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# HEALTH CLUB MANAGEMENT HANDBOOK 2013

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# Welcome to the Health Club Management Handbook 2013



This year's *Health Club Management Handbook* is, perhaps even more than other years, about looking forward. The health and fitness sector is, by common consent, at an absolutely pivotal moment in its life: it has long stated its ability to make life-changing improvements to people's mental and physical health, but now evidence is being brought to the table that's really driving the sector's credibility among society's decision-makers. There's also what feels like a shift in focus across society as a whole, with individuals – encouraged by business, government, the media and the availability of new technology – becoming more health-savvy and hands-on with their own wellbeing.

If the sector can build on these positive beginnings by constantly broadening its horizons, while at the same time continuing to do the little things right and not forgetting the basics, the opportunity is unprecedented.

With that in mind, we've enhanced the 'industry insights' section in this year's Handbook to really capture the opportunities that exist for the health and fitness sector today, looking not only at fitness trends and the political landscape, but also at consumer trends that will – or certainly should – shape our offering moving forward.

**Kate Cracknell, Editor – Health Club Management Handbook**

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

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

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

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# NEW OPENINGS

In the public sector, in spite of well-publicised local authority cutbacks, we're seeing a number of ambitious projects coming through the development pipeline. Meanwhile, private sector growth continues to be driven by the pared-down model of the low-cost operators. We take a look at some of the new facility openings projected for 2013 and beyond

## PUBLIC SECTOR & TRUSTS

### ■ EARLY 2013

#### £16M CENTRE FOR SOUTH SHIELDS

A new £16m swimming pool and leisure complex is set to open in South Shields, Tyne and Wear, in early 2013. The Pier Parade project – part of South Tyneside Council's regeneration plans – was designed by LA Architects and is being built by Graham Construction.

The new venue will feature a 25m eight-lane competition pool, an 18m teaching pool and leisure waters. It will also house a health club with sauna and steamroom, two group exercise studios and fitness testing and consultation rooms. A library is included among the other amenities at the leisure centre.

### ■ JULY 2013

#### KIRKCALDY: ON BUDGET AND ON TARGET

Kirkcaldy's new multi-million pound leisure centre is reportedly on budget and on target to open to the public in July 2013.



Facilities at the new Kirkcaldy Leisure Centre will include a 25m, six-lane swimming pool

Facilities will include a 25m six-lane pool, a training pool with moveable floor, accessible wet-side changing areas and a health suite with sauna and steamroom. A 60-station gym, aerobics studio, four-court sports hall and kids' play area will also be on offer at the centre, which will be run by Fife Sports and Leisure Trust.

Graham Construction is responsible for delivering the project, with B3 Architects acting as lead consultant and joint architects with Cre8 Architecture. Construction of the new Kirkcaldy Leisure Centre – one of three being built as part of Fife Council's £55m Future of Leisure programme – is due to be completed by May 2013.



The fitness suite at the Rugby centre will be twice as big as before



Phase one of Cambridge University's new centre opens in October

## ■ SUMMER 2013

### RUGBY'S DIAMOND JUBILEE CENTRE

Rugby Borough Council's new £12.5m leisure centre, the Queen's Diamond Jubilee Centre, is on track for a summer 2013 opening following the commencement of the project in February 2012.

Facilities at the Queen's Diamond Jubilee Centre will include a gym twice the size of the existing one, a 25m eight-lane pool suitable for regional competitions, a 17m x 8m studio pool with moveable floor, a feature climbing wall, a six-court sports hall, spaces for dance classes and martial arts. There will also be a coffee shop, which will be open to non-centre users, and space for future expansion.

The new venue is under construction on the site of a car park at the 40-year old Ken Marriott Leisure Centre, which it is set to replace. Once the B3 Architects-designed complex is complete, the Ken Marriott centre will be demolished.

## ■ AUGUST 2013

### PORTWAY LIFESTYLE CENTRE: ON SCHEDULE

An August 2013 opening for the new £18m Portway Lifestyle Centre in Oldbury, West Midlands, is still on track, despite delays in construction work due to poor weather conditions during the summer of 2012.

Facilities at the centre, which replaces the Oldbury Leisure Centre in Sandwell, will include a sports hall, hydrotherapy pool, a gym and weights area and a dance studio. Also available will be a climbing wall, outdoor 3G football pitch, life-trail outdoor exercise area, multi-purpose activity room, meeting rooms, sensory room, and a café. The new centre will also house a purpose-built GP surgery.

The project is a joint venture between Sandwell Council, Sandwell Leisure Trust, Sandwell Primary Care Trust and Sandwell Liftco, with Sport England having provided £1.5m for the centre from its Iconic Facilities legacy fund.

## ■ OCTOBER 2013

### NEW CENTRE FOR CAMBRIDGE UNIVERSITY

Work by Bedford-based SDC Builders on the first phase of construction of a new sports centre at the University of Cambridge is on track for completion by October 2013.

The £13m, 6,060sq m (65,229sq ft) Cambridge Sports Centre development, designed by Arup Associates, incorporates a large multi-purpose sports hall. Also available will be a fitness suite equipped with cardiovascular equipment and an extensive strength and conditioning wing with free weights areas. Planned elsewhere are multi-purpose rooms for martial arts, yoga, dance, aerobics and fencing. There will also be sports medicine and rehabilitation space, six fives courts and five squash courts.

Further phases of the development will involve the provision of indoor and outdoor tennis courts and a 50m swimming pool.



The £27m Holt Park Active complex is scheduled to open in October 2013

■ 2014

### PROGRESS FOR £18M WESTMINSTER CENTRE

Proposals by Westminster City Council to deliver a new £17m Sports Centre at Moberly, and a smaller community sports hall on the Jubilee site, have gone to the next stage after being approved by the cabinet member for built environment.

The development, which will be funded at no cost to local taxpayers, involves an overhaul of Moberly Sport and Leisure Centre to create a new 6,000sq m venue, which is scheduled to open in 2014. Facilities will include an eight-court sports hall, a 25m six-lane swimming pool, a learner pool, a health and fitness suite, exercise and dance studios, a boxing hall, and a gymnastics and multi-use hall.

■ OCTOBER 2013

### OCTOBER OPENING FOR LEEDS COMPLEX

Work on Leeds' new £27m Holt Park Active leisure, wellbeing and adult social care complex is well underway, with a scheduled opening date of October 2013.

Holt Park Active is a joint project between Sport and Active Lifestyles and Adult Social Care, and is the first of its kind in the city. Mentor – a partnership comprising FaulknerBrowns Architects and GHM Rock Townsend – designed the scheme, which is being delivered through the Local Education Partnership.

Facilities will include a 25m pool, a Bodyline fitness suite, hydrotherapy pool, large activity hall and hubs for older people and individuals with learning difficulties. The contractor is Interserve Project Services.

■ 2014

### NEW HEART FOR REDCAR

Redcar's new Leisure & Community Heart – a £31m development in the town centre, which combines a sports and leisure centre, swimming pools, a business centre and multi-functional meeting and community spaces – is scheduled to open in 2014. Construction is being led by Willmott Dixon, and design by S&P Architects in collaboration with Plus Three Architecture.

A fitness suite and gym will be among the facilities, along with a 25m six-lane pool and learner pool, a dance hall and performance space, and a sports hall.

The project was funded in part by the sale by Redcar and Cleveland Borough Council of the existing seafront Redcar Leisure Centre site, together with three other properties.

■ SPRING 2014

### NEW FITNESS SPA FROM REYNOLDS GROUP

Reynolds Group's latest fitness spa is to be situated in Borough Green, near Sevenoaks in Kent, and is scheduled to open in spring 2014.

The 2,230sq m (24,000sq ft) facility will offer a 465sq m (5,000sq ft) gym featuring vibration training, TRX and Matrix Fitness equipment. There will also be an exercise-to-music studio, a yoga/pilates studio, a group cycling studio, a 16m swimming pool and a hydrotherapy pool. A trim trail with workout stations is also to be created in the grounds of the property.

The spa element of the new venue will include a salt inhalation steamroom, a hammam, an ice fountain and six spa treatment rooms.



**DC Leisure will build, operate and maintain a new £11m leisure centre and swimming pool set to be constructed in West Bromwich**

■ SUMMER 2014

**SANDWELL COUNCIL AND DC LEISURE DEAL**

DC Leisure has been selected by Sandwell Council in the West Midlands to design, build, operate and maintain a new £11m leisure centre and swimming pool in West Bromwich.

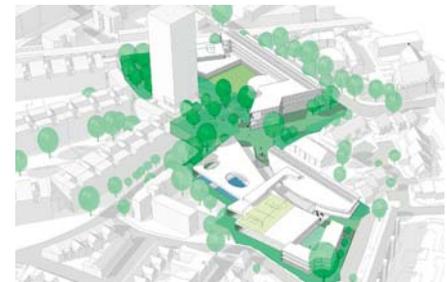
Due to open in summer 2014, the centre will offer a 25m pool, a learner pool, a sauna and steamroom, a four-court sports hall, a 100-station fitness suite, two dance studios/activity rooms, an indoor children’s adventure play centre and a café. A planning application has been submitted and building work is expected to start in early 2013.

■ SEPTEMBER 2014

**APPROVAL GIVEN FOR NORTH KEN CENTRE**

A planning application for a new leisure centre and academy in North Kensington, London, has been approved by the Major Planning Development Committee of the Royal Borough of Kensington and Chelsea.

The new leisure centre will replace the existing Kensington Leisure Centre. Facilities planned for the fully accessible venue include a 25m eight-lane swimming pool for teaching and swimming at all levels, plus a 250-seat spectator gallery. There will also be a 20m teaching pool with mobile floor, a leisure pool, a 120-station gym, an



**North Ken centre will be fully accessible**

eight-court multi-use hall, and sauna/steam facilities with treatment rooms.

Building contractors are Leadbitter and the operator will be GLL. Construction ties in with that of the Kensington Aldridge Academy, also opening in September 2014.



A £20m community leisure centre is being developed in London's Elephant and Castle

■ 2015

### NEW LEISURE CENTRE FOR SELBY

Selby District Council in North Yorkshire plans to rebuild the town's Abbey Leisure Centre, to deliver new fitness and swimming facilities. Instead of refurbishing the existing building, the council – along with Wigan Leisure and Culture Trust – has decided to build a new centre with updated facilities. These will include a 25m six-lane swimming pool.

An options report by project managers Turner & Townsend indicate that the total project could cost in the region of £9m. The council is looking to reduce this capital cost significantly and is seeking to maximise the grant available from Sport England. It is also exploring new energy-efficient systems to reduce the running costs of the centre.

■ AUTUMN 2014

### NEW CENTRE FOR LONDON'S ELEPHANT

A new £20m community leisure centre, forming part of a scheme by Southwark Council and Lend Lease for the redevelopment of south London's Elephant and Castle Leisure Centre site, is scheduled to open in autumn 2014 after completion earlier in the year.

The original leisure centre closed in summer 2012, demolition commenced shortly thereafter and construction of the new centre commenced at the end of 2012. Among the facilities on offer will be a six-lane 25m swimming pool, a learner pool, a four-court badminton sports hall, a gym and indoor cycle studio, exercise and dance class studios, a crèche and a café.

■ MARCH 2015

### HINCKLEY CENTRE PLANNED

Hinckley and Bosworth Borough Council is looking for an operator to design, build and operate a new leisure centre planned for Hinckley in Leicestershire. Proposed to open by March 2015, the centre will feature a 25m six-lane swimming pool, a learner pool, a sports hall with six badminton courts, a 100-station health and fitness facility, a climbing wall and two dance studios/multi-purpose rooms.

The new venue is to be situated in Argents Mead, currently occupied by the borough council offices, and will replace an existing leisure centre. Constantly repairing the latter was felt by the council to be less cost-effective than building a completely new centre.



Elephant centre will offer a badminton hall



Wycombe District Council is awaiting the outcome of a planning application for the redevelopment of the Handy Cross sports centre

■ 2015

### WYCOMBE SPORTS CENTRE REDEVELOPMENT

Wycombe District Council is awaiting the outcome of a planning application for the multi-million pound redevelopment of the Wycombe Sports Centre site at Handy Cross, Buckinghamshire.

A replacement sports and leisure centre of around 10,000sq m is included in the

Richard Markland Architects-designed proposals, with facilities to include a 150-station fitness suite, group exercise studios, a health suite, two squash courts and a 12-court sports hall. There will also be an eight-lane 50m swimming pool, a 20m x 8m learner pool, a water fun area for toddlers and a soft play area for children.

The project will involve relocating the existing athletics track and synthetic turf pitch. Also included in the project are a foodstore, office space and a 150-bed hotel.

■ 2016

### £15M DIDCOT LEISURE PLANS APPROVED

Members of South Oxfordshire District Council's cabinet have approved plans for the development of a new £15m leisure centre in Didcot. Initial work on the project could start in late 2014, following the awarding of a new leisure management contract due to commence on 1 September 2014. The centre would then open in 2016.

Facilities proposed for the new centre include a competition and training pool, leisure water, a sports hall, a gym, artificial sports pitches and tennis courts.

“The redevelopment of the Wycombe Sports Centre site will also include a foodstore, office space and 150-bed hotel”

### PRIVATE SECTOR / FRANCHISES

#### ANYTIME FITNESS

The Anytime Fitness franchise health club operation was founded in the United States in 2002 and has since rapidly expanded around the world. It opened its 2,000th club in December 2012, in the Netherlands, with other non-US territories including Canada, Japan, Australia, New Zealand, Mexico and a number of European markets.

The model – 24/7 access to affordable, conveniently located facilities – was launched to the UK in 2010, with 10 clubs open in the UK and Ireland as at January 2013. Plans are now to speed up the UK rollout, opening around 15 clubs in 2013.

In addition, the parent company took its first step into non-fitness franchising in late 2012, with the acquisition of salon chain Waxing the City. In addition to expanding this chain through franchising, it also plans to investigate further non-fitness franchise opportunities.

#### DAVID LLOYD LEISURE

The David Lloyd Leisure Group – which encompasses David Lloyd Leisure, Next Generation Clubs, Harbour Clubs and Amida Spa & Health Clubs – is a premium health and racquets operation targeting the ABC1 demographic. Owned 50 per cent by London & Regional Properties, 40 per cent by Caird Capital and 10 per cent by management, it currently operates 81 full-service health, fitness and racquets clubs in the UK, as well as 10 sites internationally.

Last year saw the launch of a number of interesting sub-brands, including a new ‘fast fitness food’ offering – DLicious – as well as a standalone high street personal training concept, DL Studio, which operates on a non-membership model. The first two PT studio sites opened in the UK in 2012, with a further 10 scheduled to open in 2013.

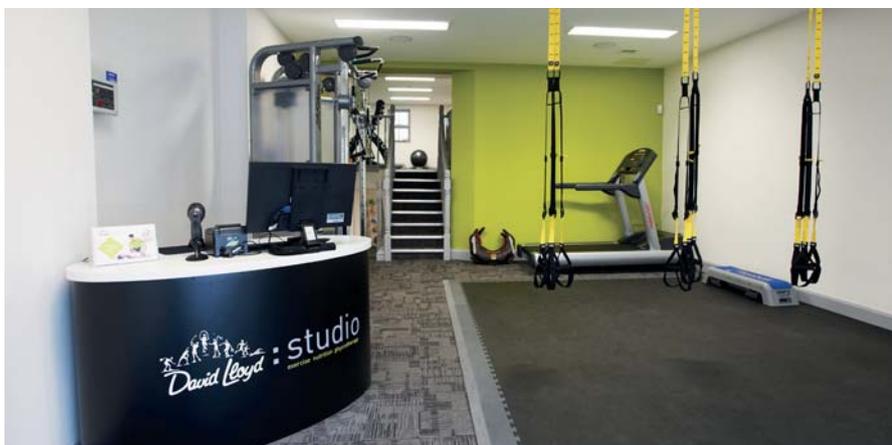
This year will also see the opening of one new health and racquets club.

#### EASYGYM

Launched to the UK market in mid-2011, easyGym is a premium low-cost model with a brand licence agreement to use the easyGym name. Prices vary by location, starting at £15.99 a month, with group exercise available as add-ons – either pay-as-you-go or bundled into memberships.

As at January 2013, there were four UK sites open – in Slough, north London, Birmingham and Cardiff – with plans to open six to 10 new clubs in 2013. The seven- to 10-year plan focuses first on the UK, then heading to Europe, but in the long term the brand could go global.

The easyGym business is run by Fore Fitness, an offshoot of venture capital firm Fore Capital Partners (FORE), which was founded in 2009 – by easyGym CEO Paul Lorimer-Wing, along with Allan Casten and Jonathan Bond – to identify investment opportunities in growing markets.



David Lloyd Leisure launched a standalone high street PT model, DL Studio, in 2012



easyGym: Opening six to 10 clubs in 2013



**The Gym Group had 32 UK gyms as at January 2013, with plans for 15+ more this year**

### **FITNESS4LESS**

The Fitness4Less budget health club chain offers not only a good range of fitness equipment, but also a full group exercise schedule across a number of studios – all for £15.99 a month.

The company – which is owned by its three directors Neil Edwards, Emma Edwards and Matthew Harris – currently has 11 sites across the UK, from Birmingham to Bristol, Newport and Northampton to London. There are another eight clubs in the pipeline for 2013.

### **PURE GYM**

Pure Gym is a 24/7 budget club concept that targets 18- to 35-year olds with a no frills and no-contract yet high quality offering. The gyms offer over 220 pieces of equipment and over 50 classes a week – all included in the £18.99 a month membership (£25.99 a month in London).

Owned by its management, private family trusts and high net worth individuals, Pure Gym had 40 UK clubs as at January 2013, with a further 25 sites scheduled to open by the end of the year, including a number in London, Manchester and Leeds.

### **THE ÉNERGIE GROUP**

Launched in 2003 by chair and CEO Jan Spaticchia, fitness club franchise specialist the énergie Group is a £26m turnover business encompassing énergie Fitness Clubs, énergie Fitness for Women, SHOKKénergie and low-cost operation Fit4less by énergie.

The combined group currently operates over 100 sites in the UK, Europe and the Middle East – including 28 Fit4less clubs – with a projected 30+ UK sites to open over the next 12 months. Master franchise agreements are also expected to drive further expansion overseas during 2013.

“In 2012, The Gym Group entered into a partnership with Travelodge to find 10 co-location sites in London/the south-east”

### **THE GYM GROUP**

The Gym Group is the longest established national operator of budget gyms, with prices starting at just £10.99 a month. Already one of the leading budget health club brands in the UK, the company saw further significant growth throughout 2012: turnover was up by 88 per cent and membership by 67 per cent.

With 32 gyms open in the UK as at January 2013, The Gym Group plans to open a further 15+ sites throughout 2013, including a number of sites in London.

In late 2012, the company also entered into a partnership with budget hotel operator Travelodge to find 10 new co-location sites in London and the south-east. The two companies will invest a total of £70m in the venture.

### **XERCISE4LESS**

Owned by MD Jon Wright, Xercise4less is a budget club operator that typically offers 30,000–40,000sq ft of space and up to 400 stations of equipment. All clubs have large studios and also incorporate combat areas and ladies-only gyms.

The company currently has 10 sites in the UK, all in the north of England, with a further eight in the pipeline. Plans are to reach a total of 24 operational sites by the end of 2013.

## HOTELS



Art'otel London Hoxton's cylindrical building has been designed by Squire and Partners

■ 2013

### ART'OTEL HEADS TO LONDON

Planning is underway for a new Art'otel London Hoxton – the first London venture from the group – in east London. The 18-storey building, due for completion in 2013, will include 350 hotel rooms and public areas including a gallery space, arthouse cinema, spa and restaurant on the double height top floor. Details of any gym facilities within the hotel spa are yet to be finalised.

The cylindrical bronze-coloured building (which has four floors below ground) has been designed by Squire and Partners – one of three high profile London hotel projects by the firm, alongside the Bulgari Hotel in Knightsbridge (opened June 2012) and 151 City Road (aka the 'diamond').



The Art'otel will offer 350 hotel rooms

“The fitness offering at other Mondrian hotels suggests London will have a high quality gym”

■ EARLY 2014

### MONDRIAN LONDON

Intended to be a luxury hotel when it was first designed in the 1970s, Sea Containers House will finally fulfil its original purpose when it opens as a Tom Dixon-designed hotel in 2014.

Situated on London's Southbank, the building will become the 360-bedroom Mondrian London, a luxury hotel from New York-based Morgans Hotel Group. Already in the Morgans London portfolio are the Sanderson and St Martin's Lane, both in the Leicester Square area of central London.

The design of the Mondrian London is set to evoke a 1920s cruise liner. As with all Morgans hotels, facilities at the new hotel will include a luxury, Agua-branded spa. Although details of the hotel gym have not been announced, the importance placed on fitness in the group's existing two London hotels – as well as at other Mondrian hotels around the world – suggests that a high quality gym will be on offer at Mondrian London.

The Sanderson, for example, has a gym next to its Agua spa, while sister hotel St Martin's Lane has partnered with Gymbox, which is located on the ground floor of the hotel. This gives hotel guests complimentary access to the largest hotel gym in Europe, including the innovative classes for which Gymbox is famed, as well as a wide range of CV and resistance kit, boxing rings and entertainment from resident DJs. Gym kit laundering is also offered for free.



Inaugurated in July 2012, the Shard stands at 310m – one of the tallest buildings in Europe

■ JUNE 2013

### SHANGRI-LA FOR THE SHARD

Spa and fitness facilities with panoramic views of London will be on offer when the Shangri-La opens in the Shard in June.

The first ever luxury Shangri-La Hotel in London will occupy floors 34 to 52 of the Shard, with the 52nd floor home to the hotel's spa and fitness offering. This is set to comprise a 24-four hour gym, steamroom, sauna, infinity swimming pool and Europe's first CHI spa, offering Chinese and Himalayan healing therapies.

The Shard, inaugurated in July 2012 and officially known as London Bridge Tower, has 95 stories and stands at 310m, making it one of the tallest buildings in Europe. The Shangri-La Hotel will offer 170 deluxe guestrooms and 25 suites.



Panoramic views of London will be on offer



© ANDREY BAYDA/SHUTTERSTOCK.COM

In March, Las Vegas will host both the IHRSA Annual Convention & Trade Show and ACSM's 17th Health and Fitness Summit

## FEBRUARY

### 3–5 | Spatex (UK)

The 17th annual exhibition – the UK's largest dedicated wet leisure event.

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

### 21–23 | FORUMCLUB (Italy)

International congress and expo aimed at owners and managers of fitness clubs, aquatic centres and sport establishments.

**Web** [www.forumclub.it](http://www.forumclub.it)

### 24–25 | Professional Beauty London (UK)

The UK's largest beauty exhibition, with hundreds of leading health and beauty brands.

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

### 28–3 March | IDEA Personal Trainer Institute (US)

Bringing together a limited number of PTs with world-class presenters,

including pre-conference sessions, lectures and workshops.

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

## MARCH

### 4 | SMMEX (UK)

A chance for buyers and specifiers to meet up with suppliers of unique products and services.

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

### 7–10 | ECA World Fitness Conference / OBOW Show (US)

ECA World Fitness is an international organisation representing the fitness and wellness sectors. The show highlights new ideas, products and concepts.

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

### 12–15 | ACSM's 17th Health & Fitness Summit & Exposition (US)

Gives students, fitness enthusiasts, personal trainers, certified professionals and others

the full spectrum of programming, from scientific insights to practical application.

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

## MARCH

### 19–22 | IHRSA 2013 Annual International Convention & Trade Show (US)

The 32nd IHRSA Annual Convention & Trade Show offers general sessions, educational concurrent sessions, exercise programming and a trade show – all in one building.

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

### 22–24 | International Fitness Showcase (UK)

Three days of dance, aerobics, step, combat, conditioning, lectures, workshops, mind/body sessions and more.

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

## 26–27 | BASES Student Conference (UK)

With keynote lectures and a range of applied workshops.

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

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## APRIL

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## 7–10 | SPATEC Spring, North America (US)

One-to-one meeting forum for corporate spa owners and directors to meet with leading spa suppliers.

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

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## APRIL

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## 11–14 | FIBO 2013 (Germany)

Over 600 exhibitors from 38 countries will be presenting their products to more than 76,000 visitors from over 100 countries. Topics include fitness and training kit, wellness and beauty, health promotion, sports nutrition, and equipment and services.

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

## 19–21 | Australian Fitness & Health Expo (Australia)

All the latest gym equipment, training aids, clothing, music and nutritional products, plus a wide range of information on health, fitness and sports science.

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

## 24–27 | SPATEC Europe (Tenerife)

A two-day forum of face-to-face meetings between around 65 UK and European spa owners and operators and more than 70 leading international spa suppliers.

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



**FIBO moves to a new venue this year – it will take place in Cologne, Germany, in April**

## 25–28 | Russian Fitness Festival (Russia)

Featuring presenters from Europe and the US, the festival aims to popularise and develop a healthy lifestyle in Russia.

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

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## MAY

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## 17–19 | BodyPower (UK)

New features include a preview day to explain the different products in sports nutrition, their effects and benefits. Also new is The Super Gym, a concept gym to showcase gyms of the future.

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

## 19–20 | Holistic Health (UK)

Supporting the holistic and complementary therapy market, this event takes place alongside beauty trade exhibition BeautyUK.

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

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## MAY

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## 21–22 | SIBEC UK (UK)

Brings together key suppliers and buyers of the UK leisure, health and fitness sectors in one-to-one meetings.

**Web**

[www.mcleaneventsinternational.com](http://www.mcleaneventsinternational.com)



### JUNE

#### 26–29 | Festival del Fitness (Italy)

The 25th exhibition for the Italian fitness industry, this year aiming to promote Rome's candidacy for the 2020 Olympic Games.

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

### JULY

#### JULY

#### 3 | FLAME Conference (UK)

ukactive's biggest networking and educational event of the year, attended by senior management from across the sector. The FLAME Awards gala dinner takes place in the evening.

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

#### 29–1 August | 9th Annual International Conference on Kinesiology and Exercise Sciences (Greece)

Designed to bring together scholars and students from a wide range of applied and integrated health sciences.

**Web** [www.atiner.gr](http://www.atiner.gr)

### AUGUST

#### 7–11 | IDEA World Fitness Convention (US)

Said to be the world's largest, longest-running international fitness convention, featuring diverse educational programming.

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

### SEPTEMBER

#### 3–5 | BASES Conference 2013 (UK)

The annual conference of the British Association of Sport and Exercise



The 2013 FLAME Awards will be presented at a gala dinner on the evening of 3 July

Sciences, the professional body for sport and exercise sciences in the UK.

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

#### 5–7 | Annual IHRSA / Fitness Brasil Latin American Conference & Trade Show (Brazil)

Latin America's premier health and wellness event, featuring three days of seminars, networking opportunities, and a trade show with more than 100 exhibitors and over 10,000 visitors.

**Web** [www.ihrsa.org/fitness-brasil](http://www.ihrsa.org/fitness-brasil)

#### 8–11 | SPATEC Fall, North America (US)

A meeting forum that brings operators of leading hotel, resort, destination, athletic, medical and day spas together with leading domestic and international suppliers.

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

#### 18–20 | Health+Fitness Business Expo & Interbike Expo (US)

Health+Fitness Business brings brands, retailers, press and industry influencers

together. Taking place alongside Interbike is an Outdoor Demo event on 16–17 September.

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

#### 18–20 | European Fitness Summit (Spain)

This event, organised by FIBO, offers an opportunity for suppliers to meet face-to-face with decision-makers from leading fitness studios and wellness centres in selected European markets.

**Web** [www.european-fitness-summit.com](http://www.european-fitness-summit.com)

### SEPTEMBER

#### 24–26 | Leisure Industry Week (UK)

The UK's largest out-of-home leisure exhibition provides a platform for companies to showcase their new products and services to more than 8,000 decision-makers in the industry.

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

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## OCTOBER

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### OCTOBER

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#### 17–20 | 13th Annual IHRSA European Congress (Spain)

Features presentations delivered by executives from inside and outside the health club industry, offering commentary on trends shaping business and the fitness industry. Networking sessions provide the opportunity to build relationships with European colleagues.

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

#### 21–23 | ISPA Conference & Expo (US)

An opportunity to network with spa industry professionals, hear from educational speakers covering a variety of business-related topics, and discover the latest trends in spa products.

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

#### 23–25 | Club Industry Conference and Trade Show (US)

An independent event for fitness professionals, offering new education, events, exhibitors and tours, in addition to networking opportunities.

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

#### 25–27 | The Yoga Show London (UK)

The total yoga experience under one roof, including free yoga and pilates classes, a yoga teaching conference, demonstrations, lectures and products.

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

#### 26–29 | SIBEC North America (US)

A forum for owners and operators of health, recreation, sports and fitness



© YURI ARCURI/SHUTTERSTOCK.COM

**The Yoga Show takes place in October, including free classes and a teaching conference**

organisations to meet one-to-one with leading supplier companies.

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

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## NOVEMBER

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#### 13–14 | Spa Life UK 2013 (UK)

Offers spa professionals exposure to new product innovations, shared industry insights, extensive networking opportunities and high quality management education.

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

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## NOVEMBER

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#### 13–16 | SIBEC Europe (Spain)

Forum for Europe's leading health, fitness and leisure operators to meet face-to-face with suppliers. It will bring together more than 200 delegates in over 1,500 meetings.

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

# UK & European Markets

NUMBER OF HEALTH CLUBS IN EUROPE

47,701

12.1  
PER CENT

PERCENTAGE  
OF THE UK  
POPULATION WHO  
ARE MEMBERS OF A  
FITNESS FACILITY

GROWTH IN TOTAL MARKET  
VALUE OF UK FITNESS INDUSTRY  
SINCE 2009

2.4%

SPANISH HEALTH CLUB MEMBERS,  
THE HIGHEST IN EUROPE

7.74 million

VALUE OF THE UK  
FITNESS INDUSTRY

£3.86 BILLION

UP 1.4 PER CENT IN  
THE 12 MONTHS TO  
MARCH 2012

3.6 PER CENT

INCREASE IN UK MEMBERSHIP NUMBERS SINCE 2009

US\$31.2BN

TOTAL REVENUE FOR  
EUROPEAN FITNESS SECTOR

UK, GERMANY, SPAIN, ITALY, FRANCE

#1–5 IN EUROPE

BY TOTAL MARKET REVENUES

7,304

CLUBS IN  
GERMANY,  
THE HIGHEST  
IN EUROPE

NUMBER OF MEMBERS ACROSS EUROPE

43,453,600

Sources: *State of the UK Fitness Industry 2012* (The Leisure Database Company), *2012 IHRSA Global Report*

# Global Market

**78%**  
OF TOTAL GLOBAL REVENUES, AND MEMBER NUMBERS, ACCOUNTED FOR BY TOP 10 COUNTRIES

**72 PER CENT**  
OF THE WORLD'S HEALTH CLUBS ARE LOCATED IN THE TOP 10 COUNTRIES

**US\$25.5BN**  
NORTH AMERICAN MARKET VALUE (US, CANADA, MEXICO)

BRAZILIAN MARKET ESTIMATED TOTAL REVENUE **US\$2.2BN**

**102.5** AVERAGE GYM VISITS PER US MEMBER IN 2011

PREDICTED ANNUAL GROWTH RATE OF US INDUSTRY TO 2017 **2.8%**

**US\$11.2BN**  
ASIA PACIFIC TOTAL MARKET REVENUES

NUMBER OF HEALTH CLUBS IN BRAZIL, SECOND ONLY TO THE US  
**18,000**

HEALTH CLUB MEMBERS IN THE UNITED STATES

**51.4 MILLION**

**5-7 PER CENT**  
ANNUAL GROWTH RATE OF SOUTH-EAST ASIAN FITNESS INDUSTRY

**US\$5.1BN**  
TOTAL REVENUES IN JAPAN, ASIAN MARKET LEADER BY VALUE

COMBINED VALUE OF AUSTRALIA/NEW ZEALAND MARKETS  
**US\$2.3BN**

**15 MILLION**

MEMBERS ACROSS LATIN AMERICA (16 COUNTRIES INC MEXICO)

Source: IHRSA Global Report 2012, IHRSA Latin American Report 2012, IBIS World

# 'Diabetesity'

'DIABESITY' – THE GLOBAL EPIDEMIC OF DIABETES, OBESITY AND LIFESTYLE DISEASE – IS SET TO COST US\$47TRN OVER 40 YEARS AND KILL 50 MILLION PEOPLE A YEAR BY THE END OF THE DECADE

AN ESTIMATED  
**1.46 BILLION**

ADULTS WORLDWIDE ARE OVERWEIGHT; 502 MILLION OF THEM ARE CONSIDERED OBESE – THAT'S ONE IN 10 PEOPLE

Worldwide obesity has more than doubled since 1980 – the world is now carrying 3.9 million tons of collective excess weight due to the global obesity problem

ALMOST  
**ONE IN 10 ADULTS**

now suffers from type 2 diabetes – an estimated 347 million people worldwide... double the figure of 30 years ago

GLOBALLY, **43 MILLION CHILDREN** UNDER THE AGE OF FIVE ARE OVERWEIGHT

MORE THAN **50%** OF THE US ADULT POPULATION COULD BE OBESE BY 2030 IF CURRENT TRENDS CONTINUE

**65** PER CENT of the world's population live in countries where overweight and obesity kills more people than underweight

**5** of the world's 10 fattest countries per capita are in the Middle East, but the US tops the table; all 10 of the lightest countries are in Africa and Asia

## Ageing Population

IN THE US, THERE'S ONE NEW 50-YEAR-OLD EVERY EIGHT SECONDS

**BY 2050**

the UN estimates that the proportion of the world's population aged 65 and over will more than double, to 16.2 per cent

# Physical Inactivity

Physical inactivity was responsible for 5.3 million of the 57 million deaths worldwide in 2008, including 6–10 per cent of cases of heart disease, type 2 diabetes, breast and colon cancer – putting it on a par with smoking

ACROSS EUROPE,  
**34 PER CENT**  
OF PEOPLE SAY THEY SELDOM OR NEVER  
TAKE PART IN PHYSICAL ACTIVITY

**63 PER CENT**

OF BRITONS FAIL TO MEET RECOMMENDED ACTIVITY LEVELS, PUTTING THE UK EIGHTH FROM BOTTOM OUT OF 122 COUNTRIES GLOBALLY. MALTA WAS THE LAZIEST, WITH 72 PER CENT OF PEOPLE CLASSIFIED AS INACTIVE

**15 MINUTES'**

activity a day has been shown to reduce the risk of all-cause mortality by 14 per cent, cancer mortality by 10 per cent and the risk of dying from cardiovascular disease by 20 per cent

Those who spend six hours a day sitting in front of the TV can expect to live around five years less than someone who watches no TV – and the average adult in the US already spends five hours a day in front of a screen

“IF WE COULD GET ALL THE INACTIVE PEOPLE IN THE WORLD TO BE ACTIVE, WE'D SAVE 5.3 MILLION LIVES A YEAR” – MICHAEL PRATT, NATIONAL CENTER FOR CHRONIC DISEASE PREVENTION, US

# Financial Cost

THE DIRECT COSTS OF OBESITY IN THE UK ARE NOW ESTIMATED TO BE

**£5.1 BILLION A YEAR**

**21 PER CENT**

OF ANNUAL MEDICAL SPENDING IN THE US IS ON OBESITY-RELATED ILLNESS – AN ESTIMATED ANNUAL COST OF US\$190.2BN

ANNUAL LOSSES TO US BUSINESS DUE TO OBESITY-RELATED ABSENTEEISM ARE ESTIMATED AT

**US\$4.3BN**

Those who are mainly sedentary in their leisure time are estimated to have a 23 per cent (men) and 31 per cent (women) greater risk of sickness absence than those who are active for more than three hours a week

Sources: WHO, US GALLUP, Institute of Medicine of the National Academies, Harvard Medical School, The Lancet, EU Sport and Physical Activity survey, Transgenerational, Dr Mark Hyman, Dr Lennert Veerman, Holtermann et al

# Growth – but not as we know it

The health and fitness sector is growing, but needs to think out of the box to continue on its positive trajectory

DAVID MINTON, DIRECTOR, THE LEISURE DATABASE COMPANY



We witnessed a significant boost for a number of sports in 2012: think archery, aided by London 2012 and *The Hunger Games*; athletics and the world record 80,000 tweets a minute when Bolt won the 100m final; London's new Bounce brand – a table tennis, bar and dining concept where the Olympic and World Championship tables are yours for £26 an hour; and tennis, with Murray's gold and the successes of both Robson and

Watson boosting interest and participation among males and females, young and old.

A survey from the Local Government Association, published in September 2012, also confirms what many have seen: both children and adults are swelling the number of participants, while 44 per cent of councils reported an increase in users at their facilities during the Olympics. Of the top 10 sports requiring facilities that are operated by councils, the greatest increase was in swimming – this in spite of our Olympic team's 'disappointing' Games, finishing joint 15th with Canada in the swimming medal table. At number two was gym usage, ahead of athletics and yes, you've guessed it, beach volleyball.

Meanwhile, individual activities such as running, jogging and cycling are holding ever greater appeal thanks in large part to new technology: consumers can manage their activity and add a whole host of intelligence-

laden technology solutions to enable them to collect real-time data on their physical activity and share it with their friends.

## Industry growth

Although the Olympics came too late for the 15th annual *State of the Fitness Industry Report*, compiled and published by The Leisure Database Company, a year-on-year increase in member numbers was reported during the build-up to the Games.

The report's detailed snapshot of the fitness industry gives some good news at a time of great change, not least the highest number of UK members ever recorded: 7.6 million. The overall UK penetration rate was also up, from 11.9 per cent in 2011 to 12.1 per cent in 2012; the glass ceiling of 12 per cent has been broken again after what we hope was just a temporary blip in 2011.

In terms of membership numbers, there were increases across each sector,



Bounce: Sport as a social activity

“NICHE SOCIAL NETWORKS WILL RISE TO POWER AS USERS TIRE OF SOCIAL NETWORKS THAT FAIL TO OFFER WHAT'S RELEVANT”



© LIGHT POETS/SHUTTERSTOCK.COM

**Archery has experienced an uplift in public interest, aided by London 2012 and the success of *The Hunger Games***

with 4.5 million private members (a 2.2 per cent increase) and almost 3.1 million public members (a 5.4 per cent increase). For both sectors, these were the highest figures since records began.

Some further breakdown of where the growth is coming from shows the influence of low-cost sites across the private sector: low-cost membership was up 17 per cent. Meanwhile, multi-use facilities (pool and gym) in the public sector showed an increase in member numbers of 6.2 per cent.

The regional breakdown of growth also provides some stark geographical differences: in the private sector, London saw the greatest net increase in members, with a 5.8 per cent growth; in the public sector, Scotland had the largest increase – a very impressive 14 per cent.

Behind these membership figures, the total number of sites offering fitness has also grown. We now have 5,900 such sites across the UK, up from 5,852 in 2011, with increases across both sectors. However, 30 per cent of all new openings were low-cost.

Thanks to the additional openings, the percentage of the population living within a two-mile radius of a fitness site inched ever higher, to 88.9 per cent.

### Future trends

But do more facilities really mean improved accessibility? Are the new low-cost gyms expanding the market? How will the clubs of the future look given the growing volume of real-time information available, and the commitment among consumers to share and showcase their

results? The consumer-facing segment of the fitness and activity market must constantly think outside the box if it wants to continue to grow, capitalising on the interest generated in 2012.

In 2013, new technology will continue to make a bigger impact on traditional membership and pay-as-you-go options. Initiatives like payasUgym.com and GymPact, to name but two, will offer the customer a different kind of support, information, advice, payment method and, of course, ease of use while on the move.

Companies are already changing and adapting to trends that will have an impact on the way we record and consume physical activity. David Lloyd Leisure, for example, has turned its marketing budget

upside-down and invested in social media and apps. If you haven't seen *Social Media in 2 minutes* on YouTube, do. Meanwhile Serco Leisure Management has invested in CrowdcontrolHQ, because it wanted social media control and not social media chaos.

APIs (Application Programming Interfaces) should be everywhere; if the White House can issue a directive that all departments need to build an API in 90 days, why did no NGB build an API for the most connected Olympic Games of all time? APIs provide the building blocks to develop a programme quicker; that's why GLL and SLM have them, and why DC Leisure is already at the forefront of this new technology. Are you? In answering this question, also ask yourself if your

development is a paradigm shift or simply destined to be a feature in someone else's ecosystem. Equipment suppliers like Technogym not only have a vision to be the world's leading wellness solutions provider, but have also developed an innovative ecosystem which keeps the customer connected, even outside the gym, via APIs.

Niche social networks will rise to power as users tire of social networks that fail to offer what's relevant. Just ask a 13-year-old why they have stopped using Facebook: it's clunky and too much of the content isn't relevant. Gyms, pools and sports clubs that cut through the clutter and deliver meaningful value will be in high demand. For example, one-third of all Splashpath iPhone app users aggregate, organise and personalise information so they just receive news on, say, lane swimming or mums-and-toddler sessions in two clicks.

And if a picture is worth a thousand words, engage in more image-based networking search and sales.

Finally, if you can prise the smartphone out of a teenager's hand, they must be sleeping, so think mobile, mobile, mobile. Increasingly, new apps and applications will only focus on mobiles and tablets, with the web in second place – if anywhere.

#### For further information

*The State of the UK Fitness Industry* is a comprehensive review of the performance of the health and fitness sector, undertaken by The Leisure Database Company and published on an annual basis.  
**Twitter:** davidminton TLDC  
**LinkedIn:** <http://uk.linkedin.com/pub/david-minton/19/94a/5b0>



Gyms must think mobile, mobile, mobile to engage with the internet generation

# Want your fitness equipment to breakdown less, last longer, look better and be worth more?

## Would you like...

- 🌀 A viable alternative to automatically buying new equipment
- 🌀 Increase residual value of your equipment when you are ready to move it on.
- 🌀 Make sure your equipment usage is maximised whilst retaining its reliability and appearance for longer.

**We believe equipment can work harder and retain its reliability and appearance for longer.**

### We audit the entire estate and collect asset information:

- 🌀 *Manufacturer's number*
- 🌀 *Equipment Make, Model, Type and Description*
- 🌀 *Condition of grips, upholstery, frame, cables and more*
- 🌀 *Location*
- 🌀 *Residual Value*

### We use this information to provide you with:

- 🌀 *Reports and Profiling of age, condition cost to refurbish and residual value*
- 🌀 *Audit Trails of all maintenance, repair and redeployment*

## Alongside truly understanding your equipment you want to ensure that the equipment is effectively maintained to maximise its life and residual value:

- 🌀 Regular full service of equipment
- 🌀 Defect reporting – prioritised
- 🌀 Movement of heavy usage equipment to different locations in the gym and the entire estate
- 🌀 Staff Training – how to maintain equipment to minimise breakdown and maximise its life

## Why work with us?

- 🌀 Market leading independent service provider of all makes and models of fitness equipment
- 🌀 10 years of expertise and innovation
- 🌀 Proven track record with blue chip and public sector organisations
- 🌀 No estate too large – we have the technology!
- 🌀 Fast response and repair times

## For more information:

**Contact Susie Marriott**  
**Susie@servicesport.co.uk**

**0845 402 2456**



# Challenging the norms

Operators must investigate new revenue channels to grow in 2013, suggests *Mintel's latest Health and Fitness Clubs – UK report*

MICHAEL OLIVER, SENIOR LEISURE ANALYST, MINTEL



The UK health and fitness clubs market has endured particularly tough trading conditions during the past three years, as consumers have struggled to come to terms with their real disposable income contracting month-by-month due to a combination of flat earnings growth and high inflation. That's not to say that some businesses haven't



**RFID wristbands can help gyms implement more flexible membership packages**

seen growth, but as a whole the fitness market has been relatively flat.

The mid-market has been particularly affected, as consumers have traded down to the fast-growing number of budget clubs springing up all over the UK. Clubs that target a more affluent, older audience, and which have a greater emphasis on customer service, have found themselves to be slightly better insulated from the cold winds of austerity than others.

Faced with reduced scope (and funding) for further significant expansion of their operations, operators have been forced to look at maximising the revenues from, and efficiencies of, their existing estates. There is undoubtedly further scope for improvement in these areas.

The next few years are likely to be more about how the major health and fitness operators can extend their brand outside the walls of their clubs, particularly in terms of penetrating the digital space with products like apps and services which can be accessed digitally from the home.

## Lifestyle choices

Despite the tough trading environment, the market for health and fitness clubs has held relatively firm, with only a slight reduction

in total member numbers over the past three years – this despite the lingering effects of two recessions and a period of government-induced austerity. Our report predicted there would be 5.32 million gym members in the UK by the end of 2012.

What this demonstrates is that, for many consumers, their health and fitness club membership is now regarded as an essential part of their lifestyle – something they are not prepared to give up. Instead, they are cutting back in other areas such as food shopping and going out to pubs and restaurants.

Around one in six adults (16 per cent) now use a private health club, with around three-quarters of these (12 per cent) being members and the balance using clubs on a pay-as-you-go basis. Reflecting the maturity of the industry, almost 40 per cent of Brits have been members of a club at some stage, while just under a quarter (23 per cent) are lapsed members. On a positive note, around a fifth (21 per cent) show an interest in becoming members in the future.

Average revenue per member, which was boosted in 2010 and 2011 by two successive years of increases in the rate of VAT, is expected to have slipped back slightly in 2012 as a result of cutbacks in secondary



The mid-market continues to be hit by members trading down to cheaper offerings from operators such as Pure Gym (above)

spending, reduced joining fee income and the growth of more affordable budget clubs. By the end of 2012, total UK market value was expected to be around £2,650m, with an average revenue per member of £498.

Regionally, the impact of unemployment and government austerity measures seems to have been most marked in the north of England, with the result that this part of the country has proved a fertile breeding ground for the budget health clubs sector.

### Flexibility please

Mintel's research has found that flexibility is the key to making health club memberships attractive to consumers. Many people have been deterred by long-term contracts and onerous terms and conditions; indeed, there continue to be a number of horror

stories in the news which serve only to reinforce this impression.

But increasingly, operators have introduced more flexible membership packages: 'easy-in, easy-out', no-contract options (for more money a month) or shorter-term memberships. This, according to Mintel's research, is the way to go.

Customisation is a key consumer trend at present, with the 'one size fits all' philosophy increasingly irrelevant in today's society. In our research, the strongest demand was found to be for a customisable membership where you only pay for the facilities you want to use, picking from a menu of options.

As well as a fully customisable membership, there is also some interest in a flexible membership package consisting of

access to the fitness equipment, with a pay-as-you-use scheme for all other facilities.

Clearly, implementation could present some logistical challenges, but with access to new technology – such as the RFID wristbands/tags that are increasingly used at music concerts and major events – it is not beyond consideration.

Both of these options illustrate an underlying demand among consumers for more control over what they pay for within the health and fitness club environment: almost half of all users (47 per cent) would like an element of flexibility and customisation in their membership package. Given the current difficult economic situation, with consumers' finances under considerable pressure, people do not wish to pay for facilities they do not use,

“APPS COULD HELP EXTEND OPERATORS’ BRANDS BEYOND THE CONFINES OF THEIR CLUBS, GENERATING REVENUE AND STIMULATING MEMBERSHIP SALES”

preferring to have the option to pay for them only if they choose to use them.

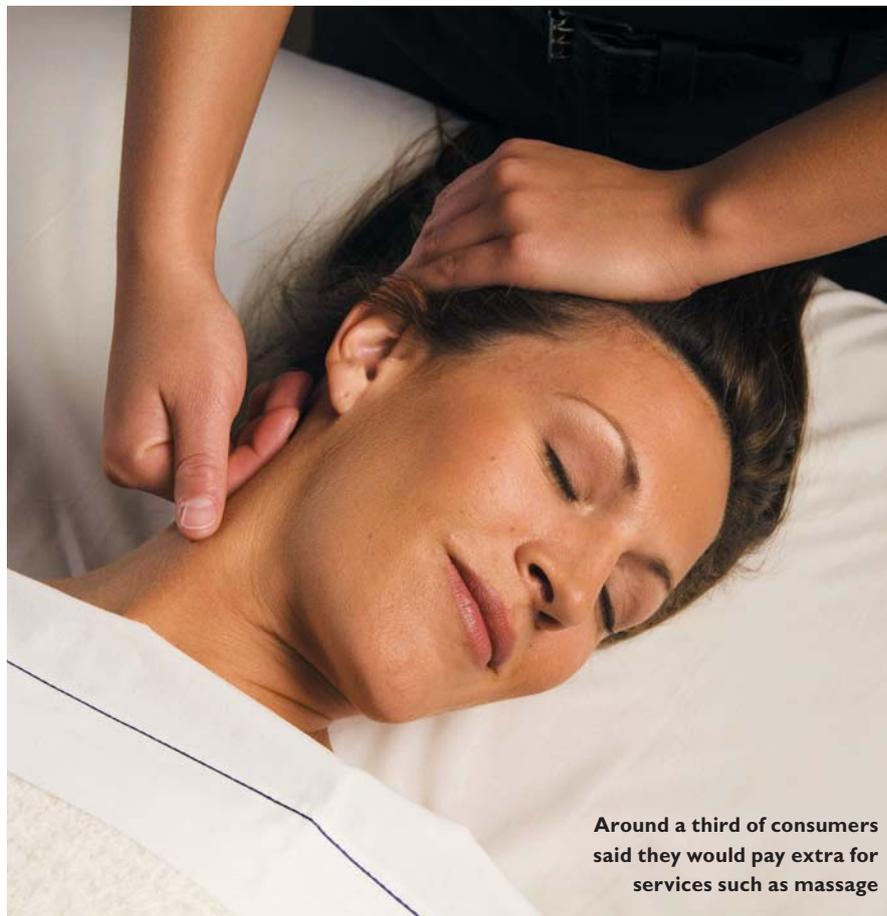
#### Brand extension

With many of the major operators not considering any significant new openings, and member numbers flat or in some cases declining, new revenue streams will be key to growth. Mintel’s research has found good levels of interest in products and services that would allow operators to extend their brands and generate more revenue from both members and non-members.

The most prominent of these is fitness assessments, which nearly two-fifths of consumers said they would be prepared to buy from fitness operators. Around a third also expressed an interest in paying for advice on diet and nutrition, as well as physio, massage and medical assessments.

All of these products could be delivered inside or outside the club. They also offer gyms a valuable opportunity to establish a dialogue with non-members, providing a platform from which to try and encourage them to trade up to membership.

Additionally, there is an opportunity to make inroads into the at-home fitness



Around a third of consumers said they would pay extra for services such as massage

sector, through the provision of exercise videos that can be downloaded and followed at home – perhaps even a live YouTube channel so people can follow classes at home. In our research, these concepts were particularly appealing to younger people.

Similarly, younger people were also much more likely than average to be interested in paying for mobile phone apps from health and fitness operators – another area that could help extend operators’ brands beyond the confines of their clubs, generate incremental revenue and stimulate membership sales.

#### For further information

Mintel’s latest *Health and Fitness Clubs - UK* report was published in November 2012.

**Web:** For details of the latest reports into the health and fitness sector, visit [www.mintel.com](http://www.mintel.com)

**Twitter:** [www.twitter.com/mintelnews](http://www.twitter.com/mintelnews)

**LinkedIn:** Join in the debate in the Mintel group – <http://www.linkedin.com/groups?mostPopular=&gid=1888954>



## New Look for David Lloyd

When David Lloyd wanted a more contemporary look for their Celsius spa area at the new club in Worcester, they turned to Dalesauna for inspiration.

Working with the main contractor Pellikaan Construction, Dalesauna came up with some fresh ideas, using the latest large format tiles, imaginative lighting options and the latest technology.

The installation Provides members with two different heat options within the sauna's, a salt vapour steam room, a crushed ice feature to rapidly cool and stimulate the body, and tiled heated loungers to aid relaxation, this being in addition to the poolside sauna and steam room.



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# Market dynamics

What opportunities must operators latch onto to grow their business in 2013?

JAMES McCOY, RESEARCH DIRECTOR, YOUNG & RUBICAM SIXTHSENSE



**P**re-recession, the UK market for gyms and health clubs expanded, but in recent years, growth in expenditure has slowed markedly. Much of the recent drop in annual growth can be attributed to a struggling economy: consumer expenditure on leisure and recreational activities has been one of the casualties of the recession.

According to findings from YouGov's Household Economic Activity Tracker (HEAT) – which presents monthly indicators of consumer confidence and the ability of consumers to spend – consumers expect to spend slightly less on gym memberships over the next 12 months when compared to the previous 12 months.

To overcome this, the industry needs to understand what influences people to exercise, what specific health goals people hope to achieve, and then convince consumers that membership of gyms and health clubs are not only affordable, but something they can't do without.

## Age differences

Current government guidelines recommend that the average healthy person should do 30 minutes of moderate cardiovascular exercise three to five times a week. But when it comes to healthy lifestyles, different age groups face different challenges.

Our recent report on sports supplements examined the type of exercise undertaken by adults in the UK. In total, 14 per cent of UK adults visit a gym regularly, 14 per cent visit rarely, but the vast majority – 73 per cent – never visit a gym at all. Overall, the most popular regular exercise activities are the more gentle pursuits such as walking and gardening, with 46 per cent and 36 per cent of UK adults, respectively, regularly undertaking these. These entail little or no cost and do not require any special equipment. They are easily accessible and do not need any organisation or a particularly high level of fitness.

Finding the time to exercise is hardest for those aged between 25 and 44. This will be partly due to work and family commitments, but for younger respondents, exercise will be competing with social activities. Gyms and health clubs need to find ways to promote the benefits of a regular and sustained commitment to exercising, while at the same time demonstrating that it is possible to fit this in with the day-to-day commitments of modern life.

Meanwhile, stress levels are highest among 35- to 54-year-olds; juggling the responsibilities of family and work clearly takes its toll on these groups. Some work could be done to better promote the stress-relieving effects of exercise, in particular regular exercise. This could be done through promoting the health benefits of shorter exercise classes tailored for specific demographics and social groups.

Age is a key determining factor when it comes to specific fitness goals, and gyms

“CONSUMERS ARE LOOKING TO MAKE SMALL SAVINGS ACROSS A RANGE OF REGULAR PAYMENTS, AS OPPOSED TO LARGE-SCALE SAVINGS”



**Gardening is an activity enjoyed by 36 per cent of UK adults**

must acknowledge this in their marketing and programming. Younger respondents are more driven by specific outcomes, such as keeping fit to participate in a particular sport or an event. Image is also an important motivator for the young looking to impress their peers; they are most likely to be looking to tone up, gain muscle mass/bulk up and get in shape for a specific event. In contrast, older age groups tend to have more general goals, such as keeping fit and maintaining their ideal body weight.

### Home alone

The *Sports Supplements Report* also highlights the trend for home-based leisure, with a fifth of respondents regularly exercising indoors at home, accelerated by the growth of home entertainment technology. This 'staying in' trend has also been fuelled by the impact of the recession, driving consumers to opt for cheaper, home-based forms of recreation.

Computer-based exercise games such as Nintendo's Wii and Microsoft's Xbox Kinect continue in their popularity. Traditional home gym equipment such as exercise bikes, weights and exercise DVDs are also commonly used. Such indoor-based activities provide an opportunity for those



**Older people are interested in general goals: keeping fit and weight maintenance**



### If operators can tap into home-based exercise, they could develop a stream of potential future gym members

who are perhaps more body-conscious to exercise in the comfort of their own home.

But is this trend actually the threat that some operators perceive it to be? In fact, at-home exercise has the potential to re-engage those who have not exercised for a long time, encouraging further participation in sports and exercise; operators that can extend their reach to embrace non gym-based exercise have the opportunity to develop a stream of potential future members.

#### A weighty issue

Nearly two-thirds of UK adults classify themselves as overweight to some degree, compared with just under a third who say their weight is “about right”. Women are more likely than men to classify themselves as “very overweight” (20 per cent compared to 12 per cent of men).

Once again, age is a key determining factor: half of those aged 16 to 24 agree that their weight is about right, dropping to a quarter of those aged 55+. On the flipside, a minimal 6 per cent of 16- to

24-year-old respondents classify themselves as being “very overweight”, compared to a fifth of those aged 55+. In general, problems with weight appear to arise as consumers hit the 35–44 age range; career and family responsibilities are likely to take precedence over time spent exercising and following a healthy diet.

When it comes to weight issues, gender differences highlight the need to encourage women to become more active and adopt healthier eating habits; likewise for the older consumer. This highlights two key potential growth markets for gyms and health clubs.

#### The future

According to HEAT, consumers plan to spend less over the next 12 months on gym memberships compared to the previous 12 months. This decrease is also being seen across other categories that require a monthly – or regular – payment, such as broadband, newspaper subscriptions and so on, indicating that consumers are looking to minimise their monthly outgoings.

In contrast, consumers expect to spend more on essential items such as food shopping – but more surprisingly, also on luxuries such as buying clothes and shoes. People are, it seems, looking to make small savings across a range of regular payments as opposed to large-scale savings. This suggests the market won’t tolerate steep rises in gym membership – or indeed rises at all.

#### For further information

For the *Sports Supplements Report*, YouGov SixthSense commissioned a survey among YouGov’s online panel, drawing on a nationally representative sample of 4,217 UK adults aged 16+.

YouGov’s Household Economic Activity Tracker (HEAT) is based on interviews conducted on a daily basis throughout the month. Over 77,000 interviews are conducted a year.

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# Onwards and upwards

What are consumers' current attitudes towards health and fitness, and what are the implications for our industry?

MIKE HILL, MANAGING DIRECTOR, LEISURE-NET SOLUTIONS



The following insights are based on three recent reports by Leisure-net Solutions: the 10th annual Health and Fitness Omnibus Survey (HAFOS), a national barometer of UK consumers' attitudes towards health, fitness and physical activity; the 2012 Fitness Industry Confidence Survey (FICS); and the inaugural Outdoor Fitness Report.

## EXERCISE IS HEALTHY? THAT'S A GIVEN

After a decade of campaigns at every level, it seems consumers are getting the message about being active. In the HAFOS report, more than 90 per cent

of the population now recognise that regular exercise/activity is important to their health, with only a marginal 2 per cent saying it's unimportant. In terms of people's perceptions of how much activity you need to do and what type, more are also starting to recognise the key message that regular amounts of moderate physical activity, even for small periods of time, can be beneficial to your health (see Figure 1).

People are also saying they want to do more exercise: 51 per cent of HAFOS respondents said they either definitely or probably do not exercise as much as they'd like. Only 19 per cent said they definitely do as much as they want, with 20 per cent saying they probably do.

Overall, the percentage of people claiming they'd like to be more active has

remained relatively static over the last 10 years, with 52 per cent stating that yes, they would. There are, however, interesting gender differences, with 55 per cent of women saying they would like to be more active, compared to only 47 per cent of men. Even more dramatic is the decline in those wanting to be more active among the older age groups, with only 22 per cent of those aged 75 and over wishing to do so (see Figure 2).

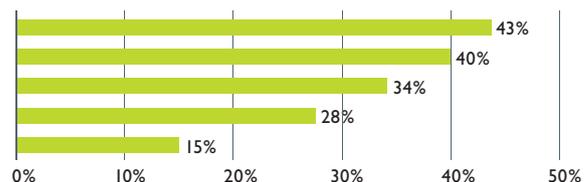
## EXCUSES, EXCUSES...

But however highly people now rate regular exercise/activity in principle, HAFOS revealed that converting this into action remains a challenge. A perceived lack of time due to work is still the number one barrier preventing people from doing

FIGURE 1: **Do you agree with the following statements: Strongly agree only**

Physical activity is better for your health if you keep it up for at least 30 minutes  
 Physical activity is good for your health even if it is moderate  
 Physical activity is better for your health even if only for 10 minutes at a time  
 Physical activity is better for your health if it gets you out of breath  
 You can get enough activity in your daily life without doing sport or exercise

■ HAFOS 2012





Older age groups were the most likely to say they'd prefer to exercise outdoors

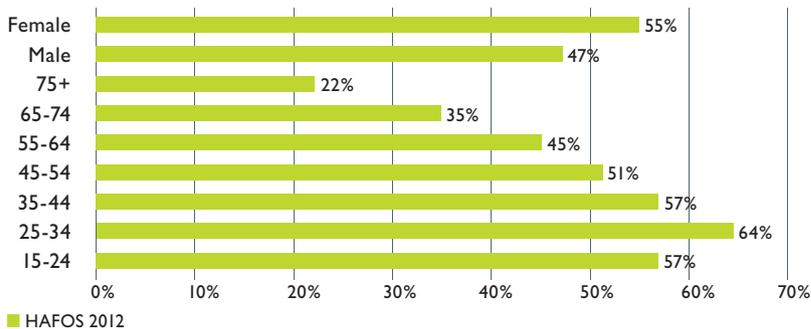
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more exercise. This is followed by cost: although only 13 per cent of respondents named high costs as a barrier, when asked what would encourage them to use leisure centres/health clubs, lower prices were quotes by the most people, at 62 per cent (see Figures 3 & 4).

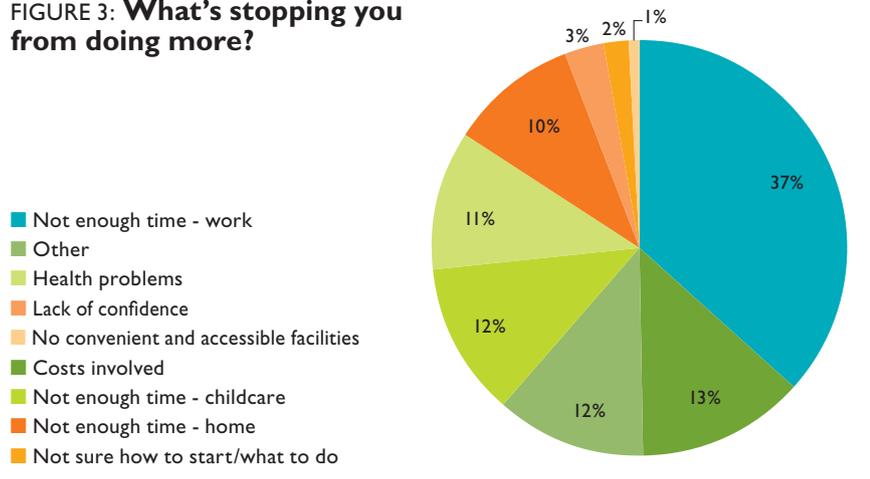
### LONDON 2012 LEGACY

Continuing on the participation theme, HAFOS also asked about the London 2012 Olympics. An overwhelming 76 per cent of respondents said they thought the event had encouraged people to be more active, with only 15 per cent disagreeing with this statement. However, only 22 per cent said

FIGURE 2:  
Would you like to do more physical activity/exercise? 52% Yes



**FIGURE 3: What's stopping you from doing more?**



**FIGURE 4: To what extent would the following encourage you to use leisure centres/facilities? (strongly encourage/encourage)**



the Games had encouraged them personally to be more active, and only 8 per cent of previously inactive people said the Games had motivated them to get moving.

Among respondents who had been encouraged by the Games to be more active, most had taken to running/walking (49 per cent), followed by using a gym/health club (30 per cent). Only 9 per cent said they had taken up formal sport.

Of those who were encouraged by the Olympics to be more active, 7 per

cent had done no moderate activity in the previous three months. Ten per cent had previously achieved only 1 x 30 minutes of moderate activity a week, and 19 per cent previously did 2 x 30. In total, therefore, 36 per cent of those who were inspired by the Games to be more active had previously not been meeting the recommended guidelines of 3 x 30 minutes. Nevertheless, the group that saw the biggest uplift was those already achieving 3 x 30 – 24 per cent of those

who had been inspired by the Games to be more active fell into this category.

**A CONFIDENCE BOOST**

Nevertheless, there has been a positive shift in consumer perception regarding the importance and relevance of exercise, and this is reflected in the industry's own confidence levels. Results from the FICS report show that confidence is generally up across a range of indicators compared to two years ago. For example, almost half (42 per cent) of senior managers across the public and private sectors of the leisure, health and fitness industry said they were more or much more confident, up from 26 per cent in 2010; only 12 per cent said they were less so, a very similar figure to two years ago. Confidence levels in primary income streams were also up significantly, rising from 23 per cent to 39 per cent.

Major challenges facing the sector over the next 12 months are seen to be the economy in general, at 43 per cent, followed by member retention at 15 per cent and utility costs at 11 per cent. But while the macro economic conditions remain a challenge and competition from new models continues to increase, the perception seems to be that there's light at the end of the tunnel, with most key indicators improving compared to both 12 and 24 months ago.

**DIVERSIFY AND CONQUER?**

The key challenge that still remains is principally breaking through the 10–15 per cent participation barrier.

Opportunities for attracting new customers lie in ever more diverse areas. FICS demonstrated three key trends the sector has witnessed in 2012, which it will continue to experience in 2013. Firstly, the specialisation of the sector, with health and fitness clubs increasingly differentiating themselves by price (budget



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**Of those who said they were personally encouraged by the Olympics to be more active, 30 per cent had gone to a gym or health club**

gyms), service (PT-orientated gyms) or facilities (spa-based gyms). Secondly, there will be more developments around out-of-centre/club services and support, keeping the relationship with customers going at home and in their workplace via web-based services and physical outreach programmes.

Finally, there's the seemingly unstoppable growth of the outdoor fitness sector, particularly group sessions, using the natural environment to stimulate participation. Our Outdoor Fitness Report, which questioned a cross-section of public sector operators, indicated that the number providing outdoor fitness classes will grow from 42 per cent to 100 per cent over the next 12 months,

to meet the needs of the 40 per cent of the population who say they'd prefer to exercise outdoors (compared to 38 per cent stating indoors). What's particularly interesting is that, although we've seen a decline in those from older age groups saying they want to be more active, it's this very group which shows the strongest preference for exercising outdoors – more than half (56 per cent) of 65- to 74-year-olds, and half of the 75-plus age group, say they prefer outdoor exercise.

Perhaps then, rather than seeing the surge in popularity of outdoor fitness as a threat, the key thing to remember is that the vast majority of people who need to be more active still aren't using our gyms

and leisure centres on a regular basis. Far from being yet another challenge in a difficult economic climate, outdoor fitness represents a growing business opportunity for the leisure community.

#### For further information

The HAFOS survey, Fitness Industry Confidence Survey and Outdoor Fitness Report were all carried out by customer insight specialist Leisure-net Solutions. To find out more, email [info@leisure-net.org](mailto:info@leisure-net.org) or call +44 (0)1603 814233

# Science snapshots

The fat-busting, bone-building, cold-conquering benefits of exercise: we round up some of the latest research in the area of health, fitness and wellbeing



HIT: Work phases are rated 15-17 out of 20 for exertion

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## IT'S A HIT

**A**UT University's recent review of 45 published journal articles focused on 24 papers that compared HIT with steady-state moderate intensity exercise. Although the studies covered diverse groups, the authors focused primarily on moderately trained recreational athletes through to those with general metabolic syndrome as more representative of the general population.

Most studies used 'work' phases of around 90 per cent  $VO_2$  max – also described as 15–17 out of 20 on a self-rating scale of perceived exertion (hard to very hard). Sessions generally lasted around 40 minutes, including work and recovery phases.

In several studies, HIT produced 5–10 per cent greater increases in  $VO_2$  max than moderate exercise, often in less total time. In some cases even greater differences were observed. Where the steady state group did experience significantly greater increases in  $VO_2$  max "it was patently owing to very big differences in training volume".

In all cases, HIT produced greater improvements in anaerobic fitness, insulin sensitivity, endothelial function and body fat levels, with significantly greater reductions also observed in systolic and diastolic pressure in several studies.

The authors of the review found no evidence that repeat high-intensity exercise bouts had a harmful effect on any of the populations encountered within the studies. They also found no evidence that exercise intensity alone has a negative effect on resting hormone levels (testosterone, cortisol etc).

■ AUT University on behalf of Les Mills, February 2012

## ALL IN THE MIND

Swiss scientists believe they've found a brain hormone that could encourage people to push themselves harder when exercising.

The blood hormone erythropoietin (EPO) occurs naturally in the kidneys to boost the number of red blood cells, improving oxygen transportation to the muscles. But when in the brain, EPO boosts exercise performance ( $VO_2$  max and time to exhaustion) without raising the red blood cell count.

In the study, one group of mice was genetically modified to produce human EPO solely in the brain. Another group was injected with a large dose of EPO so it crossed the blood-brain barrier to become a brain hormone. A third group acted as a control. Both EPO groups ran significantly faster, and longer, than the control group, suggesting that EPO has a motivational effect, not purely a physical one.

■ Gassmann et al. *The FASEB Journal*, June 2012



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Beige fat can burn calories and fat when exposed to irisin during exercise

## FIGHTING FAT

Scientists have discovered a new type of 'beige fat' cell, present in most adults, that they believe has the ability to burn fat.

Whereas white fat stores calories and can cause people to put on weight, brown fat generates heat and burns calories, and has been linked to helping control weight – but its existence dwindles with age. Beige fat has now been found to be similar to brown fat in some ways, with an abundance of mitochondria that produce heat and burn calories. But there are some significant differences: brown fat cells give off high levels of the protein UCPI, which mitochondria need to produce heat and burn calories; beige fat cells usually express low levels of UCPI. However, when exposed to irisin – a hormone released by muscles during exercise – beige fat cells produce a lot of UCPI.

In addition, where brown fat originates from muscle stem cells, beige fat emerges from white fat cells; beige fat can therefore store fat when levels of UCPI are low, but burn it when muscles release irisin through exercise.

■ Spiegelman, Bruce et al. *Cell*, p366-376, July 2012



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EPO: Pushing people to work harder

## BONE BUILDER

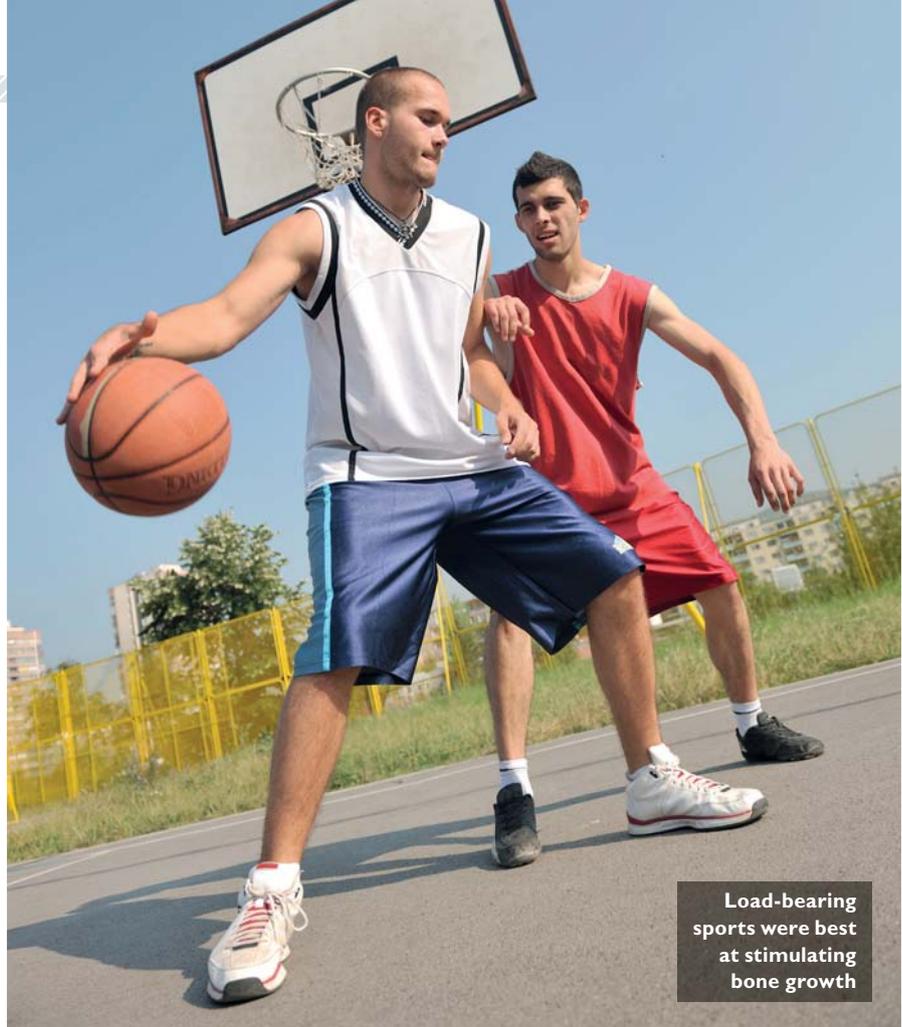
**E**xercising in your early 20s may cut the risk of osteoporosis in later life by aiding bone growth, according to a five-year study of 833 Swedish men.

The participants – all aged 19-24 at the outset – involved self-reporting of physical activity over five years. Participants' bones were also scanned at the beginning and end of the study.

Researchers found an association between increased activity and favourable developments in areas such as total body bone mineral content, plus lumbar spine and total hip areal bone mineral density. For every extra hour of activity, men gained bone mass. Those who remained sedentary over the five years lost around 2.1 per cent of bone mass in the hip – the bone most likely to break in later life.

Load-bearing sports such as basketball seemed best at making the body form new bone tissue: those who played for four hours a week increased hip bone density by 1.3 per cent.

■ Nilsson M et al. *JMBR*, January 2012



Load-bearing sports were best at stimulating bone growth

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## THE COLD WAR

**P**ositive thinking (via mindfulness meditation) and exercise can result in less severe symptoms of acute respiratory illnesses (ARI), such as colds and flu, or even prevent them altogether.

A recent study assessed three randomly assigned groups of people aged 50+. One group took part in an eight-week meditation programme, the

second undertook an eight-week exercise programme, and the third was a control.

During the nine-month US cold and flu season, 40 bouts of ARI were reported by the control group, compared to 27 among the meditators and 26 in the exercise group. People in the exercise and meditation groups felt sick for five days on average, compared to nine days among the control group. The whole meditation group missed a combined total of only 16 days' work due to ARI;

the exercise group took 32 days off, and the control group 67 days.

Using the Wisconsin Upper Respiratory Symptom Survey, which rates 24 symptoms on a scale of 0–7 for severity, symptoms were also less severe among meditators: the average score was 144, compared to 248 among exercise participants and 358 in the control group.

■ Barrett, Bruce et al. *The Annals of Family Medicine*, July/August 2012

## VIRTUAL BENEFITS

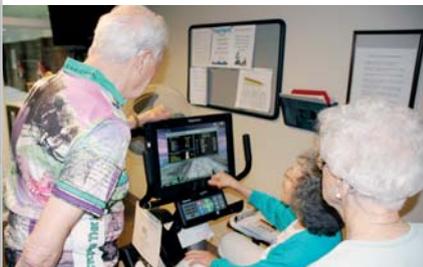
**V**ideo exercise games can give older adults more of a mental boost than physical activity alone.

A three-month 'cybercycle study' assessed volunteers from retirement communities aged between 58 and 99 years. All lived independently and all were given identical recumbent bikes, except for a virtual reality display to which only one group had access.

All participants gradually increased exercise to maximum of 45 minutes, five days a week; duration, frequency and intensity of activity was the same across both groups. One group simply cycled for three months; the other group was introduced to exergaming after one month – 3D tours and racing against their previous best ride.

After three months, the cybercycle riders were found to have significantly better executive brain function when it came to assessments of planning, working memory, attention and problem-solving. In addition, the cybercycle group had a 23 per cent reduction in the risk of progression to mild cognitive impairment than those in the traditional cycle group.

■ Anderson-Hanley, C et al. *The American Journal of Preventative Medicine*, Vol 42, issue 2, p109-119, February 2012



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Exercise can be used to treat migraines without side-effects

## MAKING HEADWAY

**R**egular exercise has been shown to be just as effective as drugs or relaxation in treating migraines. The randomised trial was based on 91 patients – all women, the most common sufferers, aged 18–65 – who got migraines two to eight times a month.

The women were split into three groups: one-third were prescribed a daily dose of anti-epilepsy drug topiramate, the first-choice drug for migraines; one-third carried out a programme of relaxation exercises; and the final third exercised on a static bike for 40 minutes, three times a week, under the supervision of a physiotherapist. The study lasted three months and monitored patients' migraine status, quality of life, aerobic capacity and level of physical activity.

The number of migraine attacks decreased approximately 75 per cent across all three groups; the only parameter where topiramate performed better was in the reduction of pain intensity. On the other hand, both non-pharmacological options were free from side-effects, which were suffered by eight women taking topiramate.

■ Varkey, E et al. *Cephalagia*, Vol 31, no 4, 142801438, October 2011

# Plugging the research gap

One of the largest ever studies is now taking place into the effectiveness of physical activity and structured exercise

DR CHRIS BEEDIE, UKACTIVE RESEARCH INSTITUTE



**W**e all know that exercise and physical activity can be effective in the prevention and management of disease, and rest assured that we have not established a Research Institute to go over this old ground. Rather we are developing, evaluating and validating methods to deliver physical activity programmes in both the prevention and management of disease.

This process will help to solve what is often called the 'research gap' between the academic community and frontline services. The best example of this gap is in the provision of exercise referral programmes. Pick up any academic journal and you will find evidence demonstrating how exercise or physical activity can reduce insulin dependence among type 2 diabetics, for example, or lower the risk of heart disease. However, pick up an academic journal for a review of exercise referral programmes

and you will quickly find statements such as "weak evidence base". The Research Institute is attempting to fill this gap by delivering research within health and sports clubs, leisure centres, walking groups and outdoor bootcamps.

In doing so, we are going to establish areas of best practice for physical activity providers, impacting on education and training and creating a culture of data collection across the sector.

## Mirroring the sector

My role thus far has focused on two areas: the publication of the pilot study and the development of the 2012 study.

In 2011, the Research Institute partnered with Impulse Leisure to investigate the effectiveness of a structured exercise intervention – in comparison to both unstructured gym use and physical activity counselling – on

modifiable cardiovascular risk factors and physiological performance markers.

These categories were not selected at random: they mirror the services provided by ukactive members across the UK. For instance, a consumer entering a leisure centre can receive a tailored exercise programme that outlines explicitly how they should be exercising, or they can simply access the facility and equipment and work out independently. Acknowledging the barriers to exercise for a completely sedentary person, a few forward-thinking operators are also offering physical activity counselling programmes, whereby a sedentary person is coached to take the first steps towards becoming more active.

In the pilot, the Impulse Leisure-operated centre recruited 97 untrained participants aged between 35 and 55 from their 'inactive member' lists, as well as non-members and people from other community groups. Those 97 people were split into three groups: structured exercise (40 people), unstructured exercise (39 people) and physical activity counselling (18 people). Each of the participants received a health check at baseline and at the end of the 12-week programme.

**“THE PILOT HAD A 92 PER CENT RETENTION RATE AND 99 PER CENT OF PARTICIPANTS ENJOYED THEIR EXPERIENCE – CRUCIAL TO ANY PROGRAMME”**



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**The average participant in the study experienced a decrease in a number of key measures, including BMI and fat mass**

### Success across the board

First and foremost the study was a success, as it had a 92 per cent retention rate – relatively unheard of in academic studies, where we normally expect an attrition rate of 30 per cent. Furthermore, 99 per cent of the participants enjoyed their experience, which is a crucial component of any exercise programme.

Without these enjoyment levels and retention rates, the programme would have been a failure regardless of any physiological results.

The average participant in the study experienced a decrease in Body Mass Index (BMI), fat mass, total cholesterol levels, LDL (bad) cholesterol, triglycerides, body fat percentage, systolic

blood pressure, diastolic blood pressure and resting heart rate. The average participant also increased their fat-free mass, HDL (good) cholesterol,  $VO_2$ , muscular strength and flexibility.

Translated into English, this means that all of the participants increased the ability of their muscles to utilise lipids as opposed to glycogen, which aids the reduction of

“FORTNIGHTLY 10-MINUTE ENGAGEMENT SESSIONS WITH AN EXERCISE PROFESSIONAL CAN IMPROVE HEALTH AND WELLBEING”

plasma lipids and therefore cholesterol levels. The reductions in cholesterol levels are crucial, as anyone with a cholesterol level above 5mmol/L has twice the risk of developing heart disease.

Additionally, the average reduction in systolic blood pressure was over 5mmHg. To put this in perspective, it has been stated that a reduction in systolic blood pressure of as little as 3mmHg will reduce the risk of coronary heart disease (CHD) by 5–9 per cent, strokes by 8–14 per cent and all-cause mortality by 4 per cent.

### Structured interventions

The structured exercise group took part in a structured activity programme that was standardised across the 40 people. This group actually reduced their systolic blood pressure by 7mmHg on average, meaning that they more than qualify for significant reductions in the risk of CHD, strokes and all-cause mortality. They also reduced their body mass by 2 per cent, fat mass by 6.6 per cent, and resting heart rate by 6.15 per cent.

The evidence suggests that, when an individual follows a structured exercise intervention within a leisure centre, they can achieve significant physiological benefits. In short, if we can get an



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**Activity counselling: Coaching sedentary people to take their first steps into activity**

individual into a centre and adhering to a programme, we can improve their health.

### Counselling – community hubs

However, what about the percentage of the population who will never enter a centre to take up exercise?

The investigation also provided a solution for these individuals. The physical activity counselling group received a fortnightly face-to-face counselling session using the ‘5 As’ method (assess, advise, agree, assist, arrange), which encouraged them to be more active. This group of people were totally inactive and started from a lower base, but the results were impressive. The average participant reduced their fat mass by 2.3kg, resting heart rate by nine beats per minute, and

systolic blood pressure by 3mmHg. A quarter of the individuals have now joined the centre and participate in regular physical activity counselling.

Health magazines are often filled with statements that leisure centres could become hubs of the community, supporting the health and wellbeing of the entire community rather than only those who decide to take up memberships. This study has unearthed evidence that fortnightly 10-minute engagement sessions with an exercise professional at a leisure centre can improve health and wellbeing. We are not talking about a robust, complex method – just a simple discussion which can indeed transform facilities into hubs of the community.

### Long-term impact

The pilot study has given us the platform to develop and deliver an even more ambitious study. From the lessons learnt in the pilot, the ukactive Research Institute is now conducting an investigation across 29 facilities, 2,320 participants, and delivered by 59 exercise professionals. Commenced in September 2012, the new investigation will last a year. It will therefore prove whether we can change long-term behaviour and create the ultimate goal of getting previously sedentary people to exercise independently and sustainably.

The final message is that we have completed a successful pilot study which has created an evidence base for what centres can deliver. Even more importantly, it has given us the platform to undertake challenging research that will create new methods for the sector to collect outcomes from training.

### About the author

Dr Chris Beedie started his fitness career in 1992, working on the gym floor for Holmes Place. Since completing a PhD in Sport & Exercise Psychology in 2002, his career has included posts in both the fitness and university sectors. He sees his recent appointment as director of the ukactive Research Institute – which he carries out alongside his university post of senior lecturer in sports and exercise psychology – as the ideal opportunity to bring together academic and applied experience.

**For more information** about the ukactive Research Institute, contact [stephenwilson@ukactive.org.uk](mailto:stephenwilson@ukactive.org.uk)



New study will assess the sector's ability to deliver long-term behaviour change

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# The year ahead

What does 2013 hold in store for the health and fitness sector?  
Our panel of experts share their views

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**Members will expect scheduling, payment and service via their mobiles**

## STEVE GROVES

Vice president & chief information officer, GoodLife Fitness



**F**itness clubs and equipment manufacturers will respond to consumer demand by connecting to the growing digital health ecosystem, capturing clients' activity data and helping them achieve their goals by using this data to create personalised fitness and wellbeing plans.

By spring 2013, we will see fitness equipment manufacturers prioritising the inclusion of health data tracking features in their key product lines. However, although there will be modest progress toward an 'open ecosystem' for fitness tracking, the majority of devices and programmes will still not be compatible nor able to produce a cumulative and holistic picture of an individual's overall fitness journey.

By late 2013, we're likely to see widespread adoption of consumer-friendly, DIY digital health tracking tools – coined the 'quantified self' movement.

## BRYAN O'ROURKE

President, Fitness Industry Technology Council



**S**martphone use by members will reach a tipping point in 2013. Members will expect scheduling, payment and service to all be delivered via mobile. Forward-thinking operators will meet that expectation by integrating mobile into their technology platforms; others will ignore the trend and suffer for it.



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**Reasons for exercising will shift more towards strength and health**

### MICHAEL OLIVER

Senior leisure analyst,  
Mintel



“One size fits all’ is an outdated concept: customisation is the way forward in many markets. Consumers increasingly see themselves as multi-faceted and expect individual needs to be catered for. While this poses a challenge, it also presents the fitness industry with a big opportunity.

Our consumer research shows that around half of all past and present gym users would be interested in a customisable membership that allows them to pay only for the facilities they use; around one-third would be interested in paying a base membership fee to use fitness equipment, with everything else pay-as-you-go. By allowing members to have exactly what they want, when and how they want it, gyms can build a more personal relationship with customers, helping them avoid wasting money at the same time.

### DAVID STALKER

CEO,  
ukactive



Following a successful London Olympics, sport and fitness will be brought closer together and not seen as distinct pastimes: train to play sport, play sport to get fit, improve your fitness to improve your game. This will be echoed in offerings from operators such as Les Mills GRIT/plyometrics, Fitness First Athletic Fitness classes, and Virgin Triathlon in-gym training.

Measurement tools will become increasingly sophisticated, covering all forms of activity, and will become a must-have product for all health-conscious consumers. Corporates will also tap into this with a growing focus on workplace wellness, driving down absenteeism by creating a fitter workforce.

We will see a shift in why people exercise, particularly women, with more people training for strength and health rather than weight loss. Functional training will also continue to grow, as will the trend towards bringing the outdoors indoors, through running pods, virtual reality footage and so on.

Fitness providers will get involved in more partnership work with local communities and their health services, delivering exercise solutions that address the health problems of their local area. And the ukactive Research Institute will help us achieve priority sector status, providing the evidence needed to leverage government investment and support for physical activity initiatives.

Big commercial partners will also start to work with us as standard to get more people, more active, more often.



The sector will see more specialisation in 2013, including a growth in PT-focused gyms such as London's SIX3NINE (above)

### HANS MUENCH

Director Europe,  
IHRSA



**F**ormats such as functional training and small group training will continue to merge the boundaries between group exercise and personal training. The mental side of fitness will become more important, as witnessed by offerings such as Life Kinetik in Australia. And diet and nutritional counselling will play an increasingly important role in clubs. Clubs will also use new technology to investigate revenue streams offered by providing expertise and resources outside of the club.

Europe penetration rates will rise, although the continent's problem economies (Portugal, Ireland, Greece and Spain) will continue to impact the local health club markets. VAT rises in Spain and Portugal, combined with high unemployment, will cause hundreds of facilities to close or change hands.

Budget clubs will continue to grow, but with limited customer loyalty; convenience will in fact trump both low-cost and all-inclusive models, as Prime Time Fitness in Germany and David Lloyd Leisure's new PT studio micro model are demonstrating. Online joining will also grow – operators such as Evo Fitness in Norway and Fitness Hut in Portugal are seeing 100 per cent of members join through this channel.

### MIKE HILL

MD,  
Leisure-net Solutions



**T**he sector will see more specialisation in 2013, with clubs increasingly differentiating themselves by price (budget gyms), services (PT-orientated gyms) or facilities (spa-based gyms). Outdoor fitness will also continue to grow.

There will be a growing focus on out-of-centre/club services and support, with operators recognising the need to keep their relationships with customers going at home and in the workplace. Both web-based services and physical outreach programmes will be used to achieve this.



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# Trending now

We look at some of the trends likely to shape the health and fitness sector in 2013



KATE CRACKNELL, EDITOR, HEALTH CLUB MANAGEMENT

## PICK UP THE PACE

**H**igh-intensity interval training (HIT) was one of the big buzzwords of 2012, and that looks set to continue into 2013 as more mainstream programming comes onto the market.

The approach is not new: it has been used in elite sports for decades, forms the basis of recent trends such as CrossFit, and many personal trainers will rightly claim to have built its principles into their programming from the outset. Nevertheless, the level of interest it's now receiving is beginning to ensure a place for HIT at the heart of every gym.

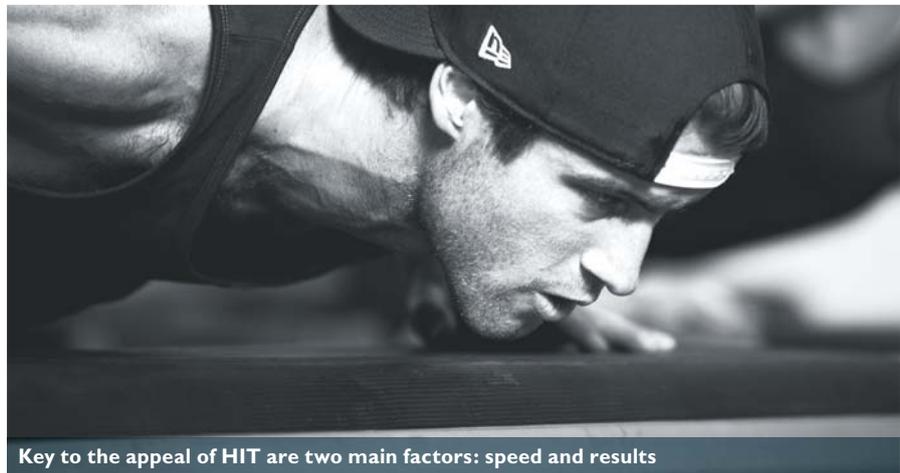
Key to its appeal are two main factors: speed and results. In today's increasingly time-pressured society, lack of time is used by many as an excuse for not exercising; people often feel they need to be at the gym for at least an hour to get results. HIT addresses this with a shorter format – sessions typically last just 30 minutes – that delivers measurable results. Indeed, numerous studies have found that, when compared with moderate intensity steady state training, HIT delivers significantly enhanced results in areas such as VO<sub>2</sub>

max, body fat levels, insulin sensitivity and muscle tissue adaptation (see also p40).

In addition, where CrossFit has tended to focus on the very fit, HIT in its emerging, gym-based format can be adapted to all audiences and all fitness levels. At McMaster University in Canada, professor Martin Gibala and his team found that a modified, low-volume version of HIT improved estimated insulin sensitivity in previously

sedentary, overweight individuals; it was also well-tolerated by those with type 2 diabetes, positively impacting blood glucose.

Another key selling point for HIT is its motivational aspect: it leads to high levels of engagement, thanks both to its variety and the strong levels of interaction between instructor and participants. Anecdotal feedback suggests members are more likely to stick with their workout routine.



Key to the appeal of HIT are two main factors: speed and results

## PREMIUM TRAINING

“Very few clubs are currently generating more than 5 per cent of their overall business from small group training,” says Phillip Mills, president of group exercise specialist Les Mills International, who believes this is an area that health clubs must address.

As small group training (SGT) comes ever more to the fore, driven by the popularity of concepts such as HIT (see p52), clubs have a choice: simply use SGT to create a buzz on the gym floor, as well as delivering results for participants, to drive member engagement and retention; or attach a premium price tag to SGT’s value-added offering to drive additional revenue.

As Anastasia Yusina, president of Strata Partners in Russia, told *Health Club Management* in her recent interview (see *HCM* NovDec 12): “You have to create products that people are willing to pay for, and I believe ‘club in club’ will be one of the big trends going forward. I genuinely believe – not just in Russia but in every country around the world – the public is willing to pay more for personal attention from really good trainers.”

In line with this belief, Strata Partners plans to launch a new, add-on SGT ‘club in club’ concept to drive revenues in 2013.

But whatever route clubs choose – premium add-on or gym floor buzz – SGT options are expanding and this will certainly be a key focus for the year ahead: 2012 already saw the emergence of a number of new pieces of equipment designed



Equipment such as Life Fitness’ SYNRGY facilitates small group training

specifically with small group training in mind, with functional training frames such as Life Fitness’ SYNRGY joining similar models from Queenax and PurMotion. Life Fitness is now due to incorporate sound and lighting systems into its SYNRGY packages, further enhancing the ‘club in club’ feel of the SGT environment.

In line with this boom in SGT, 2013 will also see continued growth of the ‘microgym’ – specialist, standalone

concept clubs that have already proved successful in areas such as group cycling and personal training. These clubs charge per visit, with prices at a premium, relying on elements such as quality of instruction, expertise and exclusivity of design to justify the price tag. Even mainstream operators have started to see the opportunity in this, with the UK’s David Lloyd Leisure launching a brand new PT studio concept in Q3 2012.

“YOU HAVE TO CREATE PRODUCTS THAT PEOPLE ARE WILLING TO PAY FOR – ‘CLUB IN CLUB’ WILL BE A BIG TREND GOING FORWARD”

## THE CONSUMER IS KING

The internet has already put the power in the hands of the customer, with buying decisions now based on vastly increased choice, endless options for price comparison, opinions shared via online reviews... This is delivering an increasingly savvy consumer who's willing to shop around, seek out the best deals, challenge the status quo – ultimately, customers who see themselves in the driving seat, with companies expected to deliver

against their growing list of requirements if they are to get their business.

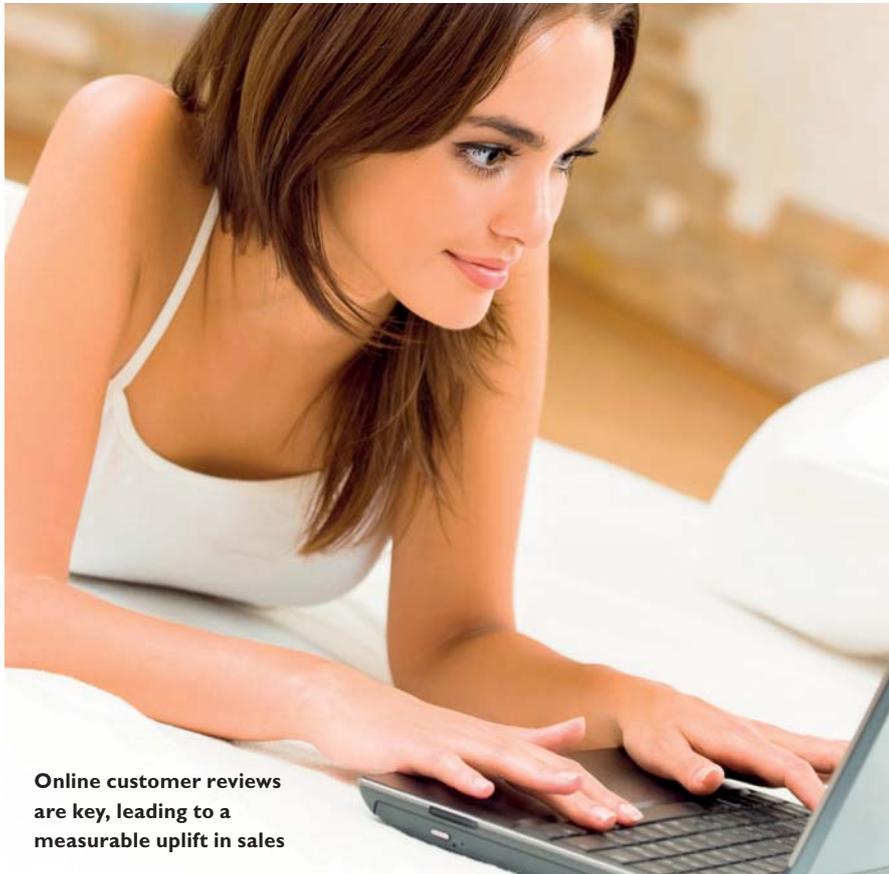
And the health and fitness industry isn't immune to this. Gym operators will need to become more flexible in the delivery of their offerings to both engage and retain members. A growing number of websites are springing up that allow the public to find and book group exercise classes, for example, or even buy day passes to gyms. With choice-rich consumers now

expecting to be able to 'try before they buy', more clubs might want to consider embracing the pay-as-you-go market.

Flexible pricing can also help boost loyalty by ensuring the customer feels in control of what they spend. And here Trainmore in the Netherlands is leading the way. At its clubs, membership fees are calculated based on attendance levels in the previous quarter: if people have attended three times a week or more, they get the next quarter for free.

Gyms will also need to get better at tapping into the online buying process, paying much more attention to customer reviews. In recent research, [payasUgym.com](http://payasUgym.com) – which allows people to book passes to participating gyms on a pay-as-you-go basis and then review their visit online – found that gyms scoring an average customer rating of three out of five or more saw an uplift in sales of 25 per cent compared to gyms scoring less than three. But number of ratings was also important. Gyms with fewer than four reviews saw no real variance in sales performance, but just four or five reviews immediately led to a sales uplift of 60 per cent in volume terms. More than five reviews meant another 150 per cent uplift.

**“FLEXIBLE PRICING  
CAN HELP BOOST  
LOYALTY BY PUTTING  
THE CUSTOMER IN  
CONTROL OF WHAT  
THEY SPEND”**



**Online customer reviews  
are key, leading to a  
measurable uplift in sales**



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Apps can be used to influence members' behaviour outside the gym



Wristbands can be used for access control, as well as to facilitate cashless payments throughout a club



## HI-TECH EXPERIENCE

It's not just the internet that operators must embrace. New innovations continue to emerge in operational technology, offering gyms the ability to significantly enhance the member experience.

The budget clubs have been early adopters of much of this technology, as it has allowed their pared-down, low-price model to operate cost-effectively. Online joining and class booking, while far from ubiquitous in the sector, are already well established, particularly among the budget operators. But there are other options: Fresh Fitness in Denmark uses Gantner

wristbands to facilitate cashless payments throughout its clubs, for example, and runs virtual classes at off-peak times to meet all possible demand.

And technology continues to evolve rapidly, with experts talking passionately about even more hi-tech possibilities on the horizon: integrating gym membership cards into smartphones, for example, allowing for smart access control, targeted offers, voucher redemption, taking payments and so on... all via the member's phone.

Smartphones also allow for operator-branded apps that can help maintain a

relationship with the member outside of the club. These allow for GPS-based offers – deals or perhaps class details popping up on a phone when a member is in the area. And, of course, they offer operators a route to tap into the latest trend – gamification – with competitions and incentives designed to drive engagement and participation.

The opportunities are there for all operators to use new technology to enhance members' experience at the club, forge deeper relationships with members outside of the club, and positively influence people's fitness habits as whole.

# Health trends

A look at the hottest trends impacting the health and wellness industry worldwide



HEALTH AND WELLNESS KNOWLEDGE VENTURING TEAM, THE FUTURES COMPANY

## LATIN AMERICA: ENJOYABLE HEALTH

Sebastian Codeseira, director, and Wanda Elfenbaum, analyst – Buenos Aires



With obesity and diabetes epidemics on the horizon, consumers in Latin America are being pressed by governments, the media and their social circles to lead a healthier lifestyle. They are aware they cannot count on their weakened public health system to support them.

People are therefore trying to swap their traditionally more reactive approach to health, beginning instead to engage in preventative measures. However, faced with a plethora of often contradictory information to navigate, many are simply giving up and forgetting about the whole health issue.

We live in a region that gives a lot of importance to emotions, and the emotional aspect of health. Stress has become a serious issue: 80 per cent of the Latin American population now live in cities, leading hectic urban lifestyles. Consumers have therefore become very concerned about maintaining their

emotional health – something that we can see reflected in the appearance of new services like laughter workshops.

This offers opportunities within the health and wellness sector for simple, enjoyable solutions that help consumers take steps to prevent health problems. That doesn't only mean personalised workouts and nutritional plans, but also tapping into the growing focus on emotional health by

'emotionalising' physical activity. That could mean introducing new and fun ways to exercise, such as Kangoo Jumps – low-impact shoes that capitalise on the youthful, playful joy that comes from jumping up and down. The opportunity is there to encourage consumers to believe they can be 'healthy and enjoying it'.



**A concern for emotional health has led to services such as 'laughter workshops'**

© TUPUNGATO/SHUTTERSTOCK.COM

## EMERGING ASIA: HEALTHY PROSPECTS

Vera Kiss, analyst – UK



Following years of solid growth, the rising incomes of Asia's emerging middle classes have put fitness and spa facilities in the reach of new consumer groups. But at the same time, lifestyles have become more urban and sedentary, with a more Westernised diet, contributing to a higher incidence of overweight and obesity in many markets.

In some emerging markets, overweight has been associated with material success and thus been seen as a desirable feature. Nonetheless, popular and celebrity culture also play a strong role in shaping people's notions about what the ideal physique looks like. In India in particular, the body images propagated by the country's highly popular movie industry, and the admiration for celebrity cricket players, have driven the acceptance of more athletic body ideals. This partly

explains the high uptake of physical exercise among affluent, urban Indian men: 52 per cent report regular gym attendance and 54 per cent participate in physical activity.

Meanwhile, golf and country club culture has grown in both India and China, with increased uptake of golf in second-tier Indian cities and the number of golf courses in China more than tripling between 2004 and 2011, to over 600.

However, fitness and spa operators must also understand local exercise and body culture. In China, this includes the popularity of daily group exercising in public spaces, including line dancing formats that blur the boundary between socialising and exercising. Traditional forms of exercise, such as tai chi, are based on deep-rooted philosophical traditions but are open to new adaptations, as seen in the popularity of softball tai chi (tai chi rouliqiu), which

combines elements of tennis with tai chi. Yoga is also becoming popular, with an estimated 200 studios operating in Shanghai, but the high cost of classes currently makes it a pursuit of the affluent.

Yoga has also experienced a boom in India, with many workplaces now offering classes. It seems this is being driven as much by global trends as by local tradition, with the growing variety of yoga styles on offer including those, such as Bikram, currently enjoying celebrity status in Western markets.

As Asian consumers look to better manage their health, there will be opportunities for operators to mix traditional local activities with new global fitness trends to drive participation.



In China, daily group exercise in public spaces blurs the boundary between socialising and exercising

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## WHOLE LIFE TRAINING

Brett Denuo, consultant – US



While health is high on our list of priorities, living a healthy lifestyle is often sacrificed as a chaotic, busy world demands more of our time and energy. Yet we've reached a tipping point: something must change. The challenge is to better incorporate healthy habits into daily life.

In the future, we'll see more examples of health solutions turning up in places and spaces we would have never dreamed of. In 2010, Washington DC offered HIV/AIDS screening tests at DMV (Department of Motor Vehicles) locations around the city. Since then, we've witnessed flu shots being offered at airports and more health clinics popping up in retail locations.

Meanwhile, from a fitness perspective, Bogota in Colombia has already received accolades for its efforts to transform the urban environment and promote more physical activity among its residents. Meanwhile an innovative Vertical Gym concept has allowed gym and fitness

spaces to be created in the already densely packed slums of Caracas, Venezuela. Going forward, as a growing percentage of the global population find themselves living in cities, there will be a need for even more creative use of urban space to provide opportunities for people to be active.

In addition to the broad range of community outreach programmes already being offered by fitness operators around the world, gyms and health clubs can also evolve within their four walls. It's possible that one day, areas typically reserved for free weights and treadmills will fight for floorspace with relaxation rooms and zones where members can de-stress and learn new skills to live healthier, more well-adjusted lives.

Personal trainers are already evolving into lifestyle coaches and this trend will continue, complemented by in-house nutritionists and psychologists. The club of the future will be much more multi-faceted, giving time-pressed consumers a one-stop shop for all things health.

In a time when consumers are being told to be healthier, but are struggling to find the time and energy to do so, simplicity and coaching will be essential. Evolutions are already underway to bring health services to non-traditional health venues. It won't be long before traditional health venues also evolve to help today's over-worked, over-extended, overweight consumers adjust for a new world.



Vertical Gym has allowed fitness spaces to be created in the Caracas slums



People need holistic lifestyle advice

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## FITNESS FOR LATER LIFE

Louise Kennedy, consultant

**F**itness is becoming more personal. It's not just about personal training, but about activities that are tailored to people's daily routines and lifestyles, their specific fitness goals, preferences, abilities – and age.

Older people want to feel young at heart, but also recognise the age-related health issues they must deal with: weight maintenance, cancer and heart disease risks, balance and mobility issues and so on. Today, 80 per cent of those aged 55 and over say they would like to be able to monitor their own health more effectively. They are increasingly likely

to embrace age-appropriate fitness activities that help them improve the quality of their later years and distance themselves from negative age-related stereotypes.

Older people are also becoming more socially engaged on- and offline, with leisure and fitness activities increasingly seen as a social outlet, enhancing emotional wellbeing. In the future, we're likely to see more gyms launching tailored, age-specific activities to appeal to the growing generation of fit over-55s.



Those over the age of 55 are increasingly likely to embrace age-appropriate fitness activities

### For further information

The Futures Company is a leading strategic insight and innovation consultancy, with particular expertise in futures and foresight work – exploring the future needs, motivations and behaviours of consumers, and the broader dynamics shaping the marketplace. The company has teams in the UK, US, Mexico, Brazil and Argentina and partnerships in China, India and Poland.

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# Ahead of the curve

What are the key consumer trends to latch onto in 2013?

DAVID MATTIN, LEAD STRATEGIST, TRENDWATCHING.COM



Consumers in 2013 face a world of seemingly endless choice.

That means opportunity – and challenge – for any consumer-facing industry, and the fitness industry is certainly no exception.

From the evolution of consumer trends that are already directly affecting the industry – such as the fast-spreading adoption of technologies to track personal metrics – to broader changes in the consumer relationship with business and brands, there are innovations to be devised, and profits to be made, out of consumer trends across the next 12 months.

But don't forget, without application, trends are only 'nice to know' – and that's not enough. So take these eight trends, absorb, dissect, generate ideas and apply them in your organisation in 2013.

## POINT & KNOW

Forget information overload: consumers can't get enough timely, useful information. Now they're taking advantage of smartphone-associated technologies such as QR codes and augmented reality to access real-time information about their surroundings. And with 56 per cent of

UK consumers now owning a smartphone (IMRG, October 2012), applying this trend will be a must for many businesses in 2013.

The potential applications of 'point and know' in the fitness industry are (almost) endless. Take just one example: in July 2012, San Diego County Parks and Recreation in the US opened a new 'QR Code Fit Trail' system at its 4S Ranch Sports Park. Consumers simply scan a QR code on the Fit Trail and get free videos with guided exercises from a certified fitness instructor.

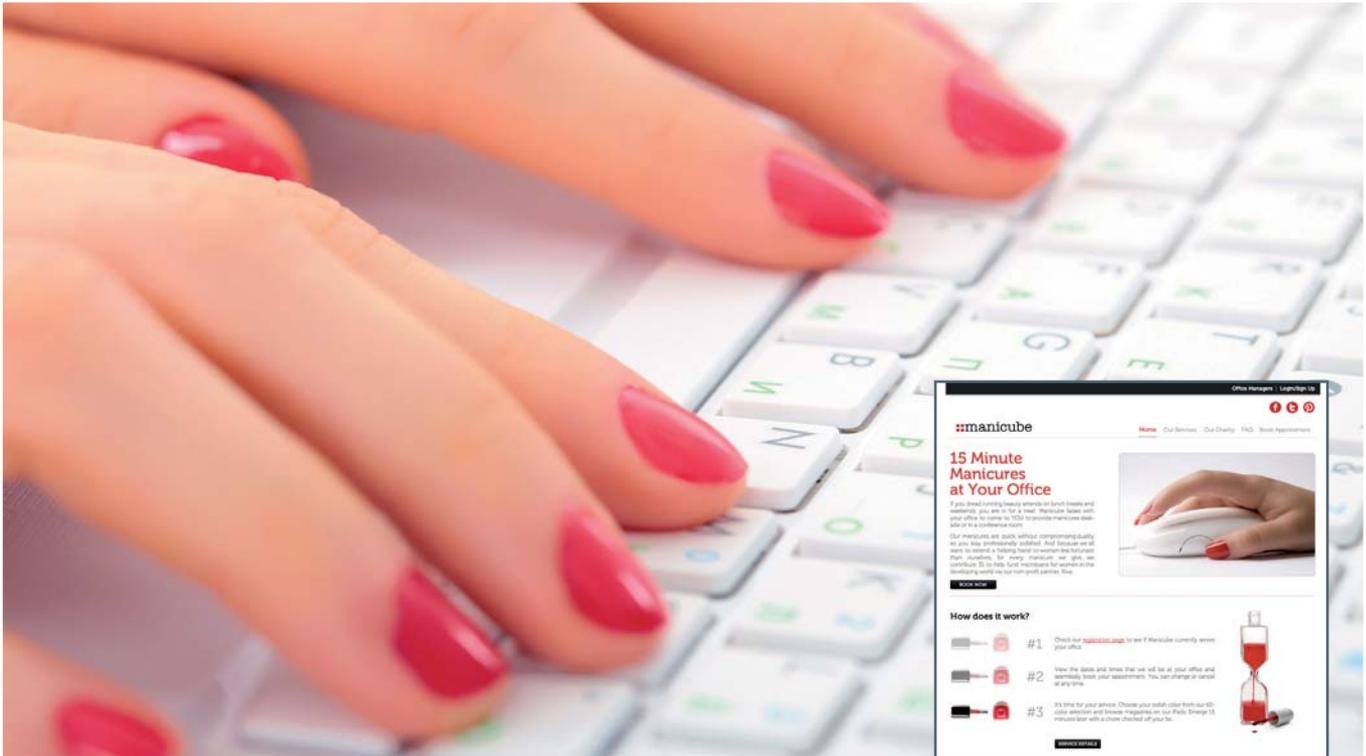
## GAMEPROVEMENT

Rising numbers of consumers are turning to the power of games to unlock new mindsets and drive new behaviours, as well as overcome obstacles and challenges.

Fierce competitiveness will not appeal to all, or even most, consumers – for some, it's only about playing against themselves to get healthier, happier, more ethical or more fulfilled. However, fitness and the 'gameprovement' trend are natural



QR codes could link to videos that show members how to use functional zones



**New York-based Manicube offers in-office, 15-minute manicures for just US\$15**

partners. Fitocracy ([www.fitocracy.com](http://www.fitocracy.com)) is a good example of this – an online network that turns fitness into a game. Users can connect with others by joining workout groups with pre-defined goals – weight loss, for example – and compete against those friends to earn points and reach goals. In addition, the site will set users quests to complete, and award badges for milestones reached.

Expect 'gameprovement' to spread and evolve throughout 2013.

## MAXIMISED MOMENTS

With so many experiences on offer, consumers have never been more

saturated by choice when it comes to finding ways to spend their time. For many in 2013, the response will be variety, speed and intensity, as single experiences are replaced by multiple, mix-and-matched experiences that provide sensory, information or indulgence overload.

Expect to see more brands and businesses applying this trend in the year ahead. Take Manicube, for example (<http://manicube.com>). Launched in New York in July 2012, Manicube is a company that offers 15-minute in-office manicures. For US\$15, customers can enjoy a prep, polish and dry, with Manicube also offering iPads to entertain clients while they wait.

It shouldn't be too hard to think of a few ways to offer 'maximised moments' in your organisation too.

## QUANTIFIED

Self-measurement and analysis of personal metrics has fundamentally changed the way some early adopters relate to their physical and mental selves, with ongoing implications for the fitness industry.

In 2013, mainstream consumers will also take notice, as the 'quantification' trend pushes further away from its hard-science roots and towards a culture of wellness, lifestyle control and emotional satisfaction. Expect, also, an increased



British Airways aims to tailor the in-flight experience to each individual customer

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focus on elegant and useful visualisations of personal health data.

Notch (<http://notch.me>), for example, is a website that takes a user's data from the personal tracking devices Fitbit and Runkeeper and turns it into personalised infographics. Membership of the site is free: users just have to connect their Fitbit or Runkeeper accounts when they join. Notch then generates images and fun facts for users, such as 'Last month you walked the length of the Panama Canal!' Users can share infographics via social media.

## SERVILE BRANDS

Any consumer-facing organisation knows that consumers are more demanding, time-starved, informed and choice-

saturated than ever before. No wonder brand loyalty is low. In fact, in a survey of consumers across 32 countries, just 28 per cent rated brand as a purchasing driver (Ernst & Young, March 2012).

That's why brands and businesses are increasingly having to go beyond great customer service, turning themselves into lifestyle servants focused on catering to the needs, desires and whims of customers, wherever they are and whenever they demand it.

There are many ways to turn 'servile', from letting consumers try everything before they buy to saving them time, money and stress across all aspects of life, not just during their interactions with you.

One example: last year, IKEA put up 2,000 'posters' made of cardboard boxes

around Montreal on 1 July, the day that many property leases expire in the city. The posters were printed with slogans that encouraged residents to take them home, and included discounts on new furniture.

## AUTO-ME

In 2013, data means power: the power to delight consumers with meaningfully tailored, or even entirely bespoke, products and services that truly reflect who an individual consumer is, and what s/he wants.

British Airways, for example, announced its Know Me programme in June 2012. This initiative involves BA staff using diverse data – whether the customer has flown BA before, whether they have experienced problems

on previous flights, and even Google searches – to tailor the in-flight service to the individual customer.

Reception to the idea was mixed, with some seeing it as more creepy than cool. But 2013 is sure to see more examples of this kind of ‘datashaping’, as brands frantically try to respond to consumers’ ever-increasing demands for bespoke service.

## INTUITIVE INTERFACES

This trend is all about technologies that enable consumers to interact with their environment in ever more natural and intuitive ways. That means an end to the need to ‘learn’ to use a device; instead, intuitive devices understand natural speech and human gestures, making them instantly accessible.

In June 2012, for example, Nike and Microsoft introduced Nike+ Kinect Training, an at-home exercise game for the Xbox 360. No need for users to change the way they exercise, or for awkward controllers: instead, players’ movements are tracked via sensors as they follow a virtual fitness coach and participate in challenges, which include running on the spot, lunging, dodging on-screen projectiles and doing squats.

As technology weaves itself around health and fitness behaviours, this trend becomes an increasingly important one for the fitness sector to track.

## ALERTING

In 2013, increasing numbers of consumers will turn their smartphones into lifestyle maximisers. One way they’ll do this will be by getting real-time, location-relevant lifestyle alerts that help them get the most from every day.

### Nike+ Kinect tracks users’ movements via sensors as they follow a virtual fitness coach

This ‘alerting’ trend can point to powerful ways to reach out to consumers, and help them achieve the goals they set themselves. Take HeroButton as an example. Released in Canada in June 2012, this is a free mobile app that functions as a digital assistant. Users create a specific alert and are notified when certain criteria are fulfilled – this could be when a product they’re looking to purchase becomes cheaper, when a group-buying site has a deal that could interest them, or when a favourite musician releases an album.

## CONCLUSION

That’s just a snapshot of a few of the key trends at work across the consumer

arena in 2013. These trends will evolve and spread as consumers continue to find new ways to serve unchanging desires for connection, self-improvement and status.

So share them with your team and see what innovations you can come up with to stay ahead of the curve.

### For further information

David Mattin is lead strategist at trendwatching.com. As one of the world’s leading trend firms, trendwatching.com sends out its free, monthly Trend Briefings in nine languages to more than 160,000 subscribers.

# The political landscape

What are the opportunities for the health and fitness sector to firmly lodge itself on the political agenda in 2013?

DAVID STALKER, CEO, UKACTIVE



Despite what some may believe, politics is not something happening 'over there' of no concern to our sector. Every decision we make, every factor impacting our businesses, is politically influenced. Decisions of governments shape everything: the amount of money people have available to spend on our offering, the view people have of health priorities and their own responsibility for their health, the guidelines that consumers aspire to when it comes to getting active,

the amount of activity available to children in schools, the amount of funding that can be accessed to train people wanting to enter the sector. The list goes on.

This is why ukactive focuses on getting behind those doors, being in the room and part of the discussion with policy-makers, to actively shape policy to benefit the sector.

## CREATING A LEGACY

If a week is a long time in politics, a year is a very long time indeed in Whitehall

and Westminster. A year ago, we were still adapting to working with the coalition government. We were beginning to get excited about the Olympic and Paralympic Games. We were watching the new government introduce ideas about responsibility, Big Society and a top-down re-organisation of the health service.

Just one year on, we're seeing tensions within the coalition, while the controversial Health and Social Care Bill, after many months of Parliamentary



2012 legacy:  
Getting a new  
generation  
into sport

“WE NOW HAVE A RING-FENCED PUBLIC HEALTH BUDGET, WITH RESPONSIBILITY FOR HEALTHCARE COMMISSIONING SHIFTING TO LOCAL AUTHORITIES”



© KATE CRACKNELL

**London 2012 was a great example of cross-party working; the Games' legacy must also transcend political party boundaries**

debate, gained royal assent and became law. This sees, among many structural changes, a ring-fenced public health budget, with responsibility for local healthcare commissioning shifting to local authorities. Delivering on public health outcomes is no longer just the concern of 'big government'.

Meanwhile, we experienced the most spectacular summer of sport – and what better example of cross-party working than our Olympic and Paralympic Games: a bid secured by a Labour government, supported by Seb Coe, delivered on-time and on-budget by a new coalition government, and with a Conservative London Mayor as the political face of the Games. This was all proof that the Olympic

spirit transcends party boundaries; so too must the spirit of legacy. I hope sincerely that the government's legacy advisor, Lord Coe, picks up the phone to Labour's legacy tsar Tony Blair and that they put their heads together to make sure it happens.

Following the Games, Prime Minister David Cameron's first Cabinet reshuffle saw Jeremy Hunt, the former Secretary of State for Culture, Media and Sport, instated as Health Secretary. This surely provides an ideal opportunity to bring together sport and health to increase levels of physical activity across the nation.

The 'l' word – legacy – is one I've used to death recently, but it's only because the opportunity is too precious to waste.

And that brings me on to another of my favourite topics at the moment: spogo. This digital sport and fitness finder brings together every class, facility, club or instructor – anyone who can deliver physical activity – on one easy-to-use, searchable, bookable platform. I firmly believe that 2013 will be the year of spogo, the google of physical activity.

## EXERCISE AS MEDICINE

So now, a whistle-stop tour through some of the other work ukactive is doing to secure the fitness sector's place as a priority sector on the political agenda.

One of our key objectives as a trade body is to establish physical activity as



Apprenticeships offer young people a way into the sector

“AFTER FOUR YEARS OF NEGOTIATION WITH PPL, AGREEMENT HAS BEEN REACHED TO ENSURE OPERATORS RECEIVE A FAIR DEAL ON MUSIC LICENSING FEES”

a core business of the National Health Service, building the bridges between the medical and activity sectors.

In 2010, we established the Joint Consultative Forum (JCF) to increase communication between the physical activity sector and the medical community, and to encourage the use of physical activity as a routine tool in the prevention and management of chronic disease.

There have been a number of developments in this area this year. Following a special report in the *Lancet*, which cited physical inactivity as the fourth most prevalent cause of mortality globally, the FIA (as ukactive was formerly known) was referenced in a report released by the Royal College of Physicians as a ‘key collaborator for the medical profession’. The publication of new standards for exercise referral, produced by the JCF, and the launch of a nationwide study by our Research Institute in 2012–2013 further cemented this status.

Over the past year, we have also been working with our members – and organisations including the NHS

Confederation, NICE and Local Government Association – to help our members understand the changes to local healthcare commissioning which have come about through the re-organisation of the NHS. We have also been helping to identify opportunities in their communities to assist in future-proofing the health service, by using exercise as medicine and a preventative tool.

### UPSKILLING THE WORKFORCE

We remain focused on upskilling the army of professionals working across the sector, helping to ensure we deliver a service that meets the needs of the widest possible pool of people, and are also working on ways to develop pathways for professional development within the sector.

In addition, we’re working with government to establish the UK activity sector as a priority for investment in education and training. In a turbulent economy, our sector has stayed steady, with numerous career opportunities offering a possible solution to a growing problem of youth unemployment.

All three political parties have spoken about the power of apprenticeships over the last year, and the Joint Investment Programme continues to offer businesses of all sizes in the sector the opportunity to take advantage of match funding to invest in this area.

### DATA, DATA, DATA

One of our biggest steps forward in 2012 was our work on increasing the quality and transparency of data on our sector.

Both spogo and 2012’s community initiative Asda Active have allowed for significant gathering of data and consumer insights, while the outcomes of the nationwide Research Institute study – the largest ever of its kind (see p44) – will provide the evidence we have long needed that what we do works.

Meanwhile, we have developed key indicators to allow businesses within our sector to benchmark their services against their competitors, and are developing an employee benchmarking service to open up a two-way dialogue between managers and their employees.



As part of its broader remit, ukactive launched an **Outdoor Code of Practice** in 2012 to cover outdoor activity providers

## PROTECT AND PROMOTE

As a trade body, our remit is broader than ever, as our membership; this is reflected in our new name and brand identity. As part of this broader remit, the last year has seen the launch of our Outdoor Code of Practice, born of the significant growth in outdoor physical activity providers.

We have also continued to work with the Office of Fair Trading to protect the interests of the sector in terms of contracts; we have produced a report with EHFA to challenge concerns about levels of doping in fitness facilities; and we have reached a landmark moment after four years of negotiation with PPL, to ensure that operators receive a fair deal

on music licensing fees when substantial changes to the way they are collected come into force in 2013.

## ACHIEVING MORE TOGETHER

We have continued to work with the Department of Health on the Responsibility Deal, which has its own physical activity component. In 2013, we will maintain our efforts to secure the wide-ranging support of business and the major commercial brands involved in the Responsibility Deal, to engage their colleagues and consumers in healthier lifestyle choices. With poor employee health costing the economy billions each year, bosses cannot afford not to think about workplace wellness.

In 2013, we will face the challenge of further health reforms, economic difficulty, and the need to prevent the momentum of the Olympic/Paralympic legacy – and the UK's appetite for sport and activity – from waning as we leave our gold medal summer behind. At ukactive, our key role in this coming year is to facilitate the grand partnerships that will help us meet these challenges.

### For more information

For ongoing updates, visit:  
**Web:** [www.ukactive.com](http://www.ukactive.com)

# Global snapshot

IHRSA's panel of experts offer their thoughts on the forces shaping the global health and fitness industry in 2013



## LATIN AMERICA & EUROPE



**Jay Ablondi**  
executive vice president  
of global products, IHRSA

Opportunities abound in Latin America, with more than 15 million health club consumers and many under-served markets. And lifestyle indicators point to further growth opportunities: according to Gallup, only 53 per cent of Latin Americans engage in physical activity at least once a week, but three out of five people are trying to lose weight.

We expect the growth of new fitness locations to continue as leading operators expand. More low-priced models will enter the marketplace, especially in Brazil, where growth prospects for the sector generally should be strong in 2013. Columbia, Argentina and Chile should also see continued growth. Sport, already ingrained in Latin American culture, is sure to remain at the forefront as Brazil prepares to host the football World Cup in 2014 and the Olympic Games in 2016.



Growth should be strong in Scandinavia, where SATS (above) is market leader

One area of concern throughout Latin America is the availability of qualified employees. In 2013, operators will need to invest more in recruitment and training to adequately serve a growing customer base and additional facilities. This may squeeze 2013 profit margins, but those that do invest in the training of new staff and pay attention to the retention of star employees will fare better in the long run.

In Europe, despite ongoing economic uncertainty, nearly 45 million people use 47,700 fitness facilities across the continent. The impressive growth in the budget club sector has shown that consumers will respond to self-serve aspects – the ability to easily join online, for example – in return for convenience and lower prices.

Innovative technology will continue to improve the way services are charged



**Lower-cost models such as Portugal's Fitness Hut (above) are expected to outperform mid- and higher-priced clubs in 2013**

for and delivered. For example, at Fresh Fitness in Denmark, members wear bracelets that track whether or not they use certain services, automatically charging them where appropriate. This is convenient for the consumer, and improves data and reduces admin costs for the operator.

In 2013, industry growth will be a challenge in Portugal, Italy, Ireland, Greece and Spain, but should be stronger in

Germany, Austria, Scandinavia and the Nordic countries. The UK economy will likely avoid another recession, but 2013 growth is projected to hover around 1 per cent, making it difficult for the fitness industry to expand.

We expect lower-cost models to outperform mid- and-higher priced clubs. Our advice to all is to be proactive and learn from what others inside and outside

the industry are doing to deliver value and control expenses. Complacency is a recipe for trouble.

In 2013, we expect three Latin American and two European countries to be among the top seven global health club markets in terms total of number of facilities. The projected top seven are: 1) United States; 2) Brazil; 3) Mexico; 4) Germany; 5) Italy; 6) South Korea; and 7) Argentina.

## ASIA PACIFIC



**John Holsinger**  
director Asia Pacific,  
IHRSAs

China will continue to lead the growth in Asia, along with India. The two largest populations in the world, they are also the most untapped for our industry. Some pundits are expecting the fast growth to go through some reconciliation in the coming two or three years as the early adopters modify their business models for better financial success.

The industry is waiting for an international chain to successfully break into China and go head-to-head with the many multiple-location local chains. In India meanwhile, although several international chains have established a foothold, local players still maintain the leading role in identifying the best models to cater for the country's wide socio-economic variations.

The challenges for international operators in both markets remain cost and supply of infrastructure, language, and keeping up with customers' fast-changing expectations. Nevertheless, prospective new entrants to the market are learning from the mistakes made by those first to market, tweaking their models for success in the Asia Pacific cultures.

Availability of qualified personnel is also a significant challenge, with the sector's fast growth seeing existing businesses raided for personnel to staff new facilities. Excellent staff training and building internal staff loyalty will be key to addressing this in the coming years.

Throughout Asia, there is currently strong growth in hotel fitness: both



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### The Asian industry must focus on building stronger customer relationships

membership and guest usage models. As with standalone clubs, hotels' equipment choices are focusing on software solutions as the differentiating factor. Local hotel management teams are also adding locally-chosen 'best in class' equipment as a USP, alongside their chains' global supplier agreements. With lower infrastructure costs and the associated hotel amenities of pools, spas, and food and beverage, hotel-based facilities will continue to offer an interesting selection choice for their potential membership.

Some budget chains are modifying their contract terms downwards, seemingly without the additional motivational programming necessary to keep members coming back; near-fatal attrition rates of up to 70 per cent have been reported. Nevertheless, some struggling full-service clubs have

attempted to restructure by re-branding or cutting down to a budget model.

Going forward, operators cannot rely on fast growth and continual multiple venue expansion for survival in Asia's competitive economic and business environments. The industry will need to adopt a focus on health, with strong elements of brand mission and pride in building customer relationships for the long term, rather than adopting unsustainable, primarily financially focused, business models.

There is also a growing need for the industry to self-manage and self-regulate by forming associations and sharing high-level standards development. This action alone could provide important credibility for the industry, counteracting negative perceptions and the beginnings of government-led regulation being brought about by current unwise, unsustainable business models.



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**Power of the web: Keeping members happy has never been more important**

## NORTH AMERICA



**Joe Moore**  
Ceo,  
IHRSA

**T**he industry in North America is robust, with ample opportunities for continued growth. Altogether, the United States, Canada and Mexico generated an estimated US\$25.5bn in revenue in 2011, while nearly 60 million consumers were members of 38,000 North American health clubs.

In the US, the number of memberships remained unchanged from 2010 to 2011, at 50.8 million. However, usage reached an all-time high of 102.5 visits per member in 2011, while revenue was up 5 per cent

to US\$21.4bn. Clubs that offer clear value to the community and adequately control expenses are holding their ground.

Canada has fared better over the economic downturn and recovery than other global leaders; the strength of the Canadian economy should bode well for the years ahead. In 2011, an estimated 5.6 million Canadians belonged to more than 6,000 health clubs, and the country's fitness industry currently generates an estimated US\$2.6m a year in revenue.

Looking south, Mexico's 2,200 health clubs served nearly 2.5 million consumers in 2011. The country's staggering obesity epidemic – which in 2010 surpassed that of the US in terms of the percentage of obese citizens, with 69.5 per cent of Mexicans over the age of 15 falling into that category – presents a key opportunity for nationwide growth of the fitness industry.

In general, the global economic downturn has made it more challenging to acquire new club members. Understanding and keeping current members happy has never been more important, especially in light of social media, which makes it easy for club members to instantly share their experiences – whether positive or negative – with hundreds or even thousands of other people. With this in mind, wise club operators have begun measuring their customer loyalty using the Net Promoter Score (NPS) system, which determines how likely a member is to recommend the club to friends, relatives and colleagues.

All club operators should continue to invest in their employees, including training, to provide the best, and the safest, experience for consumers of all ages. They should encourage continuing education and learn from the best practices of other businesses, both inside and outside of the fitness industry.

Finally, in 2013, with help from IHRSA's public policy department, all club operators must be vigilant at the local, state and federal levels, aware of the constant threat of sales taxes, local taxes and even direct competition imposed by government. As the economy continues to rebound, it's my hope that we will see fewer threats to the industry and, instead, more incentives for consumers to lead a healthy lifestyle which includes regular exercise.

### For further information

Founded in 1981, IHRSA is the fitness industry's only global trade association, representing more than 10,000 health and fitness facilities and suppliers worldwide. **Web:** [www.ihrsa.org](http://www.ihrsa.org)  
**Email:** [info@ihrsa.org](mailto:info@ihrsa.org)

# European perspective

The EU's impact is growing on the fitness sector across Europe, and we need to see this as an opportunity

HERMAN RUTGERS, BOARD MEMBER, EHFA



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**EHFA: Championing the health benefits of physical activity**

Whether you like it or not, the European Union (EU) is increasing its footprint and influence in many areas of the health and fitness sector – and beyond. Indeed, 80 per cent of national laws and regulations are now originating from Brussels.

This should be seen as an opportunity for the fitness sector in many respects, not a threat, but this requires a better understanding of what's going on at an EU level. To pre-empt negative legislation or controls, we must proactively develop self-regulation and develop influence in a number of areas. This is where EHFA plays a crucial role, offering an ear to the ground within the EU.

There are a number of key areas within European affairs in which EHFA will be working in 2013, as follows...

## Social dialogue

Employers' and employee organisations have started an official process called 'structured social dialogue', which includes sport and fitness. This does not mean negotiations on salaries and employee benefits in the immediate future, but the EU is pushing our sector to join forces and represent the sector at a European level,

through two umbrella organisations: one for employers and one for employees.

To date, there are only a few countries where a structured social dialogue already exists within the fitness sector: Belgium, Spain, Sweden and Denmark. The process is slow, and it will need other countries to join in to ensure there are balanced and constructive discussions and decisions.

## Employee standards

For the past seven years, EHFA has worked with technical and academic experts to develop standards that define the qualifications needed by exercise professionals to practise safely and effectively. This has now developed into the Fitness Sector Qualifications Framework, covering the entirety of the sector – from personal trainers to high-level 'exercise for health' specialists, research professionals and management – with these pan-European standards benchmarked against others from around the world.

The idea is that these standards will now be used by training companies and universities across Europe, allowing their graduates and other trainers to have their qualifications recognised and enter onto the European Register of Exercise Professionals.



New standards will define the qualifications needed by exercise professionals

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The universal concept of registration provides trainers with a professional card, or 'passport', which helps meet the EU Commission's drive for improved mobility of the workforce across Europe.

### Club standards

Whether in the area of health and safety, equipment design, adaptation for people with disabilities, environmental controls and so on, regulation and new standards affect both people and businesses. Over time, it's likely that there will be an increase in the level of EU-enforced

controls, directives and legislation affecting the fitness industry.

However, if the fitness sector introduces more self-regulation, it has the opportunity to pre-empt such EU legislation. This could potentially mean a set of standards that suit us better as an industry.

As yet, however, the UK, Germany and the Netherlands are among the few EU states where self-regulation of fitness centres already exists – more markets must push in this same direction. This is a key area where EHFA can provide background, context and support.

“More markets must push in the direction of self-regulation of fitness centres to pre-empt possible EU legislation in this area”



### Germany now has self-regulated standards covering equipment-based training

In Germany for example, after many years of discussion, the industry has recently launched its own, self-regulated standards to cover general requirements for equipment-based strength training, equipment-based cardiovascular training and group training. The standards are explicit in terms of environmental considerations, the number of trainers required and their qualifications.

### VAT and tax

The EU Directorate General for Tax is reviewing all VAT laws, including those relating to fitness, and there has already been a round of consultations in which EHFA participated. The second round starts in January 2013, and EHFA will contact members for counsel on how to position our products and services in a way that will not lead to a higher VAT rate – indeed, that will hopefully see them lowered.

EHFA is also working on pan-European research with consultancy Deloitte,

mapping the current situation in key EU countries in relation to all tax issues that affect fitness.

### Promotion of physical activity

EHFA is a member of the Platform for Diet and Physical Activity, organised by the EU's Directorate General for Health and Consumers, and there are plans to co-ordinate a campaign at EU level to promote physical activity. EHFA will involve all of its national associations, and especially ukactive (formerly known as the FIA), which is taking a leading role based on the work of its Research Institute (see p44).

In 2011, EHFA completed an important piece of research into the health-enhancing benefits of physical activity, and the opportunities for the fitness sector to better engage and grow its business by promoting these. Fitness is growing closer to the health agenda, and raising the profile of fitness within the Commission is a strategic objective for EHFA.

### Anti-doping

At the Commission's European Sports Forum in September 2012, EHFA presented the results of the Fitness Against Doping (FAD) study to delegates from European governments, stakeholders and policy developers.

There are voices at the Commission, as well as powerful drug-enforcement agencies, who are promoting the 'Danish solution': in Denmark, all fitness clubs must pay a substantial annual levy to the Danish Anti Doping Authority, which then sends doping inspectors to health clubs to conduct drug testing on members. However, if this strategy were implemented Europe-wide, it would cost our industry an estimated €60–80m.

EHFA is strongly voicing the sector's opinion that this is not a good solution, and has set about changing direction and policy as part of a group of anti-doping experts that advises the EU Council and Commission. As part of the FAD project, EHFA developed a Code of Conduct on Anti-Doping – downloadable at [www.ehfa-programmes.eu](http://www.ehfa-programmes.eu) – which covers four areas: educating professionals to combat doping, educating consumers to reject doping, researching the sector to build a responsible approach to doping, and co-operating at a European level.

### For further information

The European Health & Fitness Association (EHFA) is a not-for-profit association. It currently represents around 10,000 facilities through more than 100 member organisations in 29 countries across Europe.

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# Spa scene

What are the global spa trends to which operators of health club-based spas should be paying attention?

KATIE BARNES, MANAGING EDITOR, SPA BUSINESS

HEALTH  
CLUB SPA



## READ ALL ABOUT IT > ENGINEERING TREATMENT MENUS

Until recently, the length of a treatment menu was synonymous with the quality of a spa facility, regardless of whether that spa was in a resort, hotel, health club or a standalone unit on the high street. Operators competed to come up with the most elaborate therapies to capture customer attention; others simply expanded their menus over time as new therapies and product houses came onto the scene.

Now, however, reality is beginning to set in with the understanding that more therapies mean more time and money spent on training, not to mention the stocking of extra products. In addition, spas are discovering that long, fancy treatment menus can be confusing and off-putting for a customer – especially first-timers.

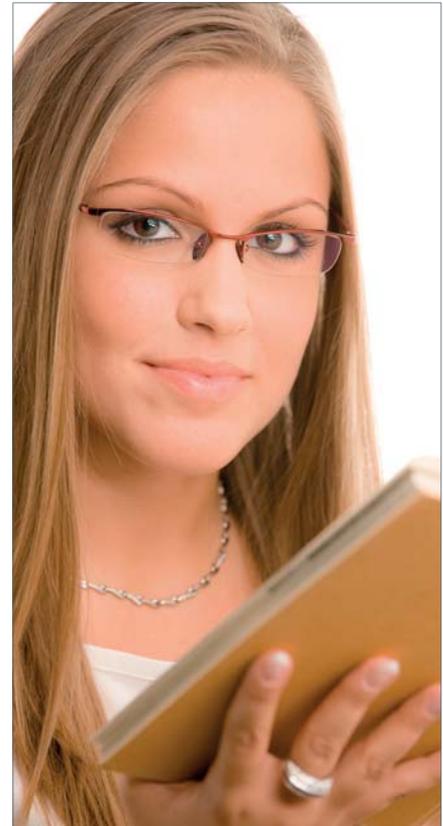
With this in mind, shrewd companies are engineering their menus, streamlining their offer to make it easier and more financially viable for themselves, as well as more palatable and enticing to clients.

UK operator Mosaic Spas & Health Clubs offers a simplified menu of 25

treatments that all therapists can perform, and allows guests to simply book time and choose a treatment on the day. Considering the cost and popularity of a treatment is also key, and Mandarin Oriental adopts the CRASE analysis system – originally used on food menus – to plot the sales performance versus profit margins of therapies.

But it's not as simple as cutting out the least popular services with the lowest margins: these might be more complex rituals, for example, which add interest and depth to an offer. Low treatment sales could also be down to lack of trained therapists, or something as simple as a poorly written description. Or perhaps the treatment is buried so deep in the menu that customers never get round to reading it before they make their decision. Then comes the question: do you list cheaper treatments first, so as not to put people off, or showcase the best treatments upfront?

Certainly there are many elements to consider when treatment menu engineering, but if done well, it could make businesses far more efficient and profitable.



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**Streamlining treatment menus can be of benefit to operators and customers**



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**US franchise chain  
Massage Envy has pared  
down its offering to  
massages and facials only**

## GOING CHEAP > BUDGET SPAS

Following in the footsteps of the fast-growing budget gym sector will be the arrival of the budget spa; health club operators offering a spa will need to consider how this affects their business.

All signs point to the fact that the spa sector is ripe for change: the industry is currently dominated by high prices and relatively low volumes, combined with a large, untapped mass market.

As with budget health clubs, budget spas will have smaller footprints, fewer or no communal facilities, and a pared-down offer focusing on one type of treatment such as a massage, facials or reflexology. Treatments will have a lower, more accessible price point and more often than not will be packaged into memberships – where a set monthly fee will include an

initial free service and future discounts – to encourage customer loyalty and volume. Done well, with high quality treatments and customer service, cheap doesn't necessarily mean low-end.

While the term 'budget spa' isn't widely acknowledged in the spa sector, there are already several successful businesses offering an affordable, simpler offering.

US-based franchise chain Massage Envy was acquired for an undisclosed sum by private equity firm Roark Capital Group in October 2012. Since 2003 it has grown its businesses to 800 spas in 45 states, with 1.25 million customers. The company has stripped its offer down to massages and facials – two of the most popular spa treatments – with monthly memberships costing between US\$49 and US\$59. Other

franchises of a similar ilk include Green Massage and Woodhouse Day Spas, also in the US; endota in Australia; Dragonfly Therapeutic Retreats in China; and Four Fountains Spa in India, which launched in 2009 and plans to have 300 spas by 2014.

Nothing in the UK or Europe has taken off as yet, and even in the countries where they have arrived, there's room for more competition. Franchising will be a likely model for growth and, given the small footprint and relatively low entry point, growth will happen rapidly when it comes.

The arrival of budget spas isn't all bad news, however, as they bring new business to the sector rather than just attracting customers from existing facilities: 22 per cent of Massage Envy customers have never had a massage before.

### ANALYSE THAT > SKINCARE PRESCRIPTION

**T**herapists are not typically natural sales people, despite the fact that they have the knowledge and training to educate consumers about their beauty regime – information that could easily lead to a retail purchase.

One innovation that's therefore growing in popularity is the use of skin analysis machines for facials; facials usually account for 70 per cent of retail sales in spas.

At the start of the treatment, a machine is used to measure different aspects of the skin, from hydration and elasticity to the presence of sebum and melanin, which can cause pimples and age spots. The results of the analysis can be printed out and explained to the customer by the therapist, who can also use the information to target any specific problem areas during the treatment. Afterwards, another analysis can be performed to show the customer the difference the treatment has made and what products were used. As it's a structured part of the service, therapists find it easier to suggest creams for homecare use.

Some skincare houses are taking it a step further by introducing customisable products, blending booster serums, add-ins and other ingredients with different base creams according to requirements. US skincare brand ONLY YOURx (Rx stands for 'prescription' in the US) was one of the first companies to use this method, and first came to the UK in 2009. Then, in 2011, the team behind Clarins launched My Blend, a high-end skincare range with 200 possible combinations. Most recently, Keraskin – the sister brand to the Kerastase hairline – and Babor made inroads into this market in 2012.



Used carefully, deal websites can help drive off-peak custom

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### A GOOD DEAL > GETTING SAVVY ABOUT DISCOUNTS

**I**t's no secret that daily deal sites such as Groupon, Wowcher and Travelzoo have taken the spa industry, including health club spas, by storm. And while many view these often hefty discounts as undermining the value of services offered, they're finding a place when carefully used to drive custom during off-peak times.

In 2013, we can therefore expect to see savvy operators delving more into the science behind these deals, tracking what packages bring in the optimum number of guests and the most profit.

Adding on the use of thermal and pool areas is a clever way to add value at no extra cost to operators, while offering services like laser hair removal and cellulite reduction – which typically

require a course of treatments – encourages regular custom and the chance to develop a stronger relationship.

Health club operators should also give consideration to software innovations as daily deal sites integrate with real-time booking systems. Operators partnering with deal sites currently need dedicated staff to handle both the bookings and the influx of customers coming via different deals with varying terms and conditions. Throw numerous deal sites into the equation and the amount of spa manpower needed to deal with the logistics increases. To bypass this, spa software providers with real-time booking systems are setting up direct links to spas' online deals offers, so customers can book their own slots direct.



**SpaEvidence.com: Access to thousands of studies into 34 of the most common spa modalities**

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## PROVE IT > SCIENTIFIC EVIDENCE

Measurable results. It's a term health clubs are more than familiar with – but maybe not so much so when it comes their spas. Yet the spa industry is just as keen to collaborate with national healthcare systems as the fitness sector, and has realised that one way to do this is to shout louder about the real benefits that come from treatments.

While the spa industry quite rightly prides itself on offering an experience that can benefit people's health, at times it can also be perceived as frivolous. Add to this new or unusual services – such as chocolate facials or snake massages – and the industry can be a target for scorn.

To prove just how efficacious spa services are, industry organisation

the Global Spa & Wellness Summit launched SpaEvidence.com in June 2011. SpaEvidence is the world's first portal to thousands of scientific studies that exist for 34 of the most common spa modalities, from hydrotherapy and sauna sessions through to massage, meditation – and, yes, fitness.

The portal is a tool that can – and should – be used by health club spas. It can be used to train managers and therapists about the research backing up treatment claims, which they can use in turn to sell the benefits to customers. Links can be posted on websites and information used in signage, newsletters and educational talks. In addition, new

research can be uploaded for peer review. While the initiative is still in its infancy, it's one that's sure to gather pace as more operators want to be taken seriously in the wellness movement.



# Independents' day

We showcase a selection of projects where independent operators and suppliers have worked together to bring genuine innovation to the table

## JOIN THE CLUB

OPERATOR: KISS GYMS, SWINDON, UK  
SUPPLIER: CREATEABILITY

The word 'club' is spot on for Kiss Gyms' new budget health club in Swindon – the operator's third site. Built in a former bank, the gym offers a funky, nightclub feel, with black tiled columns and clever lighting effects.

During the 13-week build, development partner Createability installed a range of functional, feature and ambient lighting to give the gym its nightclub theme, including coloured LED strip lights to accentuate the eight black tiled structural columns within the building. Meanwhile all services – water pipes, electrical cables and so on – are suspended in trunking on the ceiling, adding to the edgy warehouse feel of the 1,350sq m (14,500sq ft), 150-station gym.

"It's a super space with lots of nooks and crannies and even basement vaults," says owner Rupert Mackenzie-Hill. "Createability has also done a lot with the lighting to create a nightclub feel, which has generated huge word-of-mouth marketing."

The programmable lighting system ensures the club has the same feel whether it's 11.00am or 11.00pm, automatically adjusting according to the amount of natural light. "If it's bright outside, the lights will switch off," says Ian Cotgrave, managing director at Createability. "But as the light outside changes, inside it adjusts so the overall levels of light remain the same. This allows Kiss to maintain the nightclub look 24 hours a day."

Mackenzie-Hill's way of explaining it is that "technology drifted into the design". Certainly all three 24-hour Kiss Gyms rely on hi-tech gadgets to operate, from airport security-style entry pods and intelligent, web-controlled ventilation to motion sensor-controlled lights – all of which help Kiss to compete against other budget brands. "The lighting is split into four motion sensor-controlled zones, so the lights automatically turn off if an area's

not in use," says Cotgrave. "As a 24-hour, 365-days-a-year club, it will save vital money when the gym is less busy."

Createability also remodelled the inherited lift shaft into offices for the staff, with etched glazed panels in keeping with the floor-to-ceiling etched glass that makes up the front of the building. "The club is on a main road, so the glazed front draws the eye and makes people want to come in and have a look," explains Cotgrave.

Indeed, other than the £14.99 a month price tag, it's hard to see how the word 'budget' fits at all. "Our theory and differentiation from other budget brands lies in the sum of many small things, and by over-delivering on people's expectations," says Mackenzie-Hill, who has increased the investment in each site to date in order to intensify the 'wow' factor. "We see this as a retention strategy, as we lack the obvious magnets of swimming pools and saunas."

**"KISS GYMS HAS INCREASED THE INVESTMENT IN EACH SITE TO DATE IN ORDER TO INTENSIFY THE 'WOW' FACTOR"**



The Kiss lighting system ensures the club has the same nightclub feel, whatever the time of day or night

## GOING BUDGET

OPERATOR:

KENT'S FITNESS, BRADFORD, UK

SUPPLIER: FITNESS SYSTEMS

In 1985, the year her son was born, Julie Kent signed a 25-year lease on a squash club: eight courts, two bars, changing rooms and a car park. She soon realised it was in a state of total disrepair – not to mention the fact that its 500 members weren't accustomed to paying membership fees.

Her new offering used the squash courts to host pay-as-you-go aerobics classes, which proved popular. It was, she says: "Simple maths: two people on a court or 20. Squash had to go." As classes grew, courts were merged and gym kit introduced. Kent acquired the freehold in 1992 and further developed the fitness offering, growing the membership in the process.

Fast-forward to 2002, with son James now also working full-time in the business, and the club prepared for a total overhaul. The new 2,090sq m (22,500sq ft) facility opened in January 2004 – at exactly the same time as Fitness First opened just a quarter of a mile away. "Our prices were £26 off-peak or £33 peak, and they undercut us. Their marketing machine was slicker and their sales team dangerous. Competition had well and truly arrived and we were just not used to it," says Kent.

"We looked around for good, refurbished CV kit that wouldn't blow our budget and met Ian Thorpe from Fitness Systems. He became a reliable friend and mentor over the next few, tricky years.

"We had always hovered around the 1,500-member mark with no contract, but in 2009 we started to falter. Ian explained where the marketplace was headed, describing the new trend of affordable fitness. And yet I couldn't bring myself to do it, as it involved two words I hated at the time: 'cheap' and 'contracts'."

But when a £14.99 budget clubs opened down the road, and members left in their hundreds, Kent had to face facts. "By August 2010, we were looking at what overheads we could strip out, and secured short-term bank support to bridge the revenue gap while we restructured our model to a £19.99 monthly contract.

"The service was reduced so we could handle more members. Sauna and steam times were reduced and air conditioning closely monitored. But at the same time we added even more classes – all included in the membership – and introduced Fitness Systems' FreeMotion cable machines to boost our gym offering. Fitness Systems is also designing and building a rig for our training area at the moment.

"We now have over 2,000 members on direct debit, the majority on contract – people can still pay £25 month-by-month – and a few hundred who have paid £225 for a year in advance. And in June 2011, the local Fitness First closed its doors."



Kent's Fitness switched to a budget model to fight off the threat from local competition

## CUSTOMER SERVICE

OPERATOR:

WORKOUT GYM, BRISTOL, UK

SUPPLIER: LIFETIME TRAINING

**W**orkout Gym opened its doors in mid-2011 under the management of health and fitness expert Craig Stevens and young entrepreneur Alex West. The two men invested personal funds to turn an office building that had been empty for seven years into a fresh new space for health and fitness customers, and the gym opened with around 1,000 members.

As well as being the owners, Stevens and West were the club's only employees, performing all tasks. They needed new staff to meet member expectations and free themselves up to focus on management tasks, but cash flow was limited.

Four months after opening, they began to think more laterally about staffing their business, and turned to apprenticeships as a cost-effective work-based training solution. Delivered by Lifetime Training, these were government-funded, meaning no cost to the learners. The benefit to Workout Gym, meanwhile, was that it was able to take on enthusiastic staff and shape them to meet the needs of the facility. With the training of staff fully funded, apprenticeship wages and mentoring support constituted the only investment required by the gym.

The apprentices trained towards a Fitness Instructor Level 2 Qualification; most are now progressing to Level 3. Meanwhile, West undertook a Customer Service apprenticeship, also through Lifetime, to boost his own skills.

The gym now has 2,500 members and a waiting list, which its owners credit at least



Apprentice Rosanna Pinney takes charge of a group cycling class at Workout Gym

in part to the greater levels of customer engagement made possible by the apprenticeship scheme. "Apprenticeship training has allowed for greater customer engagement and has provided the learners with more confidence on the gym floor, helping them to approach customers more actively," says West. "Each member of staff is highly motivated and committed, and shows a great level of maturity and empathy in his or her role."

Of the six members of staff who were taken on as apprentices, five still work at the gym full-time; one is now responsible for the free PT consultation and workout plan given to all new members.

Stevens and West are now considering opening another facility in 2013.



The training has given learners more confidence to approach members

## WHO'S WHO

## UK Operators

We profile the UK's leading health club operations, from number of locations to plans for 2013

### 3D LEISURE

**ADDRESS** PEEL HOUSE, UPPER SOUTH VIEW,  
FARNHAM, SURREY, GU9 7JN

**TEL** +44 (0)1252 732 220

**EMAIL** INFO@3DLEISURE.COM

**WEB** WWW.3DLEISURE.COM

#### COMPANY PROFILE

Owned by Mark Bremner, Andrew Deere and Paul Ramsay, 3d Leisure is a facility management company operating in the hotel, corporate, education and private sectors. 3d Leisure offers a complete management solution for owners and operators, but can also provide support in key areas such as marketing and sales.

#### NUMBER OF SITES

65 sites across the UK and Ireland.

#### PLANS FOR 2013

3d Leisure has a target of 10 new management contracts for 2013.

#### OPERATIONS DIRECTOR: PAUL RAMSAY



#### PROFESSIONAL BACKGROUND

I started as a fitness instructor with 3d Leisure 16 years ago. I worked my way up through duty manager, club manager and operations manager to my current role as operations director.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Remember the key things that matter to members. We often get too focused on the latest initiatives and forget they just want a clean shower or available parking space.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

As a student, I left a pool on backwash and emptied it!

## ACTIVE NATION

**ADDRESS** QUATRO HOUSE, LYON WAY, FRIMLEY ROAD, CAMBERLEY, SURREY, GU16 7ER

**TEL** +44 (0)845 658 8360

**EMAIL** JOHN.OXLEY@ACTIVENATION.ORG.UK

**WEB** WWW.ACTIVENATION.ORG.UK

### COMPANY PROFILE

Active Nation is a registered charity campaigning to persuade the nation to be active. It works in partnership with local authorities, managing facilities and promoting sport and exercise to communities as the principal means of increasing activity participation and reducing the incidence of obesity and other major chronic diseases.

### NUMBER OF SITES

17 sites in the UK.

### PLANS FOR 2013

We expect to continue our growth, expand our series of Kids TRYathlons and further develop our Legacy programmes, Rising Stars and Sporting Chance.

### MD: JOHN OXLEY



### PROFESSIONAL BACKGROUND

I began as a lifeguard and got lucky after that! In a little more detail, I joined contractor Crossland Leisure, after which I became SLM's group operations director – a position I held for seven years – and launched Active Nation in 2009.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

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

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I've no idea what might surprise people!

## ANYTIME FITNESS UK

**ADDRESS** UNIT 6A RIVERSIDE, HEMEL HEMPSTEAD, HERTS, HPI 1BT

**TEL** +44 (0)870 478 8770

**WEB** WWW.ANYTIMEFITNESS.CO.UK

**FACEBOOK** ANYTIMEFITNESSUK

**TWITTER** /ATFITNESSUK

### COMPANY PROFILE

A franchise health club operation originating in the United States and rapidly expanding globally, which offers 24/7 access to affordable, conveniently located facilities. Members have universal access to Anytime Fitness clubs worldwide.

### NUMBER OF SITES

10 sites currently open in the UK. In total there are 2,000 sites globally, in countries including the US, Canada, Japan, Australia, New Zealand, Mexico and other European markets.

### PLANS FOR 2013

Around 15 clubs are set to open in the UK.

### OPERATIONS DIRECTOR: JAMES COTTON



### PROFESSIONAL BACKGROUND

I completed a BA (Hons) in Health & Fitness Management in 2003 and then worked my way up through a variety of general management and operations roles. I'm now involved in the fast-paced expansion plans of Anytime Fitness.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Getting your staff engaged will always breed a successful business and club culture.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have run the Paris Marathon in under four hours!

## AQUATERRA LEISURE

**ADDRESS** 50 ISLEDON RD, LONDON, N7 7LD

**WEB** WWW.AQUATERRA.ORG

**FACEBOOK** /AQUATERRALEISURE

**TWITTER** /AQUATERRAL

### COMPANY PROFILE

Award-winning UK charity and social enterprise, passionate about working for health, happiness and wellbeing at the heart of local communities. Aquaterra manages a wide range of leisure and sports facilities in partnership with local authorities and invests in innovative projects and services that directly benefit local communities and help them thrive.

### NUMBER OF SITES

22 sites, including leisure centres, courts, pitches, golf courses and an events venue.

### PLANS FOR 2013

Build on our successes, broaden our leisure footprint, and continue to work with our wide range of partners.

### CEO: ANTONY KILDARE

#### PROFESSIONAL BACKGROUND

An experienced and commercially-focused chief executive officer with a strong background in consulting, innovative UK-wide regeneration, project development and delivery. I have worked extensively in both the private and public sectors and joined Aquaterra Leisure as CEO in January 2012.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Change equals growth, not pain.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm an identical twin.



## AVALON LEISURE

**ADDRESS** 141C HIGH STREET, STREET, SOMERSET, BA16 0EX

**TEL** +44 (0)1458 446 878

**EMAIL** ROBTAYLOR@AVALONLEISURE.COM

**WEB** WWW.AVALONLEISURE.CO.UK

### COMPANY PROFILE

Avalon Leisure is a leisure management contractor for trusts and local authorities, as well as private health clubs. Owned by Peter Gilpin, the company encompasses the Avalon Lifestyle, Avalon Aqua, Avalon Action, Avalon Appetite and Avalon Active brands. It was the first to achieve Quest in the south-west region.

### NUMBER OF SITES

Fives sites.

### PLANS FOR 2013

Improve our quality model and secure a longer-term future in the south-west of England.

### MD: ROB TAYLOR

#### PROFESSIONAL BACKGROUND

Joined Avalon Leisure in 1996 and have been successful at all levels within the leisure industry – now managing director. On a personal level, I'm married with two young children and am a dedicated father. I'm an active rugby player and enjoy most watersports, especially kayaking.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Trust your instincts.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I achieved my pilot's licence before learning to drive.



## THE BANNATYNE GROUP

**ADDRESS** POWER HOUSE, HAUGHTON ROAD,  
DARLINGTON, DLI 1ST  
**TEL** +44 (0)1325 356 677  
**EMAIL** NIGELARMSTRONG@BANNATYNE.CO.UK  
**WEB** WWW.BANNATYNE.CO.UK

### COMPANY PROFILE

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

### NUMBER OF SITES

61 health clubs and 33 spas in England, Scotland and Wales.

### PLANS FOR 2013

Expand (clubs and spas) subject to the right opportunities.

### CEO: NIGEL ARMSTRONG



### PROFESSIONAL BACKGROUND

Fellow member of the Association of Accounting Technicians (MAAT). Started a career in accounting before entering the leisure sector. Became CEO of Bannatyne Fitness in 2005.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

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

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have a passion for watches/clocks and enjoy my weekly ritual of cleaning and winding my collection of timepieces.

## BAY LEISURE

**ADDRESS** THE LC, OYSTERMOUTH ROAD,  
SWANSEA, SAI 3ST  
**TEL** +44 (0)1792 466500  
**WEB** WWW.THELCSWANSEA.COM

### COMPANY PROFILE

An independent, not-for-profit company based in Swansea, Wales, which works closely with the City and County of Swansea and operates the flagship site in the centre of the city: The LC.

### NUMBER OF SITES

Three sites: The LC, budget club Simply Gym and a 360 Beach & Watersports club, which opened in Swansea Bay in Sept 2012 in partnership with Swansea University.

### PLANS FOR 2013

Invest and develop the LC product, establish 360 Beach & Watersports as an accessible destination for beginners to the elite, and expand Bay Leisure and our partnerships.

### CEO: RICHARD PROCTOR



### PROFESSIONAL BACKGROUND

Over 20 years' experience in the leisure industry in both private and PLC organisations, including Fitness for Industry, Pace Fitness (Australia), Cannons Health & Fitness and David Lloyd Leisure. Founded Bay Leisure.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Choose your attitude: positivity, passion and energy go a long way. And 'life is not a rehearsal' – make the most of it, do a job you feel passionate about, make a difference.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I became addicted to surfing after I turned 40.

## BH LIVE

**ADDRESS** BOURNEMOUTH INTERNATIONAL CENTRE,  
EXETER ROAD , BOURNEMOUTH , BH2 5BH

**TEL** +44 (0)1202 456 400

**EMAIL** ENQUIRIES@BHLIVE.CO.UK

**WEB** WWW.BHLIVE.CO.UK

### COMPANY PROFILE

A leisure and cultural trust that manages and operates high quality sport and leisure venues, a major conference and event centre and a regional theatre. Other services include a catering division, ticket agency and conference bureau.

### NUMBER OF SITES

Six in Bournemouth, including four leisure facilities.

### PLANS FOR 2013

Build a new gym at one of the leisure facilities. Roll out a BH Live health & fitness brand and launch online booking. Expand the catering operation, explore business expansion opportunities and work with a developer on a potential new hotel linked to the Bournemouth International Centre.

### CEO: PETER GUNN



### PROFESSIONAL BACKGROUND

Over 20 years' experience in major leisure and event venues, covering local authority, private and trust sectors. Most recent roles were GM of Guildford Spectrum and MD of the Bournemouth International Centre and Bournemouth Pavilion, then first CEO of BH Live and its trading subsidiary.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never employ someone who doesn't smile.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

My first job was working on a Muffin the Mule fairground ride.

## BRITISH MILITARY FITNESS

**ADDRESS** UNITS 7 B&C, IMPERIAL STUDIOS,  
3/11 IMPERIAL ROAD, LONDON, SW6 2AG

**TEL** +44 (0)20 7751 9742

**WEB** WWW.BRITMILFIT.COM

**FACEBOOK** /BRITISHMILITARYFITNESS

**TWITTER**/BRITMILFIT

### COMPANY PROFILE

British Military Fitness (BMF) is the UK's largest provider of outdoor fitness classes, offering fun, effective, military-style fitness classes for the public. It's aimed at men and women aged 16–70 years who want to have a motivating, fun and challenging workout in the great outdoors, as well as meeting like-minded people and enjoying a great social scene.

### NUMBER OF SITES

Over 130 BMF venues across the UK.

### PLANS FOR 2013

Roll out more venues and invest in training to continue innovating our classes and being the best in outdoor fitness.

### MD: ROB LOVE



### PROFESSIONAL BACKGROUND

Fifteen years of general management experience, gained across a variety of roles and countries at British Airways, before becoming executive director of a private hospital.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

The difference between ordinary and extraordinary is that little extra.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I was the only non-player to travel on the victorious England Rugby team bus in 2003, complete with the Rugby World Cup and holding a winners medal.

## CENTRAL YMCA

**ADDRESS** 112 GREAT RUSSELL STREET, LONDON, WC1B 3NQ

**TEL** +44 (0)20 7343 1700

**WEB** WWW.YMCA.CO.UK & WWW.YMCACLUB.ORG.UK

**FACEBOOK** /YMCACLUB

**TWITTER** /CENTRALYMCACLUB

**YOUTUBE** /CENTRALYMCACLUB

### COMPANY PROFILE

Central YMCA is a health and education charity with operations including: Central YMCA Club, central London's largest fitness facility; CYQ, an international qualifications awarding body; YMCAfit, a national training provider; and Y Touring, which engages with young people on science and health issues.

### NUMBER OF SITES

Central YMCA is the world's first YMCA. There are now 120 YMCAs in England. It's also the world's biggest youth organisation with 58 million members globally.

### PLANS FOR 2013

Campaigning on health, youth and body image issues.

### CEO: ROSI PRESCOTT



### PROFESSIONAL BACKGROUND

Both a private and a social entrepreneur with almost 30 years' experience in the business. Prior to my appointment at Central YMCA, I was the founder and owner of one of the UK's first personal training health clubs.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

You only hit what you aim at.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Beryl Cook was my aunt – but she didn't pass any of her talent on to me.

## CIRCADIAN TRUST

**ADDRESS** BRADLEY STOKE LEISURE CENTRE, FIDDLERS WOOD LANE, BRADLEY STOKE, BS32 9BS

**WEB** WWW.CIRCADIANTRUST.ORG & WWW.SGLEISURE.ORG

### COMPANY PROFILE

Circadian Trust operates sport and leisure centres in South Gloucestershire and has continued to improve its facility stock and services. In 2011–12, visitor numbers exceeded 2.2 million and a £3m refurbishment of our oldest facility in Bristol was completed. A five-year strategy review will cover the period 2011–16.

### NUMBER OF SITES

Responsible for eight leisure centres and sports facilities (pools, halls, health and fitness, athletics and pitches).

### PLANS FOR 2013

Review catering provision across portfolio, refurbish our flagship facility and create a gymnastics centre in Yate.

### CEO: MARK CRUTCHLEY



### PROFESSIONAL BACKGROUND

A graduate with 25 years' leisure experience from the ground floor up. Previously worked in local government and for other trusts in roles such as operations and business development director. I have also managed community leisure facilities, events and attractions over the years.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Change happens – make it happen, don't let it happen!

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I played the lead role in *Oliver!* at primary school.

## CLUB KINGSWOOD

**ADDRESS** CLAYHILL LANE, KINGSWOOD,  
BASILDON, ESSEX, SS16 5JP

**TEL** +44 (0)20 8393 3822

**EMAIL** GEORGINA.JUPP@CKACADEMY.CO.UK

**WEB** WWW.CKACADEMY.CO.UK &  
WWW.CLUBKINGSWOOD.CO.UK

### COMPANY PROFILE

Club Kingswood is a single site operation, owned by Alister Guppy, that specialises in wellbeing and lifestyle programmes, as well as corporate health. CK Academy is an approved training provider specialising in Leadership & Management, DISC Behavioural Change/NLP and developing fitness sector individuals and teams.

### NUMBER OF SITES

One.

### PLANS FOR 2013

Focus on developing leaders, high-performing teams, customer service, and specialised coaching and programming.

### MD: GEORGINA JUPP



### PROFESSIONAL BACKGROUND

Over 25 years in the fitness industry in roles including director of Club Kingswood, FIA Exercise Referral Steering Group and member of SAFE (Skills Active Fitness Employers Group). I now also own CK Academy.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Two pieces of advice: 'Sleep on it' and, from my mum, 'How will you ever know if you don't try?'

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I plan to retire to the south of France – but not yet!

## COUNTRY CLUB GROUP

**ADDRESS** MILL RIDE GOLF CLUB, ASCOT,  
BERKSHIRE, SL5 8LT

**TEL** +44 (0)1344 891 494

**WEB** CHARLIE.PARKER@CCGCLUBS.COM

### COMPANY PROFILE

Privately-owned Country Club Group owns and/or operates premium golf, health and fitness clubs in the south-east of England. It targets the AB socioeconomic group, focusing on those aged 40–65. Funded by shareholders and supported by Barclays Bank, it opened new fitness facilities at its Slinfold and Cranleigh clubs in 2009.

### NUMBER OF SITES

Four.

### PLANS FOR 2013

To develop the new golf course and range at Slinfold Golf and Country Club, as well as to exploit acquisition opportunities.

### CEO: CHARLIE PARKER



### PROFESSIONAL BACKGROUND

A qualified chartered accountant, I've worked for Deloitte as well as for P&O in Australia. I've been in the leisure industry ever since leaving accountancy, founding The Club Company and leading the management buy-out of the business, backed by L&G Ventures.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Go with your gut instinct when dealing with people.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I can cook.

## CSSC SPORTS & LEISURE

**ADDRESS** 7/8 BUCKINGHAM PLACE, BELLFIELD ROAD,  
HIGH WYCOMBE, BUCKS, HP13 5HW

**TEL** +44 (0)1494 888 444

**EMAIL** ALAN.PEED@CSSC.CO.UK

**WEB** WWW.CSSC.CO.UK

### COMPANY PROFILE

CSSC works to improve the health and welfare of all public sector workers by encouraging teamwork and commitment within working and leisure lives. CSSC Sports & Leisure encompasses Alpha Fitness Management Solutions (catering for the public sector market) and Fitness Management Solutions (FMS) which provides corporate fitness within the private sector.

### NUMBER OF SITES

Core CSSC and Alpha have opened over 300 sites throughout the UK, plus one site in Paris.

### PLANS FOR 2013

To continue opening new sites.

### DIRECTOR OF SALES & MARKETING: ALAN PEED



### PROFESSIONAL BACKGROUND

Around 30 years of working for CSSC and 20-plus years within the corporate fitness market. At CSSC I've worked through finance, club management, IT and fitness centres, and now quite recently as director of sales & marketing.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Be honest to yourself.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I went to school with Sharon Osbourne.

## DAVID LLOYD LEISURE

**ADDRESS** PO BOX 439, HATFIELD,  
HERTFORDSHIRE, AL10 1EF

**TEL** +44 (0)845 217 6464

**EMAIL** FREYA.DANGIOLA@DAVIDLLOYD.CO.UK

**WEB** WWW.DAVIDLLOYD.CO.UK

### COMPANY PROFILE

The David Lloyd Leisure Group encompasses David Lloyd Leisure, Next Generation Clubs, Harbour Clubs and Amida Spa & Health Clubs. It targets the ABCI demographic within a 20-minute drive time. Owned 50 per cent by London & Regional Properties, 40 per cent by Caird Capital and 10 per cent by management.

### NUMBER OF SITES

81 Health & Racquets Club sites and two PT Studio sites in the UK, plus 10 sites abroad.

### PLANS FOR 2013

One new Health & Racquets Club site and the opening of a further 10 PT Studio premises throughout the UK.

### CEO: SCOTT LLOYD



### PROFESSIONAL BACKGROUND

I began my career by launching Next Generation Clubs in 1997, then took a key role in the acquisition of DLL by London & Regional Properties and HBOS from Whitbread in August 2007.

I remain the CEO of the integrated businesses.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Have a period of reflection for important decisions rather than responding immediately.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm very tidy!

## DC LEISURE MANAGEMENT

**ADDRESS** OTIUM HOUSE, 2 FREEMANTLE ROAD,  
BAGSHOT, SURREY, GU19 5LL

**TEL** +44 (0)1276 853 700

**EMAIL** BUSINESSDEVELOPMENT@DCLEISURE.CO.UK

**WEB** WWW.DCLEISURE.CO.UK

### COMPANY PROFILE

The largest operator of leisure centres in the UK. Acquired in late 2012 by property management and development group Places for People, DC Leisure now operates as a subsidiary of that company, specialising in the development and high quality management of local authority leisure facilities. Included under the DC Leisure umbrella are the Kinetika and Sam Jones brands.

### NUMBER OF SITES

More than 100.

### PLANS FOR 2013

Capitalise on the increased government focus on healthy living by expanding our range of healthy living programmes.

### CEO: STEVE PHILPOTT



### PROFESSIONAL BACKGROUND

I worked in marketing before I came into the leisure industry, becoming MD of David Lloyd Leisure in 1995, CEO of Crown Sports in 2001 and CEO of DC Leisure in 2003. I was a director of the FIA from 1996–2003, as well as a founder trustee and director of REPs.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

You reap what you sow.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I rowed as a lightweight for Oxford.

## DW SPORTS FITNESS

**ADDRESS** WHELCO PLACE, ENFIELD INDUSTRIAL  
ESTATE, ENFIELD STREET, PEMBERTON,  
WIGAN, WN5 8DB

**TEL** +44 (0)1942 219 700

**EMAIL** W.HIGHAM@DWSPORTS.COM

**WEB** WWW.DWSPORTS.COM &  
WWW.DWFITNESSCLUBS.COM

### COMPANY PROFILE

DW Sports Fitness stands for value and quality. It offers a unique combination of fitness club and large on-site superstore; members of the fitness club have access to top-name sports brands at amazing value in the stores, as well as cutting-edge equipment in the clubs. The company is owned by Dave Whelan, also owner of Wigan Athletic FC.

### NUMBER OF SITES

68 fitness clubs and retail sports/outdoor stores in the UK.

### PLANS FOR 2013

We plan to continue with our new format, with investment in equipment, functional areas, décor, café areas and raising brand standards even higher.

### CEO: WINSTON HIGHAM



### PROFESSIONAL BACKGROUND

Initially from a graphic design background, I worked with various design agencies in the entertainment industry. I then moved into the leisure sector, joining JJB Sports as marketing director. As CEO of DW, I'm responsible for both retail and fitness.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

You must never let the memories become bigger than the dreams.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I do have a sense of humour!

## EDINBURGH LEISURE

**ADDRESS** VANTAGE POINT, 3 CULTINS ROAD,  
EDINBURGH, EH11 4DF

**TEL** +44 (0)131 458 2100

**EMAIL** MAIL@EDINBURGHLEISURE.CO.UK

**WEB** WWW.EDINBURGHLEISURE.CO.UK

**FACEBOOK** /EDINBURGHLEISURE

### COMPANY PROFILE

An independent, not-for-profit charitable trust, partly subsidised by the City of Edinburgh Council for whom it manages sports and leisure facilities. It aims to make a difference to communities by creating opportunities for everyone to get active, stay active and achieve more.

### NUMBER OF SITES

35 sport and leisure venues, plus head office.

### PLANS FOR 2013

Continuing to develop programmes to increase activity for target groups like older adults, young adults not in employment, education or training (NEETs), young people in care and young people with disabilities.

### CEO: JOHN COMISKEY



### PROFESSIONAL BACKGROUND

Qualified as a chartered accountant in 1993 with Ernst & Young. Joined Edinburgh Leisure as finance director.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

There is only one thing in life worse than being talked about, and that is not being talked about (Oscar Wilde).

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I used to work for Mars, Diageo and Scottish & Newcastle – but I don't drink alcohol and I don't let my children eat chocolate!

## THE ÉNERGIE GROUP

**ADDRESS** ENERGIE HOUSE, TONGWELL STREET,  
FOX MILNE, MILTON KEYNES, MK15 0YA

**TEL** +44 (0)845 363 1020

**EMAIL:** INFO@ENERGIEHQ.COM

**WEB** WWW.ENERGIEFRANCHISE.COM

**FACEBOOK** /THEENERGIEGROUP

### COMPANY PROFILE

The énergie Group is one of the fastest growing fitness club franchise business in the UK and a market leader in the area of fitness and wellness franchising. The group encompasses énergie Fitness Clubs, énergie Fitness for Women, SHOKKénergie and low-cost operation Fit4less by énergie.

### NUMBER OF SITES

100+ in the UK, Europe and the Middle East.

### PLANS FOR 2013

30+ sites to open over the next 12 months in the UK. Master agreements will also drive further expansion overseas.

### CHAIR & CEO: JAN SPATICCHIA



### PROFESSIONAL BACKGROUND

I'm a serial entrepreneur who has been building health and fitness club businesses since the late 1980s. I launched énergie in 2003 and, alongside my team, have since built the business into the UK's market leading fitness franchise company with over 100 clubs, a £26m network turnover and more than 80,000 members.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Bite off more than you can chew and then chew like hell!

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I was a teacher in the further education sector.

## FEELGOOD FITNESS

**ADDRESS** 5TH FLOOR, MARKET SQUARE HOUSE,  
ST JAMES STREET, NOTTINGHAM, NG1 6FG  
**EMAIL** DAVE.WRIGHT@CFM.NET  
**WEB** WWW.FEELGOODFITNESS.NET &  
WWW.VOYAGEFITNESS.COM.AU

### COMPANY PROFILE

Feelgood Fitness and Ladies Only Suite has been designed to fill a niche in the market by allowing men to train with a substantial weight selection, as well as offering an exclusive ladies-only environment. With such affordable rates, and members ranging from age 14 to 84, we aim to encourage people to experience and embrace fitness and wellbeing. We are dedicated to ensuring that our facilities are safe, clean and friendly.

### NUMBER OF SITES

11 (four in the UK and seven in Australia).

### PLANS FOR 2013

Ensuring that our 20,000 members have a MYZONE belt!

### CEO: DAVE WRIGHT



### PROFESSIONAL BACKGROUND

A degree in Recreation Leadership and Marketing. Passionate entrepreneur.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Beliefs – Actions – Results: the ultimate success formula. Combine this with always doing what you say you are going to do: too many people talk good game but don't follow through.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I love working with kids. True mastery in management, leadership and sales can be learnt from dealing with kids.

## FINESSE

**ADDRESS** 4TH FLOOR, CAMPUS WEST,  
WELWYN GARDEN CITY, HERTS, AL8 6BX  
**TEL** +44 (0)1707 357 102  
**EMAIL** M.BARLOW@FINESSELEISURE.COM  
**WEB** WWW.FINESSELEISURE.COM

### COMPANY PROFILE

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

### NUMBER OF SITES

We manage five fitness/sporting sites, as well as parks.

### PLANS FOR 2013

Increase turnover within our grounds maintenance division and expand our portfolio to include wider cultural services.

### MD: MIKE BARLOW



### PROFESSIONAL BACKGROUND

More than 35 years in the industry, in a variety of senior positions in private, public and not-for-profit sectors.

Following several years as CEO at Bolton Arena, I joined Finesse in 2003. I am currently chair of the sporta Central region and a member of the sporta national executive.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never lose your temper.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I've taken part in six extreme fishing trips to the Arctic, and we're off there again in June 2013.

## FITKID

**ADDRESS** SANDBOURNE HOUSE, DOMINION ROAD,  
BOURNEMOUTH, DORSET, BH11 8LH

**TEL** +44 (0)203 012 0202

**WEB** WWW.FITKID.CO.UK

**FACEBOOK** FITKIDUK

**TWITTER** /FITKIDUK

### COMPANY PROFILE

FitKid was established in 1991 to provide quality training and assistance in the children's health and fitness sector – a privately owned business with passion and dedication to helping children lead a healthy lifestyle. It offers children's health-related activity community franchises across the UK, plus consultancy in the child health sector for health clubs and community providers.

### NUMBER OF SITES

35 FitKid sites across the UK.

### PLANS FOR 2013

Plans to open 20+ more sites, plus working with new partners to motivate even more kids to get active.

### MD: NICKY KAY



### PROFESSIONAL BACKGROUND

Over 20 years dedicated to helping children to be active while having fun. Extensive experience in the child health and franchising sector, with vast enthusiasm and motivation to help individuals and businesses develop in this sector.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Treat others as you would like to be treated yourself.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I love snow and wish for it to arrive every year – and it's very rare to see snow when living on the south coast of England.

## FITNESS FIRST

**ADDRESS** 58 FLEETS LANE, POOLE, DORSET, BH15 3BT

**TEL** +44 (0)1202 845 000

**WEB** WWW.FITNESSFIRST.CO.UK

### COMPANY PROFILE

Fitness First is one of the largest gym, health and fitness club groups worldwide, with over one million members across more than 400 clubs globally. With new majority owners Oaktree Capital and Marathon, and a strong financial position, the company is investing in the refurbishment and development of its core estate.

### NUMBER OF SITES

135 clubs in the UK.

### PLANS FOR 2013

Following successful financial restructuring, Fitness First UK is looking to invest in its clubs and bring a new level of service and innovation to its members.

### MD (UK): MARTIN SEIBOLD



### PROFESSIONAL BACKGROUND

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

### PERSONAL INFORMATION

A father of two balancing family life with work.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Despite being 5'9", I was a professional basketball player.

## FREEDOM LEISURE

**ADDRESS** THE PADDOCK, 1-6 CARRIERS WAY,  
EAST HOATHLY, LEWES, EAST SUSSEX, BN8 6AG

**TEL** +44 (0)1825 880 260

**WEB** WWW.FREEDOM-LEISURE.CO.UK

### COMPANY PROFILE

Freedom Leisure is the trading name of Wealden Leisure Ltd, a not-for-profit industrial and provident society (leisure trust) with HMRC Charitable Status set up for community benefit.

### NUMBER OF SITES

35 sites on behalf of 10 local authorities and other trust/agency partners in East and West Sussex, Kent and Surrey.

### PLANS FOR 2013

£7.3m capital investment projects, including the major development of four leisure facilities in Woking, Brighton, Crowborough and Hailsham. Also two smaller developments in Uckfield and Heathfield.

### MD: JEFF HART



### PROFESSIONAL BACKGROUND

Physical education graduate with a postgraduate diploma in Management Studies and over 30 years' experience in the leisure industry. Led the externalisation of the leisure service in Wealden to Freedom Leisure in 2002 and became its first and current MD. Trained Charter Mark and Quest assessor.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Life is no rehearsal – enjoy it while you can.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I started my working life as an accountant.

## FUSION LIFESTYLE

**ADDRESS** UNIT 4, BICKELS YARD,  
151/153 BERMONDSEY STREET, LONDON, SE1 3HA

**TEL** +44 (0)20 7740 7500

**EMAIL** PETER.KAY@FUSION-LIFESTYLE.COM

**WEB** WWW.FUSION-LIFESTYLE.COM

### COMPANY PROFILE

Fusion Lifestyle is an independent registered charity whose primary objective is to provide high quality community health, fitness, sport and active leisure services in the interests of social and physical wellbeing. These are delivered through leisure centres, gyms and sports facilities operated in partnership with local authorities and other voluntary/public sector organisations. All incoming resources are used to improve and develop our offering.

### NUMBER OF SITES

71 sports, leisure and community centres in the UK.

### PLANS FOR 2013

Continue our investment and development programme.

### CEO: PETER KAY



### PROFESSIONAL BACKGROUND

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

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never say 'never' – never dismiss an opportunity out of hand without first taking a good look at it.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

In my spare time, I like to drive my VW campervan to the beach and crack open a cold one. Even if it's raining.

## FX LEISURE

**ADDRESS** KING STREET, LEYLAND, LANCS, PR25 2LF

**TEL** +44 (0)1772 482 266

**WEB** WWW.FXLEISURE.CO.UK

### COMPANY PROFILE

Premium branded health and fitness clubs in the north of England. Full facility clubs aimed at serving a local population with luxury facilities at outstanding value. Family company with an ethos to create an approachable, home town culture within clubs.

### NUMBER OF SITES

Seven FX Leisure sites in the north of England.

### PLANS FOR 2013

Budget health club operation gymBUG – a separate operation but with shared head office arrangements – opened its first club in November 2012 and is planning to open further clubs in 2013.

### DIRECTOR: STUART TAYLOR



### PROFESSIONAL BACKGROUND

Attended college in the States before becoming a golf professional. After several years of failing to beat Tiger Woods, I set up FX Leisure with my brother and father in 1998. I still enjoy a round or two on the golf course.....

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Balance is the key to happiness. Determination is the key to success.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I can't watch the film *Armageddon* without crying!

## GLL

**ADDRESS** MIDDLEGATE HOUSE,  
THE ROYAL ARSENAL, LONDON, SE18 6SX

**TEL** +44 (0)20 8317 5000

**WEB** WWW.GLL.ORG / WWW.BETTER.ORG.UK

### COMPANY PROFILE

A charitable social enterprise operating leisure services in partnership with local councils and other public bodies. Its new consumer-facing brand, Better, includes affordable, single-activity products: Better Health & Fitness, Better Gym, Better Swim, Better Group Exercise, Better Racquets.

### NUMBER OF SITES

Over 110 public leisure centres UK-wide, of which 70 offer the Better Gym budget membership option. GLL also operates sites in partnership with other trusts.

### PLANS FOR 2013

Expand our standalone gym product. Further increase our membership levels for all customers.

### MD: MARK SESNAN



### PROFESSIONAL BACKGROUND

I have a total of 35 years' experience in leisure centre management. I worked for local authorities up to assistant director level, then set up GLL in 1993 with colleagues – the first of the new leisure trusts.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Surround yourself with good people.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Nearly all the top team at GLL have been there since the social enterprise was formed in 1993.

## GYMBOX

**ADDRESS** 25 GARRICK STREET, LONDON, WC2E 9AX

**TEL** +44 (0)20 7240 2959

**WEB** WWW.GYMBOX.CO.UK

**FACEBOOK** /GYMBOX

### COMPANY PROFILE

Gymbox is a unique gym chain that combines fitness with entertainment. Targeting men and women who want to enjoy their exercise, it looks, feels and sounds different from any other gym in the UK. Gymbox management has the majority shareholding. Hotbed Ltd and Octopus Investments also have shareholdings in the company.

### NUMBER OF SITES

Gymbox currently has five sites in the UK, all located in London: Bank, Westfield London, Covent Garden, Holborn and Farringdon.

### PLANS FOR 2013

Funds in place to refurbish two clubs.

### MD: RICHARD HILTON

#### PROFESSIONAL BACKGROUND

A frustrated advertising executive. After realising I wasn't going to become the next Don Draper, I decided to try my luck at gyms. Left advertising to set up Gymbox in 2001. Later led a management buy-out of the company.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Nobody can give you wiser advice than yourself.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

That the original name for Gymbox was going to be Ballerinas and Boxers.



## H2 CLUBS

**ADDRESS** DUFOURS PLACE, OFF BROADWICK STREET, LONDON, W1F 7SP

**WEB** WWW.H2BIKERUN.CO.UK

**EMAIL** DOYOU@H2BIKERUN.CO.UK

**FACEBOOK** /H2BIKERUN

**TWITTER** @H2BIKERUN

### COMPANY PROFILE

A quality gym and retail space for cyclists and runners – designed for those who want to combine training with their commute, while having a quality facility and gym at affordable prices. Services include bike parking, retail and cycle service, sports therapy, core gym, group fitness, H2 Ride the Official Spinning Studio, gym, sports therapy and dry cleaning.

### NUMBER OF SITES

One site currently open – in Soho, London.

### PLANS FOR 2013

City Club, Concept City Retail Store, Waterloo and Victoria Cycle Hubs.

### CEO: PIERS SLATER

#### PROFESSIONAL BACKGROUND

Property developer turned operator – I wanted to create a fitness and commuter space that offered people a real home from home.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't look down – look up.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I had never been on a Spin bike prior to opening H2 Ride. Now H2 Ride provides the perfect workout to complement my road cycling and mountain biking, with awesome music.



## HALO LEISURE

**ADDRESS** LION YARD, BROAD STREET, LEOMINSTER, HEREFORDSHIRE, HR6 8BT

**TEL** +44 (0)845 241 0340

**WEB** WWW.HALOLEISURE.ORG.UK

**TWITTER** /HALOLEISURE & /HALO\_JON

**BLOG** HALOLEISURE.WORDPRESS.COM

### COMPANY PROFILE

Halo Leisure is a social enterprise with charitable status managing leisure centres in Herefordshire, Bridgend and Shropshire. A wholly-owned trading subsidiary oversees consultancy work. Halo Leisure is one of only five social enterprises in the West Midlands to be awarded Flagship status. The enterprise is also accredited by Investors in People.

### NUMBER OF SITES

19 leisure centres.

### PLANS FOR 2013

Continuing our business growth through expansion and diversification.

### CEO: JON ARGENT



### PROFESSIONAL BACKGROUND

I began my career as a casual lifeguard and have covered most leisure-related jobs over the last 25-odd years. I'm a Quest board member. MBA, FISPAL, FCIM. My greatest achievement has been establishing Halo as a sustainable company with high regard from employees and customers.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Always look for the upside.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm undertaking a professional Doctorate.

## HAND PICKED HOTELS

**ADDRESS** THE OLD LIBRARY, THE DRIVE, SEVENOAKS, TN13 3AB

**TEL** +44 (0)1732 471 000

**EMAIL** LBACON@HANDPICKED.CO.UK

**WEB** WWW.HANDPICKED.CO.UK

**FACEBOOK** HANDPICKED HOTELS

**TWITTER** /HP\_HOTELS

### COMPANY PROFILE

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

### NUMBER OF SITES

18 hotels across the UK, including eight club and spa hotels.

### PLANS FOR 2013

Refurbishing Nutfield Priory & Brandshatch spas, and two health club gyms. Opening a recently purchased hotel in October, fitted with a gym and three treatment rooms.

### GROUP HEALTH CLUB & SPA MANAGER: LESLEY BACON



### PROFESSIONAL BACKGROUND

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

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't be afraid to take a risk.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I once cooked for Pavarotti!

## HILTON WORLDWIDE (LIVINGWELL HEALTH CLUBS)

**ADDRESS** HILTON WORLDWIDE, MAPLE COURT, REEDS CRESCENT, WATFORD, HERTS, WD24 4QQ

**TEL** +44 (0)20 7856 8000

**EMAIL** MATT.TAILBY@HILTON.COM

**WEB** WWW.LIVINGWELL.COM

### COMPANY PROFILE

Owned by Blackstone, Hilton Worldwide is the leading global hospitality company. Its brands encompass more than 3,750 hotels and timeshare properties, with 615,000 rooms in 85 countries. It is continuing to grow its spa and leisure offering, including LivingWell, across the UK and Europe.

### NUMBER OF SITES

LivingWell currently has 49 health clubs in the UK, and 22 health club operations under various brands across Europe.

### PLANS FOR 2013

Numerous openings across Europe and ongoing investment planned in the UK sites throughout 2013.

### DIRECTOR OF FITNESS DEVELOPMENT & OPERATIONS, EUROPE: MATT TAILBY



### PROFESSIONAL BACKGROUND

Twenty-one years in the fitness industry in various roles, including fitness instructor, club manager and regional manager.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Life's too short. Make the most of every minute and every opportunity.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I kitesurf to relax. Oh, and I'm now a dad, and it's the most amazing thing ever to happen to me.

## IMPULSE LEISURE

**ADDRESS** BLACKSHOTS LEISURE CENTRE, BLACKSHOTS LANE, GRAYS, ESSEX, RM16 2JU

**WEB** WWW.IMPULSELEISURE.CO.UK

### COMPANY PROFILE

Impulse Leisure is a not-for-profit organisation. The leisure trust has continued to invest year-on-year in its facilities and services. We are committed to encouraging people to be active through our constant effort to provide great facilities, bringing them up to the highest standards. We aim to create active and healthy communities with sports accessibility for all.

### NUMBER OF SITES

We operate seven leisure centres, an 18-hole golf course and entertainment venues in Essex and West Sussex.

### PLANS FOR 2013

Expand our portfolio and maximise performance.

### CEO: MIKE BADEN



### PROFESSIONAL BACKGROUND

I have 24 years' experience of work in the public sector leisure industry, including the last 10 years as chief executive of TCL (Thurrock Community Leisure) and Impulse Leisure group of companies.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't eat the chicken if you still want eggs!

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm a massive Formula One fan and an avid supporter of the F1 McLaren team, as well as my beloved Everton Football Club.

## INTERCONTINENTAL HOTELS (SPIRIT HEALTH CLUBS)

**ADDRESS** BROADWATER PARK, DENHAM,  
BUCKINGHAMSHIRE, UB9 5HR  
**TEL** +44 (0)1895 512 000  
**WEB** WWW.SPIRITHEALTHCLUBS.COM

### COMPANY PROFILE

Spirit is an internal health club brand within the InterContinental Hotels Group (IHG) UK & Ireland, the world's largest hotel company by guest rooms: over 4,500 hotels (Holiday Inn, Crowne Plaza, InterContinental Hotels) in more than 100 countries. The clubs cater for all, but are particularly popular with the mid- to older demographic.

### NUMBER OF SITES

40 clubs and seven hotel gyms.

### PLANS FOR 2013

Spirit has opened its first Spirit franchised club and has numerous enquiries in the pipeline from hotel operators.

### OPERATIONS MANAGER UK & IRELAND: MARK MANTELL



### PROFESSIONAL BACKGROUND

An involvement in professional sports coaching brought me into the fitness industry. I progressed from the gym floor up through club management and regional management before joining IHG to head up Spirit Health Clubs in 2008.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

If you are not part of the solution, then you must be part of the problem!

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm head coach of a rugby club minis section on Sundays.

## JUBILEE HALL TRUST

**ADDRESS** 30 THE PIAZZA, COVENT GARDEN,  
LONDON, WC2E 8BE  
**TEL** +44 (0)20 7395 4094  
**EMAIL** PHILRUMBELOW@JUBILEEHALLTRUST.ORG  
**WEB** WWW.JUBILEEHALLTRUST.ORG

### COMPANY PROFILE

A charity founded in 1978 to build healthier communities by promoting the fitness and wellbeing of the individuals within them. We cater for all members of our local communities, but with particular emphasis on the groups with significant health inequalities.

### NUMBER OF SITES

Four.

### PLANS FOR 2013

Looking at how to partner with other organisations, in particular other charities and the NHS, to help fill gaps in provision and provide a sustainable legacy from the London 2012 Olympic and Paralympic Games.

### CEO: PHIL RUMBELOW



### PROFESSIONAL BACKGROUND

I have over 25 years' experience in the leisure industry, including 18 in the not-for-profit sector. I'm a chartered company director, a director of sporta and chair of the UK Fitness Network (UKFN).

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Live, love, learn, and leave a legacy.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I volunteered as a Gamesmaker at the Olympic Stadium and as a London Ambassador at Trafalgar Square during the 2012 Games in London.

## KIRKLEES ACTIVE LEISURE

**ADDRESS** THE STADIUM BUSINESS AND LEISURE COMPLEX, STADIUM WAY, HUDDERSFIELD, HD1 6PG

**TEL** +44 (0)1484 234 100

**WEB** WWW.KIRKLEESACTIVE.CO.UK / WWW.SMARTFITNESSUK.CO.UK

**FACEBOOK** /KIRKLEESACTIVELEISURE

**TWITTER** /KIRKLEESACTIVE

### COMPANY PROFILE

KAL is responsible for the management of 11 sports centres and pools across the Kirklees district of West Yorkshire, on behalf of Kirklees Council, with a focus on catering for disadvantaged groups. KAL has also launched a budget fitness brand called SMART.

### NUMBER OF SITES

12 KAL centres, including one offering a SMART centre.

### PLANS FOR 2013

Building on the completion of our revised partnership agreement with Kirklees Council, we're developing a second low-cost gym in Dewsbury and a major capital project at Scissett Baths and Fitness Centre.

### CEO: ALASDAIR BROWN

#### PROFESSIONAL BACKGROUND

BA (Hons) Recreation. I've spent 20 years in the leisure industry – largely within the public sector, with a range of local authorities, but also including two and a half years with Sport England – before taking up the role with Kirklees Active Leisure in July 2008.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

With every crisis comes opportunity.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have a life outside of work!



## LA FITNESS

**ADDRESS** SANDALL STONES ROAD, KIRK SANDALL, DONCASTER, SOUTH YORKSHIRE, DN3 1QR

**TEL** +44 (0)1302 892 3010

**WEB** WWW.LAFITNESS.CO.UK

**FACEBOOK** /LAFITNESSUK

**TWITTER** /LAFITNESSTIPS

### COMPANY PROFILE

Privately-owned LA Fitness targets a broad demographic with an offering that includes pool, sauna and spa as well as extensive gym and group exercise facilities. Our aim is to ensure that members receive great value for money in a vibrant and fun atmosphere, engaging with our staff and members and helping them achieve their goals.

### NUMBER OF SITES

80 in total – 79 in the UK and one in Dublin.

### PLANS FOR 2013

Continuing the investment in club refurbishments, rebranding, training and revamping operations to focus on the member experience. Also possible new openings.

### CEO: MARTIN LONG

#### PROFESSIONAL BACKGROUND

A retail background – financial director and CEO of the Game Group. Now CEO of LA Fitness for five years. My early career included accountancy and two years at Sunderland FC.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Listen!

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I ran a video games business for 13 years and corrupted other people's children, yet I don't play and neither do my four children.



## LEISURE CONNECTION

**ADDRESS** POTTON HOUSE, WYBOSTON LAKES, GREAT NORTH ROAD, WYBOSTON, BEDFORDSHIRE, MK44 3BA  
**TEL** +44 (0)1480 401300  
**EMAIL** ENQUIRIES@LEISURECONNECTION.CO.UK  
**WEB** WWW.LEISURECONNECTION.CO.UK  
**TWITTER** /HARPERSFITNESS

### COMPANY PROFILE

Owned by Horsforth Holdings Ltd, Leisure Connection aims to be the partner of choice for organisations looking to achieve quality, value and impact from their leisure, sports and arts provision. Clients include local trusts, local government, corporate, national sports bodies, the arts sector, charities and hotels.

### NUMBER OF SITES

61 across the UK.

### PLANS FOR 2013

Further growth, building on new business wins and growth of our fitness, swimming, retail and community revenues. Investment across the existing estate.

### OPERATIONS DIRECTOR: PETER HOWELLS



### PROFESSIONAL BACKGROUND

I have been with Leisure Connection for 28 years – 13 years in the resorts industry and 15 years in the leisure sector. Starting out as a recreational assistant at a leisure centre, I enrolled on the company's graduate management programme and now manage the entire operation.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Planning and relentless follow-up is the key to success.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I am a keen angler, both in the UK and abroad.

## LIFE LEISURE

**ADDRESS** 4TH FLOOR, LANDMARK HOUSE, STATION ROAD, CHEADLE HULME, CHESHIRE, SK8 7BS  
**TEL** +44 (0)161 482 0900  
**WEB** WWW.LIFELEISURE.NET

### COMPANY PROFILE

Life Leisure is a not-for-profit social enterprise and registered charity formerly known as Stockport Sports Trust. We seek to provide a best-value service in all areas of the borough and operate an extensive mix of sports and leisure facilities, ranging from small community recreation centres to large, multi-use leisure centres. We express our vision as follows: 'We live for fitness. We live for sport. We live for improving the lives of the people around us.'

### NUMBER OF SITES

19, all within Stockport.

### PLANS FOR 2013

Opening two new sites outside Stockport.

### MD: MALCOLM McPHAIL



### PROFESSIONAL BACKGROUND

PE teacher to CEO – proud of both and everything I've done in between. This has included head of health and fitness for Bolton Metropolitan Borough Council, general manager of Edinburgh's Next Generation club and then group fitness manager.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

You can't plan the future if you can't see it – live your life plus five years at all times.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Even though I'm rubbish, I take my golf very seriously.

## MATT ROBERTS LTD

**ADDRESS** 16 BERKELEY STREET, LONDON

**TEL** +44 (0)20 7491 9989

**WEB** WWW.MATTROBERTS.CO.UK

**TWITTER** /MATTROBERTSPT

### COMPANY PROFILE

Matt Roberts Ltd provides high level service in personal training via boutique private clubs. The company also produces books, clothing and a range of other fitness and health products aimed at providing solutions to individual problems in health and fitness. Matt Roberts Ltd is owned by Matt and Jon Roberts.

### NUMBER OF SITES

Five sites in the UK.

### PLANS FOR 2013

Plans to launch small gym equipment and other products focusing on sports performance and diagnostic analysis. A further book will be published in 2013.

### CEO: MATT ROBERTS



### PROFESSIONAL BACKGROUND

I've been carving out a new niche in the fitness industry since I started the country's first personal training centre.

My goal has always been to make personal trainers become highly respected professionals in an industry that is publicly appreciated.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't rush – be patient.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Alongside all of my business commitments, I still train about 15 clients every week because I genuinely love doing it.

## MOSAIC SPA & HEALTH CLUBS

**ADDRESS** FITNESS EXPRESS, PARK FARM, HETHERSETT, NORWICH, NR9 3DL

**TEL** +44 (0)1603 812 727

**WEB** WWW.MOSAICSPAANDHEALTH.CO.UK & WWW.IMAGINESPA.CO.UK & WWW.FITNESSEXPRESS.CO.UK

### COMPANY PROFILE

Mosaic owns and operates The Shrewsbury Club and Holmer Park Spa in Hereford (acquired in 2012). Mosaic also operates health clubs and day spas for hotels under its Imagine and Fitness Express brands, or the hotel's own brand via a management contract or joint venture profit share. Mosaic also offers a licence service for its BOOST CRM software system and digital media support services.

### NUMBER OF SITES

28.

### PLANS FOR 2013

Refurbishing the spa at Holmer Park and opening three more spas within the contract management business.

### MD: DAVE COURTEEN



### PROFESSIONAL BACKGROUND

Set up Fitness Express on leaving university and have been involved in the industry my whole working life. Former chair of the FIA and served on the board for 11 years. A governor of REPs for the last nine years.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Treat everyone in the way that you would hope to be treated yourself.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I published a book called *The Last Chocolate Brownie*.

## MOVERS & SHAPERS

**ADDRESS** 148 WEST END LANE, LONDON, NW6 1SD

**EMAIL** INFO@MOVERSANDSHAPERS.CO.UK

**WEB** WWW.MOVERSANDSHAPERS.CO.UK

**TWITTER** /MOVERSSHAPERS

### COMPANY PROFILE

Privately-owned Movers & Shapers brings personalised fitness training to the high street. Clients attend just two 30-minute sessions a week at one of our boutique studios, using the latest technologies as part of instructor-led small group sessions. The core target market for Movers & Shapers is time-poor consumers, aged between 30 and 50 years, from professional households.

**NUMBER OF SITES**

Seven.

**PLANS FOR 2013**

Aiming to open two new sites in 2013.

### CEO: BEN MARGOLIS



#### PROFESSIONAL BACKGROUND

ACA-qualified accountant, former finance director at Marriott Vacation Club International and chief financial officer for ADDleisure plc.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

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

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I had a stint selling timeshares in the Costa del Sol (albeit for a very reputable operator, of course!)

## NORTH LANARKSHIRE LEISURE

**ADDRESS** HEAD OFFICE, 100 BUCHANAN STREET, COATBRIDGE, ML5 1DL

**WEB** WWW.NLLEISURE.CO.UK

**FACEBOOK** NORTH LANARKSHIRE LEISURE

**TWITTER** /NLLEISURE

### COMPANY PROFILE

Charitable sport and leisure trust with an annual turnover of £24m. Created in 2006, the company provides value-for-money sport, recreation, play and leisure opportunities. It has experienced some of the best growth statistics in the UK over the first six years of trading, with 95 per cent growth in customer attendances and 192 per cent growth in customer income.

**NUMBER OF SITES**

19.

**PLANS FOR 2013**

Continue to enhance health and fitness and promote our newly refurbished ice rink. Increase health improvement.

### CEO: BLANE DODDS



#### PROFESSIONAL BACKGROUND

Extensive experience in the sport, health and fitness industry – private and public sectors. Appointed CEO of NLL in 2006. Representative for charitable trusts on the ukactive board. President of the UK European Capital of Sport Association.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Anything is possible if you want it enough.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I was ranked number two in Scotland at tennis in 1990–1991 and played against Vitas Gerulaitis and Tim Henman.

## NUFFIELD HEALTH FITNESS & WELLBEING

**ADDRESS** NUFFIELD HEALTH HEAD OFFICE, 40-44  
COOMBE ROAD, NEW MALDEN, SURREY, KT3 4QF

**TEL** +44 (0)20 8329 6200

**WEB** WWW.NUFFIELDHEALTH.COM

**TWITTER** /NUFFIELDHEALTH

### COMPANY PROFILE

Nuffield Health Fitness & Wellbeing is a new concept in integrated health, fitness and wellbeing. The centres provide a joined-up approach to managing your health and fitness by offering a combination of fitness facilities and highly qualified healthcare professionals in one place.

### NUMBER OF SITES

65 clubs in the UK, including 15 sites acquired from Greens Health & Fitness in January 2012.

### PLANS FOR 2013

To offer a wellbeing-focused membership in some clubs (regular one-to-one support and access to health experts) alongside the current membership offering.

### MD CONSUMER FITNESS & WELLBEING: LAURA KERBY



### PROFESSIONAL BACKGROUND

Customer-centred career across a number of blue chip clients/ organisations. I extended my remit from managing director of clinical products and services at Nuffield Health to incorporate the commercial Fitness & Wellbeing centres at the end of 2010.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Mind your own business – keep focus and be disciplined.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I started my career as a fitness instructor.

## NUFFIELD HEALTH CORPORATE WELLBEING

**ADDRESS** NUFFIELD HEALTH HEAD OFFICE, 40-44  
COOMBE ROAD, NEW MALDEN, SURREY, KT3 4QF

**TEL** +44 (0)20 8329 6200

**WEB** WWW.NUFFIELDHEALTH.COM

### COMPANY PROFILE

Nuffield Health is the largest provider of employee wellbeing services in the country, working with more than 1,500 employers. We have 100,000 members in our 200 corporate fitness clubs, run more than 50,000 health screenings each year and advise many blue chip companies on how to support the wellbeing and health of their staff. For six consecutive years, we have won the FLAME Award for Integrated Corporate Wellbeing site.

### NUMBER OF SITES

Around 200.

### PLANS FOR 2013

To continue to build on our consultative approach.

### MD CORPORATE WELLBEING: DR ANDREW JONES



### PROFESSIONAL BACKGROUND

I joined Nuffield Health in 2007 as Nuffield Health's first medical director.

In 2012, I also took on the role of managing director of corporate wellbeing.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Be convincing on a Wednesday, so people vote for your ideas on Thursday, and deliver them on Friday!

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I was a surgical trainee on the Transplant Team in Leeds.

## ONE LEISURE

**ADDRESS** ONE LEISURE HEAD OFFICE, ONE LEISURE ST IVES, WESTWOOD ROAD, ST IVES, CAMBRIDGESHIRE, PE27 6WU

**TEL** +44 (0)01480 388 500

**WEB** WWW.ONELEISURE.NET

### COMPANY PROFILE

One Leisure was launched 2009 as the in-house leisure arm of Huntingdonshire District Council. We offer a wide variety of value-for-money, quality activities, but specialise in gym (Impressions Fitness Suites), spa (Pure), kids' play zones and, in the near future, bowling. We are creative, innovative and customer-focused and have made significant investments in our facilities and technology.

### NUMBER OF SITES

Six.

### PLANS FOR 2013

Expansion of our operating base and targeted investment in our facilities.

### MD: SIMON BELL



### PROFESSIONAL BACKGROUND

Globetrotter with previous management experience in supermarkets (Newcastle), hotels (North Yorkshire) and building societies (Doncaster) before parachuting, not literally, into leisure (Hull) in the 1990s. Assistant and centre manager (Holderness) and now MD (One Leisure).

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Do not judge a man until you have walked a mile in his shoes. Then you are a mile away and you have his shoes.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have been on *The X-Factor* and *Countdown*.

## PARKWOOD

**ADDRESS** ATTWOOD HOUSE, PERDISWELL PARK, DROITWICH ROAD, WORCESTER, WR3 7NW

**TEL** +44 (0)1299 253 400

**WEB** WWW.LEISURECENTRE.COM

### COMPANY PROFILE

Parkwood Leisure is one of the leading private leisure management companies in the UK, employing 4,400 staff. The company manages a diverse range of facilities, including leisure centres, theatres, conference centres, watersports centres, school facilities and health clubs.

### NUMBER OF SITES

84 facilities throughout the UK.

### PLANS FOR 2013

We will look to grow organically and take on new leisure and culture contracts to ensure our history of stability and reliability continues. Our focus will remain on providing a quality service to each community we serve.

### CEO: ANDREW HOLT



### PROFESSIONAL BACKGROUND

After leaving university in Cardiff with a BEd degree, I enjoyed 10 years working in the public sector before starting up a private leisure management company in 1989. I joined Parkwood in 1995 to start Parkwood Leisure, and in January 2012 I took up the post of group CEO.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Pay attention to the detail and listen.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Our new chair Duncan Goodhew has never beaten me over 100m... Butterfly that is!

## QHOTELS

**ADDRESS** WELLINGTON HOUSE, WELLINGTON HOUSE, CLIFFE PARK, BRUNTCLIFFE ROAD, MORLEY, LEEDS, LS27 0RY

**TEL** +44 (0)113 289 8989

**WEB** WWW.QHOTELS.CO.UK & WWW.LEISUREANDSPAATQHOTELS.CO.UK

**FACEBOOK** /QHOTELS

**TWITTER** /QHOTELS

### COMPANY PROFILE

QHotels has 21 four-star hotels located throughout the UK. Our leisure clubs offer a range of facilities for hotel guests and leisure club members. We offer spa treatment rooms, state-of-the-art gyms, swimming pools, exercise studios and wet spa areas. We now have over 14,500 leisure club members.

### NUMBER OF SITES

19 QHotels have a leisure club and 18 QHotels are home to a tranquil spa.

### PLANS FOR 2013

We have some exciting plans for spa development across the QHotels group.

### GROUP LEISURE MANAGER: DAVE HEAP



### PROFESSIONAL BACKGROUND

I started out in the fitness industry 19 years ago as a leisure attendant for Jarvis Hotels. I worked up to club management for Swallow Hotels, Moathouse Hotels, Paramount Hotels, Fitness Express and Barceló Hotels. I joined QHotels in January 2009.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Expect the unexpected.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

In 2012 I cycled from Land's End to John O'Groats, raising £24k for Acorns and Alder Hey Children's Hospitals.

## REEBOK SPORTS CLUB LONDON

**ADDRESS** 16-19 CANADA SQUARE, CANARY WHARF, LONDON, E14 5ER

**TEL** +44 (0)20 7970 0900

**WEB** WWW.REEBOKCLUB.CO.UK

### COMPANY PROFILE

A privately-owned club, and one of the biggest in Europe, the Reebok Sports Club London cost around £25m to develop. A fantastic level of service is offered to our predominantly corporate membership.

### NUMBER OF SITES

One (there are other Reebok clubs around the world, but none owned by us).

### PLANS FOR 2013

Huge investment in new facilities to refurbish our clubs and secondary areas as part of a continued three-year programme. Develop our retention strategy, working with the latest technology.

### MD: JOHN PENNY



### PROFESSIONAL BACKGROUND

Studied sports science, specialising in sports psychology with athletes. Spent 14 years operating the busiest health, fitness and tennis clubs in London. Completed an MBA with merit.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Great teams are made up of great players. Bring in people who will add strength and take the business forward.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I enjoy writing and am on the panel of experts for *Men's Health* magazine.

## ROCHDALE BOROUGHWIDE CULTURAL TRUST

**ADDRESS** FLOOR 6, MUNICIPAL OFFICES, SMITH STREET, ROCHDALE, OL16 1ZZ

**TEL** +44 (0)1706 924 345

**WEB** WWW.LINK4LIFE.ORG

**FACEBOOK** LINK4LIFE

### COMPANY PROFILE

Link4Life is the trading name for Rochdale Boroughwide Cultural Trust, the charity that's responsible for leisure and cultural services in Rochdale, Greater Manchester. The trust's remit encompasses arts and heritage, entertainment, fitness and health, sports and leisure, and its facilities span a broad range of sports centres, arts, libraries, a golf course, a water activity centre and museums.

### NUMBER OF SITES

23 facilities in Rochdale.

### PLANS FOR 2013

A £280k refurbishment of Middleton Arena Fitness Suite.

### MD: CRAIG McATEER



### PROFESSIONAL BACKGROUND

Cultural services professional. I'm chair of sporta, executive member of CLOA and a member of the National Cultural Forum. My greatest achievement was securing £31m in funding for new facilities in Rochdale.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never say it can't be achieved – find a way to deliver it.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I still don't sleep. I'm also taking singing lessons to take me out of my comfort zone.

## SENCIO COMMUNITY LEISURE

**ADDRESS** 66 LONDON ROAD, SEVENOAKS, KENT, TN13 1AT

**TEL** +44 (0)1732 746 010

**WEB** WWW.SENCIO.ORG.UK

### COMPANY PROFILE

Sencio Community Leisure is a not-for-profit leisure trust – the trading name for Sevenoaks Leisure Ltd. Open to all sections of the community, we aim to offer affordable, rewarding fitness and leisure activities for all members of the population, regardless of age, ability or existing fitness level. Our business encompasses the Sencio Wellness and Just Gyms brands.

### NUMBER OF SITES

Seven.

### PLANS FOR 2013

Redevelopment and refurbishment of a number of existing facilities, plus new entry-level developments.

### CEO: JANE PARISH



### PROFESSIONAL BACKGROUND

More than 30 years' experience in leisure in both the private and public sectors, working across a range of management, operational and frontline delivery roles. I was part of the team that set up Sencio Community Leisure in 2004.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

It's not what people tell you – it's what they don't tell you that often matters.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

My biggest vice is ice cream. For some reason, people always assume it's wine!

## SERCO LEISURE

**ADDRESS** 7 MERUS PARK, MERIDIAN BUSINESS PARK,  
LEICESTER, LE19 1RJ

**TEL** +44 (0)116 240 7500

**EMAIL** IPHELPS@SERCO.COM

**WEB** WWW.SERCO.COM/LEISURE

### COMPANY PROFILE

Serco Group is an international service company. Formed in 1988, it's a wholly-owned British company employing over 100,000 staff globally, and with a turnover of £5.5bn. The leisure division manages 68 facilities on behalf of 20 local authorities, trusts and universities, including the National Sports Centres at Bisham Abbey and Lilleshall. Serco Leisure has a high level of customer advocacy.

### NUMBER OF SITES

70.

### PLANS FOR 2013

Four new sites scheduled to open in 2013.

### LEISURE DIRECTOR: IAN PHELPS



### PROFESSIONAL BACKGROUND

Almost 40 years in leisure management. Joined Serco in 1991 after 18 years in the local authority market. As leisure director I focus on business development, client negotiations and client relationships.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't over-complicate things. Keep things simple and do simple well.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Played rugby with Gloucester and recently swam a three-hour leg of a cross-Channel swim.

## SHEFFIELD INTERNATIONAL VENUES

**ADDRESS** DON VALLEY STADIUM, WORKSOP ROAD,  
SHEFFIELD, S9 3TL

**TEL** +44 (0)114 223 3856

**EMAIL** S.BRAILEY@SIVLTD.COM

**WEB** WWW.SIVLTD.COM

### COMPANY PROFILE

Sheffield International Venues (SIV) operates a range of sport, leisure and entertainment venues. It is dedicated to encouraging participation and promoting the region's image and economy. Its facilities house 13 national governing sport bodies and Olympic training centres.

### NUMBER OF SITES

21 sports, leisure and entertainment venues operated in Sheffield, Derbyshire and North Yorkshire.

### PLANS FOR 2013

Raise the profile of the SIV brand in North Yorkshire after taking over the Scarborough Spa and Whitby Pavilion in October 2012.

### CEO: STEVE BRAILEY



### PROFESSIONAL BACKGROUND

I managed pubs, seaside piers, theatres, bars and the Blackpool Tower before moving to Sheffield International Venues.

I'm committed to the three core values: customer focus, continuous improvement and a 'can do' culture. Awarded an MBE for services to the leisure industry.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Always be honest and treat everyone in the manner in which you would expect to be treated.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I ran 52 miles around the track at Don Valley Stadium.

## SHIRE HOTELS

**ADDRESS** THE OLD WINE WAREHOUSE, LARKHILL STREET, BLACKBURN, BBI 5DF

**TEL** +44 (0)1254 267 442

**WEB** WWW.SHIREHOTELS.COM

**FACEBOOK** THORPE PARK HOTEL LEEDS

**LINKEDIN** /PUB/STUART-ANGUS/10/B02/979

### COMPANY PROFILE

Shire Hotels are four-star, full-service hotels known for award-winning hospitality throughout the UK. All fitness and spa facilities in our hotels are operated under the Shire Spas brand. These offer a comprehensive range of facilities – including a total of 32 treatments rooms – and we have around 6,000 leisure members.

### NUMBER OF SITES

Six.

### PLANS FOR 2013

Upgrade our PMS system and spa software across all hotels, with a specific focus on online functionality. Our studios will be converted into functional studios.

### GROUP SPA DIRECTOR: STUART ANGUS



### PROFESSIONAL BACKGROUND

Started as a fitness instructor 17 years ago and worked up to club management.

Moved into spa in 2004. Now responsible for sales, marketing, standards, HR, customer service and profitability in our leisure/spa offering.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never wait for something to happen – you have to make it happen.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I run on just one kidney.

## SODEXO (HEALTHWORKS)

**ADDRESS** 1 SOUTHAMPTON ROW, LONDON, WC1B 5HA

**TEL** +44 (0)207 404011

**EMAIL** HEALTHWORKS.GROUP@SODEXO.COM

**WEB** WWW.SODEXO.COM

### COMPANY PROFILE

Sodexo is a world leader in the provision of integrated facilities management services. Founded in 1966, Sodexo has become a global strategic partner for companies and institutions that place a premium on performance and the wellbeing of their employees. Healthworks specialises in providing wellbeing services that include the full management and daily operations of a gym facility.

### NUMBER OF SITES

26 in the UK and four in Ireland.

### PLANS FOR 2013

To provide a quality health and wellbeing offer and to increase the clubs we manage in the UK and Ireland.

### DEVELOPMENT MANAGER (SODEXO): ALAN WEST



### PROFESSIONAL BACKGROUND

Started out as a fitness instructor for Savoy Group, leaving in 1997 as

operations manager. Then helped design, launch and operate two award-winning destination spas for private hotel chains in the Midlands. Joined Sodexo in 2002 as account manager and progressed to development manager.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Surround yourself with motivated and inspirational people.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I crashed Michael Schumacher's car.

## SOHO GYMS

**ADDRESS** 13–16 EMPIRE SQUARE, LONDON SE1 4NA

**TEL** +44 (0)20 7234 9395

**EMAIL** MICHAELCROCKETT@SOHOGYMS.COM

**WEB** WWW.SOHOGYMS.COM

**FACEBOOK** SOHO GYMS LONDON

### COMPANY PROFILE

Soho Gyms was founded in 1994 and has since grown a strong brand and reputation for its urban styling, innovation, fitness excellence, gym standards, customer service and attention to detail. We also have a PT division and an Academy, which is now producing high quality fitness professionals with real gym work experience – we have employed many new team members through it. Our key target market is 25- to 40-year-old professionals.

### NUMBER OF SITES

Eight in London and one in Manchester.

### PLANS FOR 2013

We hope to open more gyms.

### MD: MIKE CROCKETT

#### PROFESSIONAL BACKGROUND

M.Inst.SRM. Originally an electronics design engineer in the defence industry, I have been in leisure for over 17 years – half of them at Soho Gyms, which I joined in 2003. I previously worked in leisure centres, working in the public sector at Hounslow, as well as golf centres and as a squash coach.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Electronics is not for you!

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I still have two chickens.



## SPORTS & LEISURE GROUP

**ADDRESS** 3000 CATHEDRAL HILL, GUILDFORD, SURREY

**WEB** WWW.SPORTSLEISUREGROUP.COM &

WWW.ROKO.CO.UK &

WWW.PLAYFOOTBALL.NET

### COMPANY PROFILE

The Sports & Leisure Group has two brands operating in the UK leisure sector. Roko Health Clubs is a premium health club and spa business, averaging 35,000sq ft clubs. PlayFootball owns and operates a national chain of small-sided football centres. To date, we have invested over £30m in developing these two leisure brands.

### NUMBER OF SITES

Five Roko Health Clubs and 13 PlayFootball five-a-side centres. We also operate small-sided football facilities at a further eight UK venues.

### PLANS FOR 2013

Development of eight new venues.

### CEO: BARRY HUNTER

#### PROFESSIONAL BACKGROUND

Prior to my current role at SLG I was MD for FitLinxx Europe. Former MD of Adidas UK/Ireland & Benelux, prior to which I held a variety of sports marketing and business unit roles within Adidas UK. Previously brand management roles with H J Heinz and British Airways.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Determine what's important, then embrace it.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm the first team manager of a Senior County League football team.



## SPORTS & LEISURE MANAGEMENT (SLM)

**ADDRESS** 3 WATLING DRIVE, SKETCHLEY MEADOWS, HINCKLEY, LE10 3EY

**TEL** +44 (0)1455 890 508

**WEB** WWW.EVERYONEACTIVE.COM

**FACEBOOK** /EVERYONEACTIVE

**TWITTER** /EVERYONEACTIVE

### COMPANY PROFILE

SLM – trading as Everyone Active – manages 80 leisure centres in partnership with 29 local authorities, employing over 5,000 staff and with an £80m turnover. It was awarded FLAME Leisure Centre Operator of the Year for the third year running in 2012, Best National Chain at the 2012 Members' Choice Health Club Awards, and ASA's Swintastic Facility Operator of the Year 2009, 2010 and 2012. SLM was founded in 1987.

### NUMBER OF SITES

80 leisure centres.

### PLANS FOR 2013

Around 20 new centres.

### MD: DAVID BIBBY



### PROFESSIONAL BACKGROUND

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

It's been highly rewarding for me to see our new brand develop, overseeing significant investment programmes in our centres and gaining industry recognition for all the hard work our team puts in.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

See the bigger picture.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm a dedicated family man.

## SPORTSPACE DACORUM

**ADDRESS** SPORTSPACE HEMEL HEMPSTEAD, PARK ROAD, HEMEL HEMPSTEAD, HERTS, HPI 1JS

**TEL** +44 (0)1442 507 100

**EMAIL** DAVE.COVE@SPORTSPACE.CO.UK

**WEB** WWW.SPORTSPACE.CO.UK & WWW.THEXC.CO.UK

### COMPANY PROFILE

Dacorum Sports Trust is an independent CLG and registered charity, managing and developing sports facilities and opportunities in north-west Hertfordshire. Facilities vary in size from a small, dual-use site to a large wet and dry complex with a million visits a year, and range from traditional sports centres to golf courses and a new extreme sports facility.

### NUMBER OF SITES

Eight.

### PLANS FOR 2013

Major refurb and development in one facility.

Development of new spa opportunity at golf complex.

### CEO: DAVE COVE



### PROFESSIONAL BACKGROUND

25 years' experience in the private, public and trust sectors. I headed up the transfer of Dacorum to a trust in 2004. Previous experience includes working for the Rank Organisation, as well as in sports development, facility management, and head of services for children and young people.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't sweat the small stuff – and it's all small stuff!

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I once appeared on Channel 4's *Big Breakfast* with Keith Chegwin as a pantomime horse.

## STEVENAGE LEISURE

**ADDRESS** STEVENAGE ARTS & LEISURE CENTRE, LYTTON WAY, STEVENAGE, HERTS, SG1 1LZ

**TEL** +44 (0)1438 242 233

**EMAIL** IAN.MORTON@STEVENAGE-LEISURE.CO.UK

**WEB** WWW.STEVENAGE-LEISURE.CO.UK

### COMPANY PROFILE

Stevenage Leisure Ltd (SLL) is a leading leisure management registered charity and social enterprise working in partnership with five local authorities to deliver leisure, health, cultural and educational services for the whole community at affordable prices.

### NUMBER OF SITES

19.

### PLANS FOR 2013

To take on more leisure and cultural facilities with existing clients, while acquiring new management contracts.

Positioning SLL to take advantage of the opportunities available to deliver the new health and wellbeing agenda.

### MD: IAN MORTON

#### PROFESSIONAL BACKGROUND

34 years in the leisure industry, 23 years in local government and 11 in leisure trusts.

Director of various community not-for-profit boards and a member of CIMSPA, sporta, CLOA, Ella and ACEVO.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

No matter what your personal or work circumstances, keep smiling and stay positive. The job of the MD is to keep hope alive!

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I once played the drums in a concert in Middlesbrough.



## TEES ACTIVE

**ADDRESS** REDHEUGH HOUSE, THORNABY PLACE, THORNABY, STOCKTON ON TEES, TS17 6SG

### COMPANY PROFILE

Tees Active is a social enterprise formed in 2004 and operating in Stockton on Tees and Berwick on Tweed. We have achieved our initial aims of renewing facility stock, improving service quality and increasing visitor numbers and developed successful outreach and health-based services and a Sports Academy.

### NUMBER OF SITES

We operate six major facilities, including an ice arena, international watersports, health and fitness, pools and dry sports and bowls.

### PLANS FOR 2013

Develop business streams to reduce management fees.

### MD: STEVEN CHAYTOR

#### PROFESSIONAL BACKGROUND

I trained as a PE teacher but moved into leisure after a year at the chalk face. Now approaching my 30th year in leisure; initially in the public sector and as MD with Tees Active since forming in 2004. I'm chair of sporta NE and Yorks region and sit on the national executive.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Abraham Lincoln said: 'Your own resolution to succeed is more important than any one thing.'

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I like to write and have had four books published.



## THANET LEISUREFORCE

**ADDRESS** NORTHDOWN HOUSE, NORTHDOWN PARK ROAD, MARGATE, KENT, CT9 3TP

**TEL** +44 (0)1843 868 302

**EMAIL** INFO@LEISUREFORCE.CO.UK

**WEB** WWW.LEISUREFORCE.CO.UK

### COMPANY PROFILE

Industrial and Provident Society which began trading on 1 November 1999. Operates three divisions: hospitality, outdoor leisure and indoor leisure.

### NUMBER OF SITES

Eight. Indoor leisure operates the Hartsdown Sports & Leisure Centre, the Ramsgate swimming pool, the Ramsgate Sports Centre and Gym, and the Thanet Gymnastics centre.

### PLANS FOR 2013

Completion and opening of a new pool and spa project in June. Merger with neighbouring trust Vista Leisure and securing a long-term contract for Theatre Royal in Margate.

### MD: STEVE DAVIS



### PROFESSIONAL BACKGROUND

Twenty-five years' experience in local government, and a further 10 years in the cultural trust sector. I work with many local organisations, sitting on many executive committees, and am currently treasurer to five.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

If you want people to take notice of what you say, don't use 100 words when 10 will do.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

My first job while still at school was a silver service waiter.

## THE CLUB COMPANY

**ADDRESS** BATH ROAD, KNOWL HILL, READING, BERKS, RG10 9AL

**TEL** +44 (0)844 561 1790

**WEB** WWW.THECLUBCOMPANY.COM

### COMPANY PROFILE

The Club Company owns and operates 10 golf and country clubs in the UK, with the latest – incorporating health club facilities – opening in 2007. Target market is individuals and families who value quality facilities and a high level of customer service. The company was formed following a management buy-out of Clubhaus in 2004.

### NUMBER OF SITES

10.

### PLANS FOR 2013

Continue significant ongoing investment in our clubs, to the same level as in previous years.

### CEO: THIERRY DELSOL



### PROFESSIONAL BACKGROUND

I was an auditor before managing a subsidiary of a Japanese property company in France. I joined The Club Company (Clubhaus at the time) in 1997. Various roles led to my present position of chief executive officer, to which I was promoted in 2005.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Surround yourself with the best people.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I started triathlon recently and really enjoy it.

## THE REALLY FINE LEISURE COMPANY (RFL)

**ADDRESS** THE MARLOW CLUB, GLOBE PARK, FIELDHOUSE LANE, MARLOW, BUCKS, SL7 1LU

**TEL** +44 (0)1628 475 709

**WEB** WWW.THEMARLOWCLUB.CO.UK

& WWW.THEWINDSORCLUB.CO.UK

### COMPANY PROFILE

The Really Fine Leisure Company Ltd (RFL) is a uniquely personal operator of medium-sized sports, health and fitness clubs. Owned by private investors in conjunction with Downing Protected VCT funds, the company strives for stability, provided by excellence of service that achieves outstanding membership retention.

### NUMBER OF SITES

Two at present: The Marlow Club and The Windsor Club.

### PLANS FOR 2013

We plan to increase our number of management contracts in 2013.

### MD: STEVE LEWIS



### PROFESSIONAL BACKGROUND

Over 30 years in the management of sports, health and fitness clubs. Formerly a semi-professional squash coach. Moved into health club operations with Wates Leisure, which became the Pinnacle Leisure Group. Left Pinnacle in 1993 to set up the Axis Health and Fitness Group – sold to Crown Sports in 2001.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't take yourself too seriously – nobody else will.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

My children think I'm grumpy – how could they?!

## THE THIRD SPACE

**ADDRESS** 13 SHERWOOD STREET, LONDON, W1F 7BR

**TEL** +44 (0)20 7439 6333

**WEB** WWW.THETHIRDSPACE.COM

### COMPANY PROFILE

London's premier health and fitness clubs. Designed to be fun, vibrant, personalised and full of variety, with high levels of customer service, there is a true club atmosphere and very high retention levels among members and employees. Soho offers an extensive on-site medical centre, while Marylebone has a spa. The Third Space is owned by Graphite Capital and the management team.

### NUMBER OF SITES

Two, both in London – Soho and Marylebone.

### PLANS FOR 2013

The five-year business plan is to open one new club a year over five years.

### CEO: ERIC DUNMORE



### PROFESSIONAL BACKGROUND

Trained as a chartered accountant and worked my way up to managing partner before leaving to join leisure business Longshot. Longshot owned a number of brands, including The Third Space, which it set up in 2001. I led a management buy-out of The Third Space, backed by Graphite Capital, in 2007.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Nobody ever lost out selling at a profit.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I cycled to Paris in three days in 2010.

## TONE

**ADDRESS** THE DEANE HOUSE, BELVEDERE ROAD,  
TAUNTON, SOMERSET, TA1 1HE

**TEL** +44 (0)1823 217 111

**WEB** WWW.TONELEISURE.CO.UK

**FACEBOOK** /PAGES/TONE-LEISURE/278279903226

**TWITTER** /TONELEISURE

### COMPANY PROFILE

Tone is a charitable leisure trust operating leisure facilities, as well as delivering a wide range of sports and health development services and community outreach projects. Tone is focused on helping you feel good and improving community activity, health and wellbeing.

### NUMBER OF SITES

11 in Somerset and Devon.

### PLANS FOR 2013

Plans to develop a new pool and spa facility at an existing dry centre and carry out a pool refurbishment project within Taunton Deane.

### MD: JULIETTE DICKINSON



### PROFESSIONAL BACKGROUND

BEd (Hons), DMS, MBA. Originally graduated with a teaching degree, but decided to pursue a career in leisure management. Instrumental in the set-up of Tone Leisure Limited – now rebranded Tone – and have been the managing director since inception in 2004.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Life is for living – work hard and play hard.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I nearly pursued a career as a history teacher.

## TOPNOTCH HEALTH CLUBS

**ADDRESS** WINDSOR CLOSE, WEST CROSS CENTRE,  
GREAT WEST ROAD, BRENTFORD, MIDDLESEX,  
TW8 9DZ

**TEL** +44 (0)20 8847 3444

**EMAIL** S.BRADLEY@TOPNOTCHHEALTHCLUBS.COM

**WEB** WWW.TOPNOTCHHEALTHCLUBS.COM

### COMPANY PROFILE

Topnotch Health Clubs is a chain of privately owned, modern and trendy health and fitness clubs. We provide innovative, unique facilities which welcome and motivate our members, and which promote a sense of fun.

Topnotch 'dares to be different' and it's our mission to run a successful health club business where people – both staff and members – are valued above all.

### NUMBER OF SITES

Six.

### PLANS FOR 2013

To remain strong in the mid-market sector, invest in the current business and add to the current membership.

### MD: STEVE BRADLEY



### PROFESSIONAL BACKGROUND

I completed a sport and recreation studies degree in 1989 and have worked in the leisure industry ever since – 22 years now. I've only ever worked for two companies – Fitness For Industry and Topnotch – but have done every job imaginable, so understand how it all works!

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Just do it, and do it as well as you can.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I was once an international 400m hurdler.

## VALLEY LEISURE

**ADDRESS** WEST STREET, ANDOVER, HAMPSHIRE, SPI0 1QP

**WEB** [WWW.VALLEYLEISURE.CO.UK](http://WWW.VALLEYLEISURE.CO.UK)

### COMPANY PROFILE

Our mission is more people, more active. We aim to be the leading social enterprise in the provision of sport, health and wellbeing and leisure for our customers. A proud recipient of the Social Enterprise Kitemark, we operate a socially inclusive approach.

### NUMBER OF SITES

Four sites, all in Hampshire.

### PLANS FOR 2013

Continue to expand our business through an extensive programme of investment to ensure that we offer fantastic facilities to our customers – we are aiming for 1.1 million visitors over the coming year.

### CEO: KEVIN PATERSON



### PROFESSIONAL BACKGROUND

A qualified solicitor. Joined Valley Leisure as CEO in 2010 following a successful career in the private sector spanning law, financial services and consultancy. A passionate believer in offering a broader range of integrated, joined-up services to enhance the physical and mental wellbeing of local communities.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Always be yourself.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

One of my hobbies is showing bulldogs.

## VIRGIN ACTIVE

**ADDRESS** ACTIVE HOUSE, 21 NORTH FOURTH STREET , CENTRAL MILTON KEYNES , MK9 1HL

**TEL** +44 (0)1908 546 600

**WEB** [WWW.VIRGINACTIVE.CO.UK](http://WWW.VIRGINACTIVE.CO.UK)

**FACEBOOK** /VIRGINACTIVEUK

**TWITTER** /VIRGINACTIVEUK

**BLOG** [BLOG.VIRGINACTIVE.CO.UK/ACTIVE-MATTERS/BLOG](http://BLOG.VIRGINACTIVE.CO.UK/ACTIVE-MATTERS/BLOG)

### COMPANY PROFILE

Virgin Active is a leading global health club operator. Founded in 1999, Virgin Active's success has been built on a strategy that focuses on three key factors: location, value and service. We aim to create a health club that's different from the rest, helping members to be active without making the experience overly serious.

### NUMBER OF SITES

Virgin Active has over 120 UK health clubs and more than 250 clubs globally, including in South Africa, Italy, Spain, Portugal and Australia.

### PLANS FOR 2013

Continued expansion across all territories.

### MD: MARTIN PUGH



### PROFESSIONAL BACKGROUND

Having been a long-standing club member, I joined Virgin Active as managing director in October 2011. Previously I was managing director of Camelot – the operator of the National Lottery – and had also been marketing director of both Safeway and Pizza Hut.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Treat others as you would wish to be treated yourself.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm a big Bollywood movie fan.

## WEST LOTHIAN LEISURE

**ADDRESS** XCITE BATHGATE LEISURE CENTRE,  
BALBARDIE PARK, TORPHICHEN ROAD, BATHGATE,  
WEST LOTHIAN, EH48 4LA

**TEL** +44 (0)1506 776 036

**EMAIL** RSTRANG@WESTLOTHIANLEISURE.COM

**WEB** WWW.WESTLOTHIANLEISURE.COM

### COMPANY PROFILE

West Lothian Leisure, which operates under the Xcite brand, is a charitable company managing sport and leisure facilities and services on behalf of West Lothian Council for the benefit of the local community, to increase participation and improve wellbeing.

### NUMBER OF SITES

10.

### PLANS FOR 2013

Rebuild Whitburn Leisure Centre following a fire in 2011. Extend and refurbish the fitness facilities at Craigswood Leisure Centre, and refurbish the fitness suites at Armadale, Broxburn and East Calder Leisure Centres.

### CEO: ROBIN STRANG



### PROFESSIONAL BACKGROUND

Twenty years' experience in the sport and leisure industry, including as head of leisure at Midlothian Council and chief executive of Manchester Sport and Leisure Trust.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Get a mentor.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Represented Scotland in athletics and triathlon, but now I'm more of an armchair sports enthusiast, in particular in the shape of Manchester City FC.

## XPECT LEISURE LTD

**ADDRESS** XPECT HEALTH & FITNESS, SPRINGWOOD  
DRIVE, BRAINTREE, ESSEX CM7 2YN

**TEL** +44 (0)1376 334 473

**EMAIL** ANDY@XPECTLEISURE.CO.UK

**WEB** WWW.XPECTHEALTH.CO.UK

### COMPANY PROFILE

Privately-owned company owns and operates a premium health club, Xpect Health and Fitness, in Braintree. Our aim is to provide exceptional service to our members and to be the best at what we do. Through innovation, we strive for continual improvement in our membership retention as a platform for future growth.

### NUMBER OF SITES

One.

### PLANS FOR 2013

Development of niche business opportunities in the club and elsewhere.

### MD: ANDY BOURNE



### PROFESSIONAL BACKGROUND

I've worked in the health and fitness industry since 1983 and have managed a wide cross-section of leisure facilities.

I've held senior roles within a number of the national companies and have also developed several smaller entrepreneurial businesses.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Seek first to understand, then to be understood.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I represented Great Britain in the World Age Group Triathlon Championship in 2012.

## WHO'S WHO

# UK Budget Operators

Who are the movers and shakers in the UK's low-cost sector? Our listing rounds up the current key players

## EASYGYM

**ADDRESS** GROSVENOR GARDEN HOUSE, 35-37  
GROSVENOR GARDENS, LONDON SW1W 0BS

**TEL** +44 (0)20 7071 5105

**WEB** WWW.EASYGYM.CO.UK

### COMPANY PROFILE

A premium low cost model with a brand licence agreement to use the easyGym name. Prices vary by location, starting at £15.99 a month, with group exercise available as add-ons – either 'pay as you go' or bundled into memberships. easyGym is run by Fore Fitness.

### NUMBER OF SITES

Four UK sites currently open, in Slough, north London, Birmingham and Cardiff.

### PLANS FOR 2013

Plans to open six to 10 new clubs in 2013. The seven- to 10-year plan focuses first on the UK, then heading to Europe, but in the long term the brand could go global.

### CEO: PAUL LORIMER-WING



### PROFESSIONAL BACKGROUND

A Deloitte-trained accountant by profession, I am an entrepreneur who set up Fore Capital Partners in 2009 – a venture capital firm focused on identifying investment opportunities in growing markets.

As part of this venture, I co-founded easyGym.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't accept anything less than the best.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have broken par for 18 holes of golf, playing both right- and left-handed.

## FIT4LESS BY ÉNERGIE

**ADDRESS** ENERGIE HOUSE, TONGWELL STREET,  
FOX MILNE, MILTON KEYNES, MK15 0YA

**TEL** +44 (0)845 363 1020

**EMAIL** INFO@ENERGIEHQ.COM

**WEB** WWW.F4L.COM

**TWITTER** #FIT4LESSUK

### COMPANY PROFILE

Fit4less is the énergie Group's fast-expanding affordable gym brand, offering memberships from as little as £14.99 a month. The consumer proposition clearly identifies the brand's market position as the low-cost, convenient alternative to more expensive, full-service health clubs. The brand also adopts a fun approach to fitness, with an irreverence that helps engage with its members.

**NUMBER OF SITES**

28.

**PLANS FOR 2013**

Approximately 25 sites planned to open in 2013.

### CHAIR & CEO: JAN SPATICCHIA



#### PROFESSIONAL BACKGROUND

I'm a serial entrepreneur who has been building health and fitness club businesses since the late 1980s. I launched énergie in 2003 and have since, with my team, built the business into the UK's leading fitness franchise company, with over 100 clubs, a £26m network turnover and more than 80,000 members.

**BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN**

Bite off more than you can chew and then chew like hell!

**PEOPLE MIGHT BE SURPRISED TO KNOW THAT...**

I was a teacher in the further education sector.

## FITNESS4LESS

**ADDRESS** WINDSOR CLOSE, WEST CROSS CENTRE,  
GREAT WEST ROAD, BRENTFORD, TW8 9DZ

**EMAIL** INFO@FITNESS4LESS.CO.UK

**WEB** WWW.FITNESS4LESS.CO.UK

**TWITTER** WWW.TWITTER.COM/FITNESS4LESSUK

**FACEBOOK** FITNESS4LESSUK

### COMPANY PROFILE

A budget health club chain offering a good range of fitness equipment and a full class schedule for less than half the price of an average mid-market club. Our target market is broad thanks to our accessible pricing structure. The company is owned by its three directors: Neil Edwards, Emma Edwards and Matthew Harris.

**NUMBER OF SITES**

Fitness4Less currently has 11 sites, with more in the pipeline for 2013.

**PLANS FOR 2013**

Eight new sites scheduled to open in 2013.

### DIRECTOR: EMMA EDWARDS



#### PROFESSIONAL BACKGROUND

The management team has all been in the leisure industry since leaving school or university. We have a good mix of operational, property and marketing skills between us; my personal passion is brand development, marketing, web development and design.

**BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN**

My father always told me you can do whatever you chose to do in life – there is no such word as can't.

**PEOPLE MIGHT BE SURPRISED TO KNOW THAT...**

I used to be a cage fighter (joke!)

## FIT FOR FREE

**ADDRESS** THE MATCHBOX, 140 SPEKE RD, GARSTON, LIVERPOOL, L19 2RF

**TEL** +44 (0)151 427 0286

**WEB** WWW.FITFORFREE.CO.UK

**TWITTER** FITFORFREEUK

**FACEBOOK** FITFORFREE

### COMPANY PROFILE

Fit for Free is a subsidiary of the parent brand F4F in the Netherlands, which operates 48 clubs in the budget sector and 19 Sport City clubs as its premium brand in Europe. Fitness for Everybody costs from £9.95 a month, and has member benefits/a discount programme returning savings every month to members through the retail/service partners that each location secures.

### NUMBER OF SITES

Four sites in the UK.

### PLANS FOR 2013

We have plans to grow to 20 clubs by 2014.

### GENERAL MANAGER UK: IAN KEARNEY



### PROFESSIONAL BACKGROUND

My primary career path was in the newspaper and magazine sector, before moving into the leisure and FEC sector in 2003. I moved into fitness when F4F first arrived in the UK, to manage the UK expansion.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Finish what you start, do as you said you would, and thank people for their business.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I climbed Mont Blanc in 1992 and aim to attempt Kilimanjaro.

## HELIO FITNESS

**ADDRESS** HELIO FITNESS, 61 ST ALBANS ROAD, ST ANNES ON SEA, LANCASHIRE, FY8 ITG

**TEL** +44 (0)1253 300083

**WEB** WWW.HELIOFITNESS.COM

**FACEBOOK** HELIO FITNESS

### COMPANY PROFILE

Helio Fitness offers high value, low-cost fitness facilities to local communities in the north-west of England. Each club offers more than 200 pieces of state-of-the-art fitness equipment, in addition to a dedicated functional training zone and two group exercise zones – all for less than £19.95 a month. Helio Fitness is owned by Neil Henshaw, Kenneth Henshaw and Christine Henshaw.

### NUMBER OF SITES

Helio Fitness currently has three sites in the UK.

### PLANS FOR 2013

We plan to open a further two clubs in the north-west of England in 2013.

### MD: NEIL HENSHAW



### PROFESSIONAL BACKGROUND

My career started in the building industry, then moved into interior design. I entered the leisure industry in 1996 when I opened a tanning business. In 1997 I started Helio Fitness, opening my first fitness club; a second was added in 2000. In 2008 I repositioned the business with a high value offering and opened our flagship site in January 2011.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Trust your instinct.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm partial to a bag of pork scratchings.

## KISS GYMS

**ADDRESS** WELLINGTON HOUSE, 57 DYER STREET,  
CIRENCESTER, GL7 2PP

**TEL** +44 (0)845 644 2318

**EMAIL** INFO@KISSGYMS.COM

### COMPANY PROFILE

We have set out to make a good idea great, by focusing on maximising the gym experience, and by sustainable growth. Roll-out of the Kiss Gyms concept is all about making each site better than the last. The company is backed by a collection of experienced business professionals, high net worth individuals and family estates.

### NUMBER OF SITES

Kiss Gyms currently has three sites.

### PLANS FOR 2013

Emphasis on fast but thoughtful growth by various means, including joint ventures.

### MD: RUPERT MACKENZIE HILL



### PROFESSIONAL BACKGROUND

I had a stint in the military before going on to found a range of innovative business formats, from technology to leisure and property. Although a relative newcomer to the fitness industry, an obsession with the detail combined with a commitment to over-deliver on expectations helped us win Gym of the Year 2012 for our very first site.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Tenacity is the key to achieving the impossible,  
PEOPLE MIGHT BE SURPRISED TO KNOW THAT...  
My favourite sport is bicycle polo.

## PURE GYM

**ADDRESS** TOWN CENTRE HOUSE, THE MERRION  
CENTRE, LEEDS, LS2 8LY

**TEL** +44 (0)113 831 3333

**EMAIL** TONY@PUREGYM.COM

**WEB** WWW.PUREGYM.COM

**FACEBOOK** PURE-GYM

### COMPANY PROFILE

Pure Gym is a revolutionary, value for money, 24/7 concept that aims to break down the barriers to fitness by offering 'no frills' yet high quality clubs. The gyms offer over 220 pieces of state-of-the-art equipment and over 50 free classes a week – all with no contract, for just £18.99 a month (£25.99 in London). Target market is 18- to 35-year olds. The company is owned by its management, private family trusts and high net worth individuals.

### NUMBER OF SITES

40 as at January 2013.

### PLANS FOR 2013

A further 25 sites scheduled to open by the end of 2013.

### CEO: PETER ROBERTS



### PROFESSIONAL BACKGROUND

Trained as a chartered surveyor. I've been developing leisure and property businesses for the last 35 years, including developing the Tulip Inns concept – with hotel group Golden Tulip – which was sold to Whitbread in 2007. Non-executive director for Dragons Health Clubs for eight years.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

What goes up comes down!  
PEOPLE MIGHT BE SURPRISED TO KNOW THAT...  
I did a freefall parachute jump in New Zealand.

## THE GYM GROUP

**ADDRESS** 6A ST GEORGE WHARF, VAUXHALL,  
LONDON SW8 2LE

**TEL** +44 (0)844 871 6701

**WEB** WWW.THEGYMGROUP.COM

**FACEBOOK** THEGYMGROUP

**TWITTER** @THEGYMGROUP

### COMPANY PROFILE

The Gym Group is the longest established national operator of budget gyms, and saw incredible growth throughout 2012: turnover was up by 88 per cent and membership by 67 per cent. We offer the most affordable, flexible and rewarding gym membership around – from just £10.99 a month. We won Budget Gym of the Year at the National Fitness Awards and are accredited by Investors in People.

### NUMBER OF SITES

32 gyms open in the UK as at January 2013.

### PLANS FOR 2013

To open a further 15+ sites throughout 2013.

### CEO: JOHN TREHARNE

#### PROFESSIONAL BACKGROUND

FlnstD. Former managing director and founder of Dragons Health Clubs. Founded Dragons in 1991, floated the business on AIM in 1997, then sold the business in 2001 to facilitate investor exit. The same is now planned for The Gym Group. Former chair of Squash England.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Let the manager manage.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I once owned, and raced, a Sinclair C5.



## XERCISE4LESS

**ADDRESS** 6 DENBY DALE RD, WAKEFIELD, WFI IHR

**TEL** +44 (0)1924 298897

**EMAIL** JON@XERCISE4LESS.CO.UK

**WEB** WWW.XERCISE4LESS.CO.UK

### COMPANY PROFILE

Owned by MD Jon Wright, Xercise4less is a budget operator that typically offers 30,000–40,000sq ft of space and up to 400 stations of equipment. All Xercise4less clubs have large studios and also incorporate combat areas and ladies-only gyms. We have won numerous awards in 2012, including a Yorkshire Newcomer Award and a Young Entrepreneur of the Year award for Jon Wright.

### NUMBER OF SITES

10 sites.

### PLANS FOR 2013

A further eight sites are already in the pipeline, and we are aiming to have 24 sites open by the end of 2013.

### MD: JON WRIGHT

#### PROFESSIONAL BACKGROUND

I've been in the industry for 20 years. Worked for Pulse Fitness after university, becoming client support director. Left in 2001 to join Reviva ladies-only clubs as sales and marketing director. Left in 2003 to open my own club.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Try to be different.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I used to be a professional rugby player for Leeds and Harlequins.



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## WHO'S WHO

# European Operators

Who's making waves in your market?  
We take a look at some of  
Europe's leading health club chains

## ANYTIME FITNESS

**ADDRESS** 12181 MARGO AVENUE, SOUTH HASTINGS,  
MN 55033, US

**TEL** +1 651 438 5000

**WEB** WWW.ANYTIMEFITNESS.COM

### COMPANY PROFILE

Founded in 2002, Anytime Fitness is the number one and fastest growing fitness club franchise globally. It is ranked 10th in the greatest ('Top Global') franchises in the world. Open 24/7, year round, with nearly 1,500,000 members and 2,000 clubs worldwide, Anytime Fitness prides itself on providing its members with affordable fitness options.

### NUMBER OF SITES

Clubs are now open in 14 countries, including the UK, the Netherlands, Poland and Spain.

### PLANS FOR 2013

Opening sites in two new European markets and continued franchise expansion within existing markets.

### DIRECTOR OF EUROPEAN OPERATIONS: DIANE VESEY



### PROFESSIONAL BACKGROUND

Various roles in the industry up to my previous role as CEO of the Aura Holohan Group, comprising a consultancy firm, a sports specialist architectural practice and a contract management company.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never compromise your standards.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have a qualification in crowd management and have been involved in the planning and management of many concerts, festivals and large-scale events.

## ASPRIA

**ADDRESS** HILL PLACE HOUSE, 55A HIGH STREET,  
LONDON SW19 5BA, UK

**TEL** +44 (0)20 8944 4070

**WEB** WWW.ASPRIA.COM

### COMPANY PROFILE

Owned by three principal shareholders – AREA, Redmill Ltd and Brian Morris (CEO) – Aspria Holdings BV offers unique members' clubs for culture, business, sport and wellbeing across various brands: Aspria Clubs, Royal La Rasante and the Harbour Club.

### NUMBER OF SITES

Aspria currently operates eight clubs in key cities across Belgium, Germany and Italy. The latest new club opened in Hamburg, Germany, in 2012.

### PLANS FOR 2013

Quietly progressing on a number of opportunities.

### CEO: BRIAN MORRIS



#### PROFESSIONAL BACKGROUND

A reformed property development professional (chartered surveyor) who gets to do what he loves doing in an industry that adds value to people's lives.

Set up the Riverside and Espree health clubs with Peter Beckwith in the 1980s. Launched the first Aspria club in 2000.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Keep your head down and follow through.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I race historic cars.

## AURA SPORT & LEISURE MANAGEMENT

**ADDRESS** UNIT H, MOUNT PLEASANT BUSINESS PARK  
MOUNT PLEASANT AVENUE, RANELAGH, DUBLIN 6, IRELAND

**TEL** +35 31 497 8988

**EMAIL** PAULGRADY@AURAGROUP.IE

**WEB** WWW.AURALEISURE.IE

### COMPANY PROFILE

Aura was formed in 1999 in response to requests from local authority clients asking us to expand our consultancy role into direct facility management. Aura is a multi-award winning, Irish-owned company.

### NUMBER OF SITES

Aura currently operates eight full-facility public leisure centres across Ireland.

### PLANS FOR 2013

Aura is expanding its services in 2013 and plans to grow the number of sites it operates. Aura will continue to play an integral part in promoting activity and supporting communities to become healthier.

### CEO: PAUL O'GRADY



#### PROFESSIONAL BACKGROUND

Over 17 years of experience as a senior manager and management consultant.

I've spend the last eight years as chief operations officer at a professional and outsourced services company.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never ask an employee to do something that you aren't willing to do yourself.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I operated the parking enforcement/clamping contract for Dublin City Council.

## CLUB MED GYM/SILHOUETTE

**ADDRESS** 235 AVENUE LE JOUR SE LÈVE, 92100

BOULOGNE-BILLANCOURT, FRANCE

**TEL** +33 1 41 04 70 53

**EMAIL** FRANCK.GUEGUEN@CLUBMEDGYM.COM

**WEB** WWW.CLUBMEDGYM.COM

**FACEBOOK** /CLUBMEDGYM

### COMPANY PROFILE

Club Med Gym is a unique network of clubs conveniently located in Paris. Targeting young urban professionals, it is a pioneer of fitness in France, with hi-tech gyms and a strong focus on innovation, particularly in group exercise.

### NUMBER OF SITES

23 centres in Paris, including a new high-end club, Pure Club Med Gym, in Place de la Bastille; 75 sites worldwide, including clubs managed by subsidiary company Club Med Gym Corporate Fitness and clubs within Club Med villages. Acquired Swiss chain Silhouette in 2011 (23 clubs).

### PLANS FOR 2013

One new club near Paris to extend the network.

### CEO: FRANCK GUEGUEN

#### PROFESSIONAL BACKGROUND

I started as a stage designer at Club Med in 1976 and progressed through the ranks, including group HR director and CEO for the Pacific area. I have been CEO of Club Med Gym for over six years. Joint winner of the 2011 IHRSA European Club Leadership Award.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't be afraid of change and listen to others.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I don't use the gym, but rather walk around the lake in Boulogne wood, near my home, on Sunday afternoons.



## CURVES EUROPE

**ADDRESS** APELDOORNSEWEG 152, THE NETHERLANDS

**TEL** +31 26 3590 553

**WEB** WWW.CURVES.CO.UK

**FACEBOOK** /CURVESENGLANDANDWALES

**TWITTER** /CURVESUKANDIRE

**LINKEDIN** JOANNA DASE

### COMPANY PROFILE

Curves is a women-only franchise that offers a complete fitness and nutrition solution. Its 30-minute workout is complemented by in-club promotions and events that encourage women to support charitable causes, learn about health-related issues and forge lasting friendships – all as part of the global Curves community.

### NUMBER OF SITES

213 in the UK. Over 6,900 locations in 87 countries.

### PLANS FOR 2013

Many new sites to open, with continuing development of the Curves Weight Management Programme.

### MASTER FRANCHISEE – JOANNA DASE (PARTNERED WITH FRANK POLMAN)

#### PROFESSIONAL BACKGROUND

My background is in psychology, education and business. I have a Social Science degree from Thomas Edison State College in the US, and am an EHFA board member.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

The Golden Rule – do unto others as you would have them do unto you.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I support Chelsea Football Club.



## DIR

**ADDRESS** GESTORA CLUBS DIR, SL. INDUSTRIA 90, ENTRESUELO – 08025 BARCELONA, SPAIN

**TEL** +34 93 450 48 18

**WEB** WWW.DIR.CAT

### COMPANY PROFILE

DiR aims to improve the lives of the local population through fitness, with a focus on ongoing innovation. CEO Ramon Canela is the main shareholder, with other minority shareholders including many club members.

### NUMBER OF SITES

DiR has 16 clubs in Barcelona, plus a pilates studio and a yoga centre: Yoga One. DiR also aims to offer memberships which adapt to all budgets, and offers a low-cost membership option across all its clubs.

### PLANS FOR 2013

One new site to open in 2013.

### CEO: RAMÓN CANELA



### PROFESSIONAL BACKGROUND

I worked in my family business from a young age before going on to study business and commerce. I originally set up my own photography business before opening my first sports centre – Sport Met – in 1979. DiR evolved from that first club: a pioneer in bringing the modern gym concept to Barcelona.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Problems start small before becoming big.

**PEOPLE MIGHT BE SURPRISED TO KNOW THAT...**  
I'm shy.

## DONNA'S FRAUENFITNESS

**ADDRESS** ERNST ROBERT-CURTIUS STR. 29, 53117 BONN, GERMANY

**TEL** +49 228 689 7234

**EMAIL** NOLL@WIFF.DE

**WEB** WWW.DONNAS.DE

### COMPANY PROFILE

Donna's FrauenFitness is a regional, women-only fitness group. The first club was founded in 1998 by owners Daniela Meyer and Günter Noll, who still own and run the clubs today. All clubs are tailored to the needs of women of all ages. The size of the gyms varies from 1,000–1,700sq m, including group fitness, wellness, cosmetics and special physical and nutrition programmes.

### NUMBER OF SITES

Five clubs with over 9,000 members in Bonn and three clubs in a nearby area under our sub-brand Mona Lisa.

### PLANS FOR 2013

Expand the concept outside Bonn and open three clubs.

### CEO: GÜNTER NOLL



### PROFESSIONAL BACKGROUND

Various roles in the fitness industry, from a legal authorised expert on fitness, writing reports and carrying out inspections regarding all areas of fitness, and working as a university lecturer and management consultant.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Be careful – you always meet people twice in your life.

Respecting others will take you a long way.

**PEOPLE MIGHT BE SURPRISED TO KNOW THAT...**  
If it's not fair, you shouldn't ask me to buy it.

## FITLANE FITNESS CENTERS

**ADDRESS** 201-204 AVENUE FRANCIS TONNER, CANNES  
LA BOCCA, 06150 ALPES MARITIME, FRANCE

**TEL** +33 (0) 49 390 9649

**EMAIL** INFO@FITLANE.COM / PETER@FITLANE.COM

**WEB** WWW.FITLANE.COM

**FACEBOOK** /FITLANE

### COMPANY PROFILE

FITLane is the largest health club operator on the French Riviera. The company has around 25,000 members – representing approximately 2 per cent of the entire Côte d'Azur population – primarily on direct debit at an average of around €50 a month. In the Côte d'Azur, this places the brand at the value end of the market. The company's annual turnover is €10m.

### NUMBER OF SITES

Seven clubs.

### PLANS FOR 2013

Opening two to three more clubs along the French Riviera in 2013.

### OWNER & CEO: HANS PETER FRANKLIN



### PROFESSIONAL BACKGROUND

Graduated from PE college. Brief spells with Linguarama in France and Nestlé in Japan before co-founding the SPORTathlon group Hong Kong in 1986 (now part of Fitness First Asia) and California Fitness Centers Asia in 1995. Moved to France and formed FITLane in 2004.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

'Tick tock' goes the clock, so don't hesitate – go for it!

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I play the flute and speak four languages.

## FITNESS HUT SA

**ADDRESS** ESPAÇO AMOREIRAS – CENTRO EMPRESARIAL,  
THE EDGE GROUP/ UKSA PORTUGAL (FITNESS HUT), RUA  
D. JOÃO V, N.º 24, 1250 – 090 LISBOA

**WEB** WWW.FITNESSHUT.PT

### COMPANY PROFILE

Fitness Hut operates premium low-cost fitness clubs. For €6.60 a week, members have access to a world-class fitness experience. Gyms are filled with best in class equipment, plus seven training zones, while a free market economy for personal trainers means we have attracted the best personal trainers in the market. We also offer more than 70 group fitness classes a week.

### NUMBER OF SITES

Six.

### PLANS FOR 2013

A further six to eight new sites.

### OWNER: NICK COUTTS



### PROFESSIONAL BACKGROUND

From club manager at the first Holmes Place in Chelsea, London, I eventually became regional director for Europe before leading an MBO for the Iberian business in 2005. In 2011, I founded Fitness Hut along with two of my former Holmes Place colleagues: Andre Groen and JP Carvalho.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Our best opportunities lie ahead of us.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I studied art at college – I chose between fine art and sports university courses on the toss of a coin.

## FITNESS WORLD

**ADDRESS** MOSEDALVEJ 11, 2500 VALBY, DENMARK

**EMAIL** INFO@FITNESSWORLD.DK

**WEB** WWW.FITNESSWORLD.DK

### COMPANY PROFILE

The largest fitness chain in Denmark, with more than 350,000 members and a strong value for money offer – approximately €33 a month with no minimum contract, and with an option to freeze membership at no cost.

### NUMBER OF SITES

100 clubs across Denmark.

### PLANS FOR 2013

Approximately 10 new clubs scheduled to open, with continued strong growth expected in terms of member numbers, top and bottom line. Longer-term strategic plan is to surpass 500,000 members and 150 clubs in Denmark by 2015.

### CEO: PER LYNGBAK NIELSEN



### PROFESSIONAL BACKGROUND

CEO of Fitness World since 2008. Prior to that, I was CEO of debitel Danmark Telecom (1996–2008). Previous roles have included vice president of sales and marketing, TDC Mobile Telecom (1994–96) and vice president of sales and marketing for Diners Club Danmark credit card (1989–94).

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

For fitness people, revenue is out, cash is in.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

That I am actually a nice guy.

## FRESH FITNESS (DENMARK)

**ADDRESS** VESTERBROGADE 97, 1620 COPENHAGEN V, DENMARK

**FACEBOOK** WWW.FRESHFITNESS.DK/FACEBOOK

**EMAIL** RASMUS@FRESHFITNESS.DK

**LINKEDIN** RINGERSLEV

**TWITTER/SKYPE** RINGERSLEV

### COMPANY PROFILE

Fresh Fitness in Denmark is a joint venture between Just Fitness Holding A/S and Health & Fitness Nordic AB. A budget concept, it nevertheless offers very high quality facilities with group exercise included – some classes led by instructors, others running as virtual sessions.

### NUMBER OF SITES

Nine clubs across Denmark.

### PLANS FOR 2013

Expansion via as many new club openings as we can find good locations. Initial expansion plans focus on Denmark, with possible international growth through partnerships and/or franchise in the longer term.

### CEO: RASMUS INGERSLEV



### PROFESSIONAL BACKGROUND

Created and ran fitnessdk, a high-end 36-club, 120,000-member chain in Denmark. Launched an online health club, Wexer, and the Danish Fitness & Health Organisation. Now building up a new low-cost chain of health clubs.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

It's not what you know but who you know.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have won seven gold medals at the Danish national karate championships.

## FRESH FITNESS (NORWAY)

**ADDRESS** DÆLEENEGGATA 4, NO-0567 OSLO, NORWAY

**TEL** +47 22 04 15 15

**WEB** WWW.FRESHFITNESS.NO

### COMPANY PROFILE

Fresh Fitness AS is owned by Health & Fitness Nordic AB and Fresh Fitness top management. A budget concept, it nevertheless offers very high quality facilities with group exercise included – some classes led by instructors, others running as virtual sessions.

### NUMBER OF SITES

We currently operate 13 sites in Norway. In addition, there are nine clubs in Denmark, which are a joint venture between Just Fitness Holding A/S and SATS Holding AB.

### PLANS FOR 2013

12 new clubs scheduled to open in Norway in 2013.

### CEO: PAAL HANSEM



### PROFESSIONAL BACKGROUND

Former regional director in Norway's largest grocery chain, REMA 1000, and CEO for 7-Eleven in Norway. Renowned speaker and advisor to Scandinavian companies within the field of motivation, leadership, sales and service. Now building a low-cost fitness chain.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

It's not knowing what to do, it's doing what you know.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I started my career as a locksmith.

## GENAE FITNESS CLUB

**ADDRESS** 332 AVENUE DU GÉNÉRAL DE GAULLE, 69500 BRON, FRANCE

**EMAIL** ANTHONY.BARQUISSEAU@GENAECLUB.COM

**WEB** WWW.GENAECLUB.COM

### COMPANY PROFILE

Genae is an active company in the Geophyle network – a specialist in sports, travel, media, leisure and restaurants. Our mission is to make high-quality fitness accessible to everyone. Our company is definitively orientated to providing a quality service, with our team being our best asset. We offer fitness, conditioning, dance and martial arts for everyone aged from 2.5 years and upwards.

### NUMBER OF SITES

Five (three Genae and two Domyos) clubs.

### PLANS FOR 2013

Developing our basic concept in order to expand.

### CEO: ANTHONY BARQUISSEAU



### PROFESSIONAL BACKGROUND

I was involved in creating sports concepts for Oxylane-Decathlon for 10 years (My Sporteezy, Domyos Club etc) and now run Genae Fitness Club to develop the concept.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Hard work and passion pay.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm a specialist in making PlayMobil stories with my children, and I played basketball at a national level for 25 years.

## GROUPE MOVING

**ADDRESS** 60, RUE DE MIROMESNIL, 75008 PARIS, FRANCE

**TEL** +33 (12) 1 56 43 35 30

**WEB** WWW.GROUPEMOVING.FR / WWW.MOVING.FR /  
WWW.LADYMOVING.FR / WWW.GARDENGYM.FR /  
WWW.FITNESSPARK.FR / WWW.MOVINGEXPRESS.FR

### COMPANY PROFILE

Owned by CEO Charles Ellia, the Moving Group is currently number one in France and number five in Europe in terms of club numbers. It has five brands: Moving, a mixed offering; Lady Moving, for women only; Garden Gym, for nature lovers; Fitness Park, with low-cost, high quality clubs; and Moving Express, which is a low-cost self-fitness concept.

### NUMBER OF SITES

165 sites in France, French Overseas Department, New Caledonia, UAE, Romania, Morocco, Portugal.

### PLANS FOR 2013

Plans to open 40 sites in 2013.

### CEO: CHARLES ELLIA



### PROFESSIONAL BACKGROUND

I have legal training and am a sports fanatic. My business partner Lionel Bourillon launched Moving in 1985 and the HEBE holding company was created in 2002 – a franchise business that, with the launches of Garden Gym (2002), Lady Moving (2006), Fitness Park (2009) and Moving Express (2011) now covers all market segments.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Be proud of the satisfaction of your customers.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

My age! Also, that I'm a former judo professional.

## HEALTHCITY INTERNATIONAL

**ADDRESS** DAALMEERSTRAAT 24, 2131 HC HOOFFDORP, NETHERLANDS

**TEL** +31 23 8901750

**WEB** WWW.HEALTHCITY.NL (.BE AND .DE) /  
WWW.BASIC-FIT.NL (.BE AND .DE)

### COMPANY PROFILE

Owned by founders Rene Moos, Eric Wilborts and Dennis Aarts (50 per cent) and Waterland Private Equity (50 per cent), HealthCity International encompasses three brands: HealthCity, HealthCity Premium and budget operation Basic Fit.

### NUMBER OF SITES

HealthCity International's estate numbers 269 clubs – 183 HealthCity and 86 Basic Fit – across a number of markets: Benelux, France, Spain and Italy.

### PLANS FOR 2013

To open 15 new clubs and change some of our HealthCity clubs to Premium or Basic Fit clubs.

### CEO: RENE MOOS



### PROFESSIONAL BACKGROUND

Founder and chief executive officer of HealthCity International. I started out as a tennis player and tennis coach, then moved into management and ownership of tennis clubs around 27 years ago. We then began to introduce fitness into our tennis clubs, and the HealthCity business evolved from that.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Be focused.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I used to be a full-time professional tennis player.

## HIGH FIVE HEALTH PROMOTION

**ADDRESS** SCHINKELDIIKJE 18, 1432 CE, AALSMEER, THE NETHERLANDS

**TEL** +31 20 4261222

**WEB** WWW.HIGHFIVE.NL / WWW.INTENZ.NL / WWW.NATIONAALGEZONDHEIDSPAN.NL

### COMPANY PROFILE

The organisation provides a total package of corporate wellness services, from tailor-made health and fitness programmes to employment re-integration and behavioural change programmes.

### NUMBER OF SITES

55 corporate health centres in the Netherlands, as well as a contracted and certified network of 600 health and fitness clubs linked to [www.nationaalgezondheidsplan.nl](http://www.nationaalgezondheidsplan.nl)

**PLANS FOR 2013**  
Ongoing investment in, and development of, our range of products and services, including our new service 'its my life', which extends beyond our fitness centres.

### OWNER & CEO: PAUL KIENSTRA



#### PROFESSIONAL BACKGROUND

PE teacher, before founding corporate health company. I am currently the treasurer of EHFA. I have also owned commercial health clubs.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

If business is good, look to all those who are working with you – they are responsible for your success. If business is weak, look in the mirror to see what you can do better.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I teach primary school kids the benefits of physical activity and nutrition. We sponsor kids' fitness foundations.

## HOLMES PLACE GROUP

**ADDRESS** HEALTH AND FITNESS INTERNATIONAL HOLDINGS, 38-40 LEIDSEGRACHT, AMSTERDAM, NETHERLANDS

**TEL** +31 20 52 13 040

**WEB** WWW.HOLMESPLACE.COM

### COMPANY PROFILE

The Holmes Place slogan is 'one life, live it well' and its vision is 'inspiring people to live well'. Holmes Place believes in an integrated approach to wellness, offering 'move well, eat well and feel well' services in its premium clubs. The majority stake is held by the Kirsh and Fisher families.

### NUMBER OF SITES

80 – Germany, Austria, Switzerland, Greece, Poland, Czech Republic, Hungary, Israel and Portugal/Spain (Holmes Place Iberia's 29 clubs acquired by the Group in January 2012).

### PLANS FOR 2013

Plans include the opening of two new clubs: one in Switzerland and one in Germany.

### GROUP CEO: JONATHAN FISHER



#### PROFESSIONAL BACKGROUND

I was responsible for the establishment and development of the Holmes Place brand in Israel, Greece, Czech Republic, Poland and Hungary. Became CEO of the Holmes Place Group in 2007 and presided over several acquisitions – most recently of the Iberia franchise, which consolidated European operations under one management structure.

#### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Perform your duties to the best of your ability.

#### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I teach yoga and practices that facilitate meditation.

## JUST FIT

**ADDRESS** ERNST-HEINRICH-GEIST-STR.3-5, 50226  
FRECHEN, GERMANY  
**TEL** +49 (0)2234 933450  
**WEB** WWW.JUSTFIT-CLUBS.DE

### COMPANY PROFILE

The first Just Fit club was founded in 2002. Since then, a further 16 sites have been added – mostly new builds or takeovers from other operators (chains or smaller operations) – and this growth trend continues. In 2012 we moved to new headquarters, which includes a health club and a Just Fit training academy.

### NUMBER OF SITES

Just Fit operates 17 clubs in North Rhine Westfalia, Germany. Further facilities are under development.

### PLANS FOR 2013

Up to two new high-quality clubs are scheduled to open in 2013.

### CEO: FRANK BÖHME



### PROFESSIONAL BACKGROUND

My fitness career started in 1984 with my first club in Cologne. In 2002, I founded Just Fit with my business partners. I also founded INTERFIT, a network of more than 600 clubs in Germany from which members can choose as they please. I am a member of the German TÜV advisory council.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Fitness is a hard business, but it's worth the hard work.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Even after 27 years in this business, I am still as enthusiastic as I was on my first day.

## MRS.SPORY

**ADDRESS** HELMHOLTZSTR. 2-9, 10587 BERLIN, GERMANY  
**WEB** WWW.MRSSPORTY.DE

### COMPANY PROFILE

Mrs.Sporty is a women-only health club franchise chain. It offers exercise and nutritional coaching developed and designed for women, in convenient locations. It caters to women of all ages, with an average age of 49 years. Founded in 2004 by joint CEOs Niclas and Valerie Bönström in partnership with tennis legend Steffi Graf.

### NUMBER OF SITES

530 clubs in seven countries: Germany, Austria, Switzerland, Italy and recently Poland, Slovakia and Spain.

### PLANS FOR 2013

Opening of 100 new clubs. including opening clubs in at least one further country.

### JOINT CEOs: NICLAS BÖNSTRÖM & VALERIE BÖNSTRÖM



### PROFESSIONAL BACKGROUND

Niclas: Coca-Cola Sweden, SATS Europe, 24 Hour Fitness and co-founder of Mrs.Sporty. Valerie: computer scientist, IBM, JP Morgan, EMBA London Business School and co-founder of Mrs.Sporty.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Niclas: Focus on building one great team rather than one champion, and your team will become the champion!

Valerie: Talent is good, hard work is better. The winners are often the ones with the longest breath!

## RUSSIAN FITNESS GROUP

**ADDRESS** NAMETKINA STR, 6/1, MOSCOW, RUSSIA, 117420

**TEL** +7 495 788 0000

**WEB** WWW.WORLDCLASS.RU / WWW.FIZKULT.RU

**FACEBOOK** WORLDCLASSFITNESS

**TWITTER** WWW.TWITTER.COM/WORLDCLASSFIT

### COMPANY PROFILE

Russian Fitness Group, operating clubs under the World Class and Fizkult brands, is the largest company in the Russian fitness industry. Its mission is to raise the local fitness industry to world-class levels, promoting healthy lifestyle as the only acceptable way of life for the modern person. Facilities also include spas and kids' clubs. We also run the annual Russian Fitness Festival, designed to popularise a healthy lifestyle across the region.

### NUMBER OF SITES

54 clubs across 17 cities in Russia and CIS.

### PLANS FOR 2013

We are planning to open six more clubs in 2013.

### CEO: ALEXEY DROBOT



### PROFESSIONAL BACKGROUND

Sixteen years of sales and marketing with Gillette and Johnson&Johnson in Russia and Western Europe. Focus on brand building and development in premium product categories.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Work harder on yourself than you do on your job.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I was among the first 13 high school students exchanged in 1989 between the USSR and the US, in the first foreign student exchange programme.

## SATS

**ADDRESS** BOX 1359, SE-172 27 SUNDBYBERG, SWEDEN

**TEL** +46 10 110 58 00

**WEB** WWW.SATS.SE

### COMPANY PROFILE

SATS is one of the largest fitness companies in Europe, by number of fitness clubs. The company offers a full-service fitness concept in Norway, Sweden, Denmark and Finland. With 270 000 members, 113 fitness clubs and more than 12.6 million visits a year, SATS is Health & Fitness Nordic's largest operation. Health & Fitness Nordic comprises SATS, Fresh Fitness, Metropolis and SAFE.

### NUMBER OF SITES

SATS has a total of 113 fitness clubs in large cities.

### PLANS FOR 2013

Approximately five new clubs in 2013.

### CEO: OLAV THORSTAD



### PROFESSIONAL BACKGROUND

BSc majoring in Economics at The Norwegian School of Management. Worked for The Coca-Cola Company in various management positions in the Nordic and Baltic countries. Seven years in FMCG, running Norway's largest supermarket chain. Five years at SATS, latterly as CEO of both SATS and Health & Fitness Nordic AB.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Know your customer.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I've played water polo at a national level.

## SPORTS & LEISURE GROUP/ ONENESS HOLDING

**ADDRESS** P/A FAMILY FITNESS LAREN, SCHAPENDRIJF  
62, 1251 XH LAREN NH, THE NETHERLANDS  
**WEB** WWW.CAPITALSPORTS.NL / WWW.  
FAMILYFITNESS.NL / WWW.SLG.NL

### COMPANY PROFILE

Sports and Leisure Group/Oneness is owned by founder and CEO Theo Hendriks. At its height, S&L was operating more than 15 fitness and health clubs, including three big municipal centres with two brands (Capital Sports and Family Fitness) and had an interest in BasicFit, which has since been sold to HealthCity.

### NUMBER OF SITES

Since the sale of BasicFit, S&L has only one shareholder: Oneness, with five clubs, two ownerships and one municipal centre.

### PLANS FOR 2013

The company will look at new opportunities in 2013.

### CEO: THEO HENDRIKS



### PROFESSIONAL BACKGROUND

25 years of management experience in sports and leisure throughout Holland. Experienced consultant and interim manager in more than 250 projects in the Netherlands and Belgium. First operator in Holland to develop integrated multifunctional sports and leisure centres in the Netherlands and to introduce Spinning in Europe.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Location, location, location.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I received the 2009 IHRSA European Club Leadership Award.

## STRATA PARTNERS

**ADDRESS** MYTNAYA UL 30-1-50, MOSCOW, RUSSIA  
**EMAIL** INFO@STRATA.RU  
**WEB** WWW.STRATA.RU / WWW.ORANGEFIT.RU /  
WWW.CITYFIT.RU

### COMPANY PROFILE

Strata Partners is one of the leading fitness operators in Russia, operating under two distinct brands: OrangeFitness, offering premium services, and the mass market CityFitness brand. Strata Partners is owned by the company founders.

### NUMBER OF SITES

32 clubs in Russia, Armenia and Bulgaria – 15 operating under OrangeFitness and 17 under CityFitness. Twenty sites are franchised and 12 are corporately owned.

### PLANS FOR 2013

New OrangeFitness club in Armenia and CityFitness in the US, as well as the roll-out of a medical fitness concept.

### PRESIDENT: ANASTASIA YUSINA



### PROFESSIONAL BACKGROUND

Before founding Strata Partners in 2001, I gained marketing experience in senior positions with big multinationals. I have a PhD in economics and am a trained journalist. Joint winner of the 2011 IHRSA European Club Leadership Award.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

You are responsible for your life, your relationships and your future. All good and bad things that happen around you are initiated by yourself.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

In 1991 I did a bike ride from London to Moscow.

## TRAINMORE BV

**ADDRESS** WILLEM DE ZWIJGERLAAN 2, 1111 ZS DIEMEN,  
THE NETHERLANDS  
**TEL** +31 20 640 82 01  
**WEB** WWW.TRAINMORE.NL / WWW.CLUBSPORTIVE.NL

### COMPANY PROFILE

Trainmore is an innovative fitness chain in the Netherlands which aims to ensure that everyone in our society exercises more regularly. Members who work out more often receive a larger discount, or even train for free: people who train an average of three times a week across a quarter receive their membership for free the following three months; those training twice a week receive a 50 per cent discount.

### NUMBER OF SITES

Six.

### PLANS FOR 2013

Opening two more clubs in the Netherlands.

### CEO: HAN DOORENBOSCH



### PROFESSIONAL BACKGROUND

I started out as a teacher of physical education before opening my first club in 1996, finishing an MBA in 2010 (including research into Dutch fitness chains), selling the Clubsportive chain in 2011 to Sportcity and then developing Trainmore in 2011 and 2012.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

The way to get started is to quit talking and begin doing.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have more humour than people initially think.

## VIRGIN ACTIVE (ITALY)

**ADDRESS** 2 VIA ARCHIMEDE, CORSICO, ITALY  
**TEL** +39 02 440781  
**WEB** WWW.VIRGINACTIVE.IT

### COMPANY PROFILE

Owned by The Virgin Active Group, part of the Virgin Group, the goal of Virgin Active health clubs is to improve people's lives through fun activities, making fitness feel less of a chore.

### NUMBER OF SITES

The Virgin Active Group has over 240 clubs around the world – in the United Kingdom, Italy, Spain, Portugal, South Africa and Australia. It currently has 26 clubs across Italy, located in all of the major cities.

### PLANS FOR 2013

Plans to open six new clubs in Italy in 2013.

### PRESIDENT: LUCA VALOTTA



### PROFESSIONAL BACKGROUND

Over 16 years of experience in the health and fitness sector. Launched Fitness First in Italy in 2000 and launched Virgin Active Italy in 2004.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

When you really believe in something, you will get it. Also, the key to success in the health and fitness industry is the ability to listen, both to the customers and to staff.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I run marathons.

## VIT'HALLES FITNESS CLUBS

**ADDRESS** 6 BIS RUE ABEL TRUCHET, 75017 PARIS, FRANCE

**TEL** +33 | 42 77 95 77

**WEB** WWW.VITHALLES.FR

### COMPANY PROFILE

Vit'halles was created in 1983, in the heart of Paris – Les Halles (The Market). The brand has always strived to be on-trend, aiming to bring new experiences to our members that will transform their bodies and their lives. Wellbeing, freedom and confidence lie at the heart of our offering. Vit'halles belongs to Planet Fitness Group.

### NUMBER OF SITES

10 clubs, of which nine are owned (eight in Paris and one in Montpellier) plus one franchise operation in Casablanca, Morocco.

### PLANS FOR 2013

One club opening in the south of France.

### CEO: CHRISTOPHE ANDANSON



### PROFESSIONAL BACKGROUND

President of Planet Fitness Group. I've been married to Claudy for 30 years and have two daughters. Founder and owner of Vit'halles fitness clubs in 1983, Planet Fitness in 1996 and Les Mills Euromed in 1997.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Love your employees, love your customers, love your suppliers.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I was finalist in the Moscow Olympic Games in freestyle wrestling (light heavyweight category).

## VIVAFIT

**ADDRESS** BELOURA BUSINESS CENTRE, SINTRA, PORTUGAL

**TEL** +35 | 210 970 651

**WEB** WWW.VIVAFIT.EU

**FACEBOOK** VIVAFITINTERNATIONAL

**LINKEDIN** VIVAFIT

**TWITTER** /MYVIVAFIT

### COMPANY PROFILE

Vivafit offers chic women-only centres focused on nutrition expertise and express exercise. Members receive individualised eating plans designed by a nutritionist. Additional support includes a web page with weight loss tools to help track progress.

### NUMBER OF SITES

65 sites in six countries: Portugal, Spain, India, Singapore, Uruguay and Cyprus.

### PLANS FOR 2013

Vivafit will continue to focus on international expansion through master franchising partners and will continue to invest in weight loss solutions for members.

### CEO: PEDRO RUIZ PRESIDENT: CONSTANCE RUIZ



### PROFESSIONAL BACKGROUND

Connie has been in the fitness industry for 17 years and Pedro has 25 years' experience in engineering, management and entrepreneurship.

### BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never forget where you came from and who helped you get where you are today.

### PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Pedro started the first windsurf school in Portugal back in the 80s and still windsurfs big waves every windy day.

**American College of Sports Medicine (ACSM)****Email** [publicinfo@acsm.org](mailto:publicinfo@acsm.org)**Web** [www.acsm.org](http://www.acsm.org)**Description** Global association of sports medicine, exercise science, and health and fitness professionals.**British Association of Sport and Exercise Sciences (BASES)****Email** [enquiries@bases.org.uk](mailto:enquiries@bases.org.uk)**Web** [www.bases.org.uk](http://www.bases.org.uk)**Description** The professional body for all those with an interest in the science of sport and exercise.**British Universities & Colleges Sport (BUCS)****Email** [info@bucs.org.uk](mailto:info@bucs.org.uk)**Web** [www.bucs.org.uk](http://www.bucs.org.uk)**Description** The national governing body for higher education sport in the UK.**Business in Sport and Leisure (BISL)****Email** [info@bisl.org](mailto:info@bisl.org)**Web** [www.bisl.org](http://www.bisl.org)**Description** Strategic body that represents the private sector of the sport and leisure industry to government and its agencies.**Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)****Email** [info@cimspa.co.uk](mailto:info@cimspa.co.uk)**Web** [www.cimspa.co.uk](http://www.cimspa.co.uk)**Description** The only professional development body for the UK's sport and physical activity sector.**Chief Culture & Leisure Officers Association (CLOA)****Email** [info@cloa.org.uk](mailto:info@cloa.org.uk)**Web** [www.cloa.org.uk](http://www.cloa.org.uk)**Description** The professional association for strategic leaders in public sector cultural and leisure services.**Club Managers Association of Europe****Email** [info@cmaeurope.plus.com](mailto:info@cmaeurope.plus.com)**Web** [www.cmaeurope.org](http://www.cmaeurope.org)**Description** Professional association for managers of sports, fitness, leisure and dining clubs, and pan-European unifying organisation for national professional associations.**European Health and Fitness Association (EHFA)****Web** [www.ehfa.eu.com](http://www.ehfa.eu.com)**Description** Standards-setting body that represents the whole of the European health and fitness industry to the EU, working with national fitness associations.**European Register of Exercise Professionals (EREPS)****Email** [info@ereps.eu](mailto:info@ereps.eu)**Web** [www.ereps.eu.com](http://www.ereps.eu.com)**Description** A central European database of all instructors, trainers and teachers in the European exercise and fitness industry, based on independent national registers.**Inclusive Fitness Initiative (IFI)****Email** [ifi@efds.co.uk](mailto:ifi@efds.co.uk)**Web** [www.efds.co.uk](http://www.efds.co.uk)**Description** Encourages and supports the health and fitness industry to become more inclusive for disabled people.**International Health, Racquet and Sportsclub Association (IHRSA)****Email** [info@ihrsa.org](mailto:info@ihrsa.org)**Web** [www.ihrsa.org](http://www.ihrsa.org)**Description** The sector's only global trade association, with a mission to grow, protect and promote the health and fitness club industry.**International SPA Association****Email** [ispa@ispastaff.com](mailto:ispa@ispastaff.com)**Web** [www.experienceispa.com](http://www.experienceispa.com)**Description** Leading professional organisation and voice of the global spa industry.

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### Register of Exercise Professionals (REPs)

**Email** [info@exerciseregister.org](mailto:info@exerciseregister.org)

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

**Description** Public register of UK fitness professionals, developed to help safeguard and promote the health and interests of people using the services of exercise instructors, teachers and trainers.

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### SkillsActive

**Email** [skills@skillsactive.com](mailto:skills@skillsactive.com)

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

**Description** The Sector Skills Council for active leisure and learning, working across five sectors: sport and recreation; health and fitness; playwork; the outdoors; and caravans.

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### Spa Business Association

**Email** [info@spabusinessassociation.co.uk](mailto:info@spabusinessassociation.co.uk)

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

**Description** Trade body for the spa industry in Great Britain and Ireland.

---

### sporta

**Email** [info@sporta.org](mailto:info@sporta.org)

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

**Description** The representative body for trusts and social enterprises within culture and leisure in the UK.

---

### Sport and Recreation Alliance

**Email** [info@sportandrecreation.org.uk](mailto:info@sportandrecreation.org.uk)

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

**Description** The umbrella organisation for the governing and representative bodies of sport and recreation in the UK.

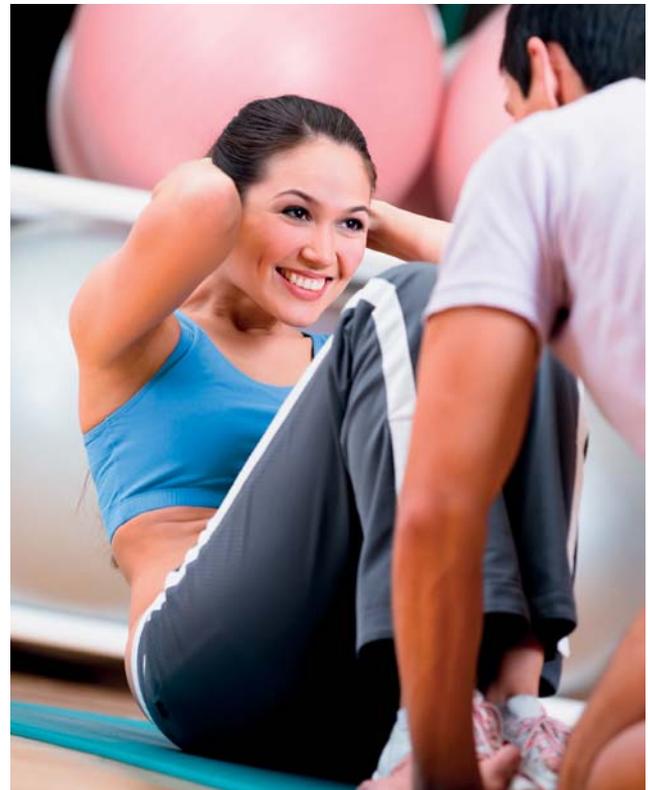
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### Sport England

**Email** [info@sportengland.org](mailto:info@sportengland.org)

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

**Description** Invests funding into organisations and projects that grow and sustain participation in grassroots sport, and creates opportunities for people to excel.



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### REPS: Protecting those using the services of instructors

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### ukactive

**Email** [info@ukactive.org.uk](mailto:info@ukactive.org.uk)

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

**Description** Formerly known as the FIA, ukactive is the representative body for the UK's health, fitness and physical activity industry.

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### Youth Sport Trust

**Email** [lee.murphy@youthsporttrust.org](mailto:lee.murphy@youthsporttrust.org)

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

**Description** Registered charity that supports young people's education and development through PE and sport.

# Membership Management Made Easy

Hundreds of clubs  
outsource payment collection to us:  
We can save you time, money and stress –

## why not try us?

- ✓ Our experienced customer service team resolves issues quickly and efficiently.
- ✓ Booking Classes System + Join Online facility: Integrated facilities added to your website FREE of charge.

Increase secondary spend!  
Using our integrated  
touch screen till,  
all transactions can be  
collected via Direct Debit!



- ✓ We create leads for you by emailing consumers interested in joining independent gyms.

### Gym Websites:

- ✓ Get a great value feature-rich website, tailored to independent gyms.



A.S.H.B.O.U.R.N.E.  
MEMBERSHIP MANAGEMENT

0871 271 2088

www.ashbournemanagement.co.uk  
memberships@ashbournemanagement.co.uk



# ASHBOURNE MANAGEMENT SERVICES

PO Box 10920, Shirley, Solihull,  
West Midlands, B90 8YB, UK  
TEL 0871 271 2088

WEB [www.ashbournemanagement.co.uk](http://www.ashbournemanagement.co.uk) / [www.gymwebsites.co.uk](http://www.gymwebsites.co.uk)



## PRODUCT RANGE

Ashbourne provides gym membership management, recruitment and retention services for hundreds of gyms and health & fitness clubs in the UK and Ireland. We manage your monthly membership payments. By dealing directly with defaulters on your behalf, we ensure you maintain positive customer relations with your members in the club.

## MAIN SERVICES

Membership management services for independent gyms; payment collection services; recruitment and retention services. Key tool issued FREE to all clients is the Membership Validation System (MVS). Verify the payment status of each member when they enter your club, using our MVS package. MVS is also the portal to our full online reporting system, providing each club with comprehensive information on the payment history of each member, available 24/7. Each member is issued with a swipe card, used on entry to verify a member's live payment status. Also used to record attendance patterns and analyse important retention information.

## ADDITIONAL SERVICES

- Booking Classes System + Join Online facility: Integrated into your own website FREE of charge.
- GymBase: Receive a regular stream of enquiries from potential new members via our GymBase membership recruitment service.
- Membership Validation Till System: Increase your secondary spend using our integrated touch-screen till system



## FOR MORE INFORMATION

Ashbourne customer service team:  
0871 271 2088  
Email: [memberships@ashbournemanagement.co.uk](mailto:memberships@ashbournemanagement.co.uk)

- (pictured). All transactions can be collected via Direct Debit.
- Gym Websites + SEO: High-impact website packages for gyms + SEO support.
  - Entry management: personalised swipecards and turnstile installation.

## KEY CUSTOMERS

Ashbourne provides membership management services for hundreds of independent gyms, health & fitness clubs, squash clubs and martial arts academies across the UK and Ireland.

## SHOWS ATTENDING IN 2013

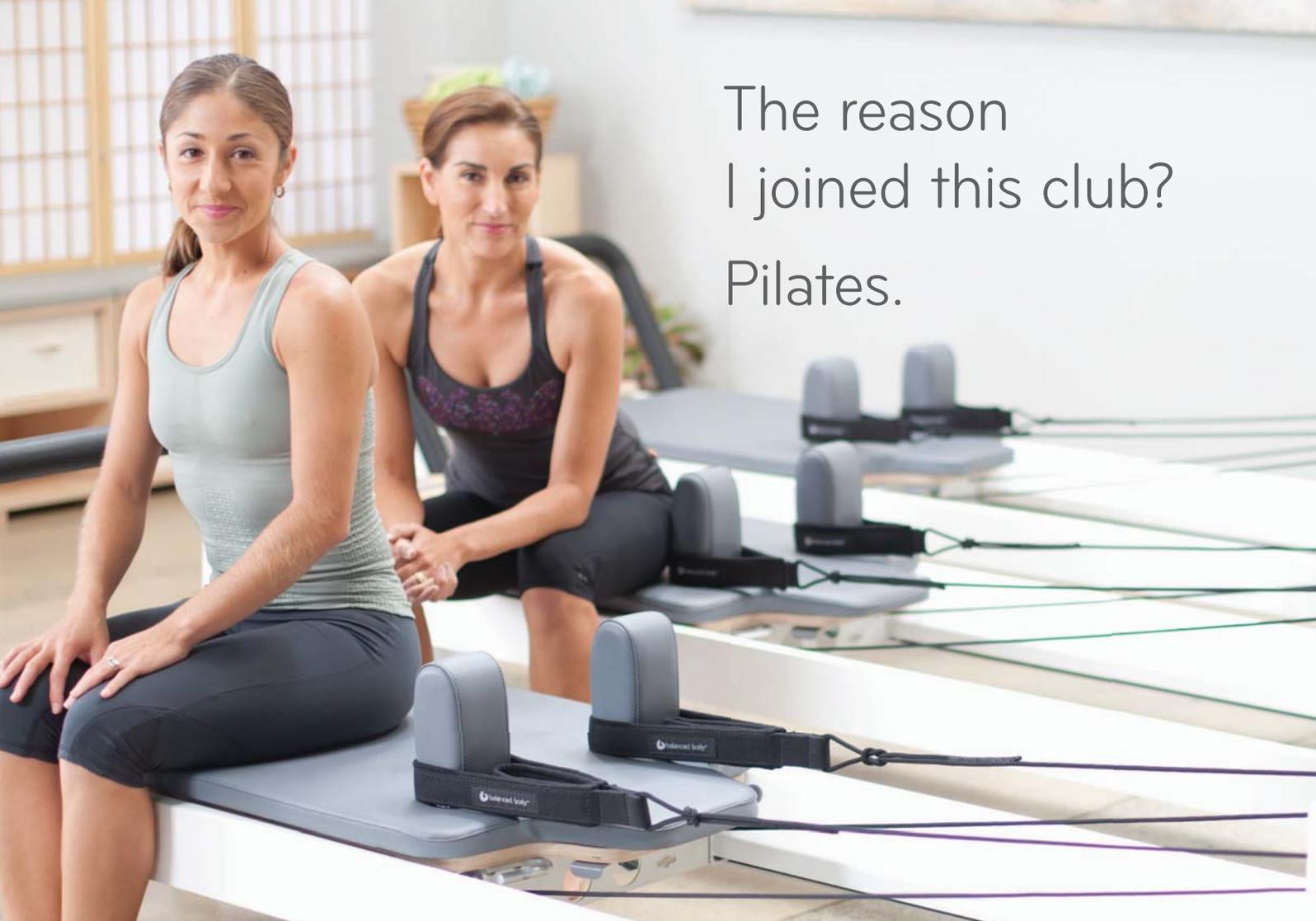
Leisure Industry Week.

## KEY PERSONNEL

JOHN CLAYTON-  
WRIGHT  
Managing Director  
GRANT HARRISON  
National Accounts  
Manager  
MARK BEAUMONT-  
THOMAS  
Marketing Manager



GRANT  
HARRISON



The reason  
I joined this club?  
Pilates.

Balanced Body® and Pilates will change  
your members and your business.

Find out more at  
[pilates.com/fitness\\_mgmt](http://pilates.com/fitness_mgmt).

YOUR CLUB.  
YOUR MEMBERS.  
OUR FULL SUPPORT.

Stocked in the UK for fast,  
cost-effective delivery.

00 800 7220 0008 | +1-916-388-2838  
[pilates.com](http://pilates.com) | [info@pilates.com](mailto:info@pilates.com)



 balanced body®

# BALANCED BODY®



8220 Ferguson Avenue, Sacramento,  
California, 95828 USA

TEL 0800 7220 0008 (from UK) or +1 916 388 2838

WEB [www.pilates.com](http://www.pilates.com)

SOCIAL MEDIA [@Balanced\\_Body](https://twitter.com/Balanced_Body), [Linkedin](https://www.linkedin.com/company/balanced-body) Balanced Body, [f](https://www.facebook.com/balancedbody) Balanced Body, Inc.

## ABOUT US

Stocked in the UK for fast, cost-effective delivery, Balanced Body delivers space-saving and versatile Pilates and CoreAlign® equipment for personal training or group programming. Product lines include the all new, easy-to-use Allegro® 2 System, plus the EXO® Chair, Orbit™, CoreAlign®, and a complete line of rock maple studio equipment.

## PRODUCT RANGE

Balanced Body delivers space-saving and versatile Pilates and CoreAlign® equipment for personal training or group programming. Product lines include the all new, easy-to-use Allegro® 2 System, plus the EXO® Chair, Orbit™, CoreAlign®, and a complete line of rock maple studio equipment.

## ADDITIONAL SERVICES

We offer Pilates and CoreAlign® instructor training from Balanced Body at over 100 sites worldwide. Training for instructors at all levels, tailored to fitness centres.

Flexible, modular programmes range from Mat and Reformer to full studio curricula. Flat rates per student.

## KEY CUSTOMERS

Major health clubs worldwide in addition to small clubs, instructors and personal trainers.

## SHOWS ATTENDING IN 2013

See our full Events Calendar at [pilates.com](http://pilates.com).

## KEY PERSONNEL

TONY TRAN  
Commercial Fitness Manager

## FOR MORE INFORMATION

EMAIL [tony.tran@pilates.com](mailto:tony.tran@pilates.com)  
or [info@pilates.com](mailto:info@pilates.com),  
TEL 0800 7220 0008 (from UK)  
or +1 916 388 2838,  
WEB [www.pilates.com](http://www.pilates.com)



# Turn on the tap

member*drive* by 

CFM Memberdrive provides the Budget, the Manpower and the Time to really turn on the Membership Tap for you in your Market.

In a 6 week period, we pour £50,000.00 - £100,000.00 on your bottom line with No Outlay to you.

For over 22 years in 10 countries, Independent Clubs, Chains and Trusts have all felt the power of a CFM campaign bringing a flood of New members through the door.

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MYZONE® & MemberDrive are marketed by



# CFM – MEMBERDRIVE



member*drive*

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St James Street, Nottingham, NG1 6FG, UK  
TEL 0115 777 3333  
WEB [www.cfm.net](http://www.cfm.net)  
SOCIAL MEDIA  @CFM

## ABOUT US

For 22 Years around the globe CFM have been the world leader in generating members from the “New to Exercise” market. When our clients engage with our 6 Week New Memberdrive, with No Outlay and No Risk, they are also tapping into the experience of a company that has generated over 1 million New Members for over 4000 Health Clubs world wide.

## PRODUCT RANGE

We offer an unparalleled membership generation service that creates a large influx of income from untapped corners of the market. This is guaranteed to be over and above the membership income the club would normally achieve themselves.

## ADDITIONAL SERVICES

CFM is also the distributor of MYZONE the Fitness Industry’s leading member engagement and retention tool.

## KEY CUSTOMERS

We have customers in the majority of the health club sectors from the Chains, Local Authority, Trust, Hotel’s and Independent Health Clubs.

## PLANS FOR 2013

To continue to be at the forefront of finding new and innovative ways to attract the hard to reach members to health clubs around the country.

## SHOWS ATTENDING IN 2013

IHRSA, BODYPOWER, Leisure Industry Week.

## FOR MORE INFORMATION

Ryan Kildare - Business Development Manager – [Ryan.Kildare@cfm.net](mailto:Ryan.Kildare@cfm.net), 0115 777 3333, [www.cfm.net](http://www.cfm.net)

## KEY PERSONNEL

CHEVY KELLY  
Managing Director  
RYAN KILDARE  
Business Development  
Manager



CHEVY  
KELLY

## CLIENT TESTIMONIAL

A large list of club owner/manager testimonials can be seen on [www.youtube.com/creativefitnessmkt](http://www.youtube.com/creativefitnessmkt)

**concept**

# THE CLOCK REALLY STARTS TICKING WHEN A PROJECT BEGINS...

choosing the right company is the catalyst that will propel your health club forward.

## PROPERTY AUDIT

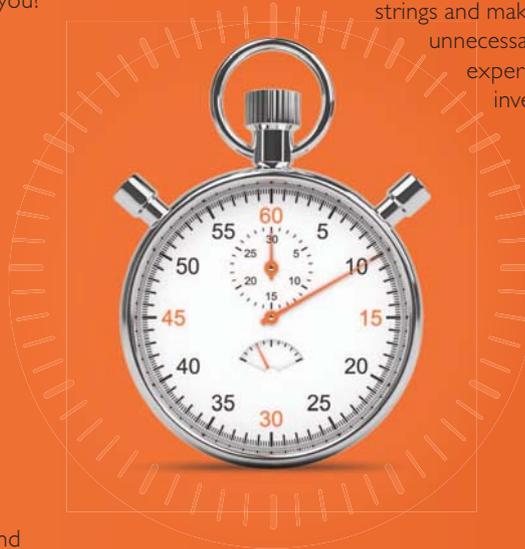
You wouldn't buy a car without reassurance that it was in good working order, would you? Therefore the same should apply to your building. You need to consider important issues such as; will the floor loadings be adequate? Is there enough power coming into the building? Where is the water supply & waste? Will you be responsible for ongoing repairs to the building? It amazes us how many clients commit to a significant investment such as a property without checking what's 'under the bonnet'.

## PROJECT MANAGEMENT

Coordinating every element of a project and making sure there's no disruption to planned works of your health club operations is a huge undertaking. Our experienced project managers will deliver these skills and enable you to control the project with one easy line of communication. You can be rest assured your investment stays on track while you continue running your business.

## BUDGET

We take your investment very seriously. Your project will involve numerous suppliers and contractors – all of them eager to spend your budget. We help you keep control of your purse strings and make sure you don't spend your money unnecessarily. Without our professional experience it can be hard to know where to invest and where to save money.



## DESIGN

Your health club environment will have a huge impact on membership experience, employee morale and productivity as well as your bottom line – but it requires more than a lick of paint and a few plants. Our design of your health club will take into consideration culture and brand identity but also less interesting but practical issues.

## KNOWLEDGE

If you're up to speed with the latest building regulations and DDA requirements; if you can happily hot foot it through lease negotiations; and if you know how to maximise your budget, then we salute you! However, if any part of the process presents a stumbling block, our professional team will work on your behalf to negotiate with your prospective landlord and statutory bodies, making a world of difference to your project timescales and your purse strings.

## CONSIDERING A CHANGE?

To find out how we can help you, simply contact

TEL\_01494 465 847 EMAIL\_talk2us@concept-plc.com



# CONCEPT PLC

Capital House, Westbourne Street,  
High Wycombe, Bucks, HP11 2PZ, UK  
TEL 01494 465847

WEB [www.concept-plc.com](http://www.concept-plc.com)

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**concept**  
inspiring workspaces

## ABOUT US

Our aim is to maximise your property's potential with your business plan, whether acquiring a new space or refurbishing an existing site, we provide a project managed solution that covers the entire process. Our objective is to make what can be a complex process easy, with our help you avoid many potential pitfalls. Afterwards you have a unique space that is created and tailored so your business will grow and prosper.

## PRODUCT RANGE

Our experienced team encompasses property consultants, interior designers and project managers, as well as a select team of preferred contractors and suppliers. This means your entire project is in one safe pair of hands and your budget under professional control.

## ADDITIONAL SERVICES

We can also provide visualisation, 3D walk-throughs, creative interior design, project management and feasibility studies.

## KEY CUSTOMERS

Our key customers are:

- Budget gym operators,
- Gym franchisors/franchisees,
- Gym equipment suppliers & manufacturers,
- Corporate gym management companies

## SHOWS ATTENDING IN 2013

- LIW
- Club Industry
- SIBEC UK & Europe
- Wellness and Fitness Expo
- Vitality Show

## FOR MORE INFORMATION

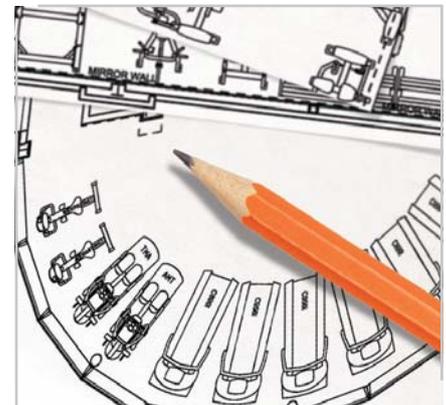
David Kirby  
TEL 01494 838652  
EMAIL [info@concept-plc.com](mailto:info@concept-plc.com)

## KEY PERSONNEL

DAVID KIRBY  
Managing Director



DAVID KIRBY





COREFITNESSROLLER®

## BALANCE

CoreFitnessRoller® reinforces core stabilization and dynamic movement to create vertical and horizontal balance challenges.



## FULL BODY

CoreFitnessRoller® activates multiple muscle groups at once to deliver balance, strength, stretch and cardio benefits with every workout.



## INNOVATION

CoreFitnessRoller® is the ultimate tool for 3-Dimensional movement, Pilates, multiplanar training, barefoot benefits, intensive core conditioning, cardio, strength, and self-myofascial release.



## VERSATILE

CoreFitnessRoller® is a complete fitness solution for a broad range of fitness enthusiasts from beginner to advanced, general fitness to sport specific.



## PORTABLE

With the complete system just 20 lbs. and 42 inches long, CoreFitnessRoller® is easy to transport and store, and can be used virtually anywhere, even in the smallest of spaces.

Visit [www.pilates-mad.com/CoreFitnessRoller](http://www.pilates-mad.com/CoreFitnessRoller) Tel +44 (0)1386 859551

To certify as a CoreFitnessRoller® Instructor Email: [info@mbodiesacademy.com](mailto:info@mbodiesacademy.com) Tel: +44 (0)1865 522292

# COREFITNESSROLLER

PO Box 433, Witney,  
Oxfordshire, OX28 9FA, UK  
TEL 01386 859551

WEB [www.fitness-mad.com/FMCoreFitnessRoller](http://www.fitness-mad.com/FMCoreFitnessRoller)

SOCIAL MEDIA  @MBodiesAcademy,  [facebook.com/MBodiesAcademy](https://facebook.com/MBodiesAcademy), SKYPE: activechrisl



## ABOUT US

The CoreFitnessRoller® (CFR) is an innovative fitness product that delivers a multitude of unique specific or full-body workouts in a compact, easily portable package. The versatility of the CoreFitnessRoller® makes it ideal for clients of all fitness levels and allows for limitless programming – including pilates, dance conditioning, baby oomer, sports, intensive core work, cardio, strength, and self-myofascial release. The company combines sales of its Commercial CoreFitnessRoller with high quality education workshops and certification.

## PARENT COMPANY

USA Manufacturer : Annovium Inc  
UK Distributor : The Mad-Group UK  
Education : Mbodies Training Academy.

## PRODUCT RANGE

The CoreFitnessRoller is a complete product with a number of components which can be used on their own (i.e. for Rolling or free moving exercise to music) or combined to create variations more suitable for Pilates or Cable Pulley work. Cardio fitness, Balance, Strength and Agility are all challenged.

## ADDITIONAL SERVICES

The CoreFitnessRoller is supported by a Foundation Workshop suitable for all instructors. Education then moves to specialised workshops in areas like Pilates, Dance Conditioning, Myofascial Release and High Intensity Circuits.

## KEY CUSTOMERS

Ideal for Group exercise, personal Training, Rehab, Core training, Self Myofascial Release and Pilates, yet suitable and fun but challenging for children through to Seniors key customers include institutions and One-on-one instructors, physiotherapists and Sports conditioning

## SHOWS ATTENDING IN 2013

In Europe FIBO and ISPO (Germany), Rimini Italy. In the UK The FitPro Convention, CSP Congress Body Power and LIW.

## KEY PERSONNEL

DAVID ELLIOTT  
Managing Director,  
The Mad Group

CHARLES ELLIOTT  
Sales Director,  
The Mad Group

CHRIS ONSLOW  
Managing Director,  
Mbodies Training Academy



CHRIS  
ONSLOW

## FOR MORE INFORMATION

For product enquiries call  
+44 (0)1386 859551 for Instructor  
Training call +44 (0) 1993 517000.  
Visit [http://www.fitness-mad.com/  
FMCoreFitnessRoller](http://www.fitness-mad.com/FMCoreFitnessRoller) or email  
[info@mbodiesacademy.com](mailto:info@mbodiesacademy.com)

## CLIENT TESTIMONIAL

Michelle Koton Studio owner wrote, “Our small group classes on the CFR have grown in popularity and we currently need more than the 8 units we initially purchased. Our classes are high energy and challenging for clients. The CoreFitnessRoller® is certainly a genius product. The movement choices it offers are limitless and the depth of benefits clients receive are unsurpassed.”

**CYBEX®**

SEE EXERCISE AS AN  
**ESCAPE**

YOUR PERSONALISED  
EXERCISE EXPERIENCE

CYBEX E3 VIEW HD - EMBEDDED TV



EXERCISE.



ENTERTAINMENT.



ESCAPE.

# CYBEX INTERNATIONAL



Oak Tree House, Atherstone Road,  
Measham, Derbyshire, DE12 7EL, UK  
TEL 0845 6060228

WEB [www.cybexintl.com](http://www.cybexintl.com)

SOCIAL MEDIA [@cybexUK](https://twitter.com/cybexUK), [facebook.com/cybexintl](https://facebook.com/cybexintl), Blog: <http://blog.cybexintl.com/blog>

## ABOUT US

CYBEX International is a leading manufacturer of premium commercial fitness equipment. The company's dedication to exercise science, through the CYBEX Institute, leads the fitness industry in the development of exercise machines that enhance human performance. With over 90 patents, CYBEX equipment is innovative in design, durable in structure and engineered to be biomechanically correct to produce optimum results with minimum stress on the body.

## PARENT COMPANY

CYBEX International Inc.

## PRODUCT RANGE

CYBEX manufactures the industry's largest selection of strength equipment, with over 150 unique pieces including four lines of selectorized equipment, the Bravo Functional Training series of cable machines, plate-loaded, free weights and Big Iron power racks. Cardio includes treadmills and bikes plus the revolutionary Arc Trainer, all with integrated entertainment and iPod connectivity options. The new 770 series is also available with CYBEX's most advanced entertainment console, the E3 View.

CYBEX manufactures a full IFI accredited Total Access range.

## ADDITIONAL SERVICES

CYBEX also provides customised 3D CAD facility design consultancy, offers flexible financing packages, on-going service and warranty support and runs over 30 REPs accredited seminars across the UK.

## KEY CUSTOMERS

CYBEX clients include Nuffield Health, Northampton Borough Council, Telford & Wrekin Council, Metro Fitness, University of Bristol, University of Birmingham, University of Liverpool, University of Nottingham, Champneys Health Resorts, Ricky Hatton Health & Fitness & SportHouse.

SHOWS ATTENDING IN 2013  
IHRSA, FIBO, Body Power Expo, Leisure Industry Week, SIBEC EU, ILAM Ireland National Conference.



## KEY PERSONNEL

ROB THURSTON  
Commercial Director

ALAN ELLIS  
Key Account Manager



ROB THURSTON

## CLIENT TESTIMONIAL

"Nuffield Health has worked with CYBEX on a number of contracts and their service and delivery has always been superb. CYBEX isn't simply a supplier of fitness equipment; it is a company that consults, advises and supports its clients right through the sales process and the feedback we receive from our customers reiterates why we continue to work closely with CYBEX's key account manager Alan Ellis and his team."  
Jon Mann, Nuffield Health.

## FOR MORE INFORMATION

Rob Thurston, Commercial Director  
TEL 07796 998873  
EMAIL [rthurston@cybexintl.com](mailto:rthurston@cybexintl.com)



CYQ

leading

by

example

94.5% of centres would recommend  
CYQ to other training providers.

CYQ Centre Satisfaction Survey 2012

CYQ is the UK's leading awarding organisation for qualifications in health, fitness and wellbeing, providing a suite of well-respected qualifications ranging from introductory to advanced levels (1 to 4).

Choose CYQ and benefit from:-

- fast and efficient centre approval
- first-class customer service
- more than 60 Ofqual and SQA regulated qualifications
- a comprehensive range of supporting resources
- industry-leading eLearning

Bespoke in-house training for approved centres available.

**Follow our lead and enquire today**  
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CYQtv



CYQnews



View  
qualifications



# CENTRAL YMCA QUALIFICATIONS (CYQ)

112 Great Russell Street, London, WC1B 3NQ, UK

TEL 020 7343 1800

WEB [cyq.org.uk](http://cyq.org.uk)

SOCIAL MEDIA  @CYQnews



## ABOUT US

CYQ is the UK's leading awarding organisation for health, fitness and wellbeing qualifications. It develops and awards a diverse suite of qualifications delivered through a range of training providers across the UK and internationally. A highly respected name amongst industry experts, employers and learners, CYQ is the awarding organisation of choice for the sector. Over the last 14 years, CYQ has supported over 200,000 people launch or progress their careers within the industry.

## PARENT COMPANY

CYQ is part of Central YMCA, an activity for health charity.

## PRODUCT RANGE

CYQ offer a suite of over 60 qualifications, ranging from Level 1 to Level 4. CYQ is renowned for developing qualifications specifically designed to assist the industry in addressing health and societal issues. Under the Professional Development umbrella, CYQ deliver assessor, internal quality assurer and tutor training courses.

## ADDITIONAL SERVICES

- tutor, assessor and learner resources
- industry-leading eLearning
- comprehensive centre support through training, eTraining and standardisation days
- CPD programme endorsement service
- bespoke in-house qualification syllabus support and standardisation training.

## KEY CUSTOMERS

- employers • private training providers
- universities • further education colleges
- schools • prisons • young offender institutes.

## PLANS FOR 2013

- qualifications in strength and conditioning, obesity and weight management, lower back pain, mental health and life coaching/behaviour change
- development of full apprenticeship provision for the sector, including functional skills.

## SHOWS ATTENDING IN 2013

LIW, UK Active Flame Conference, SIBEC Europe, IHRSA, YST Conference, BUCS Conference, AOC BCS National Sports Conference, COBIS Annual Conference.

## KEY PERSONNEL

JENNY PATRICKSON  
Head of CYQ

LORI RANDALL  
Head of Business  
Development – Delivery  
Operations, CYQ



JENNY  
PATRICKSON

## CLIENT TESTIMONIAL

"I feel CYQ offers the best and most specifically dedicated awarding organisation service for the fitness industry. The team are helpful and professional. I would have no hesitation in recommending CYQ to other training providers."  
Noel Munnis, N3C Leisure Solutions

## FOR MORE INFORMATION

TEL 020 7343 1800  
EMAIL [info@cyq.org.uk](mailto:info@cyq.org.uk)  
WEB [cyq.org.uk](http://cyq.org.uk)

# The D2F Group



Specialising in the fitness and leisure industry, D2F Group offers a comprehensive portfolio of services and products to help you achieve your revenue goals and business objectives.

**Innovative** eCommerce, social media and reporting solutions that deliver new ways to connect with your customers.

TECHNOLOGY

**Delivering** unique fitness products and training solutions at a competitive price.

FITNESS

There are always more ways we can assist you to achieve your goals.

**Bespoke** online incentive programmes - Driving referrals, repeat spend, acquisition and loyalty.

REWARDS

Contact us today

Tel: +44 (0) 845 862 5350

[www.d2fgroup.com](http://www.d2fgroup.com)

Email: [John@d2fgroup.com](mailto:John@d2fgroup.com)

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



# THE D2F GROUP

Unit 32 Wornal Park, Worminghall,  
Bucks, HP18 9PH, UK  
TEL 0845 862 5350  
WEB [www.d2fgroup.com](http://www.d2fgroup.com), [www.xcube.co.uk](http://www.xcube.co.uk)  
SOCIAL MEDIA [LinkedIn](#) D2F Group



## ABOUT US

The D2F Group provide innovative Rewards, Fulfilment and Technology solutions which drive sales and deliver cost savings to retail and fitness operators. D2F are known for their customised incentive campaigns that drive membership sales and referrals. In addition, D2F Fitness provides bespoke functional fitness solutions - driven by the XCUBE. The XCUBE enables you to take advantage of the latest functional training principles - delivering innovation, safe and effective group training solutions, and incremental PT revenue generating opportunities. The D2F Fitness team ensure efficiency and consistency in planning your top up spend on Functional, Free weight, and Studio equipment – including gym layout, design, and REPS accredited training.

## PARENT COMPANY

D2F Group.

## PRODUCT RANGE

**D2F Rewards** – Customised rewards campaigns for membership sales, referrals and retention strategies.

**D2F Fitness** – Design and equip your studio or functional training space with innovative and core branded fitness products.

**D2F Technology** – Bespoke platforms built In House providing customised eCommerce and Social Media solutions.

## KEY CUSTOMERS

DLL, Fitness First, Harpers, Marriott, LivingWell, Everyone Active, Impulse Leisure, Nuffield, Alliance Leisure, 3D Leisure, Club Moativation, Better (GLL), LA Fitness, Diageo, Amazon.co.uk, MCC, Glasgow 2014.

## SHOWS ATTENDING IN 2013

IHRSA, FIA Flame Conference and Flame Awards, LIW, SIBEC.



The XCUBE Apex  
With wall ladder system

## KEY PERSONNEL

DANNY OLIVER  
Commercial Director

JOHN LOFTING  
National Fitness  
Sales Manager



JOHN  
LOFTING

## CLIENT TESTIMONIAL

“D2F provides David Lloyd Leisure with a fully managed on line solution that saves time and money - Enabling us to offer a compelling / cost effective service to our members. We have consistently received excellent service from D2F and work closely with them to develop new ways of rewarding our members. We highly recommend their services.”  
Suzanne Hall, New Member Acquisition Manager – David Lloyd Leisure

# WHAT DOES YOUR GYM AREA SAY TO YOUR MEMBERS?

**Your personal training space is key to your gyms success.**

With 12 years experience in designing stylish, profitable, functional training areas, Escape Fitness will help you create an integrated space that gives your members the ultimate training experience – from space design, to equipment, flooring and education.

**To find out how you could stand out from the crowd and keep members coming back for more – request a brochure today.**

**[www.escapefitness.com/brochure](http://www.escapefitness.com/brochure)**

or call **0800 458 5558**

# ESCAPE FITNESS LTD



Eastwood House, Cygnet Park, The Office Village,  
Hampton, Peterborough, Cambridgeshire, PE7 8FD, UK  
TEL 01733 313535

WEB [www.escapefitness.com](http://www.escapefitness.com)

SOCIAL MEDIA [@escapefitness](https://twitter.com/escapefitness), [facebook.com/escapefitness](https://facebook.com/escapefitness), BLOG: [www.escapefitness.com/blog](http://www.escapefitness.com/blog)

## ABOUT US

We are the innovators of new, exciting fitness products and motivational techniques which help you give your customers the ultimate and most effective workout possible whilst giving you the tools to build a successful and inspirational business, making you stand out from the crowd.

## PRODUCT RANGE

Escape Fitness specialises in providing solutions that put the fun back into fitness while getting people to move it toward success. From personal training to group exercises, we can help lead you and your business towards a healthier and more successful future.

## PLANS FOR 2013

2013 will be another huge year for Escape Fitness as our international expansion will see us open an office in America. Exciting times!

## SHOWS ATTENDING IN 2013

IHRSA, Fitpro, FIBO, LIW.

## KEY PERSONNEL

MATTHEW JANUSZEK  
Customer Solutions  
Director



## FOR MORE INFORMATION

Please contact: [sales@escapefitness.com](mailto:sales@escapefitness.com)  
or call us on 01733 313535



# Leisure Management software. It's what we do.

The Ez-Runner products are designed, developed and supported in-house. Our hosted online solution enables your business to be running 24/7, 365 days a year.

Our success has been proven by over 600 clients world wide and is used by some of the biggest brands in the world.

More and more customers are benefiting from Ez-runner with its on-line sign up and paperless direct debits, memberships, vouchers and bookings through to in-club point of sale, prospecting and access control.



“You can sleep but your business doesn't have to...”

Using Ez-runner's online functionality will save your business money, generate new revenue streams and improve customer service. It really is an amazing return on investment.



t: 0844 847 5827

e: [info@ez-runner.com](mailto:info@ez-runner.com) w: [www.ez-runner.com](http://www.ez-runner.com)

# EZ-RUNNER SYSTEMS LTD



Units 8 & 9, Snowhill Business Centre,  
Cophorne, West Sussex, RH10 3EZ, UK  
TEL 0844 847 5827

WEB [www.ez-runner.com](http://www.ez-runner.com)

SOCIAL MEDIA [@EzRunnerSystems](https://twitter.com/EzRunnerSystems), [facebook.com/pages/EzRunner](https://facebook.com/pages/EzRunner), [LinkedIn linkedin.com/company/ez-runner](https://linkedin.com/company/ez-runner)

## ABOUT US

With over 600 clients worldwide in Spa, Golf, Health Club, Hotel and Kids Play Leisure, we have a proven track record endorsed by a diverse range of industry leaders including Hilton Livingwell, David Lloyd Spa, Hand Picked Hotels, sk:n, Gambado, Golds Gym, Monkey Bizness, World of Golf, Kidspace, Dermalogica & Soho Gyms – all of whom benefit from using Ez-Runner software solutions.

## PRODUCT RANGE

Complete Range of On-Line & Web Services with key products including:

- ClubRunner
- PlayRunner
- SpaRunner
- GolfRunner

## ADDITIONAL SERVICES

24/7 365 Hosting & Back-up; 365 In-House Support Services; In-House Custom Development; Website Design; Membership Cards; Hardware Supply and Support.

## KEY CUSTOMERS

Hilton Livingwell, sk:n, David Lloyd Spa, Gambado, Shire Hotels, Golds Gym, Monkey Bizness, Hand Picked Hotels, Dermalogica, Soho Gyms, World of Golf and Kidspace.

## PLANS FOR 2013

Restaurant Module, Mobile websites, Kiosk functionality, Online vouchers and Version 7!

## SHOWS ATTENDING IN 2013

- LIW
- Sibec
- Spartec.

## KEY PERSONNEL

STEFAN DRUMMOND  
MD

SHEZ NAMOOYA  
Business Development

## FOR MORE INFORMATION

Stefan or Shez  
EMAIL [sales@ez-runner.com](mailto:sales@ez-runner.com)  
TEL 0844 847 5827 (option 1)  
WEB [www.ez-runner.com](http://www.ez-runner.com)

## CLIENT TESTIMONIAL

Through our commitment to using the latest in technology, HPH have recently embarked upon an upgrade to the latest Ez-Runner central on-line solution. This has allowed us to combine the strengths and versatility of the software with our website to maximise all sales opportunities from the Central Reservations and Hotel Revenue Teams, to the Spa/Club Teams.”

Helen Wynne, Health Club & Spa Project Manager.

# PPL-FREE\* LICENCE-FREE

- No PPL licence required\*
- No programme licence fees
- No on-going quarterly attendance expenses
- Low-cost update options:  
CD + DVD + online videos or  
CD + online videos~
- Every programme features two versions -  
one for ETM instructors and another for  
personal trainers and gym instructors†
- Online bridging course^ for Les Mills  
instructors (includes CD and online  
videos)
- 16 REPs CPDs



**NEW**  
**Reebok**  
EASYTONESTEP

blend functional training with cutting-edge, athletic exercise sequences designed to improve body composition, fitness, core strength and balance

**jump fx**

no-nonsense aerobic & interval training designed to accelerate fat loss & maximise fitness gains

**fight fx**

punch and kick your way into knockout shape with the ultimate martial arts-inspired workout

**groove fx**

high energy aerobic routines with easy-to-achieve dance styling deliver fun, fitness and fat loss

**blast fx**

bodyweight-only conditioning routines that promise to shred fat & boost fitness...fast

**pump fx**

a complete resistance training workout featuring a bar and weight plates set to the latest chart & club anthems

**stomp fx**

multi-peak, athletic programming with a step for maximum calorie burn and fitness improvements

\*from v13.1 onwards - may exclude Reebok EasyTone Step Episode One Series One. ~ CD + online video option unavailable for Reebok EasyTone Step  
^ excludes blast fx and Reebok EasyTone Step. † excludes groove fx

# FITNESS FX

29 Poland Street, London, W1F 8QR, UK  
TEL 0845 257 8573

WEB [www.fitness-fx.com](http://www.fitness-fx.com)

SOCIAL MEDIA [@fitnessfxmusic](https://twitter.com/fitnessfxmusic), [facebook.com/pages/fitnessfx](https://facebook.com/pages/fitnessfx)



## ABOUT US

fitness fx offers a stable of seven licence-free and PPL-free\* fitness programmes. Each programme (except groove fx) features two versions – a group fitness studio version for exercise to music instructors, and a small group training/one-to-one training version called T3 for gym instructors and personal trainers. Although pre-choreographed, instructors have the ability to modify fitness fx choreography to satisfy the varying skill and fitness levels of class participants, thereby increasing member satisfaction, retention and acquisition. This also means no two classes are necessarily the same which helps clubs differentiate their product offering from their competitors'. With a choice of study options (online theory + one-day practical workshop, or online only), each programme is REPs accredited (16 CPDs). Our programmes are updated three times a year with a choice of cost-effective update options – CD + online videos + notes, or CD + DVD + online videos + notes. There are no on-going quarterly attendance expenses and discounted online bridging courses for Les Mills instructors which include a CD

and online videos are available. Instructors can download our free app and study their fitness fx course or watch their fitness fx online videos^ on the go using any Apple or Android mobile device.

## PRODUCT RANGE

pump fx and T3 pump (resistance training), stomp fx and T3 stomp (athletic step training), jump fx and T3 jump (metabolic conditioning), fight fx and T3 fight (mixed martial arts), blast fx and T3 blast (dynamic body conditioning), groove fx (cardio dance), studio fx (studio management) and Reebok EasyTone Step and T3 Reebok EasyTone Step (functional core, balance and cardio).

## ADDITIONAL SERVICES

We offer clubs the ability to re-brand our programmes (excluding Reebok EasyTone Step) and we produce updated marketing material for each programme update.

## KEY CUSTOMERS

Health clubs, exercise studios, equipment manufacturers and fitness professionals globally.

## KEY PERSONNEL

**STEELE WILLIAMS**  
Managing Director  
**MICHAEL BETTS**  
Education Director  
**GREG SELLAR**  
blast fx Programme Developer  
**MICHAEL STEEL**  
pump fx Programme Developer  
**REBECCA SMALL AND NEIL BATES**  
stomp fx Programme Developers  
**SONJA MOSES AND GARY DANIELS**  
fight fx Programme Developers  
**KELLY REED-BANKS AND JO PARRY**  
groove fx Programme Developers  
**LORNA MALCOLM**  
studio fx Programme Developer

## FOR MORE INFORMATION

TEL 0845 257 8573  
EMAIL [sales@fitness-fx.com](mailto:sales@fitness-fx.com)  
WEB [www.fitness-fx.com](http://www.fitness-fx.com)

\*from v13.1 onwards – may exclude Reebok EasyTone Step Episode One Series One  
^ expected launch date March 2013



FitnessIndustryEducation  
AStepAhead

# MORE

**MORE INNOVATIVE, MORE OPTIONS, MORE VALUE.**

FIE's technological edge delivers unique training options, saving time and money.

**0845 257 8570**  
[www.FitnessIndustryEducation.com](http://www.FitnessIndustryEducation.com)

- Full range of CYQ and REPs-accredited qualifications and CPD workshops
- Online and blended-study options
- Bespoke in-house training
- Licensing opportunities for course delivery

# FITNESS INDUSTRY EDUCATION

29 Poland Street, London, W1F 8QR, UK  
 TEL 0845 257 8570  
 WEB [www.FitnessIndustryEducation.com](http://www.FitnessIndustryEducation.com)  
 SOCIAL MEDIA [@FitnessIndustry](https://twitter.com/FitnessIndustry),  
[facebook.com/FitnessIndustryEducation](https://facebook.com/FitnessIndustryEducation)

FitnessIndustryEducation  
 AStepAhead



## ABOUT US

Fitness Industry Education (FIE) is a leading training provider in the UK fitness industry and was the first to deliver fitness qualifications online. It offers internationally recognized qualifications and REPs-accredited CPD courses in a variety of study formats including intensive (full time), Saturday and online only (distance study). FIE creates successful fitness professionals by combining progressive, relevant, vocational education delivered through its industry-leading e-learning system with practical experience gained in either classroom-based sessions or the workplace. This comprehensive and well-rounded learning experience is enhanced via FIE's app – another industry first – which allows students to study their FIE course on the go via any Apple or Android mobile device. FIE's wholesale embrace of technology allows it to deliver an interactive and fully-supported learning experience more cost-effectively and over a shorter period of time, which means students need less time away from work to study and employers can squeeze more out of their training budget.

## PRODUCT RANGE

FIE offers an extensive range of qualifications and CPD courses accredited by numerous awarding bodies including CYQ, ILM, IMSPA, OCR and REPs. Qualifications include Personal Training, Gym Instructor, Exercise to Music, Mat-based Pilates, Yoga, Fitness Management, Obesity & Diabetes Management, Exercise Referral, and Life Coaching.

## ADDITIONAL SERVICES

REPs-accredited CPD workshops including Kettlebells, Suspension Fitness, Advanced Stretching, Padwork, Indoor Cycling, Circuit, Olympic Lifting, and Children's Psychology, Nutrition & Obesity.

## NEW FOR 2013

FIE now offers a licensing opportunity for suitable applicants to run their own business utilizing FIE's established and market-leading e-learning system, product range and industry expertise. An FIE licence grants applicants the opportunity to deliver an extensive range of courses through their own business and in their area with the support of a well-established company that operates a highly successful business model.

## KEY PERSONNEL

MICHAEL BETTS  
 CEO  
 STEELE WILLIAMS  
 Director  
 JONNY CRAIG  
 Enrolment Manager



MICHAEL  
 BETTS

## FOR MORE INFORMATION

TEL 0845 257 8570  
 EMAIL  
[admin@fitnessindustryeducation.com](mailto:admin@fitnessindustryeducation.com)  
 WEB  
[www.fitnessindustryeducation.com](http://www.fitnessindustryeducation.com)



Check us out  
on youtube

# Gantner

technologies

Boost your profit and streamline your organisation  
with Smart Card Technology.



Upgrade your existing management software with GANTNER hardware solutions

# GANTNER ELECTRONIC LTD

Alington Road, Little Barford,  
St Neots, PE19 6WE, UK  
TEL 07841 794580 or +43 664 8300504  
WEB [www.gantner.com](http://www.gantner.com)

**Gantner**  
technologies

## ABOUT US

GANTNER is the leading supplier of SMART Card system solutions. Our products are designed for the global leisure industry (water parks, fitness clubs, spas). Within a building, the check-in, lockers and point of sale are operated with a single RFID SMART card/wristband. High quality, great design and short payback times are GANTNER's strengths. Our hardware and 3rd party club management software create a fully integrated system solution which is convenient and secure.

## PARENT COMPANY

GANTNER Electronic GmbH (Austria).

## PRODUCT RANGE

The system solutions include access control, automated check-in, electronic locking systems and cashless payment applications. Devices can be controlled using contactless technology – from the turnstile, to the lockers in the changing room. Cash sums can be added so the chip works like a wallet in the club.

## ADDITIONAL SERVICES

UK project management and onsite service. Access to a wide network of locker manufacturers, software providers, and turnstile producers.

## KEY CUSTOMERS

Fitness First, Fresh Fitness, McFit, Health City, Elixia, Holmes Place, Hard Candy (NeV), Energy Fitness (NeV), Pure JATOMI Fitness, truGym and countless individual clubs around the world are since many years satisfied customers.

## SHOWS ATTENDING IN 2013

Leisure Industry Week, FIBO, IHRSA.

## FOR MORE INFORMATION

To further your enquiry call our mobile + 44 7841 794580.

Our team will be pleased to help with your enquiry.

Sales: [alexander.egele@gantner.com](mailto:alexander.egele@gantner.com)

Support: [clifford.waller@gantner.com](mailto:clifford.waller@gantner.com)

## KEY PERSONNEL

ALEXANDER EGELE  
Business Development  
Manager

CLIFFORD WALLER  
Project Manager



ALEXANDER  
EGELE





**Cn** Connect

**jh** Join@home

**Ki** Kiosk

**Mo** Mobile

**Ad** Administrator

**P2** Plus2

**Cm** Contact Manager

**L2** Learn2



Gladstone Health and Leisure

software for *Life*<sup>TM</sup>

# GLADSTONE HEALTH & LEISURE

Hithercroft Road, Wallingford,  
Oxfordshire, OX10 9BT, UK  
TEL 01491 201010  
WEB [www.gladstonemrm.com](http://www.gladstonemrm.com)  
SOCIAL MEDIA [@gladstonemrm](https://twitter.com/gladstonemrm)



## ABOUT US

Gladstone Health & Leisure is the leading supplier of leisure management software in the UK and Ireland – endorsed by leading health and fitness professionals and enterprise technology partners. Over thirty thousand users and two million members benefit from Gladstone products across the globe every day. This extensive market experience means that we are able to give every customer access to the most advanced leisure management software available, backed up by a world-class support service.

## PRODUCT RANGE

Leisure management software including membership management, EPOS, booking, resources, reporting, access, kiosks, swim school software, contact manager, mobile and online customer portal.

## ADDITIONAL SERVICES

Custom development, project management, online and on-site training, implementation, 3rd party integration and card services.

## KEY CUSTOMERS

Leisure Trusts, Local Authorities, Universities and Private chains.

## SHOWS ATTENDING IN 2013

LIW.



## KEY PERSONNEL

ARTHUR MORRIS  
Managing Director

SCOTT SAKLAD  
CEO

TOM WITHERS  
Head of Sales



ARTHUR  
MORRIS

## FOR MORE INFORMATION

Please call us on 01491 201010,  
email us at [sales@gladstonemrm.com](mailto:sales@gladstonemrm.com)  
or visit the website  
[www.gladstonemrm.com](http://www.gladstonemrm.com)

## CLIENT TESTIMONIAL

“We are excited at the direction Gladstone is going. The software for Life model is very valuable to us and Gladstone’s commitments to investing in the market, in technology and in its customers are key indicators of a successful future partnership.”  
Scott Mackenzie, Head of ICT for Edinburgh Leisure



Functional Fitness Specialists

**Functional Fitness.**  
designed by us... inspired by you



Lifeline Power Wheel



Competition Kettlebells



Alpha Strong Sand Bag

**SAQ** **Lifeline<sup>usa</sup>** **ALPHA STRONG**  
MAIN UK STOCKISTS & EXCLUSIVE DISTRIBUTORS FOR THE UK AND EUROPE

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

+44 (0)1945 880257

# JORDAN FITNESS

Cherry Farm, Walpole Highway, Wisbech, Cambridgeshire, PE14 7QX, UK  
TEL 01945 880257

WEB [www.jordanfitness.co.uk](http://www.jordanfitness.co.uk)

SOCIAL MEDIA [@jordanfitnessuk](https://twitter.com/jordanfitnessuk), [facebook.com/jordanfitness](https://facebook.com/jordanfitness),

BLOG: <http://www.jordanfitness.co.uk/blogs/news>



**Functional Fitness Specialists**

## ABOUT US

For over 25 years, Jordan Fitness have been at the forefront of design, manufacture and supply of quality commercial grade, functional fitness equipment, in the UK and internationally. Always listening to client feedback, we refine existing designs and produce innovative new ones to keep us at the forefront of the fitness industry.

## PARENT COMPANY

Jordan Leisure Systems Ltd.

## PRODUCT RANGE

All Jordan brand functional fitness products are made to our own design and specifications after thorough product development and market research. We are also the main European distributor for two leading US fitness brands, Lifeline USA and Alpha Strong, and global distributors for UK based brands Powerbag and SAQ.

## ADDITIONAL SERVICES

From inception to finance, installation and training, we offer a complete solution package. The Jordan Training Academy

is endorsed by REPs with the largest portfolio of CPD courses in Europe.

## KEY CUSTOMERS

Our key customers include, Fitness First, Esporta, Greens, Virgin Active, David Lloyd, Snap Fitness. Hotels and Spas include Champneys and The Village. Football Clubs: Arsenal FC and Bayern Munich. We also supply to universities, pro sports clubs, emergency services, MOD.

## PLANS FOR 2013

We are constantly developing new products and exploring new markets to bring functional fitness to all levels of ability.

## SHOWS ATTENDING IN 2013

FIBO, LIW, BodyPower.

## FOR MORE INFORMATION

Visit our web-site

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

Talk to one of our sales team on +44 (0)1945 880257 or email us at [sales@jordanfitness.co.uk](mailto:sales@jordanfitness.co.uk)

## KEY PERSONNEL

ZAK PITT  
Sales Director

EMMA GOSLING  
Managing Director

ALLAN COLLINS  
Director of Education



ZAK PITT



ALLAN COLLINS

## CLIENT TESTIMONIAL

“Our clubs are perfect for new members looking to start a workout plan, or experienced exercisers interested in a fast, convenient and affordable workout. We chose Jordan Fitness as they are renowned for quality products that will provide the best possible experience for our members.” says Gym Manager Emma Ashby at Snap Fitness

It's not hard to **work out**  
why you need to fit  
**keyless locks**  
to your lockers...



**KitLock**  
Coded Locker Solutions



**...no more lost keys.**

KitLock for lockers in gyms, health clubs and spas.

- Save time and money  
Freedom from locker key management.
- Clients enjoy the facilities  
Less hassle, no keys required.

Make the switch to digital locker locks!

**Go Keyless - Go KitLock**

**01635 239645**  
**sales@kitlock.com**



KitLock is a CodeLocks Ltd brand

# KITLOCK

Castle Industrial Park, Kiln Road,  
Newbury, Berkshire, RG14 2EZ, UK  
TEL 01635 239645

WEB [www.kitlock.com](http://www.kitlock.com)

SOCIAL MEDIA [@Kitlocks](https://twitter.com/Kitlocks), [facebook.com/kitlocks](https://facebook.com/kitlocks), BLOG: <http://digitallocks.com/>



## ABOUT US

KitLock is a digital locker lock ideal for replacing traditional key cam locks supplied with many lockers. It uses a four-digit code rather than a key to operate and secure the locker. Guests simply enter a code, "lock and go". They are then free to enjoy the facilities without having to carry a key around with them. Make the switch to digital locker locks! Go Keyless – Go KitLock!

## PARENT COMPANY

Codelocks Ltd. KitLock is a Codelocks Ltd brand. [www.codelocks.com](http://www.codelocks.com).

## PRODUCT RANGE

Through continuous development of new technology, KitLock offers innovative products for lockers, in gyms, health clubs and spas. Codelocks develop the KitLock brand and range of products for lockers. We also design and manufacture mechanical and electronic stand alone door locks. For all ranges – [www.codelocks.com](http://www.codelocks.com).

## ADDITIONAL SERVICES

Service and Spares. Technical support.

## KEY CUSTOMERS

Champneys Health Spa Resorts; Tring, Forest Mere, Henlow and Springs. Chelsea Football Club. Four Seasons Resort Sharm El Sheikh. Ritz Carlton Hotel – Dubai. The Landmark Hotel Spa and Health Club. ECB National Cricket Performance Centre, Loughborough University. Education / NHS / Leisure.

## PLANS FOR 2013

Exciting new products to add to the KitLock range. Keep track via @KitLocks and [www.kitlock.com](http://www.kitlock.com)

## SHOWS ATTENDING IN 2013

- FIBO 2013
- LIW 2013
- Security Shows

## FOR MORE INFORMATION

[www.kitlock.com](http://www.kitlock.com)  
[www.codelocks.com](http://www.codelocks.com)  
[steve@kitlock.com](mailto:steve@kitlock.com)  
[ros@codelocks.co.uk](mailto:ros@codelocks.co.uk)  
TEL: 01635 239645

## KEY PERSONNEL

GRANT MACDONALD  
Managing Director

ROS BAYLISS  
Marketing Manager

NIGEL FINLAYSON  
Sales Director

STEVE NEWMAN  
KitLock Sales Manager



GRANT  
MACDONALD



KitLock is a  
Codelocks Ltd brand

## CLIENT TESTIMONIAL

"KitLock is a smarter way to control the lockers and, to a certain extent, it takes the duty of care away from us, as the guests are responsible for using the lockers and selecting their own codes. And they look good too."  
Alex De Carvalho, Managing Director at Champneys.

# TOUCH THE FUTURE

Introducing Discover. New technology that allows users to change up their routine at the swipe of a finger. Move from laps to e-mails to movies in seconds. This innovation in cardio training will keep them energised, motivated and up-to-date with their life online. **CHOOSE YOUR OWN GO.**



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[WWW.LIFEFITNESS.CO.UK/DISCOVER](http://WWW.LIFEFITNESS.CO.UK/DISCOVER)

01353 666017



*Life Fitness*  
WHAT WE LIVE FOR

# LIFE FITNESS

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WEB [www.lifefitness.co.uk](http://www.lifefitness.co.uk)

SOCIAL MEDIA  @LifeFitness,  [facebook.com/ LifeFitnessUK](https://facebook.com/LifeFitnessUK),

 Life Fitness, BLOG: [www.lifefitness.co.uk/blog](http://www.lifefitness.co.uk/blog)



## ABOUT US

Fitness trends come and go. That's one of the things that make this a great industry. For over forty years, Life Fitness has been at the forefront in meeting the product needs that match, and often lead, these trends. Our enduring commitment to helping people live healthier lives means we're always looking at what's next. We are changing where the industry and your business is going, this is the future of fitness.

## PARENT COMPANY

Brunswick Corporation.

## PRODUCT RANGE

Elevation Series, Integrity Series, Activate Series cardiovascular, LFconnect™, Lifecycle GX™, SYNRGY360™, IFI range, certified pre-owned equipment, Signature Series, Pro2SE Series, Optima Series, Circuit Series, Hammer Strength®: Motion Technology Selectorised™, Plate-Loaded, Ground Base, HD Elite™ Racks, freeweights & accessories and consumer fitness equipment.

## ADDITIONAL SERVICES

Through our Life Fitness Solution Partners we can also deliver design & build services,

finance solutions, REPs accredited training, marketing support, brand design, customer training, management solutions and membership retention services.

## KEY CUSTOMERS

David Lloyd Leisure, Fitness First, Nuffield Health, Serco Leisure, Fusion Lifestyle, Sandwell Leisure Trust, MOD, Anytime Fitness, De Vere Group, St Mary's University, ESPA, Knowsley Borough Council, Crayford Weights, Rochdale Leisure Centre, Nestlé, Vodafone, Baxter College, Stamford Endowed School.

## SHOWS ATTENDING IN 2013

LIW, IHRSA, FIBO, SIBEC, HOTEK, Hotel Summit, Youth Sport Trust Conference, Education Forum, ukactive Flame Conference, Sports & Facilities Summit.

## FOR MORE INFORMATION

Please contact us to discuss your product requirements and how Life Fitness can help support your business at 01353 666017, [life@lifefitness.com](mailto:life@lifefitness.com) or [www.lifefitness.co.uk](http://www.lifefitness.co.uk)

## KEY PERSONNEL



MURRAY RUDKIN  
General Manager

MURRAY  
RUDKIN

## CLIENT TESTIMONIAL

"Building on our long-standing partnership with Life Fitness, our aim for Rochdale Leisure Centre was to provide access to a range of community activities that would help to break down the barriers to participation and encourage a more active lifestyle. The imaginative Life Fitness equipment packages meant we've been able to achieve those objectives."  
Craig McAteer, MD, Link4Life

# MATRIX

## Escape with Matrix...

...to new destinations via Virtual Active™ interactive video programming. The immersive and engaging fitness solution is available on all 7xe series cardio products, and – new for 2013 – it's included on the T3xe and T1xe treadmills too, making it a feasible option for any facility.



For more information about Matrix Fitness:  
[matrixfitness.co.uk](http://matrixfitness.co.uk) | 0800 389 6078

# MATRIX FITNESS

# MATRIX

Johnson House, Bellringer Road, Trentham Lakes South,  
Stoke on Trent, Staffordshire, ST4 8GZ, UK  
TEL 0800 389 6078

WEB [www.matrixfitness.co.uk](http://www.matrixfitness.co.uk)

SOCIAL MEDIA [@MatrixFitnessUK](https://twitter.com/MatrixFitnessUK), [facebook.com/MatrixFitnessUK](https://facebook.com/MatrixFitnessUK)

## ABOUT US

At Matrix Fitness our goal is to make commercial grade fitness equipment that stands out, rises above and sets new industry standards in the process. Matrix provides equipment to facilities in all market sectors, including private health clubs, hotels, local authorities, schools, professional sports teams, and the uniformed services. We also offer comprehensive back up support and service with 2D & 3D CAD designs, plus competitive warranty and maintenance contracts.

## PARENT COMPANY

Johnson Health Tech Ltd.

## PRODUCT RANGE

Matrix offers cardiovascular equipment that combines technology and entertainment to provide an engaging and challenging workout. Our premium 7 series CV equipment features touch screen TV, iPod and Nike+ compatibility, plus the fully interactive Virtual Active™ video entertainment program. In 2013, the Matrix strength series will be expanded to include a new range of high quality, high performance, strength and conditioning equipment.

## ADDITIONAL SERVICES

Matrix provides a comprehensive range of business solutions and services to help your operation succeed, including facility layout, design and build, finance solutions, training and marketing support.

## KEY CUSTOMERS

Some of our key customers include:- Red Bull Racing, Lotus FI, Derby County FC, East Riding of Yorkshire Council, Cheshire East Council, Valley Leisure, Abbeycroft Leisure, Halo Leisure, The Gym Group Ltd, Kiss Gyms, Pure Gym Ltd, Xercise4Less, Ben Dunne Fitness, Finspace, Nuffield, European Corporate Wellbeing, 3D Leisure, Village Hotels, Marriot Hotels, Town Hall Hotel, Old Thorns Golf & Country Estate, Lifehouse Spa, The Country Club Group, Crown Golf, CityPoint Club.

## SHOWS ATTENDING IN 2013

IHRSA, FIBO, SIBEC UK, The UKActive Conference & Matrix Flame Awards, Leisure Industry Week, Club Industry.

## KEY PERSONNEL

JON JOHNSTON  
Managing Director

CHRIS AUSTIN  
Sales Director

JO RICH  
Key Account Manager

LOUISE PICKERING  
Key Account Manager



JON  
JOHNSTON

## CLIENT TESTIMONIAL

Nikki Blacker, Leisure Manager at The Hertfordshire, says: "Matrix Fitness has brought new and original concepts to the industry and we are excited to be working with them. Their range reflects our commitment to striving to provide an innovative experience for members and visitors."

## FOR MORE INFORMATION

TEL 0800 389 6078 / 01782 644900

EMAIL [info@matrixfitness.co.uk](mailto:info@matrixfitness.co.uk)

WEB [www.matrixfitness.co.uk](http://www.matrixfitness.co.uk)

25  
years  
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 MERRITHEW HEALTH & FITNESS™

# MERRITHEW HEALTH & FITNESS™

2200 Yonge Street, Suite 500,  
Toronto, Ontario, M4S 2C6, Canada  
TEL 0800-328-5676

WEB [www.merrithew.co.uk](http://www.merrithew.co.uk)

SOCIAL MEDIA [@STOTT\\_PILATES](https://twitter.com/STOTT_PILATES), [facebook.com/STOTT\\_PILATES](https://facebook.com/STOTT_PILATES)



## ABOUT US

Merrithew Health & Fitness™ is proud to celebrate 25 years in the health and fitness industry. Based on the philosophy that effective and responsible exercise is the foundation to a better lifestyle, regardless of age, fitness level, or ability, the company offers a wide array of innovative, multi-disciplinary fitness brands to a variety of audiences including STOTT PILATES®, ZEN•GA™ and CORE™ Athletic Conditioning & Performance Training™ – all of which are recognized as The Professionals' Choice™ by studios and home exercisers around the globe.

## PRODUCT RANGE

All designed and engineered by Merrithew Health & Fitness: SPX® Max Reformer, V2 Max Plus™ Reformer, Tower Trainer™, Stability Barre™, Halo® Trainer, Cardio-Tramp™ Rebounder, Cadillac/Trapeze Table, Stability Chair™, Barrels, Foam Rollers™, exercise mats, resistance equipment, exercise balls, yoga accessories, and 150 fitness DVDs for consumers and professional markets.

## ADDITIONAL SERVICES

Our education department designs contemporary courses, videos and manuals for instructors that provide practical programming options to teach effective group or personal training programs for post-rehab patients to elite athletes.

## KEY CUSTOMERS

We are committed to building high-caliber, multi-disciplinary fitness brands for studios, at-home exercisers, health clubs and fitness facilities around the globe.

## PLANS FOR 2013

During 2013 Merrithew Health & Fitness is celebrating 25 years in the health and fitness industry. We're going around the world to celebrate the work we've done together to change lives through the power of mindful exercise. The Merrithew Mindful Movement World Tour is designed for all members of the fitness community – from STOTT PILATES Certified Instructors, to individuals who have never tried or trained in mindful exercise before.

## KEY PERSONNEL

LINDSAY  
MERRITHEW  
President and CEO

MOIRA MERRITHEW  
Executive Director,  
Education



LINDSAY &  
MOIRA  
MERRITHEW

## SHOWS ATTENDING IN 2013

See our full events calendar at  
[www.merrithew.com/events](http://www.merrithew.com/events).

## FOR MORE INFORMATION

General information:  
EMAIL [info@merrithew.com](mailto:info@merrithew.com)  
TEL 0800-328-5676  
Equipment Sales: x264  
Education/Full Solutions™: x331

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 **milon**<sup>®</sup>

milon industries GmbH An der Laugna 2 86494 Emersacker / Augsburg Germany Telephone: +49 (8293) 965 500

# MILON INDUSTRIES GMBH

An der Laugna 2, Emersacker,  
86494, Germany  
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WEB [www.milon.com](http://www.milon.com)  
SOCIAL MEDIA [facebook.com/pages/milon/283095322025](https://www.facebook.com/pages/milon/283095322025)



## ABOUT US

milon industries GmbH is located in Munich and near Augsburg, Germany, and looks back on a 40-year history. In 1986, milon introduced, as the first manufacturer in the world, electronically controlled training devices and ranks today among the leading providers in this area. milon also re-discovered circuit training for modern gym operations. milon is represented in more than 17 countries worldwide and has been awarded repeatedly for its innovative ideas.

**PARENT COMPANY**  
milon industries GmbH.

## PRODUCT RANGE

milon develops and produces training systems for professional, private, medical, corporate and hotel use. By 2011 more than 1500 gyms were using the milon circuit alone in Germany. The enterprise presents a large scale service offering, including the planning of fitness-studios, financing, educating of gyms' staff and marketing support.



## KEY CUSTOMERS

Injoy clubs (230 clubs), migros, fitness & health.

**WHAT'S NEW IN 2013**  
milcanic, milbration.

**SHOWS ATTENDING IN 2013**  
FIBO, SIBEC, IHRSA, MEDICA and SPORTEC.

## KEY PERSONNEL

ANDREAS WOISCH  
Director International



ANDREAS  
WOISCH

## FOR MORE INFORMATION

TEL +49 8293 965 50 0  
FAX +49 8293 965 50 50  
EMAIL [info@milon.com](mailto:info@milon.com)  
WEB [www.milon.com](http://www.milon.com)

## CLIENT TESTIMONIAL

"We were the first club in the UK implementing milon in July 2009. The milon circuit has helped us to grow our membership base from 2400 to almost 3000 within two years. Not only is milon providing us with additional income but has helped us to reduce annual attrition by 25%." Steve Lewis, MD The Marlow Club.



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# MINDBODY

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TEL 805-546-2000

WEB [www.mindbodyonline.com](http://www.mindbodyonline.com)

SOCIAL MEDIA [@mindbodyonline](https://twitter.com/mindbodyonline), [facebook.com/mindbodyinc](https://facebook.com/mindbodyinc)

[LinkedIn](https://linkedin.com/company/mindbody-online) mindbody-online, BLOG: [blog.mindbodyonline.com](http://blog.mindbodyonline.com)



## ABOUT US

MINDBODY provides health clubs with online business management software that simplifies and strengthens your operations by streamlining all your administrative functions. We keep you one step ahead of your competition with ground-breaking software and top-notch customer service. We're committed to cutting-edge advancements that help you improve the health and wellness of the world, one person at a time.

## PARENT COMPANY

MINDBODY, Inc.

## PRODUCT RANGE

MINDBODY's core product is an all-in-one business management software that allows business owners and managers to operate all aspects of their business under one roof, all online – including scheduling and eCommerce capabilities, staff and customer management, retail point of sale, and extensive metric reporting and analytics.

## ADDITIONAL SERVICES

Additional products and services fully integrated with MINDBODY's software include point-of-sale hardware; gift cards; credit card processing; automated marketing features; social media integrations; and mobile apps.

## KEY CUSTOMERS

Business owners and managers in the health, wellness and beauty industries, including yoga, Pilates, dance, salon, spa, fitness, wellness, and mixed martial arts.

## SHOWS ATTENDING IN 2013

FIBO Germany, FitPro UK, Fitness & Health Expo Australia, Rimini Wellness Italy, Can Fit Pro, Leisure Industry Week, Brisbane Health & Fitness.



## KEY PERSONNEL

STEPHANIE JENNINGS  
Director of Sales

ANDRES MORAN  
Director of Business  
Development



STEPHANIE  
JENNINGS

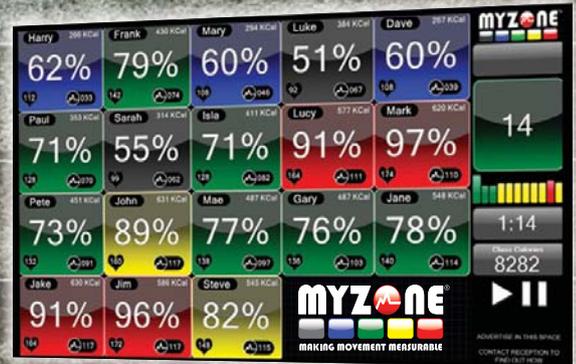
## FOR MORE INFORMATION

WEB [www.mindbodyonline.com/club](http://www.mindbodyonline.com/club)  
TEL 805-546-2000  
EMAIL [sales@mindbodyonline.com](mailto:sales@mindbodyonline.com)

## CLIENT TESTIMONIAL

"MINDBODY is not just booking software for us, it's a major player in the way we run Tempo Pilates. With all the business management software behind the booking system as well as the support supplied by MINDBODY, you can't afford to run a successful business without it." – Daniel le Roux, Owner Tempo Pilates, London

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TEL 07921 768230  
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## ABOUT US

The ultimate retention tool, MYZONE leverages heart rate technology to accurately and conveniently track the concerted physical activity of gym members both inside and outside the club. By giving instant feedback on the true effort of a members workouts you help create a more motivated member and increase retention and member engagement through results.

## PARENT COMPANY

MYZONE is distributed by CFM.

## PRODUCT RANGE

A simple to use Physical Activity Tracking System.

## KEY CUSTOMERS

Leisure Connection, DC Leisure, Fitness First.

## PLANS FOR 2013

Expanding to Schools, Corporates and Communities to encourage physical activity.

## SHOWS ATTENDING IN 2013

IHRSA, LIW, Bodypower, FIBO, Filex, Sporta and other regional events.

## KEY PERSONNEL

DAVE WRIGHT  
CEO

JONATHAN MONKS  
Business Development  
Manager



DAVE  
WRIGHT

## FOR MORE INFORMATION

WEB [www.myzone.org](http://www.myzone.org)  
TEL 0115 777 3333  
EMAIL [Jonathan.Monks@cfm.net](mailto:Jonathan.Monks@cfm.net)

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### REFERENCES:

Center Parcs  
The Grove  
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Crow Wood Leisure  
Time Capsule  
Energize  
David Lloyd

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# OJMAR

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SOCIAL MEDIA [@OJMAR\\_Leisure](https://twitter.com/OJMAR_Leisure), [facebook.com/ojmar](https://facebook.com/ojmar),

[LinkedIn](#) BEV Sharpe, Skype: bev.sharpe



## ABOUT US

Whatever the requirements of the Leisure centre, Spa or Health Club, Ojmar has the perfect lock to fit any requirement or budget and can be used on all types of locker. Our partners offer various plans to make the most of the revenue potential of our RFID, Code locks and Coin Locks. Flexibility, high customer service standard, market oriented portfolio solution and cost effectiveness are the foundations of our company.

## PARENT COMPANY

Parent company OJMAR, S.A Founded in 1918 in the Basque Country, North Spain.

## PRODUCT RANGE

- OTS: The reference RFID locker lock
- OCS.Touch Lock: the ultimate keypad lock
- LOCKR.Multifunction: Coin and card locks
- LOCKR.Hasp: patented Hasp lock.

## ADDITIONAL SERVICES

RFID add-ons. Access control and hardware via solution partners.

## KEY CUSTOMERS

Marriott Hotels, Public Leisure Clubs countrywide, The Grove Center, Parcs Lion Quays Spa Crowood – The Woodland Spa, The Shelborne, Dublin Time Capsule, JP Morgan, Shell, The Lakes, Regents College, Heron Tower, Seamill, Hydro Stars Gym, Chadderton, Wellbeing S, Nuffield, Energize.

## PLANS FOR 2013

Continuous improvement and extension of our product range and bringing extra add-value for our existing and future customer base!

## SHOWS ATTENDING IN 2013

LIW IHRSA 2013 FIBO Sports Unlimited SIBEC IHRSA BRASIL Athletic Business Conference.

## KEY PERSONNEL

BEV SHARPE  
Director Ojmar Leisure  
UK

AITOR ELORZA  
Business Unit Director  
HQ



BEV SHARPE

## FOR MORE INFORMATION

TEL 01727840513  
WEB [www.ojmar.com](http://www.ojmar.com)

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# OMEGA SECURITY SYSTEMS LTD

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West Yorkshire, BD4 8AE, UK  
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WEB [www.omegasecuritysystems.co.uk](http://www.omegasecuritysystems.co.uk)  
SOCIAL MEDIA [@omegasecurityl](https://twitter.com/omegasecurityl)



## ABOUT US

We design, install and maintain security services to the leisure industry and other partners, trading since 1989, limited since 2006.

## PRODUCT RANGE

Access Control  
CCTV  
Turnstiles and Speed Lanes  
Intercoms – audio and video  
Wireless alarms, i.e. poolside  
Barriers and Gates, i.e. car park  
Disabled Toilet Alarms.

## ADDITIONAL SERVICES

Video analytics – Footfall & Dwell Times; monitoring customers by counting where, when and how many.

## KEY CUSTOMERS

Our key customers include:  
All UK and Ireland premium health facilities  
Leisure centres  
Local authorities  
Trusts  
Private sector

Universities  
Hotels  
Budget/independent gyms  
Schools  
Multisite operators

## PLANS FOR 2013

Omega will continue to strengthen and grow its market sector prominence. Product range is increasing and we will continue to listen to our customers and respond to their needs.

SHOWS ATTENDING IN 2013  
LIW.

## FOR MORE INFORMATION

TEL 01274 400 404  
EMAIL  
[sherry@omegasecuritysystems.co.uk](mailto:sherry@omegasecuritysystems.co.uk)  
WEB  
[www.omegasecuritysystems.co.uk](http://www.omegasecuritysystems.co.uk)

## KEY PERSONNEL

RICHARD WARD  
Managing Director  
SHERRY WARD  
Director



RICHARD  
WARD



SHERRY  
WARD





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# PAVIGYM

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PROTECTIVE COMFORT GROUP S.L. San Vicente del Raspeig, Alicante, 03690, Spain  
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WEB [www.pavigym.com](http://www.pavigym.com), [www.functionalzone.com](http://www.functionalzone.com)

SOCIAL MEDIA [@pavigym](https://twitter.com/pavigym), [@functionalzone](https://twitter.com/functionalzone), [facebook.com/pavigym](https://www.facebook.com/pavigym), [facebook.com/Functional Zone](https://www.facebook.com/FunctionalZone)



## ABOUT US

More than just flooring: Pavigym is the only flooring brand specialized in the Health Club industry. Pavigym is a way to differentiate, personalize optimize and increase the profit of your sports center. The complete solution for your sports flooring. With 50 years experience as the world leader in our industry, Pavigym has also been working closely with many of the leading gyms, health clubs and hotel chains around the world over the last two decades.

## PRODUCT RANGE

A specific flooring solution for every room of your Health Club: Aerobic & Group X, Fitness & Cardio, Free Weight Areas, Body-Mind & Yoga, Non-technical Areas, Martial Arts, Training Concepts (Functional Zone, Sprint, Flex & Pilates Area), Mats.

## ADDITIONAL SERVICES

Personalization, Design, 3D Service, Training Concepts, Technology, Functional Training, Small Group Training, Trainers Certification.

## KEY CUSTOMERS

Anytime Fitness, Cybex, David Lloyd Leisure, DC Leisure, Dir, DW Sports, Fitness First, Gold's Gym, Goodlife, Hilton, Holmes Place, Jazzercise, Les Mills, Life Fitness, Lifetime Fitness, Marriot Hotels, Medley, Metropolitan, Technogym, Virgin Active, TRX, Reebok, Serco Leisure, Westwood, YMCA.

## PLANS FOR 2013

A turn-key project for the gym: flooring, accessories, training programs, and a whole range of tools which will help clubs to offer the Real Fitness Experience!

## SHOWS ATTENDING IN 2013

IHRSA, FIBO, SIBEC NA, SIBEC EU, FISA, NIRSA, Salon Body Fitness France, Sports Unlimited Valencia.

## KEY PERSONNEL

STEVEN SYKES  
UK Sales Manager



STEVEN  
SYKES

## FOR MORE INFORMATION

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WEB [www.pavigym.com](http://www.pavigym.com)  
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# PHYSICAL COMPANY LTD



2a Desborough Industrial Park, Desborough Park Road,  
High Wycombe, Buckinghamshire, HP12 3BG, UK  
TEL 01494 769 222

WEB [www.physicalcompany.co.uk](http://www.physicalcompany.co.uk)

SOCIAL MEDIA [@PhysicalCompany](https://twitter.com/PhysicalCompany), [facebook.com/Physical.Company](https://facebook.com/Physical.Company), [LinkedIn](https://LinkedIn) John Halls

## ABOUT US

Providers of forward thinking fitness equipment and certified training since 1989.

## PRODUCT RANGE

Innovative functional training equipment and group exercise solutions. Exclusive Distributors of BOSU® Products, The Human Trainer Suspension Gym and freeFORM. Provider of the Supaflex Resistance series, Supasoft Mat and Aqua ranges, BodyZen Yoga & Pilates equipment and Pro-Like Boxing range. Also leaders in strength, studio and agility equipment.

## ADDITIONAL SERVICES

Our interactive training platform 'Physical EX:CEL' combines the industry's most effective training tools with online training and ongoing programme releases. Provide live REPS accredited training from our studio in Buckinghamshire as well as bespoke training services to suit your needs at your facility.

## KEY CUSTOMERS

DW Sports Fitness, David Lloyd, Virgin Active, LA Fitness, Parkwood Leisure, SLM, Nexus, NHS, Emergency Services.

## PLANS FOR 2013

To introduce affordable, scalable group exercise solutions. Our new Group X packages include the latest equipment, staff training and regular programming releases to keep sessions fresh and improve member retention.

## SHOWS ATTENDING IN 2013

Leisure Industry Week, Fit Pro Spring Convention, Blackpool IFS, Fitness Fiesta.

## KEY PERSONNEL

PENNY HALLS  
Managing Director

JOHN HALLS  
Sales & Marketing  
Director



JOHN HALLS

## FOR MORE INFORMATION

John Halls: TEL 01494 769 222

EMAIL [john@physicalcompany.co.uk](mailto:john@physicalcompany.co.uk)



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# PRECOR

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TEL 01276 404900

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## ABOUT US

Through the continual development and provision of premium fitness products and services, Precor have progressively developed a reputation for quality, excellence and category innovation. From our innovative CV equipment and strength products, to total service and support, creating optimum member experience is at the heart of everything we do.

## PARENT COMPANY

Precor is part of the Amer Sports Corporation, with other internationally recognised brands including Wilson, Atomic, Suunto and Salomon.

## PRODUCT RANGE

2012 saw the launch of the new Adaptive Motion Trainer® (AMT) with Open Stride, Discovery Line Plate-Loaded and Selectorised strength products, and Preva®, Precor's networked fitness solution. Preva is the inspired connection of people and the technology that empowers their fitness journey. It provides exercisers with the tools and experiences to reach and then set higher

goals. These same technologies also help facility operators manage their business with solutions that improve equipment management, increase retention and drive revenue.

## ADDITIONAL SERVICES

Precor's in-house engineers provide a superior service which includes a first time fix rate of over 98%, seven days a week cover and guaranteed response time within 48 hours.

## KEY CUSTOMERS

easyGym, Everyone Active, DC Leisure, Parkwood Leisure, The énergie Group incorporating Fit4Less, Fitness4Less, Anytime Fitness, 3d Leisure, Active Nation, Hilton Hotels and Thistle Hotels plus single site operators, universities and local authorities.

## SHOWS ATTENDING IN 2013

- LIW
- IHRSA
- FIBO
- SIBEC
- FIA Flame Conference
- Sports Equipment and Facilities Summit.

## KEY PERSONNEL

JEZ WHITLING  
UK Sales Director  
MILES RIMELL  
Marketing Director -  
EMEA & APAC



JEZ  
WHITLING

## CLIENT TESTIMONIAL

"We are always looking to improve and pioneer and the unique P80 console met our needs perfectly. We can provide the very best fitness equipment around and, given the potential of Preva's superb technology, it will help take our member engagement to new levels."  
Jim Aitken, MBE, Director  
Centre for Sport & Exercise,  
University of Edinburgh

## FOR MORE INFORMATION

TEL 01276 404900  
EMAIL [info@precor.com](mailto:info@precor.com)  
WEB [www.precor.co.uk](http://www.precor.co.uk)

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# PREMIER TRAINING INTERNATIONAL LTD

Westminster House, The Anderson Centre,  
Ermine Business Park, Huntingdon, PE29 6ES, UK  
TEL 0845 1 909090

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

SOCIAL MEDIA  @PTInternational,  [facebook.com/PTInternational](https://www.facebook.com/PTInternational),

 PREMIER Training International, BLOG: <http://blog.premierglobal.co.uk/>



## ABOUT US

Premier Training International is the market leader in the development and provision of high quality education for the health and fitness industry. With 20 years' experience Premier has a well-established reputation of delivering outstanding vocational education. Employing over 150 staff across 36 training venues, Premier has trained over 30,000 students within the consumer and corporate market. All qualifications are nationally accredited through Active IQ and are recognised by employers and REP's.

## PARENT COMPANY

Premier Global Limited.

## PRODUCT RANGE

Health and fitness vocational education  
Diploma in Fitness Instructing and  
Personal Training Diploma in Specialist  
Exercise (Obesity and Diabetes)  
Certificate in Exercise for the  
Management of Low Back Pain Level 3 &  
4 Diploma in Sports Massage Therapy.

## ADDITIONAL SERVICES

Bespoke corporate fitness education Face  
to face and on-line education Continued  
Professional Development Courses.

## KEY CUSTOMERS

Health Club operators, Leisure Centres,  
Trusts, private health clubs.

## PLANS IN 2013

An exciting range of new Continued  
Professional Development courses.

## SHOWS ATTENDING IN 2013

Leisure Industry Week Body Power  
Flame Conference Fitpro Convention  
International Fitness Showcase Careers  
shows and events.

## FOR MORE INFORMATION

TEL 0845 1 909090

EMAIL [enquires@premierglobal.co.uk](mailto:enquires@premierglobal.co.uk)

WEB [www.premierglobal.co.uk](http://www.premierglobal.co.uk)

## KEY PERSONNEL

DEBRA STUART  
Chief Executive Officer

JULIAN BERRIMAN  
Research and  
Development Director

VICTORIA BRANCH  
Sales & Marketing  
Director

DAVE CHRISTOPHI  
Operations Director



DEBRA  
STUART



VICTORIA  
BRANCH

## CLIENT TESTIMONIAL

"I chose Premier over the other training providers as I had heard about it's fantastic reputation and high standard of teaching. I wanted to have the best knowledge available. The course was one of the best things I ever did! Not only because of the brilliant and supportive teachers, who went out of their way to help." Tamayah Ahmad



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

SOCIAL MEDIA [@PrintwellUK](#), [LinkedIn](#) <http://lnkd.in/rzf5h6>



## ABOUT US

Listed in the top 300 print companies in the UK and supporting an impressive list of corporate clients; Innervate Training, UK Active, Nordic Walking, Gymphobics etc..., Printwell (UK) employs a strong team of print professionals at our purpose built premises in Mitcham, Surrey.

## PRODUCT RANGE

Established for 27 years we are a trusted, well-respected print manufacturer and management company who are passionate about quality, service and achieving results for our clients; bringing flexibility and innovative solutions to all your print, mailing, fulfilment and creative requirements.

## ADDITIONAL SERVICES

Marketing Literature, operational documents, direct mail, corporate print, exhibition stands & graphics, roller banners, pvc banners, large format posters, canvas prints, envelopes, ring binders, promotional merchandise.

## KEY CUSTOMERS

We work with a mixture of High Street brands, Corporate clients and many more. We pride ourselves in being large enough to offer service and small enough to care.

## PLANS IN 2013

To be the market leader in offering the Leisure & Fitness Industry, the ultimate Print Solution Experience & Service.

## SHOWS ATTENDING IN 2013

LIW, UK Active Conference, UK Active Summit.

## FOR MORE INFORMATION

See how we can add value and show savings to your business contact 020 8687 9234 or email [hussein.ghor@printwell.co.uk](mailto:hussein.ghor@printwell.co.uk) today!

## KEY PERSONNEL

HUSSEIN GHOR  
Managing Director



HUSSEIN  
GHOR

## CLIENT TESTIMONIAL

"I can recommend Printwell as a cost-efficient, reliable print solutions company. Their quality and service levels are excellent – a great combination!"  
Hayley Pavlou Director of Membership Services – UK Active



## at the heart of the leisure industry

Over 30yrs experience in providing total leisure solutions, through an extensive portfolio of innovative products and services, has positioned Pulse at the heart of the leisure industry and your ideal partner to help grow and develop a profitable and inspiring leisure facility.

Pulse, The Bromley Centre,  
Bromley Road, Congleton,  
Cheshire CW12 1PT  
T: 01260 294610  
E: [info@pulsefitness.com](mailto:info@pulsefitness.com)

[pulsefitness.com](http://pulsefitness.com)

[pulseselect.com](http://pulseselect.com)

[pulsesoccer.com](http://pulsesoccer.com)

[club-pulse.com](http://club-pulse.com)

Premier 5-a-side soccer provision that's state-of-the-art, self-financing and reaches new levels of sustainability.



New generation stylish fitness equipment, with pioneering environmental and technological features.



Smart gym management software, to help manage, train and retain your membership.



Fully interactive dance mats, walls and floors are a fun and exciting way to engage children of all abilities.



A proven portfolio of investment partnerships and turnkey models to help you create the ultimate leisure facility.



Revolutionary environmentally efficient swim and gym solutions, that reduce your energy performance and offer significant savings.



Club Pulse support services provide expert solutions for operational management, training, marketing and finance.

# PULSE

The Bromley Centre, Bromley Road,  
Congleton, Cheshire, CW12 IPT, UK  
TEL 01260 294600

WEB [www.pulsefitness.com](http://www.pulsefitness.com)

SOCIAL MEDIA [@pulsefitnesscom](https://twitter.com/pulsefitnesscom), [www.facebook.com/pages/Pulse/180778601939581](https://www.facebook.com/pages/Pulse/180778601939581)



## ABOUT US

Whether it's state-of-the-art sustainable turnkey design and build developments or inclusive, energy saving, stylish fitness equipment complete with a superlative motivational entertainment and education package – Pulse has it all. With more than 30 years of commitment to building a healthier future for leisure operators, Pulse' innovative leisure solutions help operators keep their business as fit as their members.

## PRODUCT RANGE

Pulse's core services include research, design, development, installation and service of a world class fitness equipment portfolio which consists of innovative cardiovascular equipment, stylish strength machines, functional freeweights, high performance spin bikes, hi-tech gym management software and revolutionary children's interactive fitness solutions.

## ADDITIONAL SERVICES

Additionally Pulse provides funded leisure development partnerships for soccer, sports, fitness, health and wellbeing provision and operational leisure management support solutions.

## KEY CUSTOMERS

Pulse is prominently positioned in many market sectors including private health and leisure, spa, hotel, sports and recreation, schools, colleges, university and local authority markets.

SHOWS ATTENDING IN 2013  
YST, FIBO, SPATEC, SIBEC, AFPE,  
BUCS, LIW.

## FOR MORE INFORMATION

For more information, please contact reception on 01260 294600, or email [info@pulsefitness.com](mailto:info@pulsefitness.com)

## KEY PERSONNEL

CHRIS JOHNSON  
Managing Director

DAVE JOHNSON  
Production Director

WARREN ORMEROD  
Director of football

JIMMY ANDREWS  
Global Sales Director

ARON NASSIM  
Director of projects

RICHARD SHEEN  
National Sales Manager



CHRIS  
JOHNSON

## CLIENT TESTIMONIAL

"Since partnering with Pulse in 2009 we have achieved a 646% membership growth across our sites. We solely believe this has been achieved with the continued help and business support from Pulse, their expertise and equipment has enabled us to implement effective and efficient sales, marketing and retention strategies and ultimately to become more commercial focussed" comments Steve Roberts, Business Development Officer for Barnsley Premier Leisure.



# THE LEADER IN SPECIALIST & INCLUSIVE CARDIO EXERCISE



SCIFIT is a leading supplier of specialist cardio equipment that is fully inclusive. As a total cardio solution, SCIFIT equipped gyms ensure your facility delivers a truly inclusive experience for both disabled and non-disabled users alike. With IFI accreditation at Stage 2, key models can also sit alongside your existing cardio equipment to increase user inclusivity.

Upper body cardio & strength exercise specialists for sports performance training

Many SCIFIT models are wheelchair accessible & all models are designed for easy access

Inclusive Fitness Initiative (IFI) accreditation & medical certification on key models

Power outputs from 6 to 2000 watts making training inclusive for all fitness levels, ages & abilities

Easy to use & intuitive display consoles – quick start or choice of programmes

Fit-Key™ programming system is motivating & results driven – just like having a Personal Trainer!

**SCIFIT Ltd UK**

[www.SCIFIT.uk.com](http://www.SCIFIT.uk.com)

**Tel** 01344 300 022 **Email** [info@scifit.uk.com](mailto:info@scifit.uk.com)

# SCIFIT LTD (UK)

Lexham House, Binfield,  
Berkshire RG42 4HP, UK  
TEL 01344 300 022  
WEB [www.SCIFIT.uk.com](http://www.SCIFIT.uk.com)  
SOCIAL MEDIA [@SCIFITfitness](https://twitter.com/SCIFITfitness), BLOG: <http://blog.scifit.com>



**Scientific Solutions For Fitness™**

## ABOUT US

SCIFIT leads the way in the development of scientific solutions for fitness. In addition to being suitable for the generally 'fit' population, SCIFIT cardio machines, are also designed to be fully inclusive and are suitable for disability fitness, sports performance, sports injury rehab and active ageing users. SCIFIT products can be used by those with limited mobility as they have easy-entry step through access, large user-friendly console displays and non-intimidating training programmes.

## PARENT COMPANY

SCIFIT Systems Inc is the parent company and has been trading in the United States and worldwide since 1995.

## PRODUCT RANGE

SCIFIT is the leading manufacturer of IFI cardio machines including the PRO1 Upper Body and PRO2 Total Body Exercisers. The REX Recumbent Elliptical's unique design offers smooth, safe and non-intimidating exercise. SCIFIT also offers a complete range of upright and recumbent bikes, treadmills, ellipticals and steppers.

## KEY CUSTOMERS

Key customers include other CV manufacturers to complete their total cardio solution, medical services such as hospitals, physiotherapy and sports injury rehab, education facilities including specialist sports science and medical universities and active ageing and age-friendly facilities.

## PLANS FOR 2013

We will continue to be recognised as one of the preferred suppliers to the active ageing sector, in addition to our established links in the medical sector and special populations.

**SHOWS ATTENDING IN 2013**  
FIBO, Medica, LIW.

## FOR MORE INFORMATION

UK sales: Bob Whitlock on 07920 794409 or [bob.whitlock@scifit.uk.com](mailto:bob.whitlock@scifit.uk.com). Support or general enquiries: Main office on 01344 300022 or [info@scifit.uk.com](mailto:info@scifit.uk.com)

## KEY PERSONNEL

STEVE WRIGHT  
Managing Director

BOB WHITLOCK  
UK Sales Director

ANNA FORD  
Sales Support Manager



STEVE WRIGHT



BOB WHITLOCK

## CLIENT TESTIMONIAL

"We really like the inclusive features of SCIFIT machines as they've been designed to work for both disabled or able-bodied people. We are delighted to have a fully inclusive gym so our students with disabilities, learning difficulties or a visual impairment can improve their fitness." Phil Webster, Sports & Fitness Course Team Leader at Henshaws College, Harrogate

DECADES IN THE GYM,  
**AND WE'RE  
JUST GETTING  
WARMED UP.**



**StairMaster®**

+



**SCHWINN FITNESS**



StepMill 5



StepMill 3



StairClimber 5



AC Performance Plus



AC Sport



IC Pro

# STAIRMASTER & SCHWINN

Coronation Rd, High Wycombe, HPI2 3SU, UK  
TEL 03333 440 607

Web [www.stairmaster.com/uk](http://www.stairmaster.com/uk)

SOCIAL MEDIA [@twitter.com/schwinnuk](https://twitter.com/schwinnuk), [facebook.com/schwinnuk](https://facebook.com/schwinnuk)



## ABOUT US

Two world-class brands dedicated to one mission: deliver the most effective and efficient workouts available. Since introducing the first production indoor cycling bike in 1995, Schwinn has led the industry. Only Schwinn combines state-of-the-art cycling technology with a global team of Master Instructors—providing an integrated, comprehensive solution for club operators. The ‘built to last’ heritage of StairMaster continues to this day from its origin in 1983.

## PARENT COMPANY

StairMaster products and Schwinn indoor studio cycles are part of Core Fitness, LLC.

## PRODUCT RANGE

Schwinn provides indoor cycling bikes for the most demanding cycling enthusiasts and club operators. Our Authentic Cycling series of bikes and MPower consoles are used in leading clubs worldwide. The legendary StairMaster StepMill® and StairClimber® continue to create fans worldwide. The StairMaster TreadClimber launches in 2013.

## ADDITIONAL SERVICES

Schwinn Cycling Education programming is led by world class Master Instructors. Service packages are also available.

## KEY CUSTOMERS

Leading clubs, Trusts and Councils count on us: David Lloyd, DW Sports, Parkwood Leisure, Topnotch, Equinox, The Third Space, BOOM! Cycle, Newcastle Council, Windsor & Maidenhead Council, Glasgow Council, Serco Leisure, Aspire Trust, University of Stirling, University of Edinburgh.

## PLANS IN 2013

To better serve you with the new direct office for the UK and Ireland. 2013 highlights include the NEW AC PerformancePlus bike, StepMill 3 and TreadClimber.

## SHOWS ATTENDING IN 2013

IHRSA, FIBO, LIW and MORE!

## FOR MORE INFORMATION

UK & IRE: [uksales@stairmaster.com](mailto:uksales@stairmaster.com)  
Other Regions: [sales@stairmaster.com](mailto:sales@stairmaster.com)

## KEY PERSONNEL

ELENA LAPETRA-DIAZ  
Sales Manager

FRANK O’ROURKE  
Director,  
International Sales

MERRILL RICHMOND  
Vice President,  
Sales and Marketing



ELENA  
LAPETRA-DIAZ

## CLIENT TESTIMONIAL

“Schwinn has been our choice from the beginning. Their durable, aesthetically pleasing equipment combined with their personal customer service made Schwinn an obvious choice for us. Their continued support through communication and service will make it easy to work with them again whilst expanding our brand.” Hilary Gilbert, Managing Director, BOOM! Cycle



# total gym

A name synonymous with success

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4 million strong

## REHABILITATION

2.1 million patients per month

## COMMERCIAL FITNESS

3 million GRAVITY workouts per year®

Inspiring achievement...  
physically,  
mentally,  
emotionally,  
economically.

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[www.gravityuk.net](http://www.gravityuk.net)

# TOTAL GYM (GRAVITY UK LLP)

2a Desborough Industrial Park, Desborough Park Road,  
High Wycombe, Buckinghamshire, HP12 3BG, UK  
TEL 01494 458970

WEB [www.gravityuk.net](http://www.gravityuk.net)

SOCIAL MEDIA [@GRAVITY\\_UK](https://twitter.com/GRAVITY_UK), [facebook.com/GRAVITYUK.net](https://facebook.com/GRAVITYUK.net), BLOG: [www.gravityuk.posterous.com](http://www.gravityuk.posterous.com)



## ABOUT US

Total Gym provide a turn-key system for revenue-generating programming within a facility. Built around the Total Gym equipment, the system provides complete instructor training, quarterly education and renewed programming via workshops and DVD's. In club marketing supports the programmes for member buy-in and system success.

## PRODUCT RANGE

Total Gym GTS, Total Gym Power Tower, Total Gym Sport, GRAVITY training, personal training, group fitness & post rehabilitation, Total Gym & GRAVITY accessories, DVDs, clothing.

## KEY CUSTOMERS

Virgin Active, David Lloyd, Edinburgh Leisure, Fife Sport & Leisure Trust, Leisure Connection, SLM Everyone Active Clubs, Energie Fitness Clubs, North Lanarkshire Leisure, Exclusive Training, Rural Space, Bodydoctor Training, Good Health Jersey, West Wood Clubs, Pulse 8.

## SHOWS ATTENDING IN 2013

Leisure Industry Week, FIBO, IHRSA, Fit Pro Spring Convention, SIBEC UK, SIBEC Europe, Rimini Wellness, Fitness Fiesta.

## CLIENT TESTIMONIAL

"Total Gym equipment covers so many different types of training it guarantees us a return."

Duncan Jefford, SE Regional Director, Everyone Active

## KEY PERSONNEL

PENNY HALLS  
Partner

GREG SELLAR  
Partner

JOHN HALLS  
General Manager

KELLY EDWARDS  
Operations Executive

ROBERT LISOWSKI  
Key Account Manager

MICHAEL STEEL  
International Business Development  
(Total Gym Commercial)

JASON HALLS  
Accounts



# WEIGHTPLAN

Manage your fitness and weight loss clients online



Available on the  
App Store

[www.weightplan.com](http://www.weightplan.com)

# WEIGHTPLAN LTD

110 London Road, Hemel Hempstead,  
Hertfordshire, HP3 9SD, UK  
TEL 0203 005 7443

WEB [www.weightplan.com](http://www.weightplan.com)

SOCIAL MEDIA [@weightplanLtd](https://twitter.com/weightplanLtd), [facebook.com/weightplan](https://facebook.com/weightplan), BLOG: [blog.weightplan.com](http://blog.weightplan.com)



## ABOUT US

Manage your diet & fitness clients' performance on a tablet, mobile or computer. With professional exercise, workouts and nutritional support your clients are in safe hands. Whether it's gaining, slimming down or toning, Personal Trainers and Nutritionists can design bespoke nutrition and exercise plans for their clients. All aspects can be white-labelled with your own theme. Monitor your clients' performance with reports to show how committed they've been to their Weightplan.

## PRODUCT RANGE

Weightplan's range includes [weightplan.com](http://weightplan.com), a health and fitness community enabling you to manage your fitness and diet plans 'Gym Training' App – Manage your gym routine, and exercises on the move 'Gym Training PLUS' App – Scan GymCodes™ for on the spot tuition Both are available in the iTunes Store.

## ADDITIONAL SERVICES

Our patented GymCodes™ enable your members to access a range of exercises to perform on any piece of gym equipment – including how-to-guides, video-demos and usage tracking using QR codes.

## KEY CUSTOMERS

- Health clubs • Gym operators
- Personal Trainers & Nutritionists
- Gym equipment suppliers & manufacturers.

## PLANS FOR 2013

'Gym Training' is set to launch Android and Windows 8 mobile versions of the App providing services to all smart phone users all over the world.

## FOR MORE INFORMATION

TEL 0203 005 7443

EMAIL [support@weightplan.com](mailto:support@weightplan.com)

WEB [www.weightplan.com](http://www.weightplan.com)

## KEY PERSONNEL

ANDREW BARHAM  
CEO

MARTIN STEVENS  
Brand Manager



ANDREW  
BARHAM



# LIVE WELL.

For 40+ years, WTS International has been one of the world's most prominent spa, fitness and leisure firms, providing both consulting and daily management for fitness centers, spas and leisure facilities of all types.

We work with investors and developers to conceive, develop and operate successful fitness facilities of all types.

Our goal is to create positive financial results for our clients by creating memorable experiences for all of our wellness patrons.

**WTS** INTERNATIONAL

**Visit us online at  
[www.wtsinternational.com](http://www.wtsinternational.com) to learn  
about our services:**

- Feasibility studies
- Concept and brand development
- Design consulting
- Pre-opening and daily management
- Operational consultancy

**CONTACT US TO LEARN HOW WE  
CAN HELP YOU SUCCEED:**

**[www.wtsinternational.com](http://www.wtsinternational.com)  
[info@wtsinternational.com](mailto:info@wtsinternational.com)  
+1 301-622-7800**

**FIND US ONLINE AT:**

[WWW.WTSINTERNATIONAL.COM](http://WWW.WTSINTERNATIONAL.COM)  
[FACEBOOK.COM/WTSINTERNATIONAL](https://FACEBOOK.COM/WTSINTERNATIONAL)  
[TWITTER.COM/WTS\\_INTL](https://TWITTER.COM/WTS_INTL)

# WTS INTERNATIONAL

3200 Tower Oaks Blvd, Suite 400,  
Rockville, MD 20852  
TEL +301 622 7800

WEB [www.wtsinternational.com](http://www.wtsinternational.com)

SOCIAL MEDIA [@WTS\\_intl](https://twitter.com/WTS_intl), [facebook.com/wtsinternational](https://facebook.com/wtsinternational)

wts INTERNATIONAL

## ABOUT US

WTS International was founded in 1973 and specialises in providing both consulting and operational services for spas, fitness centres and leisure facilities of all types worldwide. Our services include feasibility studies, concept and brand development, design consulting, pre-opening and daily management. Currently we are working with over 100 properties throughout the world including numerous hotels and resorts, commercial and private clubs, residential projects and a wide array of real estate developments.

## PRODUCT RANGE

We prepare facilities for a successful opening with the strong foundation necessary to achieve operational and financial objectives. WTS provides qualified staff, effective promotions and creative fitness, wellness and spa services. We produce improved revenue and bottom line results for our clients.

## ADDITIONAL SERVICES

CREW Division: Provides management and consulting solutions for university

recreation as well as the recreation facilities. We offer strategic planning, design and management for student and faculty recreational complexes.

RESORTlife: Provides a comprehensive foundation for the development, implementation and execution of guest programs, experiences and events designed for adults and children.

COMMUNITYlife: WTS Lifestyles 360° program is offered exclusively to WTS affiliated residential properties. This management system provides the structure, systems and resources to create a wide variety of core programmes and signature events for participants of all ages and interests. Our 360 degree approach incorporates a comprehensive menu of programmes to develop experiences which serve to stimulate activity for the community.

## KEY CUSTOMERS

WTS manages fitness/wellness and spa locations for our clients throughout the world. We provide our services to

## KEY PERSONNEL

GARY HENKIN  
President and Founder

ALFREDO CARVAJAL  
Chief Operating  
Officer (COO)

JENNIFER JACOBS  
Chief Strategy  
Officer (CSO)



GARY  
HENKIN

members, guests and spa patrons at the many clubs and hotels for which WTS provides its services.

## SHOWS ATTENDING IN 2013

WTS executives attend conferences such as IHRSA, ISPA, CMAA, NYU Hospitality Conference and others.

## FOR MORE INFORMATION

[info@wtsinternational.com](mailto:info@wtsinternational.com)



A leading provider of Leisure Management Solutions (LMS) with over three decades of experience serving more than 5,000 deployed LMS licenses and is the technology partner of choice across all four sectors of public, private, facilities management and education.

## Xn leisure – the IT partner of choice

A portfolio of LMS solutions to include 'Award Winning' self service modules to offer better leverage of your existing resources, increasing profitability and efficiency.

**LMS** – A local or centrally hosted enterprise solution. Wizard based membership with market leading central and local reporting and simple control of estate wide data. Bookings, retail based POS and ticketing, course and session management, prospecting and 3rd party best in class integration combine to make a powerful yet intuitive solution.

**Online Bookings** - Sessions, courses and activities can be booked online, empowering members to book and purchase at a time convenient to them. Online booking is designed to complement existing services and offers an alternative to telephone booking and alleviates pressure from your front desk, allowing your front of house to be truly service orientated.

**Online Memberships** – You can extend your membership sales team by allowing visitors to your website to join online, easing the burden on your front of house operations. Additional functionality allows existing members to renew their memberships, aiding your cash flow.

**Kiosks** – In a convenience age Kiosks allow customers to self serve, from checking in for a course right through to rebooking a session for the following week or the purchasing of activities. Customer feedback functions for members AND non members complete the solution.



**Xn Leisure Systems Limited**

**Tel: 0870 80 30 700 Email: [info@xnleisure.com](mailto:info@xnleisure.com) [www.xnleisure.com](http://www.xnleisure.com)**

# XN LEISURE SYSTEMS LTD

115M Olympic Avenue, Milton Park,  
Abingdon, Oxfordshire, OX14 4SA, UK  
TEL 0870 80 30 700

WEB [www.xnleisure.com](http://www.xnleisure.com)

SOCIAL MEDIA [@xnleisure](https://twitter.com/xnleisure), [Linkedin](https://www.linkedin.com/company/xn-leisure-systems-limited) [www.linkedin.com/company/xn-leisure-systems-limited](https://www.linkedin.com/company/xn-leisure-systems-limited)



## ABOUT US

Xn Leisure is the leader in Leisure Management Solutions with over 3 decades of experience in delivering award winning IT software. Thousands of users are benefiting from a wealth of knowledge and expertise, Xn Leisure is the technology partner of choice with a portfolio of solutions which include 'Award Winning' self service and web modules to offer better leverage of your existing resources, increasing profitability and efficiency.

## PRODUCT RANGE

- Local or centrally hosted systems
- Web based membership and prospect management - Innovative Bookings, POS, ticketing and session management - On-line Bookings and Memberships - Mobile Web App - Self Service - Automated email & text marketing - Course management with iPod hand held registers.

## ADDITIONAL SERVICES

Xn Leisure prides itself on professional and quality solution deployment with the very highest standards of support and after sales service.

## KEY CUSTOMERS

Our customers include Local Authorities, Trusts, Facility Management and Education organisations.

## PLANS FOR 2013

Our mobile web app extends the range of self service solutions. With On Line Membership, Bookings and Kiosk self-service, Xn Leisure has all bases covered, maximising access to services.

## SHOWS ATTENDING IN 2013

LIW, SIBEC UK, SIBEC EU, Quest, Sports Equipment & Facilities Summit, BUCS, SSS, CLOA.

## FOR MORE INFORMATION

EMAIL [info@xnleisure.com](mailto:info@xnleisure.com)  
TEL +44 (0)870 80 30 700  
FAX +44 (0)870 80 30 701  
WEB [www.xnleisure.com](http://www.xnleisure.com)

## KEY PERSONNEL

JASON WATTS  
Sales Director



JASON WATTS

## CLIENT TESTIMONIAL

"Since introducing the Self Service at Aberdeen Sports Village over 80% of students are using this method of entry as opposed to the reception desk. This frees up receptionists to spend more quality time with customers who need their assistance and provides them with a more pleasurable visit." Kenny Gunnyeon Business Development Manager Aberdeen Sports Village



YMCA  
fit

# In-house training

## THE COST EFFECTIVE SOLUTION TO STAFF TRAINING

### IN-HOUSE TRAINING

At YMCAfit, we deliver in-house training that can be tailored to meet your business requirements and delivered to fit your time, location and budget needs.

### APPRENTICESHIPS

We also offer a range of bespoke apprenticeships that can help to ensure that your workforce has the practical skills and qualifications that you need now and in the future. What's more your staff could be eligible to train for free! Additional CPD modules for existing staff are also available as part of the package.

### APPRENTICESHIPS RECRUITMENT

YMCAfit can advertise, shortlist and select appropriate apprentices for your business for free!

### Enquire today

t. 020 7343 1847

e. [business@ymcafit.org.uk](mailto:business@ymcafit.org.uk)

w. [ymcafit.org.uk](http://ymcafit.org.uk)



[facebook.com/ymcafit](https://facebook.com/ymcafit)



[@ymcafit](https://twitter.com/ymcafit)

# YMCAFIT

111 Great Russell Street,  
London, WC1B 3NP, UK  
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WEB [www.ymcafit.org.uk](http://www.ymcafit.org.uk)

SOCIAL MEDIA [@ymcafit](https://twitter.com/ymcafit), [facebook.com/ymcafit](https://facebook.com/ymcafit)



## ABOUT US

Established in 1984, YMCAfit is the most experienced training provider in the UK having trained over 90,000 instructors. Having developed an extensive and inclusive portfolio of fitness training courses, YMCAfit continues to offer world class training for everyone. YMCAfit invests heavily in a development programme that provides exciting, relevant and high quality training to ensure that their graduates stay at the head of the industry.

## PARENT COMPANY

YMCAfit is a part of Central YMCA, an activity for health charity.

## PRODUCT RANGE

Qualifications include Advanced Diploma in Personal Training, Gym Instructor, ETM Instructor, Diploma in Teaching Yoga, Aqua Training, Kids' Fitness and STOTT PILATES®. We also offer a variety of specialist courses such as Exercise and Disability, Exercise and Ageing and Exercise Referral, as well as a range of CPD courses.

## ADDITIONAL SERVICES

In-house training, corporate rewards

scheme, apprenticeships schemes, plus free recruitment for employers.

## KEY CUSTOMERS

Virgin Active, Fitness First, David Lloyd, GLL, LA Fitness and Nuffield Health.

## PLANS FOR 2013

New product launches including a seven week intensive Personal Trainer course, and new courses such as Kettlebells, Teen Gym and many more.



## FOR MORE INFORMATION

For more information about our courses, please contact YMCAfit on 020 7343 1847 or email [business@ymcafit.org.uk](mailto:business@ymcafit.org.uk)

## KEY PERSONNEL

DENISE PAGE  
Head of YMCAfit

TOM CLARKE  
Business Development  
Executive

SHOWS ATTENDING IN 2013  
LIW, SIBEC Europe, SIBEC UK, REP's  
South East Convention.

## CLIENT TESTIMONIAL

"I have worked with YMCAfit for a number of years and am very happy with the relationship that we have established and the support that they provide. The training is always adaptable to our needs and the flexibility is appreciated. I have already organised our future training and would recommend YMCAfit to others" Wendy Edwards, Training and Development Manager, GLL

Whether you're building a new facility or renovating an existing one, incorporating environmentally-friendly features can offer both financial and feelgood rewards. But it can be hard to know where to start. We've pulled together a directory of organisations that can offer advice on how to turn your health club or leisure centre green.

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**BUSINESS COMMITMENT TO THE ENVIRONMENT (BCE) AWARDS**

[www.bceawards.org](http://www.bceawards.org)

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**CARBON MANAGERS**

[www.carbonmanagers.com](http://www.carbonmanagers.com)

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**THE CARBON TRUST**

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

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**CENTRE FOR ALTERNATIVE TECHNOLOGY (CAT)**

[www.cat.org.uk](http://www.cat.org.uk)

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**DEFRA**

<http://ww2.defra.gov.uk/>

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**ECO-MANAGEMENT AND AUDIT SCHEME (EMAS)**

[www.ec.europa.eu/environment/emas](http://www.ec.europa.eu/environment/emas)

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**THE ENVIRONMENT AGENCY**

[www.environment-agency.gov.uk/business](http://www.environment-agency.gov.uk/business)

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**THE ENVIRONMENT AND ENERGY AWARDS**

[www.sustainabilitylive.com/awards](http://www.sustainabilitylive.com/awards)

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**ENVIRONMENTAL DATA INTERACTIVE EXCHANGE (EDIE)**

[www.edie.net](http://www.edie.net)

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**ENWORKS**

[www.enworks.com](http://www.enworks.com)

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**FRIENDS OF THE EARTH**

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

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**GECKO (GREEN EARTH CORPORATE KINDNESS ORGANIZATION)**

[www.corporatekindness.org](http://www.corporatekindness.org)

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**GLOBAL ACTION PLAN**

[www.globalactionplan.org.uk](http://www.globalactionplan.org.uk)

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**GOV.UK**

[www.gov.uk](http://www.gov.uk)

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**GREEN ACHIEVER**

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

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**GREEN BIZ**

[www.greenbiz.com](http://www.greenbiz.com)

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**THE GREEN BUSINESS PARTNERSHIP**

[www.greenbusinesspartnership.org.uk](http://www.greenbusinesspartnership.org.uk)

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**GREEN GRANTS MACHINE**

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

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**THE GREEN GUIDE**

[www.thegreenguide.com](http://www.thegreenguide.com)

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**GREEN PAGES**

[www.eco-web.com](http://www.eco-web.com)

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**GREENLEISURE.NET**

[www.greenleisure.net](http://www.greenleisure.net)

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Tel: +44 (0)20 7343 1850  
Email: bookings@ymcafit.org.uk  
www.ymcafit.org.uk

**YOGA PROFESSIONALS**  
Tel: +44 (0)20 7689 2407  
Email: info@yogaprofessionals.co.uk  
www.yogaprofessionals.co.uk

**YOGA-MAD**  
Tel: +44 (0)1386 859555  
www.yogamad.com

**YORK FITNESS**  
Tel: +44 (0)1327 701800  
Email: sales@yorkfitness.co.uk  
www.yorkfitness.com

**YOUR MANAGEMENT  
SOLUTIONS**  
Tel: +44 (0)113 2826238  
www.ymsl.co.uk

**ZIGZAG**  
Tel: +44 (0)1282 856830  
Email: sales@zigzaguk.co.uk  
www.zigzaguk.com

**ZYNK DESIGN**  
Tel: +44 (0)20 7193 1430  
Email: stavros@zynkdesign.com  
www.zynkdesign.com

**ZOGGS INTERNATIONAL**  
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www.zoggs.com

## Redesign your changing rooms with

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**Please call 0870 990 7989  
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E: info@safespacelockers.co.uk  
www.safespacelockers.co.uk

## Air conditioning

**Daikin Airconditioning UK Ltd**  
www.daikin.co.uk

## Architects/designers

**Coda Studios**

www.codastudios.co.uk

**Concept Corporate Interiors**

www.concept-plc.com

**MASS Designers**

www.massdesigners.com

**Saturn Projects**

www.saturnprojects.com

**Zynk Design**

www.zynkdesign.com

## Associations/trade bodies

**BISL**

www.bisl.org

**FIA**

www.fia.org.uk

**IDEA Health & Fitness Association**

www.ideafit.com

**IHRSA**

www.ihrsa.org

**IMSPA**

www.imspa.co.uk

**sporta**

www.sporta.org

## AV/multimedia/sound

**AB Audio Visual**

www.abaudiovisual.co.uk

**ESL**

www.esl-systems.co.uk

**Hutchison Technologies Ltd**

www.hutchison-t.com

**Leisure Sound Solutions**

www.leisuresoundsolutions.co.uk

**Mood Media**

www.dmxmusic.co.uk

**Selecter Ltd**

www.selecter.net

**Sound Dynamics Ltd**

www.sound-dynamics.co.uk

## Building/construction

**Createability**

www.createability.co.uk

**PE Contracts**

www.pecontracts.com

**Pellikaan Construction**

www.pellikaan.com

**Willmott Dixon Limited**

www.willmottdixon.co.uk

## Catering supplies

**Equipline Ltd**

www.equipline.co.uk

## Children's fitness

**Cyber Coach**

www.quick-leisure.co.uk

**EQ Fitness**

www.eqfitness.co.uk

**Gymkids**

www.veqtor.co.uk/

1/1/ul/Gymkids.html

**ZigZag**

www.zigzaguk.com

## Cleaning

**Bonasystems Ltd**

www.bonasystems.com

**Diversey**

www.diversey.com

**Gojo**

www.gojo.com

**Gym Guard / Intelligent**

**Water Solutions**

www.gymguard.co.uk

**Indepth Hygiene Services**

www.indepthhygiene.co.uk

**Initial Washroom Solutions**

www.initial.co.uk/  
washroom-services/hand-drying/

**Miele Professional**

www.miele-professional.co.uk

## Climbing walls

**Innovative Leisure**

www.innovativeleisure.co.uk

**Revolutionary Products**

www.revolutionaryproducts.co.uk

## Clothing/footwear

**Beat Concepts**

+44 (0)20 8206 2299

**Corporate Trends**

www.corporatetrends.co.uk

**Double XX Ltd**

www.doublexx.co.uk

**Kylemark**

www.kylemark.co.uk

**Leisurewear Direct**

www.leisureweardirect.com

**Simon Jersey Ltd**

www.simonjersey.com

## Computer systems/software

**ALTeRD Limited**

www.alterd.co.uk

**Book4Time**

www.book4time.com

**Clarity Commerce Solutions plc**

www.claritycommerce.com/

en-gb/leisure/

**Clublead**

www.exerp.com

**Concept Software Systems**

www.csscorporateteam.com

**Delta Computers**

www.deltacomputerservices.co.uk

**eXerp**

www.exerp.com

**Fitnessbooker**

www.fitness-booker.com

**Green 4 Solutions**

www.green4solutions.com

**Gumnut Systems International**

www.gumnuts.com

**iGo Figure Inc**

www.igofigure.com

**Inta Fitness**

www.intafitness.com

**Intelligenz Solutions**

www.intelligenzsolutions.com

**Leisure Safety Link**

www.intafitness.com

**Mindbody Inc**

www.mindbodyonline.com

**Optimum Fitness UK Ltd**

www.optimumfitness.biz

**Paradigm Shift**

www.paradigmsft.com

**Premier Software Solutions**

www.premiersoftware.co.uk

**ResortSuite**

www.resortsuite.com

**SDA Solutions**

www.sdasolutions.com

**SpaSoft**

www.springermiller.com

**SportSoft UK Ltd**

www.sportsoft.co.uk

**Syx Automations**

www.syx.nl

**TAC IT**

www.reservationassistant.com

**Tascomi Ltd**

www.tascomi.com

**Wahanda**

www.wahanda.com

**Xpiron Inc**

www.xpiron.com

## Consultancy/research

**GET Solutions**

www.getsolutions.co.uk

**GG Fit Ltd**

www.ggfit.com

**Impact Spa Leisure & Fitness**

www.impactslf.co.uk

**Leisure-net Solutions Ltd**

www.leisure-net.org

**Raymond Algar Associates**

www.oxygen-consulting.co.uk

**Right Directions**

www.rightdirections.co.uk

**Strategic Leisure Ltd**

www.strategicleisure.co.uk

**Traffic Health and Fitness**

www.traffichealthandfitness.com

**TTS**

www.ttsce.co.uk

**WTS International**

www.wtsinternational.com

## Design

**Alliance Leisure Services (Design,**

**Marketing & Project Management)**

www.allianceleisure.co.uk

**Resolution Design Ltd**

www.fitnessmarketing.co.uk

**WTS International**

www.wtsinternational.co

## Disabled access

**Disabled Leisure & Fitness**

**UK and Europe Ltd**

www.disabledleisurefitness

ukandeuropeltd.co.uk

**Evac+Chair International Ltd**

www.evacchair.co.uk

## Drinks – non-alcoholic

### A G Barr plc

www.agbarr.co.uk

### All Market Europe Ltd / Vita Coco

www.vitacoco.co.uk

### Britvic Soft Drinks

www.britvic.com

### Nestle Waters Direct

www.nestle-waters.com

### The Red Bull Company Limited

www.redbull.com

### Twinnings Food Service Division

www.twinningsfs.co.uk

## Energy management

### EvoEnergy

www.evoenergy.co.uk

### Powermaster

www.power-master.co.uk

### RES Renewable Energy Systems

www.res-group.com

## Environmental services

### The Carbon Trust

www.carbontrust.co.uk

### Ozofresh

www.ozofresh.co.uk

### Total Vibration Solutions Ltd

www.totalvibrationsolutions.com

## Event management

### Forum Events

www.forumevents.co.uk

## Facilities management

### 3d Leisure

www.3dleisure.com

### Building Additions

www.buildingadditions.co.uk

### Sports and Leisure Management

www.everyoneactive.com

### Vialtus Solutions

www.vialtus.com

## Financial services

### Alliance and General

#### Leasing Limited

www.allianceandgeneral.co.uk

### Alliance Leisure Services

(Design, Build & Fund)

www.allianceleisure.co.uk

### Fiserv

www.fiserv.com

## Harlands Group

www.harlandsgroup.co.uk

### LDF - Fitness Equipment Leasing

www.ldf.co.uk

### Leisure Advantage Ltd

www.leisure-advantage.co.uk

### Leisure Finance Plc

www.leisure-finance.co.uk

### Portman Asset Finance Ltd

www.portmanassetfinance.co.uk

### Shire Leasing plc

www.shireleasing.co.uk

## Fire detection

### Fireco

www.firecoltd.com

## Fitness assessment

### Better Belly

www.betterbelly.co.uk

### Bydostat

www.bydostat.com

### Fitech UK

www.fitech.co.uk

### FitLinxx Europe

www.fitlinxx.com

### FitnessASSIST

www.fitnessassist.co.uk

### Health2Fitness

www.health2fitness.co.uk

### Leisure Vend

www.leisurevend.co.uk

### Myzone

www.myzone.org

### POWERbreathe

www.powerbreathe.com

### Tanita Europe BV

www.tanita.eu

## Fitness equipment

### Absolute Performance

www.aperformance.co.uk

### Alcan Airex AG

www.bebalanced.net

### Alter-G

www.alter-g.com

### Amazon Leisure (UK) Ltd

www.amazon-leisure.co.uk

### Amer Sports UK & Ireland Ltd

www.amersports.com

### Anytime Leisure

www.anytimeleisure.co.uk

## Aquabags

www.aquabags.eu

### Balanced Body Inc.

www.pilates.com

### BBE Boxing

www.bbe-boxing.com

### Body Bike International A/S

www.body-bike.com

### Bodypower Sports Plc

www.fitness-superstore.co.uk

### Concept Fitness International

www.conceptfitnessinternational.co.uk

### Concept2 Ltd

www.concept2.co.uk

### CoreFitnessRoller

www.corefitnessroller.com

### Coretex

www.thecoretex.co.uk

### Cranlea & Company

www.cranlea.co.uk

### Cybox International UK Ltd

www.cyboxintl.com

### Dance Machine

www.dance-machine.co.uk

### Direct Fitness

www.directfitnessuk.com

### Dynamic Activity

www.dynamicactivity.com

### E.XF Fitness

www.exf-fitness.com

### Eleiko Sport AB

www.eleikosport.se

### Escalade International

www.escaladesports.co.uk

### Escape Fitness

www.escapefitness.com

### The Fit Group

www.thefitgroup.co.uk

### Fit Quote

www.fitquote.co.uk

### Fit-Equip

www.fit-equip.com

### Fit4Sale USA Inc

www.fit4sale.com

### Fitness Anywhere/TRX

www.trxtraining.com

### Fitness Systems Limited

www.fitnesssystems.co.uk

### Fitness Warehouse Ltd

www.fitnesswarehouseuk.co.uk

## Fitness-Mad

www.fitness-mad.com

### Fitter International Inc

www.fitterl.com

### FreeMotion Fitness

www.freemotionfitness.co.uk

### Gamercize

www.gamercize.net

### Gen3 Kinematics

www.gen3kinematics.com/home.php

### Gervasport

www.gervasport.es

### Gravity UK LLP

www.gravityuk.net

### Green Fitness Equipment Co

www.greenfitco.com

### Gym80

www.gym80.de

### Gym Academy

www.gymacademy.co.uk

### HaB Direct

www.habdirect.co.uk

### HardKore Inc

www.hkgear.com

### HUR (UK) Ltd

www.huruk.co.uk

### Hydro Physio

www.hydrophysio.com

### Idass

www.idass.com

### Indigo 23

www.indigo23.co.uk

### Indoor Cycling Group

www.indoorcycling.com

### Indoor Walking

www.indoorwalking.net

### Innofit, Inc

www.innofitinc.com

### iRobic Ltd

www.irobicshop.co.uk

### Iron Grip Barbell Company

www.irongrip.com

### Johnson Health Tech UK Ltd

www.jhtuk.co.uk

### Jordan Fitness

www.jordanfitness.co.uk

### Jumprope

www.jumprope.com

### Keiser UK

www.keiseruk.com

## Leisure Lines (GB) Ltd

www.leisurelinesgb.co.uk

## Life Fitness

www.lifefitness.com

## Mad Dogg Athletics

www.maddogg.com

## Marpo Kinetics

www.marpokinetics.com

## Matrix Fitness Systems Ltd

+www.matrixfitness.co.uk

## Medimotion

www.motomed-medimotion.co.uk

## MedX Germany

www.medxonline.co.uk

## milon industries GmbH

www.milon.com

## Mortons Fitness

## Equipment UK Ltd

www.mortonsfitnessequipment.com

## Octane Fitness UK Ltd.

www.octanefitness.com

## Olympix Fitness Specialists

www.olympixfitness.co.uk

## Onsite Fitness

www.onsitefitness.co.uk

## The Optimal Life Fitness Group

www.optimalfitness.com

## OSF Ltd

www.onsitefitness.co.uk

## Paramount Fitness Corp

www.paramountfitness.com

## Peak Pilates

www.peakpilates.com

## Physical Company Ltd

www.physicalcompany.co.uk

## Physique Sports

www.physiquesports.co.uk

## Pneumex Inc

www.pneumex.com

## Power Plate International Ltd

www.powerplate.co.uk

## PowerBlock Fitness Ltd

www.powerblockfitness.com

## Powrx UK

www.powrx.co.uk

## Precor

www.precor.com

## Pulse Fitness Solutions

www.pulsefitness.com

## Range3D Ltd

www.range3d.com

## Re:creation Fitness

www.recreation-fitness.co.uk

## RealRyder International LLC

www.realryder.com

## Rubicon Sports

www.rubiconsports.co.uk

## Rugged Interactive

www.rugged-interactive.com

## SAQ International

www.saqinternational.com

## Schwinn/Stairmaster

www.stairmaster.com

## SCIFIT Ltd (UK)

www.scifit.uk.com

## SoloStrength Lifestyle Products

www.solostrength.com

## SportsArt Fitness UK Limited

www.sportsartfitness.co.uk

## ST Fitness Equipment

www.stfitness.com

## Star Trac Europe

www.startrac.com

## Stott Pilates

www.stotpilates.com

## Strive Enterprises, Inc.

www.strivefit.com

## Technogym UK Ltd

www.technogym.com

## TEK Fitness Ltd

www.tekfitness.co.uk

## Total Gym Solutions

Tel: +44 (0)115 752 9548

## Trixter Europe Ltd

www.x-biking.com

## True Fitness Technology

www.truefitness.com

## True Vibrations

www.truevibrations.co.uk

## TuffStuff Fitness Equipment

www.tuffstuff.net

## Vibrogym UK

www.vibrogymprofessional.co.uk

## Wabou Sports Equipment UK

www.pommeltorso.co.uk

## WAVE Manufacturing Inc

www.wavexercise.com

## Woodway GmbH

www.woodway.de

## World Sales Alliance

www.wsalliance.com

## Yoga-Mad

www.yogamad.com

## York Fitness

www.yorkfitness.com

## ZigZag

www.zigzaguk.com

## Fitness programmes

### ActivTrax

www.activtrax.com

### Everyone Active

www.everyoneactive.com

### fitness fx

www.fitness-fx.com

### Les Mills UK

www.lesmillsuk.com

### Momentum Business Development

www.momentumbd.co.uk

### Nordic Walking/

### Exercise Anywhere

www.nordicwalking.co.uk

### Running Unlimited

www.runningunlimited.net

### SAQ International

www.saqinternational.com

### Spirit Health Clubs

www.spirithealthclubs.com

### Tube Boxing

www.tubboxing.co.uk

## Fitness servicing

### Health Club News

www.healthclubnews.org

### Servicesport UK

www.servicesport.co.uk

## Flooring

### Gerflor

www.gerflor.com

### IDASS Fitness

www.idass.com

### Pavigym

www.pavigym.com

### Respol Flooring Solutions

www.respol.co.uk

## Food/foodservice

### Aimia Foods

www.aimiafoods.com

### Nestle Professional

www.nestleprofessional.co.uk

## Franchises

### 4D Fitness UK Ltd

www.4dfitness.com

### ActivKids

www.activkids.co.uk

## Amerishape Weight Loss Studio

www.amerishapecenter.com

## The énergie Group/Shokk

www.energiefitnessclubs.com

## Ladies Workout Express

www.ladiesworkoutexpress.co.uk

## Little Kickers Franchising

www.littlekickers.co.uk

## Little Superstars Sports Club

www.littlesuperstars.co.uk

## Vivafit

www.vivafit.eu

## Xtravaganza

www.xtravaganza.uk.com

## Health/nutrition

### Beet It

www.beet-it.com/sport

### Body Plus Nutrition

www.bodyplusnutrition.com

### David Health Solutions

www.david.fi

### Kinetica Sports

www.kineticasports.com

### Maxinutrition

www.maximuscle.com

### MEND Central

www.mendcentral.org

### Reflex Nutrition Ltd

www.reflex-nutrition.com

### Sci-Mentor Nutrition

www.sci-mentor.com

### Ultralife Limited

www.ultralifeshop.co.uk

### Weightplan Ltd

www.weightplan.com

## Information systems

### du Pré plc

www.dupre.co.uk

### Nouveau Solutions

www.nslcrm.com

## Insurance

### British Activity Holiday

### Insurance Services (BAHIS)

www.ansell.co.uk

### John Ansell & Partners

www.ansell.co.uk

### Layton Blackham Group

www.layton-blackham.com

### Professional Fitness Insurance

www.professional-fitness.co.uk/

## Legal services

**Citation**  
www.citation.co.uk

## Lighting

**Lightmasters UK Ltd**  
www.lightmasters.co.uk  
**Sill Lighting**  
www.sill-uk.com

## Lockers

**Craftsman Quality Lockers Ltd**  
www.craftsman-quality-lockers.co.uk  
**Crown Sports Lockers (UK) Ltd**  
www.crownlockers.co.uk  
**Fitlockers**  
www.fitlockers.co.uk  
**Garran Lockers**  
www.garran-lockers.co.uk  
**KitLock**  
www.kitlock.com  
**Link Lockers**  
www.linklockers.co.uk  
**Locker Solutions**  
www.lockersolutions.co.uk  
**LSA Projects Ltd**  
www.LSAprojects.co.uk  
**Prospec**  
www.prospec.co.uk  
**Ridgeway Furniture**  
www.ridgewayfm.com  
**Safe Space Lockers**  
www.safespacelockers.co.uk  
**Skirmett Washrooms**  
www.skirmett-washrooms.co.uk

## Membership/retention

**Ashbourne Management Services**  
www.ashbournemanagement.co.uk  
**Book4Time**  
www.book4time.com  
**Bright Lime**  
www.brightlime.com  
**Clubwise Software**  
www.clubwise.com  
**Cogent**  
www.cogentdataanalytics.com  
**Connect - making retention simple**  
www.makingretentionsimple.co.uk  
**CoreQuest**  
www.corequest.co.uk

## CustomerCall

www.cfm.net  
**EZ Runner Systems**  
www.ez-runner.com  
**Fitnessbooker**  
www.fitness-booker.com  
**Fusing Fitness Limited**  
www.fusingfitness.co.uk  
**Gladstone Health & Leisure**  
www.gladstonemrm.com  
**Gymaround**  
www.gymaround.com  
**Legend Club Management Systems (UK) Ltd**  
www.legendware.co.uk  
**Memberdrive**  
www.memberdrive.net  
**Motionsoft UK**  
www.motionsoft.net  
**Online Leisure Systems Ltd**  
www.leisuremost.com  
**Paradigm Shift**  
www.paradigmsft.com  
**payasUgym**  
www.payasugym.com  
**Pocket PT**  
www.pocketpt.co.uk  
**ResortSuite**  
www.resortsuite.com  
**Retention Management**  
www.retentionmanagement.com  
**The Retention People**  
www.theretentionpeople.com  
**TAC IT**  
www.reservationassistant.com  
**Visual Fitness Planner**  
www.vfp.us  
**Xn Leisure Systems Limited**  
www.xnleisure.com

## Music/film licensing

**Filmbank Distributors Ltd**  
www.filmbank.co.uk  
**Fit32**  
www.fit32.com  
**PPL Music Licensing**  
www.ppluk.com  
**PRS for Music**  
www.prsformusic.com

## Print service

**Printwell (UK) Ltd**  
www.printwell.co.uk

## Promotional items

**First Editions Ltd**  
www.firsteditionsLtd.com  
**Promotions 81 Ltd**  
www.promotions81.com  
**SB Source Ltd**  
www.sbsource.co.uk

## Retail

**the fit co**  
+www.thefitco.com

## Safety

**Aspect Safety Mirrors**  
www.aspectsafetymirrors.co.uk  
**SafeTIC**  
www.safe-tic.com

## Sales/marketing/pr

**Action PR**  
www.actionpr.co.uk  
**Bell Systems Services (London) Ltd**  
www.bellsystems.co.uk  
**Big Fish PR**  
www.bigfishpublicrelations.co.uk  
**Big Wave Media Ltd**  
www.bigwavemedia.co.uk  
**CFM**  
www.cfm.net  
**The D2F Group**  
www.d2fgroup.com  
**Emerald Frog Marketing**  
www.emeraldfrog.co.uk  
**Enjoy Marketing**  
www.enjoymarketing.co.uk  
**Fitness Life Marketing**  
www.fitnesslifemarketing.com  
**Glyfco**  
www.glyfco.com  
**Greinwalder & Partner**  
www.greinwalder.com  
**Gym Screen Media Ltd**  
www.gymscreenmedia.com  
**hattrick marketing**  
www.hatrickmarketing.com  
**Incentivated Ltd**  
www.incentivated.com

## Jellymedia Ltd

www.jellymedia.com  
**Promote PR Ltd**  
www.promotepr.com  
**Sales Makers International**  
www.salemakersinternational.com  
**Showoff Media**  
www.showoffmedia.co.uk

## Sauna/steam

**Dalesauna Ltd**  
www.dalesauna.co.uk  
**KlafS**  
www.klafS.com  
**MagMed Limited**  
www.magmed.com  
**Tylo**  
www.tylolife.co.uk  
**Unbescheiden**  
www.unbescheiden.com  
**Viking Saunas Ltd**  
+www.viking-saunas.co.uk

## Security/access control

**Authentic8 ID Solutions**  
www.authentic8id.com  
**Camlock**  
www.camlock.com  
**Codelocks**  
www.codelocks.co.uk  
**Lowe & Fletcher**  
www.lowe-and-fletcher.co.uk  
**Ojmar S.A.**  
www.ojmar.es  
**SAG Schulte Schlagbaum AG**  
www.sag-schlagbaum.com  
**Simple Locking Solutions Ltd**  
www.simplelockingsolutions.co.uk

## Showers

**Kohler Mira / Rada**  
www.radacontrols.com

## Spa/wellness

**Barr + Wray**  
www.barrandwray.com  
**Cheshire Wellness**  
www.cheshire-spas-pools.co.uk  
**GeoSpa**  
www.geospa.de  
**Inviion**  
www.inviion.com

## Klafs

www.klafs.com

## MillAquia Ltd

www.millaquia.co.uk

## Schletterer

www.schletterer.com

## Stone Forest

www.stone-forest.co.uk

## Thermarium

www.thermarium.com

## Unbescheiden

www.unbescheiden.com

## Sports drinks/supplements

### Bio-Synergy Ltd

www.bio-synergy.co.uk

### Cellucor

www.cellucor.com

### CLF Distribution Ltd

www.clfdistribution.com

### For Goodness Shakes

www.forgoodnessshakes.com

### GlaxoSmithKline / GSK

www.gsk.com

### Inkospo

www.inkospo.co.uk

### Multipower Sportsfood

www.multipoweruk.com

### NRG Stop

www.nrgstop.com

### Nutrichem diet + pharma GmbH

www.nutrichem.de

### QNT

www.qntuk.com

### Viva Beverages

www.vivabeverages.com

## Sports equipment

### BlenderBottle

www.blenderbottle.com

### Cardinal Sports

www.cardinalsports.co.uk

### Ceetex Leisure Ltd

www.ceetex.co.uk

### Kingswood Leisure Services

www.kingswoodleisuredirect.co.uk

### JP Lennard

www.jplennard.com

### Mirrors for Training

www.mirrorsfortraining.co.uk

## Physique Sports

www.physiquesports.co.uk

## SAQ International

www.saqinternational.com

## Suunto/Amer Sport

www.suunto.com

## Sports injury

### Koolpak Ltd

www.koolpak.co.uk

### Pepperfit

www.pepperfit.com

## Sunbeds/tanning

### Helionova

www.helionova.com

### Sunbed & Leisure

Systems (UK) Ltd

www.sunbedandleisure.co.uk

## Surfaces – sports/play

### BSW Berleburger

Schaumstoffwerk

www.berleburger.com

### Conica Sports Surfaces

www.conica.basf.com

### Sports Surfaces (UK) Ltd

www.sportssurfacesuk.com

## Swimming pools

### Barr + Wray

www.barrandwray.com

### Certikin International

www.certikin.co.uk

### Cheshire Wellness

www.cheshire-spas-pools.co.uk

### JC Leisure Solutions

www.jcleisuresolutions.com

### Plastica

www.plasticapools.com

## Swimwear

### Speedo

www.speedo.co.uk

### Zoggs International

www.zoggs.com

## Tiling/ceramics

### Floor Gres Ceramiche

www.floorgres.it

### Johnson Tiles

www.johnson-tiles.com

## Training

### Active IQ

www.activeiq.co.uk

### Active IQ Academy

www.activeiqacademy.co.uk

### Amac Training

www.amactraining.co.uk

### Bodylogic Fitness

Instructor Training

www.fitness-instructor-training.co.uk

### Buckinghamshire New University

www.bucks.ac.uk

### Central Sports

www.centralsports.org

### Class Finder

www.classfinder.org.uk

### The Club Synergy Group

www.clubsynergygroup.com

### Discovery Learning

www.discovery.uk.com

### European Institute of Fitness

www.eifitness.co.uk

### Fitness Industry Education Ltd / FIE

www.fitnessindustryeducation.com

### FitPro

www.fitpro.com

### Focus Training

www.focus-training.com

### Freedom Leisure Training

www.freedom-leisuretraining.co.uk

### Games Education

www.hotspottraining.com

### Icon Vocational Training

www.icon-training.com

### Lifetime Health & Fitness Ltd

www.lifetimetraining.co.uk

### London Leisure College

www.londonleisurecollege.co.uk

### Loughborough College

www.loucoll.ac.uk

### Mbodies Training Academy

www.mbodies.co.uk

### Motive8

www.m8group.co.uk

### Moulton College

www.moulton.ac.uk

### National Studio Cycling Register

NSCR

www.nscr.co.uk

## Professional Fitness

### & Education Ltd

www.pfetraining.co.uk

### NUCO Training Ltd

www.nucotraining.com

### Pegasus Training

www.pegasustraining.co.uk

### Performance Training Solutions Ltd

www.ptsacademy.co.uk

### Pilates Solutions Ltd

www.pilatesolutions.co.uk

### Pilates Training Solutions

www.pilatestrainingsolutions.co.uk

### Premier Training International

www.premierglobal.co.uk

### St Mary's University College

www.smuc.ac.uk

### The Wright Foundation

www.wrightfoundation.com

### Thump Boxing

www.thumpboxing.co.uk

### Top Lodge Leisure Ltd

www.top-lodge.co.uk

### Trainer Solutions International Ltd

www.trainerinternational.com

### YBFIT Training

www.ybfit.co.uk

### YMCA Fitness Industry Training

www.ymcafit.org.uk

### Yoga Professionals

www.yogaprofessionals.co.uk

## Vending equipment

### Nestle Professional

Information Centre

www.nestleprofessional.co.uk

### Stocking Up Ltd

www.stockingup.co.uk

## Washrooms/bathrooms

### Twyford Bathrooms

www.twyfordbathrooms.com

### Venesta Washroom Systems

www.armitage-venesta.co.uk

## Water leisure/water treatment

### Hanovia

www.hanovia.com

### Hippo Leisure Products

+www.hippoleisure.co





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