down.”

Fitness First UK is one of the first operators to embrace the concept, offering Kip across its estate.

HCM expects to see more operators encouraging intentional phone use and creating environments that support focus, presence and human connection. As digital distractions become more pervasive, the ability to offer members a place to be fully engaged will become increasingly valued.

FITNESS FORESIGHT

15. GONGMATIC

Health clubs are constantly looking for new ways to differentiate, but many wellness experiences are difficult to scale because they depend on highly trained practitioners. A new innovation called Gongmatic could change that.

Created by Grotta Sonora and developed by gong maker Madhava Carrara, sound alchemist Margherita Cioffi and art technologist Simon Morris, Gongmatic is an automated gong system that combines traditional gong therapy with modern technology.

First launched at Hagastrand, the Nordic wellness destination in Stockholm, it creates immersive sound experiences without requiring a specialist practitioner.

The timing is significant. As consumers become increasingly interested in nervous system regulation, recovery, mindfulness and sleep, operators are looking for experiences that complement exercise and broaden their wellness offering.

For health clubs, the appeal lies in both differentiation and operational simplicity. Automated sound therapy

can be programmed throughout the day, creating a distinctive wellness experience that sits comfortably alongside recovery lounges, thermal facilities, breathwork sessions and meditation classes.

HCM expects technologies such as Gongmatic to open the door to a new category of automated wellness experiences. By making specialist therapies easier to deliver, they have the potential to help operators expand their offering, create new member experiences and strengthen their premium positioning.



Gongmatic
has created an
automated gong



Everyone Active is offering journaling

16. JOURNALLING

Writing down and working through stresses is proven to be an effective way of managing emotions and improving self-awareness, which is why we expect to see more operators following the example of Exos and Everyone Active, in offering journaling to members.

Research shows handwriting is linked with perceptual, motor and cognitive functions and stimulates areas of the brain that process memories and language, which could be significant in staving off dementia.

Tristan Rice, performance specialist at Exos uses journaling to help clients understand what is within their control: “You can’t control the questions asked in an interview, but you can rehearse how you talk through your experience. Writing it out by hand is even better, because it forces you to summarise your thoughts in a way that just thinking about them doesn’t.

“Alternatively, you can use journaling to help make sense of an event, using prompts such as ‘what are the main points

of what happened?’ ‘What role did I play?’ and ‘What are the key takeaways?’

“Doing this helps people to summarise and organise their memories of an experience, giving them permission to leave the past in the past and not ruminate on it needlessly.

“Ultimately, journaling helps build the quality of awareness. This awareness of your experience and what you control gives you the tools to meet each moment collaboratively, ready to engage with presence and without judgement.”



Sophie Lawler says curiosity shapes her leadership style

JACK EMERSON

17. NEXT LEVEL LEADERSHIP

As the industry continues to grow, diversify and bring in more varied demographics, the importance of developing the next wave of leaders is being acknowledged.

Many top global operators and suppliers are on board with EuropeActive's *Next Level Leaders* programme which, in the words of Marcel Boot – EuropeActive president – aims to “not only read the future, but also to shape it”.

Operators, including SATS, Urban Gym Group, Jetts Fitness and The Gym Group are being intentional about creating an empowering company culture that encourages open communication and gives people the autonomy to do their jobs.

Total Fitness CEO, Sophie Lawler, is committed to giving her team the chance to shine. She says of her approach: “Initially I was appalled at the label ‘woman CEO’, but slowly I recognised it gave me permission to think deeply about how I could lead in a way of my own that felt more characterful and comfortable.

“I’m a social scientist in my head and a leader in my heart, so a blend of natural curiosity, a healthy level of insecurity, and a desire to light the way for others influences a culture that instinctively listens and thinks beyond what we think we know, and defrays recognition across the team.”

Wellness consultant, Mia Kyricos, advocates love as a powerful business strategy. “It delivers ROI in the most unexpected ways,” she says. “Managing strengths and accepting weaknesses achieves better goals. Given the pace of change and ambiguity in the marketplace, the one constant we have is our humanity.”

Kyricos says navigating challenges, change and even poor performance gets easier with open communication: “Asking people ‘What do you need to be successful?’, can unlock incredible insights between a manager and members of a team,” she says.

18. SECOND SPACES

A 2025 MRP poll found almost half of young women feel lonely – not a demographic usually associated with isolation. At the same time, home working has reduced social interaction and many younger people are drinking less and socialising differently from previous generations.

As traditional places for meeting people decline, health clubs have an opportunity to fill the gap.

Traditionally, clubs at the premium end of the market have offered lounges, cafés and informal workspaces, enabling members to spend longer on-site. However, changing working patterns, rising levels of loneliness and the search for community are bringing similar concepts to the mid-market.

Places Leisure is watching the trend, having already noticed people attending a class, working for a few hours in the café and then taking a lunchtime swim. At its elevated sites, Everlast Gyms offers purpose-built laptop bars with charging points and comfortable seating.

“We frequently see members come to work out and then stay for a smoothie with their laptop,” says MD, Dan Summerson.

Independent club 3-1-5 offers workspaces and a breakfast bar. “Members who previously trained at peak times are now coming in earlier, training and returning to work, which eases pressure during busy periods,” says MD Deena Gillan.

HCM expects more clubs to evolve into destinations where people can work, socialise, exercise and belong. The result will be stronger communities, increased dwell time, additional secondary spend and deeper member loyalty.

EVERLAST GYMS



Everlast Gyms is building in spaces for members to work from the club

19. GLUTE TRAINING

Glute zones are bubbling under as a trend and while aesthetics may drive interest among some consumers, the health benefits are significant. Weak glutes are associated with poor posture and can contribute to back, hip, knee and ankle problems by affecting the way the body moves and absorbs load.

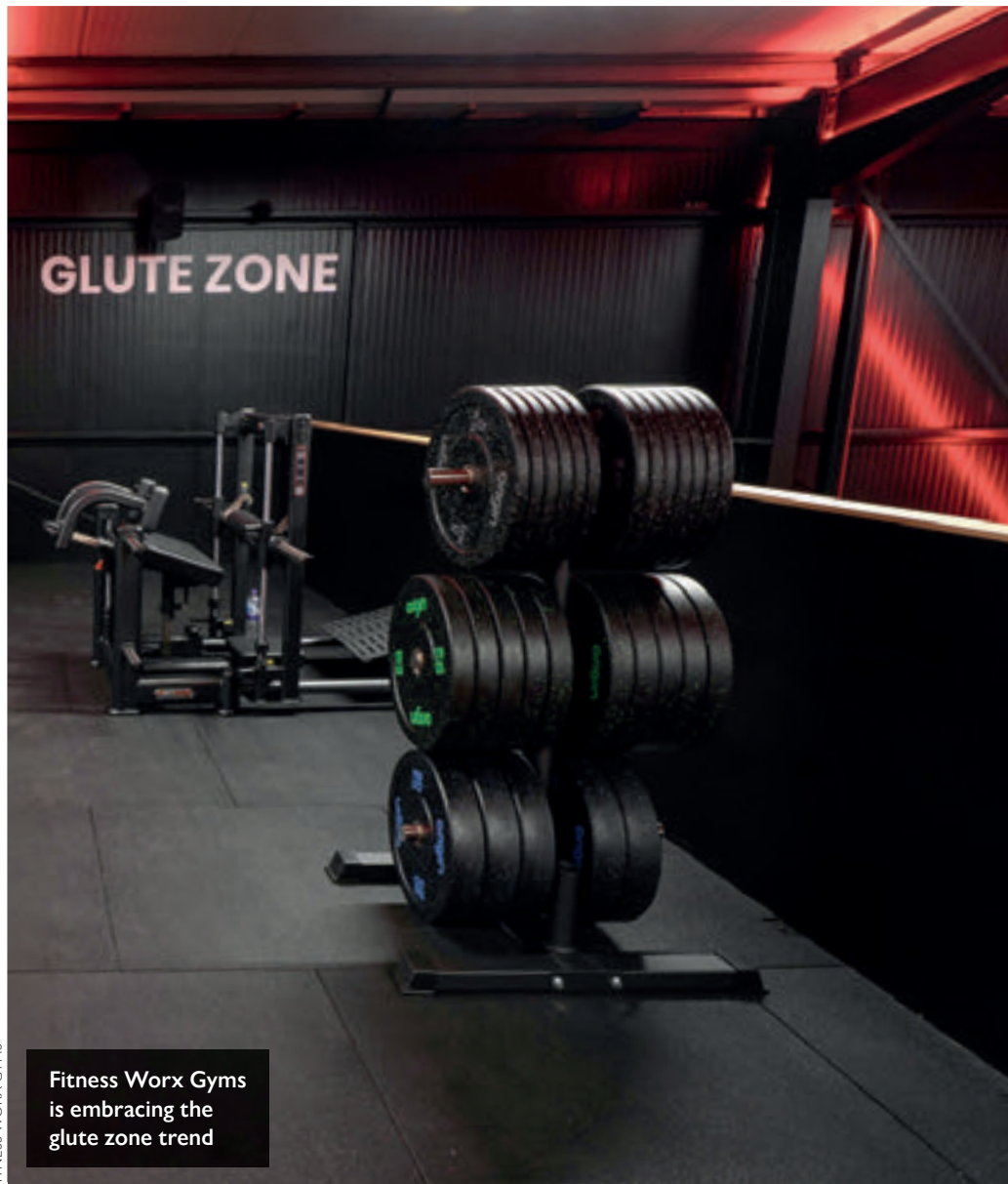
For people with desk jobs, prolonged sitting can weaken the glute muscles, while for older adults, maintaining glute strength is important for mobility and balance.

As awareness grows of the role glutes play in movement, posture and joint health, glute training is moving from a niche pursuit to a mainstream fitness priority. The appeal is broad and glute zones are proving popular with men and women alike.

Fitness Worx Gyms began rolling out glute zones across its estate in partnership with Precor after a reconnaissance trip to the US. “Almost every gym we visited had a dedicated glute training area and what really stood out was how busy they all were – every machine was being used and trainers said the feedback had been huge,” says founder Jack Gibson.

“We’ve noticed the same since we started to roll them out and they’ve also had a strong impact from a recruitment point of view, helping us connect with a younger demographic.”

HCM expects suppliers to continue innovating with new glute-specific equipment, while operators invest in larger, more prominent glute zones and increasingly use them as a marketing and acquisition tool.



FITNESS WORX GYMS

Fitness Worx Gyms is embracing the glute zone trend



Consumers will increasingly use AI to find a gym that exactly suits their needs

HCM
Fitness Foresight
trends archive
www.fitnessforesight.com
 See all the key fitness trends and predictions from each year since 2014

20. AI FUTURES

Artificial intelligence is rapidly moving from novelty to necessity in the health and fitness sector; and while much of the attention has focused on AI-powered coaching and personalised workout programming, the biggest impact will be operational.

Health club owners are already using AI to streamline administration, automate customer service, optimise staffing, predict maintenance requirements and identify members at risk of cancelling.

As margins come under pressure, AI will offer opportunities to improve productivity and reduce costs.

The technology is also changing how consumers discover fitness services. Rather than searching for a gym by location alone, they're increasingly using AI assistants to find solutions to specific health, fitness and wellbeing goals. This will require operators to develop stronger digital visibility and clearer positioning in order to remain discoverable.

HCM expects AI to become embedded across every aspect of the sector, with today's fragmented software systems gradually evolving into integrated intelligence platforms covering all aspects of management and maintenance. However, as technology takes on more routine tasks, human qualities such as coaching, empathy, motivation and community-building will become ever more valuable.

The future of fitness will not be human versus AI – it will be human plus AI.

See you!

8 – 11 APR 27

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Exhibition Centre Cologne

The logo consists of the letters 'fibo' in a bold, white, sans-serif font. The 'f' is partially cut off on the left edge. The 'i' is a simple vertical bar. The 'o' is a large circle with a smaller dark blue circle inside it. The 'b' is a simple vertical bar. The letters are set against a background of abstract, overlapping shapes in shades of blue and orange.

healthy society.

fibo.com



INSIGHTS

HCM

HANDBOOK 2026–2027

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THE WAY I SEE IT

Are cardio and mid-market clubs making a comeback? What impact are GLP-1s having and what more can be done to tackle the enduring issue of gymtimidation?

Kath Hudson asks senior global leaders about top trends and issues



24 HOUR FITNESS

“Members understand that progress depends not just on how hard you train, but how well you recover”

Karl Sanft

CEO: 24 Hour Fitness

Is the mid-market back?

I absolutely believe the mid-market is back and stronger than ever. Consumers are looking for value, but value today means more than low price. It means access to premium equipment, recovery, classes and community at a price that feels fair.

As the sector matures, operators that deliver a full-service experience efficiently will win. At 24 Hour Fitness, we’re leaning into that space by investing in remodels, premium amenities and expanded offerings while keeping pricing accessible and competitive.

Will cardio make a comeback?

Cardio never really left, but the way people engage with it is evolving. We’re encouraging balance through small-group training, programming that integrates intervals and strength, and creating more engaging cardio experiences. Our goal is to make cardio feel purposeful and performance-driven rather than repetitive.

What has the impact of GLP-1s been so far?

We view GLP-1s as an opportunity to educate members on the role resistance training and conditioning play in healthspan.

Medication doesn’t build muscle, improve bone density, or support long-term functional health. GLP-1s have sparked important conversations around weight management and metabolic health and from our perspective, they reinforce the importance of structured fitness.

Are you tackling gymtimidation?

We focus on creating welcoming environments, investing in knowledgeable team members and offering small-group training that lowers the barrier to entry.



24 HOUR FITNESS

24 Hour Fitness makes cardio feel purposeful rather than repetitive

Every new member can take part in a JumpStart personal training session with one of our certified personal trainers to help them set their plan.

Through our app, 24GO, we offer a four-week Smart Start plan that provides guided workouts and routines for members at the beginning of their fitness journey or for anyone looking for a reset.

Recovery and Pilates are two of the hottest trends, where will they go?

Recovery is quickly becoming foundational rather than optional. Members understand that progress depends not just on how hard you train, but how well you recover. That's why we've rolled out Recovery24 across many of our gyms, giving

members access to dedicated recovery spaces and tools that support muscle repair, mobility and overall wellness.

We've also introduced Reformer24, bringing reformer-based Pilates programming into some of our clubs to meet growing demand for low-impact, high-intensity training. Together, these offerings reflect our belief that the future of fitness is balanced, integrating strength, conditioning, recovery, and mobility under one roof.

What led to you joining the industry?

Fitness has been a lifelong passion. I joined 24 Hour Fitness as a member in the early 1990s and built my career in consumer-focused businesses

over nearly three decades.

The opportunity to lead a brand that had personally impacted my life was incredibly meaningful. I'm driven by helping people build healthier, stronger versions of themselves.

What are your non-negotiable wellness habits?

Consistency is my number one rule. I train regularly, prioritise strength and conditioning and stay active outside the gym through martial arts and outdoor activities.

I also protect time with my family and focus on sustainable habits. Health is not about extremes. It is about disciplined, daily practices that compound over time.



PUREGYM

“We’re exploring what Relax and Recover zones could look like and piloting reformer studios at a handful of Danish gyms”

Rebecca Passmore

COO: PureGym

Will cardio make a comeback?

Over the last decade we’ve seen a shift away from cardio, driven by the growing popularity of strength training and increasing recognition of the myriad health benefits of exercise beyond weight loss.

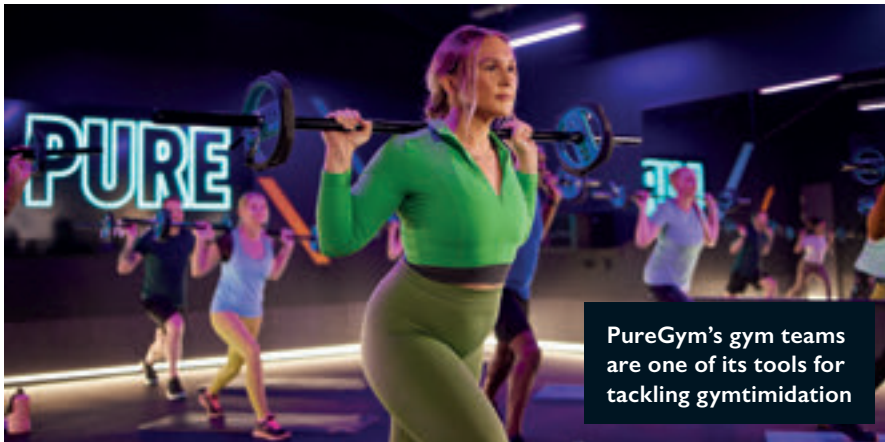
We’ve seen this shift slow down, with treadmills becoming a little busier in recent years, due to the rise in outdoor running, run clubs and people training for competitive fitness events that include a running element. However, the shift is

small, and it seems unlikely that cardio will ever be as popular as it once was.

What impact are GLP-1s having?

It’s undeniable that uptake of GLP-1s is increasing and PureGym has always maintained that as long as these medications are used responsibly they present an opportunity, not a threat for gyms. We’ve heard from many new members that they now feel able to come to the gym because the medication is making them think more about health and wellness and it’s giving them a newfound confidence to exercise.

However, given that up to one third of the weight lost can be muscle, regular strength training is essential while using GLP-1s. As an industry we need to do more to increase awareness of the importance of regular exercise alongside the medication usage.



PureGym’s gym teams are one of its tools for tackling gymtimidation

PUREGYM / PAUL CALVER



The operator is rolling out Women's Workout Spaces in its larger gyms

Are you addressing gymtimidation?

Part of the solution is to ensure everyone has access to support and guidance, which PureGym provides through brilliant gym teams, personal training sessions, dedicated classes and workouts on the app.

We've also started rolling out Women's Workout Spaces in our larger gyms, which offer a comfortable, welcoming, private area sitting alongside the main gym, giving female members more choice in how and where they work out.

We've had a really positive response to the areas, with many women saying they now feel more confident and supported to exercise.

Recovery and Pilates are hot trends, where will they go?

PureGym is always keeping an eye on the latest trends and has seen huge growth in demand for reformer Pilates and increasing awareness of the importance of recovery. Traditionally these services have been confined to premium operators but we've never been satisfied sticking with the status quo, so we're in the process of exploring how to offer new concepts for members in a cost-effective way.

We're exploring what Relax and Recover zones could look like and piloting reformer studios at a handful of Danish gyms, providing a service that's in high demand at a more affordable price vs

the market. It's very early days so we'll continue to assess member feedback and feasibility before rolling out more widely.

What led to you joining the industry?

Some might call it fate... I call it a happy accident. I'd spent 15 years working my way up within general management and operations at some of the big value retailers and supermarkets.

Hospitality was the next logical step but then the PureGym opportunity came across my desk and I've never looked back. The last eight years have been incredible – motivating, challenging and hugely fulfilling. I'm excited for what's ahead!



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“Our studio teams are planning additional classes to better reflect the growing importance of holistic wellness in gyms”

Mike Nuzzo

CEO: Xponential Fitness

Will cardio make a comeback?

Cardio has never gone away; it's just evolved. Today it's less about cardio versus strength and more about intelligent programming that balances endurance, strength, mobility and recovery.

Consumers, particularly Gen Zers, are intentional about their training and look for workouts that deliver measurable results while fitting into a wellness lifestyle.

Across our portfolio we encourage cross-training as part of the member journey. Pilates and strength-based workouts build muscular endurance and control, while yoga and stretching enhance recovery and longevity. Gen Zers value variety and community, so we focus on programming purposeful workouts. When members see results and feel good physically, mentally, and socially, balance happens naturally.

What is the future for holistic wellness in clubs?

We're seeing holistic wellness extend far beyond physical fitness. People want better sleep, lower stress, mental clarity and connections alongside their workouts.

Breathwork and meditation are part of that mix, but so are mobility, recovery and community-driven formats. Across our brands, breath and control are integrated heavily into most sessions, regardless of modality.

Even at BFT – which offers a strength-based workout – classes emphasise breath, form and mindful effort to deliver physical and mental benefits simultaneously. Our studio teams are planning additional classes to better reflect the growing importance of holistic wellness in gyms and I see

the future of fitness moving toward full integration with healthcare and prevention, with studios measured by tangible outcomes for long-term health.

Recovery and Pilates are two of the hottest trends, where will they go?

Recovery and Pilates are not trending; they are permanent shifts in how people think about fitness. Consumers are more educated about longevity and understand that to stay active for decades, they need to protect joints, improve mobility and train intelligently, so demand for low-impact workouts keeps growing.

Recovery is following the same path. Assisted stretching and mobility work used to feel optional but are now becoming essential. We're responding with ongoing investment in instructor



Club Pilates' Circuit class introduces weights to reformer Pilates

development, operational excellence and focused growth of our concepts: Club Pilates, Pure Barre, YogaSix, BFT and StretchLab. Peak classes fill quickly and international markets are expanding for these brands, so quality and consistency are key.

What led to you joining the industry?

I started my career in healthcare consulting before going to business school. I then worked at Abercrombie and Fitch

in financial planning and analysis, moved into store finance and operations, and eventually took my first CFO role at GNC from 2008 to 2014, where I closely followed fitness industry trends.

I held C-suite roles in various industries before joining Xponential Fitness in August 2025.

Fitness has always been a part of my life, and my time at GNC gave me a strong understanding of the health and wellness space, making Xponential a natural fit when the opportunity came up. I'm drawn

to the industry's direct connection to people's health and wellbeing. This was also my first opportunity to work in a franchise model, adding a new layer of scale and impact that's exciting to me.

What are your non-negotiable wellness habits?

I try to work out every morning – doing a good mix of strength training and aerobic training.

That gets the blood flowing and gets me in the right headspace every day.



PLACES LEISURE

“We’re increasingly seeing individuals who are losing weight through GLP-1 medications gaining the confidence to step into our leisure centres”

Belinda Steward

MD: Places Leisure

What’s the future for holistic wellness in gyms?

We’re seeing many members place higher value on breathwork and meditation and incorporating them into their routines. To satisfy this increasing demand we’ve reviewed our programming and where demand is high, we’ve increased capacity.

We’ve also introduced more technology to our centres which allows us to offer our customers a more holistic approach to their health.

What has the impact of GLP-1s been so far?

The rise in GLP-1 medications over the last 18 months has been drastic, creating significant shifts in member behaviour and the opportunity for us to support and educate more people. We’re increasingly seeing individuals who are

losing weight through GLP-1 medications gaining the confidence to step into our leisure centres, often for the first time, which presents a powerful moment for us to engage and support them.

As a sector, we have an opportunity to become a support system for these individuals, helping them build long-term healthy habits that contribute to a healthier and more sustainable lifestyle and many operators are now providing programmes and specialised support for those taking weight-loss medications.

Are you addressing gymtimidation?

Battling gymtimidation can be resolved by ensuring you provide the right customer experience from the moment someone starts their search, all the way through to the point they’re a customer. We do this by making our centres easy to find

online and our website easy to navigate. Once someone is ready to make the step to consider joining one of our centres, we make sure our staff are well trained and offer a friendly welcome.

We also embed best practice across our business by offering structured inductions, beginner-friendly classes and programmes, accessible instructors and a culture that celebrates inclusion.

Recovery and Pilates are two of the hottest trends, where will they go?

Recovery and reformer Pilates continue to see exponential growth with no signs of slowing down, driven partly by the desire for fitness options that support injury prevention, functional movement and overall wellbeing. Pilates is going to be a big focus for Places Leisure this year and we have lots of exciting work in our



Best practice is embedded into the Placés Leisure operation

pipeline. To satisfy some of the demand from our customers we've already started to expand our recovery-focused offerings and integrate more Pilates-inspired content across our group exercise classes.

What led to you joining the industry?

Throughout my career in the hospitality industry, I've been driven by a genuine passion for creating spaces where people feel valued, supported and

encouraged to be their best selves. Stepping into this role feels like a natural progression of that purpose.

What truly drew me to Placés Leisure was our profound commitment to Because Community Matters, a purpose that goes far beyond words.

What are your non-negotiable wellness habits?

Maintaining my wellbeing is something I approach with intention and consistency.

Each day begins with a morning walk that clears my mind and sets me up positively for whatever lies ahead. I build on this with a weekly personal training session, supported by additional movement throughout the week.

My weekly choir rehearsal and performances bring joy, balance and connection, and prioritising good sleep and spending meaningful time with friends helps me stay grounded, refreshed and ready to give my best.



EVERLAST

“While some cardio machines have become less popular, group classes and training concepts have spiked”

Dan Summerson

MD: Everlast Gyms

Is the mid-market back?

The mid-market is very much back. However, with the rising cost of living and consumers under financial pressure, operators shouldn't be hiking prices for the sake of it, but investing in facilities and member experience to create a clear, value-add proposition that's worth the increased fee.

While there will always be those who simply want a warehouse-style gym with high-quality equipment at a lower cost, I think we're going to see more budget-led operators rethink and level up their offerings to create a more mid-market feel.

Will cardio make a comeback?

Cardio never really went away – it just evolved and took on more modern formats. There's a huge surge in running

happening, especially marathons, as well as the explosion of Hyrox and, more broadly, the focus on daily step count.

We're seeing the desire to create a social ritual around cardio – whether that's through classes or run clubs – meaning that while some cardio-centric machines have become less popular, group classes and training concepts have spiked.

Everlast Gyms has created a portfolio of cross-functional fitness destinations that facilitate both solo and group training with signature class concepts.

Recovery and Pilates are two of the hottest trends, where will they go?

Demand for both recovery and reformer Pilates is extremely strong and Everlast Gyms has acted quickly and efficiently to meet this demand. This allows us to add value to our membership proposition and





Everlast Gyms has introduced reformer Pilates as part of a premium membership

EVERLAST

in turn creates a fantastic opportunity to generate additional revenue through premium membership tiers and credit-based access. Members recognise and appreciate the benefits of recovery and Pilates and are willing to pay extra for it.

As long as the industry holds its pricing and continues to charge a premium for additional benefits, such as Pilates or recovery, this trend represents a real opportunity to strengthen the benchmark for the UK's fitness landscape and increase revenue per member per month.

What led to you joining the industry?

After graduating I started a fitness instructor role at a new gym belonging to the world's biggest gym chain at the time. I quickly became interested in the business and sales side of the industry and ultimately worked my way up through the ranks into management roles.

Over the years I've built experience across all levels of the industry – from working on the gym floor as a trainer and managing regional branches to starting, and selling, my own business – all leading me to where I am now.

What are your non-negotiable wellness habits?

It starts with routine – consistently eating well and being mindful of what I put into my body, while prioritising a consistent sleep pattern. I also try to keep my alcohol consumption to a minimum. Not to say that I don't enjoy a beer here and there, but the key is being intentional with consumption. Growing up, I played a lot of team sports which instilled the habit of staying active. These days I genuinely enjoy being active in whatever form that takes.

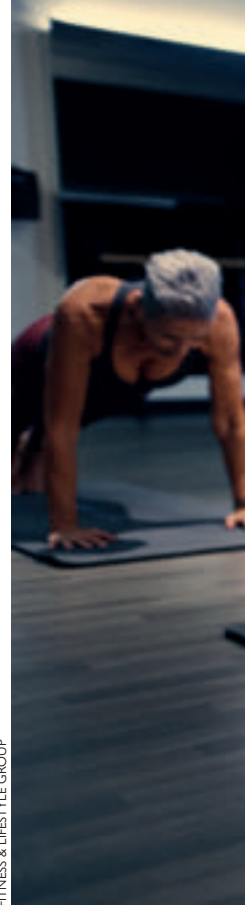


FITNESS & LIFESTYLE GROUP

“Looking ahead, we expect the future gym to bring strength, cardio, recovery and mindfulness experiences together under one roof”

Greg Oliver

CEO: Fitness & Lifestyle Group



FITNESS & LIFESTYLE GROUP

Is the mid-market back?

The mid-market is evolving into what we're calling Premium Value – high-quality clubs and experiences delivered at accessible price points.

As that segment strengthens, we'll see clearer differences across the sector between premium value operators, boutique studios and high-volume low-price gyms. Scale becomes important because it allows operators to invest in facilities, technology and coaching while still maintaining accessible memberships.

Are you addressing gymtimidation?

Gymtimidation remains one of the biggest barriers for people considering

joining a gym. Our focus is on creating welcoming, supportive environments where members feel comfortable starting their fitness journey. This includes structured onboarding, coaching support and guided programmes that help new members build confidence early on.

Group fitness, small group training and instructor-led sessions also play an important role in creating community and making exercise more accessible.

We're also investing in new club layouts and clearly-defined training zones that are easier for members to navigate. Ultimately, the goal is to ensure they feel supported from their very first visit, regardless of their experience level.

What is the future for holistic wellness in health clubs?

We're seeing a clear shift where members increasingly view the gym as a complete wellness destination, not just a place to train. Recovery, mental wellbeing and stress management are becoming important parts of a balanced fitness routine.

As a result, we're exploring the introduction of breathwork classes across our clubs as part of expanding our holistic wellness offering. Modalities such as this complement traditional training by supporting recovery, nervous system regulation and overall wellbeing.

Looking ahead, we expect the future gym to bring strength, cardio, recovery



Due to strong customer demand, FLG is now expanding its holistic offering

and mindfulness experiences together under one roof. For larger operators, there is a strong opportunity to integrate these experiences into the club environment in a way that makes them accessible to more members.

Recovery and Pilates are two of the hottest trends, where will they go?

We're seeing strong growth in recovery and mind-body modalities alongside traditional strength training. Reformer Pilates in particular has become a highly popular format that appeals to a broad demographic. We currently offer reformer Pilates in 70 clubs across our full-service portfolio, with more to come,

and it continues to perform very strongly. These formats complement traditional gym training by improving mobility, core strength and supporting injury prevention.

Recovery is also becoming a bigger focus as members train more frequently and look for more sustainable training approaches.

Over time, we expect gyms to offer a broader mix of strength, recovery and low-impact training modalities to better support members' overall wellbeing.

What are your non-negotiable wellness habits?

One of my non-negotiables is maintaining a consistent approach to training and

overall health. Strength training has been a long-term foundation for me, originally driven by a desire to improve areas where my natural sporting ability was limited, and over time it's become central to how I maintain my physical health. I also place a strong emphasis on cardio, which I find important for body composition as well as mental clarity and mindfulness.

Beyond training, I take a long-term view of health and recovery, incorporating practices such as supplementation and newer modalities like red light therapy to support longevity. For me, it's about consistency and building habits that support both physical performance and overall wellbeing over time.



SATS

“We expect reformer Pilates to continue evolving, with new hybrid formats and class concepts that blend Pilates principles with other training trends”

Sondre Gravir

CEO: SATS

Will cardio make a comeback?

We're seeing a strong development in cardio, particularly within running and cycling, and these are areas we are actively investing in. Among Gen Zers, especially, we see a growing interest in running and endurance-based training.

To meet this demand, we're expanding our cardio offering by adding more indoor running and cycling classes, as well as developing targeted concepts, such as Run to Race – designed for members who want structured preparation for races.

Are you addressing gymtimidation?

Gymtimidation is something the entire industry needs to take seriously, and

lowering the threshold for new members is a key priority for us. Our approach focuses strongly on people, support, and community. Group training plays an important role here. Classes provide guided workouts led by educated instructors, which helps members feel supported and confident, while also creating a strong sense of community.

We also offer initiatives such as PT Trial, where new members can book a free session with a personal trainer where they receive a training programme, a guided tour of the gym and are taught how to use the equipment.

Members can also access training programmes directly in the SATS

app, making it easier to get started and follow a structured plan.

Our clubs are also staffed, so members can always ask questions and receive help when they need it.

We work actively to promote an inclusive training culture through our “Healthier and Happier” communication, which aims to make fitness feel accessible to everyone.

What is the future for holistic wellness in health clubs?

We're seeing strong demand in this area, particularly among our younger members, and we believe holistic wellness will continue to

SATS



Pilates HIIT and Power Pilates are popular with younger members

grow as an essential complement to more high-intensity training.

In 2024 we introduced our Wellness Bundle, which brings together a range of calmer class concepts. Since then, we've continued to monitor participation and adapt this part of the portfolio, based on member feedback and demand.

Today our offering includes classes such as meditation, breathing for stress relief and deep rest. Aroma relax is one of the most popular concepts, a yin yoga-inspired class that combines gentle movement with aromatic oils to create a deeply relaxing experience.

SATS also offers dedicated SATS Yoga studios, which operate as standalone

yoga clubs. We've also expanded our hot studio offering, opening ten new heated studios over the past year.

Demand for calmer classes in a warm environment has been particularly strong.

Recovery and Pilates are two of the hottest trends, where will they go?

We expect reformer Pilates to continue evolving, with new hybrid formats and class concepts that blend Pilates principles with other training trends.

At SATS, we've introduced reformer studios in selected clubs and within these studios, offer a range of concepts that combine reformer Pilates with other popular training styles such as

strength training and HIIT, creating more variety within the reformer category.

We're seeing particularly strong demand among younger members for efficient and dynamic Pilates workouts, such as Pilates HIIT and Power Pilates.

What are your non-negotiable wellness habits?

I need help from great people – my colleagues in SATS.

I'm addicted to group training and typically try to do four to six classes a week, from strength to running and HIIT to yoga.

This gives me a lot of energy and hopefully a longer life with good health.



3-1-5

“We prioritise having a diverse team that reflects the people who come through our doors”

Deena Gillan

Managing Director: 3-1-5

Is the mid-market back?

Yes, the mid-market is absolutely reasserting itself. Consumers are becoming more value-literate: they don't just want cheap, and they don't all want luxury. They want quality, breadth and consistency at a fair price.

This puts pressure on both ends of the market. Budget operators need to evolve beyond access-only models, while premium clubs must clearly justify their price points. For mid-market operators, the opportunity is to deliver a credible full-service experience without unnecessary complexity.

Will cardio also make a comeback?

The rise of hybrid-style training and events like Hyrox has transformed how people engage with cardio. Our cardio areas are as busy as ever, but usage is changing, we're seeing that cross trainers are

waning while the use of treadmills, rowers and ergs is building. This shift is being amplified by our booming boutique HIIT and spin studios, where our offering of shorter, music-led, hybrid strength-cardio sessions delivering energy, structure and measurable outcomes have proved popular.

What's the future for holistic wellness in health clubs?

People are no longer separating physical fitness from mental wellbeing and expect support for both under one roof. We already offer a broad range of holistic classes and, taking this further, have introduced a dedicated wellness manager whose role is to both elevate our existing offer and expand it, including developing partnerships with local businesses to support workplace wellbeing. We're also exploring new experiences, such as floating sound baths.

Are you addressing gymtimidation?

As a service-led club, the biggest levers for us are human connection and clarity. Our team is there to actively welcome, support and guide members throughout the club, not just to supervise it.

We prioritise having a diverse team that reflects the people who come through our doors and in addition, we offer clear onboarding, beginner classes and detailed inductions to give people the confidence to keep coming back.

What impact are GLP-1s having?

GLP-1s have accelerated an important conversation about health beyond weight loss. They may reduce barriers to starting exercise for some people, but they also reinforce the importance of strength training, mobility and metabolic health.

For the industry, this is less of a threat and more of a reset: gyms that position



3-1-5 is seeing a renewed interest in cardio driven by group events such as Hyrox

themselves as partners in long-term health, behaviour change and confidence will remain essential. Medication doesn't replace movement – it highlights why structured, supportive environments matter.

We're perfectly positioned to help people once they transition from taking these medications to ensure they maintain their results. We can even help reduce the side effects, while providing a supportive, social environment.

Recovery and Pilates are two of the hottest trends, where will they go?

Our reformer Pilates classes and our recovery areas are consistently busy and we also work closely with our sister company, Re:Set Mind, Body & Soul – which provides flotation therapy, a cryotherapy chamber and hyperbaric oxygen therapy, while EMS and contrast therapies round out our recovery offering.

What are your non-negotiable wellness habits?

My biggest non-negotiable is time for myself. I spent many years putting everyone and everything else first – something I think a lot of working mums can relate to – and realised how much of myself I'd lost along the way.

Now I make a conscious effort to carve out time just for me, to invest in my own wellbeing.



THE GYM GROUP

“30 per cent of people on GLP-1s spend more on their fitness than before”

Will Orr

CEO: The Gym Group

Will cardio make a comeback?

We talk about the ever-increasing fitness knowledge among gym goers as increasing ‘Fitness IQ’ – people become more informed and engaged about their exercise preferences, and their use of the gym is more rounded and balanced. Demand for strength equipment continues to grow, but cardio stills plays its part, particularly with functional fitness and the popularity of fitness events such as Hyrox.

What has been the impact of GLP-1s on the industry so far?

While the market for GLP-1s is still in its relatively early stages in the UK, the market is expanding fast and provides an opportunity for fitness

operators to grow gym memberships. In the US – which has more advanced uptake of GLP-1s – it was reported by PwC that 30 per cent of people on these medications spend more on their fitness than before and 12 per cent spend more on a personal trainer.

Losing weight can give people the confidence and sense of progress that motivates them to go to the gym, and it’s now widely reported how important exercise is to help people sustain results, preserve muscle mass and develop healthy fitness habits.

The Gym Group has provided training for teams on how best to support members on GLP-1s, with appropriate fitness and strength programmes. We

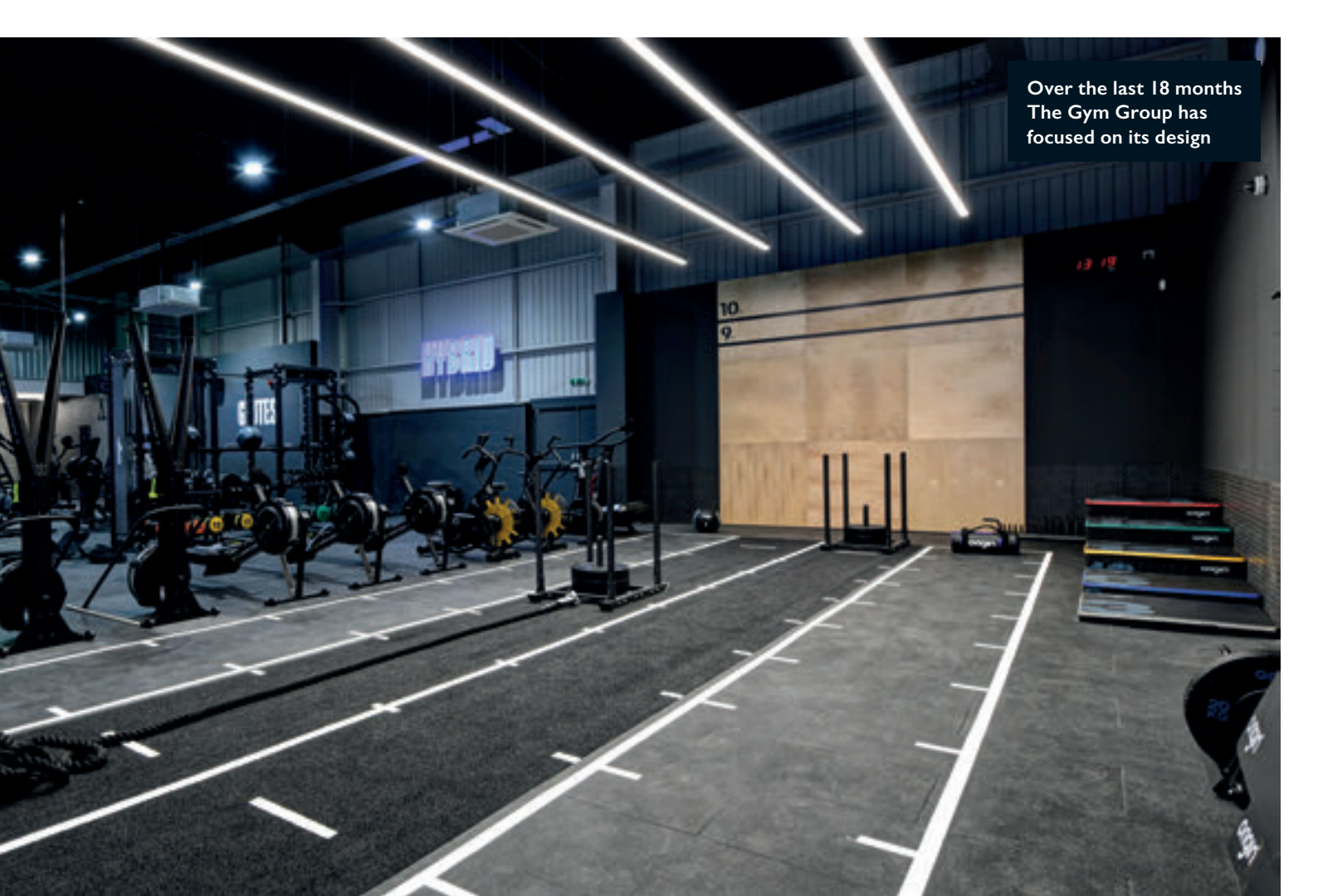


THE GYM GROUP

want to help people’s weight loss in a sustainable way and know that gyms can play a vital role in helping people achieve healthy, long-term outcomes while on the treatments and beyond.

Are you addressing gymtimidation?

We understand that being new to a gym or fitness studio can be daunting and have always sought to offer environments that are welcoming and inclusive.



Over the last 18 months
The Gym Group has
focused on its design

We consistently score highly in customer satisfaction surveys for our friendly staff.

In the last 18 months we've elevated the design and layout experience in our gyms, including better zoning for different preferences. We also rebranded and relaunched Kickstart sessions to increase uptake of introductory gym sessions and support members to feel more confident in the gym. In 2025 we saw a 39 per cent increase in early life Kickstart inductions.

We've also made enhancements to our highly rated app, including personalised onboarding for new members and more digital workouts, to support members looking for advice and support.

What led you to the industry?

The Gym Group is my first role in the fitness industry and having worked at other subscription-based businesses – including *The Times* and

RAC, I was excited to apply those experiences to such an established high value, low cost gym operator.

What I love about the sector is that across our operations and support teams, we're focused on breaking down barriers to 'fitness for all' with accessible, affordable fitness.

When visiting our gyms and other operators, I see the passion to help people to become fitter and healthier every day.



DAVID LLOYD LEISURE

“Bookings for holistic classes have overtaken those for high energy classes”

Russell Barnes

CEO: David Lloyd Leisure

Is cardio making a comeback?

Cardio hasn't fallen out of favour, but the way people want to engage with it has shifted – moving away from solitary endurance towards high-energy, shared experiences that deliver results, while also building connection and motivation.

This is evident in the rise of community-driven experiences such as David Lloyd Leisure's Blaze Community Games, the continued growth of social run clubs such as DL Run Clubs, and competitive fitness formats such as Hyrox and Athx, which blend cardio, strength and teamwork.

What's the future of holistic wellness in gyms?

For many members holistic wellness is now a core component of their fitness programme and in 2025 we saw bookings for holistic group

exercise classes overtake high energy classes for the first time.

Members are increasingly looking to health clubs to support mental resilience, stress management and recovery alongside physical performance. That demand has shaped the evolution of our Spirit programme. We've moved from a blended concept towards more focused experiences, including Spirit sound mediation and Spirit Dance, a meditative movement class through dance. Breathwork is also gaining significant traction and we're exploring launching it as a standalone class in its own right.

Today's members aren't just working out for aesthetics or performance, they're prioritising mental clarity, emotional resilience and self-care. It's a positive evolution and one that's helping redefine the role gyms play in supporting long-term wellbeing.

Consumers want fun cardio experiences that deliver real connection

DAVID LLOYD LEISURE





What impact are GLP-1s having on members?

GLP-1 medications have accelerated an important shift in how people think about weight management and health.

We anticipated the rise of GLP-1s early and have equipped our trainers with dedicated education around weight-loss medications so they can safely and effectively support members who are using them.

Our focus is helping those members build muscle, protect metabolic health and maintain overall fitness while they're on that journey. Ultimately, gyms play a critical role in delivering sustainable, long-term health outcomes, complementing medical interventions and reinforcing the foundations of an active and balanced lifestyle.

Where will the recovery and reformer Pilates trends go?

Reformer Pilates and recovery are a key part of a shift we're noticing in our members towards prioritising more holistic approaches to their wellbeing.

Last year, we saw a 48 per cent increase in the numbers of members using our spa retreats. Members are increasingly seeking out recovery tools, massage therapies and holistic support and we're exploring new ways to bring diagnostics and structured recovery programmes into our club. As well as rolling out our spa retreats, we're introducing more recovery technology such as massage beds and boots.

Pilates is attracting a much wider demographic focused on longevity, injury prevention and movement quality, so we expect Pilates – particularly reformer – to remain one of the fastest-growing categories within our clubs. ●

THE GREAT REWIRING

Longevity has become the driving force underpinning everything in the fitness industry and its influence is only likely to build.

CEO of Trouble Global, Emma Barry reports on how to be future-ready

Longevity is no longer a trend or a category. It's now the organising system for everything else. The master ecosystem.

What once looked like separate trends – AI, GLP-1s, influencers, wellness tourism – are not isolated, they are signals of one system forming. Biology, technology and identity are colliding in real time, reshaping not just how we train, but how we live.

This isn't fitness versus wellness anymore. That binary has collapsed. We are no longer recovering – we are reconstructing. And longevity sits at the centre of that reconstruction.

THE LONGEVITY ECONOMY

We've moved beyond the transformation economy to the longevity economy. From transactions to long-term change, from selling time to selling outcomes.

Emma Barry

Founder and CEO of consultancy, Trouble Global, Emma Barry is a catalyst for category-defining brands in fitness, wellness, and lifestyle, known for igniting rooms, challenging thinking, and opening doors on a global scale. Previously holding senior positions at Les Mills, Equinox and Basic-Fit, she is now a keynote speaker, MC and moderator alongside her consultancy work.



EMMA BARRY

Value no longer compounds over a membership cycle. It compounds over a lifetime. Operators are no longer judged by check-ins, but by behaviour change. Retention is no longer about convenience, it's about identity adoption.

Fitness is no longer what you do. It's who you are and, increasingly, how long you can sustain it. We are no longer selling workouts – we are engineering identities.

Lifetime value now stretches across nutrition, recovery, health and performance. The winners won't be the fittest. They'll be the ones who can extend, enhance and sustain life – at scale.

THE CROSSOVER MOMENT

When Taco Bell franchise operators scale Planet Fitness, when Peloton rolls back into the very space it once claimed would die, and when Xplor and Club Essentials, and EGYM and Playlist consolidate infrastructure beneath the industry, the signal is clear: this is no longer a passion industry. It's platform. Portfolio. Private equity.

Longevity is too big to sit inside one category.

The global wellness economy is projected to grow from US\$5.6 trillion to over US\$8.5 trillion by 2027, driven by the pursuit of a longer, better life. Entry into the healthspan economy is being accelerated by figures such as Tony Robbins, Gary Brecka and Anthony Geisler, collaborating to pull longevity into the cultural mainstream – an US\$8 trillion opportunity.

The future isn't about price point. It's about value density. The old middle got squeezed but the new middle is fighting back, with a new suite of offerings.

We've moved beyond the transformation economy to the longevity economy

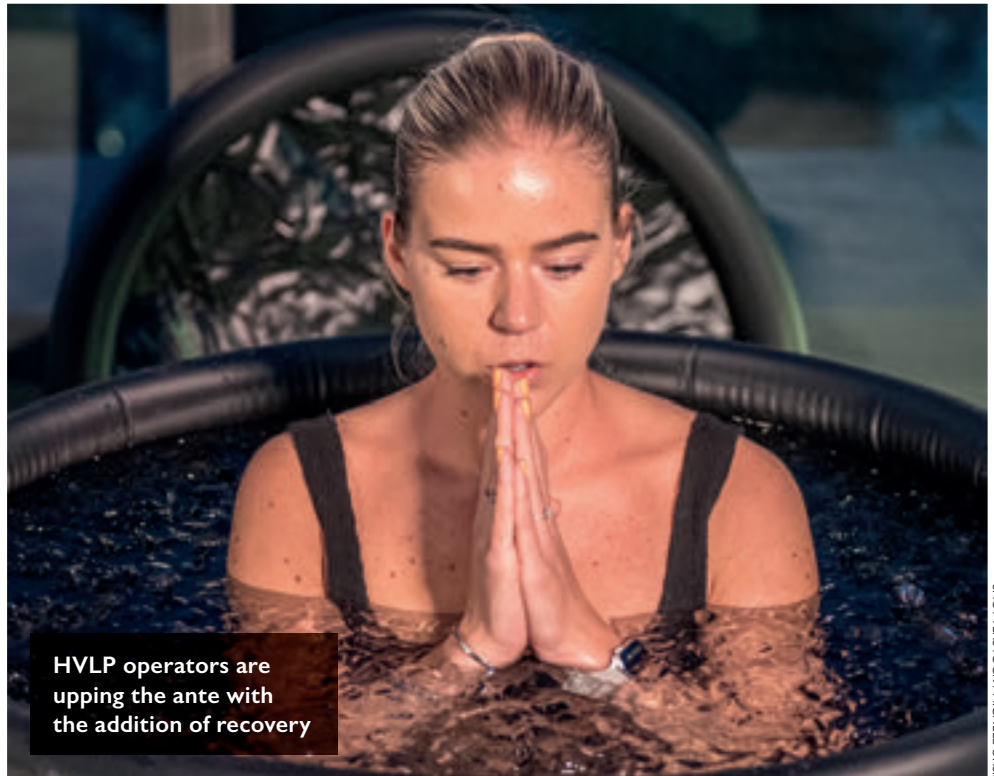
INDUSTRY INSIGHTS

At one end we have EōS Fitness, PureGym, Planet Fitness. All ultra-accessible. At the other end, Life Time is building athletic country clubs for the 1 per cent. Ultra-premium.

Operators such as 24 Hour Fitness are layering in services, recovery, coaching and community, closing the gap between price and experience.

The competition is no longer the gym next door – it's the algorithm in your member's pocket. Attention is the new battleground. Dopamine-driven platforms and algorithmic addiction now directly impact lifespan. The next fight isn't just for physical health, but for perception, attention and behaviour.

The health and fitness industry is no longer selling workouts. We are selling outcomes, lifespan and healthspan. The body has become a system to manage, optimise and extend.



HVLP operators are upping the ante with the addition of recovery

SHUTTERSTOCK / MICHELE URSI



Longevity doesn't reward speed, it rewards repetition

SHUTTERSTOCK / POPPY PIX

Diagnostics, wearables and real-time data have shifted us from steps to signals to surveillance. Data informs diagnosis. Diagnosis shapes prescription. Prescription is reinforced by accountability. Accountability is sustained through community. Community becomes identity.

COMMUNITY IS NOT ENOUGH

Boutique fitness built the modern playbook – intimacy, identity, community – and no one has done community like boutiques. But community is no longer enough in a longevity ecosystem. Cycling. HIIT. Pilates. Each explodes, then scales and normalises. Only the strongest brands – Barry's, Solidcore – hold their ground. Longevity doesn't reward format. It rewards systems that last.



The next era won't reward the loudest or the glossiest. It will reward the most integrated

Platforms like Whoop are shaping behaviour, not just tracking it

WHOOP

Biotech is extending lifespan. Pharma is rewriting metabolism. Food is becoming medicine. Tech is building the operating system of the self. Insurance and employers are pricing behaviour. Beauty is managing ageing. Real estate is designing for healthspan. Finance is funding longer lives. Media is normalising it.

Intuition is giving way to biomarkers. “Science-backed” is now expected. Platforms such as Whoop and Oura are not just tracking behaviour, they're shaping it. If you're not measuring your members, someone else is.

People don't just want results. They want proof. We've moved from reps to rankings, from training to racing, with concepts

such as Hyrox building ecosystems around measurable performance.

There's a tension emerging: optimisation versus consistency. One promises speed. The other delivers permanence. Longevity doesn't reward speed. It rewards repetition.

From peptides to GLP-1s, the market is compressing time and effort. But if fat loss becomes pharmacological, fitness must deliver what drugs cannot: coaching, community, competition and identity.

The fitness industry didn't just evolve, it got rewired around one idea – longevity. The next era won't reward the loudest or the glossiest. It will reward the most integrated. Those who can operate across systems without losing simplicity.

Before you chase the next protocol, platform, or partnership, ask yourself: what business are you really in now? And who are you becoming in the process? Because the future isn't fitness. It isn't wellness. It's longevity.

Despite everything, nothing fundamental has changed. Eat. Move. Sleep. Recover. Connect. Live in sync with nature. We have more data. More devices. More diagnostics. But the same answer: do the work.

Underneath the most advanced longevity systems, biology still wins. Muscle is biological insurance. Strength is the longevity drug. VO₂ max is a benchmark. Grip strength is a proxy for lifespan. ●

WELLBEING FOCUS

Oli Patrick gives his views on five of the big trends in the coming year, while urging the industry to keep a tight focus on the basics



OLIVER PATRICK



www.HCMsummit.live
Oli Patrick will be a keynote speaker at the HCM Summit 2026



see a valid commercial opportunity to re-engage people in the basics: do more steps, go to bed on time, manage caffeine and alcohol intake, be kind to each other and be kind to ourselves.

Key operators are recognising the importance of these pillars of wellbeing.

Alongside this, I'd flag up a number of major trends for 2026–2027.

1. Brain health

We'll see a greater recognition that mind and body are both parts of the body and that the brain is a therapeutic organ as well as being the seat of perception.

We're seeing the rise of brain diagnostics – brain MRIs and EEGs – as well as blood tests that identify tau proteins and beta-amyloid proteins, which are markers of early-onset dementia and Alzheimer's disease.

Brain screening programmes are already happening and we're seeing increased understanding of neurotransmitters – dopamine, oxytocin, serotonin and endorphins.

This increased reverence for the brain will push the need for physical activity, sleep and glucose control as interventions. Looking after brain health will be further encouragement for people to move more, prioritise sleep and eat a nutrient-rich diet.

2. The data backlash

Throwing out modern technologies and returning to analogue living is an oft-cited trend. We've seen the rapid accessibility of wearables that can measure seven or eight biological parameters, alongside a battery of at-home testing and, in some cases, this is leading to data overwhelm.



Social connection, being kind to ourselves and each other is foundational for good health

This backlash against 'over-optimisation' is because this information is increasingly falling foul of context. While the data is high-value, we're missing the 'why?' and not being clear about what people should do with the information and how it connects to the problem.

This is because we're starting with the data and working backwards, rather than starting with the question and working towards the data. It would be better, for example, to be able to ask: "How hard should I train today?"

Data-led decision-making can be effective, but the point where I ask my wearable how I feel – versus personally determining how I feel – is when some time without wearables would be advisable.

3. Toxicity

We're becoming more aware of forever chemicals. People are identifying that – although there isn't technically a 'lethal dose' in their sun cream or shampoo – an accumulated volume of chemicals creates a physical load that could be eased by using less toxic versions of products.

I anticipate we'll start to see direct-to-consumer lab testing looking at toxic burden. Hair testing and urine analysis – tests that have, up until now, been the preserve of functional medicine – will start to become more mainstream.

A whole range of products designed to reduce toxic load are also going mainstream – Water 2 by Bear Grylls, in-house air purifiers and BPA-free

“Looking after brain health will be further encouragement for people to move more, prioritise their sleep and eat a nutrient rich diet”

water bottles, for example. More companies are offering a less-harmful version of everyday products.

If big companies haven't already got the memo, they'll soon be losing out to startup brands that have created cleaner products.

I think this demand will also lead to a secondary rise in detoxification products – activated charcoal, further consolidation of sauna and sweating and potentially a move from traditional Finnish dry sauna to infrared sauna, which some believe offers greater detoxifying benefits.

4. Nervous system regulation

While it's been on the menu for years, it feels as though autonomic nervous system regulation is finally going mainstream in two ways.

Firstly, the measurement of the autonomic nervous system through devices that capture heart rate variability, with brands such as Whoop and Ōura leading the charge.

Secondly, nervous system regulation through services and products, such as sound baths, breathwork and devices such as Yojo and Sona, which stimulate the vagus nerve – the motorway of the parasympathetic nervous system.

These devices, along with nootropics and decaffeinated drinks, are some of the fastest-growing product categories in the wellness sector.

I think we'll increasingly see these devices used as an adjunct to traditional medical pathways to reduce inflammation and accelerate recovery and that will be their real route into the mainstream.

5. Longevity lanes

Longevity is booming and – going forward – there will be more lanes, as the term longevity m.

For example, the Global Wellness Institute has identified female-specific longevity as a category, addressing some of the challenges of ageing female physiology, such as bone density, HRT, perimenopause and menopause management.


We'll also see longevity with clearer demarcations, whether we're talking about disease screening to preserve length of life or molecular longevity in terms of improving NAD levels within the cell.

As a term, longevity needs clearer demarcations and there'll be greater



Nootropic drinks, such as Muush, are a fast-growing wellness category

MUUSH



The longevity trend will split into lanes, for example female specific

SHUTTERSTOCK / PICS FIVE

differentiation and commercialisation of the various longevity lanes.

What's interesting is that longevity lanes – brain health, toxicity optimisation and nervous system regulation – are all vehicles to reinvigorate the core behaviours the fitness industry is already promoting.

Summary

This brings us back to the importance of the basics. All of these areas benefit from more activity; more high-fibre, high-protein and plant-based food, eaten slowly; a good night's sleep

free from alcohol and caffeine; and good social connection, learning, development and purposeful living.

In many ways, the trends that appear new are reinforcing principles that have always mattered. Brain health encourages people to move more, prioritise sleep and control glucose. The data backlash is a reminder that information only becomes valuable when it has context and supports decision-making. Toxicity awareness is driving interest in cleaner products and greater understanding of environmental load. Nervous system regulation is creating

new routes into recovery and resilience. Longevity is becoming more specialised, with clearer distinctions between different goals and interventions.

Taken together, these trends represent significant commercial opportunities. More importantly, they provide fresh reasons for people to engage with the behaviours that underpin long-term wellbeing. ●

Oli Patrick is a physiologist and wellbeing consultant working with companies such as Everyone Active and Third Space. He is co-founder of Pillar Wellbeing and Future Practice.

SOUL SEARCHING

AI looks set to change society beyond all recognition. Soft skills will win out over hard skills, education systems will have to adapt and the economy will change. Will it be a dystopia? Christian Kromme reports

I describe AI as an evolutionary invitation to become more human. Our education system and what society and corporate organisations demand from humans has turned us into robots. Most of us don't find meaning or satisfaction in repetitive tasks: we get stressed, sick and burnt out. AI is much better at it – more efficient, cheaper, faster and more reliable.

What does give humans satisfaction and long term happiness is personal growth and development. So when AI takes over the repetitive cognitive tasks we will be released from that burden and will have the space to become more human.

SHOCKS TO COME

Our education system is focused on creating jobs in the hard skills space and these are the jobs that AI will be able to do better. The industries that are most vulnerable are those requiring hard skills, information processing and repetitive tasks, but not a lot of passion or soul. Junior and medium jobs are already being taken away by AI. In the legal, accounts and consulting industries.

McKinsey launched a report recently saying that 57 per cent of all working



ADRIAN KUIPERS

hours in the US could be automated with AI if the work is centred around AI. This will increase when AI becomes more capable.

If AI takes all the jobs, the economy will collapse, so I believe that we will move to a different kind of economy, where a lot of robots can do the hard work that creates some kind of tax income that can provide people with a universal basic income to cover basic





Fitness professionals will need to be passionate to differentiate themselves

needs and we will have different jobs that are more focused on soft skills.

Education systems will also need to switch from teaching hard skills to soft skills. If you focus on the content, on putting books in your head, the knowledge will rapidly get outdated. We need investment in soft skills – how to present, how to inspire other people, how to have a conversation. Those things will not become obsolete. It used to be that the more academic we are the more we will earn, but that's going to shift.

In every job, we will see a shift from hard skills to soft skills. Machines will take over a lot of medical diagnosis, leaving the doctor more time to have a conversation. Lawyers won't spend their time scanning or writing documents, they will be focused on finding solutions and thinking in a creative way.

MAKING THE SHIFT

Every new technology wave triggers our primitive brains – our stress brains. We have seen this since the introduction

of the car from Henry Ford – people thought that cars would drive over people all the time. There were also fears about the internet, which has taken away some jobs but has also brought a lot of jobs that we could not imagine 20 years ago – influencers, game developers, content creators, SEO optimisation and web builders.

The Industrial Revolution took hundreds of years, the internet only took 20 years to mature and the AI wave will only take 10 years. That's a big, fast



McKinsey says 57 per cent of all working hours in the US could be automated with AI



It will be important to focus on human skills, such as presenting



SHUTTERSTOCK / DAVOR GERBER

AI is good at hard skills, but can't beat humans on soft skills

change compared to other waves and means people will have to be adaptable and change their skills multiple times instead of doing the same job all their lives. With AI we will also see the creation of new jobs, but in the soft skill domain.

In the long term, I'm very positive, as people will reskill and repurpose themselves. But in the short term, I see a lot of identity crisis around skills and talents in the workforce.

SOFT SKILLS

I believe we will see a lot of new jobs which rely on soft skills. My research showed that the amount of soft skill jobs – based on flexibility, creativity, empathy, ethics and compassion – are growing at a rate of 2.5 times faster than hard skill jobs. Empathy has never been rewarded in our society but in the new



PUREGYM

AI will free people up to focus more on their fitness and personal growth

economy, based more on experiences, it will become an important quality.

The future economy will be more built around creative things such as music and art. If you look at the jobs of today – game designers, influencers, people who are running YouTube channels – they're expressing themselves in a creative way, they record it, and that becomes some kind of product that they can sell, or that YouTube pays them according to the number of views. We will see new business models that reward people for being authentic and

inspire other people to learn. Being you will be the job of the future.

I foresee some crisis, but also an opportunity. When people sit at home, they start to ask 'What's the meaning of life?' 'What's my purpose?' And that will change where the economy is going.

THE OPPORTUNITIES

More attention will be paid to the human body and health. When robots do the hard work, we will free up time to be more focused on personal growth, personal development and fitness.

Fitness coaches will face competition from AI coaching models, but they won't be fully replaced

“Our education system is focused on creating jobs in the hard skills space and these are the jobs that AI will be able to do better”

The fitness industry is less vulnerable to AI taking jobs because it's about human experiences and working on your health. However the technology will pose some threats, because AI can act as a health coach. Lots of brands are already launching private health and fitness coaches to help their members meet their goals with fully personalised options.

AI or virtual augmented reality will create increasingly sophisticated experiences at home, with a personal trainer that tracks your progress and gives you nudges. This is very convenient and cheaper than paying a monthly fee, so it will be disruptive.

Generative AI already allows people to create a coach that looks how they want and is completely tailored to their

thinking and knows exactly when to push the right button to motivate them.

While this is competition for traditional coaches, I don't think they will be replaced because there is always the need for human to human connection. Trust, inspiration and motivation is the part that machines cannot replace. However, coaches will need to be passionate. They will need to put soul into their work and those who don't will get replaced. Everyone will need to raise their level of skills to be different to the machine.

Health and fitness operators will have to lean into what they offer that people can't get at home – the equipment, the experience, the environment, the lack of distraction, the community and opportunity for human connection.

Every profession will need to put soul into what they do so they can differentiate themselves from AI. We need to do things from the heart, things that we love. When you do that, people recognise it and join you. A machine will never be able to do that.

Technology will also make certain knowledge and interventions which are now very expensive and only for the happy few available to a very wide audience, so more people will start to work on their personal development.

I believe this is an opportunity we should embrace with both arms, and let go of our fears and resistance to it. ● *Christian Kromme is a futurist speaker and author of Humanification and The Human Spark*



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A male fitness instructor with a full beard and long hair tied back, wearing a red t-shirt with a white name tag, is smiling and looking towards a female client. The client is also smiling broadly, holding a black kettlebell with both hands. They are in a gym setting with various pieces of equipment visible in the background.

Like fitness, happiness is a trainable skill set and is linked to emotional regulation

TAKE YOUR MIND TO THE GYM

Happy teams lead to happy customers. Julia Seibold breaks down the keys to happiness and explains how leaders can support the mood and resilience of their teams

People today are generally less happy than in previous generations, but not because they are weaker or less grateful. What has fundamentally changed is the pace of modern life. We live in a state of constant stimulation and comparison, and we are expected to be permanently available. Our nervous systems are overloaded by everything being non-stop. Add to this the rapid development of AI, economic insecurity and global uncertainty, and it's clear why many people feel under constant pressure.

Previous generations had fewer choices and more stable structures. Today we have more freedom, but that freedom comes with a great deal of responsibility. Most people were never taught how to emotionally regulate themselves in fast-moving, high-pressure environments.

In my work, I see that people don't lack motivation or ambition – they lack mental fitness, emotional regulation and self-leadership. These

are essential skills for staying grounded and effective in a fast-paced world.

Organisations need to develop these skills in their teams not only to support mental health, but to strengthen what makes us uniquely human – especially in times where AI is advancing so quickly.

TRAINABLE SKILL

Happiness is not a personality trait. It's a trainable skill set, closely linked to emotional regulation and what I call "mindset hygiene". It's not something we wait for – it's something we actively steer.

While happiness is universal yet deeply personal, research shows that certain elements are consistently required: meaning and purpose; connection and belonging; autonomy and agency. The fitness industry supports many of these factors, particularly when professionals are empowered to work independently and take ownership of their roles.

Although happiness must be generated from within, human are social and energetic so being seen, heard and

"Some people have a higher baseline of happiness, however everyone has it within their control to improve from their individual level"

INDUSTRY INSIGHTS

acknowledged is not a luxury – it is a fundamental need for all human beings.

Research shows that while some people have a higher baseline of happiness, everyone has the ability to improve from their own starting point. Happiness is homemade – by being proactive, we can create new neural pathways and let go of outdated patterns. Cultivating self-awareness is the foundation: choosing which thoughts to focus on, and applying skills that increase emotional balance and resilience.

DON'T DELAY HAPPINESS

A common barrier to happiness is the tendency to postpone it – believing it will arrive after landing the dream job or buying the dream home. However, delaying happiness is rarely a successful strategy.

The saying that money can't buy happiness is partly true. Money can reduce stress and increase freedom, particularly when basic needs are met, but it doesn't automatically create meaning, connection or emotional balance. Happiness isn't something to be purchased – it's something to be cultivated from within. That starts with emotional honesty: acknowledging how you feel and who you are right now.

Experiencing the full spectrum of emotions is essential. We can't selectively avoid emotions we dislike, such as anger or sadness. Attempts to numb difficult emotions – for example through alcohol or drugs – also numbs the positive ones.

Through a combination of self-care – regular movement, good nutrition, hydration, rest and sleep – and the cultivation of self-awareness, we can learn to regulate emotions more effectively. This

Julia Seibold

Julia Seibold is a graduate of Sports Economics (Dipl.SpoEco) and holds a Master's qualification in NLP (neurolinguistic programming), as well as training in integrative hypnotherapy. She works in private practice, with corporate clients, and is an author.



makes it easier to access positive emotional states and allow challenging feelings to pass without becoming overwhelming.


THE POWER OF NOW

I wear a watch that simply says “now”. It reminds me that we don't know what's coming next. Learning to make the present moment as fulfilling and meaningful as possible is a skill that can be developed.

It starts with recognising what is already there and practicing gratitude, even for challenges. Ultimately, it comes down to how we spend our time, where we place our attention, and what we consistently choose to strengthen.

The fitness industry is uniquely positioned to support happiness and emotional resilience, because movement is one of the most effective ways to create emotional change. Even simple actions such as shaking the body, walking or dancing can shift us from stagnation into action. This improves mood, cognitive function and stress regulation, and supports long-term mental health.

“People don't lack motivation or ambition, they lack mental fitness, emotional regulation and self leadership”



LifeFit Group invests in the happiness of its staff with the Driving License for Life course

FITNESS FIRST

Putting this into practice

Julia Seibold has created a seven-week corporate programme that brings together communication skills and techniques from person-centred NLP into a highly practical, user-friendly framework.

Driving License for Life supports participants in moving from the passenger seat – operating on autopilot – into the driver's seat, where they take responsibility for their thoughts, emotions and actions. The programme develops self-awareness, emotional intelligence, mindset and soft skills, all linked directly to real-life work situations.

Each week includes five practical exercises, supported by short videos or guided meditations, plus two recap days.

To date, LifeFit Group has put 250 staff members through the programme, and it is now firmly embedded within the company's extensive in-house learning and development offering.

Exercises were completed in the morning during working hours, allowing teams to apply the insights immediately throughout the day. Weekly online coaching calls brought the teams together to ask questions, work through challenges and celebrate breakthroughs.

The results included improved communication and team dynamics, higher engagement and a stronger sense of being seen and valued. Participants reported feeling more grounded, developing greater self-awareness and building rapport with clients more easily.

Driving License for Life is available as a book in German and English, allowing individuals to guide themselves through the programme independently. ●

More: www.mindyou.today

THE BIGGER PICTURE

While we're leaning into science, technology and wearable data in our efforts to live longer lives, Anna Bjurstam argues we are overlooking simpler, but very important, aspects of longevity – connection, spirituality and healing past traumas

The longevity conversation has, understandably, become heavily focused on science, diagnostics, biomarkers and technology. These tools are powerful and important, however, there is a growing recognition that some of the most fundamental drivers of long-term health sit upstream of optimisation – within the nervous system, emotional health, and our sense of connection and meaning. How regulated and resilient the nervous system is over time has a strong impact on longevity.

STRESS LINKED WITH DISEASE

Trauma is not defined by the event itself, but by how the nervous system processes and integrates overwhelming experiences. Two individuals can experience the same event, yet their long-term physiological

response may differ significantly depending on their nervous system resilience, support systems and recovery.

Research, including findings from Adverse Childhood Experiences studies, has shown strong associations between unresolved stress and trauma and increased risk of chronic disease, inflammation, cardiovascular conditions and reduced lifespan.

From a physiological perspective, chronic nervous system dysregulation keeps the body in a prolonged state of threat response. This diverts resources away from repair, regeneration, immune optimisation and hormonal balance, all of which are essential for longevity.

Longevity cannot be separated from the nervous system – optimisation is most effective when the body feels safe enough to repair.

THE ROLE OF WELLNESS

Fitness and wellness operators are not clinical trauma providers. However, they play an increasingly important role in supporting nervous system regulation, recovery and resilience.

Practices such as breathwork, restorative movement, thermal therapy, nature immersion, meditation and structured recovery help shift the body from sympathetic activation (stress state) into parasympathetic activation (repair state). This supports recovery, immune function, metabolic balance and overall physiological resilience.

For the industry, balancing stress and recovery should be as much of a focus as performance. Equally important is education – helping individuals understand that recovery is an active and essential component of health and performance.



Sound healing is a proven method of balancing the nervous system

Anna Bjurstam

Anna Bjurstam has been at the forefront of the global wellness industry for 37 years, having co-founded Raison d’Etre and shaped hundreds of spas across 70 countries. After spending 13 years as wellness pioneer at Six Senses Hotels Resorts Spas, she is now launching Wahayla, a wellness, longevity and consciousness company working at the intersection of science and human experience.



JACK EMERSON

COMMUNITY FOR LONGEVITY

One of the most overlooked longevity interventions is social connection. Humans are biologically wired for connection. When we feel safe, supported and part of a community, the nervous system shifts out of chronic vigilance and into a state more conducive to repair and regeneration.


This has measurable effects on inflammation, immune function, mental health and overall wellbeing.

Health clubs have a unique opportunity to create environments where connection happens naturally. Simple interventions – such as shared spaces, group experiences, and opportunities for social interaction – can significantly enhance both member experience and health outcomes.

Longevity is not only built through individual optimisation, but through collective experience.

SPIRITUAL HEALTH

Spiritual health – defined as a sense of purpose, meaning and connection to oneself, others, nature or something



“The definition of spiritual health is not just religion, but a sense of purpose, meaning in life and connection to something larger than oneself”

Factors impacting longevity are biological, psychological, emotional and social

SIX SENSES

larger – is increasingly recognised as an important component of overall wellbeing.

There are thousands of studies showing the importance of spiritual wellbeing for mental health, including McKinsey’s 2024 report: *In Search of self and the something bigger: A spiritual health exploration*. McKinsey’s definition of spiritual health is not just religion, but a sense of purpose, meaning in life and connection to something larger than oneself. It can include practices such as meditation, reflection, time in nature, gratitude or cultivating purpose and meaning in daily life. High spiritual health acts as a silent pillar of resilience, especially among Gen Z.

The report found that regardless of religious belief, strong spiritual health is

directly linked to better mental, social and physical health, with individuals possessing high spiritual health reporting up to four times better mental health than those with low spiritual health. As longevity science evolves, there is increasing recognition that human health is multi-dimensional. Biological optimisation alone cannot fully compensate for chronic stress, isolation or lack of meaning.

True longevity requires alignment across biological, psychological, emotional and social systems.

THE INDUSTRY RESPONSE

The opportunity for the industry is significant. Leading wellness and hospitality environments are increasingly integrating nervous system regulation

into their programming. At Six Senses, for example, the focus is not on treating trauma directly, but on creating conditions that allow the nervous system to shift into recovery and repair.

This includes sleep optimisation programmes, breathwork, meditation, nature immersion, personalised wellness programmes and recovery-focused environments designed to reduce chronic stress and support resilience.

Health club operators can apply similar principles by integrating recovery modalities, restorative practices, education, and community-focused design alongside physical training. The future of wellness is not about choosing between science and human experience, it’s about integrating both. ●

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W3Spa EMEA

June 9–12, 2026 • Hotel Cascais Miragem Health & Spa, Portugal



W3Fit North America

September 21–24, 2026 • The Langham Huntington, Pasadena California



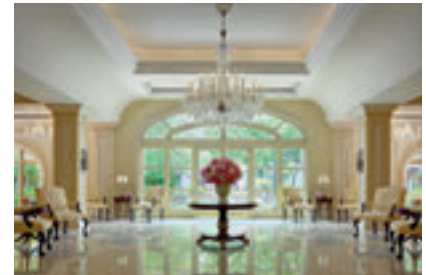
W3Hospitality EMEA

October 6–9, 2026 • Hilton Malta



W3Fit EMEA

October 13–16, 2026 • Hilton Malta



W3Spa North America

October 25–28, 2026 • The Langham Huntington, Pasadena California

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STAND TOGETHER

MARTYN ALLISON



While there is an upsurge in interest in fitness and wellbeing, inequalities persist and some people are still priced out of physical activity. Martyn Allison calls for cross-sector collaboration to create a universal active wellbeing service that is proportionate to need



Imagine having two household incomes yet still having to rely on a food bank. Living in a damp flat which is affecting the health of your children.

Yourself and your partner being clinically overweight with your children heading the same way.

This family would benefit from exercise, but even a low-cost gym is out of budget. This family isn't unusual. They're the most inactive with significant health problems, potential worklessness and lower life expectancy. And now they're the priority for both the UK health service and local governments.

NEW PRIORITIES

Improving activity levels is now in the national health strategies and local public health priorities. Health and wellbeing are one of seven priorities in the English Devolution Bill to be embedded in the role of strategic and combined local authorities, with responsibility shared by all unitary councils, including those now undergoing local government reorganisation.

Reducing inactivity in children, young people and adults will also be embedded in the new local outcome's framework which will be used to help improve performance of all councils.

UNITING THE MOVEMENT

Sport England made tackling inequality in activity central to its *Uniting the Movement* strategy. As we now approach half time in this 10-year strategy, new chief executive, Simon Hayes, is making it clear that his focus over the remaining five years



The sector is hopeful of receiving additional DCMS funding for grassroots sports

INDUSTRY INSIGHTS

will be on reducing inactivity in our most deprived communities by building on the existing 'place' expansion programme.

We've never had a clearer policy framework that defines the relationship of sport and physical activity with health and wellbeing. Sport England is providing investment in place-based system change in the 92 most deprived communities – recently announcing investment of £25 million in the Place Universal Offer until 2028 and working with 30 Active Partnerships and local organisations to drive community-led change.

Leadership development programmes are being delivered nationally and locally alongside CIMSPA's workforce development and data, and impact measurement is being improved through *Active Lives*, *Moving Communities* and the wider use of Social Value impact assessment, using the HM Treasury measurement framework (the WELLBY).

Finally, we're building the tools we need. However, these efforts will pale into insignificance unless we can address the financial barriers facing our 'family'.

COST AND INCOME PRESSURES

Historically we've built a sport and physical activity system that depends on commercial acumen and financial success for its sustainability. Although public leisure struggled through the pandemic, then the energy crisis and continues to struggle with the cost-of-living challenges it is still expected to recover its costs and generate a return for its operators and council clients.

Even trusts and in-house operations find themselves under the same cost and income pressures from struggling councils.

The latest *Moving Communities* report rightly celebrated increases in



Activity levels are directly linked to socio-economic groupings

usage and better cost-recovery, but had to acknowledge that much of this improvement was achieved through price increases, making things even harder for our 'family'. While *Moving Communities* showed some increased participation by the most deprived communities, this still only represented 16 per cent of users, compared to the least deprived who account for 25 per cent of users.

This is also mirrored in the latest adult *Active Lives* data, which shows that while activity levels grew by more than 800,000 users last year we're still failing to narrow the gap. In fact, over the last 10 years, the gap between the most and least deprived people and places has actually widened.

Our grassroots sports clubs and community-based sport development – such as Streetgames – have also struggled through the challenges of recent years, with

many finding it difficult to maintain their infrastructure and keep and attract users, as grants disappear and prices have to rise.

Significant additional capital funding will hopefully soon become available from the DCMS for both public leisure and grassroots sport projects, and that will help improve some of this infrastructure in the most deprived communities, but unless we can find ways of addressing physical inaccessibility and price barriers, people like our 'family' will see little change.

WHO WILL STEP IN?

The public sector leisure market has started its pivot to health and wellbeing, but it still struggles to reach our 'family'. Some councils are starting to see the benefits of investing in prevention through their contracting and the changes in procurement rules now allow them to take account of social value, not just price.



Reducing inactivity will now be embedded in local outcome framework's for councils

“We’ve never had a clearer policy framework that defines the relationship of physical activity and health

A few councils are actively investing capital in replacing older inefficient facilities with efficient facilities designed to support wellbeing, alongside new contracts to protect them under new unitary councils. In turn, this is encouraging some operators to reach the inactive through cross contract price subsidies and more community located outreach programmes.

Recently, colleagues in the private sector have suggested they could play a bigger role, but they too face rising costs and similar pricing challenges in order to remain viable in a competitive market.

Could our healthcare partners be our saviours? If we’re reducing their long-term costs by supporting the prevention agenda, should they share the upfront investment?

There are some small-scale examples of health commissioning where the health benefits can be quantified, evidenced and contracted for and over time these could be scaled up as the NHS wrestles with the gradual switch to prevention, but this will take time and even if significant health savings start to emerge, I doubt they will be providing our ‘family’ with free access to activity anytime soon.

It’s a conundrum. Can we pool all our resources and assets in a place, put aside our siloed thinking and competitiveness and collaborate to create a universal active wellbeing service that is much more proportionate to need?

If and when we do, maybe the government will then want to begin to invest in our success. ●

Martyn Allison is an honorary member of cCLOA and has held many senior executive and consulting positions in the industry in a career spanning some 50 years.



WHAT WOMEN WANT

A white paper on women's fitness commissioned by Sophie Lawler, CEO of Total Fitness, is a call to action, as Liz Terry reports

A white paper from Total Fitness – *Women and the Gym: un-met needs and the role of women only spaces*, casts light on the challenges and opportunities for operators when it comes to providing for and interacting with female members.

For all the growth, polish and sophistication of the UK fitness sector, one inconvenient truth remains: large parts of the mainstream gym model still do not fit the realities of many women's lives.

This is not because women lack interest in health, exercise or wellbeing. Quite the opposite. Women are often the primary health decision-makers in households, they engage heavily with fitness content, invest in wearables and participate in informal exercise in large numbers. The problem is not motivation. It is the relationship between women and a particular kind of space and offering.

The insight work was commissioned by Total Fitness' CEO, Sophie Lawler,

The study found 67 per cent of women aged 25-34 are members of a gym



Women need emotional infrastructure, not just gym equipment

who says: “It’s time to start talking about women and gyms well beyond the context of training modalities, glute builders and life-stage education.

“There is a tough truth here: The mainstream gym environment, its membership structures and equipment, have been designed in a way that silently excludes most women – their emotional needs are written out, unconsciously and unintentionally.”

THE SCOPE OF THE RESEARCH

The research polled 5,091 UK adults in 2025, finding that 64 per cent of women are not currently members of a gym or health club. Membership peaks among

women aged 25 to 34, during which time 67 per cent report being members, before declining with age, until by 65, only 13 per cent remain members.

Male participation also falls with age, but women start from a lower base and drop below the 30 per cent membership rate much earlier. Among 45- to 54-year-olds, 29 per cent of women are members, compared with 38 per cent of men.

The white paper argues that there is not one universal female experience, nor does it deny that many women thrive in traditional gym environments. Plenty lift weights, train hard and experience gyms as positive, empowering spaces. But the numbers show recurring participation

patterns that suggest a significant number of women experience gyms differently at particular life stages.

When a pattern repeats across age groups, participation styles and membership histories, it’s reasonable to ask whether the product has been built around only part of the market.

NOT A STRAIGHT LINE

One of the paper’s clearest findings is that gym participation for women is often episodic rather than continuous. The industry tends to talk in the language of habit and long-term progression. Yet for many women, real life does not follow that neat trajectory.

INDUSTRY INSIGHTS

Among women who aren't gym members, 50 per cent have previously held a membership. So non-membership doesn't necessarily mean disinterest or inexperience. It can mean a pause.

Even among current women gym members, only 19 per cent say they have had no breaks in membership over the past 10 years. In other words, 81 per cent have experienced interruption. Among women who are not currently members, 41 per cent report having taken multiple breaks over the past decade, compared with 34 per cent of men.

The reasons for interruption often reflect an accumulation of pressures, with illness and injury playing a role. The report points to the familiar mid-life squeeze – participation begins to decline in women's 30s and falls sharply in their 40s, when work and family pressures often intensify. Women are more likely to carry unpaid care responsibilities, while menopause and other life stages can affect energy, wellbeing and routine.

Fitness in a structured setting requires more than good intentions. It requires time, energy, mental space and – often – permission to prioritise oneself. For many women, that permission doesn't come easily and they may feel guilt about taking time for personal wellbeing.

Needs change over time and women who once trained intensively may later attend less frequently. Those who once prioritised performance may later prioritise wellbeing. Gyms are not responsible for wider societal inequalities, but they operate within that context and if women's lives are shaped by competing priorities, then fitness environments built around consistent attendance do not always match the realities of life.



SHUTTERSTOCK / PEOPLE IMAGES

Male participation also drops with age, but with women the base is lower

RE-ENTRY CAN BE FRAGILE

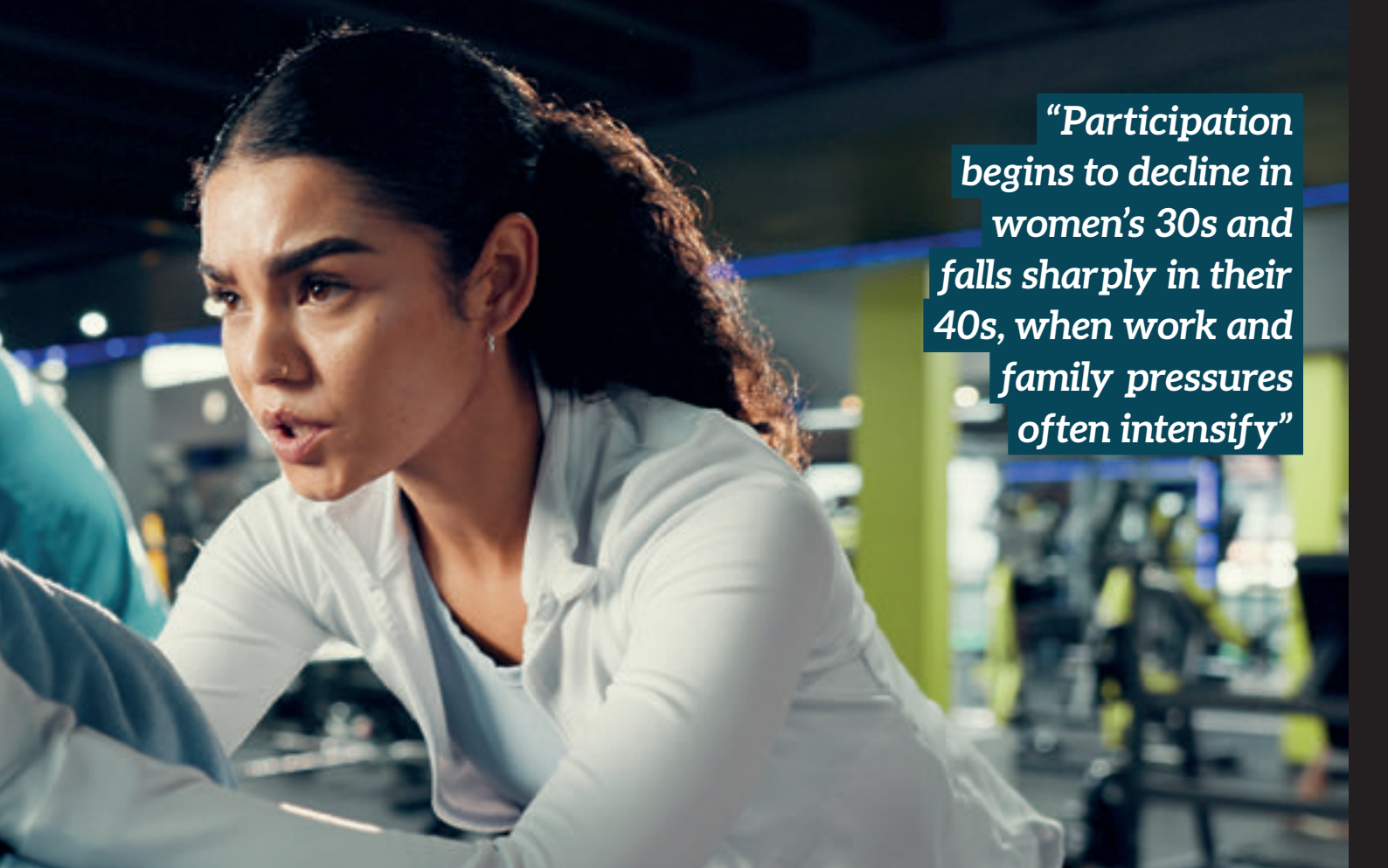
A key weakness in many traditional models is the assumption that returning members can simply resume where they left off. The report suggests that is rarely true, especially for women.

A woman rejoining after pregnancy, illness, menopause or a prolonged spell of inactivity is not returning to the same baseline, physically or psychologically. She may need to rebuild strength, relearn equipment, reset expectations and overcome self-consciousness about perceived regression. What was once familiar can suddenly feel alien.

This is where design starts to matter. If the sector is built around forward progression, rather than interruption and re-entry, it risks failing women at the very point when support is most needed.

The same tension appears in how women outside the gym talk about joining. Only 34 per cent of women non-members say they have no interest in joining a gym. That means two thirds are at least open to the idea. Non-membership, then, is not the same as rejection.

Cost matters. Some 42 per cent say 'money would have to be different' before they joined. But the paper is



“Participation begins to decline in women’s 30s and falls sharply in their 40s, when work and family pressures often intensify”

clear that this is not the whole story. Around 17 per cent say they would need to overcome injury or illness. Another 12 per cent say they would need to ‘feel better’ before joining. A further 9 per cent say they would need a gym environment with other users who feel as though they are ‘people like them’.

Taken together, these are not trivial objections. They point to a perceived barrier. If women feel they need to be fitter before even entering a gym, this suggests the gym is too often perceived as a place that requires readiness, rather than one that builds it.

EVEN MEMBERS FACE FRICTION

Another misconception challenged by the report is that once women join, the major barriers have been overcome, however, having a membership does not automatically equal comfort.

Among current members, 39 per cent say their gym is often overcrowded, affecting privacy, ease of movement and willingness to try new equipment.

The same applies to staffing and atmosphere. Half of current women members – 50 per cent – rate staff presence on the gym floor for safety and comfort as ‘very’ or ‘extremely’

important. Cleanliness matters even more, with 62 per cent rating it ‘very’ or ‘extremely’ important. Some 39 per cent say staff presence for setting atmosphere is ‘very’ or ‘extremely’ important, compared with 35 per cent who say the same about staff presence when it comes to getting ‘fitness advice’. This suggests women often value reassurance, tone and emotional ease more than technical coaching.

This idea of emotional infrastructure runs through the whole paper. A gym experience is shaped not just by equipment and programming, but by



TOTAL FITNESS

Women value tone and reassurance more than technical coaching

sightlines, density, mirrors, acoustics, layout, staff visibility and the general feeling. Policy statements about inclusion matter, but lived experience is determined on the gym floor.

Among women gym members, 34 per cent say improving or maintaining overall fitness is their top reason for membership. Only 16 per cent say wanting to look better is the primary motivation. Another 14 per cent say feeling better about themselves is their main driver. So appearance matters, but the bigger motivations are health, function, confidence and long-term wellbeing. For many, the gym isn't chosen for social status or because it's a place to compete, it's simply a functional environment that supports health, capacity and wellbeing.

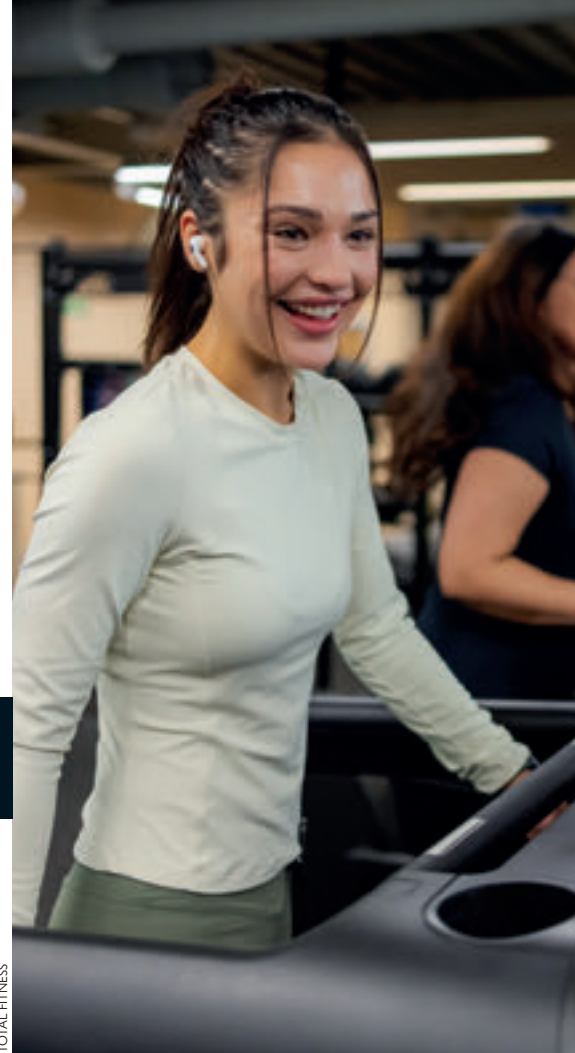
This is important because the industry still too often frames women's fitness

through aesthetics, transformation and image. Yet if the core reasons for joining are sustainability and feeling well, then environments dominated by comparison, intensity or 'performance-signalling' may feel out of step with what many women actually want.

The paper doesn't reject performance-led training, but argues that for many women it's not the primary draw. Many are not looking to compete or for 'lifestyle badges', they're looking for a workable environment that supports their health.

THE CASE FOR WOMEN-ONLY ENVIRONMENTS

Against this backdrop, the paper explores the role of women-only health clubs. It argues that such spaces should not be seen as divisive or as a gimmick,



TOTAL FITNESS

but as one evidence-based response to a recurring participation challenge. "Women-only spaces are not a step back from inclusion," it says, "they're one way of putting it into practice. They're not a replacement for mixed gyms, but an option that can lower self-consciousness and reduce the threshold for entry for some users."

The practical example here is The Women's Gym, a purpose-built women-only concept launched by Total Fitness in Whitefield in January

2024, followed by Wilmslow in September the same year. The initiative was developed following structured consultation with more than 150 women, alongside wider research.

The findings are notable. Nearly half – 48 per cent – of The Women's Gym members were not active gym members immediately before joining. Among those who had previously belonged to a gym, 31 per cent had been out of the system for more than five years.

Meanwhile, 20 per cent had never previously belonged to a gym or health club at all. That means the concept appears both to be reactivating lapsed users and attracting first-timers.

When asked why they joined, 76 per cent cited comfort, while safety or harassment concerns were mentioned by 23 per cent and religious or cultural reasons by 22 per cent.

The behavioural changes were striking. Before joining The Women's Gym, 22 per cent of members reported doing no physical activity over the prior four-week period. After joining, that figure fell to 1 per cent. Prior to joining, only 14 per cent exercised nine or more times per month. After joining, 48 per cent did so.

The Women's Gym Whitefield site later reached its deliberately capped membership limit and introduced a waiting list. That decision to cap

numbers matters, because it reflects one of the report's broader conclusions: that atmosphere and usability can quickly be eroded if overcrowding is allowed to undermine the very conditions that made the space appealing to women in the first place.

A DESIGN CHALLENGE

The wider lesson here is not that every operator should copy the same format, but that the sector should take design-led adaptation more seriously.

Participation is shaped by context and if operators want to support women consistently across life stages, they have to do more than offer access. They have



Feeling well is a core reason for joining a gym



Confidence is a motivator for joining a gym

“Action can take many forms: more thoughtful layouts, flexible membership structures, recognition of women’s life stages”

ANYTIME FITNESS

to offer alignment that considers layout, staffing, atmosphere and programming, as well as how women move through space, where they feel most exposed and how progression can be supported.

In addition, equipment is not optimal: The paper notes that much has historically been designed around male body dimensions, affecting comfort, grip and usability for some women.

Action can take many forms: better capacity management, more thoughtful layouts, stronger staff presence, more flexible membership structures, re-entry pathways for returning members, better

recognition of women’s life stages and – in some cases – women-only provision.

Kerry Curtis, CCO of Total Fitness, says: “If women feel they need to be ‘ready’ before they walk through the door, then we haven’t designed environments that truly support them. This isn’t a motivation gap, it’s a design challenge, and one we have a responsibility to solve.

“For our Women’s Gyms that shows up in many ways such as familiar pieces of kit as soon as they walk through the door, calming colours and materials, mirror-free workout areas, subtle privacy and staff as and when you need them.”

The most persuasive argument in this white paper is not ideological, it’s practical. For a sector that prides itself on helping people build healthier lives, these seem less like niche issues and more like a call to action for the industry.

The UK fitness sector has evolved significantly over the past decade, says the white paper, and the next stage will be as much about experience as equipment.

Ultimately, the conversation about women-only spaces invites a broader reflection on how clubs are designed, who they’re optimised for and how adaptable they are to women’s changing life stages. ●



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MAINSTREAM MODEL

Major European operators planning to scale through franchising, Jetts Fitness and Crunch Fitness establish footholds in India and US reformer brands eye Europe. Kath Hudson rounds up the main action in franchising over the past year



“Franchising is the next logical step to make McFit accessible globally in previously untapped markets”

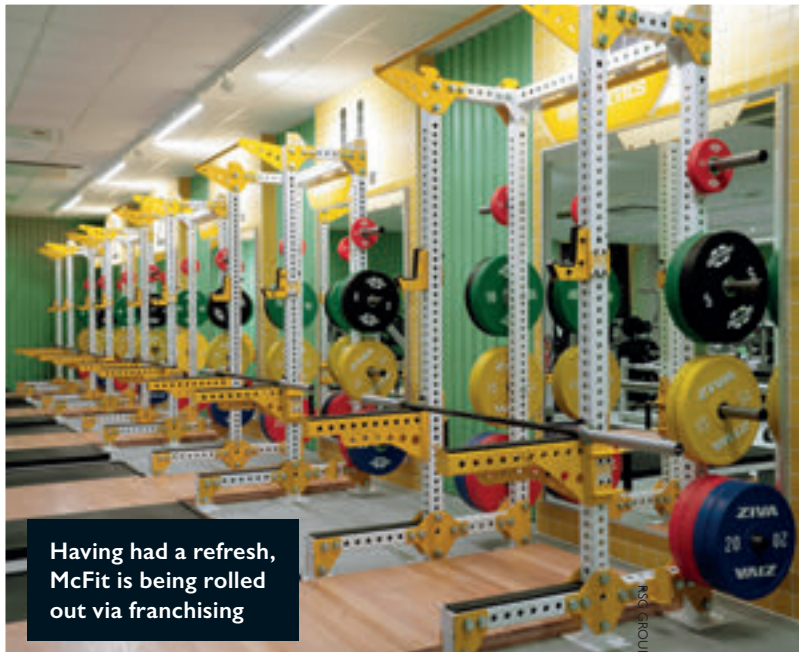
Jörg Fockenberg, RSG Group



Franchising is a major part of Basic-Fit's plans for double digit growth



BASIC-FIT



Having had a refresh, McFit is being rolled out via franchising

RSG GROUP

24-HOUR FITNESS

Franchising has become mainstream. The three biggest operators in Europe – PureGym, Basic-Fit and RSG Group – have all announced plans to use the model to grow in new territories.

Basic-Fit plans to achieve double-digit growth in 2026 and a key part of this plan is to use franchising to scale in France and Germany, as well as break into new territories. The acquisition of Clever Fit, in November 2025, launched its franchise business and the company says that strong interest for both Clever Fit and Basic-Fit is being shown across the DACH region.

The company currently has more than 1,660 sites and is aiming for 3,000 to 3,500 by 2030. It expects to “accelerate the franchise club growth in due course.”

Jörg Fockenber, vice president of strategy, expansion and franchise at RSG Group, told *HCM* that the franchise concept for McFit has been finalised and discussions are ongoing with potential partners in a number of countries. Gold's Gym – which was acquired in 2020 – has provided strong expertise in building and managing a global franchise model, implementing brand standards internationally and applying best practices in franchisee/partner support.

“McFIT is our strongest European brand, and has recently been refreshed, so opening it to franchising is the next logical step to make the concept accessible globally in previously untapped markets,” he says. “While we focus our

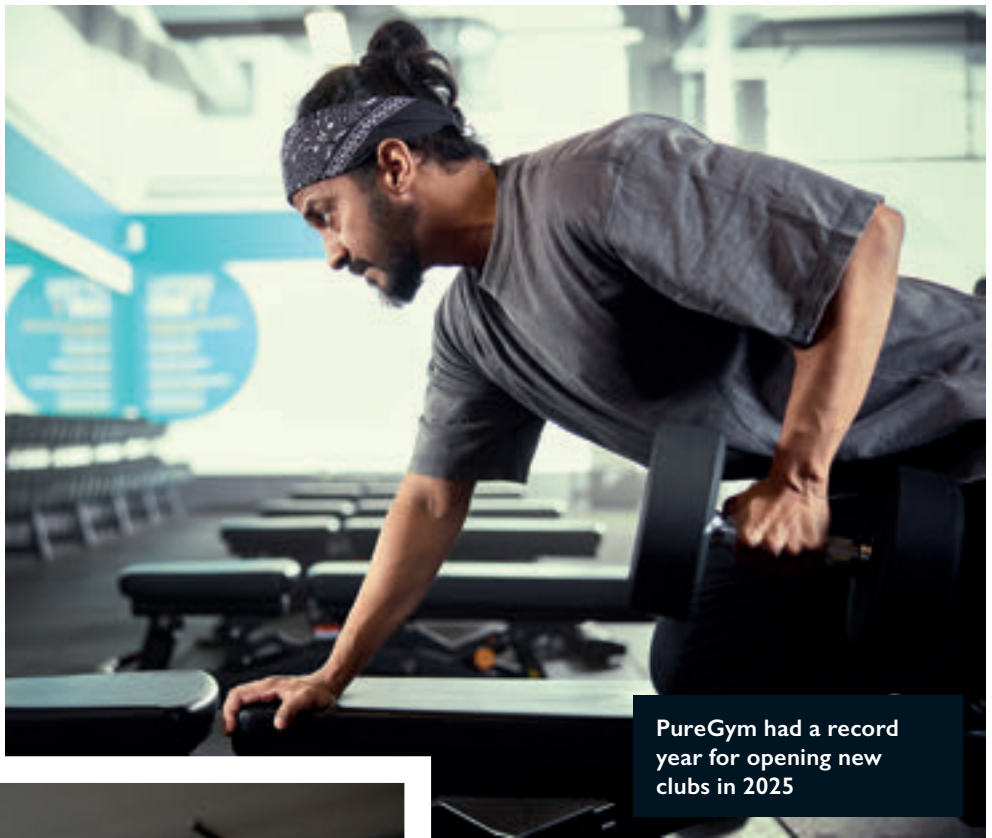
INDUSTRY INSIGHTS

company-owned expansion in our core markets of Germany, Austria and Italy, franchising creates significant additional room for growth beyond those markets.

“Franchising offers the opportunity to grow faster in markets where we are not operating company-owned clubs, scale more efficiently and strengthen our global brand presence.”

Having improved its revenue by 23 per cent last year and opening a record number of clubs, bringing its estate to more than 700, PureGym has said it has a medium-term ambition of more than doubling the size of its gym estate, with particularly strong growth expected in the US.

When the UK-based, high-value, low-price operator acquired Blink Fitness in 2024 it made no secret of the fact



PUREGYM

PureGym had a record year for opening new clubs in 2025



PureGym is one of the big players with plans to use franchising to scale fast

PUREGYM

that franchise could be one of the ways to achieve its rollout ambitions in the US. The company already has some franchised clubs in the Middle East.

CEO, Clive Chesser, says: “Looking ahead, there’s a clear opportunity to capitalise on the momentum we achieved in 2025. We have a high-quality pipeline and expect, across our geographies, to open even more sites in 2026.”

THE REFORMER PILATES BOOM

Given that reformer Pilates is growing as a trend, it’s not surprising that there is a lot of activity around it, with US players looking to Europe. Jetset Pilates, which has more than 385 studios open or in development globally, is set to open its first UK studio in London in mid-July.



US reformer franchise, Jetset Pilates, launches in London this summer

JETSET PILATES

This is the first of a series of London sites, and there are plans to expand to additional UK cities from 2027 onwards.

Bert Albertse, CEO of Jetset Pilates says: “The UK has been a priority market for some time and London is a natural starting point. Shoreditch is the first of several sites we have lined up across the capital, and we will continue to expand at pace.”

Headed up by Sarah Luna – former president of Xponential’s Club Pilates – Pilates Addiction is actively scaling across the US. It’s still in early rollout but sold more than 250 territories across 23 US states within eight months of launching.

“Pilates Addiction is demonstrating the power of purposeful growth, operational diligence, and community-driven impact,” says Luna. “Our franchise

“The UK has been a priority market for some time, and London is a natural starting point. Shoreditch is the first of several sites we have lined up across the capital”

Bert Albertse, Jetset Pilates

partners have brought our vision to life in new markets, elevated the member experience through disciplined execution, and proven that commitment to quality creates sustainable success. I’m inspired by our network’s achievements and energised by the opportunity ahead to expand our footprint.”

In Europe, Tribute Brands has signed a master franchise agreement with Let’s Go Fitness in Switzerland, to roll out 20 PILAT3S studios in key cities over the next five years. Tribute Brands continues to see strong momentum for the concept through partnerships with Urban Gym Group, Fitness First,



Anytime Fitness
opened a club
every day in 2025

Holmes Place, and more recently Alliance Leisure UK, for both standalone and boutique in gym studios.

Although not a franchisor, another US reformer operator, Solidcore is scoping out main cities in Europe and looking for partners to put in a flag in the continent.

SCALING FAST

A number of companies are opening clubs so fast that it's hard to keep track. Anytime Fitness announced a major milestone in 2025, by opening a club a day. This puts parent company, Purpose Brands, in an excellent position

to hit its systemwide goal of 10 million members and 10,000 units by 2030.

Much of the growth was international, including India, Malaysia, Australia, Japan and Austria and new clubs are opening this year across the Gulf Cooperation Council, including United Arab Emirates; Kuwait and the Kingdom of Saudi Arabia.

"Achieving 365 club openings in 2025 validates our global expansion model and demonstrates the scalability of the Anytime Fitness system," said Tom Leverton, CEO, Purpose Brands. "This one-per-day tempo reflects years of strategic investment in master

franchisee selection, operational infrastructure, and support systems.

"We're thrilled that this trajectory positions us to benefit the health and well-being of millions of members worldwide."

Another Purpose Brand company, Orangetheory Fitness has announced plans for more than 100 sites in 10 years driven by regional master franchisor Orangetheory Japan Company. The first studio openings will be in Tokyo and surrounding areas, building upon the success of existing OTF studios.

Xtreme Fitness Gyms is continuing its rapid expansion across Poland,

Xtreme Fitness Gyms is in a phase of intensive development in Poland

“The long-term opportunity remains substantial. Poland is still an underserved market in fitness”

***James Cotton,
Xtreme Fitness Gyms***

with more than 170 clubs now open nationwide and intensive development planned for the next 12 to 18 months. CEO, James Cotton, told *HCM*: “Xtreme Brands is planning more than 100 openings across its franchise concepts. The focus remains on both large and smaller cities, particularly in areas where access to modern, professionally managed fitness clubs is still limited.

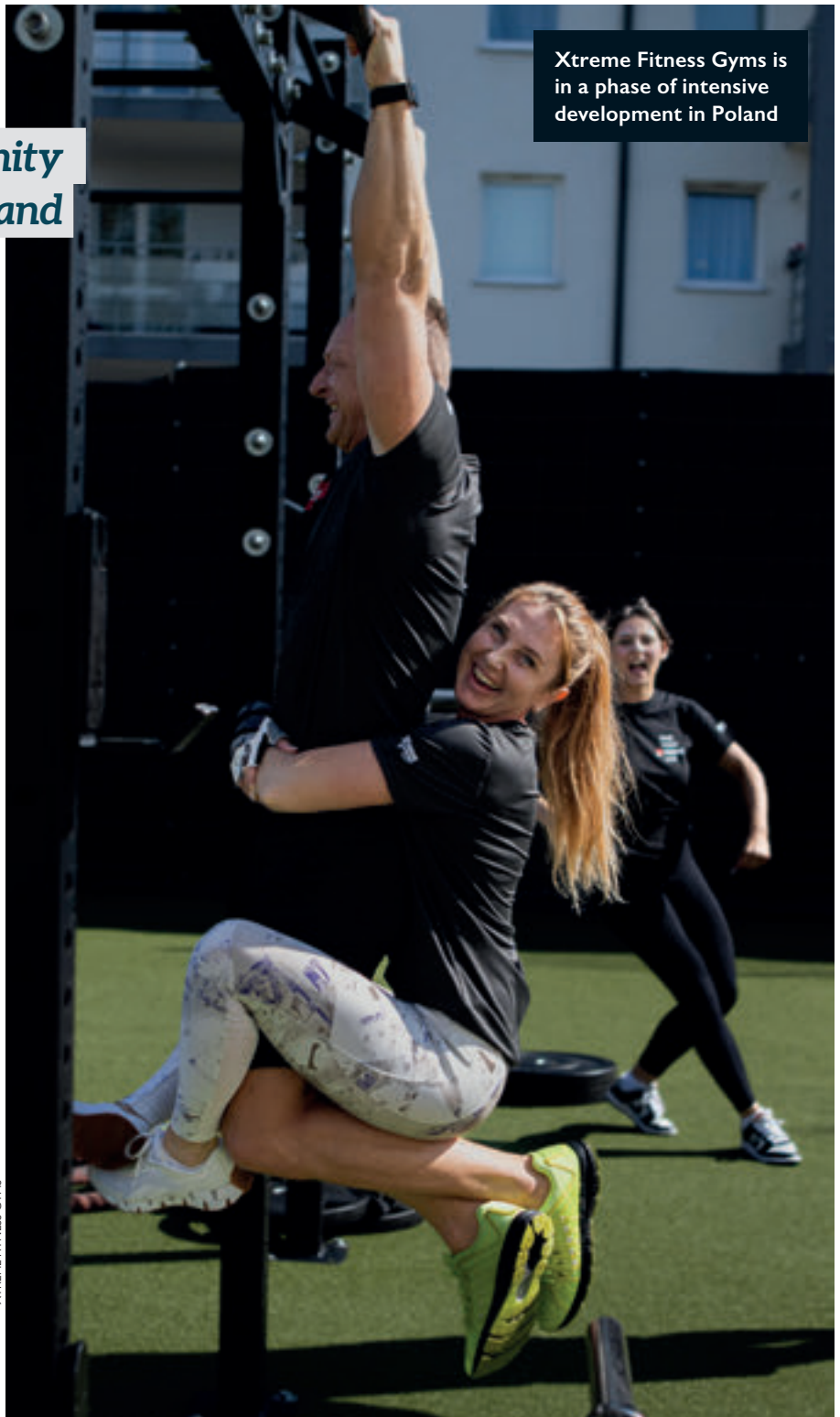
“The long-term opportunity remains substantial. Poland is still an underserved market, particularly outside the largest urban centres. We believe there is still room for further expansion, especially in smaller and mid-sized towns where access to professionally run gyms is limited.”

Another important area over the past year has been the continued development of the wider Xtreme Brands ecosystem, including Xtreme Kids, which reflects a growing demand for services built around active lifestyles.

HEADING TO INDIA

With a penetration rate of 1 per cent, India offers lots of opportunity and two brands to put a flag there this year are Crunch Fitness and Jetts Fitness.

In 2025, Crunch entered India through a major franchise expansion agreement,



INDUSTRY INSIGHTS

“India represents a tremendous growth opportunity and this expansion is a critical step towards realising our vision of becoming the world’s most loved training gym”

Elaine Jobson, Jetts Fitness

committing to at least 75 gyms and opening Crunch Noida, the brand’s first location in India and South Asia. “Crunch Fitness has achieved many significant business milestones in the last year,” says president, Chequan Lewis. “The brand continued to roll out Crunch 3.0 and has grown to more than 550 gyms with over 3.5 million members around the world.

“Crunch plans to open 100 new clubs in 2026. The company has a vision to create a world with more Crunch, and is uniquely poised to plant its flag in more markets around the world. Crunch will also enter more new international markets in the next two years.”

Financially, Crunch strengthened its market position through a strategic investment from Leonard Green & Partners, the investment ushering in an exciting new phase of accelerated development for the company.

Jetts Fitness launched its first Indian site in New Delhi in March. The 10,000 square foot site offers an extensive gym, group exercise, reformer Pilates, recovery facilities and a members’ lounge. Six more clubs are in the pipeline.

Jetts Fitness CEO, Elaine Jobson, says of the master franchisor: “Their robust pipeline of upcoming locations highlights

JETTS FITNESS

Jetts Fitness opened its first site in India in March, with more in the pipeline



INDUSTRY INSIGHTS

the strength of our master franchising model and our commitment to making fitness more available across the globe. India represents a tremendous growth opportunity and this is a critical step towards realising our vision of becoming the world's most loved training gym.”

Jetts also diversified into wellness last year with the creation of franchising company, BeWell Brands. This was launched with a joint venture with New Zealand-based wellness company, O-Studio, and followed up with another partnership with burlesque-fitness provider, Fitesque.

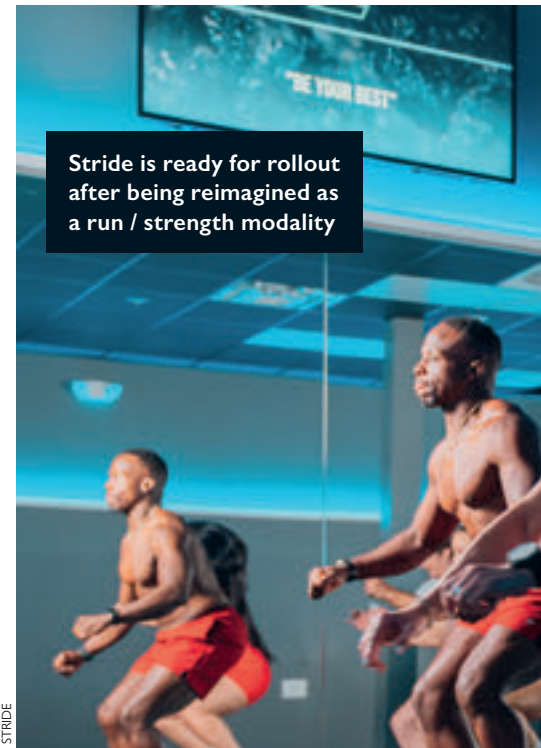
Formerly part of Xponential Fitness, Stride was divested two years ago and is now being taken forward by Shaun Grove, a long-term executive of Xponential, who had been president of both Club

Pilates and Rumble. He has reimagined the brand and is ready to start the rollout, having just launched its flagship in California at the company's headquarters.

Grove says he spotted a niche in the market to blend running and strength training in a group exercise format, with the addition of recovery modalities, including anti-gravity chairs, massage, compression therapy, red light therapy and a motion plate.

“We're confident – I've been in boutique fitness franchising for almost 20 years,” says Grove. “What we have here is a modality that's tried and tested, it's not a trend, it's incredibly impactful, and I think it's something that will last for a long time.”

For the immediate future the focus will be on expansion in the US, with



Stride is ready for rollout after being reimagined as a run / strength modality

STRIDE



Crunch plans to open 100 new sites in 2026, including in new markets

CRUNCH FITNESS



a mid-term ambition of 150 quality sites, but Grove says he is already receiving some international interest.

Women's fitness franchise, Curves, is rebuilding after a decline and is currently launching a new era with brighter, more energetic club aesthetics and doubling down on its 30-minute circuit, primarily aimed at women over 45.

Sales director, Paige Littlejohns, says Curves is taking a strategic approach to rebuilding and strengthening the franchise network across the UK and Europe:

"In the UK, we see strong potential to reintroduce Curves into key urban and suburban territories where demand for women-only fitness is growing.

"Across Europe growth will be more accelerated. Spain remains a key market with significant scaling potential, while Italy is a renewed focus following recent sales momentum. Overall, our target is to achieve 50 franchise sales across our European territories, driven by a mix of single and multi-unit investors."

The original bootcamp, Barry's, hit a milestone earlier this year by opening its 100th studio, on Wall Street in New York. "Opening our 100th studio is an incredible

What we have here is a modality that's tried and tested, it's not a trend, it's incredibly impactful, and I think it's something that will last for a long time

Shaun Grove, Stride

INDUSTRY INSIGHTS

“Opening our 100th studio is an incredible moment for Barry’s and for the global community that has grown with us over the past 27 years”

JJ Gantt, Barry’s

moment for Barry’s and for the global community that has grown with us over the past 27 years,” says CEO, JJ Gantt.

The 27-year-old brand which started in West Hollywood now operates in 19 countries and opened its first site in Ireland last year. After taking on investment from Princeton Equity Group it’s looking to expand into more territories and markets with Greece on the cards.

GROWTH STRATEGIES

Xponential Fitness is still opening sites across its slimmed down portfolio, but the rate of expansion has slowed while the leadership team work to get the house in order. A review of strategic alternatives to maximise shareholder value is underway, which include a sale, merger or another strategic or financial transaction.

Independent board directors at Xponential Fitness, Rachel Lee and Lily Yang, say: “Our board is focused on maximising value for shareholders, and we’re confident that undertaking a thorough review of the opportunities available will determine the best path forward.”

Mike Nuzzo, CEO, said, “Xponential has built a differentiated platform with a leading portfolio of boutique fitness brands and an asset-light franchise model. While the board conducts

this process, the Xponential team is continuing to execute our strategy to position our brands for success.”

A brand which has been reinvigorated with Tom Dowd at the helm, Fit House of Brands has ambitions to be the most profitable studio business in the world by EBITDA.

“We’re one of the fastest growing franchise operations in the world from a unit perspective and when you look at our network metrics, they’re off the charts. We’re very focused,” Dowd told *HCM* earlier this year.

Fit House of Brands offers three different franchise options – strength training concept, F45, and two Pilates franchises – FS8 and Vaura.

It currently has 1,500 locations in 55 countries and is aiming for 200 new studios globally a year – half in the US and the rest split between Canada, New Zealand Australia. It is also looking for suitable master franchisees in Europe.

A modality in the hot training market is coming soon. “The concept will be tied to recovery story and will be more of a community or third space,” says Dowd. “We also think sauna has potential and we will be dropping in different elements that make sense, such as sleep interventions.” ●



BARRY'S



OG bootcamp, Barry's, recently celebrated its 100th site opening



RESEARCH

HCM

HANDBOOK 2026–2027


RESEARCH ROUND-UP

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WORLD *of* FITNESS



The Health and Fitness Association's Global Report shows the global fitness industry is resilient and poised for growth



Strong financial results from companies such as Life Time are driving value

“Many countries reported all-time highs in facilities, membership and penetration. Operators also continued to invest in innovation”

LIFETIME

The 2025 HFA Global Report, which looked at almost 30 markets, shows that around the world more people are joining gyms and seeing fitness as essential.

After surviving economic slowdowns and a global pandemic, the fitness industry is growing a reputation as being a long-term investment target, especially since club offerings have expanded into mental wellness, recovery and longevity. Ninety-one per cent of respondents anticipated growth

in 2025 and 51.3 per cent expected membership of their clubs to increase.

Introducing this year’s flagship annual report, the Health & Fitness Association’s former CEO and president, Liz Clark, said: “In 2024, many countries reported all-time highs in facilities, membership and penetration.

“Operators continued to invest in innovation – from AI and wearables to recovery services and strength-focused design. Public discussions around obesity, mental health and prevention increasingly included the role of fitness.”

The integration of technology is a strong trend, with increasing leverage of AI for operational efficiency and enhanced member experiences, to provide personalised guidance and improve engagement. However, 47 per cent of consumers frequently encounter inaccurate or irrelevant data when using AI fitness apps, raising questions about reliability.

The fitness industry is becoming increasingly attractive to equity investors. Planet Fitness raised US\$800 million in securitised financing and Equinox raised around US\$1.8 billion in new capital.

RESEARCH

Investment is being driven by strong results from public companies like Planet Fitness and Life Time; the trend in longevity and the post-COVID wellness boom, especially among younger consumers.

Challenges facing the fitness industry include inflationary pressures impacting discretionary income; rising costs of interest rates, construction and labour; supply chain issues and staffing shortages. US tariffs are also causing uncertainty.

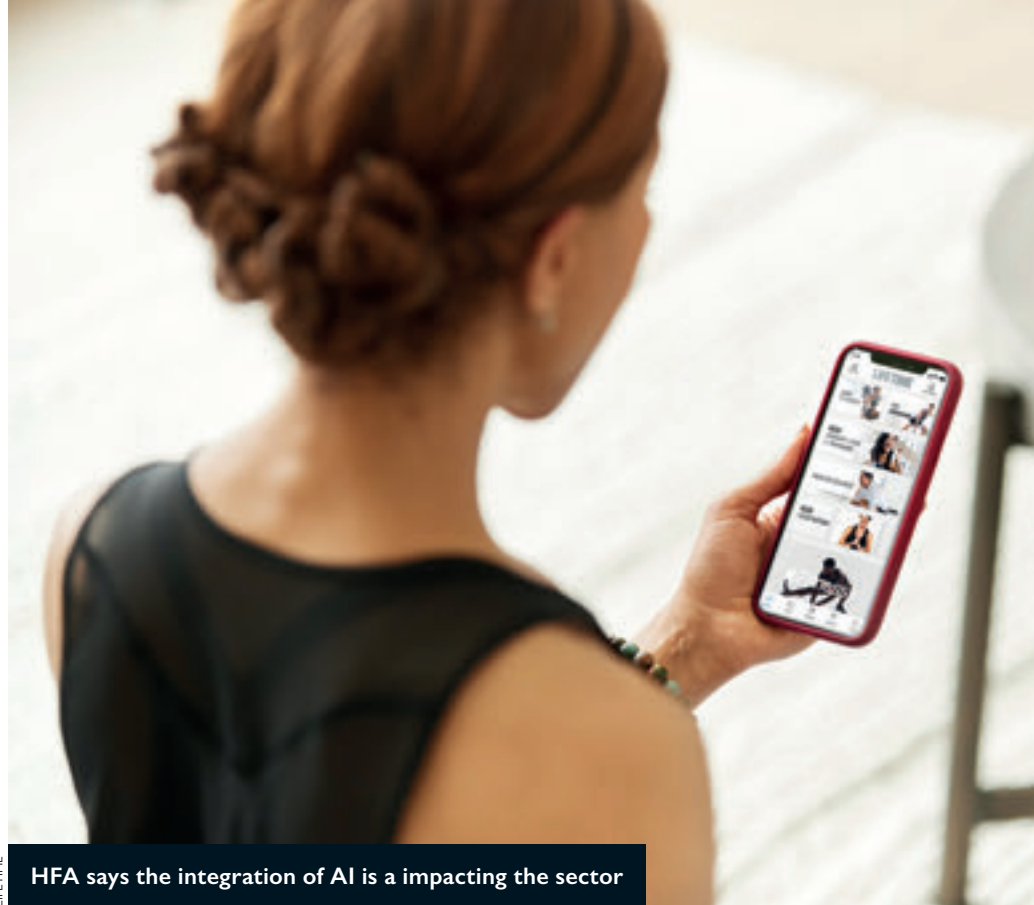
EUROPE

Europe includes a mix of mature and emerging markets, reflecting stability and opportunity. The mature markets of UK, Switzerland, Germany, Austria and Spain all saw gains in 2024. European fitness companies are highly optimistic about 2025, with 90 per cent anticipating growth and half planning to expand their businesses.

The UK has the highest penetration rate in Europe. Despite challenges in terms of costs, inflation and pressures on discretionary spending, all metrics are rising and the outlook is positive. The Labour government plans to focus on public health and economic growth and the industry is lobbying to play a key role.

ASIA PACIFIC

Asia Pacific is a very diverse market, with the World Health Organization



LIFETIME

HFA says the integration of AI is impacting the sector

estimating that South Asia has one of the highest rates of physical inactivity in the world at 48 per cent, while Oceania has the lowest at 14 per cent.

Australia's penetration is around 23 per cent. According to AusPlay, 48 per cent of Australians over the age of 15 are active at least three times a week. There is a growing awareness of the importance of strength training,

especially among older demographics.

New Zealand also has a strong penetration of 21 per cent. However, the economy presented headwinds in 2024 with inflation higher than comparable countries and economic growth rates low. Many operators adapted with leaner operations and more targeted offerings.

While demand among older adults is increasing, participation rates have stagnated among younger people. There are also significant health inequalities among the Māori, Pacific and rural communities, which are placing a burden on the public health system.

In China, there's been a shift away from long-term, pre-paid memberships towards affordable, flexible models.

“Europe includes a mix of mature and emerging markets, reflecting stability and opportunity”

Life Time is on a mission to create 1,000 pickleball courts across its US sites



LIFETIME

Outdoor fitness options offering free or low-cost access and community engagement are popular, putting pressure on gyms to justify pricing, improve services and innovate. The ageing population offers a growth opportunity for elderly-focused services.

LATIN AMERICA

Latin America offers significant untapped potential. The industry remains fragmented and most facilities still rely on cash to collect membership fees. The market is dominated by homegrown brands, led by Smart Fit, which has 4.8 million members across 15 countries and has expanded beyond the region with the launch of its first club in Morocco.

The fundamentals are strong, with growing health awareness, increasing demand and a consumer willingness to invest in wellbeing, even amid economic constraints. The report says that to thrive, operators will need to embrace technology and improve the member and employee experience.

THE MIDDLE EAST

With favourable economic conditions, government-backed health initiatives and growing consumer appetite for wellness, the Middle East shows significant potential.

According to WHO, the region has some of the world's highest inactivity rates. There's rising consumer interest in fitness, especially in Saudi Arabia and the UAE.

NORTH AMERICA

North America's fitness market continued to expand in 2024, with the US hitting a world-leading penetration rate of 24.9 per cent and Canada around 15.5 per cent. Both have strong infrastructure and room for growth, with WHO data showing 30 per cent of residents are inactive.

HVLP gyms are leading the charge, with boutique studios and premium offerings growing thanks to their personalised approach and community engagement.

The Fitness Industry Council of Canada has set clear priorities for 2025 of incentivising fitness through policy, breaking down affordability barriers and positioning the industry as a partner in Canada's chronic disease crisis.

RESEARCH

New partnerships are already forming between fitness providers, provincial governments and healthcare leaders.

Digital subscriptions have declined as consumers have returned to bricks and mortar facilities; demand for recovery technology is strong and AI is being embraced to streamline operations and deliver personalised experiences.

With strong consumer demand, a shift towards preventative health and private equity showing confidence, the US fitness industry is well-positioned for growth.

PREDICTIONS

The momentum of the high-value best-price models will continue around the world. Community building will become critical to retention. The integration of AI will continue. Wellness and longevity services will go from strength to strength. There will be international expansion into areas with low penetration rates, including India, Japan and Saudi Arabia.

Success will depend on balancing traditional fitness offerings with expanded wellness services; integrating technology while maintaining human connection; scalable business models which can adapt to regional differences.

STAND-OUT TRENDS

Massive growth opportunities still exist in emerging markets where penetration rates are below 1 per cent, such as India, while developed markets are approaching or exceeding 20 per cent.

Hybrid models have now become the industry standard.

Millennials and Gen Z are driving growth, while higher-income segments are dominating memberships and creating premium opportunities.



Recovery and wellness services look set to continue trending strongly

LIFETIME

“Search trends reflect a growing interest in longevity and healthspan rather than aesthetics”



Globally, millennials and Gen Z are drivers of the health and fitness industry

There needs to be more focus on retention, including better onboarding and engagement strategies, in order to keep the 50 per cent of new members who cancel within six months and consumers want personalisation.

Corporate wellness is a significant opportunity and medical integration offers healthcare partnership potential.

Preventative health strategies being initiated by many governments offer an opportunity to elevate the fitness

industry and capitalise on the messaging.

There has been a shift away from the pandemic behaviours of outdoor exercise and at-home fitness back to facilities, with a renewed appreciation for community.

Search trends reflect a growing interest in longevity and healthspan, rather than aesthetics, with consumers increasingly focused on fitness as medicine and recovery and wellness services – such as cryotherapy and red light therapy – are becoming minimum member expectations.

The surge in strength training has led to clubs allocating 42 per cent of floor space to it, compared with 20 per cent in traditional layouts, while cardio has decreased from 34 per cent to 12 per cent.

Pickleball is one of the fastest growing sports in the world, growing 223.5 per cent in the US in three years.

Premium, US country club operator, Life Time is one of the players investing heavily in pickleball with a target of 1,000 courts. ●

RECORD HIGHS

Consolidation, specialisation and shifting consumer behaviours are reshaping the sector, say Deloitte and EuropeActive

The European fitness market has reached new highs, with revenues, memberships and club numbers all surpassing previous records, according to the latest report from EuropeActive and Deloitte.

The 13th edition of the *European Health and Fitness Market Report (2026)* provides a comprehensive annual analysis of developments in the European fitness industry and its wider ecosystem, drawing on insights from operators, consumers, intermediaries and suppliers across the region.

In addition to tracking market performance, the report analyses consumer fitness behaviour, including generational differences, the role of specialised facilities and evolving approaches to nutrition and supplementation. It also explores weight-loss medications and longevity-lifestyles.



The Gym Group is a top ten operator in Europe by membership numbers

2025

Top 10 operators by members*

- * **Basic-Fit:** 5,785
- * **PureGym:** 2,141
- * **RSG Group:** 1,785
- * **Fitness Park Group:** 1,380
- * **FitX:** 1000
- * **The Gym Group:** 923
- * **DLL:** 822
- * **SATS:** 755
- * **LifeFit Group:** 735
- * **All Inclusive Fitness:** 653

*Clubs trading in Europe in 2025 (000)
Source: *European Health and Fitness Market Report 2026*

THE GYM GROUP

Findings are based on insight conducted by Deloitte on behalf of EuropeActive, involving 11,250 consumers across 20 countries, alongside analysis of operator performance and M&A activity over the past five years.

GROWTH ACCELERATES

The market continued its strong growth trajectory in 2025, generating €39.1 billion in revenues, an increase of around 9 per cent year-on-year. This growth was driven by a combination of new club openings, rising membership numbers and ongoing price adjustments across many markets.

By the end of the year, the market had expanded to more than 67,500 clubs, an increase of around 3 per cent, serving approximately 75 million members – up 6 per cent. This upward trend is reflected in improving operator sentiment, with 83 per cent of European operators rating their current business situation as “good” in January 2026 – a rise of 19 percentage points compared to January 2024.

The sector’s largest operators continue to outperform the broader market. In 2025, the top 20 operators generated combined revenues of €7.96 billion, representing growth of

11 per cent year-on-year. All top 20 players reported revenue increases, supported by price adjustments and membership growth driven by both organic expansion and M&A activity.

In terms of membership, Basic-Fit strengthened its position as Europe’s largest operator, reaching 5.8 million members, followed by PureGym with 2.1 million and RSG Group with 1.8 million.

Collectively, the top 20 operators served 20.9 million members by year-end, an increase of 16 per cent compared to 2024, while their combined club networks grew by 15 per cent to 7,607 locations.



FITNESS FIRST

The top 20 operators served 21 million members by year-end

On the consumer side, engagement with fitness remains high. Around two-thirds of Europeans report exercising at least once per week, reinforcing the position of exercise as a routine part of daily life.

At the same time, preferences around how and where people exercise are becoming more defined. Fitness facilities have strengthened their role, gaining six percentage points since January 2023, while home-based and outdoor activity continue to complement weekly routines.

Traditional health clubs remain the dominant training environment, with three-quarters of regular facility users

reporting that they exercise in a club. However, specialised concepts – including Pilates, yoga and CrossFit studios – are attracting smaller but distinct user groups, contributing to a more diversified and segmented market.

Consumer behaviour varies significantly by age. Younger consumers show higher engagement with digital fitness and specialised studio formats and are more likely to view fitness as part of their identity. Older cohorts remain more focused on traditional club environments.

While awareness of the benefits of physical activity is high across all



“Around two-thirds of Europeans report exercising at least once a week, reinforcing the position of exercise as a part of daily life”

demographics – with more than 80 per cent agreeing that exercise is an important component of a healthy lifestyle – researchers found fewer consumers translate this awareness into consistent behaviour when it requires meaningful changes to daily routines.

The report identifies a growing link between participation and health behaviours. Consumers who exercise regularly are more likely to maintain consistent nutritional habits and to use supplements, both for general health and to support training.

This suggests that, for engaged consumers, fitness is increasingly

part of a wider lifestyle framework rather than a standalone activity.

Regular physical exercise ranked highest among those already engaged in fitness, while among non-regular exercisers it ranked third. Across both groups, sleep quality and a balanced diet were also prioritised, while social, cognitive and preventative measures were seen as secondary contributors.

WEIGHT-LOSS MEDICATION

Awareness of weight-loss medication is widespread, with 66 per cent familiar with the topic. However, usage remains low, at below 3 per cent.

Importantly, around two-thirds of those using such medications report exercising regularly, indicating that these treatments are generally being used alongside physical activity rather than as a replacement for it.

Longevity is emerging as a key theme shaping consumer priorities. When asked about the most important factors for maximising long-term health, respondents placed greatest emphasis on core lifestyle behaviours.

M&A ACTIVITY

M&A activity continues to reflect the sector’s consolidation trend. In 2025, a total of 27 transactions were recorded involving operators with at least four clubs and majority share transfers, resulting in a change of ownership for 936 clubs across Europe.

While this represents a slight decline from the 30 M&A transactions recorded in 2024, activity remains well above the five-year average of 20 deals per year, indicating a dynamic market with interest from investors.



BASIC FIT

Traditional fitness clubs remain the dominant training environment



Operators are refining their positioning in response to demand

THE DEAL OF THE YEAR

The acquisition of clever fit by Basic-Fit was by far the largest deal of the year, accounting for 493 clubs – more than half of all clubs transferred. Other notable transactions included the acquisition of MAC Group (121 clubs) by Benefit Systems and the acquisition of Fit/One (45 clubs) by LifeFit Group.

Intermediaries and aggregators continue to play a central role in widening access to fitness services. While business models vary across Europe – from B2B partnerships to direct-to-consumer approaches – more operators are partnering with these types of platforms.

This is reflected in the growth in the number of aggregator partner locations, which increased by 14 per cent to reach 148,000 in 2025, driven largely by the addition of fitness facilities.

THE OUTLOOK FOR EUROPE

The European fitness market is becoming increasingly complex as the boundaries between fitness, health and lifestyle blur. Operators are refining their positioning and propositions in response to more segmented demand and competition, particularly in urban markets.

At the same time, the overall direction of travel remains positive. Participation is stable, market fundamentals are strong and consolidation continues to create scale advantages.

Against this backdrop, EuropeActive is maintaining its ambition of reaching 100 million members of health clubs across Europe by 2030. ●

More: www.europeactive.eu

Trading year 2025

Top 10 operators by number of clubs*

- * **Basic-Fit:** 2,151
- * **PureGym:** 612
- * **Purpose Brands:** 463
- * **L'Orange Bleue:** 410
- * **Fitness Park Group:** 403
- * **Nordic Wellness:** 376
- * **RSG Group:** 292
- * **Keepcool:** 288
- * **STC:** 281
- * **VivaGym:** 280

*Clubs trading in Europe (000)
Source: European Health and Fitness Market Report 2026



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VALUE & IDENTITY

Record market penetration in the UK fitness sector masks a deeper shift around consumer engagement, according to a report from Grant Thornton and UK Active. Liz Terry reports

The UK fitness sector reached a new milestone in 2025, with penetration climbing to 18 per cent (from 16.9 per cent in 2024 and 16 per cent in 2023) – the highest level recorded to date, according to the *UK Health & Fitness Market Report 2025*.

The numbers highlight a trend of sustained growth, with participation rising steadily across the three years, reinforcing the sector's resilience and its increasing relevance to consumers.

The trajectory points to solid momentum, but the drivers show a shift in emphasis – this is not only about adding members, it's also about increasing engagement, delivering value per user and broadening routes into participation.

One of the most striking indicators in the report is throughput and across multiple segments of the market, visitation is rising faster than membership.

In the private sector, it grew by 12.8 per cent year-on-year, compared to 7.8 per cent membership growth, suggesting members are not just joining, but that they're using the gym more frequently and driving more sustained engagement. Across the whole sector, visitation increased by 10.3 per cent in 2025 compared to 2024.

THE MARKET IS EVOLVING

Growth is increasingly being driven by this frequency of member engagement, as well as by how operators generate value-per-user and how effectively the

sector aligns with broader health, lifestyle and societal trends. This is significant, because increased usage correlates with stronger retention, higher secondary spend and greater perceived value – all of which underpin pricing power, with the 4 per cent increase in income per private-sector member reinforcing this.

GROWTH WITH OPPORTUNITY

Fitness is becoming less discretionary and more embedded in consumers' lives, even in the face of cost-of-living pressures, meaning the industry is well on the way to achieving its Vision 2030 target of engaging 20 per cent of the population by 2030.

However, beneath the headlines lies a complex story that raises questions about who the sector is serving.



Visitation is rising faster than membership

RESEARCH

The industry is increasingly looking beyond commercial success towards broader recognition from healthcare and government and this new data suggests there is an increasingly powerful case.

The report shows improving customer propositions and a stronger perception of value among active users, as well as expanded estates, diversified offerings and continued investment.

However, the gains are not evenly distributed. Those on lower incomes remain the most impacted by inflation, with financial pressures limiting participation.

Socio-economic divides are becoming more pronounced, with higher-income (ABC1) groups less affected by price increases, while lower-income (C2DE) consumers are more likely to downgrade, shift to pay-as-you-go or cancel altogether. This tension between growth and accessibility is emerging as one of the defining challenges for the sector.

THE VALUE EQUATION

Price alone does not determine participation, explains the report, saying: “Cost is not simply a question of price – it’s fundamentally a question of perceived value,” says Grant Thornton. Members will accept price increases when value is clear – through well-maintained facilities, reliable equipment, supportive staff and safe, welcoming environments.

On the flip side, even affordable memberships can feel too expensive if they fail to deliver on relevance. This is borne out by non-member sentiment in the report, with 46 per cent saying they don’t need to join a health club and 47 per cent saying that they’re not interested in the activities that gyms offer.

Fear of judgement remains a significant issue, with 35 per cent reporting concerns about this, while 19 per cent say they believe they would feel unsafe in a health club due to risks of harassment or

KEY STATS 2023–2025

1. UK market overview

	2025	2024	Change
Number of clubs	5,842	5,607	+4.2%
Members	12.24 m	11.49 m	+6.6%
Membership income	£5.70bn	£4.99bn	+14.2%
Total income	£6.50bn	£5.69bn	+14.3%
Visits (throughput)	679 m	616 m	+10.3%
Penetration	18.0%	16.9%	+1.1ppt
Social value	£7.46bn	–	–

2. UK market structure

	Club share	Members	Membership income	Total income
Private	35%	52%	52%	51%
Public	35%	39%	30%	35%
Independent	30%	9%	9%	12%

3. Age and membership

Age group	Current member	Previously member	Never member
16–24	47%	34%	19%
25–34	59%	29%	11%
35–44	43%	35%	21%
45–54	28%	37%	35%
55–64	16%	39%	44%
65–74	13%	32%	55%
75+	10%	32%	57%

Source: UK Active/Grant Thornton UK Health and Fitness Market Report 2026



Members will accept price increases when value is clear

SHUTTERSTOCK / PEOPLEIMAGES



There's a move away from exercising for strength, wellbeing and healthy ageing

intimidation and 46 per cent cite a lack of confidence as a barrier. The implication is that growth will increasingly depend on the industry finding ways to reduce psychological as well as financial barriers.

A shift towards more inclusive, human-led design is also underway. Operators are rethinking layouts, programming and onboarding protocols to create environments that are easier to navigate and more welcoming for new and less-confident users. Beginner-friendly spaces, structured inductions and clearer guidance are all essential to enabling consumers to embed long-term habits and the report says early experiences matter

– poor first impressions can permanently deter people from coming back.

There's also an evolution in facility design, with strength-first layouts, larger functional training zones and more visible, confidence-building spaces for women and new users, while recovery and healthspan services are moving into the mainstream, reflecting a shift in consumer priorities towards wellbeing.

CHANGING MOTIVATIONS

The most significant shift comes in why people exercise, with a move away from aesthetics-led messaging towards strength, wellbeing and healthy ageing.

It's important to note that improving appearance as a motivating factor is dwindling. Only those aged 35-44 rated it as important (86 per cent). This is the only age group where appearance matches 'improving or maintaining strength' and 'fitness' as a driver.

Younger cohorts are redefining the role of the gym altogether. Membership levels are highest among those aged 25-34, showing an 11 per cent increase, closely followed by 16- to 24-year-olds.

Younger groups are the most likely to attend a health club or exercise class away from home at least twice a week and are more likely to do so than engage in home-based activity. For many, membership is tied to their sense of self-identity and facilities are becoming 'third spaces' – to train, socialise, recover and work.

In contrast, older adults are more likely to exercise at home and are less engaged

“Appearance peaks as a motivational factor only among 35- to 44-year-olds”



Inclusivity will be a key to growth moving forward

with traditional membership models. Membership rates drop significantly from age 45 onwards, and nearly 60 per cent of those aged 65 and over have never held a membership, highlighting a substantial untapped market.

Expense is a key reason for attrition, particularly among those aged 45-54, with this often linked to under-usage of facilities in this group, which undermines the perceived value.

As the market matures, competition is shifting. Rather than relying on discounting and churn, operators are focusing on differentiation and co-existence to grow the overall market and the seven M&A deals recorded highlight ongoing consolidation in the market as well.

BROADENING APPEAL

Inclusivity will be critical going forward. Broadening appeal to older adults, lower-income groups and under-represented users will require clearer communication, flexible pricing and environments designed for psychological as well as physical comfort.

Provision for children and young people is also expected to grow, with new formats designed to build early engagement and lifelong habits.

Independent operators are playing a key role in this evolution. They often trial new concepts at a smaller scale, refining them and paving the way for wider adoption. They also report some of the highest levels of member retention, driven by personalised communication and strong community engagement. The independents are also the most exposed to rising costs, with tighter margins and less capacity to absorb financial shocks.

Across the sector, cost pressures remain – from energy to water

“Growth is no longer just about opening more clubs – it’s about creating experiences that people value and broadening services”

and from National Insurance to minimum wage uplifts and business rates. These headwinds are forcing operators to continually sharpen their value propositions while also improving operational efficiency.

HUMANITY COMES FIRST

Technology adoption continues to accelerate, but the findings suggest a clear boundary, with digital tools most effective when they complement, rather than replace, human interaction.

Members still prefer personal trainers over AI-generated programmes, particularly for confidence-building and guidance in technique.

At the same time, social media is playing a growing role in shaping health behaviours – not always positively. This is increasing the pressure on operators to provide accurate, trustworthy information.

The integration of wearable data and digital ecosystems remains a challenge, particularly in public leisure, where fragmented systems can limit the user experience. The strongest retention outcomes are seen where technology and human support are combined into a seamless, personalised journey.

Looking ahead, the industry’s next phase of growth will be defined less

by expansion and more by experience. “Growth is no longer just about opening more clubs – it’s about creating experiences that people value, encouraging them to visit more often and broadening the services offered once they are inside,” says Grant Thornton.

KEY FINDINGS

Key opportunities lie in deeper integration with healthcare – particularly in weight management, rehabilitation and mental health – alongside trends such as GLP-1s, which present both challenges and opportunities for engagement with a wide range of consumer groups.

There is also increasing emphasis on social value, with calls for more consistent and comparable reporting across the sector.

The sector’s progress is relentless – participation is rising, facilities are busier and the offer is more diverse than ever, but the next challenge is more demanding, says the report – proving relevance to those who remain on the sidelines, while demonstrating value to policymakers and healthcare systems.

If the industry can meet that challenge, it will not only achieve its Vision 2030 targets, but also secure its place as a central pillar of public health. ●
More: www.ukactive.com

INDIA RISING

India presents one of the world's most exciting growth opportunities for the fitness sector, says a landmark report from the Health & Fitness Association



**India has the world's largest population
– 1.4 billion people – and 65 per cent
are under the age of 35**

The India Fitness Market Report 2025, produced in collaboration with Deloitte India, deep dives into this emerging market.

The report heralds the dawn of a new era in India's wellness journey, where fitness is no longer a niche aspiration, but a national movement. It claims the momentum is undeniable and the opportunities are immense. From 2024 to 2030 the fitness market is expected to post a compound annual growth rate of 15 per cent.

Rising health awareness – partly driven by the government – technological innovation, evolving consumer attitudes, increasing disposable income, urbanisation, favourable demography and the proliferation of fitness culture is contributing to the sector's development and opportunities.

“India has the world's largest population, a dynamic and youthful demographic and a rising middle class, increasingly focused on health and wellbeing,” says HFA's head of research, Anton Severin. “Although the country's current fitness facility membership remains below 1 per cent, the market is on a steep

growth trajectory and is expected to more than double in size by 2030.”

MARKET OVERVIEW

India's commercial fitness sector is estimated to be worth INR 16,200 crore (US\$1.94 billion). There are 46,500 facilities and 12.3 million members, with penetration being 0.8 per cent.

By 2030, the market is predicted to grow to INR37,700 crore (US\$4.5 billion), with around 23.3 million Indians having a gym membership, and penetration doubling to 1.7 per cent.

Significant growth is expected in the top tier cities – Bengaluru, Mumbai, Delhi NCR, Hyderabad, Chennai, Pune, Jaipur, Lucknow, Kolkata and Kochi. These cities contribute more than 56 per cent of market revenue and 42 per cent of the members.

Many of the tier two and lower tier cities remain untapped, but hold growth potential due to increasing urbanisation and fitness awareness. Affordable chains are best placed to penetrate these markets and stand to gain the most. The commercial fitness market is split three ways.

The value segment accounts for 56 per cent of market value; 78 per cent

of the membership and 80 per cent of the total centres. In 2030, it is expected to account for 53 per cent of market value and 79 per cent of membership.

Premium facilities is a growing segment, forming 38 per cent of the market, with 18 per cent of the membership base and 12 per cent of the centre count. They are expected to account for 39 per cent of the market in 2030, 16 per cent of the membership base and 11 per cent of the facilities.

Focused around single modalities – with yoga being popular – the boutique segment has a 7 per cent market share; 4 per cent of the membership base and 8 per cent of the facilities. By 2030 boutiques are projected to reach 8 per cent market revenue; 5 per cent of members and 11 per cent of facilities.

CURRENT CHALLENGES

The challenges include the lack of adequate fitness infrastructure outside of the top tier cities. The market is fragmented with only a few national-level operators. Retention is another challenge, with many people leaving gyms for home workouts or temporary breaks.

Affordability is an issue, with 52 per

RESEARCH

cent saying the primary reason for not joining a fitness facility is the price. Inactivity is prevalent, especially in lower income households, and women have higher rates of inactivity than men. Unpaid activity, such as running, cycling and indoor and outdoor games are popular.

Fifty per cent of non-members claim they do not want to change their daily routine for fitness activities.

THE OPPORTUNITIES

In 2024, India had the world's largest population – 1.4 billion people – and 65 per cent are under the age of 35.

There are 956 million people in the target fitness market age group of 18 to 62 years. Of these, 138 million – 10 per cent – are involved in physical activities. To date, the paid active population only represents 15 per cent.

The report identifies potential to convert unpaid fitness enthusiasts to paying customers through community-driven, low-cost options. With companies increasingly investing in employee wellness programmes, corporate wellness presents a further opportunity.

India has made significant strides in improving public health outcomes through the National Health Mission through preventative health and public health initiatives, including the Fit India Movement which encourages healthier lifestyle with regular movement and balanced nutrition.

Severin says: “For industry and public health leaders alike, the message is clear: India's fitness sector is on the rise. With continued innovation, strategic investment and supportive public policy, this market can deliver meaningful returns financially and improved health outcomes.” ●

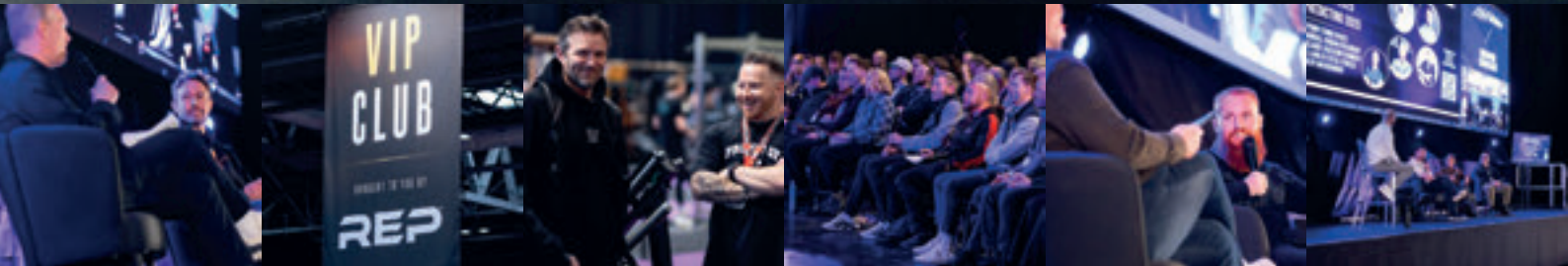
The Indian market is on a steep growth trajectory



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GULF GROWTH

Gymnation's 2026 report found a strong appetite to improve physical and mental health in the Gulf region, and a call for beginner programmes and offerings targeted at women

Equipment knowledge helps overcome gymtimidation



SHUTTERSTOCK / VERSHININ89

“42 per cent are planning to increase their health and fitness spend this year”

Twice the size of the previous report, *The UAE & KSA Health & Fitness Report 2026*, commissioned by Gymnation, contains 745,000 data points and captures insights from more than 15,000 respondents.

It revealed that people living in the Gulf region have high health aspirations – 94 per cent said they want to be healthier and 93 per cent of respondents have plans to prioritise their mental health.

People are acting on their aspirations, with 65 per cent reporting that their health had improved from last year and 42 per cent are planning to increase their health and fitness spend this year. Seventy nine per cent consider themselves to be moderately active and only 2 per cent said they weren't active at all. Eighty per cent of people exercise two or more times a week.

NEW AUDIENCES

Among Gymnation members surveyed, 51 per cent had had no gym membership in the 12 months prior to joining. The report says this suggests the region is experiencing a “genuine democratisation of gym culture, breaking



Hyrox and functional training are growing in popularity in the region

GYM NATION

down barriers that previously kept many away from the gym floor.”

While gymtimidation is noticeably declining among men, it is still prevalent among women. Equipment knowledge and exercising in front of others were the biggest issues, highlighting the need for equipment orientation and exercise education for first-time members. The report suggests creating beginner-friendly zones as well as women-focused spaces. Forty six per cent of women consider women-only spaces essential.

While the biggest motivator for taking part in exercise was fat loss and improving body composition (at 70 per cent), followed by improving strength (59 per cent), more people are looking for the holistic health benefits as well.

Forty six per cent wanted help with sleep quality, 42 per cent with their mental health and 40 per cent are looking to improve their stress management.

STRENGTH STILL TRENDING

Strength training is the most popular fitness trend with 46 per cent wanting to give it a try, followed by functional training/Hyrox workouts (29 per cent); and yoga, Pilates and mindfulness exercises (26 per cent).

Affordability was the main reason for people giving up (58 per cent) followed by lack of time, accessibility, lack of motivation, lack of convenient options and feeling intimidated. Students and the unemployed were the most price-sensitive.

There’s a call for more affordable memberships, flexible membership types, social support and access to tailored programmes.

Seeing better overall results was the main reason given for exercising more in the coming year (55 per cent).

The report also illustrated the growing potential for gyms to be social spaces, with 31 per cent saying they’ve formed meaningful friendships or relationships at the gym.

Loren Holland, founder and CEO of Gymnation says: “The report confirms what we see every day: there’s a growing demand from people in the UAE and KSA to lead more active and healthier lifestyles, and affordability unlocks participation.” ●

A photograph of a woman with a shaved head, wearing a pink long-sleeved shirt, smiling broadly in a gym. In the background, another woman in a pink tank top is running on a treadmill. The gym has modern lighting and equipment.

CRITICAL *FRIEND*

A clean environment, which is uncrowded and convenient are among the top three criteria of UK gym members, according to deep dive into consumer attitudes and behaviours by Total Fitness and CIL

TOTAL FITNESS/IONA FINCHETT

According to insights from *The Voice of the UK Gym Customer* there is still room for growth in the UK fitness market, with supply still not meeting demand.

Major cities record the highest penetration rates, while lower density and suburban areas were found to be comparatively under-served.

All business models can succeed, providing they are aligned to local needs and executed well, says the report.

While technology is growing in importance – for tracking, personalisation and seamless membership management – two of the most important factors for customer experience are low-tech. These are high cleaning standards, with visible cleaning staff, and not being overcrowded.

Cleanliness is a core expectation with around 60 per cent of respondents saying it is very or extremely important, with perceptions linked to visible staff presence.

Capacity is a consistent pressure, an average of 31 per cent of respondents said busy gyms are their primary frustration. As a result, the report says that capacity rather than price sensitivity is the sector's most material challenge.

With the US achieving 25 per cent penetration and Scandinavia 20 per cent – both with expanding markets – there is room for targeted expansion in the UK, especially into lower-density and lower-income areas, with micro-gyms and convenience-led models.

“I can think of few other sectors with a near-100 per cent addressable market,” says Total Fitness CEO, Sophie Lawler. “If we genuinely believed 80–90 per cent penetration was achievable, we would work harder to broaden access beyond price alone – improving how gyms feel, attracting lower-confidence customers, and expanding the serviceable market. We would also rethink footprint, finding ways to make the economics work everywhere.”

GYMS – THE PRIMARY HOBBY

With penetration at 18 per cent, gym memberships are increasingly being treated as non-discretionary and the primary hobby of many members. This is especially true among the younger cohorts. Traction is also growing among older age groups with one-third of the 45- to 54-year-olds having a membership and 48 per cent of over-65s saying their gym membership is essential.

Gyms now sit alongside core household priorities in the consumer hierarchy of

“If we genuinely believe 80–90 per cent penetration was achievable, we would work harder to broaden access beyond price alone”

Sophie Lawler

TOTAL FITNESS / IONA FINCHETT

RESEARCH

spend – around 38 per cent say their gym membership is an essential expense and a preferred use of leisure time and spend.

The three biggest criteria for joining a gym are convenience; the quality and suitability of the proposition and value for money. While price plays a role, for active members it's rarely the decisive factor.

Nearly two-thirds of members are willing to pay for additional services. The most sought after being fitness products such as workout plans, PT and body scans (53 per cent); nutritional and wellness services (50 per cent) access to dedicated training zones (43 per cent); food and drink (39 per cent) and recovery products such as cold water therapy (38 per cent).

“In the past six months we've launched two bolt-on products with close to 10 per cent of new members adding them at sign-up,” says Total Fitness CCO, Kerry Curtis. “Early signs show these members visit 44 per cent more often, underlining the role of bolt-ons in driving incremental value.”

Thirty six per cent of consumers complement the gym with another paid fitness service. These include Crossfit or boxing gym (42 per cent); an organised outdoor class or activity (24 per cent); group exercise at a studio, such as Pilates (14 per cent) or another gym (6 per cent).

SOCIAL ENVIRONMENT

Gyms are becoming increasingly valued as a social environment, with 56 per cent viewing their gyms as an important part of their social life, especially young, high-earning Londoners (68 per cent).

This means layout needs to be taken into account, to encourage



TOTAL FITNESS

TOTAL FITNESS/FIONA FINCHETT

“Confidence and the perceived right to belong remain barriers to gym participation”

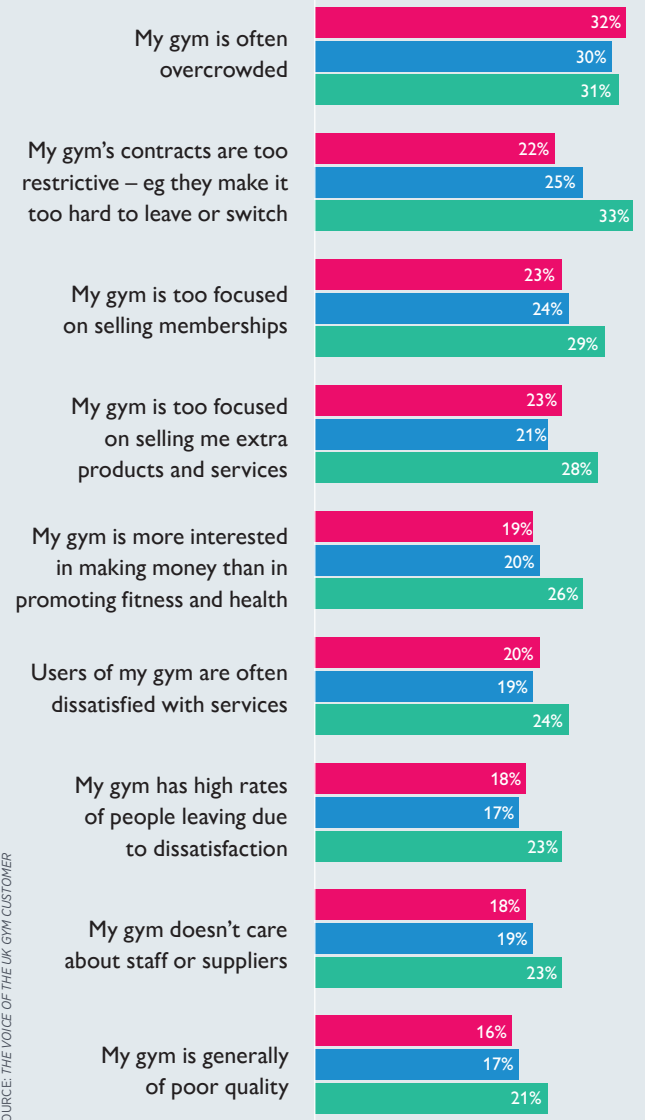
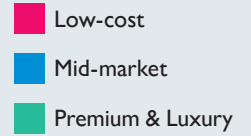
Kerry Curtis



Total Fitness has created an all-female training concept called The Women's Gym

To what extent do you agree with the following statements?

n= 2,446, sum of respondents answering 'agree' and 'strongly agree'



SOURCE: THE VOICE OF THE UK GYM CUSTOMER

How would you classify your gym provider, by type of gym?

n=1.671

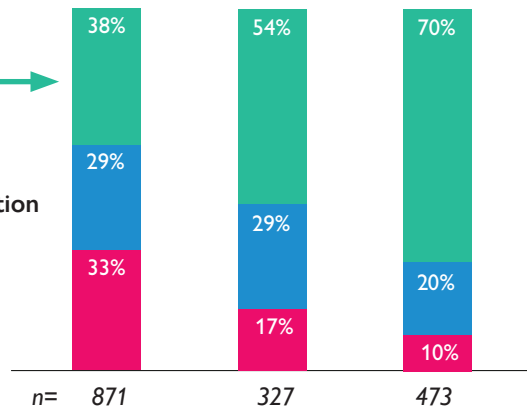
Typical gym industry classification:

Low-cost (n=3 operators) Mid-market (n=5 operators) Premium/luxury (n=6 operators)

ie, 38% of low-cost members classify their club as premium/luxury

Members' own classification of their gym's category

- Premium/Luxury
- Mid-market
- Low-cost



SOURCE: THE VOICE OF THE UK GYM CUSTOMER

While price of membership plays a role, it is rarely the decisive factor when it come to joining

natural interaction and allow paired workouts, which can sometimes add capacity challenges on they gym floor.

Around 4 per cent of respondents are currently using GLP-1 medications with a further 12 per cent open to future use. Users consistently report that medication supports rather than replaces exercise and many cite increased confidence, motivation and capacity to sustain activity.

“Confidence and the perceived right to belong remain barriers to gym

participation, particularly for women. GLP-1 use may help more people cross the threshold,” says Curtis. “Our role is to support them once inside, by creating spaces that feel welcoming and recognising the effort it takes to show up.”

The report concludes that the opportunity ahead is significant, as gyms increasingly become a place to connect, recover and belong. It predicts that operators and investors which meet local demand, manage

capacity, integrate technology and create spaces that people want to spend time in will be best positioned to capture the next phase of growth.

The Voice of the UK Gym Customer was written by CIL using 75,000 primary data collected from over-16s in the UK, by Sensu, on behalf of the mid-market operator, Total Fitness. There are plans to make this an annual report. ●

● **To read the full report, go to: www.HCMmag.com/TF126**

TOTAL FITNESS/FIONA FINCHETT

TOTAL FITNESS/FIONA FINCHETT

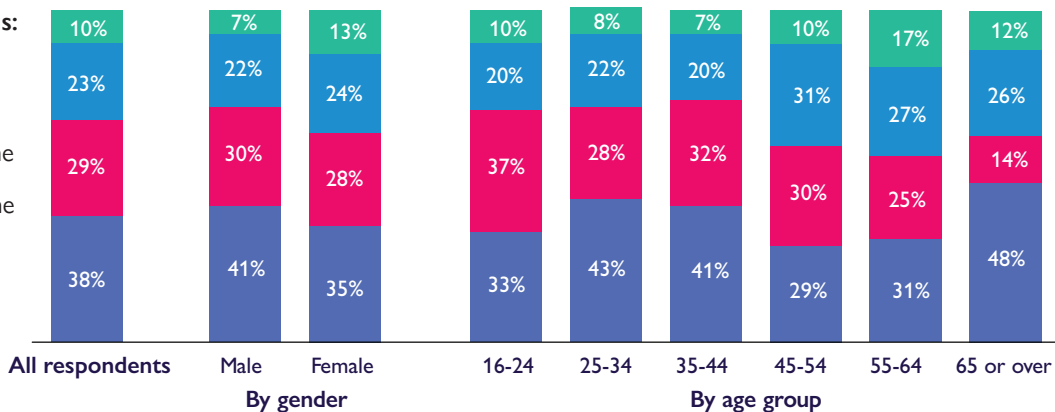


Two-thirds of members will pay for additional services

What priority do you place on a gym membership compared to other items / services that you buy? n = 1,894

Gym membership is:

- A luxury
- Reasonably important to me
- Important to me
- An essential item for me



SOURCE: THE VOICE OF THE UK GYM CUSTOMER

COMMUNITY SPIRIT

While technology is having a big impact on the industry, nothing beats the buzz of a live workout according to the *2026 Global Fitness Report* from Les Mills

Fun, connection and community are key reasons for people joining gyms according to the *2026 Global Fitness Report*, commissioned by Les Mills, which questioned 10,000 consumers across five continents about their fitness habits.

While technology is shaping fitness in many ways, the experience of an instructor-led workout is still the gold standard, with only 10 per cent of people expressing a preference for an AI workout over a human-led experience.

“Technology is shaping fitness in countless ways, but nothing beats the buzz of a live class and these findings show we remain social animals when it comes to working out,” says Les Mills head of research, Bryce Hastings.

“Exercising with others maximises ‘the group effect’, which our research has shown leads to increases in a person’s

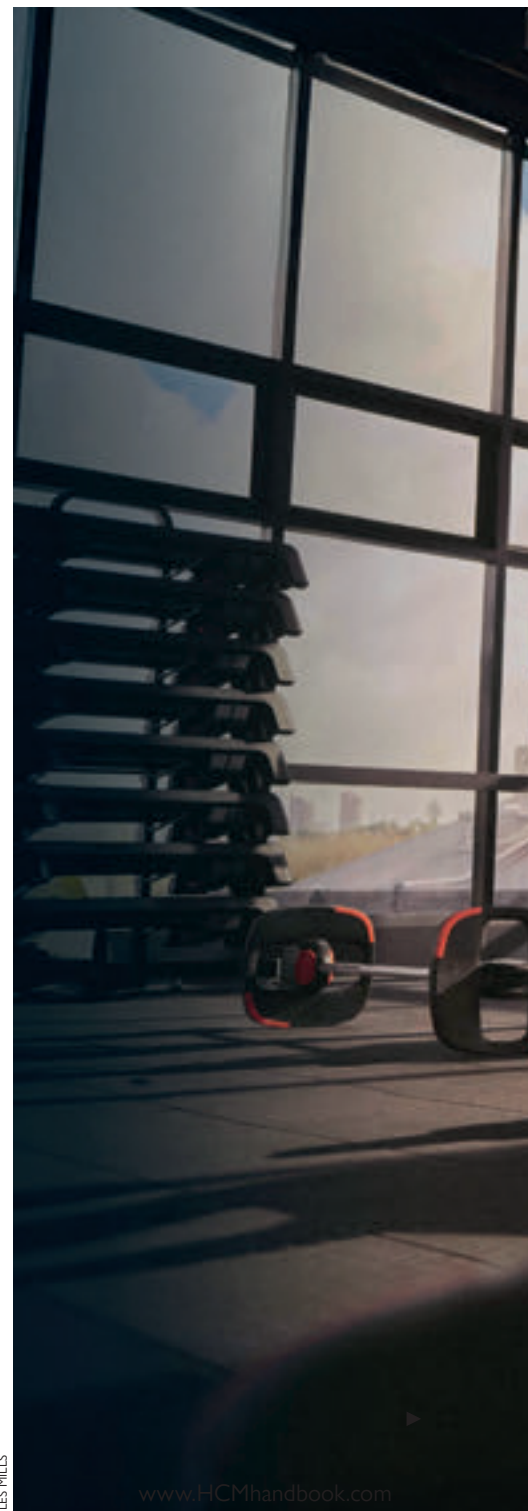
enjoyment, satisfaction and exertion. The instructor is a vital part of this equation.”

Seeking a community at the gym is a strong trend, especially as many young people are now regarding gyms as alternative places to socialise. There’s also an uptick in interest in joining exercise clubs, such as running and walking clubs among this cohort and dance is making a comeback for its feelgood nature.

With other research showing that joy is a major motivator when it comes to making a fitness habit stick, the report says “this presents operators with an opportunity to capture a new generation of members by dialling up the social aspect of their clubs.”

DEMAND FOR VARIETY

Fifty four per cent of people are keen to try new ways to get fit and the report says this suggests there is latent demand for greater variety. More





“Only 10 per cent of people would prefer an AI workout over a human-led experience”

RESEARCH

workout options being offered creates more ways for people to connect with a mode of exercise that works for them and like-minded people.

Once members find a workout that clicks, 51 per cent encourage their friends to take part and the report also finds that people prefer to work out with a buddy.

As people are taking an ever more holistic approach to their health, the report also revealed the strong desire for more wellness on gym timetables – 59 per cent said they'd like to see more yoga, meditation and breathwork programmes.

By expanding mind/body offerings and adding wellness-themed digital content, gyms can position themselves as a one-stop shop for wellness needs, as well as engage members on their rest days.

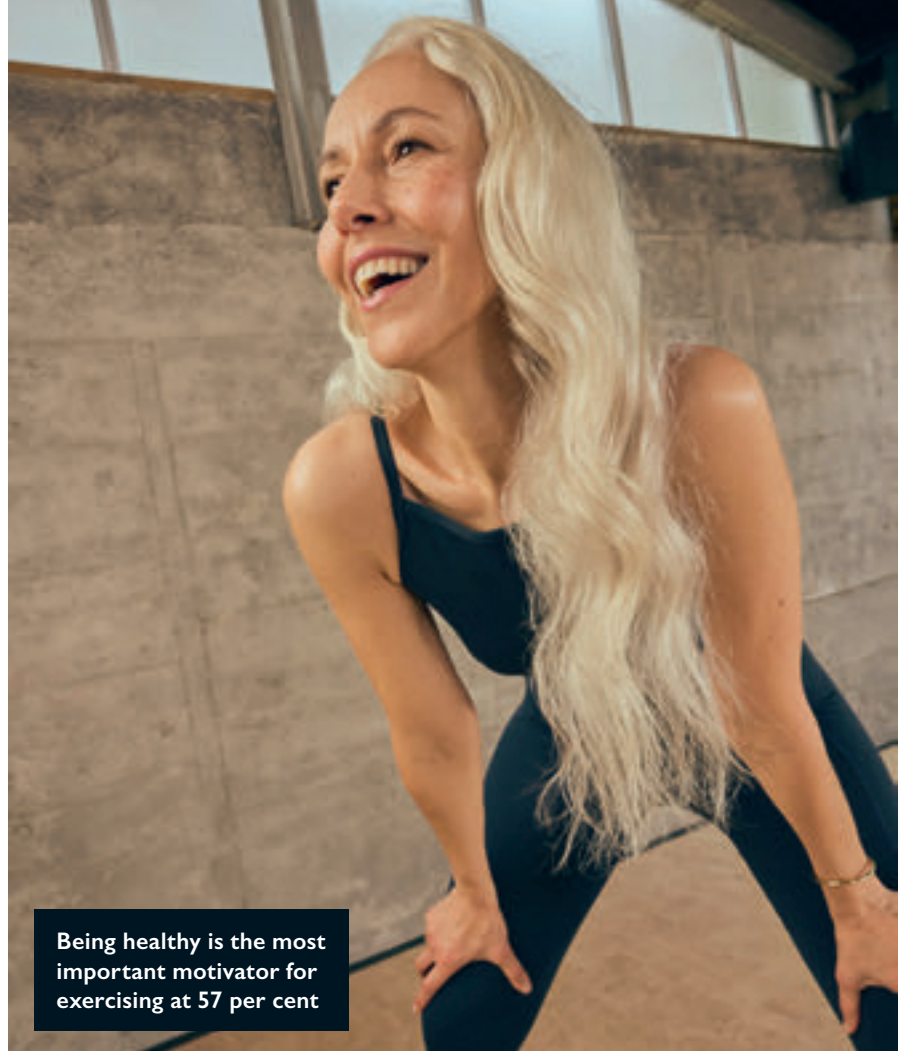
There are still too many barriers to joining a gym and keeping up memberships: 50 per cent are intimidated by the weights area and 37 per cent say they're not confident working out. Prospects say they're put off by busy gym floors and not knowing how to use equipment.

The report suggests putting the teams at the front and centre of marketing, especially on socials, to demonstrate help is at hand and intentional marketing that addresses the fact that your facility can nurture nervous prospects.

GUIDANCE ON STRENGTH

More people need help with strength training, of those already training, 58 per cent say they are confused by conflicting advice and 30 per cent have hit plateaus causing them to lose motivation; 54 per cent of aspiring lifters don't know where to start and 23 per cent have injury concerns.

Help is needed, such as small group lifting classes. Anytime Fitness has just



Being healthy is the most important motivator for exercising at 57 per cent

LES MILLS

introduced these to get people started and Fitness Worx Gyms offers the same.

THE RIGHT VIBES

While being healthy is the most popular motivator for exercising (57 per cent), mental health continues to be an important factor with the report finding a sharp rise in people training to manage their thoughts and feelings (45 per cent).

Regular exercisers now make up 61 per cent of the addressable market – up from

44 per cent in 2018. During this time the share of people not interested in exercise has fallen from 25 per cent to 10 per cent.

The vibe is now an important decision-driver, with 64 per cent saying this is important to them and 20 per cent saying they find their gym too crowded. ●

The full 2026 Global Fitness Report is available to download free from Les Mills
<https://contact.lesmills.com/insight-hub>



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BODY OF WORK

Kath Hudson rounds up the latest scientific studies impacting the sector

“Takotsuba syndrome is the strongest interaction of where mental state affects physical health that we know of in medicine”

HEALING HEARTS

Broken hearts are real and exercise can help to heal them, finds a University of Aberdeen research team

A world-first study has found that both cognitive behavioural therapy (CBT) and exercise can treat Takotsuba syndrome, also known as a broken heart.

Tending to happen in response to an emotional shock, Takotsuba is caused by the left ventricle of the heart suddenly ballooning, which stops the heart from pumping blood around the body properly and can lead to heart failure.

Scientists believe the phenomenon occurs as a reaction to a surge of adrenaline to the heart after extreme emotional or physical stress, although some cases have no known trigger at all.

Patients with Takotsuba syndrome have twice the risk of death compared to the general population and it affects around 5,000 people in the UK each year.

Funded by the British Heart Foundation (BHF), the University of Aberdeen has



Exercise can heal a broken heart

been studying the illness since 2010. Researcher Professor Dana Dawson says: “It’s fascinating research – this is the strongest interaction of where mental state affects physical health that we know of in medicine.”

The trial compared 12 weeks of CBT, 12-weeks of exercise and 12-weeks of the usual care. It involved 76 patients with Takotsubo syndrome – 91 per cent were women and the average age was 66.

After 12 weeks a sophisticated imaging technique showed benefits to the heart in both the CBT and exercise groups. The average distance that patients could walk in six minutes also increased, as well as their VO2 max. While the effects were greater in the exercise group, they were also significant in the CBT group and there was little change in the patient group that only received standard care.

Dr Sonya Babu-Narayan, clinical director and consultant cardiologist at the BHF, said: “People may not be as surprised that an exercise programme helped heart patients, but it is intriguing that this study showed that CBT also improved heart function and patients’ fitness.”

SHUTTERSTOCK / PROBLEMMAGES

“Most people think of the body adapting to exercise through the muscles, heart, lungs and other tissues, but our study shows that the brain itself can programme endurance capacity”

BRAIN POWER

Researchers have long known that the brain changes as a result of exercise. Now they believe this process is actually driven by the brain

Researchers at UT Southwestern Medical Center have identified a potential brain-driven mechanism behind the physical benefits of exercise, in findings that could reshape how the health and fitness industry understands training and performance.

The study shows that exercise stimulates neurogenesis, stronger neural connectivity and reduced neuroinflammation – changes that appear to play an active role in improving endurance and overall health.

The research suggests a shift away from the traditional model, where exercise is thought to condition the body first, with the brain responding secondarily. Instead, the team found evidence that specific brain pathways may help regulate physical adaptation, effectively coordinating how the body responds to training.

“Most people think of the body adapting to exercise through the muscles, heart, lungs and other tissues, but our study shows the brain can programme endurance capacity,” says Kevin Williams, a senior author on the

study. The team identified neurons in the hypothalamus that appear to influence how efficiently the body adapts to exercise. Modulating these neurons altered endurance outcomes, pointing to a more integrated relationship between brain function and physical performance than previously understood.

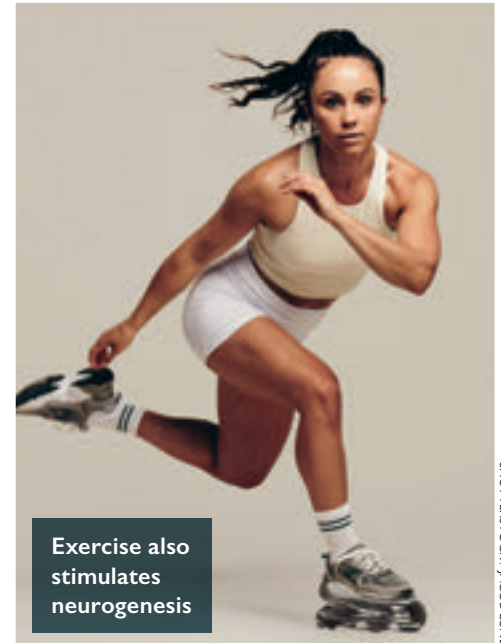
The findings suggest improvements in fitness may be partly driven by central nervous system adaptations, rather than muscle and cardiovascular changes alone.

IMPLICATIONS FOR OPERATORS

For gym operators, the implications are significant. Framing exercise around brain health, cognitive performance and resilience – rather than purely aesthetics or strength – could broaden the appeal of exercise. The research also supports the growing focus in the sector on recovery, stress reduction and mental wellbeing as core parts of the fitness offering.

More broadly, the study reinforces the idea of exercise as a whole-system intervention, with tightly-linked neurological and physiological benefits.

The findings could open up new avenues for both programming and positioning across the sector, while



Exercise also stimulates neurogenesis

SHUTTERSTOCK / JACOB LUND

also leading to treatments that reproduce the benefits of exercise training when movement is limited.

Exercise-induced activation of ventromedial hypothalamic steroidogenic factor-1 neurons mediates improvements in endurance, was published in the journal *Neuron*.

“The devices’ reliance on heart rate as a stress indicator proved misleading”

NOT SO SMART WATCH

Researchers at Leiden University found smartwatches failed to differentiate between excitement and stress

Smartwatches are consumer gadgets, not medical tools say researchers from Leiden University, after a study concluded that wearables can’t tell the difference between stress and excitement.

Published in the *Journal of Psycho-pathology and Clinical Science*, the study – *Associations between ecological momentary assessment*

and passive sensor data in a large student sample – set out to establish whether smartwatches could be used to replace self-reporting as a means of gathering data on factors impacting mental health. The aim was to establish whether it would be possible to build a warning system for depression in students using smartwatches. Sleep, tiredness and stress were assessed as they all contribute to mental health.

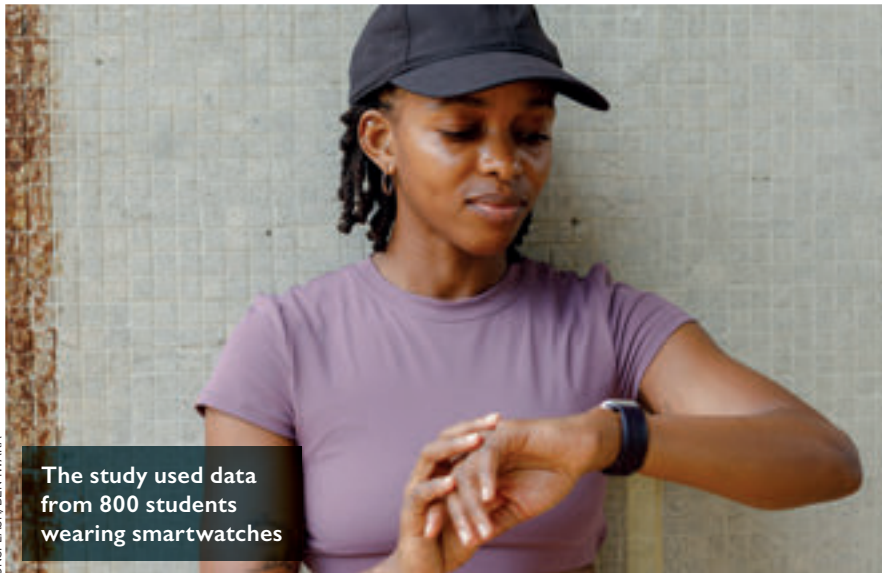
Almost 800 students wore Garmin VivoSmart 4 watches while answering EMA surveys on how they were feeling for three months.

The study found that while self-report and wearable measures of sleep-related variables showed robust associations, associations for tiredness were weaker and measures of stress didn’t overlap for most individuals.

For the majority of individuals in the sample, the self-report and physiological measures of stress showed very weak to no associations, suggesting that excitement might get flagged up as something negative.

“The data showed no meaningful correlation between self-reported stress and smartwatch readings – in a quarter of cases, the watch gave the opposite result,” said lead author and associate professor in the department of clinical psychology at Leiden University, Eiko Fried.

“The devices’ reliance on heart rate as a stress indicator proved misleading, as elevated heart rate can occur during both positive and negative experiences. While body battery and sleep tracking were somewhat more accurate, these are consumer gadgets, not medical tools, and should be treated with caution.”



The study used data from 800 students wearing smartwatches

UNSPASH/BEN IWARA

“By changing how ‘effort signals’ reach the brain, the study found people can produce more power during exercise, without feeling more exhausted”

THE RIGHT VIBE

Researchers at the Universities of Montreal and Savoie Mont Blanc have found vibrating tendons before cycling allowed people to push harder without feeling the strain

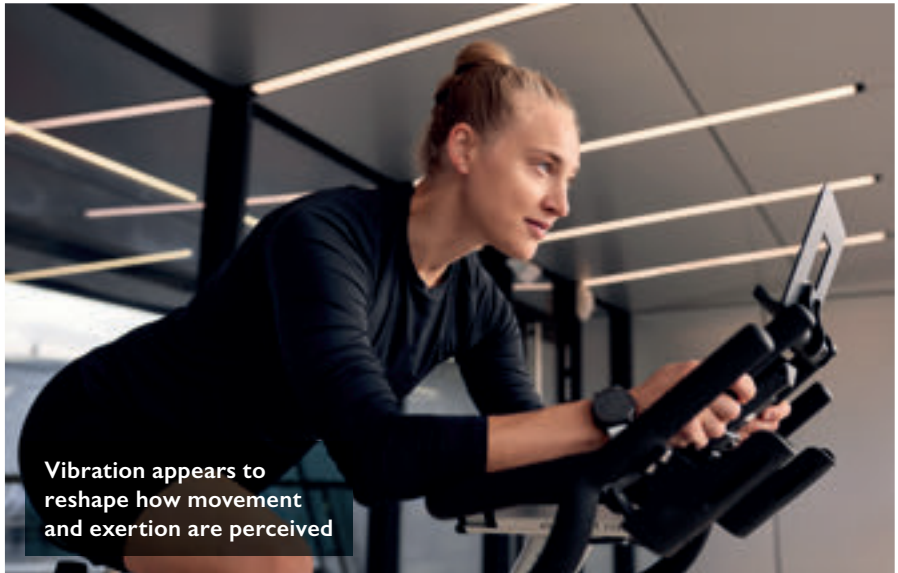
Vibrating the tendons before cycling allows people to push harder without feeling the strain, finds research by Benjamin Pageaux, a professor in the School of Kinesiology and Physical Activity Sciences at Université de Montréal, working with researchers from Université Savoie Mont Blanc in France.

Volunteers took part in lab tests on stationary bikes. Each completed two sessions – one after tendon vibration and another without.

The device was strapped to Achilles and knee tendons and activated for 10 minutes before cycling. After that, participants cycled for three minutes at a pace they perceived as either moderate or intense, adjusting their effort to match their target.

After vibration, participants produced more power and showed higher heart rates compared to sessions without the pre-exercise vibration. However, even though their bodies were working harder, their sense of effort didn't increase.

“Depending on the amplitude and frequency of the vibration, we can excite or inhibit neurons in the spinal cord,” says Pageaux. “Vibration alters brain signalling.”



Vibration appears to reshape how movement and exertion are perceived

SHUTTERSTOCK / GERAN0812

CHANGING ‘EFFORT SIGNALS’

By changing these ‘effort signals’ travelling from the muscles to the brain, vibration appears to reshape how movement and exertion are perceived.

Pageaux says that this brain-body disconnect could help make exercise feel less intimidating for people who struggle to stay active.

The perception of how hard

exercise is plays a role in whether people stick with it. When it feels overwhelming, they're more likely to stop or avoid it, whereas if it feels manageable, it becomes more enjoyable and easier to continue over time.

This raises the question of whether the feeling of effort could be reduced, helping people push past the sense that exercise is too hard and getting more people active.

“Our findings are in stark contrast to the widely-used current convention of a 1:2 ratio between vigorous and moderate intensity exercise”

POWERING UP

Vigorous activity is four times more powerful than moderate exercise, according to research by the University of Sydney and Norwich Medical School

Research published in *Nature Communications* has found that vigorous exercise, such as running, is four times more effective than moderate exercise – such as walking – when it comes to protecting the heart.

The research, *Wearable device-based health equivalence of different physical*

activity intensities against mortality, cardiometabolic disease and cancer, was undertaken thanks to a collaboration between the University of Sydney and Norwich Medical School at the University of East Anglia in the UK.

After assessing data from 73,000 adults using wearables, researchers found that each minute of vigorous

intensity activity is roughly equivalent to four to nine minutes of moderate activity and 53–156 min of light intensity physical activity for all cause mortality and cardiometabolic outcomes.

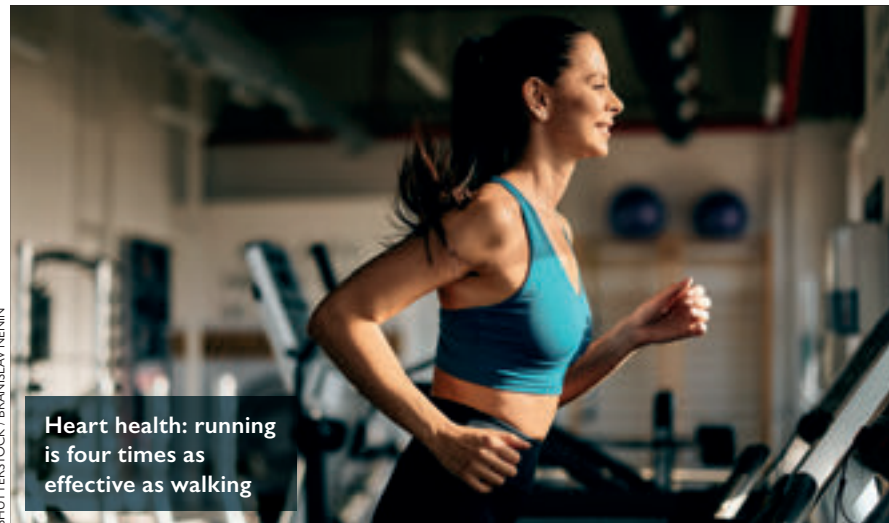
The findings raise questions about the World Health Organization’s guidance that people should undertake 150 to 300 minutes of moderate-intensity physical activity per week, with WHO saying this is the equivalent to 75 to 150 minutes of vigorous physical activity.

This assumes that vigorous exercise is only twice as beneficial as moderate exercise, rather than the four-times impact revealed by the research.

TIME TO RECALIBRATE

“Our findings are in stark contrast to the widely used current convention of a 1:2 ratio between vigorous and moderate intensity, which was derived from self-reported data,” say the researchers.

“Our work supports practitioners and future trials to establish more accurate exercise dosages and define options for prescribing physical activity prescription and personalised medicine initiatives.”



Heart health: running is four times as effective as walking

“For many people, reducing sitting time or adding short bouts of activity is more achievable than making large lifestyle modifications”

SMALL CHANGES

A global study by researchers in four countries has found that very small lifestyle changes can significantly impact longevity

Five minutes more exercise and half an hour less sitting time each day could help millions live longer, according to an study published in *The Lancet*, which shows the compound benefits of tiny lifestyle changes.

Researchers analysed data from more than 135,000 adults in Norway, Sweden, the USA and the UK to understand how small, realistic changes in daily habits could impact mortality.

For the least active, adding just five minutes of moderate to vigorous physical activity a day could prevent about 6 per cent of premature deaths and when applied across the population this figure rises to 10 per cent.

Sitting for 30 minutes less each day could prevent around 3 per cent of premature deaths among the least active 7 per cent across the population.

“These results show that small steps can have a large impact,” says Maria Hagströmer, co-author of the study. “You don’t need to run marathons – just a few extra minutes of brisk walking each day can make a difference.”

Co-author, Ing-Mari Dohrn, says: “Our study focuses on realistic changes. For many people, reducing



SHUTTERSTOCK / JACEK CHARASZEWSKI

sitting time or adding short bouts of activity is more achievable than large lifestyle modifications.”

POPULATION-LEVEL

While the researchers emphasise these changes are not a substitute for regular exercise, they highlight how small adjustments can contribute to better health at population level.

The study, *Deaths potentially averted by small changes in physical activity and sedentary time: an individual participant meta-analysis of prospective cohort studies*, was a collaboration between researchers at a range of academic institutions in Sweden, Norway, Spain, Australia and the USA, including the Karolinska Institutet, The University of Sydney and Harvard Medical School.



WHO'S WHO

HCM

HANDBOOK

2026–2027

WHO'S WHO

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HCM HANDBOOK

WHO'S WHO

Who are the key players in your market? We take a look at some of the leading health club chains

24 Hour Fitness

Instagram: [@24hourfitness](#)

www.24hourfitness.com

Company profile

24 Hour Fitness is an accessible, full-service gym brand focused on strength training, recovery, group fitness and holistic wellness. It was founded in 1983 by Mark Mastrov, who is now back as owner and executive chair alongside LongRange Capital to support the next phase of growth and innovation.

Number of sites

Almost 300 across 11 US States

Plans for 2026/7

Focused on club remodelling, recovery and wellness offerings, digital innovation and selective expansion.

CEO: Karl Sanft

Professional background

Sanft became president and CEO in 2022, after a period as COO and interim CEO. Before joining 24 Hour Fitness, in 2019, he spent around 20 years at Best Buy in senior leadership roles.

A member of 24 Hour Fitness since 1993, he said this experience gave him a deep understanding of gym culture and member behaviour before leading the business.



24-HOUR FITNESS

Basic-Fit

Instagram: @basicfitinternational

TikTok: @basicfitinternational

www.basic-fit.com

www.corporate.basic-fit.com

Company profile

With more than 5.7 million members, Basic-Fit is Europe's largest and fastest-growing fitness chain. It operates in 12 countries across owned and franchised clubs and last year acquired the franchisor, Clever Fit. The offering combines a flexible low-cost membership model with high quality fitness equipment, technology, virtual and live group lessons and use of the Basic-Fit App.

Number of sites

2,151 clubs in 12 countries.

Plans for 2026/7

Looking for double digit growth in 2026, driven by franchising, converting French clubs to a 24/7 staffless model and increasing the number of members per club.

CEO: Rene Moos

Professional background

A former professional tennis player, Moos opened his 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. The portfolio was separated in 2013 when there were just 32 Basic-Fit clubs.

Best piece of advice ever received

Be focused and keep improving your product.



BASIC-FIT

BH Live

Instagram: @bhliveactive

X: @bhliveactive

www.bhlive.org.uk

Company profile

A charitable social enterprise and operator of leisure and event venues in Dorset, Hampshire and London, UK, BH Live delivers engaging experiences to promote better community health and wellbeing and is a specialist in physical activity, sport, arts, culture, entertainment, ticketing, hospitality, conferences, exhibits and events.

Number of sites

19 sites, including leisure and sports centres; entertainment, conferencing and exhibition and event venues; junior attractions; cafés, restaurants, and bars.

Plans for 2026/7

Continue to increase community impact and social value by targeting hard-to-reach groups and working with partners. Improve accessibility by creating a seamless booking journey.

CEO: Jon Workman

Professional background

Workman qualified as a chartered accountant with KPMG before working for Barclays Bank and then as a finance director in the retail sector for many years. Joined BH Live as director of finance and business support and was promoted to CEO in 2022.



BH LIVE

Crunch Fitness

Instagram: @crunchgym

X: @CrunchGym

www.crunch.com

Company profile

A leading high-value, low-price gym operator in the US, Crunch Fitness was founded in New York in 1989. Built on a "no judgments" philosophy, it combines affordable memberships with high-energy group fitness, strength training and boutique-style experiences.

Number of sites

More than 550 gyms, mainly in the US, but also Canada, Costa Rica, Australia and India

Plans for 2026/7

Aggressive expansion via franchising, with plans to open 100 gyms worldwide this year, while rolling out the Crunch 3.0 upgrade which includes recovery and functional training spaces.

CEO: Jim Rowley

Professional background

Rowley joined Crunch in 2009 as part of the leadership group that acquired the company out of bankruptcy, alongside 24 Hour Fitness founder, Mark Mastrov. After serving as chair he became CEO in 2019. Previously he held senior roles with 24 Hour Fitness and UFC Gym, which he co-founded with Mastrov. He told *HCM* his favourite word is "more" and that his "big, hairy audacious goal is for Crunch to become a household name worldwide."



CRUNCH FITNESS

David Lloyd Leisure

Instagram: @davidlloydclubs

TikTok: @davidlloydclubs

www.davidlloyd.co.uk



Company profile

David Lloyd Clubs is a leading premium health and wellness group across Europe, offering a range of lifestyle facilities and expertise. It aims to deliver a world-class lifestyle product to enable its 820,000+ members to pursue their individual goals for a fitter, happier and healthier lifestyle, looking after mind and body for the long term. The continued work of the 11,500+ team and members make a positive impact on the communities and environment in which we all want to thrive.

Number of sites

149 in UK and Europe

Plans for 2026/7

Continued expansion across the UK and rest of Europe.

CEO: Russell Barnes

Professional background

Barnes has always worked in the leisure sector and joined DLL in 2015 from Merlin Entertainments, taking up the role of CEO in 2021. He's committed to developing a positive company culture, delivering excellence through empowered and talented teams to enable members to benefit from a premium range of health and wellness facilities and a strong sense of club community.



DAVID LLOYD

Denbighshire Leisure

Instagram: @denbighshireleisure

X: @DLL_Wales

www.denbighshireleisure.co.uk

Company profile

Denbighshire Leisure is focused on providing high quality, accessible leisure opportunities that attract high levels of participation and improve the wellbeing of residents and visitors, with more than 20 brands across health and leisure. It also owns the UK Leisure Framework.

Number of sites

Seven leisure centres, the SC2 visitor attraction, Rhyl Pavilion Theatre, as well as pavilions, restaurants, a craft centre and a bowls centre.

Plans for 2026/7

While looking for new attractions, DLL will be consolidating some of its recent investments to ensure they reach their potential.

MD: Jamie Groves

Professional background

Groves became MD of Denbighshire Leisure in 2019, prior to its launch in 2020.

Starting out as a leisure attendant, he's worked at virtually every level in the industry, becoming the youngest head of leisure in Wales at the age of 30. He was awarded the Jan Spaticchia Special Recognition Award by UK Active, for the launch of the UK Leisure Framework.



DENBIGHSHIRE LEISURE

Edinburgh Leisure

Instagram: @edinburghleisure

X: @EdLeisure

www.edinburghleisure.co.uk

Company profile

Established in 1998, Edinburgh Leisure is a charity dedicated to making a positive difference, passionately believing in the positive impact physical activity and sport can have on health and wellbeing.

Number of sites

More than 75 leisure and school facilities and 163 pitches across Edinburgh, Scotland; including an international climbing arena, six golf courses and an Olympic swimming pool.

Plans for 2026/7

Upgrading key facilities and launching communities framework to reduce health inequalities citywide. Rolling out new programmes and products tailored to local needs.

CEO: Jen Holland

Professional background

Joining Edinburgh Leisure in March 2024, Holland is a chartered accountant with an MBA and more than 30 years' experience in public sector roles. She is a qualified fitness instructor and since taking up ultra running has become a jog leader through Scottish Athletics.



EDINBURGH LEISURE

WHO'S WHO OPERATORS

Everlast Gyms

Instagram: @everlastgyms

TikTok: @everlastgyms

www.everlastgyms.com

Company profile

Owned by leading retail powerhouse, Frasers Group, Everlast Gyms offers a holistic, performance-led fitness ecosystem. Since launching its elevation strategy in 2021, it offers exclusive group training concepts and state-of-the-art equipment, alongside reformer Pilates, with landmark partnerships including Nike Strength, Hyrox and Myprotein.

Number of sites

60 gyms across the UK and Ireland.

Plans for 2026/7

Ongoing estate expansion across the UK and Ireland, including a flagship opening in Dublin, upgrading existing gyms across the portfolio and further partnership development.

MD: Daniel Summerson



EVERLAST GYMS

Professional background

Summerson has more than two decades' experience across health, fitness and leisure industries, having held positions at Fitness First and TRIB3 prior to becoming managing director of Everlast Gyms in 2021. Summerson has driven the elevation strategy at Everlast Gyms, which has involved adding premium facilities, such as recovery, and curating the affiliate partnerships to strengthen the brand.

Everyone Active (SLM)

Instagram: @everyoneactive

TikTok: @everyoneactive

www.everyoneactive.com



www.HCMsummit.live
Duncan Jefford will be a keynote speaker at the HCM Summit 2026

Company profile

Formed in 1987, SLM Ltd offers facilities and services to local communities on behalf of 68 trust and local authority partners.

In 2025, Everyone Active received five industry awards recognising its commitment to high-quality leisure provision.

Number of sites

250+ leisure and cultural facilities

Plans for 2026/7

Continuing to deliver high-quality leisure services to millions of people across the UK, while expanding partnerships with local authorities, including new contracts in Cannock, Cumberland, Dover and Rushmoor.

MD: Duncan Jefford



EVERYONE ACTIVE

Professional background

Jefford took the helm at Everyone Active in May 2026.

He joined the company in 2007 and as regional director for the south-east was a primary architect of the company's growth, overseeing a portfolio that expanded from 20 sites to more than 250 and scaling turnover from £30 million to more than £400 million, while maintaining the focus on high-quality public sector leisure.

FitActive

Instagram: @fitactiveofficial

TikTok: @fitactiveofficial

www.fitactive.it

Company profile

Founded in 2015 on the principle of removing barriers to exercise and training happiness, FitActive is currently the leading chain in Italy by number of clubs. The company aims to offer fitness for everyone at an affordable price, with 24/7 access and inclusive environments.

Number of sites

194 with 530,000 members.

Plans for 2026/7

An aggressive expansion strategy, targeting growth across Italy and neighbouring European markets through franchising and corporate sites. FitActive is adding boutique-style training areas, upgraded recovery zones and broader wellness services.

CEO: Eduardo Montefusco

Professional background

Montefusco founded FitActive in Seveso. He started off as a computer programmer contributing to the development of banking software for large companies. His interest in the fitness industry led to him becoming a shareholder in a club, which led to him developing skills in sales, marketing and management. His philosophy is that wellness is a right, not a privilege.



SOUTH DOWNS LEISURE

Fit House of Brands

Instagram: @f45training

TikTok: @f45_training

www.functionalinspiredtraining.com

Company profile

Fit House of Brands is the parent company behind the boutique fitness concepts – F45 Training, FS8 Pilates and Vaura Pilates. The company has repositioned itself as a multi-brand wellness and fitness franchisor focused on functional training, Pilates and recovery-led experiences.

Number of sites

1,500 in more than 55 countries

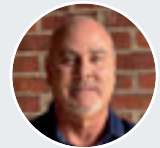
Plans for 2026/7

Focused on expanding internationally with Spain highlighted as a key growth market. Investing heavily in technology, member engagement and multi-brand franchise opportunities to create a connected wellness ecosystem..

CEO: Tom Dowd

Professional background

Dowd is an experienced consumer and fitness executive who co-founded Performance Inspired Nutrition, with Mark Wahlberg, before moving into the fitness franchising sector. He joined Fit House of Brands to lead the turnaround of a company he described as a “trainwreck” at the time. He recently told *HCM*: “We’re not just rebuilding F45, we’re reimagining what connected fitness and wellness can look like.”



FIT HOUSE

WHO'S WHO OPERATORS

Fitness First UK

Tel: +44 (0)30 056 4210

Email: info@fitnessfirst.co.uk

www.fitnessfirst.co.uk



www.HCMsummit.live
Marc Diaper will be a keynote speaker at the HCM Summit 2026

Company profile

Founded more than 30 years ago, Fitness First offers large strength and conditioning areas, pools, recovery and spa facilities and a progressive class offering. As part of the new premiumisation strategy, it has partnered with Healf to introduce a personalised, longevity-focused approach. The new 360 membership offers at-home blood testing, diagnostic services and virtual access to health professionals.

Number of sites

26 sites.

Plans for 2026/7

Continuation of the refurbishment programme to premiumise the offering across multiple sites, and the launch of new sites presenting a major shift in the model.

CEO: Marc Diaper

Professional background

Diaper is a CEO and entrepreneur with more than 20 years' experience in the health and fitness industry.

He was formerly CEO of Gymbox, where he led the brand through significant growth and a successful sale. Having taken the helm at Fitness First in July 2025, he is driving forward the strategy of brand reinvention, premiumisation and creating the next generation of fitness experiences.



Fitness Park Group

Instagram: [@fitnesspark](https://www.instagram.com/fitnesspark)

TikTok [@fitnesspark](https://www.tiktok.com/@fitnesspark)

www.fitnesspark.fr

Company profile

With more than 35 years of experience and more than 1.4 million members, Fitness Park Group is the French fitness leader with proven sustainability deployed nationally and internationally. The company mission is to support each member meet their goals and reach new levels, and for their fitness to support them to achieve their life goals.

Number of sites

420

Plans for 2026/7

There are plans to open 100 sites this year.

President: Philippe Herbette

Professional background

Herbette became the French bodybuilding champion and then opened his first gym at the age of 21, motivated by his passion for fitness and its power for self-realisation.

Favourite piece of advice...

Luck is an opportunity seized on cultivated ground. In sport, as in life, success owes much to a subtle balance between concentration, perseverance and letting go.



Fitness Worx Gyms

Instagram: @fitness_worx

TikTok @fitnessworx

<https://fitness-worx.com>

Company profile

An independent chain, Fitness Worx is committed to raising industry standards through exceptional facilities, expert-led coaching, and a consistently high-quality member experience. The gyms are results-driven training environments, combining industry-leading equipment with knowledgeable teams to create welcoming spaces.

Number of sites

10

Plans for 2026/7

Open three additional sites while continuing to drive strong organic growth across all existing locations.

Founder: Jack Gibson

Professional background

Having started his career as a personal trainer and competitive body builder, Gibson, opened his first gym and PT facility at the age of 23 and has self-funded the company's expansion.

Best piece of advice you've ever been given?

Be unapologetically yourself.



FITNESS WORX

Foundry

Instagram: @foundryfit

TikTok: @foundryfit

www.foundryfit.com

Company profile

Independent, London-based operator, Foundry offers a model with coach-led sessions, designed to deliver results, on the hour every hour.

Number of sites

Nine.

Plans for 2026/7

Consolidate and grow existing sites and complete another acquisition, taking the estate to 10 sites. Expand social enterprise work, through its registered charity, Foundry Inclusive Training (FIT).

MD:

Jean-Claude Vacassin

Professional background

Vacassin founded W10 in 2010, then launched the International Fitness Business Alliance to help gym owners grow and scale their businesses.

He joined Foundry in 2022, the same year he rowed 3,000 miles across the Atlantic as part of the Talisker Whiskey Challenge, raising over £50k for the men's mental health charity CALM.



FOUNDRYFIT

WHO'S WHO OPERATORS

GLL

Instagram: @better_uk

X: @Better_UK

www.gll.org

www.better.org.uk



Company profile

A co-operative, charitable social enterprise operating in partnership with local authorities, public sector organisations and third sector bodies to deliver accessible and affordable services to improve the lives of local communities. Owned by its workforce, GLL operates services through its Better brand.

Number of sites

256 leisure and sports facilities, 114 libraries, 10 children's centres.

Plans for 2026/7

Provide best in class customer service; improve health and wellbeing and opportunity through its Sport Foundation and Literary Foundation and make further progress to deliver its Five Year Plan to widen impact.

CEO: Peter Bunday

Professional background

Bunday has worked in the sport, leisure and cultural sector for 39 years, including 28 with GLL. He has presented industry evidence to the UK Parliamentary Select Committee at the House of Commons on two occasions and chairs UK Active's Public Operator Council. Bunday is also a Fellow of The Royal Society of Arts.



TPO

Gymnation

Instagram: @gymnation_me

www.gymnation.com

Company profile

Gymnation is the Middle East's largest low-cost gym operator, operational in the United Arab Emirates, Saudi Arabia, and Bahrain. Founded in Dubai in 2018, Gymnation was built with a mission to make world-class fitness affordable and accessible to everyone.

Number of sites

34 open and 50 in the pipeline

Plans for 2026/7

Continued expansion across the GCC, targeting 100+ locations in the next three years. Further investment in Gymnation's proprietary technology platform and international expansion beyond the GCC, evaluating new markets where demand for affordable fitness is strong and the category is under-penetrated.

CEO: Loren Holland

Professional background

Holland co-founded Gymnation with Frank Afeaki and Ant Martland in 2018 after identifying a gap in the UAE market for affordable and non-intimidating gyms.

Prior to this, Holland worked in private equity, corporate finance and investment roles including for BGF and Deloitte. He studied economics at the University of Manchester.



GymNATION

Halo Leisure

Instagram: @haloleisure

X: @HaloLeisure

www.haloleisure.org.uk

Company profile

An award-winning social enterprise that collaborates with partners across the UK – in Herefordshire, Shropshire, Wiltshire, Gloucester, Bridgend County, Merthyr Tydfil County, Torfaen and Warwickshire, running public sector leisure centres.

Number of sites

33

Plans for 2026/7

Consolidate the strong growth achieved over recent years and develop strategic partnerships with organisations that share the same vision. Significant investment plans are in place to drive performance and expand health and wellbeing programmes across all regions.

CEO: Scott Rolfe

Professional background

With more than 35 years of experience in the charitable sector, Rolfe has served as CEO for Halo for the past 12 years. He is deeply passionate about the social enterprise model and its role in shaping how leisure and wellbeing services are delivered, believing there remains enormous potential to collaborate with health partners across multiple sectors.

Best piece of advice ever received...

Take a chance every now and then – you never know what might happen.



HALO LEISURE

Holmes Place

Instagram: @holmesplace

www.holmesplace.com



www.HCMsummit.live
Jonathan Fisher will be a keynote speaker at the HCM Summit 2026

Company profile

Holmes Place is a pan-European premium operator with more than 44 years in the premium, full-service segment. With a focus on the social dimension of a club, Holmes Place has been integrating nutrition and holistic approaches, such as yoga, Pilates and wellness, for decades. As a lifestyle brand, it's underpinned by the philosophy of "One Life. Live it well" and the vision of making health and fitness enjoyable. It offers an aspirational, inclusive, balanced and progressive approach to health and fitness.

Number of sites

74

Plans for 2026/7

Continue to deliver on the strategic shift from being a big box gym operator to a multi-faceted wellness brand and ongoing integration of boutique group exercise concepts.

CEO: Jonathan Fisher

Professional background

Fisher entered the health and fitness sector in 1997, expanding Holmes Place into Europe. Appointed CEO of the Holmes Place Group in 2007, he presided over a period of growth mainly through acquisition and the introduction of additional brands - EVO Europe in 2015, ICON in 2016 and TRIB3 in 2019. In 2024 he became CEO of sister company, Tribute Brands.



HOLMES PLACE

Horizon Leisure

Instagram: @horizon_leisure

X: @Horizon_Leisure

www.horizonlc.com

Company profile

Horizon Leisure is an award-winning, not-for-profit organisation, operating leisure centres for Havant Borough Council and a standalone site in Guildford UK. It operates a first-of-its-kind Wellness Hub in a Havant shopping centre, which bridges the gap between clinical health and fitness. It recently won Large Business of the Year at the Portsmouth Business Awards.

Number of sites

Four.

Plans for 2026/7

Expand its preventative health offer and strengthen partnerships with health and care providers.

CEO: Mike Lyons

Professional background

Lyons has held senior leadership roles across the leisure, culture, hospitality and adult social care sectors. This has included director roles at BH Live, Wigan Leisure and Culture Trust as well as managing director at the Affordable Housing and Healthcare Group.

Best piece of advice received...

Surround yourself with people who are better than you, then create the conditions for them to thrive.



HORIZON LEISURE

Inverclyde Leisure

Instagram: @inverclydeleisure

X: @InverclydeLeis

www.inverclydeleisure.com

Company profile

A registered charity in the west of Scotland, Inverclyde Leisure works closely with Inverclyde Council to deliver a range of services focused on leisure, sport, activity, community and health for the local community. It manages swimming pools, gyms, sports centres, golf, family activity centres, football pitches and community halls.

Number of sites

26

Plans for 2026/7

Assessing the feasibility of an indoor padel club, two refurbishments and the development of a health and longevity hub.

MD: Kieron Vango

Professional background

Vango started his career in the leisure industry in 1988 working for a local authority, before moving to Australia and working for the RLSS. He spent 13 years at Stevenage Leisure gaining extensive contract management experience and joined Inverclyde Leisure in 2013.

Fun fact...

Vango is a keen surfer.



INVERCLYDE LEISURE

JD Gyms

Instagram: @jdgyms

TikTok: @jdgyms

www.jdgyms.co.uk

Company profile

A player in the UK's high-value, low-cost category, JD Gyms offers stylish fit-outs and premium equipment. It has recently launched the JD Gyms Personal Training Academy.

Number of sites

100 with a strong pipeline of new openings.

Plans for 2026/7

Continued growth through new site openings. Investment in the current estate and digital platforms to enhance member experience, retention and long-term value.

MD: Alun Peacock

Professional Background

A former professional Rugby Union player who represented England in the under 21s, Peacock has spent more than 25 years in the fitness industry.

He started with JJB Health Clubs and DW Sports Fitness before progressing to national operations director. After founding his own gym chain, he formed JD Gyms in a joint venture with JD Sports Fashion in 2013.

Best piece of advice ever received...

There's never enough time to do everything, but always enough time to do the most important thing.



JD GYMS

Jetts Fitness

Instagram: @jettsaustralia

X: @JettsFitness

www.jetts.com.au

Company profile

Jetts 24-Hour Fitness was the first 24/7 gym franchise in Australia to offer no lock-in contracts, no hidden fees and access to all Jetts gyms worldwide. It has built a reputation for convenience, affordability and high-quality training environments. This year the company formed BeWell Brands, which focuses on wellness offerings.

Number of sites

250+ in Australia, the UK, Thailand, New Zealand, the Netherlands and India.

Plans for 2026/7

Expand into new territories, especially India, and add to the offering at selected sites with recovery and reformer.

CEO: Elaine Jobson

Professional background

With more than 30 years' experience in the industry, Jobson has scaled brands for Jetts Fitness, Virgin Active and Fitness First.

Under her leadership, Jetts has won numerous awards including AusActive Most Loved Company Award and one of Australia's Best Places to Work. She has also written a book on how to build a successful company fuelled by culture: *High Performance Through Happy People*.



JETTS FITNESS

WHO'S WHO OPERATORS

Kore Sandwell

Instagram: @koresandwell

X: @koresandwell

www.slt-leisure.co.uk

Company profile

Kore (previously Sandwell Leisure Trust) is a not-for-profit charity, providing leisure services across Sandwell, including the world-class Sandwell Aquatics Centre, which hosted aquatic events at the 2022 Commonwealth Games.

Number of sites

Seven.

Plans for 2026/7

Expand the wellbeing offering across centres via several health programmes, including adult weight management and female health. Extend the padel offering at Tipton Sports Academy after the successful launch of three courts in April 2025. Reopen Haden Hill Leisure Centre in 2027 following a £24 million refurbishment.

MD: Mark Braithwaite

Professional background

After starting out in Cannons and Nuffield Health, Braithwaite has worked in various senior roles, before moving into the public leisure sector and working in regional and divisional business manager roles. Previous to Kore Sandwell, he was MD at 1Life.



SANDWELL LT

Leejam (Fitness Time)

Instagram: @fitnesstimeksa

X: @FitnessTimeKSA

<https://leejam.com.sa>

Company profile

Leejam Sports Company is the operator behind Fitness Time, the largest fitness network in Saudi Arabia and one of the leading gym operators in the MENA region. The multi-brand portfolio includes Fitness Time, Fitness Time Pro, Fitness Time Ladies and specialist academies across fitness, sport and wellness. The company is investing in concept studios and new formats, such as padel, recovery and performance-led facilities.

Number of sites

163 sites.

Plans for 2026/7

Plans to open 25 sites this year as part of a broader five-year goal to grow to 250 sites by 2030.

CEO: Abdulelah Al-Nemr

Professional background

Al-Nemr took over as CEO in March 2025 and served on the board from 2019 to 2021. He has a background in senior leadership roles across Saudi Arabia's investment and development sectors, including positions in national development and capital markets organisations. His experience spans governance, strategic planning and large-scale investment projects.



FITNESS TIME

LifeFit Group

Instagram: @lifefitgroup

www.lifefit-group.com



Company profile

LifeFit Group is a fast growing fitness platform, with clubs in Germany and Austria. It is the leading DACH region partner with Les Mills, Hyrox and EGYM. Fitness First Black provides upscale training and wellness experiences, while Fitness First Red offers defined training zones paired with an appealing modular pricing. It also runs Barry's in Frankfurt and Berlin.

Number of sites

200+ sites in Germany and 12 in Austria.

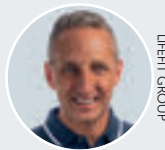
Plans for 2026/7

Further growth through buy-and-build and greenfield expansion across Germany and Austria.

CEO: Martin Seibold

Professional background

Seibold is a passionate team builder who has successfully repositioned the Fitness First brand, first in the UK and thereafter in Germany by investing in people, simplifying processes, modernising the fitness product and digitalisation. He was awarded the Global Leader Award by the Health & Fitness Association in March 2026.



LIFEFIT GROUP

Life Leisure

Instagram: @lifeleisure

X: @LifeLeisureUK

www.lifeleisure.net



www.HCMsummit.live

John Oxley will be a keynote speaker at the HCM Summit 2026

Company profile

A community interest company working across the Borough of Stockport, Life Leisure works collaboratively with different agencies and stakeholders to develop a healthier and more active community, including a focus on the least active and those furthest away from good health.

Number of sites

Eight sites.

Plans for 2026/7

Continue to work with partners on a preventative health focus; invest in asset infrastructure and expand the work of active communities and specialist physical activity teams; and open a Community Wellbeing Hub in Marple.

CEO: John Oxley

Professional background

Oxley has been in the leisure management sector for 35 years, having started as a lifeguard, instructor and then duty manager. He has held senior roles at SLM and Places Leisure, been a director and board member at UK Active, Quest and is a fellow of CIMSPA.

Best piece of advice ever received...

It's not necessary to know all the answers, just essential to ask the right questions.



LIFE LEISURE

WHO'S WHO OPERATORS

Life Time

Instagram: @lifetime.life

X: @LifeTime_Life

www.lifetime.life

Company profile

Life Time is an athletic country club operator, targeting affluent consumers with a premium offering in the US. The company has repositioned itself away from the traditional gym model and describes its clubs as social wellness destinations. The new large-format clubs include spa facilities, longevity modalities, recovery, pickleball and tennis courts, co-working spaces and wellness services.

Number of sites

As of May, 185 sites across the US and Canada

Plans for 2026/7

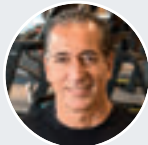
There are plans for 12 to 14 new clubs during 2026 – the new square footage in 2026 will be almost as much as the previous two years combined. Also investing heavily in AI-powered digital coaching.

CEO: Bahram Akradi

Professional background

Born in Iran and educated in the US from the age of 17, Akradi is a visionary CEO who founded Life Time in 1992 and is still leading it from strength to strength.

Previously he had co-founded US Swim and Fitness Corporation, which became one of the largest health club operators in the Minneapolis–St Paul market before being sold to Bally Total Fitness.



LIFETIME FITNESS

Lift Brands

Instagram: @snapfitness

TikTok: @snapfitness

www.snapfitness.com.uk

Company profile

Australian franchisor, Lift Brands, owns Snap Fitness, a 24/7 concept founded in 2003. The gym and classes concept is currently being upgraded with the addition of recovery facilities. A flagship opened in central London offering reformer Pilates, infrared sauna and a cold shower, as well as massage chairs and massage guns.

Number of sites

110+ in the UK and more than 1,000 globally.

Plans for 2026/7

Futureproof the business and create standout experiences. Support franchise partners to boost their local competitiveness by modernising the member experience and operational efficiency. Continue to open new clubs in key regions.

CEO: Ty Menzies

Professional background

Menzies has been a multi-unit boutique and 24/7 gym owner since his 20s. He was a prior board member of both Fitness Australia and Exercise New Zealand and master franchisor for Snap Fitness AU/NZ selling the business to Lift Brands and becoming APAC CEO in April 2018, and progressing to Lift Brands global CEO in March 2020.



LIFT BRANDS

L'Orange Bleue

Instagram: @lorangebleueofficiel

TikTok: @lorangebleueofficiel

www.lorangebleue.fr

Company profile

Founded in Rennes, in 1996, L'Orange Bleue is one of France's largest fitness operators and franchisors, offering accessible, community-focused gyms through its Mon Coach Fitness and Mon Coach Wellness concepts.

Number of sites

400+ clubs across France, Spain and Portugal.

Plans for 2026/7

An ambitious expansion plan is underway, with the intention being to open between 40 and 50 clubs this year and the aim of reaching 600 clubs by 2030. International opportunities are also being explored.

CEO: José Nercellas

Professional background

Nercellas became CEO of L'Orange Bleue in October 2021 before being promoted to chair and CEO

in early 2026 as part of a planned leadership transition from founder Thierry Marquer.

Before joining the company, he spent more than 25 years in the retail sector.

Nercellas has been leading the company's international growth and repositioning the business for long-term European expansion. Under his leadership, the group has continued to deliver double-digit growth and broaden its footprint outside France.



TOPNOTCH HEALTH CLUBS

Mosaic Spa & Health Clubs

X: @MosaicGroupUK

www.mosaicgroup.co.uk

Company profile

Founded in 1987, Mosaic owns Holmer Park and Riverhills which are both high-end health clubs and day spas. Both clubs have 3,000 members and are adult-only facilities.

Mosaic also operates Pompey Health and Fitness club for Portsmouth FC and has five management contracts in hotel-based health club and spa facilities.

Number of sites

Eight

Plans for 2026/7

Investing in a new reception area and outdoor fitness track at Holmer and a Scandinavian Wellness Garden at Riverhills.

MD: Dave Courteen

Professional background

Courteen established Mosaic with co-founder, Steve Taylor, straight from university.

He's currently on the main board of UK Active and also chair of the members' council, as well as being a trustee and chair of three other organisations in the health club and sporting sector.

Courteen also promotes the biggest women's tennis event in the UK outside the grass court season, attracting players ranked in the world's top 100.



MOSAIC SPA & HEALTH CLUBS

WHO'S WHO OPERATORS

Mytime Active

Instagram: @mytimeactive

X: @MytimeActive

www.mytimeactive.co.uk

Company profile

Social enterprise, Mytime Active is repositioning public leisure to be at the heart of the health system and aiming to reduce pressure on primary care services by offering early support in non-clinical settings. By providing a range of activities in inclusive and social spaces, the company is targeting those people who are currently furthest away from physical activity.

Number of sites

20 leisure centres and golf courses.

Plans for 2026/7

Reopening Walnuts Leisure Centre following a multi-million pound refurbishment, with works at West Wickham Leisure Centre due to complete in 2028.

CEO: Steve May

Professional background

With more than 20 years in the leisure, health and community sectors, May is passionate about making wellness accessible to all.

As CEO of Mytime Active he is focused on delivering operational excellence, driving community impact and championing innovative health initiatives.

Outside of work, May is a keen triathlete, mountain biker and rugby coach and says he's always looking for ways to inspire active lifestyles, both in and out of the boardroom.



MYTIME ACTIVE

Nordic Wellness

Email: @nordicwellness

TikTok: @nordicwellnesse

www.nordicwellness.se

Company profile

Founded in 1997, Nordic Wellness is one of the largest fitness operators in Scandinavia by volume of clubs, which mostly operate under the Nordic Wellness brand, offering affordable, community-driven gyms. In 2017 it launched Grand Fitness, a premium, boutique studio concept and, more recently, Endorfin. Padel is offered at selected sites.

Number of sites

Around 380 across Sweden with 560,000 members

Plans for 2026/7

Rapid expansion is underway, with a strategy to reach 600 clubs by 2030. Nordic Wellness is investing in digital fitness and wellness services.

CEO: Magnus Wilhelmsson

Professional background

Wilhelmsson founded Nordic Wellness in Gothenberg in 1997 at a warehouse facility. He has led the company to be one of the largest fitness chains in northern Europe, through organic growth and acquisitions. In 2025, Wilhelmsson was awarded the Golden Heart Honorary Award of the Year by Active Sweden.



NORDIC WELLNESS

Nuffield Health

Instagram: @nuffield.health

X: @NuffieldHealth

www.nuffieldhealth.com



www.HCMsummit.live
Alex Perry will be a
keynote speaker at the
HCM Summit 2026

Company profile

For more than 65 years, Nuffield Health has been a not-for-profit organisation dedicated to building a healthier nation. It provides high quality hospital care and fitness support, champions free health and wellbeing programmes in local communities, including those living with joint pain and the effects of cancer and its treatment and helps people to understand and improve their health.

Number of sites

37 hospitals, 110 fitness and wellbeing centres, workplace wellbeing services, as well as medical centres and a research and development facility.

Plans for 2026/7

Moving towards a connected health model, bridging the gap between clinical care and fitness.

CEO: Alex Perry



Professional background

Perry joined Nuffield Health as CEO in September 2024. Prior to this he held senior leadership roles within the healthcare sector, including eight years as CEO of Bupa UK Insurance – the UK's largest health insurer – where he oversaw record growth in customer numbers and an increase in market share, along with the full digital transformation of its service and support offering. Before joining Bupa, he held senior roles at Marakon Associates, a strategic advisory firm, and First Choice Holidays.

Parkwood Leisure

Instagram: @leisurecentre.com

TikTok: @leisurecentre.com

www.leisurecentre.com

www.parkwoodleisure.co.uk

Company profile

Parkwood Leisure is a family-owned business forging partnerships that focus on quality, innovation, transparency and environmental consciousness, backed by more than 30 years' experience. The company's mission is to create strong partnerships with local authorities to encourage happier and healthier lifestyles among local communities.

Number of sites

85 sites, including six golf courses, five theatres, visitor attractions, country parks and outdoor activity centres.

Plans for 2026/7

Embedding new local authority contracts, while continuing to address inequalities and developing customer-focused digital and health partnerships.

MD: Glen Hall



Professional background

Hall has dedicated his career to leisure management and for the last 30 years has helped grow Parkwood Leisure from five sites to more than 80. He has been a board director since 2006 and now leads a dedicated team of like-minded leisure professionals.

Best piece of advice you've ever been given

Ensure attention to detail and never be afraid to make difficult decisions.

WHO'S WHO OPERATORS

Places Leisure

Instagram: @placesleisure

TikTok: @placesleisure

www.placesleisure.org



Company profile

Part of Places for People, Places Leisure is one of the UK's leading social enterprises, managing leisure and wellness facilities on behalf of local authorities.

Number of sites

More than 100 leisure centres and gyms across the UK.

Plans for 2026/7

Collaboration with partners to promote physical activity, address health inequalities and work to enhance the quality of life for customers in a meaningful way.

CEO: Belinda Steward

Professional background

Steward joined Places Leisure in 2024, having previously worked in hospitality and customer-focused service delivery organisations, including Greene King, Amba Hotels and Wyndham Hotel Group. She enjoys uniting people and believes in inspiring a service culture that puts customers at its heart. Outside work, Steward has a passion for singing and has performed at the Edinburgh Fringe with her choir.



PLACES LEISURE

Planet Fitness

Instagram: @planetfitness

X: @PlanetFitness

www.planetfitness.com

Company profile

Planet Fitness is the largest gym operator in the US by membership and one of the world's biggest fitness franchisors. The company operates in the high-value, low-price segment and is known for its 'Judgement Free Zone' positioning and mass-market appeal. It had approximately 20.8 million members at the end of 2025.

Number of sites

2,909 clubs globally as of 31 March 2026.

Plans for 2026/7

There are plans to open around 180 to 190 clubs this year, as well as redesign club layouts with more strength and functional training equipment. It is refining pricing and sharpening marketing to support strong growth in 2027.

CEO: Colleen Keating

Professional background

Colleen Keating became CEO of Planet Fitness in June 2024. Before joining the company, she was CEO of FirstKey Homes and previously held senior leadership roles at InterContinental Hotels Group and Starwood Hotels and Resorts.

Since taking over at Planet Fitness, Keating has focused on modernising clubs, strengthening franchise relationships, expanding strength training areas and repositioning the brand for long-term growth.



PLANET FITNESS

Plymouth Active

Instagram: @plymouthactive

X: @PlymActive

www.plymouthactive.co.uk

Company profile

Established in 2022, Plymouth Active Leisure is owned by Plymouth City Council and manages key facilities, including the Plymouth Life Centre – a state-of-the-art sports and leisure facility, featuring an Olympic-sized swimming pool and the EGYM strength circuit – which has more than 1.5 million annual visits.

Number of sites

Four.

Plans for 2026/7

The organisation is reviewing commercial opportunities across its existing centres to enhance sustainability and customer experience. This includes exploring growth in hospitality services alongside further investment in fitness offerings, with the aim of increasing participation and diversifying revenue streams.

CEO: Rhys Jones

Professional background

Jones started his career with Club Indigo as a fitness instructor in Cwmbran, South Wales before moving to Esporta, JJB Fitness Clubs and DW Sports and then into the public sector, working for Everyone Active and GLL before making the move to Plymouth Active in 2023.

A keen runner, he has completed three London Marathons.



PLYMOUTH ACTIVE

Pure Gym

Instagram: @puregymofficial

TikTok: @puregym

www.puregym.com

Company profile

Founded in 2009, PureGym is the largest gym operator in the UK and the second largest in Europe, with sites across Switzerland and Denmark, as well as the US and Middle East. The business provides low-cost, high-quality fitness facilities for more than 2.5 million members worldwide.

Number of sites

700+ sites

Plans for 2026/7

PureGym is on track to open more than 60 new gyms in 2026, across the UK, Switzerland and the US, which offers great potential following the acquisition of Blink Fitness in 2024. Closely managing costs, the low-cost operator is focused on driving organic growth across the business.

CEO: Clive Chesser

Professional background

With over 30 years in the leisure and hospitality sectors, including extensive management and franchise experience in the UK and globally, Chesser was previously group CEO of Punch Pubs and Co and before this held senior positions at Greene King, Ei Group and Haagen-Dazs. He joined PureGym as Group CEO in November 2024. Chesser has run in multiple marathons and is planning to run Chicago this year.



PUREGYM

WHO'S WHO OPERATORS

Purpose Brands

Instagram: @purposebrandsllc

www.purposebrands.com

Company profile

Based in the US, Purpose Brands is the world's largest portfolio of fitness, health and wellness franchise brands and services, made up of Anytime Fitness, Orangetheory Fitness, Waxing the City, Basecamp Fitness, The Bar Method, Healthy Contributions and Provision Security.

Number of sites

5,800+ Anytime Fitness gyms and
1,300+ Orangetheory Studios

Plans for 2026/7

Strong focus on global expansion, prioritising strategic market growth, working towards the 2030 goal of 10,000 units and 10 million members.

CEO: Tom Leverton

Professional background

Leverton is an experienced services and multi-unit brand leader with a track record of scaling global consumer businesses.

He joined Purpose Brands as CEO in 2024 after holding CEO roles across major franchise and service organisations, including CEC Entertainment Topgolf, and Omniflight. He also served as an operating partner at Pritzker Private Capital, advising and supporting growth-stage companies.



PURPOSE BRANDS

RSG Group

Instagram: @rsggroup_official

www.rsggroup.com

Company profile

Founded in 1996 by Rainer Schaller, RSG Group is still owner-operated. It has 10,000 employees, including franchisees and more than 4.5 million customers. With a focus on fitness, health and lifestyle, the portfolio comprises a range of fitness and wellness brands, including Gold's Gym, McFit and the John Reed club family. The world's first concept fitness club, Heimat in Los Angeles, is also part of the group.

Number of sites: Around 900 sites in 30 countries.

Plans for 2026/7

Following the relaunch of the legacy brand, McFit, there are plans to scale in new territories through franchising, by partnering with master franchisors.

CEOs:

Hagen Wingertzahn and Gerd Schaller



RSG GROUP

Professional background

Since the death of Rainer Schaller, founder of the RSG Group, in 2022, the company has remained in family ownership. Rainer's brother, Gerd Schaller, is the owner and CEO alongside Hagen Wingertzahn.

SATS

Instagram: @sats

TikTok: @sats_official

www.satsgroup.com



www.HCMsummit.live
Sondre Gravir will be
a keynote speaker at
the HCM Summit 2026

Company profile

SATS is a leading provider of fitness and training services in the Nordics, with 9,500 employees and more than 700,000 members. The company offers cutting-edge studio facilities for individual training, group training with superior programming and highly qualified personal trainers for specialised training and individual coaching. It also has a strong focus on supporting members through online training and digital tools.

Number of sites

276 sites across the following brands: SATS, Elixia, Fresh Fitness, SATS Yoga, SATS Online.

Plans for 2026/7

To make even more people healthier and happier!

CEO: Sondre Gravir

Professional background

Gravir has been CEO of SATS since 2018, before which he was the CEO of a multi-national online marketplace company headquartered in Barcelona, CEO of several Norwegian newspapers and a management consultant at McKinsey.



Serco Leisure

X: @SercoLeisure

www.serco.com

Company profile

Serco Leisure operates a range of facilities, including local authority leisure centres, destination sites such as Holme Pierrepont Country Park, home of the National Watersports Centre, and Stoke Mandeville Stadium. Since 2011, it has also operated the national sports centres, Bisham Abbey and Lilleshall, on behalf of Sport England.

Number of sites

56.

Plans for 2026/7

Work closely with partners to support their overarching health and wellbeing strategies; while remaining focused on the promise to customers to help them make more of every da

Director of leisure: Steve Nelson

Professional background

Nelson has spent his entire working life in the leisure sector, starting off in the private sector before moving onto to a role with a local authority, and then onto Serco Leisure, where he has worked for the past 18 years.

Best piece of advice received...

Never be afraid to ask the question, if there's something you're not sure about – but always make sure you listen to the answer and be learn from the information you've been given.



WHO'S WHO OPERATORS

Sodexo (Healthworks)

Instagram: @sodexogroup

TikTok: @sodexo_group

www.sodexo.com

Company profile

Sodexo provides a diverse range of services to business and public sector clients. Solutions include food and catering, facilities management, property and technical services and benefits and rewards. Within our divisions, it also provides health and wellbeing solutions.

Number of sites

40 sites in the UK and Ireland.

Plans for 2026/7

Improve the health and wellbeing of customers by providing innovative solutions and improving quality of life.

Head of Health and Wellbeing: Alan West



SODEXO (HEALTHWORKS)

Professional background

West started out as a fitness instructor for Savoy Group, and left in 1997 as operations manager. He helped to launch and operate two award-winning destination spas for private hotel chains before joining Sodexo in 2002.

Best piece of advice you've ever been given

Surround yourself with dynamic inspirational individuals and make sure you listen to their ideas.

Tees Active

Instagram: @teesactive

X: @TeesActive

www.teesactive.co.uk

Company profile

A social enterprise formed in 2004 and operating in Stockton-on-Tees. Tees Active focuses on service quality, increasing participation, expanding the business, community engagement and intervention services. Clients include local authorities, private/public sector organisations and the Canal and Rivers Trust.

Number of sites

Six sites.

Plans for 2026/7

Working on plans to develop new and expanding existing facilities to enhance the service provision for the local community.

MD: Leon Jones



TEES ACTIVE

Professional background

With a passion for sport, Jones graduated in business and marketing before gaining 20 years' leisure experience in commercial and marketing roles. He developed a career in private health clubs, local authorities and leisure trusts, before joining Tees Active in 2010 and becoming MD in early 2018.

Best piece of advice ever received...

Hard work beats talent when talent doesn't work, so apply yourself 100 per cent to everything you do.

The Club Company

Email: marketing@theclubcompany.com

www.theclubcompany.com

Company profile

A collection of country clubs, offering premium wellbeing facilities and services, including championship standard golf courses, driving ranges, health and fitness facilities, group exercise, swimming, padel and tennis courts, bars, eateries and hotel accommodation. The Club Company's mission is to be the UK's premier collection of country clubs, helping members and visitors improve their wellbeing through beautiful locations, exceptional facilities and welcoming environment helping members to find 'Your You Place'.

Number of sites: 18.

Plans for 2026/7

Accelerate growth with more clubs and improvements to the services and products on offer to members.

MD: Richard Calvert

Professional background

After starting out as an overseas rep and ski guide, Calvert worked his way up in the travel industry with leadership positions at First Choice, Tui and Thomas Cook. He joined The Club Company in 2020, after being CEO of Specialist Leisure Group.

Fun fact...

I went on a skiing holiday to Andorra when I was 19 and didn't come back to the UK for 15 years!



THE CLUB COMPANY

The Gym Group

Instagram: [@thegymgroup](https://www.instagram.com/thegymgroup)

TikTok: [@thegymgroup](https://www.tiktok.com/@thegymgroup)

www.thegymgroup.com



Company profile

The Gym Group was a pioneer of the 24/7 high value, low-cost model in the UK, with a founding mission to break down barriers to fitness by offering flexible and affordable gym memberships. It offers great value, high quality kit and friendly, expert teams. A sector leader in sustainability, The Gym Group is the world's first gym operator to have its science-based, net-zero emission reduction targets validated by the Science Based Targets initiative.

Number of sites

260 sites.

Plans for 2026/7

Continue to execute the Next Chapter strategy growth plan and accelerated openings of around 75 new gyms in the coming three years.

CEO: Will Orr

Professional background

Orr has extensive managing director experience at companies including Times Media Limited, the RAC and British Gas. Having joined The Gym Group in 2023, he has developed and implemented the Next Chapter strategy to grow the business.

Best piece of advice received...

Lots of people are good at starting things. Be good at finishing them too.



THE GYM GROUP

WHO'S WHO OPERATORS

Third Space

Instagram: @thirdspacelondon

TikTok: @thirdspacelondon

www.thirdspace.london



Company profile

First opened in 2001 in Soho, Third Space is a ground-breaking group of unique spaces dedicated to training for life, seeing true health as diverse, individual and long-term. We combine world-class facilities and expertise with a bespoke approach, catering for every health and fitness need – training, medical, recovery and nutrition.

Number of sites

15 sites.

Plans for 2026/7

Continued expansion with Paternoster Square and Queen's Park being the next sites to open.

CEO: Colin Waggett

Professional background

Waggett has more than 20 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.



THIRD SPACE

Total Fitness

Instagram: @totalfitnessuk

TikTok: @totalfitnessuk

www.totalfitness.co.uk



Company profile

Total Fitness offers 15 supersize health clubs in the north of England and Wales, with Swim Academies at 14 locations and two purposefully-designed women-only gyms. Clubs feature extensive gym floors, pools, expert PT, digital content and diverse ways to work out. Total Fitness strives to empower individuals to help themselves on their fitness journeys.

Number of sites: 15 Total Fitness, two Women's Gyms.

Plans for 2026/7

Continue the rollout of The Women's Gym across the north west of England and the development of a non-gym format.

CEO: Sophie Lawler

Professional background

Lawler has 25 years' industry experience and has been CEO for eight years. She was formerly group strategy programme director for Fitness First internationally. A public speaker and leadership coach, she was won multiple awards including National Businesswoman of the Year 2019; Role Model for Diversity and Inclusion (WiHTL) 2022; Winner European Brand Management Awards 2023; Winner Next Generation Initiative - UK Company Culture Awards 2023; Top 50 Inspiring Workplaces 2024.

Best piece of advice ever received

Do the work, earn the choices.



TOTAL FITNESS/RONA FINCHETT

Tribute Brands

Instagram: @trib3international

TikTok: @trib3international

www.tribute-brands.com



www.HCMsummit.live
Jonathan Fisher will be
a keynote speaker at
the HCM Summit 2026

Company profile

Tribute Brands is a portfolio of boutique fitness and wellness brands curated for scalability through franchising best practices and tech-enhanced platforms. Housing two brands – PILAT3S (dynamic reformer Pilates) and TRIB3 (a highly inclusive HIIT concept) – Tribute Brands specialises in licensing its concepts to fitness operators with its “boutique-in-gym” (B.I.G.) model as well as the traditional standalone franchise.

Number of sites

60 studios in 10 countries.

Plans for 2026/7

The group is on a trajectory to reach 100 locations by the end of 2026, focusing on enhancement of its tech platform and the introduction of new products and verticals.

CEO: Jonathan Fisher

Professional background

With three decades of experience in the health and fitness industry, Fisher has presided over the opening and acquisition of 100+ clubs across 10 countries and multiple brands – Holmes Place, EVO !CON and TRIB3 – and assumed the role of CEO at Tribute Brands in 2024.

Best piece of advice...

Never neglect your health for any other advantage in life.



MARIO GALIANO

Virgin Active

Instagram: @virginactiveUK

TikTok: @virginactiveUK

www.virginactive.co.uk



Dean Kowarski
at the HCM
Summit 2024

Company profile

Virgin Active is a global social wellness club, giving more than a million members access to world-class training, recovery, nutrition, community and expert support with studios and pools to co-working spaces and longevity care. It is built on the conviction that health is a lifelong, proactive commitment, shaped by how we move, eat, recover, think and live.

Number of sites

200+ in nine countries

Plans for 2026/7

Expand the social wellness club concept globally and deepen the integrated approach to deliver more personalised, data-driven member experiences.

CEO: Dean Kowarski

Professional background

Kowarski's career spans corporate finance and operational leadership across the UK, USA and South Africa. He founded the Real Foods Group in 2013, helping scale health food brands including Kauai, which now operates more than 245 stores globally. Kowarski is leading Virgin Active's evolution into a fully integrated social wellness business, bringing together fitness, nutrition and recovery into a single ecosystem designed to better support how people live and look after their health.



WHO'S WHO OPERATORS

Urban Gym Group

Instagram: @urbangymgroup

www.urbangymgroup.com



Company profile

Urban Gym Group (UGG) operates leading fitness brands in the Netherlands and the UK, including TrainMore, Gymbox, Clubsportive, and boutique-in-gyms concepts, The CLB and the newest brand, Rush, which brings high-intensity, community-driven fitness experiences to the NL market. UGG also operates multiple TRIB3 and PILAT3S franchises and is known for being an early adopter of wellness trends.

Number of sites

70+ in London and the Netherlands

Plans for 2026/7

Accelerated growth across the Netherlands and UK, with a deepening presence in key London locations and extending into new international cities, while optimising vitality and wellbeing offerings.

CEO: Neil Randall

Professional background

Following a short career as a professional cricketer, Randall has spent 25 years in the fitness industry, starting as a fitness instructor at Holmes Place, and then spending nine years with Virgin Active and ending as a general manager. Since then, he has held senior roles at LA Fitness and GO! Mammoth and was CEO for Anytime Fitness UK master franchise. He joined UGG as CEO in November 2022, where he is responsible for growing by opening and acquiring new locations.



URBAN GYM GROUP

VivaGym

Instagram: @vivagymoficial

TikTok: @vivagymoficial

www.vivagym.es



Company profile

Founded in April 2011, Bridges Fund Management acquired a majority stake in VivaGym four years later and in 2018, the company consolidated its position as a leader in the low-cost market in the Iberian Peninsula, with the acquisition of the Fitness Hut chain, in Portugal. In 2024, Providence Equity Partners acquired VivaGym Group initiating an ambitious expansion plan. It recently acquired Spanish chain, Synergym.

Number of sites

450+ gyms.

Plans for 2025/6

Continue with our expansion plan and the integration of the acquisitions.

CEO: Cristina Burzako

Professional background

Burzako joined VivaGym as CEO in November 2025 to lead the expansion and value-creation strategy. She's a high-impact executive with more than 25 years' experience leading business turnarounds and growth strategies across 13 markets in Europe and Latin America. Known for her expertise in scaling complex B2B and B2C organisations, she has managed P&Ls for more than 30 global brands in sectors including media, telecom, streaming, and consumer goods.



VIVAGYM

Xponential Fitness

Instagram: @xponentialfitness

TikTok: @xponentialfitness

www.xponential.plus

Company profile

US boutique franchisor, Xponential Fitness, has a portfolio of five brands – Club Pilates, the largest Pilates brand in the US; StretchLab, YogaSix, Pure Barre and BFT, a group strength training and conditioning functional programme.

Number of sites

3,097 as of 31 December 2025

Plans for 2026/7

Grow units both domestically and internationally; drive organic growth at studio level through marketing, digital, operations and support. Some of the brands will be refreshed and new classes will be introduced in order to help drive acquisition and retention.

CEO: Mike Nuzzo

Professional background

Nuzzo is a growth-oriented executive with 20+ years' experience leading retailers with a focus on business development and expansion. Prior to joining Xponential last year, he had been CEO of Eyemart Express; CFO and COO of Petco and led finance teams at Abercrombie & Fitch.

Best piece of advice ever received...

Life is a marathon, not a sprint. There has to be continuous improvement over a long period of time.



XPONENTIAL FITNESS

Xtreme Fitness Gyms

Instagram: @xtremefitnessgymsoficial

TikTok: @xtremefitnessgyms

www.xtremefitness.pl

www.franczyzafitness.pl

Company profile

Xtreme Fitness Gyms is the fastest-growing fitness franchise in Poland, offering state-of-the-art training spaces for everyone. It focuses on accessibility, innovation, and community-building, inspiring people to embrace an active lifestyle.

Number of sites

170 across Poland.

Plans for 2026/7

Further dynamic growth and business scaling – ambitious expansion plans include opening around 100 new locations across Poland this year, as well as starting international expansion. The first sites will open in Czech Republic later this year.

CEO: James Cotton

Professional background

Cotton is an experienced leader and fitness industry expert with more than 20 years of experience in developing franchise networks and scaling business models. As CEO of Xtreme Fitness Gyms and Xtreme Kids, he is responsible for the continued expansion of both brands, the development of operational standards, and strengthening their position in the Polish and central and eastern European markets.



XTREME FITNESS



COMPANY PROFILES

HCM

HANDBOOK
2026–2027

PRODUCTS & SERVICES

Company profiles p176

Product Innovation p304

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www.aperformance.co.uk

<https://outlet.aperformance.co.uk>



Tony Buchanan, owner

About us

As one of the UK's leading gym design and installation companies, we design and build performance spaces that push boundaries, set standards, and inspire greatness. We maximise potential and performance for people and teams in every space we touch. A trusted partner of Team GB for three Olympic cycles, we deliver at the highest performance levels. We focus on long-term durability and rigorous quality standards, completing high-profile installations for Newcastle United, Cambridge University, Monmouth School, and England Rugby. Our tailored approach ensures each project meets client needs and future demands.

Product range and services

We are the UK's exclusive distributors of KingsBox racks and rigs, designed for athletes, trainers and serious fitness users. We also supply DC Blocks, the stackable, highly-durable weightlifting blocks, and hold official UK distribution for Werksan IWF-accredited equipment. In partnership with Athlete Academy, we also deliver UKSCA-accredited Strength and Conditioning Diploma courses for personal trainers.

Whether you're an experienced gym manager, S&C coach, performance director or have aspirations to create a home training space, we will guide you through the process from specification to installation.

We follow a five-step plan of action for every project, working with customers to achieve their goals:

- 1. Consult** - We talk to you about the people who will be using your facility, the type of training they love, your budget, your expectations and your long-term plans. Ask us questions, test our knowledge, it's how we start every project.
- 2. Advise** - We'll recommend the right equipment, whether it's heavy-duty and functional, or kit that tests and measures performance. We'll show you a look and feel for your space and the flow of equipment to inspire users and unite squads.
- 3. Design** - Our designs incorporate every aspect of the space, making the best use of the area. We'll create the ideal place for users with individual and team goals to train side by side. You'll get to experience the look and feel of your facility via a 3D walk-through that will bring your vision to life.

4. Install - Our installation team will be involved in your project from beginning to end, so they'll know exactly what the end result will be. From laying the floor, to positioning the equipment, every aspect will be handled by professionals.

5. Support - Becoming an AP customer means you're part of our family and we'll support you before, during and after your project. If you need advice on equipment or how to further develop your facility, we're on hand to give honest, expert support.

Key customers

We support a wide range of customers. Whatever your sector, we can help you create the right gym solution.

Future plans

It's set to be a transformative year. With a number of new partnerships and exhibitions ahead, we have plenty of exciting developments to reveal.

We've also recently launched our new outlet store, featuring high-performance gym equipment at warehouse prices. In addition, we're delivering full-build projects, managing everything from foundations and construction through to full gym installation.

A man and a woman are standing in a gym, looking at a tablet together. The man is on the left, wearing a grey t-shirt, and the woman is on the right, wearing a blue tank top. They appear to be discussing something on the screen. The background is slightly blurred, showing other gym equipment.

Active IQ

Leading the way in training the fitness and wellbeing sector

#QualityWithoutCompromise

Join our network of trusted training providers and employers helping to start careers and drive professional development.

In an industry where cost is often the focus, Active IQ stands apart by delivering more - more quality, more support, more value. We know that price matters, but when it comes to qualifications, reliability, and long-term success, quality is non-negotiable.

That's why we offer:

- ✓ **Industry-leading qualifications** – designed with employers to meet workforce demands
- ✓ **Comprehensive support** – a dedicated team invested in your success
- ✓ **Added value** – free CPD, FitPro membership with eLearning purchases, and extra resources at no cost
- ✓ **A trusted partner** – transparent pricing, no hidden fees, and a gold-standard reputation

Visit www.activeiq.co.uk to start your journey as an Active IQ approved centre.

Active IQ

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Email: businessdevelopment@activeiq.co.uk

X: @Active__IQ

LinkedIn: Active IQ

www.activeiq.co.uk



About us

We are the UK's leading Ofqual-recognised awarding organisation for the physical activity sector, offering qualifications in a variety of disciplines from Level 1 to Level 4. Our experienced and knowledgeable team supports employers and providers to achieve the best outcomes for their learners. In 2022, we were acquired by the leading vocational and technical awarding organisation NCFE, a move that continues to offer significant opportunities to continue our growth and reach.

Product range and services

As well as offering qualifications across the physical activity sector, we offer a highly diverse portfolio of additional products and content solutions including:

- **LMS Platform** – providing comprehensive support to approved centres, with access to interactive educational webinars, CPD and resources in a variety of subjects.
- **Skills Hub** – learners registered on Active IQ regulated qualifications have free access to Podcasts, Webinars

and CPD content in areas such as fitness training, mental health awareness, GLP-1, sleep, and stress.

■ **International Programmes of Study** – we offer a growing portfolio, including Fitness Assistant, Personal Training and Fitness Instructing. Content and delivery methods are tailored to ensure the programme is fit for purpose in each region. We also support a range of learning development initiatives, awards and events from the REPs UAE Awards, Elevate, Beyond Activ and Dubai Active.

Key customers

We work with hundreds of approved centres across the UK and globally, including private training providers, employers, leisure service providers, universities, colleges, schools, nursery settings, prisons, young offender institutes, and international centres.

Future plans

Active IQ continues to engage with employers to develop new and updated qualifications, new qualifications that recently launched are suitable for those

looking to upskill in subjects such as circuit training, kettlebell training, water-based training and supporting antenatal and postnatal clients. Updating the content of our qualifications to reflect the changing needs of the sector remains a priority and new qualifications for launch will focus on taking skills in personal training, sports massage therapy and fitness coaching to the next level.

Furthermore, Active IQ is continuing its expansion in international markets, with a particular focus on Saudi Arabia following our success as growing market leaders in the UAE. We will maintain our presence at leading industry events both in the UK and overseas to connect and engage with key stakeholders and to discuss quality education for the active leisure and wellness sector.

Key personnel

- **Lisa Skelton**, Head of Business Development
- **Lee Buck**, Head of Employer Product Strategy

Align-Pilates

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Designed to Evolve

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catalogue



Align-Pilates

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Instagram: www.instagram.com/align_pilates_hq/

www.align-pilates.com



Jim Heidenreich – CEO

Align-Pilates

About us

Align-Pilates is a UK-based manufacturer and supplier of high-quality Pilates equipment, supporting studios and professionals since its founding in 2010. With a growing international presence, Align-Pilates has built a reputation as a trusted partner to studios at every stage of their journey, offering innovative, accessible and thoughtfully engineered equipment solutions.

Focused on delivering performance, value and ease of use, Align-Pilates combines intelligent design with practical functionality. From boutique studios to multi-use fitness environments, the brand empowers operators to create effective, inclusive and adaptable Pilates spaces.

Product range and services

Align-Pilates takes a considered approach to equipment design, focusing on streamlined, modular solutions that balance performance with practicality. Its range is built around ease of use and efficiency, with intuitive adjustment features such as Rapid-Change Spring Bar and Quick-Adjust Rope System supporting smooth transitions and adaptability for both instructors and

clients. All Reformers are warrantied for commercial use and meet EN ISO 20957-1:2013 Class S standards, ensuring durability, safety and long-term reliability across a variety of settings.

The portfolio spans a complete range of Pilates equipment for studios, clinics and home environments, including bestsellers such as the C8-Pro and C8-Pro Noir Reformers, the oversized A8-Pro designed to support inclusivity, the compact R8-Pro models, and the space-saving F3 Folding Reformer. This is complemented by a broader offering that includes Half and Full Cadillacs, the Combo Chair III, Ladder Barrel RC, and a wide range of accessories. Together, this flexible ecosystem enables operators to tailor their setup to suit their space, clients and evolving business needs.

Key customers

Align-Pilates serves a broad range of sectors across the global fitness and wellness industry, including:

- Boutique Pilates studios
- Fitness clubs and gyms
- Multifunctional fitness spaces
- Professional sports clubs and training centres
- Home gym users

Its solutions are designed to scale, from individual practitioners to large commercial operations, supporting diverse user needs and business goals.

Future plans

Align-Pilates is committed to continuous innovation, with a strong focus on evolving product design through customer feedback and real-world use. By refining functionality, improving accessibility and expanding its global reach, the brand aims to support the growing demand for Pilates across fitness and performance sectors.

As Pilates continues to gain recognition as a core component of health and wellness, Align-Pilates is focused on delivering adaptable, future-compatible equipment that meets the needs of modern studios and practitioners.

Key personnel

- Jim Heidenreich, CEO
- Beth Gibbs-Bartel, Chief Revenue Officer
- Jonathan Whitby, Vice President, Product Development
- Meghan Gogan Diesveld, Vice President, Marketing & Communications
- Etienne de Pierrefeu, Vice President, Commercial Sales



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50
★
years



balanced body®



Ken Endelman,
CEO & Founder

About us

Balanced Body is the global leader in Pilates equipment and education. Founded 50 years ago, we work with the highest quality materials, and pride ourselves on premium craftsmanship and delivering unparalleled customer service. Our Pilates education consists of 400 educators with over 35,000 certified teachers worldwide. With in-depth experience and expertise in Pilates, Balanced Body is uniquely positioned to partner with clubs, gyms and wellness facilities worldwide.

Balanced Body was founded in 1976 by Ken Endelman who continues as Owner & CEO today. Ken was the first to substantially update Joseph Pilates' original equipment, engineering new features. He now holds 300+ patents worldwide for Pilates-related inventions and employs 400+ people.

Product range and services

Balanced Body's acclaimed Reformers, including the Allegro®, Allegro® 2, Rialto® and Studio Reformer®, feature our patented Signature Springs™, SoftTouch™ rope + loop system, specially engineered wheels, and hallmark smooth carriage ride. Our Pilates apparatus includes Reformers, Towers, Chairs, Barrels, Cadillacs, and training tools. Balanced

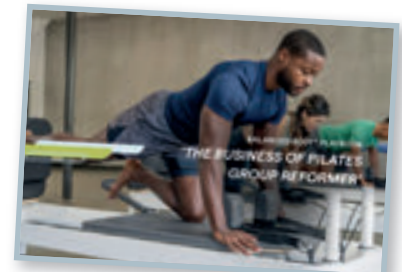
Body Education® delivers Group Reformer training specifically designed to upskill qualified fitness instructors to design and deliver Group Reformer classes using Pilates principles. This bespoke training leverages instructors' experience teaching group exercise classes. Building on this, Balanced Body launched its 'Business of Pilates' Playbook, a comprehensive resource designed for fitness facility operators considering or expanding Group Reformer Pilates offerings.

Key customers

Third Space, Ten Health & Fitness, Thames Club, YMCA (UK & US), Club Pilates, Lifetime, Equinox, LA Fitness, BLOK, South Downs, Padel & Pilates, Everlast, David Lloyd.

Future plans

For 2026, we have strengthened our UK presence by adding dedicated account management staff to support customer needs in real time. We have also partnered with a specialist warehouse to optimise delivery and installation services, and with expert kit outfitter InSpace to ensure our commercial clients receive best-in-class support. Balanced Body remains focused on



Access our Business of Pilates Playbook [HERE](#)

building strong relationships across both the public and private sectors as we prepare to launch new products in the coming months.

Shows attending

FIBO, HFA (IHRSA), Elevate, Independent Gyms, PerformX, PFA, active-net and our own Pilates On Tour® global event series.

Key personnel

- Ken Endelman, CEO & Founder
- Bill Auvil, Director of Sales
- Joy Puleo, Director of Education
- Chanin Cook, Director of Marketing
- Katherine Ryzhova, UK & Ireland Sales Account Manager
- Shyam Lakhani, UK Commercial Sales Manager
- Steven James, UK Account Sales Manager



BLK BOX

Built Better.



BLK BOX

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Instagram: www.instagram.com/blkboxfitness/

www.blkboxfitness.com



Gregory Bradley,
Founder / Sales
Director



Ben Stocks,
Managing
Director



Miles Canning,
Marketing
Director



About us

BLK BOX - where precision meets strength, and innovation never stops in the Pursuit of Better. We're trusted by the best and have consistently delivered world-class training solutions, becoming the preferred supplier to leading brands, sports teams, and operators worldwide.

We create bespoke training spaces that not only meet the specific needs of teams and commercial gyms but also cultivate a vibrant, supportive community.

Leading the way in customised solutions, our team is guided by a results-oriented approach to optimise performance facilities, create innovative fitness experiences, and design bespoke training spaces. We set the standard in UK manufacturing. Our 130,000 sq ft headquarters boasts advanced CNC laser cutting technology, robotic welding, and an automated powder coating line, along with a 4,000 sq ft fully fitted gym. We recently launched our new 1, 3, 5 Series - a fully modular range of rigs and racks designed to meet the demands of modern training environments at every level.

Product range and services

■ **Strength & Functional Training Equipment:** Designed for durability

and performance. From power racks, Olympic bars, and plates to bespoke rigs and functional accessories, we provide everything needed to equip your facility.

■ **Flooring Solutions:** BLK BOX flooring and acoustic systems are engineered to provide exceptional durability, performance, and safety across a range of environments, from commercial gyms to high-impact S&C facilities. Our solutions are defined by eco-friendly materials, unparalleled warranties, acoustic performance, and unique customisation options.

■ **Facility Design:** We know that a well-planned design is at the heart of every successful project. The BLK BOX portfolio is a testament to our commitment to creating world-class training environments. We draw inspiration from the best in the industry and combine it with 10+ years of practical design experience to help you build a space that reflects your vision and inspires your community.

■ **Customisation:** With customisation baked into the BLK BOX blueprint from day one, we have optimised our manufacturing to deliver industry-leading production times for customised products. Choose from a wide range

of colours, then add your logo and branding to create a space that stands out with a tailored, cohesive look.

■ **End-to-End Support:** Our approach is based on forging lasting partnerships. We are committed to your success and support every aspect of your project.

Key customers

Nike, Irish Rugby, Fitness Park, Solo60, Nuffield, PureGym, Gymbox, Soho House, Represent.

Future plans

Our product development is shaped by real-world insights from athletes, coaches, and operators, influencing not only our racks and rigs but a wider ecosystem of machines and cardio equipment. The launch of our 1, 3, and 5 Series marked a major step forward, enabling highly customised, future-ready training environments that maximise space and user engagement. Through operational excellence, we deliver industry-leading project execution, support, and service from concept to installation. As we grow, we remain committed to sustainable expansion, responsible practices, and building a more sustainable future.



Cold water immersion
is everywhere.

Standards aren't.

The category has grown faster than the ability to deliver it safely to members. The fallout:

- Dead square footage.
- Kit that can't handle commercial use.
- All the risk on the operator.

We built The Cold Standard to change that. Three pillars — infrastructure, governance, and science — so our partners can deliver cold water immersion as training infrastructure, not a passing trend.

We've set the standard. Now everyone can meet it.



BRASSMONKEY.CO

Brass Monkey at 1Rebel, London



Brass Monkey

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Email: steve@brassmonkey.co

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Facebook: www.facebook.com/BrassMonkeyIce

Instagram: www.instagram.com/brassmonkeyice

www.brassmonkey.co



Steve Jones,
Head of Sales

About us

We're the UK pioneers in readiness training through cold water immersion.

Programme ice baths properly as training equipment and they stop being a tub in a corner. Members come back. Retention shows up in the numbers. Your square footage earns its keep. Cold becomes a core feature your gym is known for.

That's readiness. What happens when infrastructure, governance and science show up together. We've spent five years building it into real commercial environments. Over 1,500 installations so far. Cold water, done properly.

Built for it

- Commercial-grade ice baths engineered for continuous use
- HALO — connected platform, fleet monitoring, firmware control
- ProCare & ColdCare — uptime guaranteed, not hoped for
- UK designed. UK built. UK supported.

Product range and services

Our ice baths come in three main ranges, each available in various finishes or fully bespoke—offered with or without our patented ice-

generation technology. All units are WiFi-enabled, UV-cleaned, auto-dosing, and filtered using either two-stage cartridge or spa-grade media systems.

- **The Custom Range** – For projects demanding unique specifications. We even offer water-cooled systems that can transfer heat to a swimming pool.
- **The Spa Range** – Designed to integrate seamlessly with spa environments, available in single and double tub formats.
- **The Fitness Range** – Freestanding units ideal for gyms and recovery suites, with quick installation and support for moderate use.

Whichever range you choose, we support you through design, installation, staff training, and launch promotion.

- **Ongoing Support: ProCare** Included with every unit, ProCare ensures optimal performance, handles maintenance, and provides peace of mind. ProCare+ is our premium service, offering professional cleaning and maintenance to keep your equipment running at peak efficiency with minimal effort from your team.

Shows attending

Elevate, Perform X, FIBO, ISPA

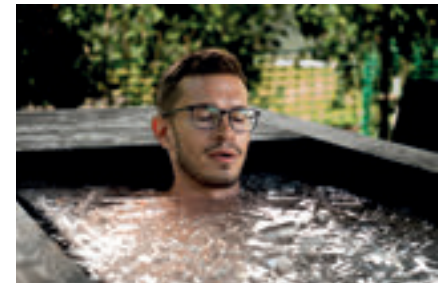


PHOTO: BRASS MONKEY

Brass Monkey ice bath

Key customers

David Lloyd, Third Space, Everlast Gyms, Fitness First, Six Senses, COMO, Bvlgari, Mandarin Oriental, Soho House, England FA.

Future plans

Partnerships with Everlast Gyms, David Lloyd and a host of international partners are proving what operator-led CWI can look like at scale. Cold is becoming training infrastructure. The operators who treat it that way will own it in their market.

Key Personnel

- Chris Soames, CEO
- Steve Jones, Head of Sales



World Leading Commercial Ice Baths

& Palm Cooling Technology



CET Ltd

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www.cetcryospas.com

www.coretxcooling.com



Adrian Worsley,
Managing Director

About us

Manufacturing in the UK since 2002 with clients in 60 countries, CET is the world-leading supplier of commercial ice baths to hotels, gyms, elite sports and wellness centres.

Ice baths now present a major revenue generating opportunity for the fitness and wellness sectors.

Product range and services

CET develops ice baths for fitness, wellness and elite sport environments. Its systems feature patented jet technology for deeper, more penetrating cold exposure, alongside optimum immersion depth to create natural compression and support circulation. Designed for durability, precise temperature control, consistent recovery performance and easy integration into

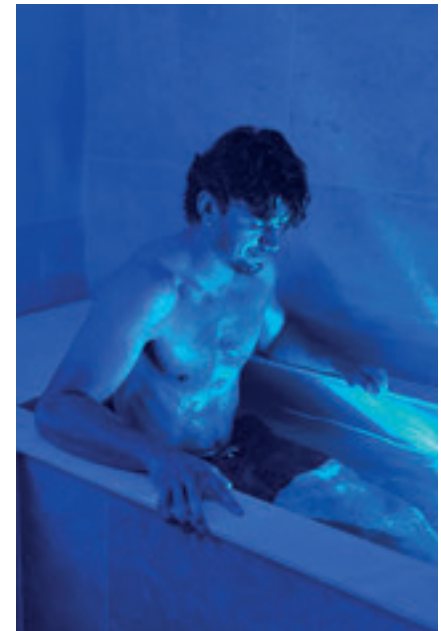
gym and training environments for efficient, high-volume use. The CoreTx palm cooling device delivers rapid improvement in strength and fitness levels for users while differentiating the gym from competitors.

Key customers

Third Space, V London, FIX MCR, Oren Wellness, Manchester United, Arsenal FC, Manchester City, AC Milan, Bayern Munich, FC Sevilla, Wimbledon (Tennis), Team GB, Crown Plaza & Hilton Hotels, Fitness First and Everyone Active.

Future plans

CET has just launched the CryoSpa Serena, the premium commercial ice bath for the wellness market. Serena combines aesthetics with performance.



Glacier Ice at Everyone Active

“We worked with CET Cryo Spas to install our ice baths. The equipment is reliable, easy to maintain, and perfect for contrast therapy sessions. Our customers absolutely love the baths, always commenting on how cold and clean they are. They are true to temperature and a key part of the experience we offer.”

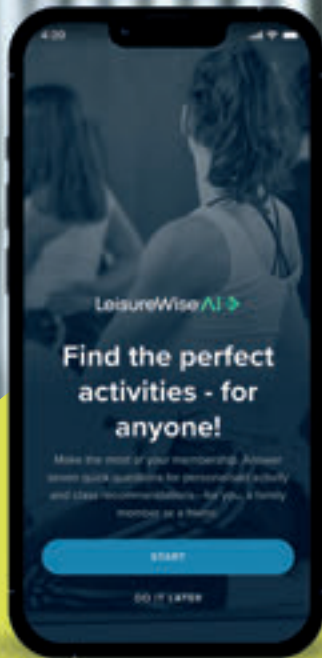
James Fielding, founder, FIX MCR

Key personnel

- Colin Edgar, Founder
- Adrian Worsley, Managing Director
- Katalin Geczi, Managing Director, Germany
- Russell Bentley, Production Manager

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www.buildwithconnect.co.uk



Danny Woods, chief executive officer

About us

Connect builds digital products for fitness, leisure and wellness operators that work with existing technology, not against it. Many operators rely on fragmented systems that struggle to deliver joined-up member experiences without costly bespoke development. Connect bridges that gap by providing ready-built, customisable digital capabilities that integrate into current platforms. Fast to deploy and designed to grow in value across a network of operators, Connect helps businesses unlock more from the technology they already use.

Product range and services

Connect's first product, LeisureWise, is already live with Abbeycroft and South Downs Leisure. It personalises member apps and websites so users see content tailored to their behaviour, goals, and engagement patterns. Instead of every member receiving the same homepage, class recommendations, and promotions, LeisureWise surfaces the right content at the right time — whether that's encouraging a new member to book their first class or nudging an at-risk member before they lapse.

LeisureWise works as both an app

module and web plug-in, integrating directly into existing digital platforms rather than replacing them, with setup taking weeks, not months. It's the first product in Connect's growing suite of AI-powered tools, designed so operators can adopt, combine, and expand capabilities as their needs evolve.

Key customers

Connect's launch partners are Abbeycroft and South Downs Leisure, both multi-site operators using myFitApp, where LeisureWise is already live today through integrations with their existing member management systems. Connect is working with a pipeline of multi-site fitness, leisure and wellness operators, as well as technology providers and strategic partners looking to embed Connect's capabilities within their own platforms.

Future plans

Over the next 12 months, LeisureWise will become significantly smarter, with a more responsive recommendation engine, deeper personalisation, and tighter feedback loops that continuously improve the product as member engagement grows. Connect will expand integrations with existing

operator platforms, simplify onboarding so customers can launch faster, and introduce self-serve configuration tools that reduce reliance on development resources. Alongside LeisureWise, Connect will launch additional products built on the same model: purpose-built, interoperable capabilities that operators can deploy individually or together, designed to integrate seamlessly with existing technology stacks and provide greater flexibility, efficiency, and control across their operations.

Shows attending

Connect will be at FIBO, EHFF, Elevate, Beyond Activ and HCM Summit this year - primarily to meet multi-site operators, technology providers and potential strategic partners. The team will also be supporting The Fitness Technology Summit alongside LeisureLabs in June.

Key personnel

- Danny Woods, co-founder & chief executive officer
- Alex Peacock, co-founder, LeisureLabs
- Charles Njoku, co-founder, LeisureLabs
- Claire Evans, head of marketing
- Stephany Leavy, head of product

CORE
HEALTH & FITNESS



INNOVATIVE BRANDS IN MOTION.

Core Health & Fitness empowers fitness operators and communities worldwide with premium equipment, innovative technology, and unwavering support. Home to industry-leading brands including Nautilus, StairMaster, Star Trac, Schwinn, Throwdown, Wexer, and Gym Rax, we deliver integrated solutions that span equipment, education, digital fitness, and financing. Our mission is to advance the industry across every vertical, creating products, programs, and partnerships that meet the evolving needs of modern fitness facilities and their members.



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A CONSULTATION

Or visit <https://hubs.ly/Q03dgkXt0>

 NAUTILUS

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COLLECTIVE

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Core Health & Fitness

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Instagram: www.instagram.com/corehandf

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www.corehandf.com



Jason Hill

About us

Founded in 2010, Core Health & Fitness is home to some of the world's most iconic fitness brands. Driven by innovation, we deliver top-quality products, exceptional service, and ongoing support. As both a manufacturer and OEM provider for leading fitness brands, we offer unmatched resources and expertise. With cutting-edge products and programming, we create dynamic fitness experiences that evolve with the industry.

Product range and services

- **StairMaster:** For 40 years, people own the Summit with StairMaster on equipment like the 8Gx, the 10G with OverDrive, the 4G that makes a big impact with a compact footprint, and Jacobs Ladder for the workout that everyone loves to hate.
- **Nautilus:** 50 years ago, Nautilus invented strength training, bringing fitness to the masses. Focusing on biomechanics that complement natural human movements, Nautilus makes strength training approachable to people at all fitness levels.
- **Star Trac:** Rooted in cardio, Star Trac

has grown to innovate products that keep people moving and create lifelong health and fitness habits. With dynamic technology and our variety of APEX Display options, Star Trac goes the distance to provide fitness solutions.

- **Throwdown:** For 20 years, Throwdown has offered unique workout opportunities, from functional training zones to boxing, mixed martial arts, and more.
- **Schwinn:** Schwinn's focus has always been on authenticity and quality. This focus is built into our Aetherion and Aetherion Plus, IC Classic, and AC Sport with education with our CoreFit Education programme.
- **Wexer:** Wexer's technology bridges the gap between the digital and physical worlds, delivering a premium exercise experience that meets fitness needs anytime, anywhere.
- **CoreFit Collective:** CoreFit Collective is the educational backbone of the Core ecosystem, supporting fitness professionals with purposeful, evidence-based learning. Through live and online training, the Summit, and the CoreFit App, it builds confidence, consistency, and better member experiences.

Key customers

Everlast, Energie Fitness, Life Leisure, TRIB3, UFC, Holmes Place, Fitness First, Crunch Fitness, Fitness 24 Seven, Fit20, FitnessWorx.

Future plans

Core Health & Fitness is expanding its product and education ecosystem across strength, cardio, group training, Pilates, and digital fitness. The Nautilus Leverage Plate Loaded line continues to grow, enhancing versatility and performance-focused training. Pilates integration will support wellbeing, mobility, and recovery through premium experiences and connected digital journeys. Schwinn is launching next-generation group cycle bikes with improved durability and connectivity. Cardio innovations include the new 6 Series and advancements in Apex Consoles, including the 4 Series Apex Touch. Education remains central, with the CoreFit Summit expanding into the Americas and Europe, strengthening Core's global fitness community.

Key personnel

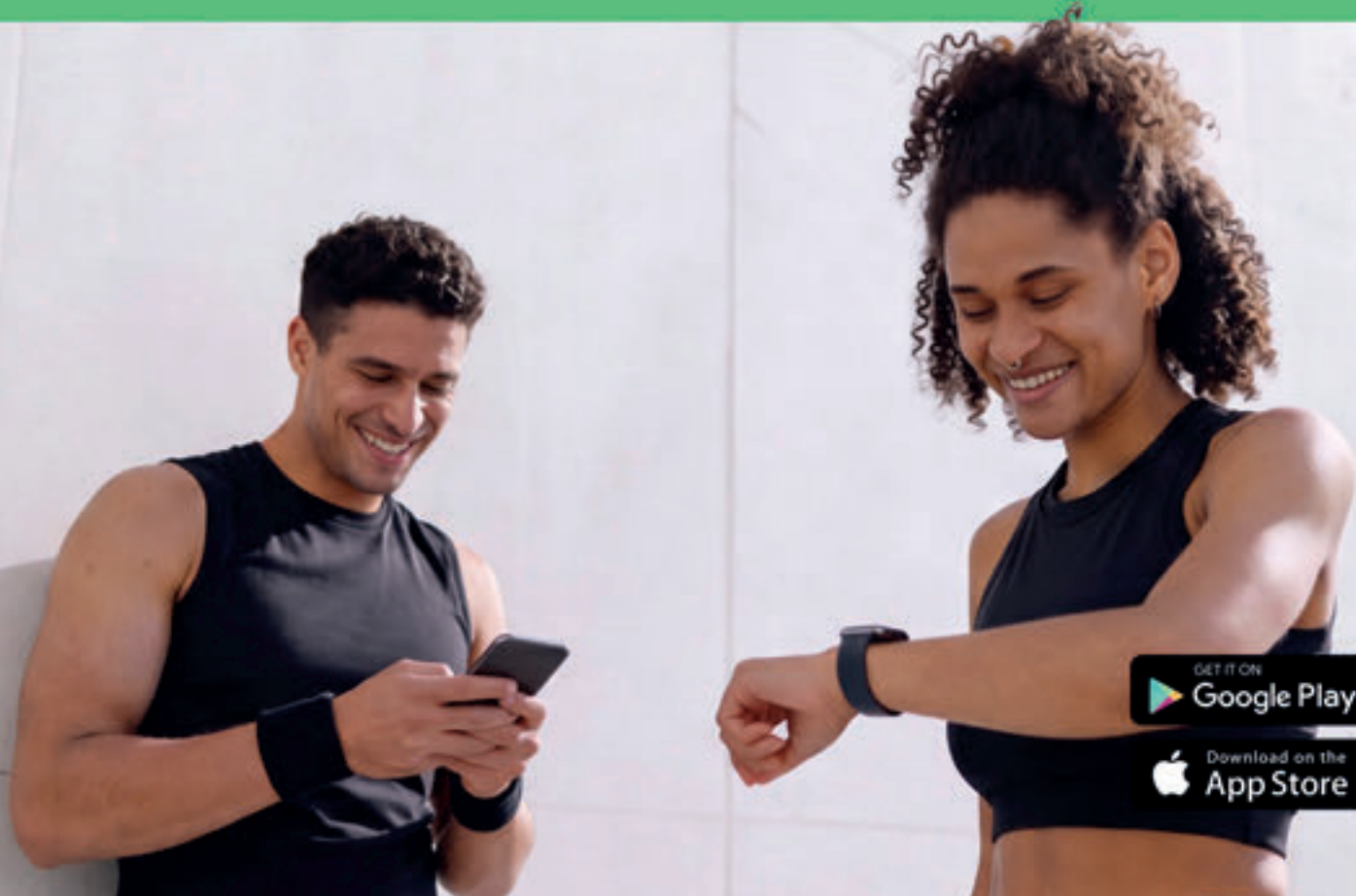
- **Jason Hill,** Team Leader Strategic Accounts – UK & IE
- **Geeta Boulenc,** Managing Director EMEA

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Built for operators who refuse to compromise

30,000+ Professionals · 3,600+ Venues · 5 Countries · 97% Cover Rate · 100% Compliance



CoverMe Ltd

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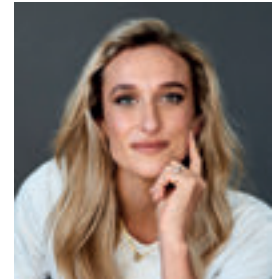
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Blog: www.covermeapp.co/community

www.covermeapp.co



Rosanna Tucker,
Co-founder and CEO

About us

CoverMe is the global leader in fitness workforce management, providing the operating system for recruitment, scheduling, compliance and retention across the health and fitness industry. CoverMe Fitness connects venues with verified professionals through seamless integrations with platforms including Mindbody, Exerp and Mariana Tek, reducing operational inefficiencies. CoverMe PT extends this infrastructure to personal training using an AI-powered matching engine that connects trainers and clients within existing member apps. With over 30,000 professionals and 3,600 venues across five countries, CoverMe is on track to power 10,000 fitness opportunities daily, totaling 3.6 million annually.

Product range and services

- Scheduling and cover: real-time class management and emergency cover with a 97% fill rate
- Compliance: every certification and insurance document is human verified by our dedicated team, including automated renewal reminders
- Recruitment: post roles and access more than 30,000 vetted professionals instantly

- Reward and recognition: retain top talent through in-app rewards and career development tools
- Analytics: a full reporting dashboard to identify staffing gaps, risks and opportunities before they become problems.

Key highlights

For Venues

- 97% cover rate
- 3 new hires per month
- 15 hours saved per week on operations
- 100% human verified compliance
- 25% revenue uplift via reduced cancellations
- 100% retention rate of CoverMe
- 4.7 star app store rating
- 100% referral rate
- 76% improvement in team communication
- 12% reduction in HR costs

For Fitness Professionals

- 30,000+ active professionals on the platform
- £750 average additional income per month
- 5 new job opportunities per month
- 7 hours saved on admin every week
- 98% would recommend the service
- 5 minutes to onboard, then live and earning
- 47% of professionals aged under 28
- 95% teach more than three class types

Key customers

All venue types, from boutique studios to large scale multi-site operators. Trusted by the leading brands in fitness across the UK, US, Europe and beyond, partners include Virgin Active, Total Fitness, GoodLife, Village Gym, JD Gyms, Urban Gym Group and Lift Brands.

Future plans

CoverMe is expanding across the US, South Africa and Europe, with CoverMe PT in development for the personal training market. We are broadening our platform across finance, compliance and shift allocation, enabling operators to manage their full workforce in one system. Alongside rapid international growth, our scalable platform and product roadmap are shaping the future of workforce management in health and fitness. Our Rising Star programme will also support aspiring professionals before qualification, strengthening the industry's future talent pipeline.

Key personnel

- Rosanna Tucker, Co-founder and CEO
- Beverlee Brinkworth, Co-founder and CPO
- Noel Agyei, COO
- Lou Crossland, Chief Commercial Officer



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www.create.fit



Adam Rhodes,
co-founder and director

About us

Create PT is a leading UK fitness training provider delivering accredited qualifications, business support and mentorship. Founded in 2017 by Adam Rhodes and Josh Thursby, it helps professionals build sustainable careers while supporting industry growth. Partnering with major brands, Create PT supplies skilled trainers through a technology-driven platform, addressing recruitment challenges and improving standards across the UK fitness sector.

Product range and services

Create PT is redefining fitness education through an innovative, technology-enabled, trainer-first approach. Built by practising personal trainers and backed by industry expertise, it delivers accredited qualifications with strong support so trainers qualify ready to work. As a CIMSPA partner, programmes meet industry standards, empowering professionals and helping operators solve recruitment and training challenges effectively today. **Services include:**

■ Accredited Qualifications

Industry-recognised training courses providing essential credentials for new and advancing fitness professionals.

■ Technology-Driven Products

Create PT is also investing in new, technology-driven products designed to help operators recruit, train and retain skilled staff at scale

■ Tailored Academy development

Work with operators to develop their own training and education academies based on the delivery of a high quality, tailored 'train the trainer' model. In addition to creating a pipeline of skilled fitness professionals, aligned to a brands company ethos and processes, the model also creates a potential revenue stream for operators.

■ Business Mentorship

One-to-one coaching with practicing fitness professionals to help newly qualified trainers gain real world experience, streamline operations and develop sustainable business strategies.

■ Create PT Programme

A structured, proven system that has helped over 500 trainers build their businesses through online learning, live coaching and a supportive community.

■ Workshops & Events

In-person and online sessions developing sales skills, marketing strategies and coaching excellence.

■ Resources & Tools

Professional templates, systems and frameworks to help trainers deliver exceptional client experiences.

Key customers

Pure Gym, Third Space, Everlast, MyPTHub, Fold (Reformers)

Future plans

Create PT will continue delivering work-ready fitness professionals through new digital courses, expanded one-to-one mentorship, and more in-person UK events. It will accelerate tech-driven product development to address recruitment and retention challenges. The focus is on integrating emerging technology to enhance learning, produce high-quality graduates, and help employers build sustainable, skilled teams that support industry growth and raise standards.

Key personnel

- Adam Rhodes, co-founder and director
- Ollie Bell, managing director
- Josh Thursby, co-founder and commercial director



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ALTRAFIT
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D2F Fitness

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John Lofting,
managing director

About us

For over 15 years, D2F Fitness has supplied commercial fitness equipment and flooring to the industry. Today, the business offers far more than products alone.

In 2022, D2F launched its Fitness, Equipped and Bespoke divisions to reflect its expanding services, followed by the introduction of its in-house equipment brand, Altrafit, in 2023.

From premium gym equipment and custom apparel to design, installation and project management, D2F delivers complete solutions for fitness businesses of every size. What truly sets D2F apart is its unparalleled customer service; knowledgeable, professional and compassionate to the challenges every client faces. The team takes a genuinely human approach, building trusted relationships and delivering solutions with care and understanding.

Product range and services

D2F Fitness provides tailored gym solutions, helping clients maximise space with expert design, installation and ongoing support. Its offering includes bespoke rigs, functional

training zones, free weights and specialist equipment, all managed from concept to completion.

■ **Altrafit**, D2F's in-house brand, delivers durable, cost-effective equipment including barbells, kettlebells, bumper plates, racks, benches and studio accessories; combining commercial quality with competitive pricing and strong warranties.

■ **D2F Bespoke** creates fully customised apparel and accessories for major sporting events and organisations, including the Olympics, The Boat Race and the Commonwealth Games. The range spans outerwear, leisurewear and accessories, all ethically sourced and quality controlled.

■ **D2F Equipped** provides expert project management, design and installation services, delivering turnkey solutions tailored to each client's goals and budget.

Key customers

D2F Fitness works with leading operators including Everyone Active, Places Leisure, Serco, Energie, Fitness Factory, St Georges's Hill Lawn Tennis Club, Better, Nirvana and Kings Gym.

D2F Bespoke has supplied premium apparel for the Olympics, Commonwealth Games, The Boat Race, the FA, ECB, the Universities of Oxford and Cambridge, and Premiership Rugby clubs.

Future plans

D2F will continue expanding its in-house brands and bespoke services while supporting iconic sporting events and strengthening long-term client partnerships through innovative, customised solutions.

Shows attending

Sport Show China, FIBO, PerformX, Spring Fair, Brand Licensing Europe

Key personnel

- **John Lofting**, Managing Director
- **Matthew Aynsley**, Operations Director
- **Stuart Braun**, Head of Key Accounts, Fitness
- **Emma Sumner**, Head of Key Accounts, Bespoke
- **Adam Young**, Equipped Business Lead

EGYM

The operating system for fitness & wellbeing

The EGYM Ecosystem connects training, equipment, data, and processes into one unified system.

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Youtube: www.youtube.com/user/egymfitness

www.egym.com/uk



Steve Barton,
Country Director UK

About us

EGYM is a vertically integrated leader in the fitness and health industry, aiming to shift healthcare from treatment to prevention. It partners with companies to enhance employee wellbeing by providing access to fitness facilities, while equipping those facilities with smart gym equipment and digital solutions. Its platform delivers an AI-driven workout experience for all skill levels. Businesses benefit from lower healthcare costs and higher productivity, while fitness clubs gain engaged, growing memberships.. For more information about EGYM, please visit www.egym.com.

Product range and services

EGYM is powered by the EGYM Ecosystem, the operating system behind your facility. It connects training, experience, intelligence, business operations, and integrations into one system. Rather than optimising single workouts, it drives progress across sessions and life stages. As you scale, it absorbs complexity, keeping your facility flexible, efficient, and focused on delivering lasting member success. This Operating System sits above individual tools, coordinating them through five functional layers:

- **Physical execution:** Bringing training intelligence to life on the floor through networked hardware, including Smart Strength and the Fitness Hub.
 - **Experience:** How members and trainers interact with the system on a daily basis for an elevated training experience.
 - **Intelligence & data:** Powered by EGYM Genius AI, this is where learning, adaptation and progress live, so the system learns from every rep and every result, automatically evolving the training logic for every member.
 - **Business & orchestration:** Where complexity is absorbed and operations align to give operators total clarity on floor space optimisation and economic KPIs.
 - **Integration & openness:** Effortless integration with external partners, removing technical friction for guaranteed flexibility.
- The EGYM Business Suite is the cockpit for this system. It turns training data into management power, allowing operators to make informed, strategic decisions, from refining the gym floor to long-term expansion, without the administrative headache.

The EGYM Operating System is built on three pillars:

- **Flexibility:** without fragmentation.
- **Efficiency:** tech that empowers staff rather than replacing them.
- **Retention:** driving long-term success without the need for constant “re-selling.”.

Key customers

EGYM partners with over 33,000 health and fitness facilities worldwide. Customers include: David Lloyd Leisure, Places Leisure, Fitness First UK and Everyone Active.

Future plans

EGYM is transforming the fitness industry through innovative products, services, and partnerships. By harnessing AI, it aims to boost ROI and member satisfaction with tailored solutions. The expansion of Wellpass into the UK, via acquiring Hussle, supports its mission to make fitness and wellbeing more accessible.

Key personnel

- Steve Barton, Country Director UK
- Tanya Hall, UK Tender & Partners Manager
- Craig Worley, UK Key Account Manager
- Florian Zankl, Head of Enterprise Sales



Experience
The Eleiko Feeling



Eleiko Group AB

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ELEIKO



Erik Blomberg, CEO

About us

Founded in 1957 in Halmstad, Sweden, Eleiko transformed strength training by introducing the first barbell to last an entire competition at the 1963 World Weightlifting Championships in Stockholm. More than six decades and 1,000 world records later, Eleiko remains the choice of champions and passionate lifters around the world.

Still family-owned and now led by the second generation of the Blomberg family, Eleiko continues to innovate and craft world-class strength equipment designed to help people perform better - in sport and in life. With over 65 years of expertise, we design and manufacture precision-crafted strength products trusted by the world's top competitions, training facilities, and home gyms. Certified by the IWF, IPF, and WPPO, our equipment is used in over 180 countries to support athletes, coaches, and fitness professionals with products made for a lifetime of lifting.

Headquartered in Halmstad and backed by a global team of 200, Eleiko is committed to raising the bar for quality, performance, and service. Everything we do is guided by our belief that strength is essential to living life to the fullest.

Product range and services

Eleiko's Free Weights range includes our iconic bars and plates - with competition-certified options for weightlifting and powerlifting - as well as versatile options for training facilities. Our award-winning Evo Dumbbells, Öppen Bar, and Öppen Collars, along with high-performance kettlebells and dumbbells, are recognized for their durability and precision.

The Prestera Strength System is a modular solution that integrates racks, rigs, cables, and storage into a cohesive system. Designed to support diverse training methods while optimizing space, it combines free weights, cable training, and barbell work. Featuring stainless steel uprights, aluminium pulleys, and integrated storage, Prestera is built for long-term performance and an enhanced training experience.

Beyond equipment, Eleiko is a dedicated partner to its customers. We offer expert gym design, tailored solutions, and ongoing service and support - ensuring facilities, coaches, and athletes have the tools they need to succeed.

Key Customers

Eleiko proudly serves commercial gyms, elite sports organizations, federations,

high-performance training centers, the military, and residential fitness spaces.

Future Plans

We are continuously refining our products to enhance the lifting experience. Alongside ongoing advancements in free weights, we're investing in the evolution of the Prestera Strength System and Eleiko Cables.

Our platform and flooring range will expand with new sound and vibration reduction systems and increased customization options, while our bar portfolio continues to grow with more specialist barbells. Guided by a lifter-first mindset, every development reflects our long-term commitment to enhancing strength training across commercial and elite environments while continuing to raise industry standards for athletes at all levels.

Shows Attending

In 2026, Eleiko will connect with the global strength community at key events, including HFA, FIBO, NIRSA, and the CSCCa National Conference.

Key Personnel

- Erik Blomberg, CEO
- Dale Beech, Regional Director
- Sarah Burgess, Sales Manager, UK

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Epassi UK

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Email: emma.vivo@epassi.com

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<https://epassi.co.uk/for-partners>



Emma Vivo, director

About us

Epassi UK are a leading health and wellness company, offering employee benefits designed to improve the health and wellbeing of the UK workforce.

For over 24 years, they have been on a mission to create a fitter, happier and more productive workforce by encouraging people to exercise regularly through their network of discounted gym memberships.

Since they launched their fitness network back in 2001, they have helped millions of employees from thousands

of companies improve their health and wellbeing, and have since become the UK's largest health and fitness network.

Over 2,000 companies across the UK and Ireland rely on Epassi UK's fitness network to offer coverage, choice, convenience and variety to support their employees' health and wellbeing. With over 4,700 fitness partners and 10,000 membership types, Epassi UK has something for everyone. Epassi UK partner with a variety of fitness partners from traditional gyms, health clubs, leisure

centres and boutique studios, to facilities offering dance classes, martial arts, climbing walls, sports and much more.

Product range and services

Fit and healthy employees are good for business, which is why Epassi UK encourage businesses to invest in the wellbeing of their employees by giving them access to their gym membership network. Epassi UK's gym membership network helps employees who are looking to improve their health and fitness, as well as helping companies who want to attract and retain talent and look after their team. With 12-month pre-paid memberships or flexible self-paid options available, their customers can choose an option to best suit their preference, needs and lifestyles.

Key customers

Over 2,000 companies from hundreds of different industries across the UK and Ireland including: Gatwick Airport, Wagamamas, Network Rail, Volvo, ITV, Sky, Siemens, Channel 4 and Harrods.

Key personnel

■ Emma Vivo, director



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www.everyoneactive.com



Duncan Jefford,
managing director

About us

Everyone Active's aim is to get communities active, engaged and entertained through our wide-ranging activities and services that include, sports, coaching, culture, events, health and happiness. We manage a vast range of indoor and outdoor facilities including swimming pools, spas, sports halls, squash courts, studios, fitness suites, climbing walls, cafes, golf courses, athletics stadia and sports pitches.

Product range and services

Everyone Active operates leisure centres in partnership with local councils across the UK. Today, Everyone Active manages 200 leisure facilities and cultural services in partnership with more than 60 different local authorities nationwide.

Our aim is to get communities active, engaged and entertained through our

wide-ranging activities and services that include, sports, coaching, culture, events, health and happiness. We manage a vast range of indoor and outdoor facilities including swimming pools, spas, sports halls, squash courts, studios, fitness suites, climbing walls, cafes, golf courses, athletics stadia and sports pitches.

Key customers

Our key customers are local authorities including district, borough, city and county councils.

Future plans

We now manage more than 250 sites in partnership with, or as an agent of, more than 70 local authorities. We will be working closely with each of our partners to help people get active and stay healthy. Whether it is state-of-the-art gym equipment,



Rebecca Adlington at new centre opening

excellent sports facilities, Swim England-accredited swimming programmes or fun activities for children, our centres will continue to offer something for the entire community to enjoy.

Key personnel

- Duncan Jefford, managing director
- Pete Williams, business development director
- Ben Beevers, group development director

"To successfully deliver on their contract bid, clear and robust mobilisation plans were developed and presented that gave us as a council, assurance that the contract was in safe hands. SLM was proactive throughout this stage and continues to be forward-thinking and progressive in its approach with us as its client."

Steve Hughes, project manager, Somerset West & Taunton Council

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FITRACK

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FITBAG

THE WORLDS FIRST GLOVELESS BOXING BAG. QUIET, CLEAN & EFFICIENT

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<https://fitbench.com/>



Tyler Danen,
CEO & founder

About us

Fitbench was founded in 2016 in Ixonia, Wisconsin, by Tyler Danen to rethink how training spaces function. What began as a single all-in-one bench designed to improve workout flow and maximize space has grown into a complete ecosystem of training solutions used worldwide.

Product range and services

Fitbench designs integrated training solutions that promote efficient workouts, organized spaces, and consistent programming across commercial, performance, and home environments. At the core of the lineup are its all-in-one training benches, each built to consolidate essential equipment into a single, streamlined station. Across the Fitbench lineup, each bench is designed to store a core set of functional training tools, with slight variations by model:

- Dumbbells (model-dependent weight ranges)
- Kettlebells
- Slam ball
- Resistance bands (10, 20, 40 lb)
- Accessories including FITBAND handles and ankle straps

Fitbench offers three bench systems for different training environments. The One Nxt Gen suits high-use facilities and performance centers, supporting strength, functional fitness, conditioning and HIIT, featuring adjustable incline positions, improved mobility, integrated storage, expanded racking for heavier dumbbells, ideal for advanced users. Fitbench Studio is lower-profile option for boutique studios and group training, featuring reduced step height for easier access while maintaining versatility for circuit and coach-led sessions in compact footprint. Fitbench Free prioritizes portability and flexibility, enabling quick layout changes for indoor or outdoor use, with streamlined weight range to enhance mobility. Beyond benches, Fitbench builds a connected training ecosystem including FITBAG, gloveless low-noise boxing bag with removable washable cover, designed for high-traffic use within FITRACK stations. FITRACK modular system combining boxing, strength, landmine, wall ball, conditioning with FITROPE and smart training via FORME mirror, enabling structured circuit programming in one footprint. Accessories, customization, branding decals, and layout consultation support optimized training spaces.

Key customers

Fitbench equipment can be found in a wide range of training environments, from large global gym chains such as David Lloyd, SNAP, Planet Fitness, Barry's and Life Time to boutique studios and performance-focused facilities.

Future plans

Over the next year, Fitbench will focus on international growth by onboarding new distributors across global markets and expanding direct relationships with key accounts. The brand will continue investing in product development to enhance the fitness experience for members while improving operational efficiency for clubs and studios.

Shows attending

HFA, FIBO, Athletic Business, Beyond Activ, W3, PFIFC, MeFitPro Summit, FitLife.

Key personnel

- Tyler Danen, CEO & founder
- Erin Danen, director of operations
- Tom Crampton, international sales & marketing director
- Mack Reinbold, global marketing coordinator

Welcome to the **FÔLD**

Reformer Pilates, reimagined.



foldreformer.com



Original FÔLD Reformer with Easi-Fold™



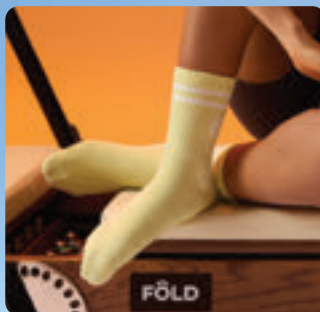
FÔLD TÔWER



STUDIÔ Reformer



STÔRE Max/Lite



ÔWEAR



FÔLD Academy

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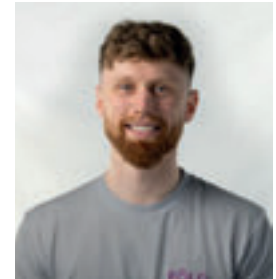
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Email: hello@foldreformer.com

LinkedIn: www.linkedin.com/company/fold-ltd/

Instagram: https://www.instagram.com/fold_reformer/

<https://foldreformer.com>



Paul Wood,
Sales Manager

About us

FÔLD is the company behind the UK's leading at-home foldable reformer Pilates bed, bringing studio-quality equipment into the home and most recently, TÔWER, which is a tower pilates solution designed exclusively for their foldable reformer.

They also have an apparel brand called ÔWEAR and the FÔLD Academy, an education partnership with Create designed to set a higher standard for pilates education and provides a complete, certified pathway from foundational Mat pilates to Advanced Reformer Pilates, recognised at Level 3 Certification standards.

Founded in 2024, FÔLD is on a mission to make Pilates accessible to everyone.

Designed in the UK and used in over 275+ studios and over 12,000 customers globally, FÔLD bridges the gap between home and studio fitness through premium design, digital connectivity and a vibrant community.

Product range and services

■ The Original FÔLD Reformer with Easi-Fold - designed to fold in seconds, store neatly in compact spaces, and manoeuvre smoothly around your home.

■ TÔWER - the next evolution of the foldable reformer experience, the FÔLD TÔWER is a first of its kind Tower Pilates solution designed exclusively for a foldable reformer

■ STUDIÔ Reformer - fixed, commercial-grade reformer for studios

■ ÔWEAR - the apparel brand of FÔLD including grip socks

■ STÔRE - A design-led solution built to house the Original FÔLD Reformer.

■ FÔLD App - 100+ on-demand reformer Pilates, mat Pilates and barre classes taught by experts.

■ FÔLD Academy - professional training programmes for instructors globally.

Key customers

We're proud to be trusted by over 12,000 customers globally and 275+ studios across the UK & Europe, including partnerships with Virgin Active, Nuffield Health, Westfield Health, England Rugby, Village Hotel Club, and many premium wellness operators.

Future plans

With innovation at its core, FÔLD is building a connected wellness ecosystem spanning hardware, digital



and physical spaces with upcoming launches mirroring this The brand continues to lead the evolution of modern Pilates with its patented Easi-Fold system, global partnerships and a growing product ecosystem including new designs, accessories, apparel and the FÔLD Academy.

Shows attending

FIBO, Perform X, Happy Place Festival , OM Yoga Show

Key personnel

■ Matt Harras, co-founder
 ■ Tom McClelland, co-founder
 ■ Paul Stimpson, co-founder
 Supported by creative, operations, and sales teams driving brand, digital, and community growth.

One Partner. Every stage covered.

From first brief,
FS Commercial Division
brings 30+ years' experience
to every stage of your
facility project.

START YOUR PROJECT CONVERSATION



**Fitness
Superstore**
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CONSULTATION

Commercially grounded,
shaped by real-world insights

DESIGN

Layouts built around performance

EQUIPMENT STRATEGY

Multi-brand and unbiased — the
right solution for your facility

DELIVERY

End-to-end delivery, supported
by UK stock for faster rollout

ONGOING SUPPORT

Long-term support, maintenance
and replacement planning

www.fitness-superstore.co.uk/commercial

Wide Commercial Range | UK Stock Held | Flexible Finance Options | Nationwide Showrooms

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Instagram: www.instagram.com/fitnesssuperstore/

www.fitness-superstore.co.uk/commercial



Paul Walker, Managing Director

About us

FS Commercial Division helps operators open faster, deliver better-performing fitness spaces and maximise return, backed by 30 years of experience and built without the limitations of single-brand supply.

No manufacturer bias. No stretched lead times. Just your facility fitted, operational and open when you need it.

From initial brief through to installation and aftercare, we guide the full process, bringing speed, clarity and control to projects that are too often overcomplicated and slow to deliver.

We're not tied to a single manufacturer, which means we build equipment strategies around what performs commercially for each facility, not what needs to be sold. Working across a growing Body Power brand alongside Life Fitness, Matrix, Spirit, SHUA and selected partners, the right solution is always the starting point.

One accountable contact. One managed process. A facility that opens on time.

Product range and services

With one of the UK's largest fitness equipment distribution centres

behind every project: 175,000 sq ft of UK-held stock. Availability is rarely a constraint, meaning your timeline stays yours, not ours.

We cover the full project lifecycle: consultation, 2D and 3D design, multi-brand supply, flooring, installation, aftersales and lifecycle planning, with leasing and finance options available for operators who need budget flexibility from day one.

Key customers

Projects are delivered across education, independent gyms, corporate fitness, local authority and public sector environments, particularly where budget control, simplicity and fast turnaround are non-negotiable.

Whether a single-site independent or a multi-site operator, every project receives the same level of commitment and expertise regardless of scale.

Future plans

Over the next 12 months, FS Commercial Division is expanding the commercial capability of its Body Power brand and deepening supplier partnerships to strengthen



Supporting the continued evolution of the Body Power commercial range

what we bring to every project. Operators increasingly need spaces that are distinctly theirs - and our commitment is to understand the vision behind every project, not just deliver the brief.

Key personnel

- Paul Walker, Managing Director
- Phil Lawlor, Marketing Manager

Empower your workforce with scalable training and development solutions.

At Future Fit for Business, we offer a range of ready to go and bespoke support, from on-the-go microlearning to bespoke learning and development consultancy to create solutions tailored to your organisational goals. Whatever your budget, we're here to do the heavy lifting when it comes to providing training that can upskill employees, build client retention and increase profitability.



Our Solutions

-  Expertly designed courses
-  Over 30 years of industry experience
-  Industry-specific mandatory training
-  Tailored Content Hubs
-  L&D consultancy and bespoke solutions
-  Custom built LMS and training packages

Scan to find out more



Future Fit

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FUTURE FIT
FOR BUSINESS



Rob Johnson, CEO and Founder

About us

Future Fit for Business provide all-encompassing learning and development solutions that empower organisations and their employees to excel. Since 1993, Future Fit have been consistently raising the bar when it comes to training for Community Sport, National Governing Bodies and the Physical Activity Industry, utilising these three decades of experience to provide our clients with off the shelf, and bespoke co-designed solutions that advance workforce capability and foster organisational growth.

Product range and services

From specialist education provision, such as industry-tailored mandatory training, to bespoke support, Future Fit for Business provide solutions tailored to meet the needs, challenges, and

aspirations of your organisation.

From an extensive library of online and in-person training courses written by industry professionals, to our custom-built LMS, specialist microlearning provision and innovative qualifications such as management and leadership, our programmes are designed to create change; developing skills, building knowledge, and making a difference to the communities our clients support.

Key customers

We've worked with some of the most prominent organisations in the UK, including Active Partnerships, NHS Trusts and Public and Private Leisure Operators such as GLL, David Lloyd, Total Fitness, LED Leisure, Everlast Gyms and GM Active.

Future plans

We're continually working to strengthen our offering to both the physical activity industry and in new areas, so as ever our focus will remain on adding value to the sectors we support with pioneering education. We're proud of the work we've done so far to empower the wider public health workforce and we'll continue to create ways to improve the health of the nation.

Key personnel

- Rob Johnson, Founder & CEO
- Elaine Briggs, Chief Education & Partnerships Officer
- Tom Godwin, Chief Commercial Officer
- Lewis Thompson, Head of Business Development
- Jamie-Lee Bowden, Client Success Manager
- Jack Currie, Technical Solutions Manager

"Future Fit are now our preferred supplier for all fitness-related training. It was immediately obvious that we'd made the right choice with the various sessions demonstrating exactly the sort of high-quality training we can now look forward to."

Lee Gaskin - National Fitness & Retention Manager, Parkwood Leisure



METAWELL

MIND-BODY WELLNESS TECHNOLOGIES

Offizieller Partner des FC Schalke 04



GHARIENI
GROUP



LORIS KARIUS
ON THE RLX BRAINGYM™
GOALKEEPER | FC SCHALKE 04

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Sammy Gharieni,
CEO & founder

About us

For 35 years, the Gharieni Group has redefined wellness, spa and medical equipment, setting global benchmarks through German engineering, innovation, and an unwavering focus on the guest experience. With a presence in 140+ countries, Gharieni is trusted by the world's most prestigious professional and private destinations and has been recognised as the Official Spa & Wellness Technologies Brand for Forbes Travel Guide since 2019.

With a legacy shaped by Gharieni's iconic "Made in Germany" treatment bed – celebrated for their exceptional comfort and refined luxury detailing– Gharieni continues to shape the next generation of wellbeing through Metawell, a pioneering brand dedicated to Wellness Technologies, delivering evidence-based outcomes for mental wellbeing, longevity, recovery, sleep, and immersive relaxation.

Product range and services

At the heart of the group is Gharieni– its legacy brand, globally renowned for exceptional quality, engineering, and intuitively ergonomic design for both guest and practitioner. Made in

Germany, every detail is meticulously refined to deliver exceptional comfort, ease of use, and understated luxury.

Metawell, the Groups Well Tech brand, offers a dedicated portfolio of Mind/ Body Wellness Technologies – designed to meet the rising demand for evidence-based touchless and hi-touch technologies that allow businesses to tap into new experience-driven revenue streams.

Cobotics Innovations, the Group's newest venture, represents a strategic expansion into the rapidly evolving field of robotics. The company develops advanced collaborative technologies that seamlessly integrate human expertise with intelligent automation.

USP's

Iconic 'Made in Germany' Treatment Beds

Widely regarded as the pinnacle of treatment bed design. Engineered to the highest safety and quality standards, independently (TÜV) certified for performance and reliability.

Tailored Design & Customisation

Extensive customisation options enable seamless alignment with each client's space, brand identity, and operational needs.

Metawell WellTech Ecosystem

A future-focused portfolio of Mind/ Body technologies designed to unlock new revenue streams, deliver ROI, and future-proof wellness businesses.

Lifetime Confidence

Warranty coverage ranging up to lifetime on frames and metal components.

Training, Service & Aftercare

Comprehensive end-to-end support.

EcoVadis-Certified Sustainability

Responsible materials, efficient production, and long-lasting design.

Key customers

FC Schalke 04 Germany, ZEM Wellness Clinic Spain, Equinox New York & Red Sea, Longevity Hub by Clinique la Prairie, SIRO Hotel, Jumeirah Hotels Dubai, Six Senses Greece, David-Lloyd Clubs, Saints & Stars City Amsterdam, Waldorf Astoria New York, Four Seasons Luxury Yachts, Cheval Blanc Paris, Jumeirah Hotels Dubai, Carillon Wellness Resort Miami, Katara Towers Raffles & Fairmont, Qatar, Marina Bay Sands, Singapore.

Key personnel

- Sammy Gharieni, founder and CEO
- Johnny Gorter, sales director

Gladstone

One Platform.
Every Centre.
Endless Possibilities.



SCAN TO SEE
GLADSTONE
IN ACTION

gladstonesoftware.com

Gladstone Software

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Gladstone



Steve Scales

About Us

With more than 40 years of sector expertise, Gladstone Software has evolved into a leading platform for leisure management across the UK and Ireland. Today, over 500 operators and 30,000 licensed users rely on Gladstone to power connected experiences across leisure centres, universities and health clubs, supporting more than 17 million members.

Our platform underpins the day-to-day running of leisure operations, with over 60,000 users relying on Gladstone every day to manage services and support customers. From joining and booking to access, payments and engagement, we enable fully connected, self-service journeys across every touchpoint.

By combining deep industry knowledge with continuous innovation, Gladstone provides the foundation operators need to integrate services, unlock data and evolve their offering, moving beyond traditional systems to deliver modern, scalable leisure experiences.

Main Products and Services

Gladstone delivers a connected ecosystem built around one core principle: One Platform, Every Centre, Endless Possibilities.

Our end-to-end leisure management platform combines memberships, bookings, scheduling, payments, access control and business intelligence in one unified system. Operators can manage complex multi-site estates efficiently while delivering a consistent, accessible customer experience, including Welsh language support.

Gladstone Go powers web, mobile and self-service journeys, with multi-tenant capability enabling multiple brands or sites within one app environment. The addition of the Fisikal app further strengthens support for fitness professionals and personal training.

Built on a cloud-based architecture, the platform delivers resilience, scalability and continuous innovation, including readiness for DMCCA compliance. Our evolving semantic data layer supports interoperability, real-time reporting and future AI adoption.

The Gladstone AI Assistant enhances support through faster access to guidance and knowledge. Alongside software, we provide consultancy, tailored support packages and Managed Direct Debit services to improve efficiency and financial performance.

As part of Vesta Software and Constellation Software Inc., we combine global expertise with deep sector knowledge.

Key Customers

Places Leisure, Everyone Active, David Lloyd, Fitness First, 3D Leisure, Active Leeds, Falkirk Council, Leicester City Council, Pembrokeshire Council, Brio Leisure, University of Birmingham, University of Cambridge, University of Southampton, Strathclyde University, Newport Live, Edinburgh Leisure, BH Live.

Events Attending

Fitness Technology, PAF Europe, Scotland, Ireland, Active Net UK & Scotland, Elevate, FIBO, W3Fit.

Industry Partnerships

Ukactive Strategic Partner, Community Leisure Business Partner, Scottish Leisure Network, GM Active

Future plans

We're focused on strengthening our platform as the foundation for connected leisure operations, expanding our ecosystem, enhancing self-service experiences, and developing AI-enabled capabilities that customers can adopt at their own pace.

WORKING TOGETHER TO SUPPORT STRONGER, HEALTHIER AND HAPPIER COMMUNITIES

Thanks to the strong alliance of our outstanding staff teams, loyal customers and trusted partners, GLL continues to deliver measurable physical, mental and social wellbeing to communities across the country.

THANK YOU FOR BEING A PART OF OUR JOURNEY



GLL

GLL

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Peter Bunday,
Chief Executive

About us

We are sport, leisure and culture's leading charitable social enterprise and worker-owned co-op founded on our purpose and values to provide a different, fairer and better way of doing business. Our purpose is to improve the physical, mental and social wellbeing of local communities.

As the UK's leading provider of both leisure centres and libraries we operate 375 locations in partnership with local authorities and other organisations.

Product range and services

Operating across leisure, health, libraries and sports development, GLL works with partners, stakeholders and customers to build active and sustainable communities and provide accessible facilities for all.

We believe in offering value-for-money and creating fully inclusive, affordable and accessible spaces. Our services are wide-ranging and offer current and potential partners a range of solutions and options for modernised service delivery, value for money and tangible added value.

USPs

GLL is the UK's largest provider of public swimming pools, school

swimming lessons, athletics facilities and public tennis courts, and GP referral programmes. We are the largest single provider of public libraries in the UK.

Our GLL Sport Foundation is the UK's largest independent athlete support programme – which has helped over 35,000 athletes on their sporting journey since 2008, resulting in opportunities for young local sporting talent and dozens of medals at international competition including Olympics, Paralympics and Commonwealth Games.

In 2026 we are celebrating the first anniversary of our GLL Literary Foundation and welcoming our new cohort of children's authors with supportive bursaries and mentoring.

Our Gold Investor in People Award and Living Wage Foundation accreditation recognise our positive commitment to fair treatment of our employees. We are rooted in local communities, at the heart of health and wellbeing, producing £2.2 bn of social value annually.

Future plans

Following positive performance and improved social outcomes in 2025, GLL is well placed to be at



PHOTO: GLL

Daryll Neita - GLL Sport Foundation Ambassador

the forefront of societal, economic and environmental change.

The future will see us focusing on excellent customer service alongside our social enterprise values and growing our social impact, while new partnerships with Government Departments, NHS, National Agencies and numerous National Charities will support individual wellness and economic outcomes.

Our plans also include the expansion of our digital health and wellbeing offer through Live Better.

Key personnel

- Peter Bunday, Chief Executive
- Phil Donnay, Chief Executive Designate and CFRO



GymNation

Control Tower, Motor City, Dubai, United Arab Emirates

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Loren Holland, Founder and CEO

About us

In 2017, GymNation burst onto the UAE fitness scene, with a mission to become The People's Gym and an ambition to make improving health and wellbeing by going to the gym less intimidating, more affordable, accessible, and fun for everyone in the region.

Product range and services

Ranging from 25,000 to 60,000 square feet, GymNation is open 24/7, 365 days a year offering:

- **Women's Wellness Spaces:** Ladies only gym areas and group classes, designed for comfort and inclusivity.
- **State-of-the-Art Equipment:** Access to more than 500 Matrix cardio machines, free weights, and assisted gym equipment tailored for all fitness levels.
- **Dynamic Group Fitness Classes:** Hundreds of complimentary, live, instructor-led group exercise classes including LES MILLS, Zumba and yoga, as well as exclusive signature classes such as JumpNation, Sound Healing and BollyNation. Members also benefit from dedicated HYROX Performance and Training Centres for elite functional fitness training, plus premium Reformer Pilates

Studios offering low-impact, full-body conditioning and strength-focused sessions.

- **On-Demand Flexibility:** Thousands of GymNation On Demand virtual classes available 24/7.
- **Expert Personal Training:** Our team of certified, experienced personal trainers are on hand to inspire and support every workout.
- **Instagram-Worthy Interiors:** Our gyms are filled with photogenic spots, featuring neon lights, motivational quotes, and stylish changing rooms.
- **BLITZ HIIT Studio:** Our dedicated boutique HIIT studio is designed for high-intensity, calorie killing workouts.
- **Recovery Zones:** Ice and Sauna Recovery Zones for post-workout relaxation.
- **Nutrition On-Site:** Refresh and refuel at our Smoothie and Salad Cafés and Refuel Zones, offering healthy options to complement your fitness journey.

Future plans

Today, GymNation stands at nearly 50 locations across the United Arab Emirates, Saudi Arabia and Bahrain, with over 175,000 members.

In 2026, GymNation plans to open another 20-30 locations across the

GCC, and with many more in the pipeline our aim is to become the largest gym chain across the GCC.

Behind the scenes, we're diligently advancing our position as a world leading operator in the integration of technology, artificial intelligence, and data analytics.

Our commitment extends beyond mere application, aiming to spearhead discussions and set benchmarks within the fitness industry and beyond, ensuring GymNation remains at the cutting edge of innovation.

We're not just building gyms; our vision is to play a lead role as the region's movement partner, championing healthy and active lifestyles alongside the importance of mental health and well-being.

Key customers

GymNation is a community to support everyone, to celebrate and inspire each other to become better versions of themselves, by living happier, healthier and more active lives.

Key personnel

- Loren Holland, founder and CEO
- Frank Afeaki, founder and COO
- Ant Martland, founder and CCO

THIRD SPACE
THE WHITELEY

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Pinterest: <https://uk.pinterest.com/IndigoFitnessGymDesign/>

Blog: <https://indigofitness.com/blog/>

www.indigofitness.com



Rob Coleman,
Managing Director

About us

We Create Training Spaces

At IndigoFitness, we design and deliver intelligent training spaces that support performance, longevity and identity across multiple sectors. With over 30 years of experience and hundreds of completed projects, we understand that no two facilities or clients are the same.

That's why we take a bespoke, design-led approach, delivering tailored solutions from concept through to installation. As a UK-based designer and manufacturer, our in-house team combines craft, engineering and practical insight to create premium training spaces built to last.

Solutions from Concept to Completion

From early-stage facility planning and 3D gym design through to specialist flooring and final installation, we provide a fully integrated service that ensures each training space performs as well as it looks.

Premium UK Manufacturing

Quality, consistency and longevity guide everything we make. Our UK manufacturing brings skilled craftsmanship and robust materials together, delivering bespoke strength and functional training solutions designed for high-use training spaces.

Gym Flooring Expertise

Flooring is a critical part of performance and safety. Our expertise in specifying and installing specialist gym flooring ensures each facility supports diverse training methods while meeting technical and operational demands.

Product range and services

We deliver complete training space solutions for commercial, institutional and government sectors, including:

- Facility design & 3D visualisation
- Strength & functional training solutions
- Specialist performance flooring
- Custom rig, rack and storage design
- Personalisation
- Outdoor training
- Installation

Strategic Partnerships

We are the exclusive UK distributors of:

- DuraTRAIN & DuraSOUND performance gym flooring
- PaviFLEX turf and flooring tiles
- Carbon Claw combat gear
- Gungnir of Norway premium barbells with integrated locking system

These partnerships enhance our ability to deliver best-in-class solutions across every element of the training space.

Key customers

Our clients include some of the UK's most respected organisations across leisure, sport, and defence, including: Ministry of Defence (MoD), Third Space, Bannatyne, Alliance Leisure, Soho House, Tottenham Hotspur F.C.

Future plans

As expectations of training spaces continue to rise, our focus remains on premium, design-led spaces that optimise performance, flow and long-term value. We continue to expand our bespoke offering across commercial, education and corporate wellness sectors. Always led by quality, function and considered design.

Shows attending

We regularly exhibit and engage at leading industry events, including Elevate, PAF and ActiveNet.

Key personnel

- Rob Coleman, Managing Director
- Jamie Taylor, Director
- Phil Littlewood, Director
- Nicola Nixon-Purnell, Marketing Manager
- Tom Harding-Rooke, Key Accounts Manager



innerva
together in motion

An accessible solution for older adults and harder to reach communities

Attract a new customer group that competitors are not serving

Repurpose under-utilised space with strong financial returns

Transform the lives of local communities by delivering significant physical and mental health improvements

Complement existing health, fitness and leisure activities by providing a non-threatening entry point for non-exercisers



[Innerva.com](https://www.innerva.com)



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Jon Hymus,
Managing Director

About us

Innerva are the world's leading manufacturer of 'Power Assisted Exercise' equipment for older adults, those living with long-term health conditions or anyone uncomfortable in a traditional gym environment. Unlike conventional exercise equipment, Innerva's electronic powered system enables users to work passively or actively, depending on their needs, to improve aerobic fitness, muscular strength, balance, flexibility and social wellbeing. With the equipment providing a 'helping hand', users don't need to overcome inertia to exercise, making it ideal for those new to exercise or limited by mobility or health. The majority of people who use our equipment would not exercise otherwise.

Product range and services

Our mission is to create innovative solutions for organisations that care for people's health and wellbeing, enabling them to support the global population in being active and independent as they age or manage health conditions. Led by science, our product development team work with academic and university partners to drive innovation and ensure our products meet the needs of end users.

The Innerva circuit model provides a full body workout in as little as 30-40 minutes in a social environment. With our solution, operators can attract new demographics to their facilities, tap into new revenue streams and develop long term partnerships with health, social care and other third sector providers. Importantly, it helps organisations to meet health and community objectives and KPIs, while aligning more closely with the NHS 10-Year Plan to deliver prevention, physical activity and rehabilitation in the community. It also supports older adults to be active helping users retain their independence.

Key customers

Our key customers span leisure (leisure trusts, council, independent and private operators), rehabilitation and therapy centres and care.

Future plans

We continue to develop our solution to support active and healthy ageing, working with our health, academic and operator partners to meet the needs of those with long-term health conditions and bridge the gap between fitness and health. This year will see the launch of our updated product range with the option adding our new digital solution, Innerva Connect.

Our approach is collaborative and built around co-design. We will continue to work with operators and key partners to create spaces that support older adults, rehabilitation and therapy-based exercise.

Our continued international expansion gives the world's ageing population an accessible exercise solution to improve physical and mental health.

"The Hub is ideal for collaborative work with our health partners. We regularly host joint sessions with local Primary Care Networks, physiotherapists and occupational therapists. Through our exercise referral programme, patients benefit from a smooth transition from hospital discharge or treatment into community-based support. This helps reduce pressure on the NHS by minimising repeat visits where possible."

Scott Bryce, Chief Operating Officer at Burnley Leisure and Culture.

LeisureEnergy

Sustainable solutions



Leading the transition to net zero leisure facilities



If you could reduce your energy costs, make your leisure facility cleaner, greener and more affordable – would you be interested?

Leisure Energy can help with:

- Making decarbonisation [electrification] cost-effective
- Delivering significant on-going revenue savings
- Providing energy security and de-risking the future
- Access to funding solutions for no up-front cost
- Turnkey solution from energy assessment through technical design and construction to aftercare and monitoring
- Blended solution of technologies to deliver maximum benefits
- Off-site Net Zero Pod® assembly to minimise impact on customers and business
- Expertise and unique understanding of leisure/swimming pools with a programme delivered around the operational requirements

Leisure Energy Technology Centre, Units 6-8, Site 8, Gemini Business Park, Walter Nash Road, Kidderminster, DY11 7HJ
www.leisure-energy.com



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Mike Worsnop, acting managing director

About us

Leisure Energy is an award-winning renewable technology company, energy consultancy, and principal contractor. We specialise in identifying, designing, and delivering comprehensive energy and sustainability solutions, supporting both public and private leisure sectors on their journey to full decarbonisation and electrification.

We are leading the sector's transition to net zero for leisure facilities, providing fully managed, end-to-end integrated solutions. Our approach combines innovative design with pioneering technology to maximise efficiency, performance, and long-term sustainability.

Our team brings together highly qualified professionals from the leisure, energy, and engineering sectors. This multidisciplinary expertise gives us a unique understanding of the complex demands of leisure and pool environments, enabling us to deliver tailored, high-impact solutions for our clients.

Product range and services

We provide a full end-to-end service supporting clients through the entire decarbonisation and electrification journey of their buildings, from energy

surveys and feasibility studies to design, construction, and ongoing maintenance. Our solutions include solar PV, energy management systems, pool pumps, air conditioning, and our high-efficiency heat pump, the Net Zero Pod® (NZP). This prefabricated external plant room integrates with existing systems, enabling cost-effective low-carbon transitions. Using R744 (CO₂) refrigerant, it delivers low emissions and high efficiency (sCOP 4+). Designed for leisure facilities, our systems are installed with minimal disruption, maintaining operations and protecting customer experience and revenue.

Key customers

Leisure Energy have developed ongoing relationships with many local authorities, leisure operators and private health and fitness providers.

Current clients include: South Kesteven District Council, Royal Borough of Windsor and Maidenhead Council, Sandwell Council, Charnwood Borough Council, Rushcliffe Borough Council, Waverley Borough Council, Wealden District Council, Parkwood Leisure, Everyone Active, Freedom Leisure, Jubilee Pool CIC and David Lloyd.

Future plans

Having been founded on working primarily across the public leisure sector, delivering grant funded decarbonisation projects as principal contractor, over the past 12 months we have made the transition into the private club sector.

Working in partnership with the premium health and fitness brand, we have facilitated significant capital funding for the electrification of their clubs. Moving forward, we will offer this solution to the public and private sector, identifying, designing, building, selling and maintaining the solution – delivering both significant revenue and carbon savings.

Shows attending

Elevate, Freeflow

Key personnel

- **Graham Clarkson**, chairman, statutory director
- **Mike Worsnop**, acting managing director, statutory director
- **Mike Ardis**, technical director, statutory director
- **Georgina Rowland**, construction director, statutory director
- **Neil Bland**, statutory director

LES MILLS

THE 360° SOLUTION



FOR YOUR CLUB

YOUR SUCCESS IS OUR BUSINESS – LET’S TALK.

At LES MILLS, we obsess about creating fitness experiences people fall in love with – making exercise more motivating and more enjoyable. That’s why everything we do is designed to get members through your doors and keep them coming back.

With over 55 years of experience, Les Mills is here to help you build scalable group training success - ultimately driving more profit. Explore a partnership that provides you with industry-leading solutions: science-backed workouts, thousands of world-class instructors Omnifitness options, expert consultation, and more.

**CHOOSE
HAPPY→**

FIND OUT MORE: lesmills.com/uk

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LES MILLS



Martin Franklin,
Les Mills CEO Europe

About us

For more than 50 years Les Mills has been leading the way in fitness. We produce 25 group fitness programmes, backed by science, to be experienced in club or at home via Les Mills+.

Every week, millions of people get fit in 21,000 clubs, across 100 countries with the help of 140,000 Les Mills instructors, who bring to life programmes such as BODYPUMP™ (the world's most popular barbell workout), BODYCOMBAT™ (martial arts), RPM™ (indoor cycling) and BODYBALANCE™ (new generation yoga).

Product range and services

The 2026 Global Fitness Report shows 54% of consumers want new workouts, rising to 63% among Gen Z. However, 30% of advanced lifters feel unsure how to progress, while more than half say conflicting advice prevents them from reaching their goals.

Gen Z and Millennials now make up over 80% of the fitness market, with 87% exercising at least three times a week. This "Generation Active" values athletic performance, strength, and fitness that supports both physical and mental wellbeing. To meet these

expectations, Les Mills continues to develop science-backed programmes designed to engage younger audiences and launch quickly within clubs.

Digital fitness remains a key part of the industry. Les Mills' virtual and immersive in-club studios deliver high-quality digital experiences while maintaining member connection and improving retention. Through Les Mills+, livestreaming solutions, and LES MILLS CONTENT, thousands of clubs have successfully combined digital fitness with live experiences.

Les Mills also provides world-class instructor training and CIMSPA-accredited Group Fitness Management training, helping partners maximise attendance and deliver exceptional member experiences.

Future plans

Les Mills remains committed to supporting club partners through live group fitness and digital experiences. A major opportunity to engage Generation Active comes through its partnership with HYROX as the Official Group Training Programme Partner. Together, they are launching two new programmes -

CEREMONY HYROX and CEREMONY HYROX MAX - designed to combine HYROX training with the music, coaching, community, and science-backed movement that define Les Mills experiences. Built on the LES MILLS CEREMONY functional circuit format, the programmes aim to inspire millions through fitness racing. The company also began 2026 strongly with the launch of BODYPUMP HEAVY™, a new strength-training programme created to help clubs meet growing demand for weightlifting. Building on the success of BODYPUMP™, the programme removes barriers often associated with gym intimidation and combines effective training with motivating music, group energy, and expert instructors. It is designed to increase studio capacity, strengthen community, and improve member retention and referrals. Looking ahead, Les Mills will also launch LES MILLS REFORMER in 2026, a low-impact Pilates workout that combines alignment, breathwork, and music-driven movement to build strength, precision, and energy.

Key personnel

■ Martin Franklin, Les Mills CEO, Europe

LifeFitness

**HAMMER
STRENGTH**



**Unparalleled workout experiences
inspired by human movement.
Created for every body.**



**DISCOVER OUR
LATEST PRODUCTS**



INSPIRING THE WORLD TO WORKOUT

Life Fitness

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Craig Cocking, UK
managing director / global
digital experience director

About us

Built on innovation and inspired by human movement, our products evolve to meet the market's needs and motivate the world to work out.

As a digital-first company, we integrate cutting-edge technology to enhance user experience, extend equipment life, and empower data-driven decisions. Our mission is to deliver high-performance, reliable, and innovative solutions that create exceptional workout experiences - anytime, anywhere.

Product range and services

- **Life Fitness** delivers state-of-the-art cardio, selectorized strength, and functional training systems with fully connected digital consoles and monitoring on all cardio equipment.
- **Hammer Strength** brings elite-level plate-loaded, rack, and accessory strength training solutions backed by performance engineering and rugged durability.
- **ICG** offers premium indoor cycling solutions with an immersive digital experience designed to inspire and engage riders worldwide.

Our Digital Solutions empower exercisers and operators with data-driven insights and connected experiences:

- **Life Fitness On Demand+** offers immersive, trainer-led workouts.
- **Facility Connect** allows for real-time equipment monitoring and analytics.
- **Connect Kit** allows for seamless integration with strength equipment.

Key customers

Our partners span across many different sectors including Hospitality, Multi-Unit Housing, Health Clubs, Independent Gyms, and Education. We also help individuals create premium home gyms.

We work alongside global partners such as Gold's Gym, Snap Fitness, Anytime Fitness, Hyatt, Hilton and Marriott, to name a few. We pride ourselves in partnering with global brands as well as local independent gyms.

Future plans

We will continue to put our customers at the forefront of our business, evolving and adapting to support our partners in the growing fitness market. We are on a

mission to inspire the world to workout through innovative digital technologies, inspiring workout spaces, and thoughtful co-creation to continuously improve the exerciser experience. Engaging exerciser experiences can lead to increased acquisition, enhanced retention, and ongoing satisfaction, a winning combination for our customers.

Shows attending

- Hotel Designs – Meet Up, London
- PAF Forum UK
- PerformX Live 2027
- FIBO 2027

Key personnel

- **Craig Cocking**, UK managing director / global digital experience director
- **Chris Webb**, UK sales director, key accounts
- **Adam Upton**, UK sales director, regional accounts

MATRIX
FITNESS

**GET
MORE**

***Supporting you along your journey,
every step of the way...***

As a Total Solutions Partner, we believe that providing industry leading fitness equipment to our customers shouldn't be the end of the journey... it's just the beginning.

At Matrix, we can provide your facility with a bespoke package of marketing, training, service and even construction solutions to suit your needs.

For more information, contact the team
01782 644900
info@jhtgroup.uk

 MatrixFitnessUK
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Matrix Fitness

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MATRIX
FITNESS



Matt Pengelly

About us

Matrix, the world's fastest growing commercial fitness brand, offers innovative commercial fitness equipment that stands out and sets new standards. At Matrix, it's our mission to make your fitness facility everything you ever dreamed it could be.

Matrix provides equipment to facilities in all market sectors including private health clubs, residential housing, hotels, local authorities, schools, corporate gyms, professional sports teams and the uniformed services. We are there to be your trusted partner, going far beyond simply providing equipment.

Product range and services

Our comprehensive product portfolio ensures that we can meet the requirements of all facilities. From HVLP's including Pure Gym, the Gym Group and JD Gyms through to high end hospitality such as Four Seasons, the Savoy and the Shard, as well as global franchises Snap and Anytime Fitness - we have you covered.

Count on us for meaningful innovations that makes our equipment a joy to own, service and use. And,

as always, trust us to put your brand and your business first.

Our specialist teams will provide support every step of the way, not only in planning your facility, but well beyond the install, including top-tier training and education for your staff, plus exceptional repair and servicing (our network includes 46 service and repair technicians), helping to maximise equipment features for your members.

Some lead, others follow.....

Our ethos isn't to follow trends, but to be at the forefront of them and set them.

For example, strength training is set to dominate the fitness landscape for 2026 and possibly beyond, as more and more people are prioritising longevity, metabolic health, and functional performance over purely aesthetic goals.

We know that backed by growing scientific evidence, resistance training is recognised for improving bone density, reducing injury risk, supporting mental wellbeing, and extending lifespan. Matrix Fitness were ahead of this curve, investing early in a comprehensive strength portfolio for

diverse users and environments.

From selectorised machines and plate-loaded equipment to functional training rigs and free weights, our range supports everything from rehabilitation to elite performance. This breadth enables facilities to meet rising demand while delivering versatile, high-quality strength experiences aligned with the industry's direction.

Matrix doesn't just manufacture equipment - we craft cardio and strength training innovations that evolve with your fitness facility and your members and users. We listen to stakeholders to put real-world insights at the heart of our designs, captivating a new generation and delivering solutions that outperform the ordinary in better, smarter ways. That's why so many choose Matrix.

Key personnel

- Matt Pengelly, Managing Director
- Julian Taylor, Commercial Director
- Chris Brown, Sales Director

EQUIP YOUR STUDIO.
EMPOWER YOUR
INSTRUCTORS.



Equipment Catalog

Merrithew®

– Leaders in Mindful Movement™

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Jim Heidenreich – CEO

About us

Merrithew® is the global leader in mind-body education and equipment. As the creator of STOTT PILATES®, the most respected name in contemporary Pilates, we've empowered fitness professionals for almost 40 years to build impactful, careers that transforms lives. We offer a fully integrated ecosystem that includes science-based training and certification, premium precision-engineered equipment, business development resources and a global community of movement leaders. Whether you're an aspiring instructor or an established studio owner, Merrithew is your partner in growth and excellence.

Product range and services

A Global Leader in Mindful

Movement: With 300+ academy partners across 56 countries and over 90,00 trained, our globally recognized certification courses reflect decades of leadership in the Pilates and fitness space. Merrithew is The Professional's Choice™ for high-quality, long-term success in mindful movement.

Our Integrated Approach: At Merrithew, we bring together the best

of education and equipment to deliver lasting results for instructors and their clients. Our industry-leading equipment used in studios, clinics and homes around the world - includes bestsellers like the CE certified V2 Max Plus™ Reformer bundle with HPGB, Split-Pedal Stability Chair™, Halo® Trainer Plus and dual-purpose Stability Barrel™ Lite.

In parallel, our certification programs - led by STOTT PILATES® and including ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre®, Halo® Training and Fascial Movement - are internationally recognized for their depth, precision, and relevance to real-world practice.

Key customers

Merrithew has a strong presence across multiple business sectors, partnering with boutique fitness studios, wellness and rehab clinics, hospitality and residential wellness programs, professional sports teams, universities, schools, and training institutions. Whether you're just starting your career or represent a global brand, we provide tools and training designed to grow with you.

Future plans

We're focused on purposeful innovation that empowers our global community of instructors, partners, and clients—evolving our equipment through intelligent design, premium materials, and a deep understanding of how people move. We will continue to expand accessible, flexible digital education, blending in-person and online experiences, while thoughtfully leveraging AI to personalize learning, support instructors, and elevate outcomes.


As Pilates continues to gain traction across fitness, rehabilitation, performance, and healthy aging, Merrithew remains committed to leading with integrity, expertise, and a relentless drive to advance the industry.

Key personnel

- Jim Heidenreich, CEO
- Beth Gibbs-Bartel, Chief Revenue Officer
- Shannon Fable, Senior Vice President, Education
- Meghan Gogan Diesveld, Vice President, Marketing & Communications
- Etienne de Pierrefeu, Vice President, Commercial Sales



myzone



Name	Percentage	Name	Percentage	Name	Percentage
David	58%	John	55%	Jacob	85%
Mary	54%	Mr. Wood	42%	Niamh	81%
Samuel	40%	Sara	92%	Seth	64%

Motivation Technology
that builds habits
and drives retention.

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Myzone

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www.myzone.org



Jonathan Monks,
director EMEA

About us

Myzone is a global pioneer of Motivation Technology (MoTech), redefining fitness by turning behavioural science into action.

Moving beyond traditional performance tracking, Myzone's platform rewards effort, builds social connection, and uses real-time feedback and gamification to drive lasting behaviour change. Its ecosystem, which includes the app-led Myzone Go, focuses on motivating people to move more consistently, helping operators improve retention and individuals build lifelong exercise habits. By embedding principles of motivation science such as autonomy, community, and visible progress, Myzone transforms data into meaningful engagement. Trusted in over 100 countries, Myzone shifts the dial from measurement-led fitness to behaviour-led change, creating sustainable health outcomes and stronger, more active communities.

Product range and services

Myzone has developed a connected ecosystem of wearable technology, software and behaviour-change tools designed to help fitness operators make movement more engaging and consistent for members. Its wearable

devices - Myzone Max, Myzone Go and Myzone Switch 2.0 - provide highly accurate heart rate tracking across activities including running, cycling, swimming and everyday movement.

What differentiates Myzone is its focus on effort rather than output. Through Myzone Effort Points (MEPs), users are rewarded based on how hard their body is working, not on speed, distance or ability, creating a more inclusive and motivating experience for all fitness levels.

The Myzone app extends this experience through real-time feedback, gamification and social features, allowing users to track progress, join challenges and stay accountable within a connected community. In 2026, Myzone will expand its effort measurement beyond cardio into strength training, enabling users to measure effort across a wider range of activities.

For operators, Myzone integrates into gym environments through in-club screens and digital platforms, helping improve engagement, retention and member satisfaction. Together, Myzone is shifting the industry toward Motivation Technology (MoTech), creating rewarding, habit-forming experiences that support lasting behaviour change.

Key customers

The full diversity of fitness facilities around the world and millions of individuals

Future plans

To continue to evolve the Myzone ecosystem in line with the latest behaviour science, supporting operators and individuals to build and sustain healthy movement habits. In 2026, three key innovations will advance this mission: Strength Tracking, expanding our effort-based model beyond cardio; Garmin integration, increasing accessibility through connected wearables; and Switch 2.0, enhancing comfort, accuracy and usability. Together, these developments reinforce our focus on Motivation Technology (MoTech), enabling greater engagement, consistency and long-term behaviour change. Our goal remains to help more people stay motivated to move, while equipping gyms with tools to improve member retention and outcomes.

Key personnel

- Jason Worthy, CEO
- Jonathan Monks, Director EMEA
- Vahid B. Zadeh, CTO



DRIVING OPERATIONAL EXCELLENCE

THE ULTIMATE SOFTWARE SOLUTION TO MANAGE YOUR FACILITY OPERATIONS & EQUIPMENT



01

Asset Manager

Info hub with product data, manufacturer information, service contracts

02

Service Ticketing Manager

Service tickets, communication hub (real time), Mobile App

03

Operational Checklists

Create dynamic checklists for audits, health & safety and equipment PM

04

Management Dashboard

Transparent business metrics, service reports, security and documentation

INTEGRATED PARTNERS



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Blog: <https://orbit4.org/news/>

<https://orbit4.org/>



Steve Ruffell,
General Manager EMEA

About us

Orbit4 is transforming facility management for fitness operators with a connected, all-in-one platform designed for modern operations. It provides complete visibility of equipment inventory, real-time asset condition, true market value, and full service history—giving operators a single source of truth across their estate.

By combining asset data with usage trends and total cost of ownership insights, Orbit4 enables more informed, data-driven decisions. Operators can move beyond reactive maintenance, identifying the optimal time to repair, replace, or invest in new equipment—maximising performance while controlling costs.

Orbit4's integrated digital ticketing module connects operators with internal teams and external service providers in one seamless workflow. From issue logging through to resolution, every step is tracked and measured, improving communication, accountability, and service performance.

The platform also includes dynamic operational checklists and audit tools, allowing operators to create bespoke workflows for daily tasks such as opening procedures, cleaning routines, and health & safety checks. Any issues identified

can automatically trigger service tickets, ensuring nothing is missed and standards are consistently maintained.

With intuitive dashboards and reporting, Orbit4 delivers clear visibility of operational and service performance across sites. Its Action Centre provides actionable insights, helping operators optimise service contracts, benchmark suppliers, and make confident commercial decisions.

Orbit4 is built to support the entire ecosystem—including operators, service providers, and suppliers—creating a more connected, efficient, and accountable way to manage fitness facilities, improve member experience, and drive operational excellence.

Product range and services

Platform – Key Features

■ **Asset Management:** Full visibility of every asset, including lifecycle tracking, service history, utilisation data, and total cost of ownership insights.

■ **Service Ticketing:** Connects assets, operators, and service providers through a centralised ticketing system with real-time tracking and performance monitoring.

Operational Checklists & Audits:

Customisable workflows for daily operations, compliance, and health & safety, with automated escalation of issues into tickets.

■ **Management Dashboard:** A clear, real-time overview of facilities, assets, and service performance, enabling better operational control and decision-making.

■ **Action Centre & Insights:** Data-driven recommendations to optimise service contracts, asset performance, and procurement decisions.

■ **Connected Ecosystem:** Brings operators, service providers, and partners onto one platform to improve collaboration, transparency, and accountability.

Key customers

LiveWire, Everybody Health & Leisure, Serco Leisure, JD Gyms, Gymbox, Third Space, Anytime Fitness, Holmes Place, GymNation, Life Leisure, YourTrustRochdale, BwD Leisure, Oldham Active.

Key personnel

■ **Daniel Jones,** CEO

■ **Steve Ruffell,** General Manager EMEA

■ **Kev Forester,** Head of Operations

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SCALE COACHING.

VBT, TESTING AND
PROGRAMMING - IN ONE
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Martin O'Reilly, CEO

About us

Output Sports delivers performance technology for modern training facilities through an integrated platform for testing, monitoring and programming. Using one portable sensor and software system, it captures objective data across strength, power, movement and endurance, replacing multiple traditional tools.

Designed for simplicity and scalability, Output helps coaches deliver engaging, data-led training, track progress and improve consistency, while enabling operators to strengthen member retention and differentiate premium coaching services.

Product range and services

Output Sports provides an integrated performance platform combining wearable hardware and software for testing, monitoring and training within one system. Its portable sensor, Capture App and desktop Hub allow coaches to collect and analyse real-time performance data across strength, power, movement quality and endurance. Supporting more than 200 exercises, including velocity-based training, jump

testing and mobility assessment, the platform replaces multiple traditional tools such as force plates and contact mats with a single scalable solution.

Output also enables coaches to track progress, benchmark performance and integrate insights directly into training programmes. For commercial operators, this improves member engagement, simplifies workflows and supports more consistent coaching delivery across teams and facilities.

Key customers

Output is the official Hyrox365 Athlete Testing and Benchmarking Partner, and is trusted by elite sporting organisations across the Premier League, NFL and PGA Tour, as well as forward-thinking operators across the commercial fitness market, empowering coaches to build structured, data-driven performance environments at the highest level.

Future plans

Over the next 12 months, Output Sports is focused on expanding further into the commercial fitness market, supporting gyms and performance facilities in building more structured,

data-led coaching environments.

Key focuses include continued development of the Output platform, with enhanced programming, reporting and benchmarking capabilities, alongside deeper integrations across the fitness ecosystem.

We are also growing our global presence through partnerships, education and events, helping operators understand how to apply performance data in real-world settings. Output is defining how performance is measured and managed across elite sport and commercial fitness.

Shows attending

FIBO, Elevate, HCM Summit, Sportsmith, CSCCa, UKSCA, and many Sports Science conferences globally.

Key personnel

- Martin O'Reilly, CEO
- Darragh Whelan, COO
- Julian Eberle, CTO



BODYBUILDING PASSION SINCE 1973



RUBIEL MOSQUERA
OLYMPIAN
PANATTA BRAND AMBASSADOR



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Worldwide Fitness Company



Edoardo Panatta,
Vice President

About us

Panatta is a historic fitness brand offering one of the widest ranges of products on the market, across all sectors, ages and types of training. Our mission is to create machines that are aesthetically pleasing, functional and competitive in price that are entirely produced in Italy.

We offer more than 600 products and 2,000 colour combinations to create exclusive, limited edition machines, according to the needs and tastes of each customer. Born from the passion of our founder Rudi Panatta, the company's roots are held in the origins of physical culture. Growing over 6 decades up to become the Italian brand of fitness and body-building recognised all over the world.

Product news

Our brand offers a complete range of strength, cardio, and functional products, designed for all users - from beginners to professionals training at the highest levels. The main news is:

■ **NOVELTIES:** Panatta launched 30 new machines in the first half of the year, reinforcing its leadership in biomechanics and innovation. Several are "The First and the Original" machines introduced to the fitness market for the first time.

Highlights include the Total Back and Total Press, combining four machines in one for complete back and chest workouts. Other innovations include the Adjustable Row 45° for middle-back thickness, the Four Angles Biceps Machine, the Super Lunge Machine, and the Standing Hip Thrust, reflecting strength training's growing importance in modern fitness.

■ **FANTASTIC LINE:** Created by Rudi Panatta in 1984, the Fantastic line returns with iconic bodybuilding style, upgraded biomechanics and engineering. Featuring maintenance-free chain systems, optimized CAM profiles and durable steel frames, it's built for hardcore training and now evolves into a gym concept inspired by 1980s bodybuilding culture.

■ **ROSSOPURO CARDIO FITNESS:** A complete cardio range designed and made in Italy, including treadmills, bikes, and the Climber. Available in Touch and LED Plus versions, Rossopuro machines offer performance monitoring, Activity Pilot guidance, and a 21-inch customizable touch console with high-brightness display, ideal for modern training facilities and club environments.

Services

- 3D layout projects
- Panatta Fitness Atelier to customise products with more than 2,000 colours combinations
- After sales support: organized network of expert technicians on the territory.

Key customers

Our key customers are B2B and we work with all the main targets in our sector (particularly independent clubs, but also leisure centres and gym chains). We are also working in some other interesting markets, such as hotel chains, corporate fitness and home fitness.

Future plans

Innovation has always driven Panatta. Each year, the company invests in unique machines that advance the fitness market while expanding production capacity. Beyond equipment, Panatta is developing new projects, including an upcoming apparel line inspired by the brand's identity, values, and lifestyle vision.

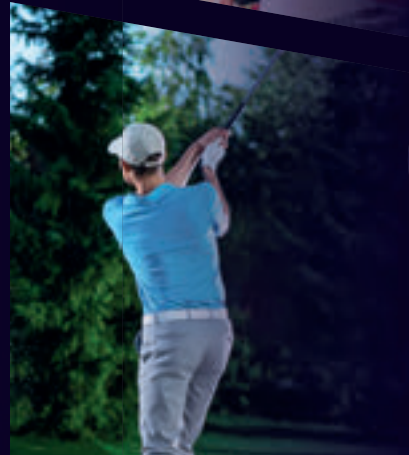
Shows attending

Arnold Sports Festivals Ohio, UK and South America, Expofitness Colombia, HFA, FIBO, RiminiWellness, Elevate, Fitex Dubai Muscle Show, Aus Fitness Expo, Sibex and many others.



Creating strong, lasting partnerships, to encourage happier and healthier lifestyles

Working in partnership with **my healthy way**



PARKWOOD

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**Glen Hall, managing
director**

About us

At Parkwood Leisure, our mission is to forge robust and enduring partnerships grounded in efficient and effective service delivery, fostering happier and healthier communities. We believe in a collaborative approach that transcends the mere provision of services. Our partnerships are characterised by a steadfast commitment to quality, innovation, transparency, and environmental responsibility.

With 30 years of experience, Parkwood's unique approach has fostered substantial growth, leading to their current management of 85 facilities across England and Wales. This achievement is further bolstered by their collaborations with subcontractors Lex Leisure CIC, Legacy Leisure, Creating Active Futures and Active Communities Together. Parkwood's diverse portfolio includes six golf courses under the Loyaltee Golf brand (in partnership with Lex Leisure CIC), five theatres under the Parkwood Theatres brand, and outdoor activity centres, notably the Plas Menai National Outdoor Centre (in partnership with Legacy Leisure). Additionally, we manage visitor attractions such as the

indoor rainforest zoo Plantasia, and heritage sites like Pavilion Gardens in Buxton and Rufford Abbey Country Park in Nottinghamshire.

Product range and services

Parkwood Leisure, in collaboration with its partners, expertly manages 85 leisure facilities across England and Wales on behalf of 42 local authorities. Our bespoke management and professional support services cater to a wide array of leisure and cultural facilities, as well as health and wellbeing services.

Beyond direct management, Parkwood extends professional services support to local authority trading companies and CVSE organisations. Our expertise spans a broad spectrum, including marketing, finance, HR, business systems, and IT. By harnessing our professional expertise and deep understanding of the industry, Parkwood empowers local organisations to concentrate on delivering impactful services to their communities.

The organisation has extensive experience in design, build,

operation and maintenance. Working in partnership with sister company Parkwood Project Management, we have led the consortia management of 14 new-build projects.

Key customers

More than 40 local authorities and public sector partners across England and Wales, including London Borough's, District and Borough Councils, unitary authorities and organisations such as the Royal Parks and Sport Wales.

Future plans

Over the next 12 months, we will continue to work with our partners to increase physical activity, tackle health inequality in the communities we serve and make a measurable difference to the quality of life of our customers. In particular, we will be focusing on the development of our My Healthy Way community wellbeing offer.

Key personnel

- Glen Hall, managing director
- Alex Godfrey, operations director
- Nicola Jones, finance director
- Andy Farr, strategic director
- Graham Airey, IT Director

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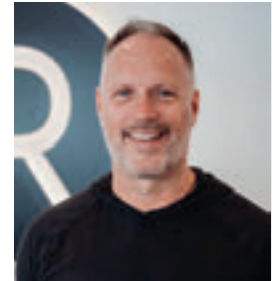
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www.gymkituk.com



Howard Braband,
Managing Director

About us

As the Group Reformer market grows, experience and credibility are more important than ever. Peak Pilates, founded in the US in the early 1990s and now part of Mad Dogg Athletics, is globally recognised for preserving the original teachings of Joseph Pilates while advancing equipment design for modern studios.

Established in 2003, Gymkit UK has been the exclusive UK distributor of Peak Pilates equipment for over 15 years, combining international heritage with deep local expertise. Together, we help health clubs, studios and operators create Pilates offerings that are both authentic and commercially successful.

Gymkit UK delivers more than reformers. Our fully operational Reformer showroom and education centre - the largest in the UK - provides a real working environment where operators can experience the full potential of Pilates. This enables us to offer complete end-to-end support, operational expertise and premium equipment solutions.

Product range and services

Peak Pilates is best known for its high-quality equipment, alongside a

comprehensive instructor certification programme. At Gymkit UK, we deliver a fully integrated solution for health clubs, studios, hotels, and fitness operators looking to launch or scale Pilates with confidence. Our offering spans premium equipment supply, studio design and space planning, pre-opening marketing strategy, and ongoing operational support. Central to this is education. Through our FitCore™ education programme, we develop highly skilled instructors capable of delivering safe, effective, and commercially successful group reformer workouts, ensuring our partners maximise long-term performance.

From pricing and programming to servicing and aftercare, every element is aligned to support sustainable success.

What sets us apart is our understanding of the full lifecycle of a Pilates business. Our team brings real-world experience across design, launch, and operation. We know what drives participation, retention, and revenue and apply that insight to every project. In a crowded and fast-moving market, we help our partners cut through the noise with well-designed studios, exceptional education and a model built for longevity.

Key customers

Everyone Active, Village Hotels, FS8, Chilli Pilates, X-Club Pilates, SuperYacht Fitness, University of Aberdeen, Balance Health Nottingham, 3D Leisure, Sopers House

Future plans

As demand for Reformer Pilates continues to accelerate, our focus is on expanding access to high-quality equipment, education through FitCore™, supporting scalable studio models and strengthening our position as the UK's leading full-service Pilates partner.

Shows attending

Elevate, (International Fitness Showcase (IFS), FIBO.

Key personnel

- Howard Braband, Managing Director
- Jenna Kane, Business Development Manager
- Christie Braband, Master Trainer (FitCore)
- Kerri Widdowson, General Manager (Logistics and Servicing)
- Jo Morris, Marketing



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GYM EQUIPMENT & FLOORING

Physical

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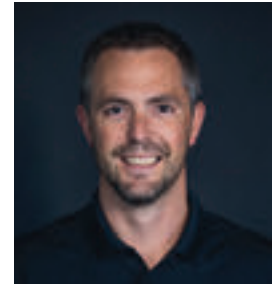
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John Halls,
Managing Director

PHYSICAL

About us

Established in 1989, we are a trusted partner across the health and fitness industry, enhancing spaces where bodies are in motion. Passionate about our customers' success, we design, source and supply industry-leading, high-quality products that help create fitter, healthier, stronger bodies and minds. Combining the personal touch of a family business with expert service, fast delivery, great warranties and dependable support, we help customers create environments built to perform and last.

Product range and services

Our extensive portfolio of fit-for-purpose, commercial-grade products

"As soon as we started speaking to Physical, we knew we wanted to work with them. The team there is hugely knowledgeable and helpful – they understood exactly what we were trying to do and proposed excellent solutions – and the products are great quality."

*Theo Loucas and Ozzie Fadil,
Owners Reshape Gym*

spans rigs to racks to reformers, lifting platforms to functional kit, CV to studio equipment – and everything in between, all with the reassurance of full commercial warranties. Meanwhile, our high-performance gym flooring ranges optimise member experience and safety across every training zone.

We believe in the power of partnership, too, so while we expand our high-quality Physical range, we also partner with world-leading specialists such as Airex, BOSU, Ecore, TECA, Merrithew, seca and Power Plate, among others. It's a best-in-class approach that allows customers to cherry-pick their perfect blend of products – all underpinned by Physical's unbeatable customer service.

Key customers

Anytime Fitness, Edinburgh Leisure, Freedom Leisure, Glasgow Life, GLL, Jetts, JD Gyms, Liverpool City Council, Parkwood Leisure, Planet Fitness, Serco, Snap Fitness, Village Gyms, Virgin Active and many more.

Future plans

We continue to develop our Physical range, reimagining customer favourites to make them better than ever; 2026 launches include



our innovative Performance Urethane interlocking bumper plates, nature inspired neutral colours for our yoga and Pilates ranges, and the launch of ECO Surfaces – design-focussed, sustainable, high-performance flooring solutions made from reclaimed, recycled rubber.

Shows attending

PerformX, FIBO, Elevate, W3 Fit, Surfaces Design Show, HFA.

Key personnel

- John Halls, Managing Director
- James Anderson, Director of Sales & Marketing

**BECAUSE
COMMUNITY
MATTERS**



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Belinda Steward,
Managing Director

About us

As part of Places for People, we are one of the UK's leading social enterprises, welcoming more than 30 million visitors to over 100 health and wellbeing facilities across the nation annually.

We aim to enlighten our communities about the benefits of a healthy lifestyle in collaboration with local authorities, customers and partners both within our thriving community hub and out in the wider community.

By understanding the needs of the community we aim to create behavioural changes that improve the physical and mental wellbeing of individuals and social wellbeing of the collective.

Places Leisure (formally DC Leisure) was established in 1991 and steadily grew from four facilities in 1994 to more than 100 today.

The business was privately owned until 2012 before being acquired in a ground-breaking move by Places for People; becoming the first leisure provider to join forces with a housing provider.

Product range and services

Our vibrant and attractive spaces encourage communities to play sport,

socialise and engage in physical activity. Across the country we have over 65 swimming facilities, 85 top-class gyms, over 150 workout spaces, more than 60 sports halls, as well as squash and padel courts.

From guiding a child through their first strokes in the water to offering a place where goals are established – we offer safe spaces and promote every form of health.

We are not just focused on providing great facilities we also deliver multiple community-focused programmes and generating social value work helping to improve wellbeing for the communities we serve, including the Big Sister Project and our Move through Menopause programme.

Using the Moving Communities Social Value Calculator, which assesses the local impact on health, education, subjective wellbeing and crime, Places Leisure generated an estimated £160.6m of social value in FY 2024-25.

We also welcome clubs, charities and societies to utilise the spaces available they can become the beating heart of the community. We have libraries, banks, GP surgeries and even pottery courses operating from our sites.

Key customers

Our key customers are our members, our clients, our local authority partners, and our communities.

Our services have something for everyone no matter their life stage. We have swimming lessons for both adults and children, support sessions for wellbeing groups, gym classes for adults, and several tailored programmes which are helping to make physical activity more accessible to all.

Future plans

Over the next 12 months, we will continue to collaborate with our partners to promote physical activity, address health inequalities in our communities, and work to enhance the quality of life for our customers in a meaningful way.

Key personnel

- Belinda Steward, Managing Director
- Dan Walker, Business Development Director
- Tatiana Hagan, Finance Director
- Tom Goodhand, Operations Director
- Amy Bettany, Director of CX & Product Strategy
- Stuart Lowery, Senior People Business Partner

Performance, Recovery and Longevity






Scientifically proven vibration technology helping clubs, clinics and wellness operators deliver better results and stronger returns.

As health and wellness facilities evolve beyond traditional fitness, demand is growing for solutions that support recovery, mobility, bone health and active ageing.

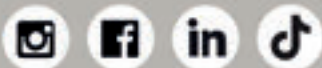
Power Plate® sits at the intersection of science, technology and results. Backed by decades of research, its patented vibration technology delivers measurable benefits across performance, rehabilitation and preventable wellness.



Why Power Plate?

-  Trusted by leading gyms and healthcare providers worldwide
-  One platform, multiple applications
-  Science-backed and clinically supported
-  Proven ROI across fitness, healthcare and hospitality
-  Aligned with recovery, longevity and bone health

POWER  PLATE.



@powerplateuk | sales@powerplate.co.uk

Power Plate

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Iain Murray, Managing Director, U.K

About us

Power Plate delivers scientifically proven benefits for a wide range of applications including recovery, mobility, and bone health, giving facilities a versatile solution for performance, rehabilitation, and activeageing programs. It enhances client results, elevates the member experience, and supports revenue growth across all wellness and fitness environments.

Product range and services

Our range of products includes whole body vibration platforms, targeted vibration tools, and the groundbreaking REV bike, creating a comprehensive and impactful offering for health clubs and fitness facilities worldwide. In addition, we

“If you’re considering investing in Power Plate for your facility, I can confidently say it’s one of the best decisions we’ve made. The impact on our members, our services, and our reputation has been incredible and the education and ongoing support from Steve Powell has been second to none and Iain is always oh hand for assistance.” *Aaron Tyler - Owner of Feel Good fitness and Wellness Centre*

now collaborate with leading providers of red-light therapy, bone health screening, and cryotherapy, enabling facilities to build fully integrated recovery, performance, and longevity solutions for their members.

USPs

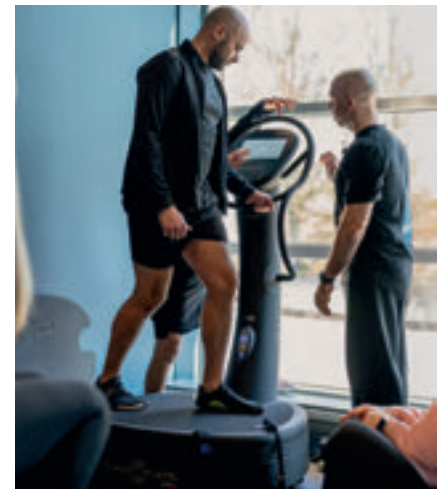
Power Plate’s patented PrecisionWave™ Technology delivers unique harmonic vibration that stimulates natural reflexes, increases muscle activation, and improves circulation—helping users feel better and recover faster. In addition to accelerating health, fitness, wellness, and recovery results, Power Plate now partners with Screen My Bones to further support bone health through accessible, preventive, radiation-free bone density screening.

Key customers

Accomplish Fitness, Everyone Active (SLM), Fusion Lifestyle, Village Gyms, Bannatynes, David Lloyd, Nuffield Health, Anytime Fitness, Energie Fitness, Radisson Hotels, Hilton Hotels, Feel Good Fitness, Leap Fitness, Champneys.

Future plans

In early 2026, Power Plate launched new models, the my8 and pro8 platforms,



our most advanced performance and recovery technology to date. We will also expand our partnership with Screen My Bones to provide accessible, in club bone health screening, supporting operators in delivering preventive wellness services. Alongside this, we will continue strengthening our focus on women’s health, longevity, and recovery—broadening our offering to meet growing demand for integrated, science-backed solutions across the health, fitness, and wellness sectors.

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Simon Overing

About us

Precor and Peloton offer commercial fitness & wellness solutions for leading fitness operators around the world. We bring together the trusted relationships, global operations, and industry-leading commercial solutions of Precor with the connected fitness technology, premium design, and unparalleled content of Peloton to deliver outstanding value to operators and their exercisers.

Product range and services

We design and deliver commercial fitness and wellness solutions built for high performance environments and modern exerciser expectations. Our portfolio spans cardio, strength, functional training, group training, wellness, and connected solutions, giving operators the flexibility to design spaces that drive engagement, retention, and long-term value.

With a complete strength offering across selectorized, plate loaded, cables, and free weights, we support every level of training while creating environments that feel intuitive, efficient, and results driven.

■ Peloton Commercial Series

A new generation of Peloton commercial equipment, engineered by Precor,

combines immersive Peloton workouts with durable, scalable design and operational efficiency, helping fitness operators attract, engage, and retain members in shared environments.

■ Cardio and Training Experience

Our cardio solutions deliver reliable performance through premium materials, proven design, and advanced components. Integrated entertainment and training features help facilities customize member experiences, increase engagement, and support long-term retention.

■ Strength and Functional Training

Precor's strength portfolio includes durable selectorized, plate-loaded, and functional training solutions for high-traffic facilities. Partnerships with Glutebuilder® and BeaverFit expand targeted glute and versatile functional training offerings.

■ Connected Fitness

Our connected solutions enhance exerciser experiences while giving operators greater control and insight. With flexible consoles and integrations like EGYM and Peloton, we drive usage, engagement, and long-term member retention.

■ Wellness and Recovery

In partnership with Wellness USA, we provide wellness solutions including

red light infrared technologies, helping operators expand beyond fitness to meet recovery and longevity demand.

Key customers

Customers include David Lloyd Clubs, Anytime Fitness, and Hilton Hotels, plus numerous single-site operators, education facilities, local authorities and trusts.

Future plans

We will continue to develop and bring to market innovative fitness and wellness solutions. Upcoming plans include a selectorized Glutebuilder range and additions to our plate-loaded product line. We will advance connected fitness solutions, including smartwatch integration and digital wallet functionality. Sustainability remains central to our strategy, with roadmap focused on continuous innovation, energy efficiency, and environmental stewardship. We are committed to building better products and a better planet through forward-thinking, adaptive solutions that support long-term environmental responsibility and growth.

Key personnel

- Simon Overing, Sales Director, EMEA
- Lauren Finnigan, Marketing



PSLT

FITNESS SOLUTIONS

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TRADE IN ANY FITNESS KIT. WE OFFER BUY BACK OF SECOND HAND EQUIPMENT, IN ADDITION TO JUST THE TRADITIONAL TRADE IN PROCESS

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www.pslt.co.uk



Stuart Martin,
Commercial Director

About us

PSLT is a full-turn key solution provider servicing the health, fitness, and sport sector. Committed to being the go-to company providing product, service, logistics and trade. We are a customer service-centric company, ensuring that every existing and potential customer is dealt with quickly and efficiently.

Through established presence and trust, being available quickly, and through a dedicated trained and qualified team, we deal with queries and needs any day of the year.

“We have been working with PSLT for over 3 years. We have an exclusive service contract with them, including on site upholstery which cover over 120 sites. They are a delight to work with and always go the extra mile. They always over deliver instead of over promising like a lot of our historic service providers. I could not recommend them highly enough.”

Sarah Roberts, Head of Fitness and Healthy Communities at PFP

At PSLT, we pride ourselves on being present, having long-term relationships resulting in us being a true partner every step of the way.

Product range and services

PSLT offer a range of new and refurbished fitness equipment being the exclusive UK supplier of DHZ strength equipment, USAEON cardio equipment, SMARTfit and the SPLAN Fitness Mirror. In addition we offer maintenance, repair and on site upholstery service nationwide, with a network of engineers in fully equipped vans to enable a first time fix wherever possible.

PSLT remanufacture all types of gym equipment at its factory, where we have our own shot blasting and powder coating facility enabling us to bespoke and tailor kit to our clients requirements in addition, we employ our own logistics team to give us the ability to deliver the equipment, carry out gym re-locations and BUYBACK Second hand gym kit.

PSLT offer in house finance, short and long time kit rentals, we even refresh some of our clients own gym kit, returning it to a like new condition.

Key customers

We are proud to partner to name a few Places Leisure, Everyone Active, 1 LIFE, Places Leisure, Village hotels and Snap Fitness.

Future plans

We intend to build on our success investing in new technologies making our organisation more efficient and looking at constant improvement to ensure we are always offering our clients best service and best value.

We work across Europe and beyond, searching for quality partners to represent the brand worldwide.

Our aim is leading efficiency and a client experience that we can be proud of, we continue to expand our service department taking on newly trained engineers, new vehicles and new asset based systems.

Key personnel

- Graham Bertrand, Managing Director
- Stuart Martin, Commercial Director
- Tony Barry, Head of Health Care Solutions

INTRODUCING TRAKK 2.0

TRAKK
CONNECTING FITNESS

ELEVATING THE DIGITAL FITNESS EXPERIENCE.

Pulse Fitness' TRAKK 2.0 is an advanced digital platform designed to optimise gym operations and enhance member engagement. With a range of powerful tools, it offers a connected, data-driven approach to fitness management.

Operators can streamline tasks and gain real-time insights, while members enjoy personalised workouts and seamless tracking. TRAKK 2.0 elevates both efficiency and user experience, making it the perfect solution for modern fitness facilities.



WHY TRAKK 2.0?

Powerful tools to streamline operations and enhance the user experience.

STREAMLINED ACTIVITY CALENDAR.

A clear, intuitive interface simplifies schedule and workout management.

ENHANCED USER JOURNEY.

Refined navigation removes unnecessary steps, allowing members to focus on their fitness goals.

REVAMPED EXERCISE LIST AND WORKOUT CREATOR.

A wider range of exercise options and an improved workout creator give members greater flexibility.

MODERNISED DESIGN AND COLOUR SCHEME.

A fresh, updated look enhances usability and sets the foundation for future developments.

Discover the smarter way to train.



Scan to watch the fully connected fitness solution with our TRAKK ecosystem.



For more details on how TRAKK 2.0 can benefit your facility, visit

my-trakk.com

Pulse Fitness

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Youtube: www.youtube.com/@pulsefitnessuk

<https://pulsefitness.com/>



Chris Johnson

About us

Pulse Fitness is an international provider of commercial and home fitness facilities. As well as offering operators 360-degree leisure solutions, Pulse Fitness designs and develops technologically advanced equipment for the sector. With an award-winning portfolio of over 450 pieces of premium fitness equipment, Pulse Fitness is proud to expertly design, develop and manufacture its products in the UK.

Focused on creating future-ready fitness environments, Pulse Fitness supports operators with durable solutions designed to enhance the member experience, maximise longevity and meet the evolving needs of the fitness landscape.

Product range and services

Pulse Fitness offers a variety of different equipment ranges, from Classic, Club, Dual and Premium Strength Lines, including popular kit such as the Shoulder Press, Abductor and Seated Row machines. The range also comprises an extensive supply of Cardiovascular equipment, including the newly launched Variable-Stride Trainer, designed to deliver a versatile, low-impact workout experience. Featuring Pulse's advanced

touchscreen console technology, the Variable-Stride Trainer offers interactive workouts, seamless connectivity and immersive entertainment options, catering to all fitness levels.

As well as a range of high-quality Strength and Cardiovascular machines, Pulse Fitness designs and produces a variety of Free Weight and Functional accessories to supplement any workout, at home or in the gym. Modular functional training solutions, including the Pulse Functional Rig, allow operators to create flexible strength and conditioning spaces tailored to a wide range of training styles.

Pulse Fitness is also proud to lead the market with its Inclusive Line, currently comprising 18 strength and cardio machines tailored to the needs of disabled users. Key features include swing seats for easy wheelchair access, multiple adjustment handles to support limited mobility, and high-visibility colour schemes for visually impaired users.

Each Pulse Fitness product is expertly designed for quality and performance, rigorously tested to meet the highest standards before being introduced to the market.

Future plans

At Pulse Fitness, innovation and inclusivity remain at the core of our future strategy. This year, we are proud to be launching TRAKK 2.0 – an enhanced, web-based evolution of our digital ecosystem.

Designed to meet the growing demand for intelligent, data-driven solutions, TRAKK 2.0 offers seamless access to real-time insights across any device, empowering operators, personal trainers and members to optimise performance and engagement like never before.

Alongside this digital advancement, Pulse Fitness is continuing to champion accessibility with the ongoing development of our Inclusive Line and sustainable refurbishment service, Pulse TRANSFORM. Through innovation, collaboration and education, Pulse Fitness is committed to helping operators create more inclusive, future-proofed and environmentally conscious fitness environments for all users.

Key personnel

- Chris Johnson, Managing Director
- Richard Sheen, Commercial Sales Director



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Andy Pickles, CEO

About us

Founded in 1992 by CEO Andy Pickles, Pure Energy Music combines decades of music industry expertise with fitness technology innovation. A former producer of 13 international Number 1 singles and founder of Tidy Trax, Andy created a platform delivering curated, class-ready music for the fitness industry. Pure Energy Music offers globally cleared Original tracks and fitness-focused Covers within one system, enabling compliant, consistent programming across multiple sites. Its intuitive technology simplifies music selection, helping instructors focus on delivering engaging group exercise experiences.

Our Products & Services

For over 30 years, Pure Energy Music has shaped how music is used in fitness and is now a complete music and technology solution for the industry. In 2020 it launched a streaming platform delivering programme-led music that helps instructors structure, pace, and deliver group exercise classes. Built on a globally cleared catalogue, it provides compliant soundtracks designed for fitness environments. The platform

combines Original rights-included music and Covers familiar tracks re-engineered for fitness, enabling consistency across sites while adding familiarity. It supports a wide range of class types, from strength and conditioning to cycling and recovery, with music curated for structure and progression. At its core it delivers control, consistency, and compliance, simplifying multi-site music delivery. Integrated technology enables intuitive selection so instructors focus on experience. Direct licensing removes rights complexity ensures global compliance.

Key customers

David Lloyd, Bannatyne, Everyone Active, Planet Fitness, Fitness First, Snap Fitness 24/7, Serco, Freedom Leisure and thousands of fitness instructors across more than 1,500 fitness locations worldwide.

Future plans

Over the past year, Pure Energy Music has expanded internationally, partnering with DLR Leisure in Ireland and Planet Fitness across 50 sites in South Africa, alongside the introduction of Covers within its platform.

Looking ahead, the company will continue to scale as a leading music platform for fitness operators, focusing on international growth, evolving customer experience, and ongoing investment in cutting edge technology to support seamless, consistent delivery across multi-site operations.

Pure Energy Music will also expand collaborations with fitness and music ambassadors to grow its catalogue authentically, ensuring music remains relevant, credible, and aligned to real training environments as the platform continues to evolve.

Shows attending

FIBO, Active Net, Beyond Activ, Independent Gyms, PAF, International Fitness Showcase (IFS), PerformX

Key Personnel

- Andy Pickles, CEO
- Jon Arundel, COO
- Alison Hawke, FD
- Hannah Trigwell, Director of Marketing and Experience
- Ivan Stevenson, Non-Executive Chairman
- Justin Musgrove, Advisor to the Board



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SAFE SPACE
THE CHANGING ROOM EXPERTS



Dominic Hyett,
Managing Director

About us

Safe Space has more than 25 years of experience in the UK leisure and fitness industry, offering a highly professional and reliable service. Whether you are looking to upgrade a small bank of lockers, refurbish an existing changing area or develop one from concept, we work with you to select from the vast array of locker and washroom fixtures and fittings so that they fit your space, time frame and budget.



Product range and services

We provide a full turn-key solution for clients from design and consultation, through to bespoke manufacture, installation, aftersales and servicing solutions.

Our products include lockers, benching, dry and wet vanities, shower and toilet cubicles. We also supply all locking mechanisms for clients based on their requirements and specification, including latch, combinations, coin return, digital and RFID technology.

We are also the exclusive distributor of SUITMATE swimsuit water extractors in England, Scotland & Wales.

Key customers

Everlast Gyms, Nuffield Health, Hilton Hotels, 3D Leisure, Holiday Inn Hotels, Westfield Health, Everyone Active,

WV Active, Surge Padel, Leisure United, Until, JD Gyms, Leonardo Hotels, The Runnymede Hotel & Spa, Uni of York Snap Fitness, Hii Club & Anytime Fitness.

Future plans

We will continue to work on our product development to improve our offering for customers, whilst maintaining the high-quality service delivery that we are known for.

Shows attending

PerformX, HFA, FIBO Elevate & UKactive conference.

Key personnel

- Dominic Hyett, Managing Director
- Gregg Rumble, Sales Director
- Gary Hyett, Operations Manager

“Safe Space have been a really valuable partner to Everlast Gyms. When you're refitting gyms, timelines are often quick, and Safe Space have been really accommodating. They've served us really well so far, which is exactly why we use them as part of our long-term elevation journey.”

Dan Summerson, Managing Director of Everlast Gyms at Frasers Group



MORE



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customers make
more of every day

serco

Serco Leisure

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www.serco.com/uk



Steve Nelson,
Director of Leisure

MORE
LEISURE

About us

Founded in 1983, Serco Leisure Operating Limited is one of the UK's leading national operators of leisure centres, destination venues and elite sporting facilities. Working collaboratively with independent charitable trusts, including our national partner Leisure Solutions Community Trust, we operate over 50 facilities, including the national sports centres, Bisham Abbey and Lilleshall, as well as the prestigious Alexander Stadium in Birmingham.

Serco Leisure operates its centres under the customer-facing brand, MORE Leisure.

Product range and services

The customer is at the heart of everything we do, but sometimes that 'customer' is an actual member of

staff, which is why we launched a Serco Leisure Employee Benefits package, offering discounts on products our teams actually use. Free swimming lessons for one child, and 50 per cent off for all subsequent children. The same deal on holiday activity programmes and sports courses. Big savings on camping and other activities at our national centres. Free swimming lessons to any staff member who wants to learn. Discounts on food and drink at all of our centres. These are just some of the offers available to our colleagues throughout the business. The new scheme is our way of showing extra appreciation for the teams who do so much to support our customers.

Key customers

Sport England, WheelPower,
Local authorities.

Future plans

We will continue working closely with our partners to support their overarching health and wellbeing strategies; while remaining focused on the promise we make to all the people who benefit from the services we provide, which is to help our customers make more of every day.

Shows attending

ukactive Conference, IHRSA,
FIBO & Elevate.

Key personnel

- Steve Nelson, Director of Leisure
- Sally Kurton, Director of Operational Support
- Leigh Brooks, Director of Marketing & Customer Experience
- Warren Higgins, Director of Growth and Strategic Partnerships
- Nikhil Ghelani, Director of Business Improvement
- Lisa Boylin-George, Director of Finance

"The knowledge, expertise and experience Serco bring is first class. We're confident they are the operator who will provide the level of service, variety of activity and the inclusive welcome the people of Birmingham deserve."

Dave Wagg, Head of Sport & Development, Birmingham City Council



SHUA

ital OS 2.

Shua Fitness

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Jon Johnston,
UK country manager

About us

SHUA Fitness is a leading global provider of commercial fitness solutions, committed to becoming a scientifically driven fitness service provider. Founded in 1996, SHUA integrates intelligent technology, sports science, and premium fitness equipment to deliver wellness solutions worldwide. Today, SHUA operates across commercial fitness, rehabilitation, public wellness, and professional sports training in more than 110 countries and regions. The company is recognised as the Official Fitness Equipment Supplier to the Chinese Olympic Committee and has supported multiple Olympic Games and international sporting events. With a strong focus on innovation and intelligent fitness ecosystems, SHUA delivers smarter, connected, and data-led training experiences.

Product range and services

SHUA Fitness delivers intelligent fitness equipment and wellness solutions for commercial, rehabilitation, and professional sports markets. Its portfolio includes advanced cardio machines, smart strength systems, group training solutions, and digital fitness platforms for gyms, hotels, corporate

wellness centres, and sports facilities.

SHUA's ecosystem integrates AI-driven training, digital coaching, gait analysis, scientific exercise assessment, and interactive entertainment technologies. Key innovations include the BioFit Smart Strength Series, AI Fitness Prescription Treadmills, FlexAir Adaptive Running Deck technology, and SHUA's proprietary running gait analysis system.

Beyond equipment manufacturing, SHUA provides fitness services, corporate wellbeing programmes, training certifications, and intelligent gym management systems. Its "1+1+1" model combines equipment sales, fitness services, and wellness solutions into a connected ecosystem supporting partners in over 110 countries and regions.

SHUA collaborates with organisations including the Chinese Academy of Sports Science, Beijing Sport University, and ACSM-BISM programmes to advance scientific exercise and smarter fitness experiences worldwide.

Key customers

Shua serves commercial gyms, fitness chains, hotels, rehabilitation centres, sports institutions, universities, government

wellness projects, and professional sports teams worldwide. The company also works with international distributors and large-scale fitness facility operators across more than 110 countries and regions.

Future plans

Over the next 12 months, SHUA will continue accelerating its global expansion strategy through international exhibitions, strategic partnerships, and localised market development. The company plans to strengthen its presence across Europe and other key markets while expanding its intelligent commercial fitness portfolio and digital ecosystem solutions. SHUA will also continue investing in AI-driven fitness technologies, product innovation, and global brand visibility through industry collaborations and major fitness events, further strengthening its position as a leading provider of scientifically informed fitness solutions.

Shows attending

FIBO Global Fitness (Germany), China Sport Show, Rimini Wellness, Elevate.

Key personnel

■ Jon Johnston, UK country manager

SPEEDFLEX¹

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www.speedflex.com



Amy Ritson,
director of sales UK

About us

Pioneers of the revolutionary 'HIIT Without The Hurt' training method, meaning no joint pressure or pain during the workout, and minimal DOMS after it, Speedflex is the most inclusive workout in the world. It offers safe and effective, high intensity, low impact HIIT training in a variety of formats, from connected fitness on the gym floor to full studio solutions. With instant personalised resistance, the workout is suitable for every level of fitness. Speedflex was formed in 2011 by a collective of sporting and business titans. Chair, Sir Graham Wylie, is co-founder of The Sage Group. CEO, Paul Ferris, was Newcastle United's youngest ever player and then a physiotherapist at the club. Footballing legend, Alan Shearer, is a co-owner of the business and an avid user.

Product range and services

Speedflex machines can be installed on the gym floor or in a studio setting and used in group exercise classes, and we work with our clients to offer the most suitable solution, in turn enabling the client to offer their customers the best possible full body workout. The flagship Speedflex Blade model features a built-in

touch screen and over 150 trainer led full body workouts accessible at the touch of a button. The versatility of the Speedflex Blade means that operators are able to use it in both a gym floor small group training environment, and as a way of providing connected fitness experiences for members to train on their own. The newly launched JNRZ workouts are aimed at 10-16 year olds, with sessions designed specifically for children, in line with the new ukactive guidelines. JNRZ sessions are led by master trainers and joined by children on-screen, leading to safe, effective, and fun training sessions for juniors. The Blade has also enabled us to successfully expand into the hotel and spa market, offering guests of any age or fitness ability a pain-free HIIT Without the Hurt workout, without any need of staff supervision or worries about exercising incorrectly. We establish the needs and demands of each facility's demographic to help design the correct solution for that site early in the partnership process. Alongside our products we have a team of dedicated master trainers ready to support staff with full training so that they are confident to deliver high quality Speedflex sessions to members.

Key customers

Include: David Lloyd, Village Gyms & Hotels, Everyone Active, Lifestyle Fitness, Places Leisure, Freedom Leisure, Bannatynes. Catering to the entire commercial market, Speedflex features in: the public sector and leisure centres, private health clubs, chains and single operator sites, golf courses and other leisure destinations.

Future plans

Future plans in 2026/27, an exciting performance-focused model is being added to the Blade lineup with incredible new features and technology. Speedflex aims to continue growth across the UK market and into global markets across the Middle East, Europe, and India. Speedflex will continue to host multiple events for key industry professionals and clients, helping to expand client base and reach wider markets.

Key personnel

- Paul Ferris, chief executive officer
- Mark Simpson, chief operating officer
- Amy Ritson, director of sales UK
- Austen Wilson, head of manufacturing
- Matt Bolam, master trainer
- Victoria Barker, master trainer

SPIRIT | **iSTRENGTH**



Where Strength Meets Intelligence

Spirit Commercial Fitness

12F, No.111, Songjiang Rd. 10486, Taipei 10486, Taiwan

Tel: +886 2 2515 2288

LinkedIn: www.linkedin.com/company/spirit-commercial-fitness

Instagram: www.instagram.com/spiritcommercialfitness

www.spiritcommercialfitness.com



James Blower



Robert Lake



Dean Jackson

About us

Spirit Commercial Fitness delivers premium, high-performance exercise equipment designed for professional environments, from commercial gyms to multi-housing fitness centres. Our portfolio spans advanced cardio systems with integrated entertainment and data-tracking consoles, alongside a comprehensive range of strength solutions including selectorised machines, plate-loaded options, and functional training stations. Engineered with inclusivity, ergonomic design, and user-focused innovation at the forefront, Spirit equipment enhances every workout experience. Backed



by a global reputation for reliability and dedicated after-sales support, we empower operators to create world-class fitness spaces that attract, engage, and retain users.

Product range and services

Spirit Commercial Fitness provides a high-performance ecosystem tailored for hospitality spaces and commercial fitness operators. The Cardio Series spans the Phantom, 900, and 800 ranges, giving facilities flexible options across performance levels and budgets. The flagship Phantom Series delivers an elevated experience with 21.5" and 15.6" touchscreen consoles, the 900 Series prioritizes heavy-duty durability, and the 800 Series offers dependable versatility for a wide range of training environments.

Key customers

Our clients include hospitality groups, education providers, health clubs, residential developments, corporate wellness teams, medical centres, and commercial fitness operators. Through tailored solutions, we create high-performance

environments that elevate wellbeing for students, employees, hotel guests and fitness enthusiasts globally.

Future plans

This year, we're accelerating the rollout of our smart resistance technology, setting a new benchmark for the future of strength training. Our priority is to bring this electronic system into premium hotels and high-volume commercial gyms, delivering safer, data-driven workouts. Alongside the global launch of our latest strength line, we'll expand our digital ecosystem to boost equipment management and deepen member engagement.

Shows attending

China Sport Show, Fitness Show Sydney (Australia), FIBO Arabia, HFA, FIBO

Key personnel

- James Blower, Vice President Global Wellness & Hospitality
- Robert Lake, Vice President Global Key Accounts & Distributor Business
- Dean Jackson, Dyaco UK CEO



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Check us out at



Sporty.no

Sporty Group AS

Litlåsvegen 47, 5132 Nyborg, Vestland, Norway.

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LinkedIn: www.linkedin.com/company/sporty-norge/

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Instagram: www.instagram.com/sporty_norge/

www.sporty.no



Trygve Hagen, CEO

About us

Treningshelse Holding owns and operates one of Norway's largest and most dynamic fitness chains: Sporty. With more than 90 fitness centers across the country and more than 130,000 members, we provide a complete and inclusive fitness experience for people of all ages and fitness levels.

At Sporty, we offer a wide range of training options—from free weights and machines to engaging group classes - all within a vibrant and social environment. Many of our gyms even serve freshly brewed coffee, because we believe that fitness is just as much about community as it is about workouts.

Our mission is to help people discover the joy of movement and reach their personal health and fitness goals. With a strong presence in both urban and local communities, Sporty is committed to making fitness accessible, enjoyable, and sustainable.

Product range and services

Sporty delivers a comprehensive training experience through:

- State-of-the-art equipment and facilities
- Group classes for all preferences and fitness levels



- Personal training and fitness guidance
- A strong sense of community and motivation

Whether you're just getting started or an experienced athlete, Sporty has something for you.

Future plans

"We are on the offensive and will continue to take part in the consolidation of the fitness market."
- Trygve Hagen, CEO of Sporty

We're growing. With a strong foundation and a clear strategy, we will continue to expand our reach and improve our offerings, solidifying our position as a leader in Norwegian fitness.

Key personnel

- Trygve Hagen, CEO

Superstrata

PERFORMANCE FLOORING

by **sprung**



www.superstrata.fit

Sprung Gym Flooring & Superstrata (Marcias Ltd)

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Instagram: www.instagram.com/gym_flooring

www.gym-flooring.com



Richard McKay,
managing director

About us

Sprung Gym Flooring was founded in 2020 by Richard McKay, a flooring specialist whose career includes major projects such as the Glasgow 2014 Commonwealth Games. What started as a direct-to-customer rubber flooring supplier has grown into one of the UK's most trusted names in gym flooring, now serving thousands of commercial facilities alongside home and garage gym customers.

In 2026, we launched Superstrata — our specification-grade commercial flooring range built for architects, designers, and operators who need performance data, not just product pages. Superstrata gives specifiers the technical documentation, acoustic test results, and fire ratings they need to write gym flooring into schemes with confidence. It's the commercial backbone of the Sprung brand, purpose-built for the specification process.

Together, Sprung and Superstrata cover the full market — from a PT fitting out a personal training studio to a leisure trust refurbishing forty sites.

Product range and services

Our core range is high-density rubber flooring manufactured from 100%

recycled SBR, available as tiles, rolls, and interlocking formats across a range of thicknesses. Heavier-duty products are engineered for Olympic lifting platforms and freeweight zones, handling drops up to 300kg with superior shock and acoustic absorption.

Beyond rubber, we supply wooden sports floors, synthetic turf and sprint tracks for functional training areas, modular multi-sport courts, and EVA foam surfaces for studios and stretching zones.

The Superstrata range adds specification-ready performance flooring with full technical data packs, covering acoustic performance, slip resistance, fire classification, and environmental credentials. Samples, NBS specifications, and CPD support are available for architects and interior designers working on commercial fitness, leisure, education, and hospitality projects.

Key sectors: Commercial health clubs and leisure centres, boutique fitness studios, local authority and leisure trust facilities, hotel and hospitality fitness suites, university and school sports halls, CrossFit boxes, martial arts and boxing gyms, personal training studios, elite sports training facilities, and home gyms.

We've supplied flooring to thousands of UK gyms since 2020, giving us real-world performance data across every format and use case. Our direct supply model means competitive pricing without distributor mark-ups, fast UK delivery, and a single point of contact from specification through to installation support. Every rubber product uses 100% recycled material.

For specifiers, Superstrata provides the technical rigour the specification process demands — acoustic test certificates, fire ratings, full material data — backed by a brand that operators and end users already know and trust.

Future plans

We are expanding the Superstrata range with new colourways, designed finishes, and enhanced acoustic performance data for the specification market. We are also building out our presence across European markets, with a particular focus on Germany, France, Spain, Italy, and the Netherlands.

Shows attending

FSB Cologne 2026, FIBO Cologne 2026, Elevate London 2026.



Great experiences in water. For all. For life.

Our mission is to lead and serve an aquatics community to enable safe, enjoyable and successful experiences.

Swim England

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Tel: 01509 640700

Email: communications@swimming.org

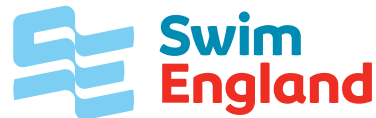
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www.swimming.org/swimengland



Andy Salmon,
chief executive

About us

Formally known as the Amateur Swimming Association, Swim England is the national governing body for swimming in England. It helps people learn how to swim, enjoy the water safely, and compete in all aquatic sports.

Swim England was the only governing body of swimming in the world when it was formed in 1869. It quickly evolved into a national association as clubs from across England became members with responsibility for the development and regulation of swimming as a sport.

Product range and services

Swim England covers every area of aquatic activity. From learners to teachers, athletes to coaches, the governing body supports people to achieve their best in the water. Swim England also supports the swimming providers with information on facilities and best practice.

Swim England's Learn to Swim programme is the national syllabus used to deliver swimming lessons to around 1.77 million children and adults each year. It is delivered in 80% of all swimming lessons and is designed by world-renowned experts.

Swim England also trains the next generation of swim tutors with teaching qualifications available through a national network of 24 Approved Training Centres.

Their influence doesn't stop there! They want to create great experiences in water, for all, for life and to do that work with decision makers across national, regional and local governments to ensure swimming is taught in primary schools, it is seen as a way of supporting the NHS, and that local communities have access to the swimming pools they deserve.

Key customers

All members of the aquatic community, including participants, coaches, parents, volunteers and club committee members, and leisure operators.

Future plans

Launched in 2024, Swim England created the 'One Swim England' strategy which is their unwavering commitment to lead and serve an aquatics community to enable safe, enjoyable and successful experiences.

The innovative strategy has been created with the help of the industry and is underpinned by strong guiding principles that embody the culture and values everyone in the aquatics community should strive to achieve.

One Swim England aims to create an inclusive and welcoming environment to help people of all ages and backgrounds learn how to swim and reap the benefits of aquatic activity.

"We are proud to be associated with Swim England and highly recommend their services to anyone involved in swimming. Swim England is an excellent national governing body to work with, providing unparalleled support and guidance to us as an Approved Training Centre. Their comprehensive programs and resources continually enhance our operations and delivery, and the professionalism and expertise of their team is evident in every interaction. Swim England's commitment to promoting our sport has helped to foster a positive and inclusive environment for our learners and working closely with them allows us to offer fantastic ongoing opportunities for development." *Krystal Buckley, director, Triton Training*

A NEW STANDARD IN SWIMMING TEACHER TRAINING

STA's new Level 2 Swimming Teacher Qualification is reshaping how courses are delivered to meet the needs of today's workforce, tutors and learners.

NEW FOR 2026

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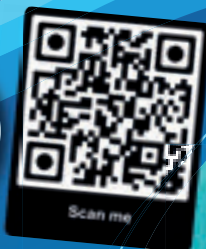
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Shaping Futures.**

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more via www.sta.co.uk



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Facebook: www.facebook.com/@STAHealthLeisureLife

Instagram: www.instagram.com/sta_team

www.sta.co.uk



Dave Candler, CEO

About us

The Swimming Teachers' Association (STA) is a UK-registered educational charity dedicated to preserving life through swimming and lifesaving education. Since 1932, it has delivered high-quality training and regulated qualifications in over 22 countries. STA supports aquatic professionals across teaching, lifesaving, first aid, pool operations, and health and safety, including specialist areas like disability and preschool swimming. With 20,000 members and 300 training centres, STA plays a key role in developing the UK's aquatic workforce.

It has grown into an internationally recognised awarding organisation, delivering CIMSPA-endorsed qualifications and training.

Product range and services

STA offers a comprehensive portfolio of aquatic qualifications regulated by Ofqual, Qualification Wales and CCEA, and accredited in Scotland, alongside membership and workforce development services. Its framework covers swimming teaching, lifesaving, first aid, pool plant and health and safety, from entry to advanced levels, including

specialist areas such as disability, baby and open water swimming. The Level 2 Swimming Teacher Qualification aligns with CIMSPA standards.

STA delivers its Learn to Swim and International programmes, providing progressive water safety pathways for all ages, with over one million awards issued annually, supported by school swimming and partnerships offering character-led awards.

Members benefit from continuing professional development, teaching resources and digital tools, as well as insurance and professional support. STA collaborates with industry partners to enhance workforce development and accessibility, contributes to global standards through IFSTA, and has received multiple awards recognising innovation, inclusion and sector impact.

Key customers

STA works with a broad range of customers across the aquatic sector, including independent swim schools, national leisure operators, local authorities, STA Swim Academies, Swim Star Swim Schools, training providers and international partners.

Its qualifications and memberships support individual swimming teachers, schools and organisations delivering aquatic programmes.

Future plans

STA will continue to embed its Level 2 Swimming Teacher Qualification, supporting providers and employers through resources, implementation and workforce development. It will expand CPD with partners, enhance digital and blended learning, and improve accessibility. Charity initiatives will boost recruitment via bursaries and outreach, while strengthening inclusion, disability swimming and community engagement.

Shows attending

STA will be active across key industry events over the next 12 months, including Elevate and the Active Aquatics Theatre, activenet and sector-specific conferences, as well as its own national conference in November.

Key personnel

- Dave Candler, chief executive officer
- Zoe Cooper, commercial director
- Kayle Brightwell, director of education
- Brett Preston, director of digital services
- Stuart Tanfield, finance director



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Blog: www.taylormadedesigns.co.uk/news/

www.taylormadedesigns.co.uk



TaylorMadeDesigns



James Taylor,
Global Sales Director

About us

Founded in 1993, Taylor Made Designs supply corporate clothing and brand-enhancing merchandise to the health & leisure industry.

TMD offer health clubs a fully-managed end-to-end service.

From garment design to sourcing, manufacture, storage & fulfilment, every step of the uniform creation process is taken care of.

Whether you need fully bespoke garments, branded off-the-shelf activewear or a blend of both, Taylor Made Designs can create a collection just for you. Uniform can be ordered 24/7/365 through a dedicated online portal.

TMD also supply branded towels, padlocks, bags and drinkware. Secondary spend items can be supplied in vending or retail-ready sustainable packaging.

Product range and services

TMD's health club lines are designed and created for the people that wear them.

■ **Off-the-shelf and bespoke:** uniforms to suit every need and budget

■ **TMD Leisure Essentials:** comfortable, customisable and competitively priced

■ **Secondary spend:** Padlocks, grip socks & more, shipped next-day in low MOQs

■ **In-house branding:** a talented team of embroidery and print experts in the UK

■ **Online & in-person support:** dedicated account manager and 24/7/365 e-store

■ **Sustainable approach:** recyclable packaging, carbon-neutral deliveries, garment recycling, sustainable textiles

■ **Founded in 1993:** delivering quality, comfort and efficiency for more than three decades

Key customers

GLL (Better), Places Leisure, Alliance Leisure, Haven, MY Fitness, Darwin, BH Live, Parkwood Leisure and countless Independent Gyms & Studios across the UK.

Future plans

TMD's secondary spend items can now be packaged in vending-friendly or retail-ready formats. Vending machine packaging is shock-resistant, smooth and transparent. Goods destined for the retail rack comply with euro slot standards. TMD can also provide branded point-of-sale displays. TMD are investing in the latest sustainable textiles. Fully bespoke uniform collections can include items made from recycled ocean plastic, recycled polyester and organic yarns.

Shows attending

FIBO, Elevate, Physical Activity Forum, W3 Fit, Active Net National & Scotland.

Key personnel

■ James Taylor, Global Sales Director

"Having sense-checked the market through an official tender process, we have confirmed that Taylor Made Designs are providing the best range of garments for our business at competitive prices." *Laura Lane, Head of People at Places Leisure*

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www.technogym.com



Nerio Alessandri

About us

Founded in 1983, Technogym is a world leader brand in fitness, wellness, sport and health. With over 2,500 employees Technogym is present in over 100 countries. More than 100,000 Wellness centers and 400,000 private homes in the world are equipped with Technogym. Technogym is the Official Supplier to the Paris 2024 Olympics for the tenth time, after Sydney 2000, Athens 2004, Paris 2024, Turin 2006, Beijing 2008, London 2012, Rio 2016, Pyeongchang 2018 and Tokyo 2020.



Product range and services

Technogym provides a complete Ecosystem made of connected smart fitness equipment, digital services and training contents for both professional and home use. Thanks to the Mywellness CRM Open Platform operators can engage and interact with users anywhere, improving the customer journey, business efficiency and results by gaining a holistic understanding of individual needs, interests, habits and human performance. The end-to-end wellness solution includes 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 Ferrari and McLaren F1; football teams Paris Saint-Germain, AC Milan, Inter Milan and Juventus; and Team Luna Rossa Challenge sailing team.

Key personnel

- Nerio Alessandri, Founder and President
- Ben Sandham, Country Manager UK
- Lara Pallard, Home Business Director, UK
- Conrad Betton, Sales Director (Health, Corporate & Performance), UK
- Jonty Vorster, Sales Director (Hospitality & Residential), UK
- Greg Haynes, Sales Director (Club), UK
- Tim Clayton, Business Consulting & Customer Success Manager
- Craig Swyer, Marketing Director, UK

THE FITNESS GROUP

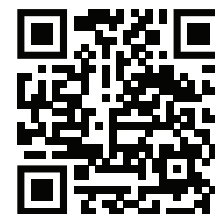
The UK's Leading Provider of Health & Fitness Qualifications

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www.thefitnessgrp.co.uk



Steven Dick, Director

About us

The Fitness Group is a UK provider of fitness education, working with gyms and organisations to develop effective coaches. It offers structured learning pathways that improve performance, member retention, and personal training revenue. Courses include Gym Instructor, Personal Training, Pilates, and Sports Massage, all endorsed by Active IQ and CIMSPA. Training combines online learning, tutor support, assessments, and workshops. With partnerships across the UK and global brands, and a 98% pass rate, it helps raise industry standards and support sustainable business growth.

Product range and services

The Fitness Group provides education and workforce development for learners and fitness operators. Its qualifications include gym instructor and personal training, Pilates (mat and reformer), sports massage, and specialist health courses such as exercise referral, lower back pain, obesity, diabetes, and pre/post natal. It also offers nutrition, lifestyle education, and CPD workshops. Services include full education delivery with online learning, tutor support, assessment,

bespoke workforce development, on-site training in fitness facilities, career pathway planning, recruitment support, and ongoing one-to-one learner guidance. The organisation partners with awarding bodies like Active IQ and CIMSPA, operators such as Serco Leisure and Active Lincolnshire, and brands including TRX Training, Eleiko, Matt Hampson Foundation, and Vivobarefoot.

Key customers

The Fitness Group works with customers across the fitness, health, and education sectors, supporting both individuals and organisations.

Our key customers include:

- Gym operators and leisure providers, including Serco Leisure
- Sport and community organisations, including Active Lincolnshire and Active Nottinghamshire
- Professional sport and athlete pathways, including Professional Footballers' Association and PFA Scotland
- Military and service leavers entering the fitness industry
- Independent gyms and studio owners
- Aspiring and established fitness professionals

Future plans

The Fitness Group is focused on continued growth through expanding our partnership portfolio and strengthening our position within the fitness industry. Key priorities include developing new partnerships with operators and global brands, allowing us to deliver tailored education solutions and increase our reach. We are investing in The Fitness Group Education Summit, building a flagship event for coaches, operators, and industry partners. We continue to grow our media platforms, including The Fitness Group Podcast, providing accessible education and industry insights. Further plans include expanding our course portfolio, enhancing our digital learning experience, and continuing to bridge the gap between education and real world application.

Key personnel

- Nathan D'Rozario, Head of Business Development
- Steven Dick, Co-Founder
- Scott Agnew, Co-Founder
- Eryn Barber, Head of Marketing and Partnerships
- Kevin McDonald, Head of Sales
- Jodie Myers, Head of Education

Gym Flooring & Acoustic Solutions

- ▶ Flooring made to withstand heavy loads.
- ▶ Impact and airborne sound controlling solutions.
- ▶ Timber, polyurethane and modular surfaces.
- ▶ Sustainable products made from recycled rubber granulate.



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www.TVS-Group.co.uk



Andy Roberts,
Sales Director

About us

TVS Group includes TVS Sports Surfaces, TVS Gym Flooring, TVS Play Surfaces and TVS Acoustics. Our business is balanced through a broad portfolio of solutions and a presence across multiple industries. Our strategy focuses on supplying best in class materials, building mutually beneficial partnerships while delivering an outstanding level of service to our customers.

Product range and services

We are specialist suppliers of noise and vibration control materials and systems for construction, industrial and railway applications. Suppliers and installers of rubber, polyurethane, timber and vinyl surfaces for sporting and physical activities, SPORTEC® gym flooring,

“Regarding the floor finishes throughout the entire fitness club, I’m happy with the products and services, provided by TVS Group. I’d certainly be happy to hire them in future” *Oliver Brown, Director, Crow Wood Hotel and Spa Resort*



PHOTO: TVS / NORTHAMPTON WESTON FAVELL

along with EUROFLEX® impact protection flooring and playground accessories.

We are also an exclusive supplier of Robbins Sports Surfaces, enabling us to offer elite-level hardwood sports flooring systems, such as the Robbins MVP and BIO-CHANNEL, in the UK.

Key customers

We work with many key customers in both the private and public sectors.

Future plans

We’re evaluating the performance characteristics of a number of new

products, including a new impact-resistant acoustic wall panel for indoor sports facilities.

Shows attending

Next year we’re planning to visit the world’s largest fitness trade show, FIBO, and we will also be exhibiting at ELEVATE at the ExCeL in London.

Key personnel

- Paul Lafone, Managing Director
- Andy Roberts, Sales Director
- Jason Lewis-Lamb, Director of Sports
- Daniel Redman, Sales Manager

VOR

Exercise programming. At any scale.

Personalised

Vor crunches hundreds of data points per individual including health metrics, wearable data, goals and preferences, to create personalised and progressive exercise programmes.

Plug and Play

Integrates with your existing tech stack via API. Fully white-labelled, so it's your product and your brand to your member.

Reliable

Coded from scratch, not an LLM. Every output is traceable back to the programming logic it was built on, giving you full oversight and no ambiguity.

“Gyms that choose to work with them are going to gain a significant competitive edge.”

– Peter Roberts, Founder and ex-CEO, PureGym

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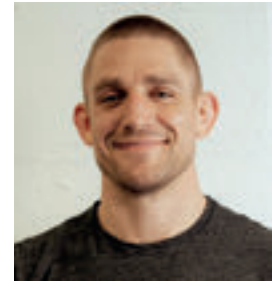
Vor Technologies Ltd

Level 18, 40 Bank Street, London, E14 5NR, UK

Email: hey@thisisvor.ai

LinkedIn: www.linkedin.com/company/this-is-vor-ai

www.thisisvor.ai



Max Cotton,
Founder & CEO

About Us

Founded in 2021 by former athlete and trainer Max Cotton, Vor began as an online training app pioneering scalable exercise programmes. With AI engineer Jesse Shanahan as CTO and investment from PureGym founder Peter Roberts, Vor pivoted to B2B in 2023 and launched its revolutionary AI platform in 2024.

Today, Vor is the exercise programming engine transforming how fitness businesses deliver personalised exercise. Coded from scratch, the platform instantly generates safe, effective and highly varied exercise programmes.

Unlike large language models, Vor's engine is built on exercise science and governed by qualified trainers, ensuring every output is reliable, traceable and science-backed.

With Vor, every output is traceable, every progression is reasoned, and there is no ambiguity in how or why each programme was built. The result is exercise programming that is safe and reliable enough to put in front of thousands of users, without compromising on the quality an expert trainer would deliver.

For fitness businesses, this means

the ability to offer thousands of users a personalised, progressive exercise programme, driving better engagement, stronger retention and improved health outcomes across their entire membership base.

Product & Services

Vor plugs into fitness platforms via API. Businesses license the platform, integrate it with their existing tech stack, and offer it to users under their own brand. Vor works invisibly in the background.

The engine crunches hundreds of data points per user including health metrics, wearable data, goals, capabilities and preferences, and updates every programme over time based on what each individual responds to.

Each integration is tailored to the business, with plug-and-play modules for specific equipment, gym layouts, health conditions and specialist programming needs.

Key Customers

Vor is piloting with major international gym chains, as well as fitness equipment brands integrating personalised training into their hardware.

Future plans

Vor aims to establish itself globally as the most effective and reliable exercise programming technology. Upcoming features include expanded support for sports performance and injury recovery. We're also developing exercise programmes for chronic health conditions - our first step into preventive healthcare. This marks a bold move towards exercise as a prescription, without the old limits of cost and scale.

Shows attending

Padel World Summit, Excellence in Healthcare, Elevate UK.

Key Personnel

- Max Cotton, Founder and CEO
- Peter Roberts, Board Member & Investor
- Phil Learney, Advisor
- Jesse Shanahan, CTO
- Sam Brown-Abreu, Head of Product

wattbike

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and can endure
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Wattbike

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LinkedIn: www.linkedin.com/company/wattbike

Facebook: www.facebook.com/Wattbike

<https://wattbike.com>




Steve Marshall,
Head of Commercial

About us

Multiple decades of elite training know-how distilled into the world's best indoor bike trainers, Wattbike's mission is to make Wattbike the ultimate training partner for improving health and performance. That's why Wattbike is chosen by the world's top sporting teams, elite athletes, coaches, plus thousands of health clubs and fitness centres across the globe.

No other indoor trainer measures every pedal stroke and revolution more precisely, giving riders instant insights to get the most from their workouts, testing, rehabilitation programmes and more.

Wattbike was born more than 20 years ago with one goal – to create the ultimate indoor training bike and unlock new levels of performance.

The first Wattbike launched in 2008, in partnership with British Cycling. That same year, Team GB won 60 per cent of the cycling gold medals at the Beijing Olympics.

Constant innovation in technology and design has led to Wattbike being the gold standard for indoor training, used by elite and amateur athletes alike in the pursuit of improved performance.

Product range and services

Wattbikes give members access to powerful and unique fitness and performance insights that no other gym equipment can give, from accurate power data to pedal technique tracking and left versus right power balance. It is the ultimate training and fitness testing tool.

Following on from the launch of 2 new consumer bikes in 2024 and off the back of the Air-Pro in 2025 Wattbike will be launched its latest evolution of the AtomX, with upgraded magnetic resistance, internal electronics and a new performance touchscreen.

Benchmarking and testing is an essential part of delivering effective member training experiences. Testing allows members to measure their fitness, provide motivation and personalise workouts for their fitness level. With unrivalled, independently verified accuracy, repeatability and ease of use, Wattbikes have built-in testing protocols that allow for a variety of tests from peak power to endurance-based FTP testing.

One of the most frequently used tests is the Wattbike Healthspan Check, which gives users their Cardiorespiratory Fitness (CRF) score. This CRF score provides a predicted VO₂max to highlight current

health and fitness benchmarks. The score allows members to assess their fitness compared to their age and gender peer groups, adding a layer of motivation.

Key customers

All major health and fitness operators across the UK, such as Third Space, David Lloyd, Virgin Active and many more.

All Premier League clubs, military, rehabilitation and sports science use Wattbikes heavily.

Future plans

The next year is a really exciting time for Wattbike with significant investment into the Wattbike Hub training platform. Personalised performance is our number one priority to give clients and users a unique training experience and give them the tools they need to achieve their goals.

Key personnel

- Steve Marshall, Head of Commercial
- Gary Mason, Business Dev Manager
- Rachel Crew, Business Dev Manager
- Chris Maule, Sales Manager
- Key Accounts North
- Jonathan Oxley, Internal Sales & Customer Success Executive

Turning corporate wellness into
INCREMENTAL REVENUE



wellhub 

Wellhub

Shoreditch Exchange, Gorsuch Place, London, E2 8JF, UK

X: <https://x.com/getwellhub>

Facebook: www.facebook.com/wellhub

Instagram: www.instagram.com/wellhub

LinkedIn: www.linkedin.com/company/wellhub

<https://wellhub.com/en-uk/partners/>



Kesh Agarwal,
Head of Partnerships
UK/IE at Wellhub

About us

Wellhub is the world's leading corporate wellness platform and the fitness industry's most advanced business growth engine.

We bridge the gap between corporate investment and over 100,000 gyms and studios worldwide. We partner with 40,000+ companies globally, ranging from local firms to global brands, placing your facility directly in front of a previously unreachable audience.

Product range and services

The Wellhub Effect

Remarkably, 67% of Wellhub users did not hold a gym membership prior to joining, and over 90% of the traffic we drive to our partners consists of brand-new visitors to their facilities.

We transform corporate investment into fitness first-timers, helping to solve one of the industry's greatest challenges: converting the inactive population into loyal members of the fitness community.

Innovations & Technology

We do not just provide access; we engineer activity to keep members engaged. Our 2026 product suite features AI-optimised user journeys and gamified loyalty mechanics, including Wellhub Badges and Challenges, specifically designed to drive retention on your gym floor.

Furthermore, our new, frictionless UX removes traditional barriers to fitness, introducing International Check-Ins and Community Share features that motivate users to maintain their routines, wherever they are.

Risk-Free Partnership & Operational Excellence

Wellhub provides a high-performance growth solution with zero barriers to entry and no registration or cancellation fees. Our seamless technology integrates deeply with your existing CMS, whilst our advanced Partner Portal delivers real-time intelligence to optimise your business.

Our success is intrinsically tied to yours, a commitment reflected in an unprecedented 43% increase in partner payouts between 2024 and 2025 in the United Kingdom and Ireland.

Key personnel

- Eamon Lloyd, VP of Partnerships at Wellhub
- Benjamin Roth, co-founder of Urban Sports Club and SVP Partnerships Europe at Wellhub



Scan to
unlock
untapped
corporate
audiences

Recovery That Runs Itself



Red-Light and Infrared Sauna



Cold Plunge Experience Without Getting Wet



Learn More



Focused Cold and Heat



Warm Water Experience



Relaxation Pod for Mind and Body

WellnessSpace Brands

15395 Roosevelt Blvd., Clearwater, Florida, 33760, USA

Tel: +1 727 536 5536

Email: sales@wellnessSpace.com

LinkedIn: www.linkedin.com/company/wellnessspacebrands/

Facebook: www.facebook.com/wellnessspacebrand

Instagram: www.instagram.com/wellnessspacebrands/

<https://wellnessSpace.com/HCM>



Paul Lunter, CEO

About us

WellnessSpace Brands provides self-guided recovery solutions that help facilities deliver premium wellness experiences without adding staff or operational complexity.

With more than 37 years of innovation and over 400 million sessions delivered worldwide, our portfolio includes HydroMassage, CryoLounge+, RelaxSpace, and our newest additions, RedZone Sauna and PolarWave Dry Plunge.

Product range and services

WellnessSpace Brands offers five industry-leading wellness products designed for modern wellness spaces.

HydroMassage: A warm water, full-body relaxation experience delivered through pressurized water jets while fully clothed.

- Personalized, warm water relaxation experience that helps promote relaxation and provides a soothing experience after activity.
- Feels amazing after any activity.
- Self-guided, quick sessions designed for high-traffic environments.

CryoLounge+: A seated experience combining targeted cold and heat to complement your post-workout routine.

- Offers a cooling and warming sensation with a personalized, comfortable blend of cold and heat.
- Designed to complement your post-workout routine.
- Fully clothed, self-guided, and easy to integrate into existing spaces.

PolarWave Dry Plunge: A full-body cold plunge experience delivered in a completely dry, fully clothed environment.

- Cold exposure to support a post-workout routine and help you feel refreshed.
- May help you feel recharged and revitalized, feels great on tired muscles, and complements an active lifestyle.
- No water, no plumbing, and built for simple, high-traffic use.

RedZone Sauna: A self-guided sauna combining infrared heat and red light in one system.

- Infrared heat and red light create a warm, restorative wellness experience.

- Provides a comforting experience for tired muscles, helps promote relaxation, and may help reduce feelings commonly associated with stress.
- Easy to operate, minimal upkeep, and designed for repeatable daily use.

RelaxSpace: A guided wellness pod designed for relaxation, mindfulness, and mental reset.

- A guided wellness experience to help you unwind, reset, and improve focus. Escape, unwind, and return more focused in minutes.
- Self-guided and easy to integrate as a dedicated mental wellness space.

Key customers

David Lloyd, Pure Gym, Everyone Active, Gym Box, Anytime Fitness, Energie Fitness, Village Hotels, Nuffield Health, GLL and many others.

Key personnel

- Mark Lowder, Vice President of Sales
- Lee Chandhar, UK Sales Director
- Wouter Vanderende, EMEA Sales Director
- Demian Kranaster, Key Account & Business Development Manager DACH



Go further with Xplor Fitness & Leisure

Today's fitness and leisure brands need technology that powers standout fitness experiences and keeps pace with changing member expectations. Our software powers the entire member journey, helping operators build loyalty and grow with intention.



[LEARN MORE](#)



Xplor Fitness & Leisure

1st Floor Central Square South, Newcastle Upon Tyne, NE1 3AZ, UK

Email: fitness@xplortechnologies.com

LinkedIn: www.linkedin.com/company/xplor-technologies

Instagram: www.instagram.com/xplortechnologies

Blog: <https://xplor.com/blog>

<https://xplor.com/industries/xplor-fitness>



Randy Eckels, Chief Executive Officer

About us

Today's fitness and leisure brands need technology that powers standout fitness experiences and keeps pace with changing member expectations.

From independents to global franchises and chains, our software is the operational backbone behind the member journey – making it easier to deliver seamless experiences, build lasting loyalty, and grow with intention.

Xplor Fitness & Leisure gives you what you need to run your fitness business with confidence. So, you spend less time on admin, and more time doing what you love.

Product range and services

Our products include:

- **Exerp:** The highly scalable membership management and operational platform for large enterprise health club groups and leisure operators. Exerp helps fitness organisations to centralise operations, optimise performance across locations, and unlock insights that drive profitable growth.
- **Legend:** The complete leisure management software solution serving leisure facilities, fitness clubs, and universities. Legend brings together

software and membership payments for effective and efficient leisure facility management. What's more, our feature-rich cloud-based leisure management system is continuously updated to give you a competitive edge.

- **Mariana Tek:** The premium platform built for boutique fitness studios that want a modern, highly branded, intuitive member experience. Mariana Tek solves the pain points you face as a boutique operator like high-friction booking and waitlists, disconnected member data across systems, and manual processes that make it harder to optimise performance.

- **Momence:** One of the most modern platforms in the market, Momence is built for fitness, wellness, and experience-based businesses. It brings together booking, marketing, and communication tools to help businesses streamline operations, engage customers, and drive growth.

- **myFitApp:** The branded member mobile app that helps gyms, health clubs, and leisure centres to deliver a seamless member experience. By using myFitApp, you'll strengthen member engagement and retention with more digital touchpoints and a branded mobile presence that keep your members connected and active.

- **Resamania:** The all-in-one gym management software solution of choice for ambitious gyms and fitness clubs. With Resamania, you get software, embedded payments, and integrated access control in one place. Flexible tech and integrations help you customise your solution – build your ideal value proposition, stand out, and add new revenue streams.

Key customers

With Xplor Fitness & Leisure you get a true partner, on hand to support your success. Our software solutions are for people, by people. Some of our biggest customers include:

Life Time, GoodLife Fitness, PureGym, Virgin Active, Viva Gym, Holmes Place, Fitness Park, The QHotels Collection, Valor Hospitality, GymCo, ANGUSalive, Loughborough Uni, University of Bristol, SLL & InspireAll, Physique 57, StretchMed

Key personnel

- Randy Eckels, Chief Executive Officer
- Mehdi Benjelloun, President, Enterprise Fitness
- Darol Lain, President, SMB & Boutique Fitness
- Amy Huff, Chief Marketing Officer



ZIVA

ZIVA

ZIVA

Ziva Fitness

85 Great Portland Street, First Floor, London, W1W 7LT, UK

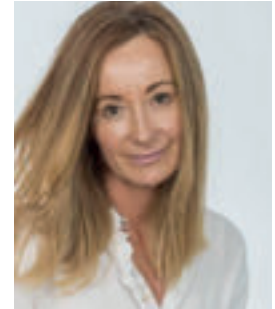
Tel: 07787 427564

Email: info-uk@ziva.com

LinkedIn: www.linkedin.com/company/zivastrength/

Instagram: www.instagram.com/zivastrength/

<https://uk.ziva.com>



Jo Rich, head of sales UK

About us

In 2008, Ziva started as a small, progressive gym designing and manufacturing our own equipment. The look and quality of Ziva equipment quickly attracted some of the fitness industry's biggest names, and today we are a global brand with 1000+ SKUs, servicing the world's leading gyms and at-home athletes alike.

Ziva is an elite-performance fitness brand that designs, manufactures, delivers, and services premium resistance training, functional fitness, wellness, and related equipment for commercial gyms, boutique fitness studios, wellness resorts, physical therapy practices, and at-home athletes.

With a focus on inspiring design, precision manufacturing, and robust before- and after-sales care, Ziva delivers free weights, functional training equipment, storage solutions, rigs, bodyweight training solutions, and wellness products that elevate fitness experiences around the world.

From massive group-training-ready workout structures to compact home gym solutions, Ziva empowers athletes at every stage of the fitness journey with beautifully crafted, guaranteed durable gear - all inspired by a philosophy of holistic health, harmony, and the joy of movement.

Product range and services

Ziva is renowned for our outstanding quality, inspiring product design, and the refreshing solutions we deliver. We create beautifully designed training spaces for commercial and home facilities that brings out the best in every workout.

We know the right equipment doesn't just fill a room; it creates an experience. It draws people in, keeps them coming back, and supports real results. That's why every product we make is built with care, purpose, and your needs in mind.

What makes Ziva different? We do everything ourselves. Design, production, and even warehousing is all done in-house. We personally oversee every stage of production — from raw material selection to final inspection - to guarantee our customers get equipment that's built to last and feels consistent on every rep.

And because we do it all ourselves, we can be as agile and responsive as this fast-moving industry demands. Ziva consistently innovates and improves without having to wait on anyone else. We bring new products to market, invent longer lasting materials, make our products and operations more sustainable, and find smarter ways to raise the bar faster.

We offer a complete end to end service from facility design & 3D Visualisation to installation and after sales, providing a range of over 2000 products to meet all budgets:-

- Strength & Functional Training Equipment
- Customisation
- Rig, Rack and Storage Design
- Studio
- Outdoor Training Solutions

At Ziva, we believe great equipment can be the difference between a good gym and an unforgettable one.

Key customers

Basic Fit Europe, Energie Fitness, XF Gym, Hilton, Educated Body, Westfield Health, 3d Leisure, Fitness First

Shows attending

W3Fit, Health & Fitness Association 2026, FIBO 2026

Key personnel

- Jo Rich, head of sales UK
- Jez Whitling, UK sales manager

zyнк

INTERIOR
ARCHITECTURE
AND DESIGN FOR
THE WELLNESS
INDUSTRY

Tel: +44 (0)20 4619 2306
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LinkedIn: www.linkedin.com/company/zynk-design-interior-architecture-and-design

Instagram: www.instagram.com/zynkdesign

www.zynkdesign.com



Stavros Theodoulou,
CEO & Founder

About us

Zynk is a team of specialist interior architects and designers with more than 25 years experience in the wellness sector. We help businesses of all shapes and sizes create successful health, fitness, spa and wellness ventures through intelligent, multi-disciplined design solutions that connect brands with people.

Our unrivalled knowledge and experience means we understand the essential components required for wellness design to work both aesthetically and operationally. This experience ensures our wellness design solutions are ahead of the curve, giving you an immediate competitive advantage and ensuring a unique and memorable experience for your customers. We are **wellness design experts**.

Product range and services

At Zynk, we transform ideas into reality, providing a full suite of design and consultancy services tailored to the health, fitness, and wellness industry. Our deep industry knowledge and creative expertise ensure every project we undertake delivers exceptional results, both aesthetically and operationally.

Whether you're an entrepreneur

launching your first boutique fitness studio, a hotel expanding its wellness offering, or a multi-site operator seeking to refresh your brand, we provide a seamless service from concept to completion. With our agile and adaptable approach, we thrive on designing innovative spaces, brands, and strategies for a diverse range of clients worldwide.

Our core services are:

- **Interior Architecture** – Intelligent, operationally sound designs that inspire.
- **Graphic Design** – Brand identities that captivate and resonate.
- **Wellness Consultancy** – Expert guidance to create functional, successful wellness spaces.

Our ethos:

Experience first - The true measure of design is not aesthetics alone, but the emotions and experiences it creates.

Wellness at the core - Every project is anchored in enhancing wellbeing—physical, emotional, and social.

Operational brilliance - Beauty must be backed by function. We design environments that perform seamlessly day-to-day.

Inspiration through design - We aim to spark wonder—delivering spaces that excite and inspire from the first impression onward.

Inclusivity & belonging - Our spaces welcome and empower diverse communities to feel at home and thrive.

Experience and integrity - With over 20 years in the wellness industry, we bring proven expertise, knowledge, and future-focused vision to every project.

Future plans

At Zynk, our mission is to create the world's most incredible wellness spaces. Environments that are not only visually stunning, but also operationally flawless.

We design with the user at the heart of every decision, crafting spaces that inspire, energise, and elevate the experience of everyone who steps inside. For us, it's not just about how a space looks, but how it makes people feel, connect, and perform.

Shows attending

FIBO Europe & Saudi 2026, Elevate 2026, HCM Summit 2026, HFA 2027

Key personnel

- Stavros Theodoulou, CEO & Founder
- Alanna Brown, Design Director
- Christine Hartigan-Phillips, Head of Wellness Design
- Chris Illingworth, Senior Designer

PRODUCT INNOVATION

Julie Cramer rounds up the latest product launches in health and fitness



“It’s built to scale, but is flexible enough to reflect each brand’s personality”, says Andy Pickles

Pure Energy Music, a provider of rights-included music for the fitness industry, has launched a new Operator Exclusive Channel.

The channel is a private, branded content hub designed to help operators deliver consistent music, training and onboarding resources across multiple sites.

Housed within the Pure Energy Music app, the platform offers a centralised space where instructors can access playlists, branded materials and class content tailored to their club.

CEO Andy Pickles says: “The Operator Exclusive Channel gives fitness operators a new level of control and consistency. By bringing everything into a single platform, the channel eliminates the need for multiple third party tools, simplifying operations and improving efficiency.

“It’s built to scale effortlessly, but flexible enough to reflect each brand’s unique personality. It’s about empowering teams and delivering a better, more



Pure Energy Music has launched a content hub



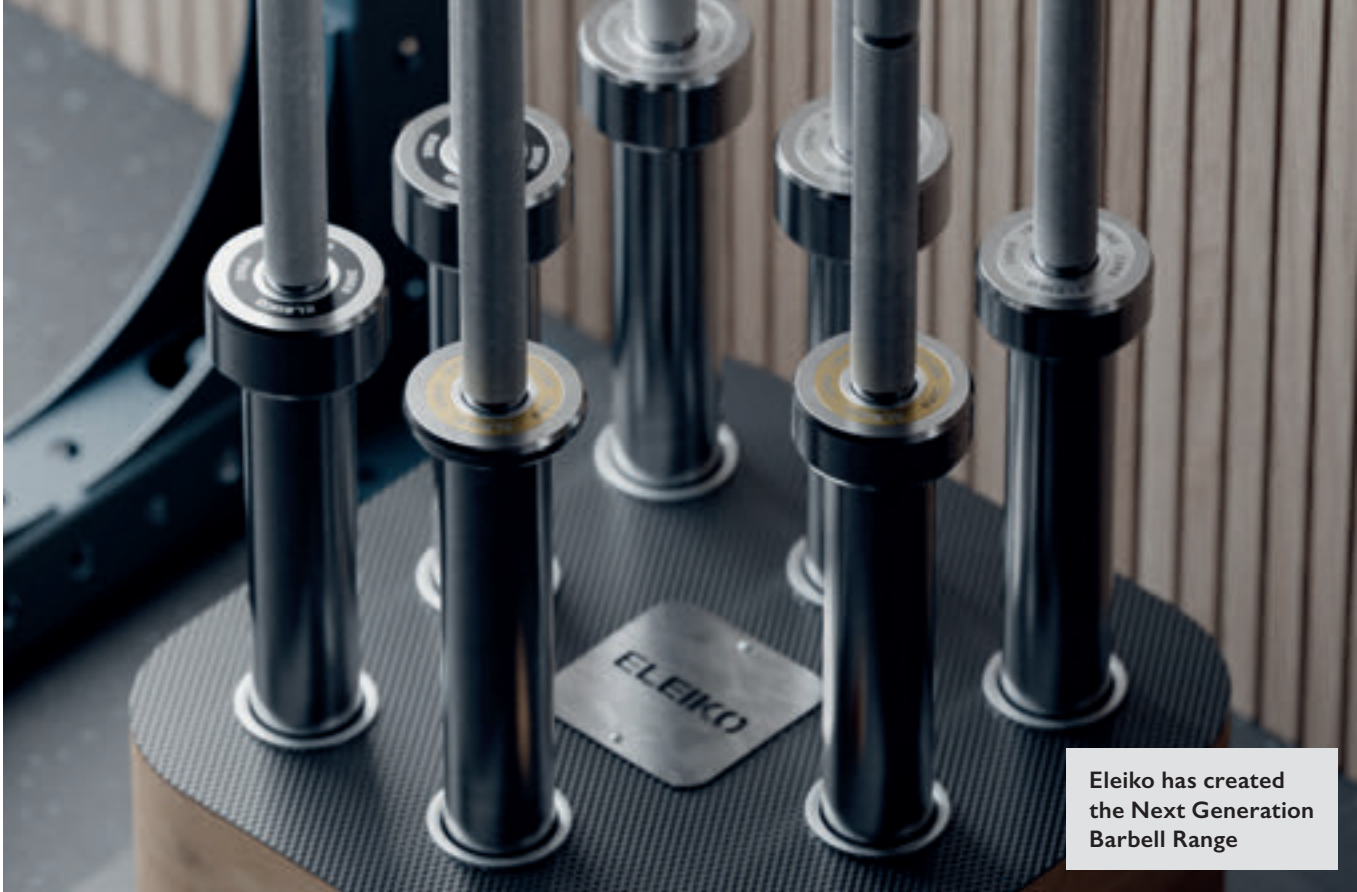
PURE ENERGY MUSIC

“The operator channel eliminates the need for multiple third party tools”

Andy Pickles

fitness-kit.net KEYWORD
Pure Energy Music

PURE ENERGY MUSIC



Eleiko has created the Next Generation Barbell Range

“This update signals a shift in how gyms deliver data-driven strength training”, believes Oskar Ragvald

Eleiko has launched its Next Generation Barbell Range, engineered for precision, longevity and – for the first time – offering smart sensor integration.

The brand, which is backed by 65 years of barbell expertise, has refined the feel, performance and durability of the product, while introducing patent-pending technology and an intuitive bar selection system to make training more

connected and personalised.

Bars covering a wider range of lifting disciplines, from competition to training, are now sensor-ready. The patented sensor integration capabilities allow custom-made sensors to be placed directly into each bar sleeve, giving lifters and coaches accurate quantitative and qualitative analysis and programming functionality, for a new perspective on

strength training. A colour-coded ID system simplifies bar selection. The bar ID Ring mirrors the end-cap colour system and includes bar details visible in any rack position.

Eleiko’s commercial director, Oskar Ragvald, says: “This update signals a shift in how gyms deliver data-driven strength training.”

fitness-kit.net KEYWORD
Eleiko



“Custom-made sensors can be placed into each bar sleeve”

Oskar Ragvald

PRODUCTS & SERVICES

“The Magnum Plate-Loaded Range from Matrix Fitness is a strength training solution which gives a point of differentiation”, says Matthew Pengelly

Matrix Fitness has launched its Magnum Plate-Loaded Range, a collection of 10 strength machines engineered to deliver performance, durability and versatility.

With design features informed by athlete and operator feedback, the range offers functionality and adaptability to meet the evolving expectations of fitness facilities.

Machines are purpose-built to perform under heavy use, delivering biomechanical precision, intuitive adjustments and training variety.

“Strength training is one of the fastest-growing priorities for gym members, with more than two-thirds strength training regularly and more than a third identifying muscle growth as their primary goal,” said Matthew Pengelly, MD at Matrix Fitness UK.

“The Magnum Plate-Loaded Range is our answer to this demand – a no-compromise strength solution that gives our partners a serious point of differentiation while helping their members train harder, smarter and safer.”

fitness-kit.net KEYWORD

Matrix Fitness

MATRIX FITNESS



“Strength training is one of the fastest growing priorities for gym members”

Matthew Pengelly

The new Matrix range is built for heavy use

“What if recovery could happen in 10-20 minutes, without external input or instruction?”, asks Mirjana Prokic

Orca is described as ‘the world’s first forward-tilt incliner’ for intelligent recovery, designed to deliver



ORCA / LINA REDUCEA

“The motion is inspired by NASA’s zero gravity”

Mirjana Prokic

two to three hours’ worth of rest in a fraction of the time.

It works – not by reclining the body like traditional solutions – but by shifting recovery to the prone-forward posture.

Inspired by NASA’s zero-gravity and Alexander Technique insights, this position is where the body naturally lifts its own weight off the diaphragm and lungs, allowing breath to return without effort.

It also takes cues from nature to incorporate a

nurturing rocking motion, as well as delivering psychoacoustic soundscapes.

Founder Mirjana Prokic, created Orca after her own challenges: “After years of travel, high-pressure decision-making and sleep deprivation in my role as a global executive, I hit burnout. That’s when the journey began: a question that drove seven years of innovation – what if recovery could

fitness-kit.net KEYWORD

Orca

ORCA



Orca fast tracks recovery

“Body composition monitoring is a fundamental part of effective coaching”, says Jan Alderlieste

Tanita Europe has launched the MC-800, a next-generation segmental body composition analyser designed to advance usage in premium wellness settings – helping clubs focus on measurement accuracy, workflow integration and member-facing clarity.

Built on Tanita’s multi-frequency, 8-electrode BIA technology – the same used in clinical and research settings worldwide – the

MC-800 delivers up to 98 per cent correlation with the ‘gold standard’ of the four-compartment model, which divides body mass into fat, water, mineral and protein.

This translates into fast, reliable readings across muscle mass, fat distribution, visceral fat and metabolic health indicators, delivered in as little as 10 seconds.

“Body composition monitoring is no longer a nice to have, it’s a fundamental

“Our biomechanics team engaged in countless hours of research”

Jan Alderlieste

part of effective coaching, member retention and health-led intervention,” says Tanita Europe’s chief operational officer, Jan Alderlieste.

fitness-kit.net KEYWORD

Tanita

TANITA



The unit delivers fast results



LISTINGS

HCM

HANDBOOK
2026–2027

LISTINGS

Industry organisations p310

Supplier contacts p312

Industry organisations

Get connected with the key representative organisations that are making things happen in the sector

■ Activity Alliance

Email sarah@activityalliance.org.uk

Web www.activityalliance.org.uk

About A charity leading the way in the provision of accessible physical activity and increasing participation among people with disabilities.

■ American College of Sports Medicine (ACSM)

Email publicinfo@acsm.org

Web www.acsm.org

About The 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

About BASES is the body for 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

About BUCS is the national governing body for higher education sport in the UK. It works with its member institutions to get more students active more often, through competitive sport and by providing physical activity opportunities.

■ Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

Email info@cimspa.co.uk

Web www.cimspa.co.uk

About CIMSPA is the professional development body for the UK's physical activity and sport sector. It's committed to supporting, developing and enabling professionals and organisations to succeed. Its primary focus is around training and education for professionals working in the sector.

■ Chief Culture & Leisure Officers Association (CLOA)

Email info@cloa.org.uk

Web www.cloa.org.uk

About CLOA advises on, advocates for and champions culture and leisure on behalf of sector professionals, locally, regionally and nationally.

■ Club Managers Association of Europe (CMAE)

Email office@cmadeurope.eu

Web www.cmadeurope.org

About CMAE is a non-profit making professional association with members involved in the management of sports clubs (golf, tennis, sailing and other sports), health and fitness clubs, leisure, city and dining clubs. CMAE is affiliated with the Club Managers Association of America www.cmaa.org

■ Community Leisure UK (CLUK)

Email Contact form on website

Web www.communityleisureuk.org

About CLUK is a members' association that specialises in supporting charitable trusts that are responsible for delivering public leisure and culture services across the UK.

■ EuropeActive

Email Contact form on website

Web www.europeactive.eu

About EuropeActive is the not-for-profit organisation representing the whole of the European health and fitness sector from its head office in Brussels. It aims to raise awareness of the role the fitness sector is playing to support a more active and healthier Europe. EuropeActive is responsible for producing research studies for the sector across Europe.

■ Health & Fitness Association

Email membership@healthandfitness.org

Web www.healthandfitness.org

About The Health & Fitness Association (formerly IHRSA) is a trade association serving the health club and fitness industries worldwide. HFA aims to protect, promote and grow the health and fitness industry and provide its members with a wide range of benefits to enable them to be even more successful. HFA runs regular educational events and conferences, as well as an annual trade show.

■ Independent Gyms)

Email rob@independentgyms.co.uk

Web <http://independentgyms.co.uk>

About Independent Gyms is a dedicated support network and trade community representing owners and operators of boutique, local and independently run fitness facilities across the UK and Ireland. Founded by Rob Handy, it represents more than 2,300 gym owners.

■ Sport and Recreation Alliance (SRA)

Email info@sportandrecreation.org.uk

Web www.sportandrecreation.org.uk

About An umbrella body for sport and recreation in the UK, representing 320 organisations such as the Football Association, British Athletics and the Exercise Movement and Dance Partnership.

■ Sport England

Email Contact form on website

Web www.sportengland.org

About Sport England is a primary organisation for the sports sector in England, working to increase the number of people who take part in sport and physical activity regularly.

■ UK Active

Email info@ukactive.org.uk

Web www.ukactive.com

About UK Active is the UK's trade body for the physical activity sector, bringing together more than 4,000 member organisations and partners with a shared ambition to get more people, more active, more often. This community collaborates across the private, public and third sectors. UK Active also runs a wide range of sector events.

■ UK Spa Association

Email manager@spa-uk.org

Web www.spa-uk.org

About The UK Spa Association is a not-for-profit, impartial body composed of members and partners from across the UK spa, salon and wellness sector. It aims to provide a platform for members and partners to collaborate.

■ Youth Sport Trust

Email info@youthsporttrust.org

Web www.youthsporttrust.org

About A passion for the power of sport and improving children's lives has been at the heart of the Youth Sport Trust, building partnerships to forge a lasting legacy for improving young people's lives. It reaches around 20,000 schools across the UK.

Industry organisations
are shaping policy and
influencing participation
across the sector

Supplier contacts

Key contacts for *HCM Handbook* suppliers and service providers

A

■ Absolute Performance

Tel: +44 (0)2920 362 664

Email: info@aperformance.co.uk

www.aperformance.co.uk

■ Active Insight

Tel: +44 (0)3333 220500

Email: julieallen@active-insight.org

www.active-insight.org

■ Active IQ

Tel: +44 (0)1480 467950

Email: businessdevelopment@activeiq.co.uk

www.activeiq.co.uk

■ Align-Pilates

Tel: +44 (0)1386 425 923

Email: sales@align-pilates.com

www.align-pilates.com

B

■ Balanced Body

Tel: 0800 014 8207

Email: info@pilates.com

www.balancedbodypilates.co.uk

■ BLK BOX

Tel: +44 (0)28 9045 4123

Email: sales@blkboxfitness.com

www.blkboxfitness.com

■ Brass Monkey

Tel: +44 (0)1135 267255

Email: steve@brassmonkey.co

www.brassmonkey.co

C

■ CET Ltd

Tel: +44 (0)2892 690056

Email: adrian@cetcryospas.com

www.cetcryospas.com

■ Connect

Email: danny@buildwithconnect.co.uk

www.buildwithconnect.co.uk

■ Core Health and Fitness

Tel: +44 (0)1494 688260

Email: uksales@corehandf.com

www.corehandf.com

■ CoverMe

Email: rosanna.tucker@covermeapp.com

www.covermeapp.com

■ Create

Tel: +44 (0)1245 905954

Email: info@creatept.com

www.create.fit

D

■ D2F Fitness

Tel: +44 (0)330 124 3155

Email: info@d2ffitness.com

www.d2ffitness.com

E

■ EGYM UK

Tel: +44 (0)204 600 3848

Email: uk-sales@egym.com

www.egym.com/uk

■ Eleiko

Tel: +46 (0)35-177070

Email: uk@eleiko.com

www.eleiko.com

■ Elevate

Tel: +44 (0)1737 855000

Email: lucy.findley-beale@elevatearena.com

www.elevatearena.com

■ Epassi UK

Tel +44 345 300 6474

Email: emma.vivo@epassi.com

www.epassi.co.uk

■ Everyone Active

Tel +44 (0)1455 890 508

Email: pr@everyoneactive.com

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<https://foldreformer.com>

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Email: info@fibo.com

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Email: commercial@fitness-superstore.co.uk

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Email: forbusiness@futurefit.co.uk

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Email: info@gharieni.com

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■ GLL

www.better.org.uk

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S

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