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HEALTH CLUB MANAGEMENT HANDBOOK 2014

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Welcome to the Health Club Management Handbook 2014



These are exciting times in the physical activity sector, as horizons broaden and opportunities emerge to align ourselves with an increasingly dynamic health and wellbeing agenda. The era of categorising our offering as gym-based fitness is gone. The challenge – and opportunity – going forward is to rethink, redefine, rebrand. It's not just about tweaks here and there, but rather a bold and fundamental shift of parameters, looking with fresh eyes at what we do, how we do it, and how we communicate that to everyone from consumers to government.

With this in mind, in this year's *Health Club Management Handbook* we've placed the focus firmly on trends and predictions, offering insights that we hope will inspire growth and evolution in the sector. Will you be among the vanguard in embracing healthcare, for example (see p40)? Perhaps you'll harness the power of wearable technology to transform the scope of your offering (see p12 and p32), or explore new business models to reach new audiences.

The key for 2014 is not to feel restrained by what's gone before. If we're brave enough to challenge convention and start again with a blank piece of paper, the opportunities are there to redefine what our sector stands for.

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

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A directory of health, fitness and activity-related organisations in the UK and beyond

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Supplier contact book

Contact information in an A-Z of industry suppliers, from fitness equipment to finances, software to sports drinks

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Product selector

Industry suppliers listed by category – a fast, easy way to find products and services

UK & European Markets

€25bn
TOTAL REVENUE FOR
EUROPE

30.59 MILLION

Health club members across the
five largest markets in Europe:
UK, Germany, Spain, France, Italy

£3.92bn
Value of the UK market,
UP 1.5%



FACILITIES RUN BY THE TOP 20 EUROPEAN OPERATORS
COMBINED, LED BY CURVES AND MRS.SPORTY

4,039

2,200

FITNESS FACILITIES IN POLAND –
MARKET VALUE €326m

12.6
PER CENT

OF THE UK
POPULATION
HOLDS A GYM
MEMBERSHIP

14%

OF ALL UK
MEMBERS
BELONG TO A
BUDGET CLUB

6,019

FITNESS FACILITIES IN THE UK

4.5%

GROWTH IN UK
MEMBERSHIP NUMBERS
– NOW 7.9 MILLION

Combined value of three
largest European markets:
UK, Germany and Spain

€12.72bn

25%

of Norwegians over
the age of 15 belong
to a health club

44 MILLION

Health club members across Europe

7,566

*Fitness facilities in Germany, with a
population penetration rate of 9.72%*

Global Markets

150,000

HEALTH CLUBS
WORLDWIDE

Health club
members around
the world

132 million

REVENUE FROM 349
CLUBS IN SAUDI ARABIA

US\$96 MILLION

23,398

HEALTH CLUBS IN BRAZIL

21,000

HEALTH CLUBS IN ASIA PACIFIC

8.1
PER CENT

YEAR-ON-YEAR
US REVENUE
GROWTH

6,800

CLUBS IN SOUTH KOREA

18%

of Australians
take part
in physical
activity

US\$5.1BN

INDUSTRY REVENUE IN JAPAN

Health and fitness industry
annual global revenues

US\$75.7bn

US\$5.5 billion

TOTAL SECTOR REVENUE IN LATIN AMERICA

Sources: IHRSA Global Report 2013, 2013 State of the UK Fitness Industry Report, IHRSA European Report 2013, 2013 European Health & Fitness Operators report (EHFA/Deloitte)

'Diabesity' & chronic disease

5 MILLION

NUMBER OF PEOPLE EXPECTED TO DEVELOP DIABETES BY 2025

EVERY THREE MINUTES

one British adult dies from heart disease

OVER **ONE BILLION**

Number of overweight adults globally, with at least 300 million clinically obese

295,000

CASES OF DIABETES IN THE UK THAT COULD BE PREVENTED BY 150 MINUTES' MODERATE ACTIVITY EACH WEEK

52%

OF THE EUROPEAN POPULATION IS OVERWEIGHT

80
PER CENT

PREDICTED RISE IN DIABETES DEATHS IN DEVELOPED COUNTRIES, 2006–2015

2.8 MILLION

PEOPLE DIE EACH YEAR AS A RESULT OF BEING OVERWEIGHT OR OBESE

44%

of DIABETES GLOBALLY is caused by OVERWEIGHT AND OBESITY

LONG-TERM COSTS TO THE NHS, EACH YEAR, OF OBESITY AND RELATED DISEASES

£5.1 BILLION

36 million

Number of people killed by non-communicable diseases (NCDs) every year

7-41%

OF CERTAIN CANCERS ARE ATTRIBUTABLE TO OVERWEIGHT AND OBESITY GLOBALLY

14
PER CENT

REDUCTION IN THE RISK OF BREAST CANCER AMONG WOMEN OVER 50 WHO WALK FOR AN HOUR A DAY

Physical Inactivity

80% of the UK population are failing to meet minimum activity guidelines – but 88% of those with degrees are exercising regularly

Number of deaths in England each year from diseases associated with chronic inactivity

37,000

3.2 million

GLOBAL DEATHS ANNUALLY THAT CAN BE ATTRIBUTED TO INSUFFICIENT PHYSICAL ACTIVITY

17 PER CENT
OF DEATHS IN THE UK CAN BE ATTRIBUTED TO INACTIVITY – WHICH CAN ALSO TAKE **THREE TO FIVE** YEARS OFF YOUR LIFE

6

of the UK's 10 most active postcodes are in London. Eight of the 10 least active, where premature death is more likely, are in the north of England

Financial Cost

7%

OF HEALTHCARE COSTS IN THE EU ARE LINKED TO OBESITY AND RELATED ILLNESSES

AVERAGE LIFE EXPECTANCY BY 2050 – THE COST OF AN EXTRA YEAR OF HEALTHY LIFE IS SET TO RISE FROM US\$ 100K TO US\$ 300K

75.9
YEARS

£45BN

ESTIMATED COST OF OBESITY TO THE UK ECONOMY BY 2050

DAYS OF SICKNESS IN THE UK EACH YEAR LINKED TO OBESITY
12,000,000

3%

Economic toll of chronic disease around the world as a proportion of GDP

Sources: Diabetes UK, The Futures Company, UCL Institute of Child Health, payasUgym.com, University of Bristol, WHO, theyoucompany, Macmillan Cancer Support/the Ramblers, American Cancer Society, IHRSA European Report 2013, NICE

69% OF AMERICANS ALREADY PARTICIPATE IN HEALTH AND FITNESS SELF-TRACKING



21% OF THESE USE SMARTPHONE APPS OR GADGETS

5

THE NUMBER OF TIMES A RUNNER NEEDS TO SEE THEIR DATA BEFORE BECOMING A MORE 'SCIENCE-BASED' RUNNER

3/4

OF REGULAR EXERCISERS ALREADY USE SOME FORM OF TECHNOLOGICAL DEVICE DURING THEIR WORKOUT

Forecast revenues of online wellness gaming by 2015

US\$2billion

25%

PREDICTED GROWTH OF MARKET FOR FITNESS TECHNOLOGY IN 2014

43

The age of the average player of online social games – she's also female



40 PER CENT

OF NEW SMARTPHONE APPS RELATE TO HEALTH AND WELLBEING

PROPORTION OF ALL WIRELESS ACCESSORIES EXPECTED TO BE HEALTH AND FITNESS DEVICES BY 2018

50%

US\$6bn

Forecast value of health and fitness wearables market by 2016 – up from US\$800m in 2012

1.4 BILLION

Mobile sensing health and fitness apps expected to be downloaded by 2017

90 million

Wearable fitness devices in the US alone by 2017 – and another 80 million health-related devices

500 million

MOBILE FITNESS AND HEALTH SENSORS SET TO SHIP IN 2017 – TWO-THIRDS BEING FOR ACTIVITY TRACKING

62%

of regular exercisers say they use some form of digital content outside of the gym to support their workout programme

Sources: Juniper, ON World, Life Fitness, Nike, Pew Internet, Consumer Electronics Association, ABI Research, IMS

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Fitness Foresight 2014

Fitness Foresight™ looks at trends and influences, and identifies opportunities for industry growth and diversification. Kate Cracknell and Liz Terry report

FROM HEALTH CLUB MANAGEMENT MAGAZINE

WEARABLE TECH

We're moving from an era when we interfaced with technology using a keyboard and mouse, to a time where touch and voice are the new norm and putting on our wearable technology – watches, glasses, etc – is just routine (see p32).

This will give us voice-activated access to functionality which enables us, for example, to have a display in our field of vision, to film and take pictures with ease, and to search, translate, communicate and share on the go.

Innovations such as Google Glass, Google's augmented reality glasses, and rival Telepathy One will find business- and consumer-facing applications in the fitness industry. By enabling the capture and sharing of video from a user's eye view, this new technology will be used by instructors and PTs to share coaching demos in real-time; by health club staff on the gym floor, who will be able to bring up a member's profile, interests and workout history while speaking to them, maximising the impact of their interactions; and by members, who will be given Google Glass pre-loaded with virtual workout programmes.

The growth in image-based technology is also turning photography and video into communication media that replace words in some contexts – a valuable resource in an increasingly global economy.



Google Glass will find business- and consumer-facing applications in fitness

MOBILE BIOMETRICS

Consumers can already monitor all elements of their health – from stress levels to sleep patterns – via biometric readers. This presents health clubs with an exciting opportunity for constant engagement with customers.

We see a time when health clubs offer apps that monitor and analyse all clients' key health indicators, then give lifestyle advice based on the findings via wearable tech. This advice can be given in real-time so people can make better choices, such as how many more calories can be consumed that day, when they need to be more active or when it's time to take a break.

This level of engagement with customers will keep health clubs top of mind with tech-savvy customers, ensuring fitness apps and wearable technology complement rather than replace health club membership going forward.

The interactivity, analytics and instant feedback offered by this new breed of technology will also further the fitness sector's cause with the medical and public health bodies it aspires to partner with. In providing evidence and outcome data, as well as encouragement to individuals to take responsibility for their own health, such apps may prove to be the stepping stone that finally cement the medical and fitness worlds together.

Fitness apps and gadgets can complement, not replace, gym membership

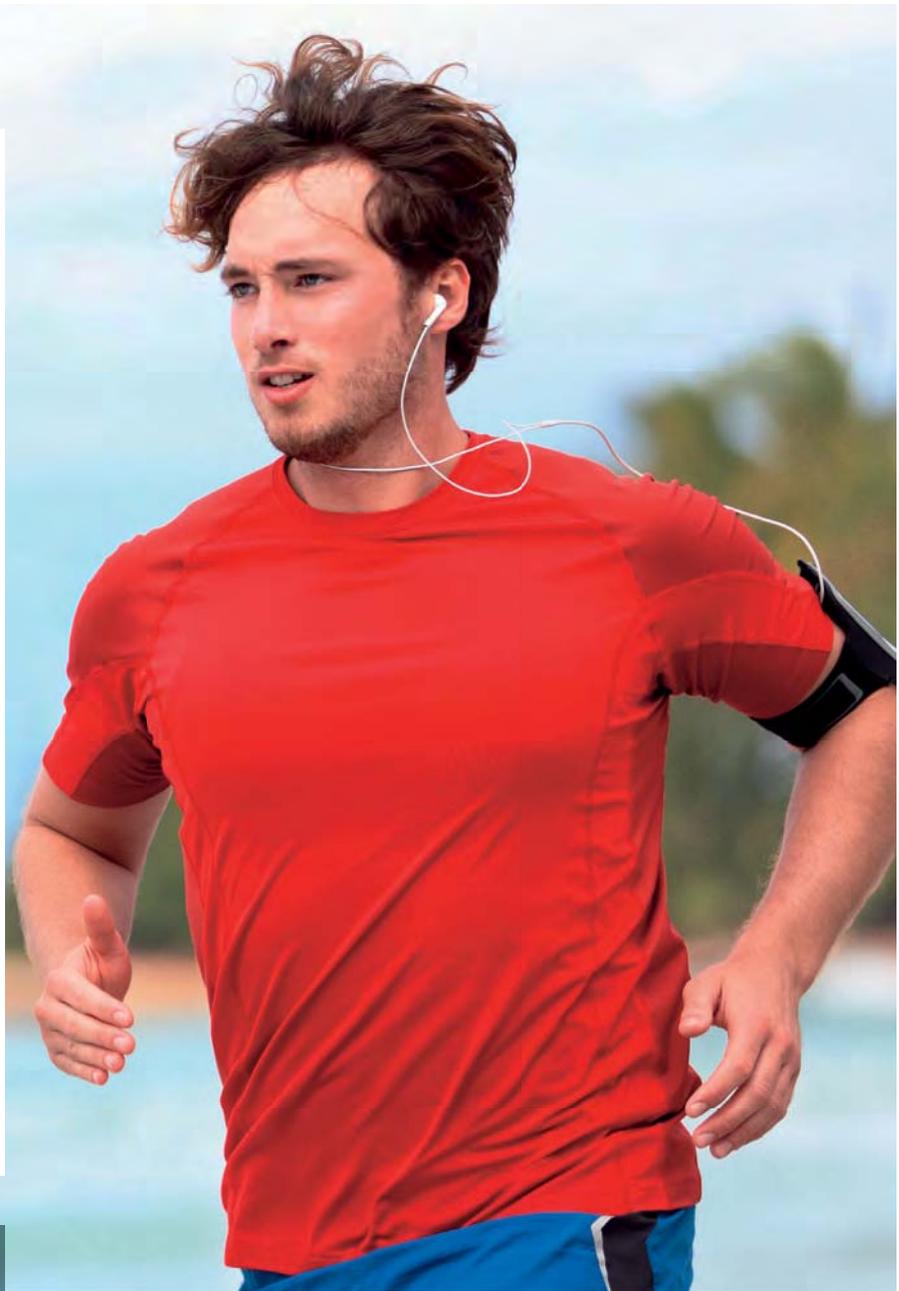


PHOTO: SHUTTERSTOCK.COM/ MARDAY

REBRANDING EXERCISE

Improved customer insight will lead to new approaches in all facets of health club operation, including the way clubs position their offering to members and prospects.

Research conducted in the US by Michelle Segar (michellesegar.com), and published in the *International Journal of Behavioral Nutrition and Physical Activity*, found members are more likely to stick with exercise routines and maintain membership if they have tangible, immediate reasons for doing so.

Although weight loss remains one of the main reasons people give for joining a gym, this wasn't found to translate into sustained activity in the same way as other, shorter-term goals. Those who focused on enhanced quality of daily life – lower stress, better sleep, increased vitality and so on – exercised 34 per cent more than those with weight/appearance goals; 25 per cent more than those with 'current health' goals such as lowering cholesterol; and 15 per cent more than those with healthy ageing goals.

While the goals studied were specific to the sample of mid-life women, the principles are transferable: there are many reasons to exercise, and those most often quoted won't necessarily be the ones that translate into sustained activity. Segar believes people are simply 'socialised' by the media to think exercise is for weight loss.

The challenge for the fitness industry in 2014 is to 'rebrand' exercise. Clubs must investigate what really drives behaviour change among their specific group of members, then use these insights to inform decision-making and marketing, re-educating members to value the goals that lead to sustained participation.

Weight loss is often quoted as a reason to exercise, but may not lead to sustained activity

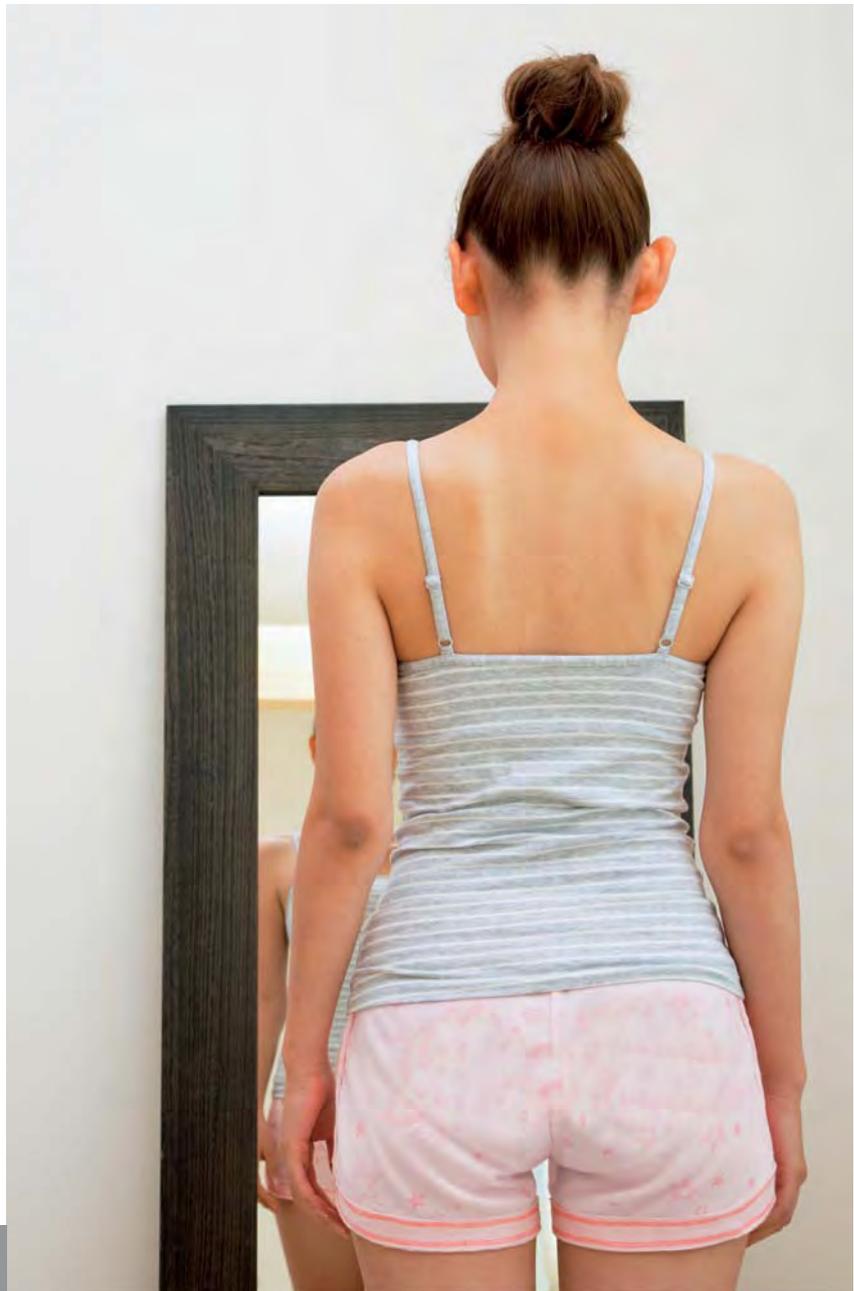


PHOTO: SHUTTERSTOCK.COM/IBUNKA



PHOTO: SHUTTERSTOCK.COM/KZENON

Clubs must ensure the experience for departing members is a good one

LAST IMPRESSIONS

Member retention remains a huge issue for health clubs, with research suggesting the situation across the UK industry has worsened rather than improved (see p64).

Compounding this situation is the fact that, while many clubs pull out all the stops

to engage members when they join, new Leisure-net research conducted exclusively for *Health Club Management* (see p68) suggests the experience of those thousands of people quitting their health club membership leaves much to be desired.

Operators should therefore be concerned about evidence which suggests

customers are more likely to remember the last thing that happened in their relationship with a business than the first*.

With this in mind, health clubs need to place a much stronger emphasis on making a great last impression to ensure, when they're ready, customers are willing to come back for more.

* Credit: Jeremy McCarthy

WELLNESS TOURISM

Wellness tourism is booming, with an economic impact of US\$1.3trn a year – this according to SRI International's new report, *Global Wellness Tourism Economy*. Wellness tourism already accounts for 14 per cent of total global tourism revenues and is forecast to grow on average 9.9 per cent annually over the next five years – nearly twice the rate of global tourism overall – reaching US\$678.5bn, or 16 per cent of total tourism revenues, by 2017.

All this offers significant opportunity to health club operators looking to strengthen relationships with existing members and forge links with new customers.

For primary wellness tourists – those who travel specifically to maintain or enhance personal wellbeing, by visiting a destination spa or retreat – it's easy to slip back to old ways when the stresses of everyday life return. Health clubs could partner with retreats to support returning wellness tourists with fitness and nutrition programmes delivered in-club to help them maintain healthy habits.

Alternatively, clubs could run their own retreats: residential stress management courses, hiking or yoga weekends. SRI found that 84 per cent of wellness trips are domestic, and wellness tourists are also high yield: they spend, on average, 130 per cent more than the average global tourist. These are people who are willing to invest in their health – a market well worth getting involved with.

Health clubs can serve the secondary wellness tourist market too – those who travel for other reasons, but who want to maintain a healthy lifestyle on the road – by making facilities available to travellers; models like payasUgym.com can help exploit this sector.

The opportunities are there for clubs to harness wellness tourism to drive revenue, build communities and attract new markets.



Health clubs could offer packages designed to support returning wellness tourists

POP-UP FACILITIES

Investing in health club infrastructure is costly, and bricks and mortar tie an operation to a specific location permanently. We're seeing early signs that the pop-up trend, which has taken retailing by storm, will make a big impact on the health club market.

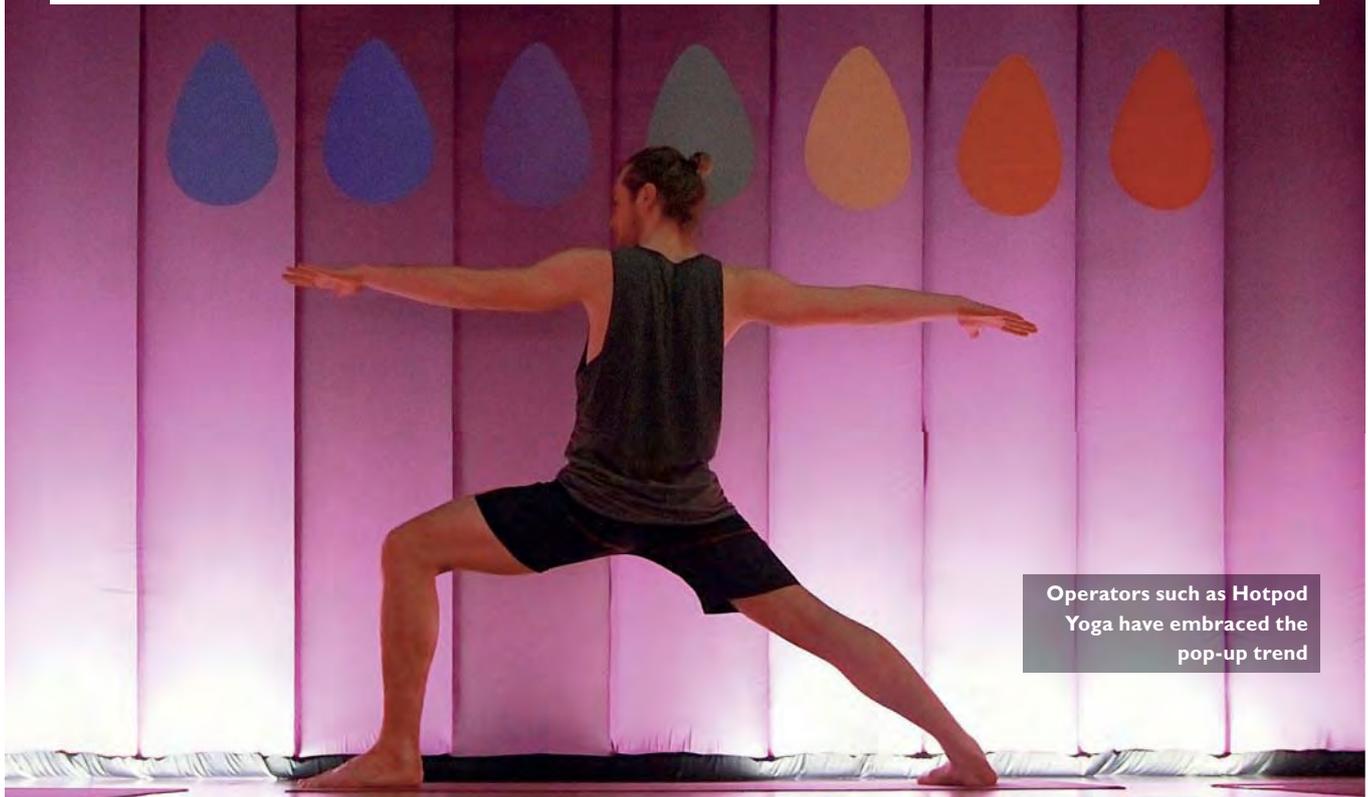
The pop-up format allows existing operators to extend their brands and try out locations on a low-cost basis before investing in permanent

operations. Alternatively, it offers opportunities to introduce limited-availability activities – Parkour zones, outdoor events, competitions and challenges – that run alongside the gym, complementing the permanent facilities and keeping the offering fresh.

The affordability of pop-ups also allows new businesses to launch based exclusively on this model. Hotpod Yoga, for example, runs yoga classes in inflatable pods in corporate offices – as often as the company wants, at

times to suit them, with pods inflated and deflated for each class.

Pop-ups also allow for innovation and playfulness, attracting non gym-goers who are drawn to an edgier offering. Move – the pop-up gym in London, UK – epitomises this, with regular launches of new class formats and locations including rooftops, piazzas and gardens. A buzzing Facebook community drives the agenda, with input sought on how and where people would like to Move.



Operators such as Hotpod Yoga have embraced the pop-up trend

ONLINE REVIEWS

Online reviews are already having a huge impact on service businesses such as hotels and restaurants, and the opportunity is there for health clubs to increase business by encouraging and managing reviews.

A study by economists at the University of California, Berkeley, US, found a variance of just half a star rating can determine whether a business thrives or goes bust. In restaurant reviews on Yelp.com, the difference between 3 and 3.5 stars increased the chance – from 13 per cent to 34 per cent – of a business reaching capacity at peak times.

Meanwhile, research by payasUgym.com found that having four or five customer reviews increased a gym's sales by 60 per cent; more than five reviews increased sales by a further 150 per cent, and if the gym's average ranking was three or more out of five, sales went up by 25 per cent. Indeed, anonymous online reviews were found to be over three times more effective than the gym's own website in influencing prospects, and this increased in line with gym fees – the more expensive the gym, the more effective were online recommendations. Women were particularly open to online feedback.

Dealing well with complaints relating to online reviews was also important: 49.5 per cent of people said they would still buy as long as there were more positive comments than negative, and 30.5 per cent would buy as long as negative comments had been responded to by the gym.

However, too many health clubs currently leave online complaints unaddressed. This must be rectified in 2014.

Having four or five online reviews increases gyms' sales by 60 per cent





Microgyms will come to the fore in 2014, led by specialist cycling studios

SPECIALIST SERVICES

The sector will continue to specialise, with microgyms coming to the fore in 2014. This will be led by cycling studios, but with other formats also gaining in popularity, from functional training studios to standalone HIIT (high-intensity interval training) offerings and group exercise-only clubs.

This represents a challenge and an opportunity for traditional clubs. Research by Dr Paul Bedford has highlighted how seasoned gym-goers become more

targeted with each new club they join: they want a particular type of yoga, group cycling class or equipment. These are the people who will also consider dropping their traditional gym membership in favour of bells-and-whistles delivery of the activity they specifically want to participate in.

With this in mind, it won't only be the independent microgyms that occupy this specialist space – full-service operators will also find a way to move into microgym territory. In the UK, David Lloyd Leisure has already secured exclusive rights to the

US' Orangetheory Fitness concept, which it's rolling out in its high street PT studios. Fitness First has been trialling a number of new models, including – in Sydney, Australia – The Zone, a group exercise-only club. Equinox is rumoured to be eyeing a UK launch for its SoulCycle studio brand. And LAX, the new premium brand from LA Leisure in the UK, is already suggesting its signature short-format classes may be rolled out into smaller footprint, standalone HIIT/functional clubs. Expect to see much more of this in 2014.

IN-CLUB TECHNOLOGY

Technology has already made great inroads into improving the efficiency, cost-effectiveness and customer experience at clubs around the world, from cashless payments via RFID wristbands to fingerprint/biometric access and exercise tracking built into CV equipment. But two technologies will really come to the fore in 2014.

Virtual classes look set to hit the mainstream. Clubs and even group

“Virtual classes look set to hit the mainstream in 2014, driving off-peak usage of studios and attracting new users”

exercise instructors will increasingly see these as an opportunity, not a threat – driving off-peak usage of studios, getting new people into group exercise via taster sessions, adding an extra dimension to live classes, and even allowing instructors to learn from the world-leading presenters running the virtual classes.

Meanwhile, with energy bills continuing to rise, more clubs will turn to technology that harvests human energy and converts it into electricity. We've already seen facilities such as theclub at Cadbury House in the UK hit the headlines for investing in this technology, and we can expect to see more operators follow suit in 2014.



Busy consumers are increasingly passing responsibility for their nutrition to the experts

PHOTO: SHUTTERSTOCK.COM/MICHAEL JUNG

HOME DELIVERY

Fresh prepared food deliveries – meals delivered to order and ready to eat – are a growing industry, as busy consumers choose to control their nutritional and calorie intake by passing responsibility for this on to the experts.

Health clubs have the opportunity to move into this market on a joint venture basis, by lending their name and nutritional expertise to create branded ranges of home-delivered healthy food.

This would enable busy consumers to enjoy nutritionally balanced, fresh food at home as part of their weight management, weight reduction or wellness management programmes.

Apart from the profits that could accrue from this type of deal, health clubs would also gain valuable brand profile from being part of people's everyday lives. The consumer connection could also be used to market health club memberships, with tailored promotions targeting those buying the healthy ready meals.

“Health clubs could enter joint ventures, lending their name and nutritional expertise to ranges of home-delivered, healthy food”



Education is needed to ensure functional zones don't appeal only to fitter members

PEAK PERFORMANCE

Gym floors will continue to receive a shake-up, with more clubs looking to ditch some of their traditional equipment in favour of space where members can train using their own body weight, complemented by an array of functional kit.

At the heart of functional zones' appeal lie three key factors – variety/fun, personalised attention and results – but education of both staff and members is key to their success. If clubs don't invest in the necessary education, zones will lie empty.

A particular challenge for 2014 is to better tailor and market these offerings to less fit, less workout-savvy gym members. Much of the innovation in the sector at the

moment risks alienating this audience – HIIT, CrossFit, Insanity and so on. Similarly, functional zones have the potential to become the playground of the seasoned

gym-goer unless operators actively set out to educate, engage and enthuse deconditioned members, inspiring them to use the zones and reap the rewards.

ABOUT THE AUTHORS

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Health & Wellness

From laughter as medicine to wellness hotels, we take a look at the trends and concepts that will influence the wellness sector in the coming year

CAMILLA PARKE, SENIOR CONSULTANT, THE FUTURES COMPANY



The rise of boutique medicine

In 2014, more and more patients in the US will meet their healthcare needs through a model known as concierge or 'boutique' medicine. Eager to escape the stresses of dealing with insurance companies, a growing number of people are turning to concierge practices that offer patients the opportunity to pay an annual fee or retainer directly to their doctor rather than relying on insurers.

There are now over 4,400 concierge doctors in the US, with more than 1,000 practices opening in 2013. Over the last five years, the number has increased 500 per cent and the trend promises to accelerate thanks to a looming doctor

shortage, an ageing population, and the advent of Obamacare, in which 30 million previously uninsured Americans will enter the healthcare system.

Good grounding

The practice of 'Earthing' or 'Grounding' – direct physical contact of the human body with the surface of the earth – is experiencing a renaissance, as a growing body of research shows it may have significant health benefits.

The key premise of the practice is that regularly connecting with the Earth – whether walking, running or even sleeping in direct contact – transmits a gentle flow of energy in the form of free

electrons, allowing you to sleep better, feel better and, according to its proponents, experience less chronic illness.

It's gaining attention from the medical and other health-related industries as a key component of overall wellness and healthy living. In their recent book, *Earthing*, authors Clinton Ober, Martin Zucker and Dr Stephen T Sinatra outline a number of controlled clinical studies that indicate different health benefits associated with the practice.

Thermography images of patients with a variety of ailments and injuries show reductions in inflammation after just half an hour of grounding, where other medications and therapies have had little impact. Another controlled study showed that subjects who slept grounded with conductive mattress pads had lower night-time cortisol levels and higher sleep quality.

Many health and wellness facilities are beginning to incorporate Earthing principles into the health solutions they offer, from barefoot hikes on sand or soil to treatments such as grounding massages.

Sweetness and light

As the battle against diabetes and obesity continues, the search for 'better for you'



Monk fruit: The Holy Grail of sweeteners?

PHOTO: SHUTTERSTOCK.COM/DOLPHRYN



PHOTO: SHUTTERSTOCK.COM/ALEX JACKSON

Grounding – direct physical contact of the human body with the earth – is said to boost health and help you feel better

ingredients is intensifying. One of the most active areas of ingredient innovation is sweeteners – no surprise given that a 2013 study by the American Heart Association estimated that, around the world each year, 180,000 deaths are linked to consumption of sugary beverages alone.

‘Healthy’ choices are not easy to make here. Sweeteners like aspartame and saccharin continue to be scrutinised for their potential negative health impact, and

so-called healthy natural sweeteners are falling out of favour – such as agave, high in fructose, which has been shown to disrupt liver function and promote obesity.

The hunt is on for the Holy Grail of sweeteners, and next year we are likely to see much more of one ingredient championed as just that: monk fruit extract.

A small, sweet melon native to China and south-east Asia, monk fruit isn’t sweet due to natural sugars. Instead, it

contains a unique type of antioxidant called mogroside that provides a level of sweetness upwards of 200 to 500 times greater than table sugar.

This extract could potentially do more than simply sweeten: researchers are looking into high doses of mogrosides in the treatment of cancer and diabetes, with one study showing that mogrosides improved fasting blood sugar levels in addition to increasing ‘good’ HDL cholesterol.

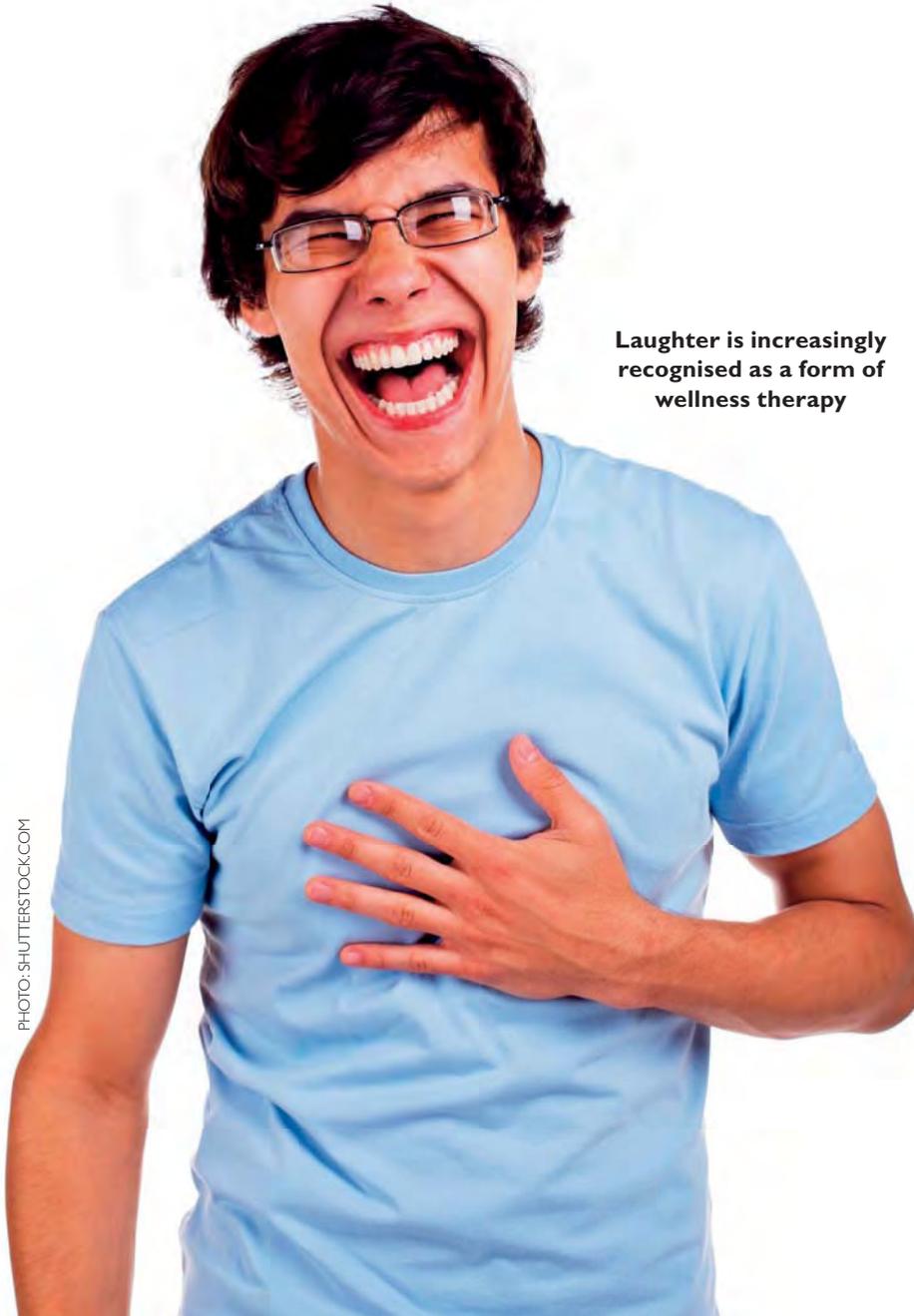


PHOTO: SHUTTERSTOCK.COM

Laughter is increasingly recognised as a form of wellness therapy

Time to get laughing

Laughter has been recognised as 'the best medicine' for years, but we're likely to see more examples of laughter as a recognised form of wellness therapy going forward.

In the UK, The Laughter Network – made up of trained laughter yoga teachers, social workers and mental health professionals – has seen its membership triple since its launch nine years ago. It runs 'laughter gym' sessions and workshops in Brighton and London, catering to a wide range of clients including corporates who are eager to see the benefits in their employees.

A growing body of evidence is quantifying laughter's health and wellness benefits. Research by the University of Arizona, US, has suggested that laughter yoga – an Indian traditional practice that combines breathing techniques and laughter – could improve mood and stabilise heart rates in patients awaiting organ transplants.

Another study by Oxford University in the UK found that a deep belly laugh shared with others can increase an individual's pain threshold by releasing protective endorphins.

Google turns back the clock

Expect to see multi-nationals from unexpected industries taking the plunge into the world of health in 2014.

Google has announced an ambitious venture targeted at unlocking fundamental questions around ageing and longevity. Beginning in 2014, this will be Google's second move into public health, with high hopes that it will be more successful than the ill-fated personal health record called Google Health, dissolved in 2012 for failing to resonate with consumers.

The bio-tech venture, called Calico, will be headed by former Genentech CEO Art Levinson, and in the coming years will operate as more of a research institute than a pharmaceutical company. Calico will provide funding for research aimed at identifying and understanding the biological mechanisms behind ageing. The company may also hire its own team of researchers to work on solutions to prevent the development of certain diseases.

Larry Page, Google CEO, appears to have significant ambitions around the role that Google could play in improving social health outcomes on a grand scale. He points to ageing as an area more significant for research than say, cancer, though he recognises it may be decades before real breakthroughs are made.

Although perhaps not on this scale, we can expect to see more companies and brands bridging the gap between consumers/patients and healthcare professionals, and more emphasis on the role 'Big Data' could play in unlocking society's biggest health issues.

No gym required

The idea of sweating in front of strangers – or even more terrifying, colleagues – could become less of a trauma in 2014 as more people turn to technology to keep them fit outside of the gym.

In the UK, a growing number of consumers are signing up to so-called 'transatlantic workouts', filmed in Los Angeles or New York and accessed online – via US websites like yogisanonymous.com and emglivefitness.com – for a monthly fee.

Meanwhile, instructorlive.com offers 40 different classes – via archive or live – where participants can ask the instructor



Google is focusing its attention on research into ageing

“We can expect to see more brands bridging the gap between consumers and healthcare professionals”

questions throughout the class. According to the site's founder Luke Walker, only 12 per cent of their 5,000 users are men, but the majority of these log in for yoga classes: “There has been a stigma that yoga is a feminine activity, but that's changing. A lot of guys want a bit of confidence before they step into a class with other people, and use us as a stepping-stone.”

Social apps that help you exercise

While fitness trackers might have been all the rage in 2013, 2014 is likely to see

people slowly falling out of love with their Fuelbands and Fitbits. A recent survey showed that, of those who already owned a smartwatch or fitness band, more than 40 per cent had stopped using it because they often forgot to put it on or had become bored with the idea.

Fitness trackers might work well for people who see data as its own reward, but it seems using a fitness tracker in isolation isn't enough motivation for everyone. What a lot of people need is the return of a human element to their solitary

workouts or jogs, and this is a space which the social fitness app can occupy.

One example is fitocracy (www.fitocracy.com) which, by connecting to social media, turns exercise into a fun, competitive game with friends. The app has over a million users who, on average, are in the app for more than five hours a month, making them more engaged than users of any other social network except Facebook.

These kinds of apps both compete with and complement fitness tracking tools, and are likely to boom as people continue to search for motivation to exercise.

New superfood on the block

The moringa plant is the newest (and arguably most multi-tasking) superfood to emerge, and looks set to take off in 2014. The leaves of this plant, which is native to South Asia, have astounding nutritious qualities: gram per gram, moringa contains twice the protein of yoghurt, four times the vitamin A of carrots, three times the potassium of bananas, four times the calcium of milk and seven times the vitamin C of oranges. This might explain why ancient warriors used the leaf extract to get them ready for battle, and why the Egyptian pharaohs were buried with it to sustain them in the afterlife.

Apart from its superior nutritional benefits, what sets moringa apart from other superfoods such as spirulina and wheatgrass is the fact that it can also be applied directly to the skin in the form of powder or oil. It acts as an antibacterial, treating a range of conditions such as abscesses, dandruff and athlete's foot. It may also fight the signs of ageing, as it contains a chemical substance called zeatin that promotes new cell growth,



PHOTO: SHUTTERSTOCK.COM / CLICK IMAGES

Social fitness apps can add a human element to people's solitary workouts

reducing wrinkling and promoting a brighter complexion.

Check in to the wellness hotel

The concept of the 'wellness hotel' will come into its own in 2014, with new concepts designed to cater for guests' broad spectrum of wellbeing needs.

The International Hotels Group will launch its wellness brand, EVEN, in New York in 2014, with plans to open another 100 new hotels over the coming five years. The concept is based on healthy living: diet and nutrition, exercise, rest and recuperation, and productivity.

Hotel chains are increasingly trying to deliver personalised wellness experiences for their guests. For some, this will mean expanding existing facilities, or making it easier for guests to continue their fitness regimes during their stay: The Westin Hotels & Resorts has recently launched

a Gear Lending Program, offering New Balance footwear and clothes on loan for guests wanting to keep fit. Expect to see more initiatives like this in 2014, and more hotel brands embracing the health and wellness concept holistically, from design to fixtures and facilities.

FOR FURTHER INFORMATION

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Spa London

Dalesauna have worked with GLL/Spa-London on several projects, and were delighted to be asked to supply the newly refurbished Wimbledon Leisure Centre.

Dalesauna's role included the layout concept and interior design, and also the supply and installation of the spa equipment.

The design whilst contemporary, made the most of the "industrial chic" of the building, and has provided a clean, bright environment which will be enjoyed by spa users for years to come.

The spa offers sauna and steam room, spa pool, crushed ice feature, feature showers and heated individual foot spa's.



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On Trend

Key consumer trends for the fitness sector to run with in 2014

HENRY MASON, GLOBAL HEAD OF RESEARCH & MANAGING PARTNER, TRENDWATCHING.COM



The relentless pace of innovation and explosion of choice means consumer needs and expectations are constantly evolving, if not being wholly overturned. One certainty: health and fitness operators need to be aware of how changes in other sectors will challenge industry conventions and create opportunities for those who are alert and ready to respond to change.

Here are a handful of fresh, actionable trends on our radar that are simply begging to be applied by health clubs.

The trends are in no particular order and, to keep things interesting, we haven't included the bigger, macro trends (healthy living, ageing, mobile etc) that we're sure are already firmly on your radar.

Honest flexibility

Despite clear and consistent evidence that consumers crave brands and business that are more human – love and attention is lavished on brands that 'get it' – in 2014 too many brands will continue to fall on the wrong side of this epic shift. Indeed, when asked about 'meaningful brands', most people say they wouldn't care if 73 per cent of brands ceased to exist.

Rather than waiting for your product or service limitations to be called out, do you understand what frustrates your customers, and are you then bold enough to confront these issues publicly, first, in a mature and fair way?

For example, online dress rental site Rent the Runway set up a physical showroom on New York's Fifth Avenue where members could rent a dress instantly, but also go to get measured

to ensure future online rentals were the correct size. Meanwhile, the Art Series Hotel Group in Melbourne, Australia, launched an initiative that allowed guests to 'overstay' in their room for free if the room wasn't needed by another customer.

What creative solutions to customer pain points could your club launch?

Internet of caring things

The Internet of Things – the idea that soon objects, not just personal devices, will be connected – will be one of the big ideas of 2014. From a consumer point of view, expect to see innovations that are centred around the Internet of Caring Things receive a warm welcome.

What does that mean? Well, start thinking not just 'connection', but objects that protect, monitor, inform and improve consumers' lives and activities. Examples include Ford's new concept car seat, which contains an ECG heart rate monitor and can help with mid-journey driver heart attacks and subsequent accidents. An onboard glucose level monitoring system alerts drivers of critical blood sugar levels. Or Riddell's 'InSite Impact Response System' American Football helmet, which contains sensors that send alerts to a coach's mobile phone after



PHOTO: SHUTTERSTOCK.COM/MIJTH

Rent the Runway measures members to ensure future online rentals will fit



PHOTO: RIDDELL

Riddell's helmet detects concussion

serious impacts, in an attempt to reduce the likelihood of undetected concussions.

Crowd shaping

Big data is another business buzzphrase on everyone's lips, and rightly so. But in 2014, operators would do well to focus on small data, and think about how to shape (and reshape) the customer experience around the preferences of the people actually present in the club at that time.

Why? Well, if big data is all about increased efficiency and benefits that flow to the operator, Crowd Shaping is all about increased relevance and tailored experiences.

CheckinDJ is a fun example of a crowdsourced jukebox, recently developed at Lancaster University in the UK. Users check in to a venue using NFC and the service shapes the music playlist to match the overall tastes of the current audience by culling information from their social networks. Meanwhile, in Finland, Kutsuplus is an on-demand hybrid taxi-minibus service with no set route, that instead calculates the optimal route for those on-board.

Which elements of your offering could you shape to match the preferences or needs of those using it at a particular moment?

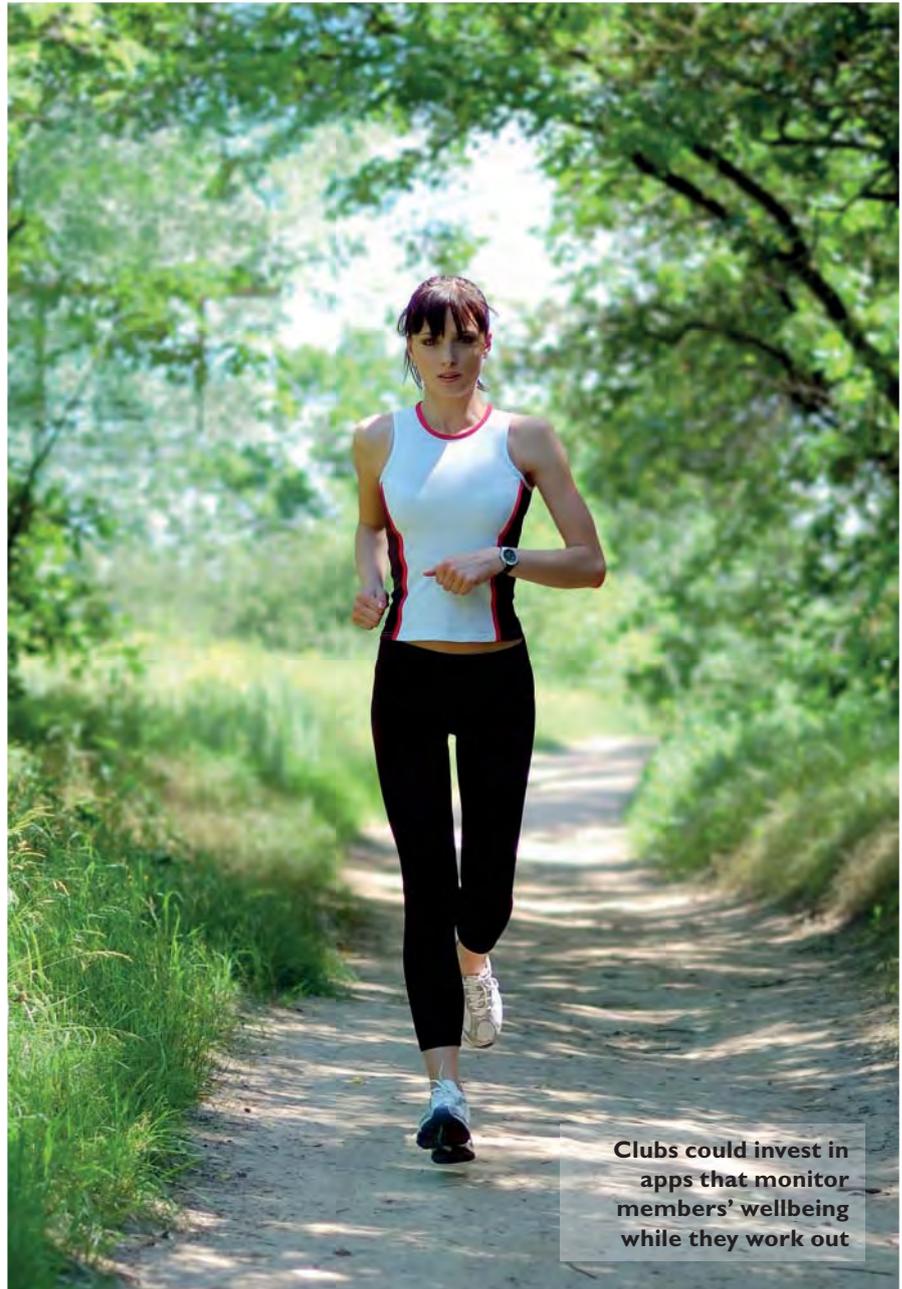


PHOTO: SHUTTERSTOCK.COM/MAXPRO

Clubs could invest in apps that monitor members' wellbeing while they work out

“Consider using digital memories to remind and motivate members, showing how their fitness has improved”

Personal touch

For many consumers, an endless array of brand websites, social media, telephone assistance, mobile apps and more have served to highlight an undeniable truth: sometimes only one-to-one human interaction will do.

And while many health clubs have many staff on-site, changing usage patterns and disruptive business models are challenging existing customer service approaches in the industry. However, developments in technology open up a whole new frontier: live video customer assistance. The benefits can be more than just cost, as by pairing customers with relevant experts, clubs can offer a better service.

And if you think this doesn't sound relevant for the fitness industry, then think again. In Brazil, Fiat launched its Live Store, enabling customers to 'look around' vehicles via Fiat hosts wearing helmets equipped with micro-cameras. And in Poland, mBank customers can contact bank representatives and discuss their account via live video chat, with points and virtual badges awarded to customers who undertake financial tutorials. If auto manufacturers and banks can apply this trend, then surely health clubs can too.



PHOTO: SHUTTERSTOCK.COM/VAL THOERNER

CheckinDJ uses social media feeds to shape the playlist to the current audience

Time(line) travellers

As the online space becomes increasingly intertwined with real-life experiences, consumers will seek to re-live and remember their lives, outsourcing memory to the digital sphere.

For example, One Second Everyday prompts users to capture one second of their life each day. The app can then splice the clips together to create a short film. In Japan, mobile app Reep syncs with and chronologically sorts the user's social media photo libraries and sends photos that were taken exactly a year ago as daily reminders.

In 2014, with consumers turning to services and tools that allow them to build, explore and reflect on these personal digital archives,

how might health clubs apply this trend?

Consider using digital memories to remind and motivate members, show how their fitness has improved, or to aid performance reviews and set new targets.



Wish Lit: How much energy must you save to buy the item you want?

Guilt-free consumption

In 2014, ethical and sustainable consumerism will remain high on the consumer agenda. One powerful dimension to focus on is consumer guilt. Experienced consumers are increasingly torn between their aspirations to be 'good', their consumerist impulses and an inability to fundamentally change their lifestyles.

This will create huge opportunities for brands and services that allow them to enjoy consumption while

Consumers will turn to tools that allow them to reflect on their personal digital archives



PHOTO: SHUTTERSTOCK.COM/VICTORSABOYA

reducing its negative impact (whether on oneself, society or the planet).

The health club industry is founded on consumers' desire to alleviate personal guilt (ie living unhealthily), but think about all the other forms of guilt that consumers might experience after using your services, such as the environmental impact.

Which brands will make as strong a commitment to social and environmental production as Chipotle, the fast food chain that recently released an animated video addressing the flaws in the agribusiness model? Or innovative smaller businesses such as Miya's Sushi in Connecticut, US, which goes beyond simply not including endangered fish on its menu – it actually offers dishes made with non-native, invasive species that

are damaging the local habitat, in which eating them makes customers part of the solution. How's that for guilt-free?!

Then there's the Wish Lit app, which won an energy efficiency hackathon in Singapore. It allows the user to enter the cost of a desired object and then calculates how much energy they need to save in order to purchase it. Or Peddler's Creamery, an ice-cream shop in LA, that powers its churner by asking customers to peddle an in-store bicycle.

Conclusion

Remember, these are just a small selection of the trends that will influence and shape consumer behaviour during 2014. The most important thing is to keep looking beyond the boundaries of

the health and fitness industry, and think expansively when it comes to innovation.

Can you spot shifts in consumer expectations happening in parallel industries? Can you extract the ideas behind successful initiatives and apply them to your offering? Your customers won't thank you if you can't!

FOR FURTHER INFORMATION

Henry Mason is global head of research and managing partner 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 over 160,000 subscribers.

Hi-Tech Future

From wearable devices to new apps, we round up some of the fitness technology that's set to dramatically change the way we work out

CHRIS DODD, JOURNALIST, LEISURE MEDIA



The year 2014 is set to be an important period in the development of fitness technology. In the coming months, a plethora of new devices and applications will be released into the marketplace, building on the impact of technologies released over the previous year in terms of the fitness sector's offering delivery, as well as consumers' workout habits.

Such is the growing prominence of technology in fitness that, according to a 2013 report from Juniper, 170 million wireless fitness accessories will be shipped by 2018, with health apps and devices set to dominate the wireless sector.

Here, *Health Club Management* guides you through some of the progressive technologies and trends set to impact our approach to health and fitness.



Samsung's new Galaxy Gear has already been released to consumers for purchase



Shine can be worn in a number of ways to look like a fashion accessory

Wearable devices

Most technological keynotes given at conferences in 2013 focused on the launch of new wearable technology, with Google Glass preparing to be shipped to hand-picked testers and Samsung's Galaxy Gear already released for purchase.

Apple is also thought to be developing wearable kit for launch some time in the near future, while former Apple CEO John Sculley's tech start-up Misfit has launched Shine – an anodised aluminium disc that can be worn in a number of ways to look like a fashion accessory. Data can be synced with an iPhone by placing Shine on top of the screen, with the user able to set goals – steps to

walk or calories to burn – and see their progress throughout the day via a ring of lights which illuminate around the edge of the disc when tapped. Tapping the disc twice shows the time, so the user doesn't also have to wear a watch.

Though the full influence of these new pieces of technology will take time to make themselves felt, releases from big brands such as Google, Samsung and Apple will help drive adoption levels and will, in turn, lead to greater awareness and increased knowledge among consumers.

Based on what looks to be in development – including the likes of Google Glass and Apple's long-fabled smartwatch – the wearable technology



TomTom's GPS watches allow users to track distance, swim metrics and cadence on bikes



Google's GlassFit creates a virtual game, using the power of competition as motivation

of the future will become even easier to use, with consumers able to launch apps through their glasses or watches without having to make adjustments on a mobile device while training.

For example, judging by Google's trial videos for the Glass, users will be able to use speech commands to select an app while wearing the device: the app will then open in the viewer's visual field. One fitness app in development is GlassFit, which creates a virtual game for the user. The app displays a virtual opponent in the user's field of vision, who they then race against to beat personal bests. GlassFit is being designed to cater for both runners and cyclists, using the power of

competition as motivation. The app will also feature hundreds of fitness-related features, ranging from basic stretching routines through to full-scale fitness entertainment games.

Not only will the new devices make life easier for consumers, but they will also lead to even more fitness applications being developed, giving consumers an increasingly advanced and comprehensive choice of what to use when they work out. Indeed, health and fitness businesses will be able to develop their own applications or personalise and sponsor others, creating a more individual and brand-related fitness experience for those who use their services.

GPS watches

GPS watches are becoming increasingly popular as more models enter the marketplace, in turn driving down unit cost and making the devices available to a wider variety of people.

Most GPS watches allow users to track more specific data than standard tracking devices, with many harnessing pulse reading technology. High-end GPS watches also allow users to monitor altitude. This means users can manage and assess their regimes and look at ways of making them more effective at certain points in their workout. There's also the added benefit of being able to track time-sensitive progress and tell the

time as you run without having to fiddle with a mobile device.

Adidas' new miCoach Smart Run monitors performance and gives coaching tips, integrating performance tracking and personal training into one device; colours and vibrations are used to tell the user to speed up, slow down or pause, with coaching also able to be delivered by voice via a Bluetooth headset.

TomTom currently offers Runner and Multi-Sport watches that use GPS and motion-sensor technology to allow users to track distance, swim metrics and cadences on bikes, with the collected data available for transfer to a computer for analysis. Other GPS watches include the MotoAct and Garmin Forerunner.

Tracking devices

For those able to invest in new devices, the likes of the Jawbone UP, Withings Pulse and the new Nike+ Fuelband SE give users the opportunity to collect data and link it to their mobile devices to view a digital interpretation of



Withings Pulse tracks users' heart rates during training and at rest



The Nike+ Fuelband SE links with mobile devices to display fitness statistics

their fitness statistics. For example, Jawbone UP is worn on the wrist and continuously collects activity data, as well as monitoring things like sleep patterns, while the Withings Pulse tracks users' pulse rates while they train and at rest.

The owners of Jawbone also bought BodyMedia, a pioneer in wearable body monitoring technology, in April 2013, with a view to developing technology that's wearable on other parts of the body.

The benefit of tracking devices over apps centres on the devices providing more specific data, while also being able to cope with more diverse conditions. For example, most apps cannot monitor heart rate or sleeping patterns. Many tracking devices are also sweat-resistant and waterproof – unlike many phones – meaning they can be used across a range of sports, and are usually more

durable outdoors or in non-tech friendly conditions such as high altitudes, wet weather or underwater.

Tracking applications

As more people invest in smartphone technology, the number of applications capable of tracking people's movements is also growing dramatically. According to a recent report by ABI Research, the health and fitness app market is set to be worth US\$400m (£246.7m, €292.1m) by 2016. Consumers can look forward to more personal and advanced applications as the market becomes ever more competitive.

This will help ensure that activity tracking is available to those on every budget in the coming year: new adopters with disposable income might choose to invest in the latest devices, while those on a smaller budget will be able to download apps for their mobile phones.



The Moves app runs 24/7 to track activity throughout the day

As it stands, some of the most successful apps to date include Nike Training Group, Garmin Fit and Workout Trainer. These apps, of which Nike Training Group and Workout Trainer are free, provide users with a host of workout routines, calorie measurements and training targets all specific to individual requirements based on input data.

Meanwhile, new smartphone apps like Moves and Noom Walk constantly keep a record of users' steps through tracking technology, without them having to carry any extra hardware. The apps don't even have to be open – they just run in the background. Both free services also feature their own storyline-styled interface that keeps a record of activity throughout the day, as well as the number of calories burned, steps taken and distance travelled. The apps have been

Jawbone UP is worn on the wrist to continuously collect activity data and monitor sleep patterns



“According to a recent report by ABI Research, the health and fitness app market is set to be worth US\$400m (£246.7m, €292.1m) by 2016”

designed to run 24/7 and optimise battery consumption, while also featuring social media integration for users to interact with other fitness enthusiasts.

Health and fitness apps to watch out for include Nike Training Group, Garmin Fit, Workout Trainer, Pocket Yoga, GymPact, Strava Cycling, MyFitnessPal and DailyBurn.

Online training subscriptions

The fitness technology boom has also spurred new business models in which entrepreneurs are seeking to offer real-

time workout sessions and live classes online (see also p25).

For example, fitness start-up Wello offers customers the chance to get in shape in their own homes, with individual and group training sessions that are often cheaper than those purchased through a gym. Users can either sign up to single activities or else take out a subscription, allowing them to work out in live video-linked sessions with friends and instructors at a time of their choosing and from the comfort of their own home.

2014 Predictions

What does the year ahead hold in store for the health and fitness sector?

Arron Williams

EMEA special projects,
Life Fitness



The outdoor workout will continue to thrive in its many forms, from Tough Mudder to Warrior Dash, Spartan Race to Zombie Run, street circuits to bootcamps to tai chi in the park. More people will make their local playground, park, forest or beach their own gym.

Women will continue to lead a heavy metal revolution on the gym floor, defying

any notions that they don't like training with free weights. Strong is becoming sexy, and increasingly women will value being strong and healthy rather than fitting into that size 6 dress.

More people will wake up to the horror of 'sitting disease' and realise just how sedentary they really are, even if they're getting their regular daily dose of exercise. Light intensity physical activity will start to exert a much bigger influence on how the everyday workplace and built environment is designed for movement and wellbeing.

2014 will see the rise of the warehouse gym – friendly, no-frills gyms or 'boxes'

loaded with a positive mental attitude and packed full of conditioning tools and functional training rigs to improve users' athletic and personal performance. The ability of these gyms to clearly differentiate themselves by offering a wide range of conditioning and training experiences that you simply can't find in the traditional club will lie at the heart of their success.

The Quantified Self movement will continue apace, with wearable technology and fitness apps coming on-stream that offer new opportunities to enhance and enjoy life and the exercise experience more fully, both in and out of the gym.

Matthew Goodman

Business journalist,
The Sunday Times, UK



The past 12 months have seen higher volumes of merger and acquisition activity in the fitness sector than in recent years. The two main low-cost operators gained new investors, while at the other end of the price spectrum, DLL was sold in one of the bigger buyouts of the year.

This surge in activity bodes well for further deals in 2014: City dealmakers and private equity (PE) investors are certainly making more positive noises about the sector. The upturn in the economy

should make consumer-facing companies of all kinds more attractive investment propositions, and the rationale for further fitness sector consolidation has not faded.

Where might the deals happen? That's harder to say. Virgin Active is in expansion mode and could look to acquire, particularly overseas. It's understood to have taken a close look at DLL and has previously been eyeing up opportunities in North America, although that remains a tough market for an outsider to crack.

Elsewhere, it may be too soon for Fitness First to think about picking off any of its rivals. The turnaround under Andrew Cosslett is making good progress, but organic growth is likely to remain the priority. More plausible are further

“Last year, cycling microgym Boom Cycle raised funds; I would expect similar deals to boost other operators”

investments by PE investors in some smaller chains – particularly those with niche offerings. Last year, cycling microgym Boom Cycle raised funds; I would expect similar deals to boost other operators this year.



Stress and poor mental health will be the main causes of absenteeism

Hans Muench

Director of Europe,
IHRSA



The wearable technology trend will accelerate, and interactions with clients will become more meaningful as a result, with clubs and PTs able to get more involved in goal-setting and monitoring/motivating members.

Functional training will continue to rise, with operators exploiting this trend not only in the gym, but also by launching additional services outside their four walls.

SEPA will come into effect, causing panic for those who are not prepared – and a

bonanza for software companies. Looking further forward, European Standards based on the German DIN system will also begin to make their impact felt.

UK brands will contemplate expansion into Europe: easyGym and Virgin Active have made statements to this effect and DLL, also under new ownership, may also consider further developments in what it calls 'European gateway cities'.

The issue of fair competition, posed by for-profit operators in regard to the trust model, may be addressed by a cash-strapped government concerned about the negative tax effects of this practice.

Stress and poor mental health will become the number one cause of absenteeism in the coming years, replacing

“SEPA will cause panic for those who are not prepared – and a bonanza for software companies”

lower back pain and other ailments. Operators who define their product in terms other than price will find a profitable niche here, offering services such as stress management courses.

Steve Groves

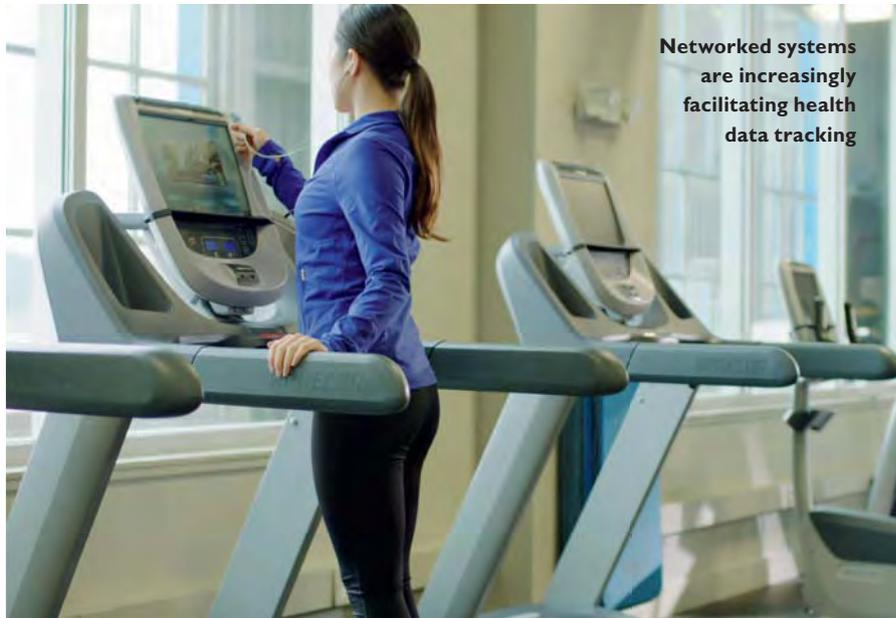
VP & chief information officer,
GoodLife Fitness, Canada



With manufacturers increasingly developing networked, cloud-based systems, and with it prioritising the inclusion of health data tracking features in their equipment – capturing users’ workouts, progress and results – the opportunity exists to engage in knowledge sharing, either sharing member data across all equipment brands or developing a universal system.

We will also see a shift of focus from fitness apps to fitness tracking devices. Two great examples are the new Apple iPhone 5s and Jawbone UP. It’s apparent that fitness tracking is a priority for Apple, which installed a second motion co-processor specifically for activity tracking and partnered with Nike to launch the iPhone 5s along with the new Nike+ Move app. Meanwhile Jawbone’s UP wristband and app tracks how users sleep, move and eat – then helps them use that information to make healthy lifestyle changes. The app displays the user’s data, adding things like meals and mood, and delivers insights and provides real-time progress reports.

“The opportunity exists to share member data – across all equipment brands or via a universal system”



Networked systems are increasingly facilitating health data tracking

“Digital technologies will become increasingly important across all aspects of the business”

Fitness markets will continue to be in a state of flux. New formats will bring both opportunity and pain, and low-cost operators will develop at pace, but the market will become more competitive. Fewer than half of the mid-market operators will be successful in their attempts to differentiate their offering. International markets will become more attractive to the largest branded operators in order to maintain growth.

Digital technologies will become increasingly important across all aspects of the business, including apps, content, analytics and automation. The businesses that adopt these tools and are truly orientated around their members will

Rob Gregory

Fitness industry
consultant, UK



further distance themselves from the pack this year.

Some things won’t change: retention will continue to be the industry’s Achilles heel. Linked with this, past and existing members will still want new experiences and flexibility in their workouts. The popularity of themed outdoor fitness/fun events will be important, and game-changing concepts like MoveGB – designed around the user, not a venue – will gain traction.



Hydrofit



The Peak Health Club & Spa at the Carlton Tower Hotel



Gold's Gym



Yotopia Hot Yoga



Athlete Lab



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Embracing Health

2014 will be the year fitness organisations decide whether they want to play a recognised role within the health sector

DAVID STALKER, CEO, UKACTIVE



Every year, when the time comes around to writing this feature, I get tempted into making a whole range of predictions. I suppose the advantage of doing so is that I spread my bets, making it a certainty that at least a few of them will come off.

This year I'm going to take a risk and go all-out with one single prediction. So here it is: 2014 is going to be the year that organisations within our industry decide whether they want to truly make an impact on the health of the nation and play a recognised role as part of the health sector.

Not for everyone

This isn't going to be for everyone and we have to recognise that. Our industry is not homogenous but a mix of models serving different needs. Together it helps 7.9 million people get fit, stay healthy and enjoy themselves, in the large independent of taxpayer funding. One million people flood through the doors every day and long may that continue. I have no doubt that 2014 will see yet more innovation across the sector, ensuring that these people are served better, kept longer and satisfied to an even greater degree, and that should be championed and recognised.

My prediction relates to the parts of the sector that hold aspirations of being recognised as part of the health and wellbeing infrastructure of the UK. The motivations for doing this are varied, from the local authority operator expected to deliver on a wider set of social outcomes than simply keeping the leisure centre doors open, to the private sector VC-backed behemoth conscious that the valuations of health sector companies dramatically place those traditionally seen in the fitness industry in the shade.

My prediction is that 2014 will be the year that the sector starts to realise what



PHOTO: SHUTTERSTOCK.COM/ ANDRES R

Operators will need to develop a range of evidence-based programmes

“ ‘More people, more active, more often’ is no longer enough – it’s time to get more specific ”



PHOTO: SHUTTERSTOCK.COM/ARTURISH

If everyone in England did the recommended 150 minutes' moderate exercise a week, 37,000 lives a year would be saved

this ambition means and will begin to be held to account for delivering against it.

Stepping up

By that, I mean that the parts of the industry that want to engage with this agenda are going to find it increasingly hard to hold aspirations of delivering on the health agenda, hold contracts to do so and market themselves as such when regulations around sunbed use are not rigorously adhered to, when their cafés are stuffing kids' mouths with chicken

nuggets, and when they're tricking customers into thinking there's any shortcut to weight loss beyond reducing portion sizes, improving quality of food intake and reducing consumption of sugar.

By that, I mean that the parts of the industry that want to engage with this agenda are going to have to move closer to the objectives of the organisations they seek to work in partnership with. This means that championing our long-heralded goal of simply 'more people, more active, more often' will not be

enough. It's time to go further by getting more specific. Our colleagues in the health sector have one single goal of tackling health inequalities. Where this is most profound in our area is among people who are completely inactive: Active People shows that, for every one member of a health club or leisure centre, there are two people who do not achieve a total of 30 active minutes, made up of at least 10 minute chunks, in the course of 28 days. This group of the population is at the greatest health risk, but is also

the group for whom we can deliver the greatest health gains by simply getting them moving a little, even if not enough to meet the CMO guidelines.

By that, I mean that the parts of the industry that want to engage with this agenda are going to have to develop evidenced-based programmes, products and solutions to tackle inactivity. This means a new increased culture of evidence, proving the outcomes of what's being offered. The ukactive Research Institute has a major role to play here, but independent of what its work has achieved, a relentless approach to proving the efficacy of the actual products – not just the ingredient of exercise – has to be put in place.

I was recently attacked by an oncologist citing the latest evidence that physically active cancer survivors can reduce their chance of relapse or death through cancer by 50 per cent. I was informed that, if the pharma industry had a pill that could deliver such savings, it would be making billions and saving hundreds of thousands of lives across the globe. Yet

“Corporate social responsibility will need to be redefined to mean stepping up and delivering the changes to society that we’re capable of”

we still lack evidence-based pathways to show that we can deliver those outcomes in the real world and not in the lab.

By that, I mean that the parts of the industry that want to engage with this agenda are going to have to really look at how they are perceived by their stakeholders and local communities – whether they are truly seen as caring and kind organisations, genuinely motivated by

making a difference to health and wellbeing. Corporate social responsibility will need to be redefined to mean more than giving to charity, but rather future-proofing our industry by stepping up and delivering the changes to society that we're capable of.

Despite the monumental growth of our sector over recent decades, physical activity levels have declined 20 per cent since 1961; forecasts are for a further decline of 15 per cent by 2030. The pool from which operators can find active fish is contracting as the tide of inactivity continues unabated. No-one else has more ability to influence this agenda than our sector, and organisations that want to deliver on the health agenda shouldn't wait for government, public health or the medical community to act. Such is the position we are in – with the facilities, footprint, staff and expertise we hold in our control – that arguably we have a shared 'corporate social responsibility' to act now. It's also in our own interests to do so: for the long-term future of our sector to be assured, we have to turn the tide of inactivity.

Influencing government

For our part at ukactive, tackling the inactivity epidemic means recognising that we too have to get more focused in our message on how we go about improving the health of the nation.

We're now approaching the election cycle, with the clock running down to the expected election in 2015. That means the major political parties will be setting their manifestos and the priority they will attach to improving public health within them. It's time to champion the impact that turning the tide of inactivity could have.

We know that if everyone in England alone did the recommended 150 minutes



Physical activity levels in the UK have declined by 20 per cent since 1961

Physically active cancer survivors can reduce their chance of relapse by 50 per cent



PHOTO: SHUTTERSTOCK.COM/ PRESS MASTER

of moderate physical exercise every week, it would save 37,000 lives each year, lead to nearly 300,000 fewer cases of type 2 diabetes, and prevent over 12,000 people going to hospital for emergency coronary heart disease treatment.

A cross-party political commitment is needed to a fundamental realignment in public health priorities, to create a focus on inactivity comparable to the focus on Olympic gold medals. This must be reflected in local strategies, designed by

local public health directors within local authorities, working with a broad range of local partners. However, this must be delivered on the ground by a new breed of health sector-savvy operators who understand the complexities of the health agenda, and the risks it brings, but are not frightened by it. Encouraged by the prospect of playing a wider societal role or improving their valuations – or both – operators now have to make a decision about whether they want in on this agenda.

Doing so will need investment of time, energy and resources. The rewards, aside from improving the health of the nation, are vast. The time for talking about the value of our sector for the health of the nation has gone. Now is the time to make it happen.

FOR FURTHER INFORMATION

For ongoing updates, visit:
Web www.ukactive.com

European Perspective

Details of EU initiatives that will impact the fitness sector in 2014

CLIFF COLLINS, PROGRAMMES DIRECTOR, EHFA



Last year saw the conclusion of a new strategic plan for the European Union (EU) that will start to come into effect from 2014 onwards – a new seven-year strategy that combines under the heading of ‘Europe 2020’.

This new European strategy will focus on dealing with the underlying issues of the financial crisis, and in particular improving levels of employment, entrepreneurship, raising skills, transnational business co-operation and research.

The EU Commission has the responsibility of overseeing the delivery of the complex policy areas of Europe 2020, and the sums of money behind it are considerable. For example, for the next seven years the education and training budget will be €14.5bn, while the research budget will be €70bn.

Opportunities and threats for fitness

The education and training element of the Europe 2020 strategy is called Erasmus+ and, for the first time, there’s separate funding for sport and active leisure – including fitness – called the Sport Chapter. A total of €300m will be made available for project work in areas such as promoting health-

enhancing physical activity, vocational education and training, and anti-doping in recreational sport and fitness.

The area of anti-doping has been of concern, as new recommendations have been proposed by the EU that could impose controls on fitness centres – including potentially dope-testing customers, as already happens in Denmark. EHFA has worked with the EU expert group and has proposed its own voluntary Code of Conduct in anti-doping, which is being used as an example of best practice and is free to use.

“The ‘Plan for Growth / Europe Active 2025’ has a goal of increasing the number of fitness users across Europe from 44 million to 80 million by 2025”

Education and vocational training (VET) is a central piece of EU work and there will be continued development of the EHFA standards for use in the training and qualifications of fitness professionals – both for initial VET and in continuing lifelong learning (CPD), now called C-VET. EHFA’s work translates the main ideas developed by the EU for use in the fitness sector, with over 200 experts now contributing to the development of the EHFA standards. Close co-operation with SkillsActive and ukactive helps drive recognition of qualifications for trainers and assists their movement across Europe and around the world.

Meanwhile, the role of fitness is now much better understood by the EU Commission thanks to the work done by EHFA in Brussels over the past five years. With an increasing emphasis from the EU, WHO and national governments on promoting the benefits of health-enhancing physical activity (HEPA), the opportunity for fitness to develop higher and more specific standards to work in this area, and with other health professionals, is quite apparent.

In 2014, there will be new EU Physical Activity Guidelines and the latest Eurobarometer – a Europe-wide survey



PHOTO: SHUTTERSTOCK.COM / ANDRESR

The last Eurobarometer report showed fitness to be the largest participation 'sport' in Europe

of activity habits of citizens. In 2010, the Eurobarometer showed fitness to be the largest participation 'sport' (practised by 11 per cent of the EU population); with more accurate ways of measuring attendance, we can expect an even better outcome from the new survey when it's published in April 2014.

Meanwhile, the new Physical Activity Guidelines will include guidance on collecting participation data, to help us monitor progress and the effectiveness of our interventions in a bid to get more people exercising.

Plan for Growth – Europe Active 2025

The more evidence we collate, the better the position for fitness becomes, and with the support of the Wellness Foundation (Technogym), EHFA is preparing a major piece of work that will be released at the first European Health & Fitness Forum, to be held on 2 April at FIBO in Germany.

Called 'Plan for Growth / Europe Active 2025', it will collate research that proves how fitness and structured exercise programmes are cost-effective, realistic interventions when compared to other

healthcare regimes. Leading universities will be contributing to the evidence, and the aim is to use the data to help increase the number of people using fitness across Europe, from a current estimate of 44 million to 80 million by the year 2025.

A brand new European Fitness Forum at FIBO will launch the plan and will provide the context, background and information for fitness operators and trainers across Europe, as well as better informing national governments and the EU of the important role that fitness can play – and how we are going to achieve the growth.

A new classification structure will identify occupations such as personal trainer

**Industrial relations:
EHFA – Employers**

EHFA is at an important stage in its development and now needs to be more organised and structured to improve the exchange of information between and among representatives of governments, employers and workers in fitness, on issues of common interest related to economic policy and industrial relations.

A new employers' association called EHFA-E – with ukactive's David Stalker as chair – is starting discussions with employee groups (trades unions) in what is known in the EU as 'social dialogue', but also known as industrial relations or employer and employee agreements.

It's important that employers become engaged with this process, as it will begin to review areas of common interest such as health and safety, qualifications, levels of pay, contracts of employment and so on. It will end with some collective bargain agreements. It's likely to be a long process, but fitness will be able to

The new occupation classification system may help in the development of a 'licence to practice' system for fitness professionals

join over 40 different sectors – such as manufacturing, tourism and aviation – where social dialogue is already underway.

Classifying fitness workers

A completely new classification system is underway across Europe that's identifying occupations, rather than the older format of identifying the broader economic activities of sectors such 'manufacturing' or 'leisure'. The EU Commission is inviting sectors to describe their key occupations and, importantly, the qualifications needed to support them.

For the first time, fitness is separately identified, and occupations such as group fitness instructor and personal trainer will be systematically recorded and analysed at an EU level. The fitness occupations are identified using the EHFA standards and those used by the European Register of Exercise Professionals (EREPS).

This may help in the development of a 'licence to practice' system for fitness professionals, supporting the work of EREPS and the use of common qualification standards across Europe – further improving workers' mobility, driving new skills development and encouraging agreements with employers through social dialogue as described above.

The fact that the EU has now recognised fitness as a separate sector also improves its position with national governments, their agencies and policy-makers. It will also ensure we get much better intelligence on the numbers of workers and the current qualification levels.

Self-regulation

Although the EU often tends towards deregulation, there are many other



New Physical Activity Guidelines will include advice on collecting participation data

PHOTO: SHUTTERSTOCK.COM / ANDRESR

institutions and organisations that can influence fitness businesses – for example, the European Committee for Standardisation (CEN), the major provider of European Standards and technical specifications.

CEN has established a new working group that's using DIN standards (the German Committee for Standards) to look at all aspects of fitness operations, including environmental controls, minimum staffing levels, and the qualifications staff will need. EHFA is a liaison organisation within the working group.

Self- and co-regulation has been the approach to date for the fitness sector in Europe, and European representation by EHFA within this type of activity is vital so we can proactively create opportunities, as

well as safeguard ourselves against potential threats. Without this, the fitness sector will find itself on the receiving end of some potentially expensive and bureaucratic decisions. Continued support of EHFA from its members and stakeholders is essential to maintain this level of monitoring and influencing of EU activities.

FOR FURTHER INFORMATION

The European Health & Fitness Association (EHFA) is the leading not-for-profit organisation representing national fitness associations and the European health and fitness sector with the EU institutions.

Web www.ehfa.eu.com

Global Perspective

What will be the forces shaping the health club industry around the world in 2014? IHRSA's expert panel offers its thoughts

KRISTEN WALSH, ASSOCIATE PUBLISHER, IHRSA



Ours is a US\$75bn industry. Every day, 150,000 facilities worldwide help over 132 million health club members improve their health. What will these and other industry numbers look like in 2014 and beyond?

North America

The US economy is on the rebound, according to Dr Sherry S Cooper, executive vice president and chief economist of economic research for BMO Financial Group in Canada: "Retail sales are accelerating as household net worth

is rising relative to income. Consumer confidence is up, which will be good for the health club industry as the financial crisis and ensuing rise in unemployment crushed discretionary spending."

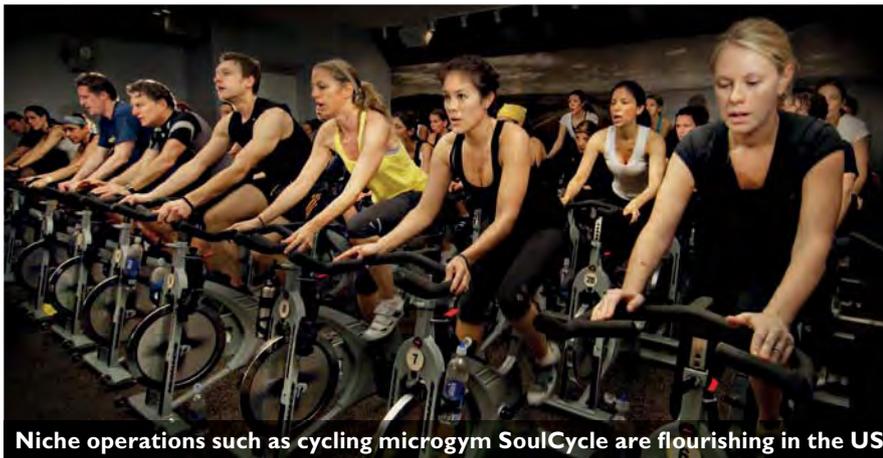
In fact, the green shoots of growth have already been seen in the fitness industry. The IHRSA Index – which demonstrates the financial performance of the commercial health club industry in the US – has shown improved year-on-year performance for three consecutive years.

But optimism is still cautious. "While signs of recovery and strengthening are

appearing, the industry still maintains a conservative approach along all business operations: staff levels are lean, facility reinvestments have been cut back, debt is being paid down, and facilities are trying to manage their cash flow by revising leases and mortgages and seeking new terms with creditors," says Melissa Rodriguez, IHRSA's senior research manager.

The US health club industry is ripe for consolidation, adds Rick Caro, president of Management Vision, an industry consultancy based in New York City: "The theme for over 16 years from the financial community is that the health club industry is one of the most fragmented they have ever studied."

"As more and more customers gravitate toward the higher and lower ends of the market, mid-market players will come under continued pressure," says industry consultant Bryan O'Rourke, co-founder and CEO of Integerus. "At the high end, spa and resort facilities are flourishing, along with experiential niche models such as cycling and mind-body studios. At the budget end, operations with business models like that of Planet Fitness are expanding. Many clubs in the middle are trying to be everything to everyone, but they're at the greatest risk."



Niche operations such as cycling microgym SoulCycle are flourishing in the US



Many opportunities lie ahead for Brazil, including the upcoming Olympic Games and football World Cup

Latin America

Latin America is home to a vibrant and diverse fitness industry. According to *The IHRSA Latin American Report*, an estimated US\$5.5bn is generated in annual revenues from more than 46,000 health clubs in 15 Latin American markets, led by Brazil. “Here, as abroad, we’re moving toward segmentation, with gyms operating at three different price levels: high, medium and low,” explains IHRSA board member Richard Bilton, president of Brazil’s Companhia Athletica.

“Going forward, our greatest challenge is to protect profit margins and search for scale economies to counter the high taxation burden,” adds Luis Urquiza, CEO of Brazil’s Bodytech, which operates 45 facilities in the country. “Many opportunities lie ahead, such as the economic growth of the country, low unemployment rates, the opening of new shopping malls, media support, and the upcoming Olympic Games and World Cup.”

Nicolás Loaiza, president of Bodytech Colombia (not affiliated with Bodytech Brazil), says: “We await the consolidation of our operations in Colombia, Peru and Chile. We believe that 2014 could be the year for going public and listing on the stock market.”

John Kersh, vice president of international development for Anytime Fitness, concludes: “The global fitness

industry does not yet fully understand that the Latin American market is fit for growth and expansion. I’m confident that what lies ahead for Latin America is positive.”

Europe

The European health club industry attracts 44 million members to more than 48,000 clubs, with combined annual revenues of nearly €25bn.

Although the market in Europe is still fragmented, the largest club companies have increased their share of the market in recent years, expanding within and beyond the borders of Europe. Several club leaders have attracted private equity investment during a time in which banks were reluctant to lend to corporations and businesses.

Hans Muench, IHRSA’s director of Europe, predicts that consumer penetration rates will rise in the near future, especially in Eastern Europe, where less than 5 per cent of the population currently uses health clubs. However, he

“The global fitness industry does not yet understand that the Latin American market is fit for growth and expansion”



Vivafit (above left) continues to expand in the Asia-Pacific region; Fresh Fitness (above right) is one of Europe’s low-cost success stories

believes hundreds of European facilities will be forced to close or change hands as a result of ongoing economic difficulties, high unemployment rates and excessive taxation on health club services.

Danish entrepreneur and IHRSA board member Rasmus Ingerslev, CEO of low-cost chain Fresh Fitness, sees the industry evolving quickly and competition intensifying. “As a result, there will likely be even more segmentation, which will create clear value propositions in the niche, low-cost, mid- and high-end markets,” he predicts. “On the positive side, I believe this will help attract more members, growing the overall market. My concern is that we’ll see bubbles in segments that grow too fast, specifically the low-cost sector, and collapses in the mid-market.”

Asia-Pacific

This vast region currently serves 17 million members at more than 21,000 health clubs, generating total revenues of US\$13.6bn.



“There’s still a wide variety of business models being promoted in the Asia-Pacific region, some of which will not have much longevity due either to unsupportable business practices – lifetime memberships, cash flows built on joining fees rather than monthly memberships and so on – or lack of professional management,” says John Holsinger, director of IHRSA Asia-Pacific.

In 2014, health and fitness clubs in the region must face several challenges head-on, including resolving the detrimental practices mentioned above; adapting to the emergence and increasing popularity of express / 24-hour clubs, which are changing the industry landscape and challenging the mid-market; and finding ways of reaching the 97 per cent of Asians who are not currently members of health clubs.

IHRSA’s Rodriguez anticipates rapid growth in the coming years in Asia, particularly in India and China, two of the world’s largest economies. “Anytime Fitness and Snap Fitness have each expanded their franchise network overseas to encompass India,” she says. “As the second-largest global economic

power, the Chinese market is also ripe for development.” Companies such as Vivafit and Virgin Active continue to show confidence in the region through their growth plans.

Opportunities abound

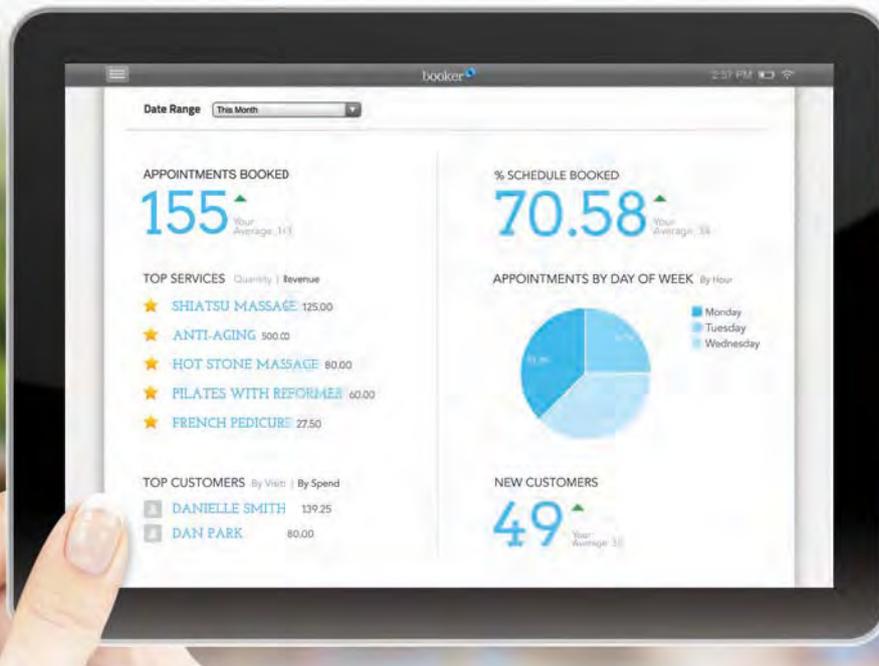
Collectively, the global health club industry can anticipate growth in 2014 and beyond. Although challenges may prevail in Europe, the future looks bright in the Americas. Opportunities for growth also remain in the Asia-Pacific region. Our industry is certainly not immune from economic headwinds, but it has proven to be impressively resilient.

FOR FURTHER INFORMATION

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IHRSA’s full range of reports – including *The IHRSA Global Report*, *The IHRSA European Health Club Report* and *The IHRSA Latin American Report* – are available for purchase at www.ihrsa.org/research-reports

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Spa Foresight 2014

Spa Foresight™ looks at trends and influences, and identifies opportunities for industry growth and diversification. Liz Terry and Katie Barnes report

FROM SPA BUSINESS MAGAZINE

SKILLS REGISTER GET ENLISTED

In 2013, a global initiative by the Global Spa & Wellness Summit set out to define the role and skills necessary for spa managers/directors. This is an important step in developing globally recognised standards for spa management, which will filter down to management education and training.

One area highlighted for further discussion is the potential for “an industry-level accreditation for spa management training programmes/curricula that meet industry standards for quality and content”.

In line with this thinking, UK trade body Habia has already developed a professional register for spa, nail and beauty qualifications to measure existing qualifications against national standards. Launched in October and set to work in a similar way to REPS and EREPS in the fitness sector, it will also involve the voluntary registration of staff who can demonstrate their professional competence – including spa professionals in health club spas that provide treatments.

MORE WITH LESS GETTING CREATIVE

The recession put spa businesses under pressure to innovate without spending, so operators found ways to create value without increasing costs, using the same facilities and staff.

Much of this innovation has been around creating customised or added-value experiences which represent an

upsell from standard treatment menus, thereby creating a higher perceived value.

Future innovation is likely to follow this model, as economies rally and spas seek to achieve income growth while maintaining lower cost bases. Indeed, we expect spas to customise more – the little things can make the biggest difference and can be cheap to deliver. Wrap a customer’s feet in a blanket during a massage to keep them snug, steam or press clothes while they’re having a treatment, or give a take-home gift.

HOME SPA PERSONAL SPACES

The trend towards home spa treatments will move to the next level, with people choosing to add spa facilities to their homes. This won’t just be the preserve of the super-rich, with more ordinary working people adding gyms, meditation spaces, steamrooms, saunas, infrared rooms and whirlpool baths. The trend

towards therapists paying home visits will also continue.

Rather than viewing this as competition, health club spas should embrace consumers’ deeper commitment to a spa lifestyle. By engaging in these wellness routines more of the time, people’s focus on self-care will rise, creating opportunities for the spa to function as an expert hub and repository of knowledge. These consumers are also likely to visit the club more as a result of this higher level of involvement.

“ People’s focus on self-care will rise, creating opportunities for spas to act as expert hubs ”

HAND & ARM MASSAGE SMARTPHONE RELIEF

People are experiencing pain in their hands and arms from smartphone over-use, and this is creating an opportunity for spas to offer specialist treatments designed to break down adhesions and release tension in these areas.

The hands and arms are largely overlooked during a routine massage, but we predict training bodies responsible for massage protocols will ramp up the proportion of time spent on them, as well as teaching techniques to address these issues. We also foresee a time when hand and arm massage is offered as a standalone treatment.

PHOTO: SHUTTERSTOCK.COM/ MICHAELJUNG

Hand and arm massages relieve the pain caused by smartphone over-use

GLUTEAL TREATMENTS BOTTOMS UP

Glute massages and cellulite treatments are likely to experience an uplift in interest.

A significant percentage of back problems originate in the gluteal muscles, or are made worse by tension and misalignment in this area. In some markets, treatment of the glutes is largely avoided for reasons of decorum. However, when done effectively, massage of the gluteals can release tension that affects the neck, back and legs. Such curative massages could work particularly well for health club spas, providing a clear link between gym, spa and physiotherapy/sports massage.

Meanwhile, targeting cellulite continues to be a key focus for many female gym members. For years, manual lymphatic drainage and suction were spas' cellulite-targeting options, but technological advances have led to a surge of newcomers such as Mesotherapy, VelaShape, cavitation and cryolipolysis. We expect this market to grow, especially in Italy and Brazil, where demand for cellulite treatments has always been high.



Driving revenue: Regular customers account for up to 90 per cent of a spa's sales

PHOTO: SHUTTERSTOCK/ROBERT KINESCHKE

REPEAT BUSINESS KEEPING LOYAL

Roughly 80 per cent of sales come from 20 per cent of customers; some spas report levels of up to 90:10. Regular customers are like gold dust, and we'll see an increased focus on their recruitment and retention.

Regulars spend more, are more likely to use the spa at off-peak times if they're

local, and are important in buffering fluctuations in the number of tourists and ad hoc guests who come through the door.

Reward and membership schemes can keep clients coming back for more. Futurist Edie Weiner says reward points are the second largest currency in circulation worldwide after the US dollar, suggesting loyalty points could become a new currency in spas and an effective way of encouraging repeat visits.

VARIABLE PRICING SOFTWARE SUPPORT

Using daily deal websites has given some spas a taste of the shape their businesses could be in were they to optimise yield and sell more off-peak time.

However, although daily deals have been good for some spas, they ultimately want better yield without surrendering a percentage of revenue to deal sites.

We're seeing a new trend emerging, as the leading software providers add yield management functionality to their systems, giving spas the tools to take more

direct control of their variable pricing and marketing – meaning less reliance on deal sites. Where deal sites are still used for marketing, spas that use this software will be able to upload new deals directly from their yield management systems. They'll also be able to design better deals based on the knowledge gleaned from these systems.

HOSPITAL SPAS

PROVABLE OUTCOMES

The spa industry is working to develop its credibility and show provable outcomes for its treatments. If this continues, we expect spas to become valid partners for the medical sector, with facilities being developed alongside hospitals – complementing the work already being undertaken by the fitness sector in building closer ties with the medical sector.

The launch of www.spaevidence.com in 2011 – which gives search access to existing research on spa modalities from four medical websites – helped accelerate this process. Research suggests that a number of treatments traditionally delivered in spas are as effective, or more effective than, the allopathic alternative. With pressure on government health budgets, the economics of this will drive decision-makers in the medical sector to seek out collaboration with spas.

Where health clubs have an on-site spa, the opportunity for holistic spa and fitness packages to deliver positive health outcomes are clear.

“We expect spas to become valid partners for the medical sector, with facilities built alongside hospitals”



Direct sales: Brands such as Aromatherapy Associates have launched high street stores

SPA BRANDS

MOVING IN ON RETAIL

For years, spas believed they had to offer product lines that weren't available on the high street. Although this still works for many, times change and there's now an awareness that consumers are attracted to brands they trust – all of which has led to two key changes. Firstly, spa brands are working to build consumer awareness

and are exploring direct retail sales, with some – such as Caudalie and Aromatherapy Associates – launching high street stores. Secondly, existing consumer brands like Clarins have moved into the spa market and are helping spas boost their retail sales.

Consumer spend on body and facecare products is rising, and this will drive increasing activity in this sector – a good opportunity for health club spas to drive secondary revenue, selling products off the back of treatments.

ABOUT

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Growth Opportunities

Mintel's 2013 research highlights opportunities to further extend the fitness sector's reach, embracing new markets and new niches

MICHAEL OLIVER, SENIOR LEISURE ANALYST, MINTEL



Mintel's latest research into the leisure industry – *Leisure Review 2013*, published in October 2013 – paints a positive picture for health and fitness, highlighting consumers' reluctance to cut back their leisure centre usage, private health and fitness club membership and participation in sports.

As for many sectors, the main issue for the leisure industry has been the squeeze on consumer incomes being exerted by

the combination of high inflation and low earnings growth, which means people are becoming worse off in real terms month by month.

However, the report highlights a resilient industry. Despite tough economic conditions, as many as half (48 per cent) of respondents are spending the same on using private sector health clubs now as they were 12 months ago, while 16 per cent are

spending more. In the public sector, 50 per cent are spending about the same, and 10 per cent are spending more.

Overall, roughly three in 10 Brits (30 per cent) have used a private health and fitness club in the past 12 months, with just under one in 10 (8 per cent) using one on a weekly basis, and one in 20 (5 per cent) on a monthly basis.

Wooring women

However, our data suggests there remains a notable disparity in health club usage between women and men in the UK, with more men using gyms – a point highlighted in the June 2013 *Health and Fitness Clubs UK* report. This is something that's not evident in the US, where there's broad parity of usage. One of the reasons for this is likely to be that health club membership is considerably cheaper on average in the US than the UK, and women tend to be more cautious than men when it comes to making financial commitments. However, the rapid expansion of the budget health club sector in the UK should go a long way towards tackling this.

Other opportunities also exist to increase female membership. The main factors that potential female users say would motivate them to start using a



As many as half of respondents are spending the same on using clubs now as a year ago

PHOTO: SHUTTERSTOCK.COM / ANDRESR

Women are more likely to join a club or leisure centre if they have someone to work out with



PHOTO: SHUTTERSTOCK.COM / ERSLER DMITRY

health club are – aside from general health/wellness – losing weight, looking better and feeling better about themselves. Unsurprisingly then, when asked what would encourage them to join or rejoin a health club, women were much more likely than men to be influenced by appearance-driven factors – an unflattering remark about their appearance or fitness, for example, or an unflattering holiday photo. This suggests that marketing activity which focuses on the physical and emotional benefits of losing weight, looking and

“Women are most likely to be influenced by a free trial or pay as you go option, showing higher levels of caution in financial matters”

feeling good remains a strong platform for clubs to promote themselves to potential female users.

Women are most likely to be influenced by a free trial or pay as you go option, echoing the findings noted above regarding women’s higher level of caution in financial matters. Research findings suggest that potential female users have a particular concern about committing to a contract with a club, only to find that they don’t like it or don’t use it as much as they thought they would.

“There could be an opportunity for a budget club format appealing to families: memberships sold on a per family or per household basis”

Additionally, women are notably more likely than men to agree that they have, or would have, a hard time getting motivated to go to a club – but also that they would be more interested in using a health club if they had someone to work out with. This suggests some potential for developing memberships for people who work out together, such as a Best Friends deal or similar where, as long as they both visit together or each work out a certain number of times a month, they are entitled to a discounted rate. Visiting and working out together would also help with motivation and improve retention rates.

‘Budget plus’

With a continued squeeze on incomes, affordability remains a significant barrier to more people joining health clubs at the moment. The current crop of budget clubs are addressing this issue pretty well and it’s hard to see how else the services they provide could be delivered for less money.

One other option, however, would be to ‘disaggregate’ each aspect and specialise, as is the case with the emerging crop of microgym operators, or for more clubs to offer ‘disaggregated’ memberships, so that if people just want



There’s a gender disparity in the UK, with more men than women working out at gyms

PHOTO: SHUTTERSTOCK.COM / HOI BOX

to swim or just do classes, they pay only for that service and nothing else.

Another area where there could be potential is for a category of ‘budget plus’ club, where a slightly different positioning is adopted to broaden the appeal. There could, for example, be an opportunity for a budget club format to be developed with the aim of appealing primarily to the family market: memberships could be sold on a per family or per household basis, entitling all members of a family to use the facilities, and offering activities and classes the whole family could do together. This could have the effect of establishing good (exercise) habits early on in the life of children, while at the same time ensuring that older family members look after their bodies as they get older.

Exercise is medicine

Overall, the industry has benefited from the growing ‘exercise is medicine’ trend, with people being prescribed physical activity as an alternative to drugs to combat diseases, illnesses and ailments. Many gym and leisure facility operators have launched dedicated programmes, along with specific memberships for those recovering from illness.

In March 2012, cancer patients at hospitals run by North Bristol NHS Trust were offered exercise classes to reduce the risk of the disease spreading or returning. The classes were devised by hospital physiotherapists for patients who had completed their medical course of treatment for cancer. Meanwhile, Aquaterra Leisure’s cancer survivorship programme is free to patients registered



PHOTO: SHUTTERSTOCK.COM / BOGDANHODA

Clubs could offer packages such as 'swim only', where people pay just for what they use

with an Islington GP. On completion of the 12-week programme, participants are entitled to a significantly discounted membership at Aquaterra's leisure centres to enable them to keep physically active. There is significant opportunity for further growth in this medical arena.

Potential members

Finally, the report looks at potential users. Future users of private health and fitness clubs can be divided into two main groups: those who have been users previously, but who have let their membership lapse; and those who have never been users but would like to be. Lapsed users are a large group consisting mainly of under-45s, whereas those who have never been users are concentrated among the 16- to 24-year-old age range.

For lapsed users, the main reason why they stopped using a health club was that they felt they couldn't afford it. Logically, they are most likely to respond to a membership deal that's too good to turn down; this is probably most likely to come from one of the budget club operators. Cost is also likely to be the main barrier for those who have never been users, who are most likely to be from the C2 socio-economic group and to describe their current financial situation as 'struggling'.

Related to cost, flexible payment options are also likely to be a key determining factor for prospects, with strong interest among potential users in free trials or pay as you go options.

Removing as many potential objections as possible – which some

operators, in particular in the budget sector, have done by offering things such as day passes, no-contract monthly memberships and an option to freeze membership – is the best way for operators to encourage potential users through the doors.

FOR FURTHER INFORMATION

Mintel's latest *Health and Fitness Clubs UK* report was published in June 2013, with the *Leisure Review 2013* published in October 2013.

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Sector Snapshot

Stats, analysis and predictions for the UK market, based on the latest *State of the Fitness Industry Report*

DAVID MINTON, DIRECTOR, THE LEISURE DATABASE COMPANY



The fitness business is now a digital hi-tech business where tech form and tech function matter as much as the workout. In a few years' time, the health and fitness tech ecosystem will have become very personal. The question is: how will the fitness industry respond?

Going hi-tech

'Wearables' is one of the fastest growing areas of fitness technology and we will look back on 2013 as the year wearable tech moved into the mainstream. How

many of you and your customers have a Nike Fuelband? Nike changed the game nearly two years ago when it launched a bracelet that measured the wearer's everyday activity. Enthusiasm was high and the first batch sold out in minutes to those keen early adopters.

The market for wrist-worn activity trackers has become a lot more competitive since then. Fitbit's new Force and the Jawbone UP are two of the biggest players in the category, alongside the so-called smart watches

like Samsung Galaxy Gear and the tech-heads' favourite, the Pebble Watch, which adds value by linking with apps like RunKeeper and can come pre-loaded with workout sessions, motivation and analysis. This revolutionary technology – with loads more on the way like Ki Fit and Shine – bring monitoring, testing, self-diagnosis and self-analysis to the individual.

Meanwhile, the rise of apps and gadgets that share health and fitness goals through social networks has meant that fitness clubs with closed apps have lost out to open platforms.

Using Speedo Fit, for example, I can find my nearest pool with times for lane swimming, go for a swim, record my activity, share my achievements – or even a personal best! – and pass on a challenge to fellow app users. Via the Facebook link I can tell my wider circle of friends. My



The Pebble Watch links with apps like RunKeeper and also offers analysis



Wrist-worn trackers include smart watches such as Samsung's Galaxy Gear



The Speedo Fit app allows you to find a pool, record your activity, share your achievements and issue a challenge to other app users

community can see I've been active and that I'm taking care of my health. In turn, they become motivated, and the idea that health is wealth becomes a common language that will begin to transform lifestyles.

These trends are being advanced through consumer adoption and will soon pass into the hands of the many who are not currently members of a fitness facility.

Industry growth

But although many remain non-members for now, the good news is that 12.6 per cent of the UK population are now registered as members of a private health and fitness club or a publicly-

owned facility, compared to 12.1 per cent the previous year.

This is the conclusion of the 16th annual *State of the Fitness Industry Report*, compiled and published by The Leisure Database Company. The report's detailed snapshot of the industry gives some well-deserved good news and highlights some concerns about the future.

The UK has 6,019 fitness facilities, including 167 new sites opened in the 12 months to March 2013. This was more than previous yearly openings, up from 163 in 2012, 149 in 2011 and 122 in 2010.

This year it was the low-cost clubs that drove the expansion, which in turn

grew the membership and swelled the value of the overall UK fitness sector to £3.92bn. But low-cost sites could not have achieved this growth without some very clever technology. A traditional sales team, for example, could not sign people up on Christmas Day or take over 2,000 new members in one day at a single club. The low-cost operators' hi-tech systems can and do just this, which will encourage the rest of the sector to remain customer-focused at all times.

The low-cost private sector now accounts for 6 per cent of the private market in terms of clubs, and 14 per cent of the private membership. However,



Budget chains like Pure Gym (this image) and The Gym (above right) are driving growth

this growth comes at a price, as the low-cost operators are having an impact on both average monthly fees and yield per member across the industry. It's also worth noting that some places, like the City of Nottingham, have seen low-cost closures where the local demographics could not support yet another late entrant into the budget market.

Public sector strength

2013 will also be known as the year that sleeping giant, the public sector market, was first truly quantified since CCT (Compulsory Competitive Tendering) was introduced, with numbers being made available not only for direct debit members but also pay as you go users.

Trusts and public sector sites have led the way in publishing, for the first time, the number of visitors to

their sites, many of whom are not fitness members at present; the upsell opportunities are enormous.

GLL manages 110 sport and fitness sites and received 38 million visits in 2012. If this figure grows at the anticipated 2 per cent each year, it will reach 40 million by 2015. Fusion Lifestyle received over 11 million visits, while I estimate that the YMCA, one of the largest voluntary sector providers, had over 24 million visits across its 88 sites. SLM had 20 million visits in 2012, while DC Leisure had more than 24 million actual customer transactions. And that just covers a few of the bigger operators.

Last year, the public sector as a whole had almost 3.2 million direct debit fitness members, with an unspecified number of casual and pay as you go visits. Although all public sites have a history of providing pay

as you go opportunities, it's the disruptive nature of hi-tech start-ups like payasUgym.com, which will have around 2,000 sites by the end of 2013, that's expanding the traditional concept to a wider audience.

If the current trends continue, the public fitness sector may one day be larger than the private sector. In the public sector category I now include, for example, Nuffield with 65 consumer fitness and wellbeing centres and 200 corporate sites, owned by Nuffield Health, one of the oldest social enterprises. Meanwhile DC Leisure, with over 80 sites, is now owned by Places for People, a housing association whose aim is to create and transform neighbourhoods into vibrant places.

The good and the bad

One ongoing piece of bad news is that no-one can quantify how often and for how long the UK's almost 8 million gym members work out. Such data is vital to our future success. Weight Watchers is a case in point: NICE's 2006 guidance on obesity noted that it was the only commercial slimming programme with good quality data underpinning its effectiveness; it now receives around £4m from the NHS to help overweight patients.

“No-one can quantify how often and for how long the UK’s almost 8 million gym members work out”

On a more positive note, in the private sector, the October 2013 issue of *Health Club Management* investigated the growth of microgyms – a niche market driven by consumers who crave a better, higher quality experience and who are prepared to pay for it. This adds considerable value to the overall industry and, although we cannot yet quantify the size of this sector in terms of usage, a new app – possibly booking-enabled – will inevitably come along that can do so.

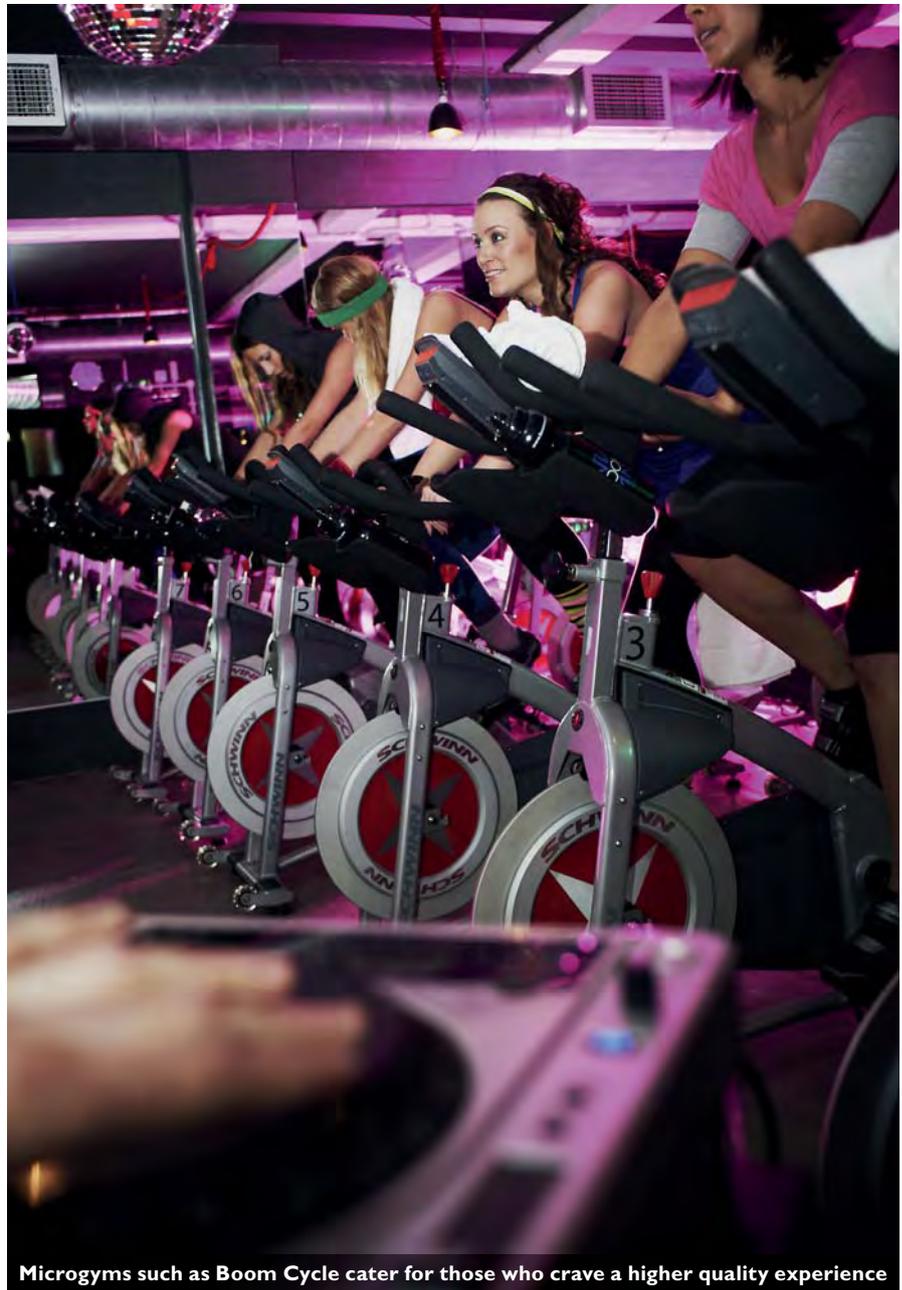
My personal microgym favourites are HeartCore and Boom Cycle, located just a millisecond from the Google Campus, which is full of start-ups creating yet more disruption for the industry.

FOR FURTHER INFORMATION

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

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Microgyms such as Boom Cycle cater for those who crave a higher quality experience

Attention Retention

Think retention was bad before? New quantitative research suggests the situation is now worse than ever

DR PAUL BEDFORD, RESEARCH DIRECTOR, RETENTION GURU

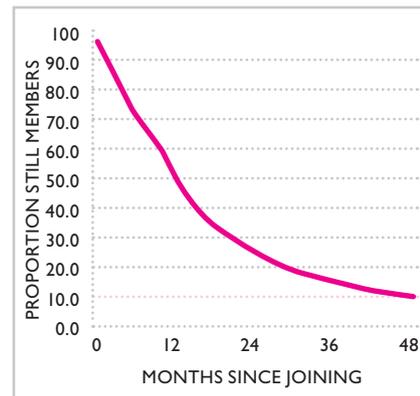


Membership is dominated by the middle classes

The most recent research on UK health club member retention reveals a worrying decline in an already unsatisfactory situation – namely the industry’s ability to retain members.

The first study of this type was carried out as part of the FIA’s (now ukactive) *Winning the Retention Battle* series, conducted by Dr Melvyn Hillsdon back in 2002. At that time, from a sample of just over 70,000 members, 60 per cent retained membership for 12 months. In the subsequent national study in 2008, involving 293,000 members, 66 per cent had retained membership for 12 months.

Fig 1. Length of membership retention



But the latest figures have fallen back down – and beyond. Based on 342,759 member records and covering the four-year period from 2009–2012, *The National Retention Report* (see information panel, p66) indicates that only 52 per cent of members are maintaining membership at their club for 12 months.

Although comparing data from different samples is not the most academic research approach, nevertheless the findings allow us to draw some broad conclusions, as well as allowing us to identify some of the characteristics that defined the market then and now, helping us understand where the key changes have been taking place.

Scores on the doors

Our report shows that 51.9 per cent of members retain membership for at least 12 months; 24.4 per cent are still there after 24 months; 14.1 per cent survive to 36 months; and only 10.4 per cent are members to 48 months (see Figure 1).

Figure 2 gives an overview of retention rates for specific periods of membership, providing a comparison of our 2013 report with the findings from 2002 and 2008. You can see that at each period, the 2013 results are worse than previous

Fig 2. Overview of retention rate trends

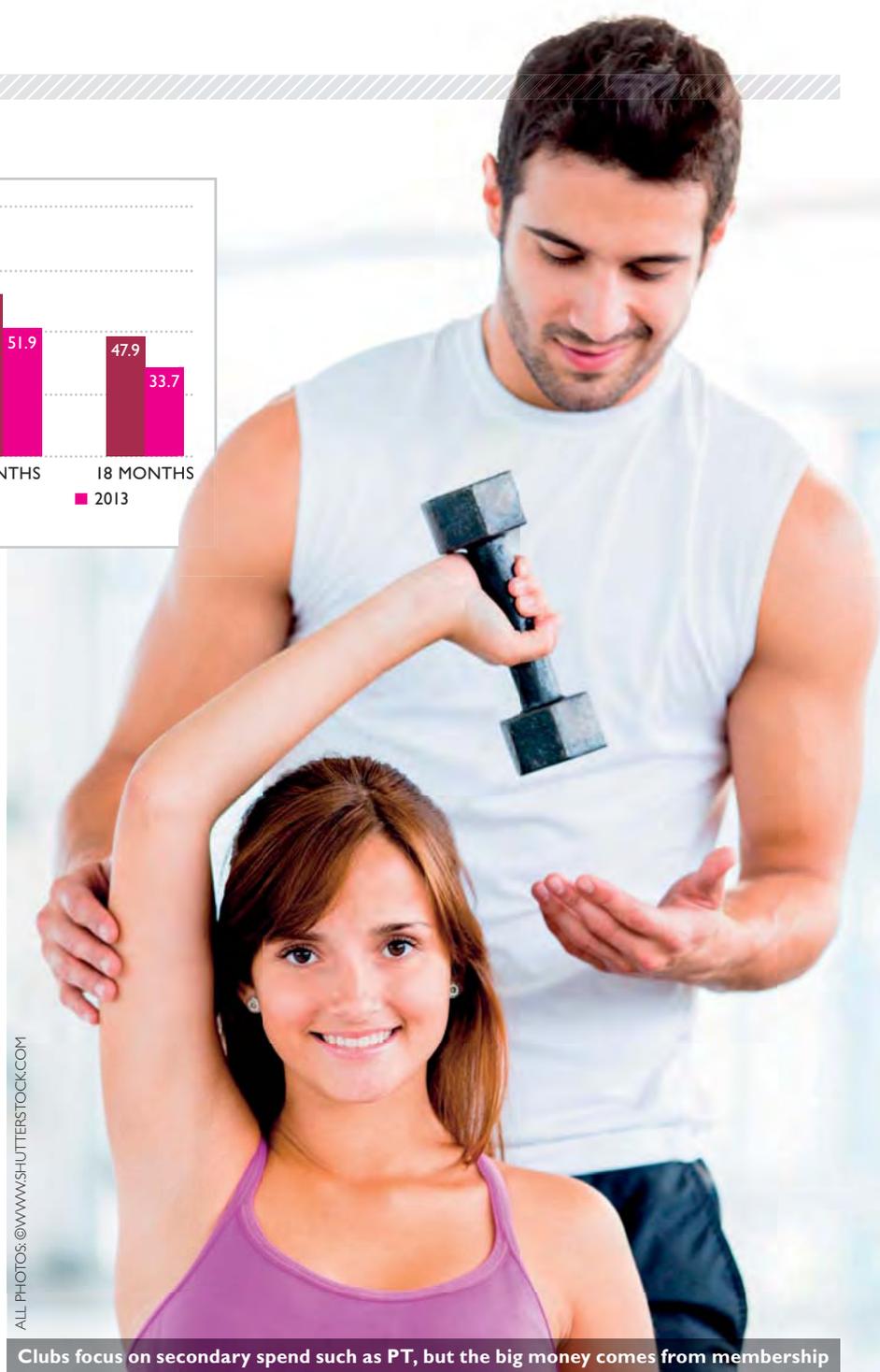


years. In 2002 and 2008, more than six out of 10 members retained their membership for at least 12 months, compared to five out of 10 in 2013.

Within this, there are some interesting variances by age. The latest report identifies that members aged 16–24 years have a 12-month retention rate of 50 per cent, whereas 66 per cent of those aged over 55 stay for a year. By the end of the study period (48 months), only 5 per cent of the 16–24 group were still members, compared with 22 per cent of those over the age of 55.

Meanwhile, when data is analysed by contract length, 48 per cent of those on one-month agreements complete 12 months of membership, compared to 65 per cent of those on a 12-month contract. This lies at the heart of the difference in retention rates between the public and private sectors: private operators perform significantly better than the public sector for the first 11 months, after which retention rates level out across the board.

Turning to attrition, in 2008 clubs lost members at an average rate of 35 members per thousand members per month. In this new study, they lost them



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Clubs focus on secondary spend such as PT, but the big money comes from membership

RESEARCH ROUND-UP

at a rate of 55 per thousand members per month. That's a loss of an additional 240 members a year that need replacing.

When these figures are scaled up to a national level, the size of the problem really becomes clear. In the *2012 State of the UK Fitness Industry Report*, produced by The Leisure Database Company, there were 7,601,114 health club members in the UK. If you extract the 2012 retention figures from *The National Retention Report*, this would equate to a loss of 3,952,579 members.

Many of these will, of course, have left one gym to join another – it's not currently possible to track that change. However, even acknowledging this, a figure of 3,952,579 annual lapsed members is still unacceptably high.

Meanwhile, if we look at how long members stay, we can see a big difference between the best and worst performers. Median length of membership is currently just 12.3 months. However, the worst performing clubs only manage to hold on to members for six months, whereas the best performing clubs keep them for an additional 23.5 months. Based on a club of 1,000 members, each paying £35



a month, that equates to a difference in income of £595,000 between the best and worst performers.

Homogenous offering

If we review the demographics of the members in *The National Retention Report*

sample using MOSAIC profiling – used to understand characteristics of households and the individuals living there – it shows the industry is dominated by the middle classes, failing to attract the highest or lowest income groups. Rural areas and older people are also under-represented.

This is true across all sectors. Indeed, while previous reports have shown that MOSAIC types differ by public and private sector, the new report suggests this is no longer the case, with types that were previously only seen in more expensive private sector clubs now being found equally in public sector facilities.

So why is this? Public sector operators have upped their game in recent years, while the private sector has experienced challenging times, leading to more parity of offering. We're seeing similar marketing strategies targeting the same types of members, who are being sold similar types of contracts with similar time periods, which provide access to

METHODOLOGY

Published in 2013, *The National Retention Report (The White Report)* – produced by Dr Paul Bedford – offers insights into the retention and attrition rates of the UK health and fitness market over a four-year period (1 Jan 09 to 31 Dec 12).

Data was sourced from 100 sites, with a breakdown – the proportion of chains, independents, trusts, local authority sites and privately managed public facilities – that mirrors the wider UK market.

Within these 100 sites, 38 different club operators were represented, with

a total of 729,389 individual member records supplied. After the data was cleaned for irregularities, 342,759 member records remained for analysis.

The measurement methodology from the previous reports (2002 and 2008) was once again used to provide continuity and allow some comparison, offering a definitive way of measuring retention and attrition, as well as enabling participating clubs to compare their own performance against industry benchmarks.



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similar facilities and similar classes and equipment. It's becoming increasingly difficult to separate public and private by facility design, content or contract type.

Perhaps most worrying in this is the fact that leisure facilities set up to provide opportunities for the least well-off do not seem to be attracting those groups sufficiently to represent their community.

Lacking imagination

Of course, not all factors relating to retention are entirely under operators' control: the regulation of length of membership contracts has had an impact,

for example, as have the challenges in the wider economy over the last four years.

However, in general, we really haven't been very imaginative in our offering, nor in the way we provide support to members, with a focus on PT over service. Larger, full-service clubs will routinely generate membership revenues of £260k a month. F&B adds another £45–50k and PT just £18–20k. Yet while large amounts of time and effort are devoted to driving secondary spend, many operators place little effort on improving retention, which is where the big money remains.

The best performing clubs hold on to members on average 23.5 months longer

FOR FURTHER INFORMATION

Paul Bedford PhD has worked in the fitness industry for more than 20 years. His business, Retention Guru, helps health club operators increase retention, reduce attrition and improve member loyalty.

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Stay or Leave?

Research conducted exclusively for *Health Club Management* looks at why people leave health clubs, and how are they treated during the leaving process

MIKE HILL, MD, LEISURE-NET SOLUTIONS



What happens when people leave our health clubs and leisure centres? We know retention is an issue, but what we don't know is how well we handle the leaving process. With anecdotal evidence suggesting it's nothing short of terrible, we asked a focus group of 12 ex-members to share their experiences.

Before the focus group took place, we set the scene by surveying 50 different leavers about their experiences. The results reveal that, despite the many personal explanations why people leave, the main reasons can be grouped into 'cost', 'moved' and 'no time' (see Figure 1).

We then asked how these leavers felt their decision to cancel was handled. Just over half (51 per cent) said it had been handled reasonably well, but more than a third (36 per cent) thought it had not been handled at all well (see Figure 2).

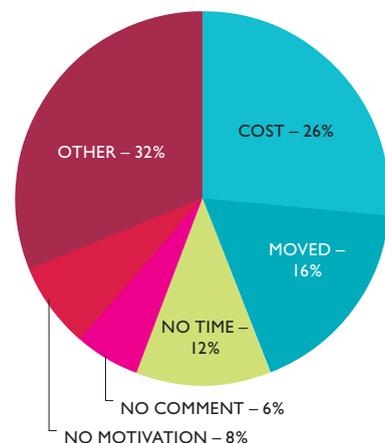
Lastly, just under two-thirds said they would consider rejoining a health club or leisure centre again, but almost a third said they wouldn't (see Figure 3).

university-based gym and a local authority management contractor site.

The group was first asked to reflect on why they'd decided to cancel their membership. The answers related to a wide range of personal reasons, most of which – on the surface – were beyond the centre's control. For example, several talked about lack of motivation and 'being lazy'.

General lack of motivation and perceived lack of time are issues that come up regularly in Leisure-net surveys, with 'time' the number one reason people give for not being more active. Operators need to be more proactive in addressing this, providing tailored support to help maintain members' motivation and working with them to find time to fit in exercise sessions.

FIGURE 1: The main reason for leaving



WHY DO MEMBERS LEAVE?

The focus group then explored in more depth the 12 ex-members' experiences of leaving a gym. All had recently left one of three clubs in the Norwich area of the UK: a private hotel-based club, a

PERCEIVED VALUE FOR MONEY

Two of the leavers had specific issues that seemed to be major factors in their decisions to leave. Neil, 44, a quantity surveyor, said: "I was really annoyed by

"Operators need to be more proactive in providing tailored support to help maintain members' motivation"

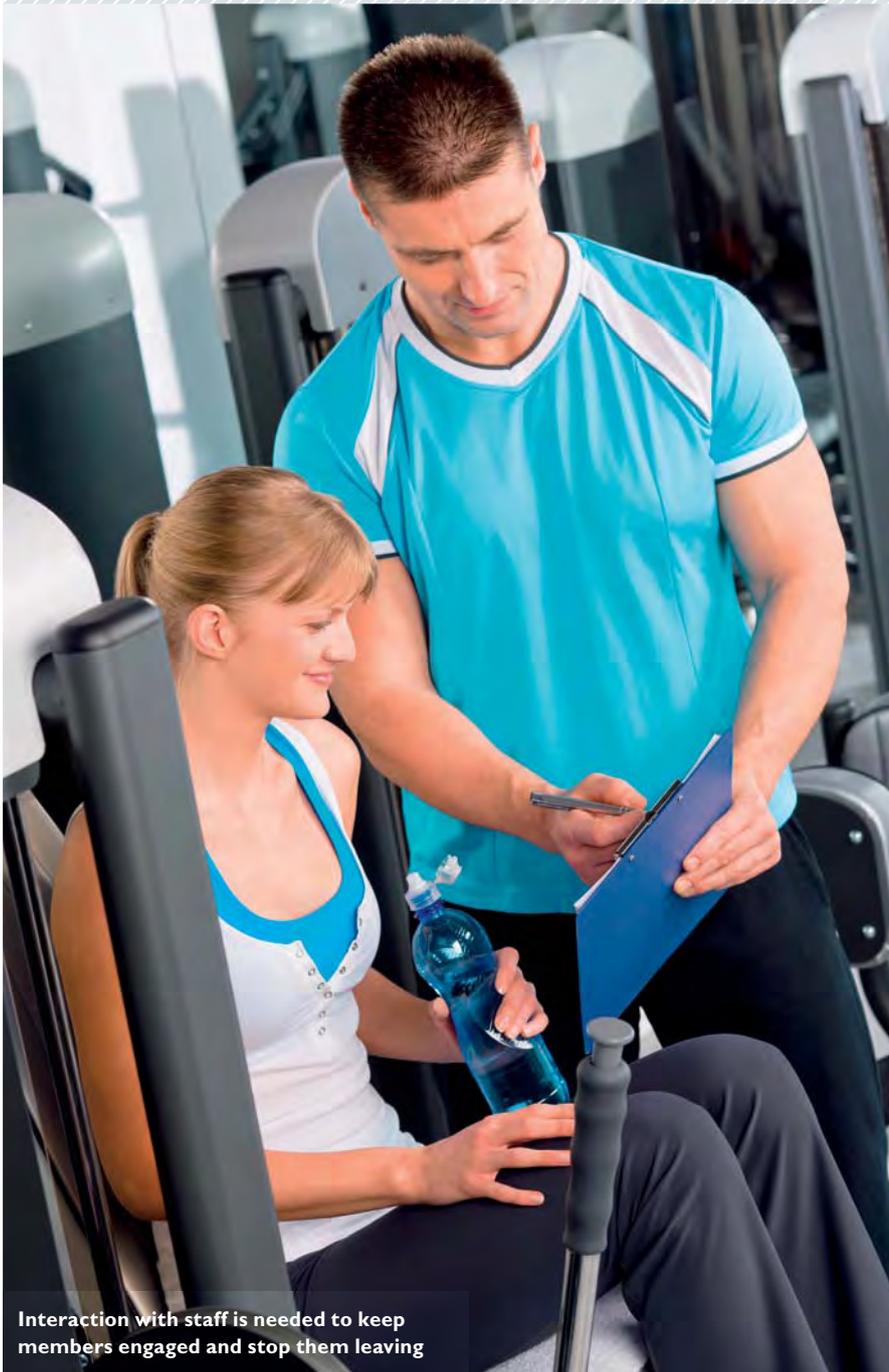


PHOTO: SHUTTERSTOCK.COM/ CANDY BOX IMAGES

Interaction with staff is needed to keep members engaged and stop them leaving

FIGURE 2: How your leaving process was handled

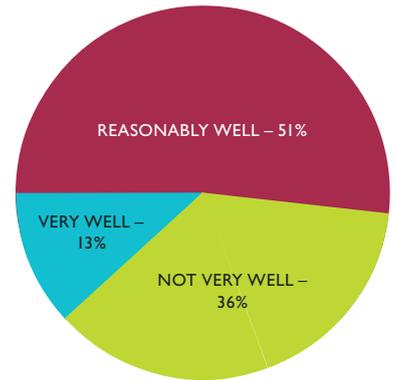
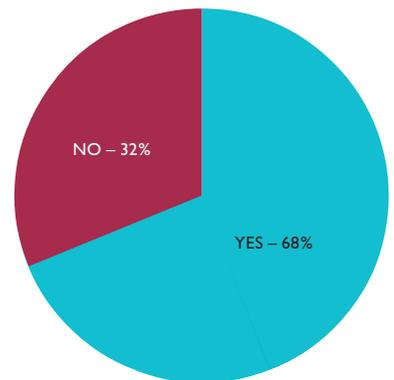


FIGURE 3: Would consider rejoining a health club/leisure centre



how they treated customers. Some new equipment arrived which I'd been using for weeks. One day, while I was working out, a member of staff asked if my induction had included this new equipment. As it was prior to the equipment's arrival I said no. The staff member told me I could no longer use it until I'd had another induction. I asked if I could have this immediately and was told no, so I asked for the manager, who was also very unhelpful and said I would have to wait." For Neil, this led to an immediate decision: "I told them I would like to cancel my membership immediately. They let me leave and I will not go back."

But there were other underlying reasons for him leaving. He mentioned

that the gym was very crowded, and that he would prefer to pay a higher membership fee for a better level of service and more exclusivity. For Neil, membership of a gym is about perceived value for money, not absolute cost.

But for many of our leavers, cost made all the difference – and in most cases, their reasons for leaving were directly linked to frequency of usage. For example Ray, 32, a student paramedic, said: "I just wasn't using the gym enough. My financial situation is difficult at the moment and gym membership seemed an easy saving. I was only a member for four months. I work near the gym but didn't attend as much as I hoped I would."

APPARENT INDIFFERENCE

Once the members of the focus group had decided to leave their respective gyms, how was their decision taken and how was the process handled? None of the 12 members felt their request to leave was used as an opportunity to recover the situation. Not one was asked to discuss why they were leaving, and only two went through any sort of exit process.

Mark, 54, a retired office manager, was typical: "I rang and told them I wanted to cancel and they just said I would have to come in to sign a cancellation document. This annoyed me. I thought they would try and make me change my mind, but in fact the whole process only took a minute and was a waste of my time as well as theirs!"

Neil was even more amazed by his club's response: "I didn't receive any contact from anyone – just a letter accepting my cancellation. Considering why I was leaving, this made me even more angry."

Dianne, 55, a recently retired teacher, was asked to go through her reasons for leaving, but as she explains, even this didn't feel like an attempt to dissuade her: "The young instructor was really pleasant and just said he needed to fill in a form before he could organise my cancellation. I answered about six questions but he didn't address any of the points I raised. It seemed a bit of a box-ticking exercise really."

One member of the group – Ben, aged 45 – actually felt obstacles were put in his way to try and prevent him from leaving. He had a back problem and wanted a six-month break: "If they'd offered me a membership freeze I would have accepted, as I do intend to start working out again, but they seemed to want to make it quite difficult for me to cancel. That just made me more determined."

The main impression shared by the entire group was one of indifference. Sarah, 32, a radiologist, said: "They really didn't seem to mind one way or another, and they certainly didn't see it as a personal comment on them or their facility."

Evidently the clubs and centres our focus group used felt no obligation to make members feel valued or treat them as individuals – both factors proven to drive customer loyalty.

"Evidently the clubs and centres our focus group used felt no obligation to make members feel valued"



Most issues could be resolved by gyms

PHOTO: SHUTTERSTOCK.COM

“Most reasons for leaving boil down to a lack of motivation (or should that be support?) leading to infrequent visits and a feeling the membership lacks value”

FUTURE INTENTIONS

So did their treatment during the leaving process affect the group's thoughts about joining a gym again in the future? Opinion was split: a third said they probably wouldn't consider re-joining; the others had varying views.

Steve, a 38-year-old IT programmer, explained: “I don't think I would go back to the same gym, but it hasn't put me off joining another. To be honest, I wasn't looking for them to change my mind – I just wanted them to make it as easy as possible for me to go.”

Annie, a 19-year-old student, disagreed: “The whole experience has put me off gyms altogether. I didn't feel like I was valued as a member and leaving just confirmed that. I'm going to give gyms a miss and just buy a bike instead!”

In conclusion, the focus group represented the findings of the wider survey fairly well. While people give a lot of reasons for leaving, most boil down to a lack of motivation (or should that be lack of support?) leading to infrequent visits and therefore a feeling that the gym membership lacks value.

For some people, these feelings are precipitated by external events that truly are out of the club or centre's control, but for most they are issues that operators could address if they wanted to, with interaction strategies put into place and



PHOTO: SHUTTERSTOCK.COM

One respondent was so disillusioned she opted to buy a bike instead of joining a new gym

“It must be possible to treat every member’s request individually and seriously, seeing it as an opportunity to re-engage them”

appropriately trained staff on-hand to implement them.

HOLD ON TIGHT

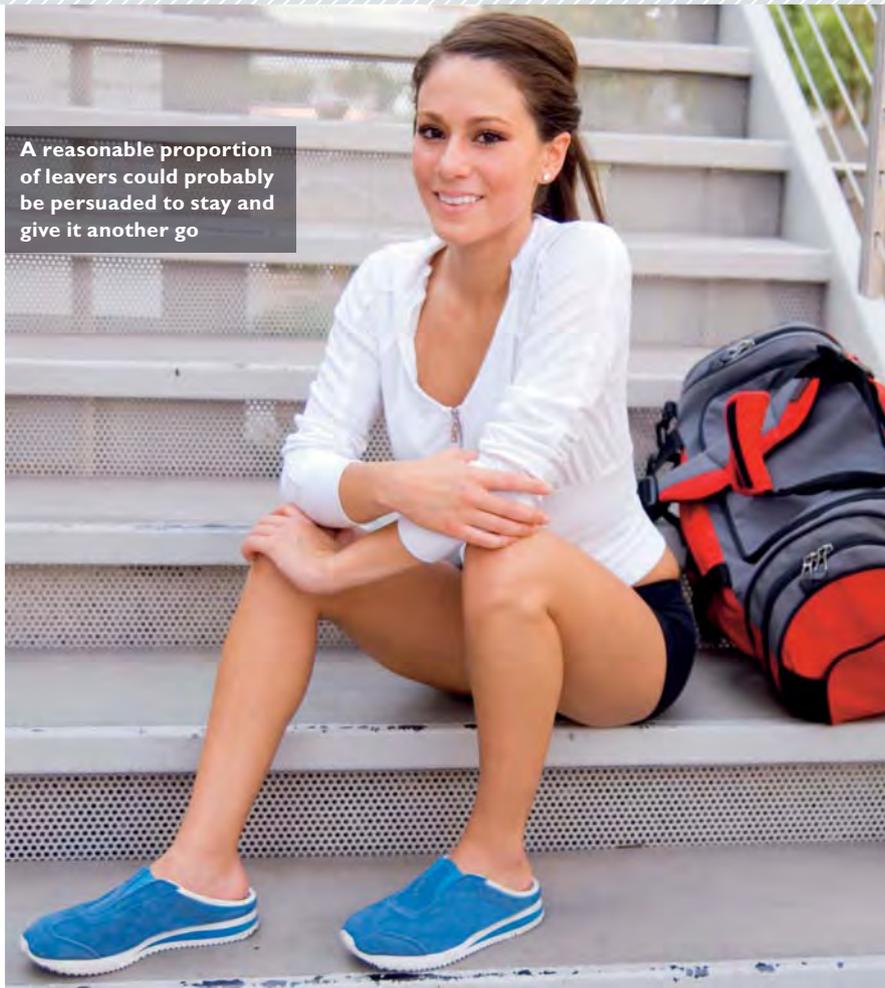
People aren’t generally looking for an exit process designed to change their mind, but considering that most leavers have only been members for a short time, surely the factors that encouraged them to join couldn’t have changed so dramatically?

It’s therefore highly likely that a reasonable proportion of leavers could, with the right approach, be persuaded to stay and give it another go. An approach that recognised a member’s motivation levels, and acknowledged that life situations do change, would be a good start. It must be possible to treat every member’s request individually and seriously, seeing it as an opportunity to re-engage them and recover the situation.

What is certain is that most other industries would not accept such a high turnover of customers without investing time trying to recover the potential loss – and, if the member did decide to leave, at least make sure the experience was as good as possible to encourage them to come back when they were ready.

A reasonable proportion of leavers could probably be persuaded to stay and give it another go

PHOTO: SHUTTERSTOCK.COM



What happened the last time you tried to cancel your mobile phone contract, for example? Chances are you were put through to a dedicated team member whose specific role it was to keep your business at almost any cost. While I’m not advocating that we take mobile phone companies as our role model, their dedication to keeping your business with new offers and packages designed around your individual needs is surely something we can aspire to.

FOR FURTHER INFORMATION

Customer insight specialist Leisure-net Solutions – which also conducts research such as HAFOS, call-Focus and the Fitness Industry Confidence Survey – conducted this ex-member research exclusively on behalf of *Health Club Management*.

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Science Snapshots

The heart repairing, cancer preventing, brain calming benefits of exercise: we round up some of the latest research in the area of health, fitness and wellbeing

MENDING A BROKEN HEART

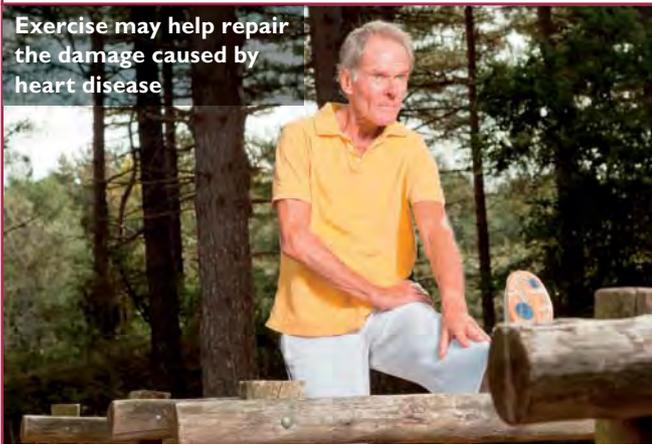
Regular and strenuous exercise can reactivate dormant stem cells, leading to the development of new heart muscle – indicating that the damage caused by heart disease or failure could be partially repaired by exercise.

Researchers from Liverpool John Moores University in the UK showed that healthy rats undertaking the equivalent of 30 minutes' strenuous exercise a day demonstrated activity in 60 per cent of previously dormant heart stem cells. After two weeks of exercise, there was a 7 per cent increase in the number of cardiomyocytes – the 'beating' cells in heart tissue.

While an exercise programme is normally included in cardiac rehab, "maybe to be more effective it needs to be carried out at a higher intensity, to activate the resident stem cells," says Dr Georgina Ellison, who led the study.

■ Waring, CD et al. *European Heart Journal* (2012)

Exercise may help repair the damage caused by heart disease



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Exercise can boost sperm count by up to 73 per cent



BOOSTING MALE FERTILITY

In research by Harvard University, men who undertook 15 or more hours of moderate to vigorous exercise each week had, on average, sperm counts that were 73 per cent higher than those who exercised for less than five hours a week. Mild exercise had no effect.

Sedentary activity, measured by the number of hours spent watching TV, had a negative effect on sperm count: those who watched 20 or more hours of TV each week had a 44 per cent lower sperm count than those who watched very little TV.

However, researchers warn that too much exercise can be harmful to sperm production. Previous studies involving professional marathon runners, cyclists and triathletes have reported poor semen quality among these groups, caused by the stress to the body brought on by prolonged periods of intense exercise.

■ Gaskins, AJ et al. *British Journal of Sports Medicine* (2013)

BRAIN PROTECTION

A diet containing lots of fatty foods is associated with a decline in brain functioning, elevating the risk of conditions such as Alzheimer's. Exactly how this occurs is unknown, but researchers think fatty acids from food infiltrate the brain and jump-start a process that causes damage to the regions responsible for memory and learning.

A study by the University of Minnesota in the US examined the result of a high-fat diet (where at least 40 per cent of calories were from fat) on memory in rats, and the subsequent effects of exercise. Memory declined after four months of the high-fat diet, but then improved once exercise – the equivalent of 30 minutes' jogging a day – was introduced.

After seven weeks, the rats on the high-fat diet were scoring as well on the memory test as they had at the start, whereas the memory of those not exercising continued to decline. However, it's not known if the same protective effect would be noted in humans.

■ Mavanji, V et al. Presented at the annual meeting of the Society for Neuroscience (2012)



Might exercise protect the human brain from a fatty diet?

Exercise makes the brain more resilient to stress



A CALMING INFLUENCE

Scientists at the University of Princeton, US, have discovered that exercise has an impact on neurons in the brain, 'rewiring' it to make it more resilient to stress.

In the study, one group of mice was given unlimited access to a running wheel; another group was not and remained sedentary and caged. As natural runners, mice will cover up to 2.5 miles daily on a wheel. After six weeks, all mice were briefly exposed to cold water, with brain activity analysed.

In the neurons of the sedentary mice, the shock spurred an increase in 'immediate early genes' – short-lived genes that are rapidly turned on when a neuron fires. The active mice did not have these genes in their neurons, suggesting their brain cells did not immediately leap into an excited state in response to the cold water.

In the active mice, there was also a boost of activity in inhibitory neurons that keep excitable neurons in check. In addition, their brain neurons released more of the neurotransmitter gamma-aminobutyric acid (GABA), which dampens neural excitement. And there were higher levels of a protein that helps deliver and release GABA into the brain.

■ Gould, E et al. *Journal of Neuroscience* (2013)

WARDING OFF BREAST CANCER

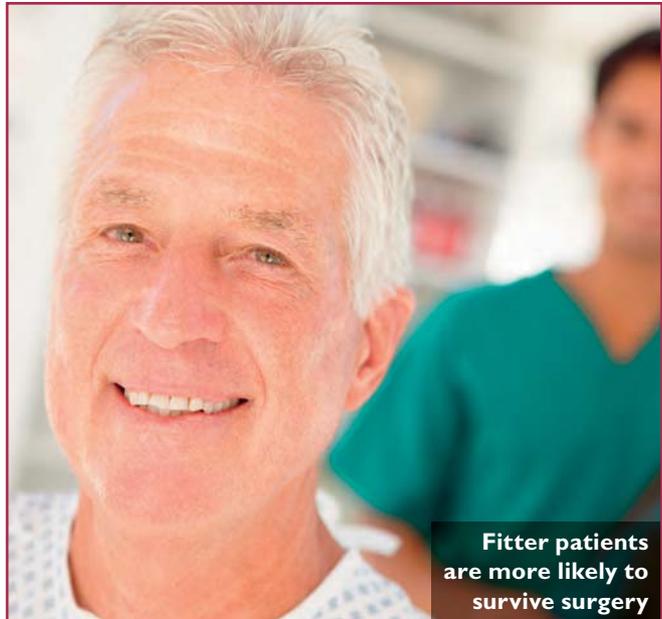
The effect exercise has on how women produce estrogen could be a reason why physical activity helps to reduce the risk of breast cancer, US scientists have found.

Just under 400 healthy but sedentary females aged 18–30 years were randomly split into two groups. All were premenopausal, meaning their bodies still produced estrogen – a large contributing factor in developing breast cancer. The first group remained inactive for the 16-week trial; the second performed 30 minutes of moderate to vigorous aerobic activity five times a week.

Exercise had a significant impact on two estrogen metabolites – by-products when estrogen is broken down by the body. Women in the exercise group had higher levels of the relatively benign metabolite hydroxyestrone and lower levels of 16 alpha-hydroxyestrone, a mutagenic metabolite that's capable of damaging DNA and that's considered potentially carcinogenic. Having more of the benign metabolite and less of the damaging one is, say the researchers, linked to warding off breast cancer.

■ Kurzer, Mindy S et al. *Cancer Epidemiology, Biomarkers & Prevention* (2013)

Exercise could lower breast cancer risk by impacting estrogen production



Fitter patients are more likely to survive surgery

FIT FOR SURGERY

Fitness, not age, should be used to determine whether older people can have an operation, says new research based on 389 adults – aged between 26 and 86 years and with a mean age of 66 – who had liver surgery.

Each patient's fitness was measured before their operation via a maximal exercise test. Those who were fit and aged under 75 had a mortality rate after surgery of less than 1 per cent. This rose slightly to 4 per cent for patients who were fit and aged over 75. For patients who were unfit and under 75, the mortality rate was 11 per cent, jumping to 21 per cent for those who were aged over 75 and unfit.

In addition, regardless of age, people who were physically unfit took longer to recover from their operation, spending an average of 11 days longer in hospital after surgery.

Another recent study published in the *American Journal of Cardiology* showed the chance of fit heart bypass patients dying after surgery was only 1 per cent, going up to 5 per cent among unfit patients.

■ Trenell, M and Snowden, C et al. *Annals of Surgery* (2013)

BACTERIA AND OBESITY

Bacteria in the human gut could play a vital role in determining who is obese and who is lean, leading to the possibility of new treatments to fight obesity, according to a US study which investigated the effect of gut microbiome on obesity versus influences such as genes and diet.

Four sets of identical female twins were recruited for the study, with one twin being lean and the other obese. Using stool samples, researchers collected bacteria, viruses and protozoans present in each participant's gut. These were then placed into a large group of mice.

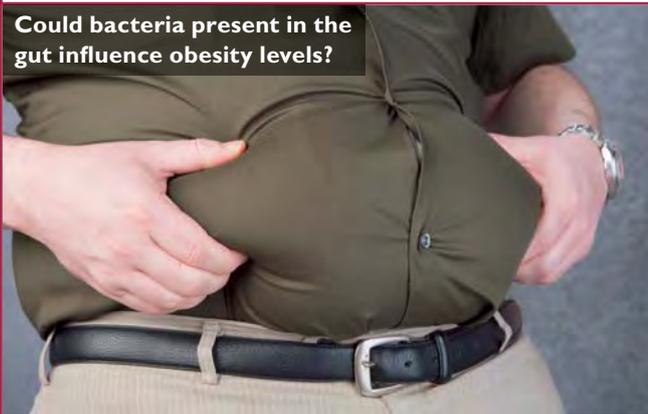
The study found the mix of living organisms inside the mice's digestive tracts began to resemble the mixes inside their human donors. The mice went on to develop similar characteristics to the women whose gut microbiomes they had received, with mice that adopted microbiomes from obese women developing obesity and those receiving lean transplants remaining lean.

The intestinal flora of the lean mice also worked better at breaking down and fermenting dietary sugars than the flora of the obese mice, while non-digestible starches passed through the digestive system at a quicker rate in the lean specimens, leading to thinner mice.

With the effects of genes and diet removed from the equation, the experiment helps to highlight the specific ways the gut's organisms influence weight gain.

■ Dr Jeffrey I Gordon et al. *Science* (2013)

Could bacteria present in the gut influence obesity levels?



Exercise outperformed medication for strokes



EXERCISE OR MEDICATION?

Exercise could be as beneficial as pills for people who have suffered a stroke or experience heart conditions, according to a new meta-study.

Scientists studied hundreds of trials, involving nearly 340,000 patients, to investigate the benefits of both exercise and drugs in preventing death, exploring the management of conditions such as existing heart disease, stroke rehab, heart failure and pre-diabetes.

Physical exertion and activity were found to rival the performance of some heart-related drugs, and outperformed medication for strokes: exercise was the best form of help for strokes in terms of life expectancy, while medication known as diuretics worked best for heart failure patients.

Though acknowledging there's currently insufficient evidence to recommend exercise over medication, the scientists believe their findings warrant further exploration, and suggest exercise should be added to GP prescriptions with exercise and medication used together for the best results.

■ Huseyin Naci et al. *British Medical Journal* (2013)

WHO'S WHO

UK Operators

We profile the UK's leading health club operations, from number of locations to plans for 2014

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, Paul Ramsay and Paul Dickinson, 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

74 sites across the UK and Ireland.

PLANS FOR 2014

3d Leisure has a target of 10 new management contracts for 2014.

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 2014

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, HP1 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 US and rapidly expanding globally, which offers 24/7 access to affordable, conveniently located facilities. Members have universal access to Anytime clubs worldwide.

NUMBER OF SITES

25 sites currently open in the UK and Ireland. In total there are 2,200 sites globally, in countries including the US, Canada, Japan, Australia, New Zealand, Mexico, Ireland and other European markets.

PLANS FOR 2014

Around 25 new clubs are set to open in the UK and Ireland in 2014.

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've run the Paris Marathon in under four hours.

Aquaterra Leisure

Address 50 Isledon Rd, London, N7 7LD

Web www.aquaterra.org

Facebook /aquaterraleisure

Twitter /aquaterrall

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, including seven for Bath and North East Somerset. The Islington contract was under review on going to print.

PLANS FOR 2014

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've 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,
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

Five sites.

PLANS FOR 2014

To continue to 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, DL1 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 2014

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, SA1 3ST

Tel +44 (0)1792 466 500

Web www.thelcswansea.com

COMPANY PROFILE

Bay Leisure is an independent, not-for-profit company based in Swansea, Wales, which works closely with the City and County of Swansea. Bay Leisure operates the flagship site in the centre of the city – the LC – which features the country's largest indoor water park.

NUMBER OF SITES

Four sites: The LC, two Simply Gyms (one including Simply Play) and 360 Beach & Watersports (in partnership with Swansea University).

PLANS FOR 2014

Bay Leisure aims to continue to look for ways to invest, develop and expand the business.

CEO: Richard Proctor



PROFESSIONAL BACKGROUND

Over 20 years' experience in the private and PLC leisure industry, including Fitness for Industry, Pace Fitness (Australia), Cannons H&F and David Lloyd Leisure. Founded Bay Leisure. A chartered member of CIMSPA.

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: a catering division, a ticket agency and a conference bureau.

NUMBER OF SITES

Seven, including five leisure facilities.

PLANS FOR 2014

Explore business expansion opportunities, work with a developer on a potential new hotel linked to the BIC. Build on public benefit leisure and cultural opportunities via the trust's new privilege card, launch improved websites and social media channels and create community health hubs.

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. Now 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.britishmilitaryfitness.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 2014

To open another tranche of venues and further innovation to continue leading the way 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 winner's 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 /centrallymcaclub
Youtube /centrallymcaclub

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 121 YMCAs in England. It's also the world's biggest youth organisation, with 58 million members globally.

PLANS FOR 2014

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 2012–13, visitor numbers exceeded 2.25 million. We refurbished our flagship facility and created a new gymnastics centre in Yate.

NUMBER OF SITES

Responsible for eight leisure centres and sports facilities (pools, halls, health and fitness, athletics and pitches).

PLANS FOR 2014

Extending our Longwell Green Site to incorporate new studios, a catering outlet and functional fitness. Rolling out our revised catering offer to all sites.

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.

Country Club Group

Address Cranleigh Golf & Country Club,
Barhatch Lane, Cranleigh, Surrey, GU6 7NG

Tel +44 (0)1344 891 494

Email 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

Three.

PLANS FOR 2014

The company continues 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 2014

To continue opening new sites.

Director of sales and marketing: Alan Peed



PROFESSIONAL BACKGROUND

Around 30 years 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 ABC1 demographic within a 20-minute drive time. Owned by TDR Capital.

NUMBER OF SITES

81 Health & Racquets Club sites and three DL Studio premises in the UK, plus 10 clubs in Europe.

PLANS FOR 2014

David Lloyd Leisure will open four new Health & Racquets Club sites and a further six DL Studios 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 2007, and more recently the sale to TDR. I remain 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 Waters Edge, Riverside Way, Watchmoor Park, Camberley, Surrey, GU15 3YL
Tel +44 (0)1276 418 200
Email businessdevelopment@dcleisure.co.uk
Web www.dcleisure.co.uk

COMPANY PROFILE

The largest operator of UK leisure centres. Acquired in 2012 by Places for People, DC Leisure now operates as a subsidiary of that property management group, specialising in the development and management of local authority leisure facilities. The DC Leisure umbrella includes the Kinetika and Sam Jones brands.

NUMBER OF SITES

More than 100.

PLANS FOR 2014

Since our acquisition by Places for People, we aim to meet our goals as a social enterprise while furthering our mission of getting more people, more active, more often.

CEO: Steve Philpott



PROFESSIONAL BACKGROUND

I worked in marketing before joining 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 of REPs and a trustee of CIMSPA.

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 – club members 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

70 retail stores and 71 fitness clubs.

PLANS FOR 2014

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

Established in 1998, Edinburgh Leisure is an independent, not-for-profit charitable trust with a turnover of £25m and over 4.1 million customers a year. It aims to make a difference to communities by creating opportunities for everyone to get active, stay active and achieve more.

NUMBER OF SITES

Over 30 facilities, including a major climbing arena.

PLANS FOR 2014

Continuing to develop programmes to increase activity for target groups: 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 énergie 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 award-winning énergie Group is the largest and fastest growing fitness franchise group in the UK. The business is now in its 10th year and has a network turnover of almost £30m and more than 90,000 members across the group. énergie has now firmly established a market-leading position with its four key brands: énergie Fitness Clubs, énergie Fitness for Women, SHOKK Youth Gym and Fit4Less.

NUMBER OF SITES

100 clubs in the UK, Ireland, Europe and Middle East.

PLANS FOR 2014

Significant pipeline of openings scheduled for 2014.

Chair & CEO: Jan Spaticchia



PROFESSIONAL BACKGROUND

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 £30m network turnover and more than 95,000 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 affordable rates, and members ranging from age 14 to 84, we aim to encourage people to experience and embrace fitness and wellbeing. We're 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 2014

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're going to do: too many people talk a 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, Hertfordshire, AL8 6BX

Tel +44 (0)1707 357 102

Email m.barlow@finesseleisure.com

Web www.finesseleisure.com

COMPANY PROFILE

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

NUMBER OF SITES

We manage five fitness/sporting sites, as well as parks, playing fields and cemeteries. We also recently acquired a commercial grounds maintenance company in the region.

PLANS FOR 2014

Increase turnover within our grounds maintenance division and expand 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'm 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 seven extreme fishing trips to the Arctic, and we're off there again in June 2014.

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 most innovative and supportive health club groups worldwide. Its unique recruitment selection/certification processes enables staff to use new technologies and training to engage over a million members across 300+ clubs globally. Its new majority owners, Oaktree Capital and Marathon, provide a strong financial position.

NUMBER OF SITES

78 clubs in the UK.

PLANS FOR 2014

Following successful financial restructuring, Fitness First UK is investing in new technologies, people and facilities.

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've 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 2014

Freedom Leisure aims to complete major refurbishment schemes at five leisure centres, and continue to focus on business growth.

MD: Ivan Horsfall-Turner



PROFESSIONAL BACKGROUND

25 years' experience in the leisure industry. Instrumental in the externalisation of leisure services in Wealden, which led to the formation of Freedom Leisure in 2002. Eleven years as business development director, during which the trust grew from managing four to 35 sites.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Whether you think you can or think that you can't, you're right!

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I've run the 80-mile South Downs Way trail three times.

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.

NUMBER OF SITES

71 sports, leisure and community centres in the UK.

PLANS FOR 2014

Expand portfolio and develop new products to encourage local participation in sport and physical activity.

CEO: Peter Kay



PROFESSIONAL BACKGROUND

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

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never say 'never' – never dismiss an opportunity out of hand without first taking a good look at it.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

In my spare time, I like to drive my VW campervan to the beach and crack open a cold one. Even if it's raining.

FX Leisure

Address King Street, Leyland, Lancashire, 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 2014

FX Leisure is opening a further gymBUG – the budget health club operated separately but with shared head office arrangements – in early 2014, with plans for two further gymBUG clubs per year.

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!

Glasgow Life

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

COMPANY PROFILE

Glasgow Life is a cultural trust that operates museums, libraries, cultural venues and leisure facilities across the city of Glasgow. It's the biggest trust in Scotland, with an annual turnover of around £120m.

NUMBER OF SITES

150 in total, of which 32 are sporting facilities – including the Emirates Arena, the largest dedicated sports centre in Europe, and Tollcross International Swimming Centre.

PLANS FOR 2014

Hosting the Commonwealth Games in a number of Glasgow Life venues, with our staff remaining on-site to operate the venues. Driving the physical activity legacy after the Games.

Sports operations manager: Billy Garrett



PROFESSIONAL BACKGROUND

Worked for the council since 1993, initially in the department of performing arts, managing cultural venues. Moved into sports seven years ago, just before it adopted charitable status under the Glasgow Life brand.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never take things too personally.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

In 1983, I appeared on-stage at the Edinburgh Festival, in a play alongside Gary Oldman and Sean Bean.

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. GLL's 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 120 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 2014

Expand our standalone gym product, develop membership architecture and re-invest in fitness facilities.

MD: Mark Sesnan



PROFESSIONAL BACKGROUND

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

COMPANY PROFILE

Gymbox is a unique gym chain that combines fitness with entertainment. 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. Octopus Investments also has shares 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 2014

Expand portfolio in key London locations.

MD: Richard Hilton



PROFESSIONAL BACKGROUND

I spent 12 years working in advertising in New York City and London. After realising that I wasn't going to become the next Don Draper, I decided to try my luck at the gym sector. So I left advertising to set up Gymbox in 2001. Since then, I have looked back regularly.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Turnover is vanity, profit is sanity.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm still sane.

gymophobics (Licence) Ltd

Address The Franchise Office, 13-15 Greyfriars,
Stafford, ST16 2SA

Email admin@gymophobics.co.uk

Web www.gymophobics.co.uk

COMPANY PROFILE

Gymophobics is a ladies' 30-minute gym concept with franchised facilities throughout the UK. Our unique workout – Resisted Tension – integrates isotonic and isometric exercise, making exercise easy and fun for women who are unlikely to use conventional gyms. Our full-time National Training Academy in Stafford provides 23 training modules to train both franchisees and their staff in programme prescription, sales and marketing.

NUMBER OF SITES

38 sites throughout England and Scotland.

PLANS FOR 2014

There are plans for another 10 sites in 2014.

MD: Richard Hubbard



PROFESSIONAL BACKGROUND

Joined Universal Health Studios in 1963, just after the first health clubs were introduced to the UK from the US. Also opened an Instructor Training School, became a founder director of Motorcise, and then set up Gymophobics in 2003 with my wife Donna.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Sell them the next visit every time they come in.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I run 40 miles a week on the roads since taking up running in my 20s.

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 high 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 – as well as London's largest bike shop, called Giant St Paul's.

PLANS FOR 2014

H2 City Club opening in London in early 2014.

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. It's 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 2014

Continue our business growth through expansion and diversification and deliver ambitious investment plans within our Herefordshire business.

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

20 hotels across the UK, including 10 health clubs and spas.

PLANS FOR 2014

Two refurbishments as well as the development of our resort activities.

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

Hilton Worldwide is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. The portfolio of 10 global brands comprises over 4,000 managed, franchised, owned and leased hotels and timeshare properties in 90 countries.

NUMBER OF SITES

LivingWell has 48 health clubs in the UK, and over 20 health club operations under various brands across Europe.

PLANS FOR 2014

Numerous openings across Europe and ongoing investment planned in the UK sites throughout 2014.

Director of fitness development & operations, Europe: Matt Tailby



PROFESSIONAL BACKGROUND

Twenty-two 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. I'm now training for and competing in triathlons, with an aim to do a full Iron Man in 2015.

Impulse Leisure

Address Blackshots Leisure Centre, Blackshots Lane,
Grays, Essex, RM16 2JU
Web www.impulseleisure.co.uk

COMPANY PROFILE

Impulse Leisure is a non-profit-distributing organisation. The leisure trust continues to invest year-on-year in its facilities and services. We're committed to encouraging people to be physically active through consistent provision of great facilities, maintained 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 2014

Our plans are focused on two sizeable developments.

CEO: Mike Baden



PROFESSIONAL BACKGROUND

I have 25 years' experience working in the public sector leisure industry, including the last 14 years as chief executive of TCL (Thurrock Community Leisure) and the Impulse Leisure group of companies.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't eat the chicken if you still want eggs.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I used to be a waiter in a Chinese restaurant! And I still support Everton Football Club.

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 a health club brand within the InterContinental Hotels Group (IHG), the world's largest hotel company by guest rooms with over 4,500 hotels in more than 100 countries. Our best known brands within the UK include Holiday Inn Express, Holiday Inn, Crowne Plaza, InterContinental Hotels and Hotel Indigo.

NUMBER OF SITES

40 health clubs and seven hotel gyms.

PLANS FOR 2014

To continue to build on our recognition as the 2013 FLAME Awards' health club Operator of the Year with a programme of facility investment and new programme launches.

Operations manager UK & Ireland: Mark Mantell



PROFESSIONAL BACKGROUND

I was involved in professional sports coaching before joining the fitness sector as an instructor. I progressed via club and regional management within some leading global organisations before joining IHG to head up Spirit Health Clubs in 2008.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

If you're not part of the solution, then you must be part of the problem.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I coach children's rugby at the weekend.

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 2014

To continue to work with the public health departments of local councils and the Community Sport & Physical Activity Networks to provide a sustainable legacy from London 2012.

CEO: Phil Rumbelow



PROFESSIONAL BACKGROUND

I have over 25 years' experience in the leisure industry, including 18 years in the not-for-profit sector.

I'm a chartered company director, a director of the national association 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...

In the eighties, I owned a bar on the Greek island of Corfu.

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 12 sports centres and pools across the Kirklees district of West Yorkshire, on behalf of Kirklees Council, with a focus on providing high quality exercise and fitness opportunities for the whole community.

NUMBER OF SITES

12 KAL centres, of which two centres now offer SMART Fitness low-cost gyms.

PLANS FOR 2014

Completing a £1m investment on a major capital project at Scissett Baths and Fitness Centre. Developing the new £35m Huddersfield Leisure Centre, opening in 2015.

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 ran my first 10k in 2013.

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 by LA Leisure, LA fitness targets a broad demographic, offering pools and spas as well as extensive gym and group exercise facilities. Members are offered value for money in a vibrant atmosphere. LA Leisure has also launched a premium health club concept called LAX – its first site opened in London last October.

NUMBER OF SITES

80 LA Fitness clubs: 79 in the UK and one in Dublin.

PLANS FOR 2014

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,
Wyboston, MK44 3BA

Tel +44 (0)1480 401 300

Email Neil.King@leisureconnection.co.uk

Web www.l-life.co.uk

Twitter /lLifeuk

COMPANY PROFILE

A leading leisure management company working in partnership with local authorities and private organisations UK-wide to offer facilities and services – leisure centres, health clubs, sports centres, theatres, art venues, country parks and outreach services – operating under the new lLife consumer facing brand. The company won the 2013 ukactive FLAME Award for innovation.

NUMBER OF SITES

68.

PLANS FOR 2014

Roll out the new lLife brand. Develop products and services to meet the health and wellbeing agenda.

MD: Neil King



PROFESSIONAL BACKGROUND

I've spent 22 years in the UK and European public and private sectors. I became managing director at Leisure Connection in 2013, joining from SLM. I was previously a board member of ukactive and SkillsActive. Trustee of Health & Fitness Foundation.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

If you don't know, ask someone who does.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

If I hadn't had glandular fever aged 18, I was going to study theology and hopefully become a vicar.

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

20, all within Stockport.

PLANS FOR 2014

Strengthen asset register.

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, W1J 8DZ

Tel +44 (0)20 7491 9989

Web www.mattroberts.co.uk

Twitter /mattrobertspt

COMPANY PROFILE

Matt Roberts Ltd provides high level, bespoke services in personal training via boutique private clubs. The company also produces books, nutritional supplements and a range of fitness equipment aimed at providing solutions within the health and fitness industry. Matt Roberts Ltd is owned by Matt and Jon Roberts.

NUMBER OF SITES

Five sites in the UK.

PLANS FOR 2014

To extend the already established fitness equipment range and further innovative technical solutions to enhance sports performance and diagnostic analysis.

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

NUMBER OF SITES

23.

PLANS FOR 2014

After significant investment in our own properties, we intend to grow membership and spa usage at those sites, plus we have some additional new management contracts.

MD: Dave Courteen



PROFESSIONAL BACKGROUND

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

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Treat everyone in the way you would hope to be treated yourself.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I published a book called *The Last Chocolate Brownie*.

Movers & Shapers

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 2014

Aiming to open two to three new sites in 2014.

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 your 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 LTD
Twitter @nlleisure

COMPANY PROFILE

Charitable sport and leisure trust with an annual turnover of £24m. Since 2006, NLL has provided value-for-money sport, recreation, play and leisure opportunities, and has experienced fantastic growth statistics in the UK over its first seven years, with 111 per cent growth in customer attendances and 249 per cent growth in customer income.

NUMBER OF SITES

19.

PLANS FOR 2014

Implement health improvement programmes as a result of NLL's Social Return on Investment report and harness opportunities from the 2014 Commonwealth Games.

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

Focus and deliver.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I was ranked number two in Scotland at tennis in 1990-91 and played against Vitas Gerulaitis and Tim Henman.

Nuffield Health Wellbeing

Address Nuffield Health, Epsom Gateway Building,
Ashley Avenue, Epsom, Surrey, KT18 5AL

Tel +44 (0)20 8329 6200

Web www.nuffieldhealth.com

COMPANY PROFILE

Nuffield Health, the UK's largest healthcare charity, has provided expert, joined-up healthcare for UK health consumers for over 50 years. We have no shareholders and re-invest our surplus to improve facilities and provide public health education. We provide access to 15,000 health experts through our hospitals, fitness and wellbeing centres, corporate facilities and clinic.

NUMBER OF SITES

31 hospitals, 65 fitness and wellbeing centres, 200 corporate facilities and 20 medical clinics.

PLANS FOR 2014

Open further corporate fitness locations.

MD: Dr Andrew Jones



PROFESSIONAL BACKGROUND

I joined Nuffield Health in 2007 as its first medical director. In 2012, I also took on the role of MD of corporate wellbeing, and am now MD of the recently amalgamated company, with consumer and corporate brought together.

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, Huntingdonshire District Council, Pathfinder House, St Mary's Street, Huntingdon, Cambridgeshire, PE29 7DA

Tel +44 (0)1480 388 388

Web www.oneleisure.net

COMPANY PROFILE

One Leisure was launched in 2010 as the in-house leisure provider of Huntingdonshire District Council. We offer a wide variety of value-for-money, quality activities, but specialise in gym (Impressions Fitness Suites), spa (Pure Day Spa), children's indoor play centres (Leo's Funzone) and recently launched ten-pin bowling (Basement Lanes).

NUMBER OF SITES

Six.

PLANS FOR 2014

Re-shaping staff structure and re-aligning business plans while continuing to seek developmental openings.

General manager: Simon Bell



PROFESSIONAL BACKGROUND

Globetrotter with previous managerial experience in supermarkets (North East), hotels (North Yorkshire) and building societies (nationwide) before gatecrashing leisure (Humberside) in the 1990s. Worked my way up the ranks and now GM at One Leisure (Huntingdonshire).

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't judge a man until you've walked a mile in his shoes. Then you're a mile away and you have his shoes.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I've been on *The Krypton 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 2014

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...

I still enjoy waterskiing and snow skiing with my family.

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 2014

Further expansion plans and opportunities for spa. ESPA will be our sole product house supplier for all our spas.

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 (other Reebok clubs worldwide aren't owned by us).

PLANS FOR 2014

Continue refurbishment of fitness floors, having completed changing areas. Enhance group programme, expand functional training space and develop private training services. Develop restaurant and spa brands: The Pearson Room and Re:SPA.

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

COMPANY PROFILE

Rochdale Boroughwide Cultural Trust trades under the name of Link4Life. Providing services on behalf of Rochdale Borough Council, it's a registered charity and leads and manages culture, leisure and sport in the borough of Rochdale. The trust's remit includes fitness and health, sports and leisure, as well as the arts.

NUMBER OF SITES

11 sites in Rochdale borough.

PLANS FOR 2014

Strategy and efficiency planning following the completion of a £34m capital investment programme. The appointment of a permanent chief executive.

Interim CEO: Gillian Bishop



PROFESSIONAL BACKGROUND

Experience of leading and managing a range of organisations and, over the last 10 years, working at corporate/ executive director level within the local authority sector. My greatest achievement was as CEO for two years at the North West Improvement and Efficiency Partnership.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

The most valued things are those you work hard for.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have a background in competitive swimming, and it's an activity I still enjoy.

Sencio Community Leisure

Address Sevenoaks Leisure Centre, Buckhurst Lane,
Sevenoaks, Kent, TN13 1LW
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.

NUMBER OF SITES

Five.

PLANS FOR 2014

The redevelopment and refurbishment of a number of existing facilities, alongside 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 wholly British-owned, employing over 125,000 staff globally, and with a turnover of £5.5bn. The leisure division manages 70 facilities for 20 local authorities, trusts and universities, including the National Sports Centres at Bisham Abbey and Lilleshall and the National Water Sports Centre in Nottingham. Serco Leisure has excellent customer advocacy.

NUMBER OF SITES

70.

PLANS FOR 2014

Four new sites scheduled to open in 2014.

Leisure director: Ian Phelps



PROFESSIONAL BACKGROUND

Almost 40 years in leisure management. Joined Serco in 1991 after 18 years in the local authority market. I now 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 23 Carbrook Hall Road, Sheffield, S9 2EH
Tel +44 (0)114 223 3800
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's dedicated to encouraging community and elite participation, promoting the region's image and boosting its economy. Its facilities are home to 60+ sports and sporting organisations, including GB Boxing.

NUMBER OF SITES

17 sports, leisure and entertainment venues operated in Sheffield, Derbyshire and North Yorkshire.

PLANS FOR 2014

Increased profiling of health and exercise to the local community through investment and programming.

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, BB1 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 2014

Refurbish and upgrade our activity studios to functional studios, with a revised group exercise programme, along with upgrading numerous leisure and spa relaxation areas.

Group spa director: Stuart Angus



PROFESSIONAL BACKGROUND

Started as a fitness instructor 19 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

27 in the UK and four in Ireland.

PLANS FOR 2014

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. 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

10: nine in London and one in Manchester.

PLANS FOR 2014

Let's see.

MD: Mike Crockett



PROFESSIONAL BACKGROUND

M.Inst.SRM. Originally an electronics design engineer in the defence industry, I have been in leisure for 20 years – half of them at Soho Gyms, which I joined in 2003. I previously worked in leisure centres, working in the public sector at Hounslow, as well as golf centres and as a squash coach.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Electronics is not for you!

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I still have two chickens. I should have researched the lifespan!

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 15 PlayFootball five-a-side centres. We also operate small-sided football facilities at a further eight UK venues.

PLANS FOR 2014

Development of four 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 (SIM)

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

Sports & Leisure Management (SLM) – trading as Everyone Active – manages 90 leisure centres in partnership with 34 local authorities, employing over 6,500 staff and with an £80m turnover. It was awarded Best Large Chain at the 2013 Members' Choice Health Club Awards for the second year running, and ASA's Swimtastic Facility Operator of the Year 2009, 2010 and 2012. SLM was founded in 1987.

NUMBER OF SITES

90 leisure centres.

PLANS FOR 2014

To operate over 100 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, HP1 1JS
Tel +44 (0)1442 507 100
Email dave.cove@sportspace.co.uk
Web www.sportspace.co.uk & www.thexc.co.uk

COMPANY PROFILE

Dacorum Sports Trust is an independent CLG and registered charity, managing and developing sports facilities and opportunities in north-west Hertfordshire. Facilities vary in size from a small, dual-use site to a large wet and dry complex with a million visits a year, and range from traditional sports centres to golf courses and a new extreme sports facility.

NUMBER OF SITES

Eight.

PLANS FOR 2014

Development of a golf complex and investigation of two new facility developments.

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

18.

PLANS FOR 2014

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

35 years in the leisure industry – 23 years in local government and 12 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

Tel +44 (0)1642 527 322

Email steven.chaytor@teesactive.co.uk

Web www.teesactive.co.uk

COMPANY PROFILE

A social enterprise formed in 2004, operating in Stockton-on-Tees and Berwick-on-Tweed. We focus on service quality, increasing visitor numbers, developing outreach and health-based services, and investing in a Sports Academy. Clients include local authorities, private/public sector organisations and Canal and Rivers Trust.

NUMBER OF SITES

Six major facilities, including an ice arena, international water and dry sports, health & fitness, pools and bowls.

PLANS FOR 2014

Develop business streams to reduce management fees and develop business via expansion and diversification.

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.

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 which combine a traditional golf environment with modern health and fitness facilities. The company's target market comprises individuals and families who value quality facilities and a high level of customer service. The Club Company was formed as a result of a management buy-out of Clubhaus in 2004.

NUMBER OF SITES

10.

PLANS FOR 2014

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 enjoy training and competing in triathlons.

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, the company strives for innovation and stability. At the time of writing, The Marlow Club has a full membership with waiting lists in every category.

NUMBER OF SITES

The Marlow Club and several franchise, distribution and management contracts.

PLANS FOR 2014

We plan to increase our number of management contracts in 2014.

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's 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 2014

The Soho Club will undergo significant redevelopment and relocate its entrance and reception to Brewer Street.

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 great and improving community activity, health and wellbeing.

NUMBER OF SITES

11 in Somerset and Devon.

PLANS FOR 2014

Tone plans to undertake various pool refurbishment and development programmes, as well as a potential spa and a possible health and fitness centre.

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 health and fitness clubs. We provide innovative, unique facilities that 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 2014

Consolidate current position in the mid-market and look for new opportunities in the low-cost market.

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 I 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, SP10 1QP

Web 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 2014

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 breeding 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

Facebook /virginactiveuk **Twitter** /VirginActiveUK

Blog <http://www.virginactive.co.uk/active-matters/blog>

COMPANY PROFILE

Virgin Active is a leading global health club operator that was formed in 1999. It set out to revolutionise the UK health club industry, putting members at the heart of the business and adopting a consumer-focused approach. This remains true today. Virgin Active's vision is to enrich people's lives through activity.

NUMBER OF SITES

Operating 271 fitness clubs in the UK, South Africa, Italy, Spain, Australia, Portugal and Asia.

PLANS FOR 2014

Significant re-investment programme across the UK clubs. Continued investment into innovations for members.

MD: Matt Merrick



PROFESSIONAL BACKGROUND

Graduated in Economics from Durham University and joined KPMG. Qualified as a chartered accountant before moving to Virgin Active as the group's financial controller. Became UK finance director in 2006 and UK MD in 2012.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

You get nowhere in life if you opt for the path of least resistance.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I once did three bungee jumps and a 15,000ft sky dive in the space of a week. Not sure I'd be as brave these days!

West Lothian Leisure

Address Xcite Bathgate Leisure Centre, Balbardie Park,
Torphichen Road, Bathgate, West Lothian, EH48 4LA

Tel +44 (0)1506 237 871

Email rstrang@westlothianleisure.com

Web www.westlothianleisure.com

COMPANY PROFILE

West Lothian Leisure, which operates under the Xcite brand, is a charitable 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 2014

We will be working with our council partner to determine how we can help to save them more money and provide better outcomes for the community. We will refurbish the gyms at Xcite Linlithgow and Xcite Livingston.

CEO: Robin Strang



PROFESSIONAL BACKGROUND

Over 20 years' experience in the sport and leisure industry, including as head of leisure at Midlothian Council and chief executive of Manchester Sport and Leisure Trust. Joined West Lothian Leisure as CEO in 2010. Trustee of the Livingston Youth Foundation, which uses football to improve the health of children.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Get a mentor.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I do unpaid voluntary work one day each month.

Your Leisure Kent Ltd

Address Northdown House, Northdown Park Road,
Margate, Kent, CT9 3TP

Tel +44 (0)1843 868 302

Email info@yourleisure.uk.com

Web www.yourleisure.uk.com

COMPANY PROFILE

Industrial & Provident Society with charitable status has enlarged owing to a merger between Thanet Leisureforce Ltd and Vista Leisure Ltd to improve the health and wellbeing of the residents of East Kent with our partners, Thanet District Council and Dover District Council. The new business operates three divisions: cultural services, outdoor leisure and indoor leisure.

NUMBER OF SITES

12 sites.

PLANS FOR 2014

Continue development across East Kent and work with Thanet District Council on HLF for our two theatres.

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.

Truly Personalized Member Experiences



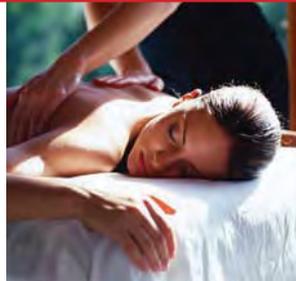
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ResortSuite 
Know your Guest.

PMS | SPA | F&B | CATERING | CLUB | GOLF | SKI | RETAIL | CONCIERGE | WEB | MOBILE
Integrated Hospitality Management Software

www.resortsuite.com

Your relationship with your club member is built around many small interactions that when added together create trust in your brand. To truly service a member "one to one", you ideally need to have one, rich customer profile across all of your departments and touch-points. Today's member may prefer to engage in different ways--either face-to-face or by phone, web, email, mobile or even via facebook. It starts with a guest-centric foundation and it must always end with a delighted member.



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 The Plaza, 120 Oxford Street,
London, W1D 1LT

Web www.easygym.co.uk

COMPANY PROFILE

easyGym is a premium low-cost model with a brand licence agreement to use the easyGym name from easyGroup, the private investment vehicle of Sir Stelios Haji-Ioannou. Membership prices start at £15.99 a month on a rolling monthly contract basis. easyGym is private equity backed.

NUMBER OF SITES

Nine UK sites as at 31 December 2013.

PLANS FOR 2014

To continue with our progressive expansion strategy and open up to 10 new sites in the UK and selected European countries.

CEO: Paul Lorimer-Wing



PROFESSIONAL BACKGROUND

A Deloitte-trained accountant who set up Fore Capital Partners in 2009 – a venture capital platform focused on identifying investment opportunities in growing markets. As part of this venture, easyGym was co-founded.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Seek the best in everything and everyone.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I have broken par for 18 holes, 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 its members.

NUMBER OF SITES

30.

PLANS FOR 2014

Approximately 20 sites planned to open in 2013/14.

Chair & CEO: Jan Spaticchia



PROFESSIONAL BACKGROUND

An entrepreneur who has been building health and fitness club businesses since the late 1980s. I launched énergie in 2003 and have since, with my team, built the business into the UK's leading fitness franchise company, with over 100 clubs, a £30m network turnover and more than 95,000 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 15 sites.

PLANS FOR 2014

A further eight new Fitness4Less sites are scheduled to open in the future.

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 choose 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 parent brand F4F in the Netherlands, which operates 48 budget clubs and 19 SportCity clubs as its premium brand in Europe. In the UK, membership costs from £9.95 a month, with a member benefits/discount programme returning savings to members every month through the retail/service partners that each location secures.

NUMBER OF SITES

51 in Holland and eight internationally, including the UK.

PLANS FOR 2014

To look for acquisition opportunities and some small organic growth, with a particular focus on the UK.

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 was a communications specialist in the territorial army.

Gym4all

Address Basildon Eastgate Shopping Centre,
Southernhay, Basildon, Essex, SS14 1EB
Tel +44 (0)1268 534 4212
Email erik@gym4all.com
Web www.gym4all.com

COMPANY PROFILE

Gym4all was one of the first budget gym operators in the UK. We offer great value for money with typical no-contract memberships of £17.99 a month. All clubs are around 15,000sq ft, with 200 pieces of equipment, are fully staffed and with classes available. The company is owned by its three directors: Erik van Meeteren, Joost van Hassel and Hans Breukhoven. All three have many years' experience as entrepreneurs in the leisure and fitness industry.

NUMBER OF SITES

Five sites.

PLANS FOR 2014

A further two clubs.

MD: Erik van Meeteren



PROFESSIONAL BACKGROUND

Worked for 20 years in the sports equipment business as international sales director for companies such as Amer Group (Wilson, Precor etc), VF corp (Timberland, JanSport and Vans etc). Set up the European distribution for New Era cap in 2004 and left in 2008 to start Gym4all.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Never give up and keep smiling.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I was a tennis coach who trained a youngster who reached the top 75 in the world.

Helio Fitness

Address Helio Fitness, 61 St Albans Road,
St Annes on Sea, Lancashire, FY8 1TG
Tel +44 (0)1253 300 083
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 2014

We plan to open a further two clubs in the north-west of England in 2014.

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've 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 2014

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 info@puregym.com
Web www.puregym.com
Facebook www.facebook.com/puregym

COMPANY PROFILE

Pure Gym – owned by a management team and CCMP Capital Advisors – offers members outstanding value for money in top-quality gym facilities. Each offers state-of-the-art equipment and over 50 free classes a week – with no contract and from only £10.99 a month. As the largest affordable fitness chain in the UK, members benefit from 24-hour opening, expert guidance from the PT team and a free mobile app for membership management.

NUMBER OF SITES

59.

PLANS FOR 2014

A further 35 sites coming in 2014.

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 24-hour budget gyms, and experienced incredible growth throughout 2013. We offer highly affordable, flexible and rewarding gym membership from just £10.99 a month. Accredited by Investors in People, The Gym Group achieved 15th place in *The Sunday Times*' 100 Best Small Companies to Work For, 2013.

NUMBER OF SITES

40 gyms open in the UK as of January 2014.

PLANS FOR 2014

To open a further 15+ sites throughout 2014.

CEO: John Treharne



PROFESSIONAL BACKGROUND

Former managing director and founder of Dragons Health Clubs. Founded Dragons in 1991, floated the business on AIM in 1997 and then sold the business in 2001 to facilitate investor exit. Founded The Gym Group in 2007. 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.

truGym

Address Unit 1-2, Broadway Shopping Centre,
Maidstone, ME16 8PS
Email parm@trugym.co.uk
Web www.trugym.co.uk

COMPANY PROFILE

truGym is owned by brothers Parm and Kamaljit Singh and offers affordable, convenient fitness for all. Its 15 clubs are spread across England, from Plymouth to Stockton. truGym's membership fees range from £10.99–£20.99 a month subject to the location. This monthly package price is all-inclusive, encompassing all gym facilities, classes and steam/sauna areas.

NUMBER OF SITES

15 sites.

PLANS FOR 2014

truGym plans to grow the estate to 25 clubs by the end of the year.

Director & owner: Parm Singh



PROFESSIONAL BACKGROUND

Following a degree in chemistry and management, I opened a chain of opticians, which I still own. I then wanted to get into the lifestyle sector, and my brother and I decided to launch a chain of health clubs. We opened our first site, in Maidstone, in 2010.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

If you're number one, think like you're number two.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm a trained audiologist.

Xercise4Less

Address Unit 1, Kirkstall Industrial Estate,
Kirkstall Road, Leeds, LS4 2AZ
Tel +44 (0)113 887 8111
Email jon@xercise4less.co.uk
Web www.xercise4less.co.uk

COMPANY PROFILE

Owned by CEO Jon Wright, Xercise4Less is a budget operator that typically offers 30,000–40,000sq ft of space and up to 400 stations of equipment. All our clubs have large studios and incorporate combat areas and ladies-only gyms. We have won numerous awards over recent years, including a Yorkshire Newcomer Award, a Young Entrepreneur of the Year Award for Jon Wright, and Budget Gym of the Year at the National Fitness Awards 2012.

NUMBER OF SITES

18 sites.

PLANS FOR 2014

A further 25 sites are in the pipeline for 2014.

CEO: 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.

WHO'S WHO

European Operators

Who are the key players in your market? We take a look at some of Europe's leading health club chains

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 6th in the greatest ('Top Global') franchises in the world. Open 24/7, year round, with nearly 1,500,000 members and 2,500 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 2014

Double the number of clubs we have in Europe, with continued franchise expansion into new 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 – including 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 2014

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

Address Unit H, Mount Pleasant Business Park,
Mount Pleasant Avenue, Ranelagh, Dublin 6, Ireland
Tel +35 31 497 8988
Email paulogrady@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 nine full-facility public leisure centres across Ireland.

PLANS FOR 2014

Aura is expanding its services in 2014 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

I have more than 17 years' experience as a senior manager and management consultant. I also spent 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

Address 235 avenue Le Jour se Lève, 92100 Boulogne-Billancourt, France
Tel +33 1 41 04 70 21
Email franck.hedin@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

22 clubs in Paris, including a new high-end club – Pure Club Med Gym – in Place de la Bastille. There are also 34 Club Med Gym Corporate Fitness clubs. Acquired Swiss chain Silhouette in 2011 (21 clubs).

PLANS FOR 2014

Continue the development in Paris and Switzerland with our two different brands: Club Med Gym and Silhouette.

CEO: Franck Hedin



PROFESSIONAL BACKGROUND

Graduated from ESSEC in 1991, after two years of audit at Deloitte & Touche in Switzerland. Set up my own company, iProgress, in the e-learning sector. When the internet bubble burst, I moved into advertising as CFO of European company FullSIX. I joined Club Med Gym in 2009 as CFO, and was promoted to CEO in 2011.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Don't look into the future in your rear-view mirror.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I'm a private pilot with Instrument Rating.

Curves

Address PO Box 7811, Wimborne, Dorset, BH21 9GZ
Tel +44 (0)203 289 1224
Web www.curves.co.uk
Facebook /curvesenglandandwales

COMPANY PROFILE

Curves is a women-only franchise offering a complete fitness and nutrition solution. Its 30-minute workout and online customisable meal plans are complemented by one-to-one coaching, in-club promotions, and events encouraging women to support charitable causes, learn about health-related issues and forge friendships.

NUMBER OF SITES

208 in the UK. Over 6,300 locations in 83 countries.

PLANS FOR 2014

Many new sites to open, with full launch of Curves Complete Weight Management Programme with ingestible products.

Director UK, Ireland, Scandinavia: Joanna Dase



PROFESSIONAL BACKGROUND

I have a background in psychology, education and business, as well as a Social Science degree from Thomas Edison State College, US. I am an EHFA (European Health and Fitness Association) 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's mission is 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

16 clubs in Barcelona, a pilates studio and a yoga centre: Yoga One. DiR offers memberships adapted to all budgets, including a low-cost option across all its clubs.

PLANS FOR 2014

Pioneering the 'à la carte' gym, where the user only pays for services/facilities that are used – implemented in the DiR Claris centre in 2013, now to be rolled out at all sites.

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 Hahn 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

Six clubs with over 10,000 members in Bonn and three clubs in a nearby area under our sub-brand Mona Lisa.

PLANS FOR 2014

Opening our seventh club in October 2014.

CEO: Günter Noll



PROFESSIONAL BACKGROUND

Various roles in the fitness industry, from a legally authorised expert writing reports and carrying out inspections, to working as a university lecturer and management consultant. I'm also the German delegate on the new EU commission developing European certification standards for health clubs.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Be careful – you always meet people twice in your life. Respecting others will take you a long way.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

Red wine gets better with age; I just get calmer and wiser!

EVO Fitness (operated by Fitness Group Nordic AS)

Address Oscarsgate 20, 0352 Oslo, Norway
Email baard.windingstad@fitnessgroup.no

COMPANY PROFILE

EVO Fitness operates 450–500sq m premium PT and boutique clubs equipped by Technogym and Precor. The use of technology is extensive to enhance operational efficiency, as well as to drive the digital customer experience. The company's leading vision is to become a fitness facilitator – more than just a fitness facility.

NUMBER OF SITES

35 sites across Norway and Finland, with a total membership base reaching 35,000–36,000 people.

PLANS FOR 2014

Roll out seven to 10 premium boutique clubs in Norway and Finland, and 10–15 franchise clubs in Europe.

CEO: Bård Windingstad



PROFESSIONAL BACKGROUND

An officer in the Norwegian Armed Forces for three years and a physical therapist for three years, before taking an MBA at the Norwegian School of Management. Founded and led Elixia Nordic from 1997–2002 and was CEO of a Nordic media monitoring company (Retriever AB) from 2002–07. Founder and CEO of EVO Fitness since 2008.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Listen to your heart and follow your gut feeling.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I drive a small electric car.

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 26,000 members – representing approximately two per cent of the entire Côte d'Azur population – primarily on direct debit at an average of around €50 a month. In the Côte d'Azur, this places the brand at the value end of the market. The company's annual turnover is more than €12m.

NUMBER OF SITES

Eight clubs.

PLANS FOR 2014

Opening two FITLane clubs, taking the portfolio to 10 clubs and over 30,000 members along the French Riviera.

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 Lisbon, Portugal

Web www.fitnesshut.pt

COMPANY PROFILE

Fitness Hut operates premium low-cost fitness clubs. For €6.60 a week, members have access to a world-class fitness experience. Gyms are filled with the very best-in-class equipment, plus seven training zones, 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

Seven.

PLANS FOR 2014

To open a further 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

Fitness World has 113 clubs across Denmark.

PLANS FOR 2014

We will open 10–15 new Fitness World clubs, depending on site possibilities. We will continue to focus on segmented products to increase market penetration, but growth potential will be in the lower price segment.

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 at TDC Mobile Telecom (1994–96) and vice president of sales and marketing at 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](https://www.linkedin.com/company/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

12 clubs across Denmark.

PLANS FOR 2014

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 virtual group exercise provider and online health club Wexer, as well as the Danish Fitness & Health Organisation. Now building up Fresh Fitness, a 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 Kirkeveien 159, 0451 Oslo, Norway

Tel +47 22 04 15 15

Web www.freshfitness.no

COMPANY PROFILE

Fresh Fitness AS is owned by Health & Fitness Nordic AB and Fresh Fitness top management. A budget concept, it nevertheless offers very high quality facilities with group exercise included – some classes are led by instructors, while other classes are run as virtual sessions.

NUMBER OF SITES

We operate 20 clubs in Norway. In addition, there are 13 clubs in Denmark – a joint venture between Just Fitness Holding A/S and Health & Fitness Nordic AB.

PLANS FOR 2014

10–12 new clubs scheduled to open in Norway in 2014.

CEO: Paal Hansem



PROFESSIONAL BACKGROUND

Former regional director at Norway's largest grocery chain, REMA 1000, and CEO for 7-Eleven in Norway. Renowned speaker and advisor to Scandinavian companies within the field of motivation, leadership, sales and service. Now building a low-cost fitness chain.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

It's not knowing what to do, it's doing what you know.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I started my career as a locksmith.

Genae Fitness Club

Address 332 avenue du Général de Gaulle,
69500 Bron, France

Email anthony.barquisseau@genaclub.com

Web www.genaclub.com

COMPANY PROFILE

Genae Fitness Club 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 2014

Growing our clubs and preparing for new openings.

CEO: Anthony Barquisseau



PROFESSIONAL BACKGROUND

I was involved in creating sports concepts for Oxlane-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) | 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

180 sites in France, French Overseas Department, New Caledonia, UAE, Romania, Morocco and Portugal.

PLANS FOR 2014

Plans to open 33 sites in 2014.

CEO: Charles Ellia



PROFESSIONAL BACKGROUND

I'm a sports fanatic. Moving was launched in 1985, and the HEBE holding company was created in 2002 – a franchise business that, with the launch of Garden Gym (2002), Lady Moving (2006), Fitness Park (2009) and Moving Express (2011), covers all market segments.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Believe in yourself and never lose sight of your dreams.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

After 50 years of management of clubs, a judoka's career, and at 67 years old, I have a nine-year-old son called Josh.

HealthCity International

Address Daalmeerstraat 24, 2131
HC Hoofddorp, the 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, HealthCity International encompasses three brands: HealthCity, HealthCity Premium and budget operation Basic-Fit.

NUMBER OF SITES

HealthCity International's estate numbers 283 clubs – comprising 127 HealthCity and 156 Basic-Fit – across a number of markets, including Benelux, Germany, France, Spain and Italy.

PLANS FOR 2014

To open 20 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 Schinkeldijkje 18, 1432 CE,
Aalsmeer, the Netherlands

Tel +31 20 4261222

Web www.highfive.nl
www.intenz.nl
www.nationaalgezondheidsplan.nl

COMPANY PROFILE

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 950 health and fitness clubs linked to www.nationaalgezondheidsplan.nl

PLANS FOR 2014

Actively increasing our market share in the UK, Germany and Belgium. Ongoing investment in, and development of, our products and services, such as our new Predit App, which enables you to buy individual lessons at our clubs.

Owner & CEO: Paul Kienstra



PROFESSIONAL BACKGROUND

I was a PE teacher before founding a corporate health company. I'm 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, the Netherlands
Tel +31 20 52 13 040
Web www.holmesplace.com

COMPANY PROFILE

The Holmes Place slogan of 'one life. live it well' captures the essence of the brand – to inspire and support people to live well via our three pillars of 'move well, eat well and feel well'. We offer welcoming clubs that make 'living well' a collaborative experience, and continue to innovate in exercise, nutrition and relaxation. The majority stake in the group is owned by the Kirsh and Fisher families.

NUMBER OF SITES

80 clubs across Germany, Austria, Switzerland, Poland, Israel, Czech Republic, Spain, Portugal and Greece.

PLANS FOR 2014

Club openings in Poland, Switzerland and Greece.

Group CEO: Jonathan Fisher



PROFESSIONAL BACKGROUND

I was responsible for the establishment and development of the Holmes Place brand in virgin territories in the late 90s (Israel, Greece, Poland and Czech Republic). Since being appointed CEO of Holmes Place worldwide in 2007, I've presided over multiple acquisitions in Germany, Austria, Switzerland, Portugal and Spain.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Be the change that you wish to see around you!

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I meditate daily and still teach yoga at Holmes Place.

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 18 clubs in North Rhine Westfalia, Germany. Further facilities are under development.

PLANS FOR 2014

Up to three new clubs are scheduled to open in 2014, including one substantial high-class premium club.

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'm 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'm still as enthusiastic as I was on my first day.

Metropolitan Sport Club & Spa

Address C/Galileo 186, 08028 Barcelona, Spain

Tel +34 93 330 38 10

Web www.clubmetropolitan.net

COMPANY PROFILE

Metropolitan was founded 20 years ago and encompasses 20 centres comprising 100,000sq m of total surface area. It's the number one national chain of sports, health and wellbeing centres in Spain, employing over 1,000 professionals and with over 60,000 members.

NUMBER OF SITES

20 sports club and spa centres in the leading Spanish cities: Madrid, Barcelona, Valencia, Zaragoza, Seville, Bilbao, Santander, Benidorm, Gijon, La Coruña, Murcia, Torrelavega and Vigo.

PLANS FOR 2014

The opening of a new centre in the Spanish city of Bilbao.

CEO: Javier Pellón



PROFESSIONAL BACKGROUND

A Bachelor of Law and an MBA from the IE (Madrid) and London Business School (UK). Founder and president of BSR (sports material distributor) in 1985, then the founder and president of Llefisa (property sector) in 1987, before becoming founder and chief executive of Metropolitan Spain in 1989.

BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN

Act. Don't be afraid to make mistakes.

PEOPLE MIGHT BE SURPRISED TO KNOW THAT...

I like gathering snails with my young children.

Mrs.Sporty

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

558 clubs in eight countries: Germany, Austria, Switzerland, Italy, Poland, Slovakia, Spain and the Netherlands.

PLANS FOR 2014

Opening of 70 new clubs across the eight markets and the opening of clubs in two new countries.

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 World Class, Rochdelskaya Street 15, Building 13,
Moscow, 123022, Russia
Tel +7 495 788 0000
Web www.worldclass.ru / www.fizkult.ru
Facebook WorldClassFitness
Twitter /WorldClassFit

COMPANY PROFILE

Russian Fitness Group – operating clubs under the World Class, World Class LITE 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 a healthy lifestyle as the only acceptable way of life for the modern person. Russian Fitness Group's facilities also include spas and children's clubs.

NUMBER OF SITES

61 clubs across 22 cities in Russia and CIS.

PLANS FOR 2014

Russian Fitness Group is planning to open six more clubs in 2014.

CEO: Alexey Drobot



PROFESSIONAL BACKGROUND

Sixteen years of sales and marketing with Gillette and Johnson&Johnson in Russia and Western Europe. A 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 and Finland. With 270 000 members, 107 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 107 fitness clubs in large cities.

PLANS FOR 2014

Approximately five new clubs in 2014.

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, Schapendrift 62,
1251 XH Laren NH, the Netherlands

Web www.capitalsports.nl
www.familyfitness.nl / www.slg.nl

COMPANY PROFILE

Sports and Leisure (S&L) 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 Basic-Fit, which has since been sold to HealthCity.

NUMBER OF SITES

Since the sale of Basic-Fit, S&L has only one shareholder: Oneness, with five clubs, two ownerships and one municipal centre.

PLANS FOR 2014

One participation and one renovation project.

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 Holding

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 Holding 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 Holding is owned by the company founders.

NUMBER OF SITES

26 clubs in Russia, Armenia and Bulgaria – 14 operating under OrangeFitness and 12 operating under the CityFitness brand.

PLANS FOR 2014

Expansion into the US with a new boutique concept. Active development of the franchise in Russia.

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 during the following three months; those training twice a week receive a 50 per cent discount.

NUMBER OF SITES

Eight.

PLANS FOR 2014

Opening three more clubs.

CEO: Han Doorenbosch



PROFESSIONAL BACKGROUND

I started out as a teacher of physical education before opening my first club in 1996. I finished an MBA in 2010 (including research into Dutch fitness chains), sold the Clubsportive chain in 2011 to SportCity, and then developed and became the CEO of the Trainmore fitness chain 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 Continental Europe

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. Virgin Active Italy has merged with Virgin Active Iberia to become Virgin Active Continental Europe.

NUMBER OF SITES

Virgin Active group has over 270 clubs worldwide. Virgin Active Continental Europe has 43 clubs open in Europe: 28 clubs in Italy and 15 in Spain and Portugal.

PLANS FOR 2014

In 2014, we plan to open four more clubs.

President: Luca Valotta



PROFESSIONAL BACKGROUND

Previously president of Virgin Active Italy, I'm now the president of Virgin Active Continental Europe, with 43 clubs open in Spain, Portugal and Italy.

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 the 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 1 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: nine owned (eight in Paris and one in Montpellier) plus one franchise operation in Casablanca, Morocco.

PLANS FOR 2013/14

Launching four budget clubs with Les Mills programming, under the name Daily Moves by Vit'halles.

CEO: Christophe Andanson



PROFESSIONAL BACKGROUND

President of Planet Fitness Group. Founder and owner of Vit'halles fitness clubs in 1983, founder of Planet Fitness in 1996 and Les Mills Euromed in 1997. I've been married to Claudy for 30 years and have two daughters.

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 a finalist in the Moscow Olympic Games in freestyle wrestling (light heavyweight category).

Vivafit

Address Beloura Business Centre, Sintra, Portugal
Tel +35 1 210 970 651
Web www.vivafit.eu
Facebook VivafitInternational
Linkedin vivafit
Twitter /myvivafit

COMPANY PROFILE

Vivafit is a fitness franchise for women, comprising express group exercise and nutrition expertise. It offers group fitness for results programmes with a mix of differently designed circuit interval trainings, mind-body programmes and Les Mills programmes.

NUMBER OF SITES

Vivafit has 60 sites in eight countries: Portugal, India, Singapore, Uruguay, Spain, UAE, Qatar and Oman.

PLANS FOR 2014

Vivafit will continue to focus on international expansion through master franchising partners and is now refreshing its concept to group fitness studios.

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.

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JOIN THE TRIBE

Operator: Active4less, Hove, UK
Supplier: MYZONE

Active4less in Hove launched a new small group training concept in September 2013, combining HIIT with heart rate training. Known as Tribe, the concept adopts a membership model and sits alongside the main gym. It's priced at £24.99 a month – compared to Active4less membership of £19.99 for gym and classes – and is described by owner Brandon Harris as “the best possible value for people wanting to make a difference to their fitness”. Membership of Tribe also includes membership of Active4less.

Tribe was born out of the club's previous small group training business, which Harris evolved into a low-cost model when his club joined the Active4less group. Catering for 16 to 20 people, Tribe's instructor-led sessions run six or seven times a day in a dedicated studio featuring CV and resistance kit, motivating music and energising lighting.

The classes use the MYZONE system, which provides real-time feedback on heart rate, calories burned and effort levels. Members' MYZONE belts also monitor all other exercise in and outside the club.



Tribe offers small group training using MYZONE's HR monitoring system (below)

Instructors post a video on a website each week, showing the exercises that will feature in the forthcoming classes. These are selected to ensure progression and that no part of the body is under-utilised.

Tribe attracted 240 members in its first six weeks. In addition to increasing membership revenues, the club also benefits from secondary spend generated by the sale of MYZONE belts.

Harris plans to roll out the Tribe concept via franchise or license in the future.





Members of the community are able to 'train like a firefighter' at Toxteth Fire Fit Hub

FIGHTING FIT

Operator: Toxteth Fire Fit Hub, Liverpool, UK

Supplier: Cybex International UK

Toxteth Fire Fit Hub opened in spring 2013 – a £5.2m facility with ambitious aspirations for its role in the community. Comprising a split level gym, studio, 1200sq m sports hall and four outdoor five-a-side pitches, the Hub is also home to Toxteth's new fire station.

Central to the Hub and a condition of Merseyside Fire & Rescue Service's

residency is the 340sq m gym, used by fire service staff and the local community. Cybex, which equipped the gym, has also been putting firefighters through their paces using its Firefighter Performance Programme.

Developed by the Cybex Research Institute and widely used in the US, the training concept is designed to enhance the specific attributes required by the profession. The programme offers three difficulty levels, combining intervals and circuits. Fire crew who have already taken part in the programme include individuals who were recovering from injury and working towards returning to full duty.

The training concept has not only been used by the fire service: it underpins

the facility's dual purpose philosophy, as Keiran Timmins, deputy chief executive of Merseyside Fire and Rescue Authority, explains: "The concept allows the wider community user group to 'train like a firefighter' with our fire crews. The fire service staff act as role models and community leaders at the station, while maintaining their operational fitness using the gym equipment."

"Through our work with the fire service, crew are not only provided with a training programme bespoke to their profession, but we're also able to impart much higher levels of understanding of the equipment, which staff can then share with other users," adds Chris Rock, Cybex master trainer.

MAXIMISING GROUP EXERCISE

Operator: Reebok Sports Club London, UK

Supplier: The Retention People

In 2012, Reebok Sports Club London deployed TRP's GroupX software to help streamline its group exercise programme. With over 40 instructors teaching more than 170 classes a week, the club's challenge was to accurately measure performance of its instructors, classes and programmes, as well as ensuring a seamless process was in place for paying its instructors.

TRP's GroupX software is an online group exercise management solution offering live reporting tools that allow users to easily review programme, class and instructor performance at the touch of a button.

John Penny, MD at Reebok Sports Club London, explains: "The software has allowed us to develop structured KPIs

to oversee our group exercise programme. This has been of considerable use when making changes/additions, making every penny count towards serving our members.

"We've seen up to a £1 reduction in the cost per member per class over recent months – great savings that can be put back into other retention-based activities."

Using GroupX has also helped the club increase overall use of its group exercise programme, says Penny: "Attendance of classes is up 2 per cent compared to the same period last year, which translates to 3,000 more visits involving group exercise."

Since the original installation, TRP has developed the software further to help save time collating payroll data. "The software automatically generates instructors' costs at the end of the month," says Penny. "This has reduced our manager's workload by up to 15 per cent each month."

He concludes: "GroupX has given us a real understanding of the value of our class programme and the impact of group exercise on member attendance, as well as the ability to make informed decisions about necessary changes."



TRP's GroupX software has allowed The Reebok Sports Club London to make up to a £1 reduction in the cost per member, per class

Odyssey transformed a selectorised strength area into a functional and resistance zone

SMALL GROUP TRAINING

Operator: Odyssey Knebworth, UK
Supplier: Technogym

In February 2013, Odyssey Knebworth partnered with Technogym to transform a selectorised strength section in its gym into a dynamic group functional training and resistance area with five Kinesis Stations.

Supported by full staff and member training from Technogym, the Stations instantly made an impact on the gym floor, with increased resistance usage and evidence of a more engaged membership across all demographics. The club has also seen a 25 per cent increase in group training revenues, a great return on the initial £20,000 investment.

Ian Riches, club director, says: "We've seen the Kinesis Stations create a culture of functional and group training that standard machines never seem to create. The biggest influence has been on the over-50s, who form a large proportion of our member base. We've also seen a change in gym usage patterns among young men and women: women see Kinesis Stations as a viable resistance training option, while young men devoted to free weights now recognise the versatility and benefits offered by the Stations."

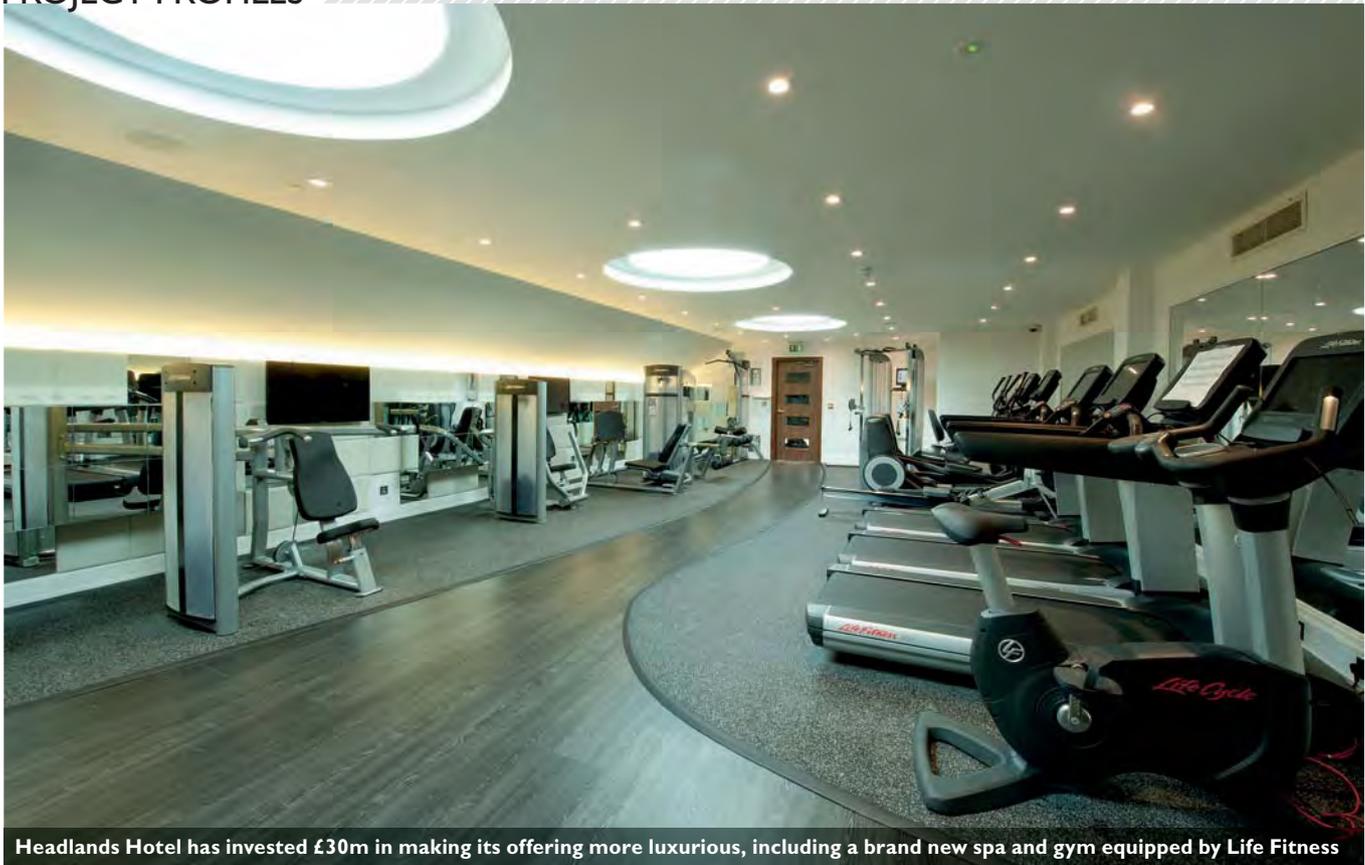
Complimentary sessions on Kinesis Stations now form part of each member's journey, to introduce them to the benefits



of group training and connect them with other members. Kinesis Group Circuits are also used as a retention tool, introducing lower-use members to its small group exercise training format in a bid to re-engage them with the club.

"This is important, as we've seen that 75 per cent of group session attendees continue with paid group exercise," says Riches. "Kinesis Stations are now used in over 60 per cent of programmes written since the equipment was installed."

"The club has seen a 25 per cent increase in group training revenues since Kinesis Stations were introduced"



Headlands Hotel has invested £30m in making its offering more luxurious, including a brand new spa and gym equipped by Life Fitness

GOING PREMIUM

Operator: Headlands Hotel,
Cornwall, UK

Supplier: Life Fitness

Creating a luxurious, wellness-focused destination hotel was the aim of the family-owned Headlands Hotel, which overlooks the tourist location of Fistral Beach in Newquay, Cornwall. Over the past 30 years, the hotel has seen significant change, most recently benefiting from

a £30m investment to attract a new premium clientele.

The latest phase of the renovation has seen the introduction of a brand new spa and gym facility, the latter kitted out with Life Fitness equipment.

“We took great care when selecting our partners to ensure we incorporated the very best materials and technology into the hotel,” says general manager Darryl Rebut. “Health and wellness is a really important factor and we were particularly impressed with Life Fitness’ new console, which enables our guests to instantly connect to their own mobile devices and track existing workouts through LFconnect.”

As well as being open to guests, in July 2013 Headlands decided to open up membership to the general public, to boost revenue and ensure year-round use. Monthly memberships and day passes are now available for gym only, spa only, and spa and gym, and both revenue and occupancy have risen as a result.

Alongside the gym, spa facilities include a heated pool, Cornish salt steam room, Swedish sauna, aromatherapy showers and a hot tub. A new VIP couples treatment room, hydrotherapy pool, St Tropez Suite, four additional treatment rooms, a manicure and pedicure space and a deep relaxation lounge were also added at the end of last year.



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West Midlands, B90 8YB, UK
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WEB www.ashbourne-memberships.co.uk / www.shapewatchers.co.uk

Product range

Ashbourne can handle Direct Debit collections for your gym or health club. By dealing directly with defaulters on your behalf, we ensure you maintain positive customer relations with your members in the club. We provide a complete suite of FREE club management software for entry control; retention data; online sign-up; class booking and EPOS trading. NO extra charges – just one small fixed fee per member per month.

Main services

The complete membership management solution: payment collection using robust membership contracts and monthly direct debits. FREE Membership Validation System (MVS) software, providing an accurate payment status check on anyone entering your club. Linked to online real-time payment data available 24/7. Included too is all the retention data you need, clearly presented on ONE screen using MVS+.

Additional services

Class Booking System + Online Sign-up facility – integrated into your own website FREE of charge.

Entry management – personalised

swipecards, fingerprint recognition and turnstile installation.

POS+ – Boost your secondary spend using our FREE POS+ Till System software. Take payment by card or by Ashbourne Direct Debit. Complete hardware package available.

ShapeWatchers – Ashbourne's innovative online fitness programme, delivering a stream of motivated new members to clubs.

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 2014

BodyPower, LIW.

For more information

Ashbourne customer service team:
TEL 0871 271 2088
EMAIL memberships@ashbournemanagement.co.uk



Key personnel

JOHN CLAYTON-WRIGHT
Managing Director

GRANT HARRISON
UK & Ireland

Accounts Manager

MARK BEAUMONT-THOMAS
Marketing Manager



GRANT HARRISON

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Company profile

Stocked in the UK for fast, cost-effective delivery, Balanced Body® delivers versatile and space-saving mind-body equipment and education for personal training or group programming. Product lines include the easy-to-use Allegro® 2 System, EXO® Chair, Orbit™ and CoreAlign®, plus a complete line of rock maple studio equipment and small props and accessories.

Additional services

BALANCED BODY® instructor training is available in the UK and at over 150 sites worldwide. Training for instructors at all levels is tailored to fitness centers, including Pilates, Anatomy in Three Dimensions™, Balanced Body Barre™ and CoreAlign®. We offer flexible, modular programmes, and flat rates per student.

Key customers

Major health clubs worldwide in addition to small clubs, instructors and personal trainers.

Shows attending in 2014

See our full Events Calendar at balancedbody.com.



Key personnel

TONY TRAN
 Commercial Fitness Manager

For more information

EMAIL tony.tran@pilates.com
 or info@pilates.com,
 TEL 0800 7220 0008 (from UK)
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About us

CYQ is one of the UK's leading awarding organisations for physical activity, 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 15 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 70 qualifications, ranging from Level 1 to Level 4. CYQ is renowned for developing qualifications specifically designed to assist the industry in addressing health, physical activity and societal issues. Under the Professional Development umbrella, CYQ also delivers assessor, internal quality assurer and tutor training courses to support its qualification providers.

Key personnel

SARAH EDMONDS
 Interim Head of CYQ
 LORI RANDALL
 Head of Business
 Development, CYQ



LORI RANDALL

Additional services

- tutor, assessor and learner resources
- industry-leading eLearning
- comprehensive centre support through training, eTraining and standardisation days
- programme endorsement service
- bespoke in-house qualification syllabus support and standardisation training.

Plans for 2014

- An insight survey, in conjunction with ukactive, to clearly establish the knowledge and skills required by employers of their staff, in order to attract inactive populations to physical activity.
- Development of Traineeships specific to the needs of the Active Leisure Sector.

Shows attending in 2014

LIW, ukactive Flame Conference, SIBEC Europe, IHRSA USA, IHRSA Europe, Youth Sports Trust Conference, AOC Sport in the Curriculum Conference, British College Sports Conference, The Skills Show.

“The University of Gloucestershire has worked with CYQ for a number of years. Students are given the opportunities to attain CYQ qualifications alongside their main course. The CYQ qualifications combined with placement opportunities provide students with vocational credibility alongside their academic qualification.”
 Mark Jeffreys,
 The University of Gloucestershire

For more information

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 WEB cyq.org.uk

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About us

ClubWise is the original provider of integrated software and direct debit collection to the health and fitness industry. The vision of reducing admin, strengthening cash flow, generating new business and providing the platform for an extraordinary member experience is upheld by the continual success of the clubs we support. Over 20 years of experience and development ensures our innovative advances continue to make ClubWise the partner of choice for clubs of all types and sizes.

Product range

ClubWise is an all-in-one, fully integrated club management software and direct debit collection solution. The suite of services includes unique marketing tools to aid sales and retention, POS, prospect tracking, automated CRM, online member services, access control, staff management and dashboard analytics to name a few!

Additional services

Coming soon, new for 2014... Apps4People - Mobile apps designed around the people that power your club; members, managers, salespeople, PTs and more!

"ClubWise manages everything that you need to operate a successful club. It's been devised by people that have been in the industry, and they've put a system together to help prevent anything from going wrong. I would definitely say, get the system in place, use it, and you'll be ahead of the game."
Neil Godly, Oxygen Fit

Key customers

ClubWise works in partnership with over 600 health and fitness clubs globally, varying from the community based independent, to the hotel facility, to public sector leisure centres, to national franchises.

Shows attending in 2014

Leisure Industry Week.



Key personnel

GUY FOSTER
Business Development
Manager

LEE BOXALL
Business Development

RORY CURRAN
Business Development

ABIGAIL GATT
Marketing



GUY FOSTER

For more information

Guy Foster
EMAIL sales@clubwise.com
TEL 0800 072 6411
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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 and bespoke marketing packages, offers flexible financing options, ongoing service and warranty support and runs over 30 REPs accredited seminars across the UK.

"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.

Key customers

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 2014

IHRSA, FIBO, Body Power Expo, LIW, SIBEC EU, ILAM Ireland National Conference.

Key personnel

ROB THURSTON
Commercial Director

ALAN ELLIS
Key Account Manager



ROB THURSTON

For more information

Rob Thurston, Commercial Director
TEL 07796 998873
EMAIL rthurston@cybexintl.com



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About us

Welcome to the D2F Group - specialists in ecommerce solutions, customer reward programmes and functional fitness equipment. We believe that things should be made to “just work” and that our product and service offering should be simple, efficient, and measurable. We’re all about creating efficiency, driving innovation, and delivering on time, on brand, and on budget. Relentless in our pursuit of added value, we don’t copy - we consult, and then innovate - using a mixture of expert staff, technology, products, and integrated manufacturing & logistics infra-structure to create a real point of difference for our clients.

Parent company

D2F Group

Product range

D2F Rewards – customised reward campaigns driving new member acquisition, referral, and adherence 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

Fitness First, David Lloyd, Virgin Active, GLL, Everyone Active, Parkwood, Marriott, Spirit Health Clubs, Fitness4Less, LA Fitness, Amazon.co.uk and Commonwealth Games 2014

Shows attending in 2014

IHRSA, FIA flame conference and Flame Awards, LIW, SIBEC.

“D2F provide David Lloyd Leisure with a fully managed online solution that saves time and money - enabling us to offer a competing / cost effective service to 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

Key personnel

DANNY OLIVER
Managing Director

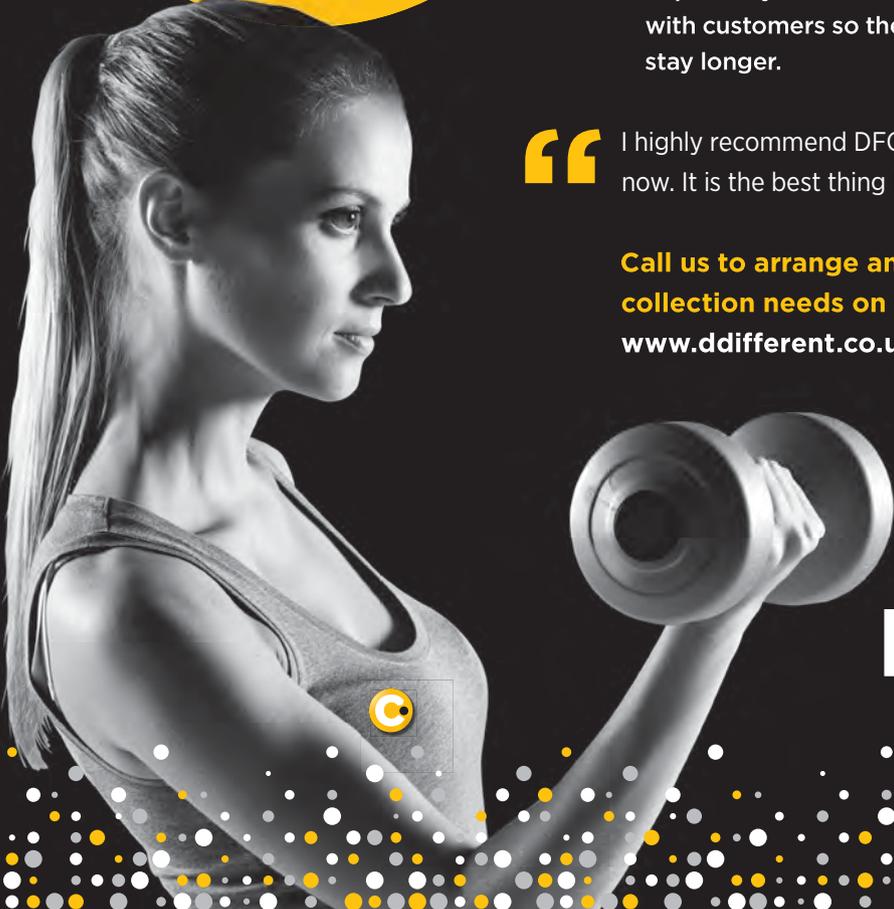
JOHN LOFTING
National Fitness
Sales Manager



JOHN
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About us

At DFC, we offer a totally transparent membership collections service, with clear pricing and no hidden extras.

Constantly working hard to provide new solutions for our clients, we deliver on our promises - day in and day out. Our mission is to help you improve your relationships with your customers so that they stay longer. You can leave us to collect your Direct Debits, while you concentrate on running – and growing - your business.

Parent Company

TSL Group

Product range

Our flexible Fully Managed Service efficiently collects DD payments using traditional paper-based methods or our online portal, FASTDD, using your own SUN or ours. With transparent processes and a competitive and clear pricing policy, and a full default procedure handled entirely in-house to ensure no hidden extras.

Key customers

We have happy customers in the majority

of the leisure sectors, including, Chains, Local Authority, Trust, Budget, Hotels and Independent Health Clubs

Plans for 2014

Strive to continue to find innovative solutions that will significantly benefit our clients.

Shows attending in 2014

LIW, SIBEC UK, The UK Active Conference, Active Net

Key personnel

IVAN STEVENSON
Director

DAVID MELLOR
Head of Business
Development -
Leisure Division



IVAN
STEVENSON

“Our continued success is because we have a solid financial partner in DFC giving us stability in our membership base, we have also through DFC managed to engage with our customers better when dealing with their payments, our members are dealt with courteously and professionally even if they find themselves struggling with paying, DFC have an ethical and effect approach and this suits our business.”
Doncaster Cultural & Leisure Trust
Kraig Kelly – Head Of Leisure

For more information

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About us

Escape Fitness provides 'a one stop shop' by supplying solutions for all areas of the gym, in terms of equipment, flooring, design and education for coaches and personal trainers. It enables club owners and managers to provide the best customer experience and maximise return on investment. The company has a real passion for fitness and functional equipment and its 'FUN PLAY' philosophy resonates throughout the industry.

Product range

A comprehensive range of functional training products, focused across a number of areas including strength, functional, balance, speed, combat, group exercise and flexibility training. Our functional training frame, The Escape Octagon, offers the complete group fitness solution accommodating up to 10-12 users at a time.

For more information

EMAIL sales@escapefitness.com

TEL 0800 458 5558,

WEB www.escapefitness.com

Key personnel

MATTHEW

JANUSZEK

Customer

Solutions Director



Additional services

Gym design, flooring and education complete the full solution offered by Escape Fitness.

Key customers

Escape's customers include health club chains - including David Lloyd and Virgin Active - independent clubs, local authorities and sports centres as well as universities. Escape also works with an extensive customer base of personal trainers and fitness professionals.

Plans for 2014

Escape will release a complete new range of own-brand products. At the same time, the company is looking to expand globally, especially in the US.

Shows attending in 2014

IHRSA San Diego, FIBO, Asia Fitness



"In the first four months since the new functional training area was installed, we have achieved 80% of our entire PT business from last year." Ollie Ritch, Impressions Fitness Consultant and Personal Trainer, One Leisure St Ives. Equipment installed includes the Escape Octagon and a range of functional products.

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About us

We are specialised in chain management software for large multi-site fitness operators. We focus strictly on the needs of large enterprises where streamlining, control and scalability are essential, making us renowned for our unique competencies within multi-site fitness operations, large scale data migration and project management. We serve some of the world's largest fitness operators with +100 sites. Despite the complexity of the projects that we undertake, we maintain a 100% successful track record.

Product range

The Exerp Platform (SaaS) is a highly advanced yet easy-to-use chain management platform for membership management and billing processes (Direct Debit). Exerp acts as the centralized information source and member database for the purpose of payment collection, reporting, business analysis as well as customer relations management.

Additional services

We offer extensive consulting services to CEOs, CIOs, CFOs, controllers, admin managers etc. to improve the

contribution of Exerp to their business e.g. through standardisation and automation of processes.

Key customers

- SATS (120 clubs)
- Actic (117 clubs)
- Fitness World (110 clubs)
- Holmes Place Europe (61 clubs)
- Pure Gym (50+ clubs)
- Fitnessdk (40 clubs)
- Fresh Fitness (30+ clubs)



Key personnel

REMI NODET
CEO

JACOB HERBORG
NATHAN
Head of Sales



JACOB HERBORG
NATHAN

“The new chain management system is a milestone in the development of the Holmes Place Group. It is an important step in our evolution towards our vision of ‘inspiring people to live well’. Robust systems and processes are a backbone of that vision and our ‘Members First’ approach to business.”
 Doron Dickman, CEO,
 Holmes Place Europe

For more information

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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,

“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.

Monkey Bizness, Hand Picked Hotels, Dermalogica, Soho Gyms, World of Golf and Kidspace.

Plans for 2014

Ez-Runner will be launching a completely new user interface version of our SpaRunner, PlayRunner, GolfRunner and ClubRunner solutions.

Shows attending in 2014

- LIW
- Spatec

Key personnel

STEFAN DRUMMOND
MD

SHEZ NAMOOYA
Business Development

For more information

Stefan or Shez
EMAIL sales@ez-runner.com
TEL 0844 847 5827 (option 1)
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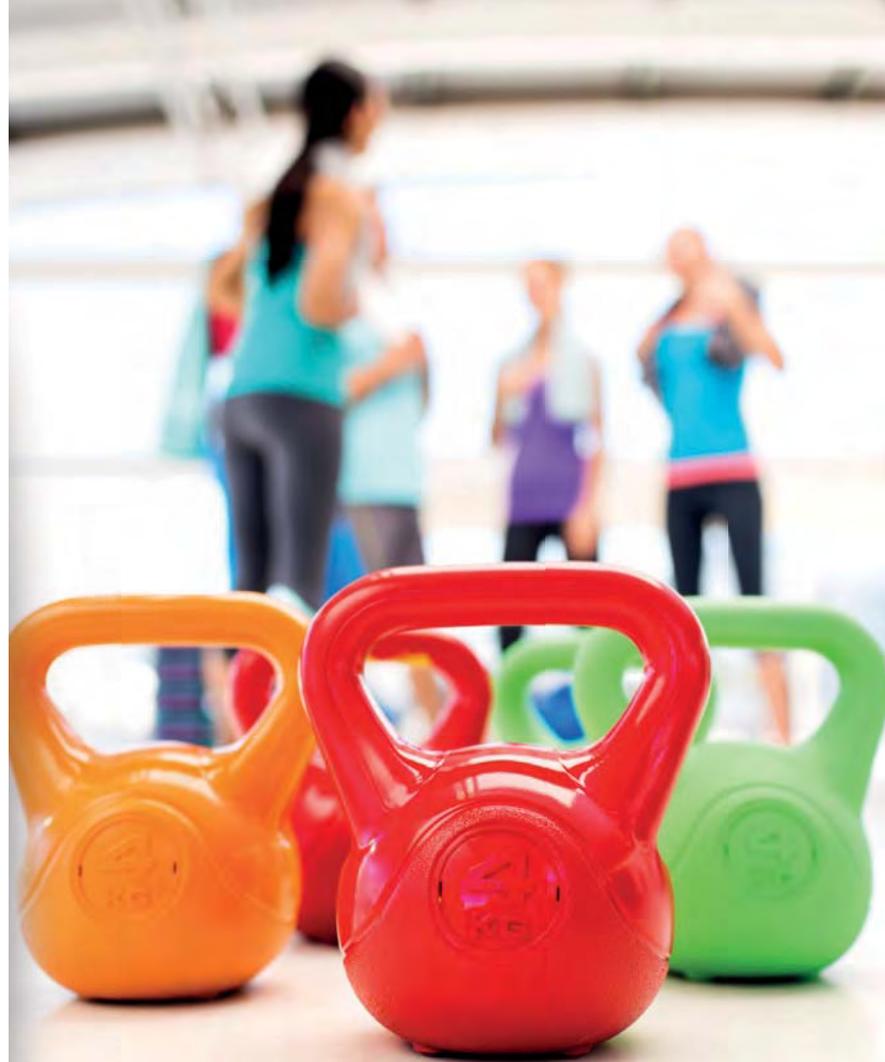
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About us

Originally founded in 1994 as Bodypower Sports; now trades as "Fitness Superstore" employing a team of 72 people over 9 sites across the UK. The Fitness-Superstore commercial arm operates from a new purpose built 115,000sqft showroom and central warehousing distribution centre in Northampton. We offer an extensive choice of major brands backed up by a World Class operation incorporating import/export, warehousing, distribution, installation and after-sales back-up to all levels and areas in the Home and Commercial Markets

Parent Company

Bodypower Sports PLC

Product range

Fitness-Superstore is exclusive UK distributors of Vision Fitness, First Degree Fluid Rowers and Upper Body Ergometers, Horizon Fitness, Bowflex, Vectra, Powertec, EVO Fitness Bikes, Body-Solid, GoFit, Powerline, Best Fitness, and Body Power. Also supply other major brands to offer turnkey solutions to customers throughout the UK.

Additional services

Commercial leasing. Gymfloor planning.

Shows attending in 2014

LIW



Key personnel

PAUL WALKER
 Managing Director

SCOTT BURROWS
 Sales & Marketing
 Manager

CHARLES ADAMS
 Business Development Manager



CHARLES
 ADAMS

For more information

Charles Adams,
 Business Development Manager
 TEL main office 01604 763000 or
 direct line 0808 2746808,
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or battery operated locker
systems

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- Unlimited membership potential



Gantner Electronic Ltd

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Ipswich, Suffolk, IP3 9SJ, UK
TEL +44 1245 697 588 or +43 664 8300504
WEB www.gantner.com



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 any point of sale are operated with a single Smart card or wristband. High quality, great design and short payback times are GANTNER's strengths. Our hardware and 3rd party club management software create a fully integrated system solution which is convenient and secure.

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 in all areas can be controlled using contactless technology - from the turnstile, up to the lockers in the wardrobe. If cash sums are credited, the chip works like a wallet in the club.

Additional Services

GANTNER operates an 'open-source' system, which means that all of its

technology and hardware can be easily retro-fitted into a leisure facility's existing software. Not only can this save the client money, it gives leisure businesses the freedom to partner with local software suppliers for a truly bespoke solution.

Key customers

- Fitness First
- Fresh Fitness
- McFit
- Health City
- Elixia
- Holmes Place
- Hard Candy (NeV)
- Pure JATOMI Fitness
- truGym

and countless individual clubs around the world are since many years satisfied customers.

Shows attending in 2014

- Leisure Industry Week
- FIBO
- IHRSA
- SIBEC
- UKactive
- Athletic Business Conference

For more information

TEL +44 1245 697 588.

SALES alexander.egele@gantner.com

SUPPORT clifford.waller@gantner.com



Key personnel

ALEXANDER EGELE
Business Development
Manager

CLIFFORD WALLER
Project Manager



ALEXANDER
EGELE

software for *Life*



Gladstone Health & Leisure

Hithercroft Road, Wallingford,
Oxfordshire, OX10 9BT, UK
TEL 01491 201010
WEB www.gladstonemrm.com
SOCIAL MEDIA [@gladstonemrm](https://twitter.com/gladstonemrm)



About us

Gladstone Health & Leisure has been at the forefront of leisure management software technology for over 30 years. We are the trusted software partner for leisure centres, sports facilities, universities and health clubs across the UK, Ireland, and Australasia.

More than 30,000 licensed users rely on our membership, bookings, check-in, security, point of sale and business intelligence applications everyday. Millions of members also benefit from our products by booking, signing up for memberships and making payments on the web, on their smartphones or through self-service kiosks twenty-four seven.

Product range

Leisure management software including membership management, epos, booking, resources, reporting, access, kiosks, swim school software, contact manager, mobile, theatre bookings 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 2014

LIW



Key personnel

ARTHUR MORRIS
Managing director

SCOTT SAKLAD
CEO

TOM WITHERS
Head of Sales



ARTHUR
MORRIS

“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

For more information

Please call us on 01491 201010,
email us at sales@gladstonemrm.com
or visit the website
www.gladstonemrm.com

A group of four people (three men and one woman) are exercising on Total Gym water rowers. They are all smiling and have their arms raised in a celebratory gesture. The rowers are partially submerged in water, and there is a splash of water in the foreground. The background is a bright, outdoor setting.

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WEB www.gravityuk.net

SOCIAL MEDIA [@GRAVITY_UK](https://twitter.com/GRAVITY_UK) facebook.com/GRAVITYUK.net, BLOG: 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

Multipurpose Incline Body Weight Trainers - Total Gym® GTS, Total Gym® Power Tower and Total Gym Sport®. GRAVITY Training System which covers personal training, group training, Pilates and rehabilitation. New for 2014 - Single purpose range including the Total Gym® Core Trainer and Total Gym® Leg Trainer.

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 2014

LIW, FIBO, IHRSA, FitPro Live, SIBEC UK, SIBEC Europe, Rimini Wellness, Fitness Fiesta.

"Total Gym equipment covers so many different types of training it guarantees us a return."
Duncan Jefford, SE Regional Director, Everyone Active

Key personnel

GREG SELLAR
Partner

JOHN HALLS
General Manager

KELLY EDWARDS
Operations Executive

LLOYD SALMON
Sales Executive

MICHAEL STEEL
International Business Development
(Total Gym Commercial)

JASON HALLS
Accounts



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marketing ●

Hatrick Marketing

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www.facebook.com/hatrickm BLOG www.hatrickmarketing.com/news



About us

Hatrick is a full service marketing agency specialising in the UK Leisure industry. Our services are comprehensive, our knowledge extensive, our creative inspiring. But most of all our commitment is phenomenal! Our job is to help our clients keep on top of who their customers are, what these customers want, how to package what they're after, and then how to tell them about it in the most relevant and eye catching way.

Product range

Marketing Strategy, Graphic Design, Marketing Consultancy, Digital Marketing, Brand Identity, Public Relations, Campaign Management, Media Buying, Point of Sale Marketing, Web Design, Mystery Shopping, Outreach Marketing

Additional services

Web 2 Print, Sales Training, Business Support, Telesales, Budget Planning, Business Development, Marketing/POS Audit.

Key customers

Leisure Trusts: Slough Community Leisure, Lifestyle Fitness, Fusion Lifestyle.

Universities: University of East Anglia, London South Bank University.

Private Operators: Hot Bikram Yoga, Health Club Collection, Marriott Leisure Clubs.

Manufacturers: SportsArt, P81, Safe Space Lockers, ServiceSport.

Plans for 2014

Hatrick Marketing are pleased to have launched our new Web 2 Print system. The Web 2 Print system will enable your whole organisation to access, edit and order documents online.

Shows attending in 2014

SIBEC UK/EUROPE, LIW, IHRSA, BODY POWER, FIBO, FIA AWARDS, ACTIVE-NET.

“Consistently over the last 4 years, Hatrick have helped us to continually reach our monthly targets across multiple business divisions. In addition to their commercial focus, the work carried out by their design team ensures that our huge volume of marketing – whether print or across digital channels, remains engaging and on brand.”
Greg Sinclair, Managing Director
Slough Community Leisure

Key personnel

ANDY KIDD
Managing Director

TIM HISKETT
Client Services Director



ANDY KIDD

For more information

Get in touch for a quick chat to see if we might be able to help your business. Please contact Andy on: 0870 609 3216, or via email at Andy.Kidd@hatrickmarketing.com

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web www.horne.co.uk/Products/Shower-Panels

Horne Engineering Ltd

PO Box 7, Rankine Street, Johnstone
Renfrewshire, PA5 8BD, Scotland
TEL +44 (0)1505 321455 FAX +44 (0)1505 336287
EMAIL sales@horne.co.uk WEB www.horne.co.uk
SOCIAL MEDIA [@HorneEng](#) BLOG www.horne.co.uk/blog



About us

Experts in temperature control since 1909 and inventors of the thermostatic mixing valve (TMV), we are UK manufacturers and suppliers of thermostatic mixing valves and specialised pre-plumbed shower panels for the recreational, sport, education and healthcare markets. Robust and resilient construction coupled with clever and honest product design assures optimal thermostatic performance, easy installation and straight-forward maintenance – quality features that facilitate a maximised operational lifespan and offer best value for money.

Product range

Our portfolio includes pre-plumbed thermostatic shower panels - combinations of 3 different shower head and 4 flow/temperature control options cater for varying user needs including DDA compliance - and TMVs to provide safe and comfortable warm water to groups of basins or non-thermostatic showers such as the Dušo.

Additional services

We offer expert technical advice regarding system design, installation and valve sizing. Low cost spare parts and free-of-charge maintenance training via online videos facilitates extended product life.

Key customers

- Local authorities - education, sport & leisure, healthcare
- Private sport and fitness clubs
- Holiday camps/resorts
- Accommodation - HMP, armed forces, student
- Healthcare - NHS, private, care homes, assisted living/extra care accommodation.

Shows attending in 2014

LIW.



For more information

WEB
www.horne.co.uk
EMAIL
sales@horne.co.uk
technical@horne.co.uk
TEL 01505 321455

Key personnel

ANGUS HORNE
Managing Director

JOHN HORNE
Sales Director

HANNAH BERRY
Marketing Manager



ANGUS
HORNE



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About us

Jordan Fitness are celebrating 25 years in 2014. We are the industries number one Functional Fitness Specialists, we design, manufacture and supply premium grade functional equipment and we are the preferred supplier to a wide range of fitness facilities. Our vast experience has enabled us to produce a range of premium quality innovative products, we work hard to develop a 'can do' culture, to understand how best to fulfil our ambitions and give our customers the best experience we can.

Parent company

Jordan Leisure Systems Ltd.

"Jordan's functional fitness equipment provides the ultimate in durability and high performance. I use Jordan Fitness kettlebells, training ropes and power wheels, in addition to Alpha Strong bags, for intense strength training and coaching. Their world-class products are designed to endure the most punishing of workouts and achieve maximum results"
Jason Robinson OBE. Rugby Player

Key personnel

ZAK PITT
Sales Director

MARK LAWS
Training Academy Manager



ZAK PITT



MARK LAWS



Product range

Our portfolio of products includes free weights, strength and conditioning, studio equipment and customised flooring solutions. Our ever-growing range now includes some of the most functional brands around such as SAQ International, LifeLine USA, Loumet and our own range of Jordan branded products.

Additional services

The Jordan Training Academy continues to go from strength to strength. Combining our high quality equipment and industry leading education we have launched our Results Based Training system (RBT).

Key customers

Professional sports clubs and olympic teams, armed forces, colleges and universities, hotels, personal trainers and sporting individuals, nationwide fitness club chains and independent gyms.

Plans for 2014

In 2014 we will be introducing our exclusive new 'Ignite' range of anti-roll free weights, dumbbells and discs, continuously pushing boundaries in functionality, aesthetics and durability.

Shows attending in 2014

FIBO, LIW, BodyPower, IHRSA.

For more information

Visit our website www.jordanfitness.co.uk +44 (0)1553 763285 or email us at sales@jordanfitness.co.uk Jordan Training Academy enquiries www.jordanrbt.com

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 SOCIAL MEDIA @Kitlocks @Kitlocks www.linkedin.com/company/codelocks
 www.facebook.com/kitlocks BLOG www.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 keyless digital locker locks! Go Keyless. Go KitLock.

Parent company

Codelocks Ltd. KitLock is a Codelocks Ltd brand.

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 keyless locker locks. We also design and manufacture mechanical and electronic stand alone door locks. For all ranges please visit www.codelocks.com.

Additional services

Service and Spares. Training. Technical Support.

Key customers

Champneys Spa and Resorts- 4 sites, Landmark Hotel, Spa and Health Club, London, The Springs Golf Club, Oxfordshire, Fitzwilliam Lawn Tennis Club, Dublin, Chelsea Football Club, The Fitness Society, Berkhamsted, Health City- 4 sites, Europe, Welsh National Football Development Centre.

Plans for 2014

We are adding to our KitLock range. The KLI500 has recently launched with added features and functions. Keep a check on new updates and products at www.kitlock.com.

Shows attending in 2014

FIBO 2014, LIW 2014, Security and Access Control shows. All listings on our website.

"With KitLock the process is easy, we tested a range of digital locker locks, but KitLock was the clear winner in terms of ease of use and durability."
 Joey Cererio, Manager, The Landmark Hotel, Spa and Health Club, London. KLI200 installed on lockers.



For more information

KitLock

www.kitlock.com
 sales@kitlock.com
 steve@kitlock.com

Codelock

www.codelocks.com
 ros@codelocks.co.uk
 TEL +44 (0)1635 239645

Key personnel

GRANT MACDONALD
 Managing Director
 ROS BAYLISS
 Marketing Manager
 NIGEL FINLAYSON
 Sales Director
 STEVE NEWMAN
 Kitlock Sales Manager



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LES MILLS
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LES MILLS
BODYJAM

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CXWORK

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BODYCOMBAT

LES MILLS
BODYBALANCE

LES MILLS
BODYATTACK

LES MILLS
BODYVIVE

LES MILLS
BODYSTEP

LES MILLS
SH'BAM

LES MILLS
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LES MILLS

FOR A FITTER PLANET

About us

Les Mills is a global fitness brand that is offered in over 80 countries. We are here to help people to fall in love with fitness and learn a healthier way of life. With 13 fitness programmes, inspirational instructor training, the best fitness management training and marketing we want to not only create a great future for our industry, but also make the world a better place.

Parent company

Les Mills International.

“Before Les Mills we were averaging 340 attendances per week from 23 Classes. After changing our programming, simplifying our offering and marketing we are now averaging 715 attendees per week, from 26 classes. Our member satisfaction survey showed that 91% would recommend Les Mills classes to others.”

Kelly Potts, Group Fitness Manager, Kirklees Active Leisure

Product range

BODYPUMP™, BODYCOMBAT™, BODYATTACK™, BODYSTEP™, LES MILLS GRIT™ SERIES, RPM™, SH'BAM™, BODYJAM™, BODYVIVE™, CXWORX™, BODYBALANCE™ and the new SMART TECH products: SMARTBAR™, SMARTSTEP™ and BODY BIKE™.

Additional services

Instructor Training, Fitness Management Training, Marketing Support.

Key customers

Health Club operators (large chains, independent sites, local authority and leisure trusts), Fitness Instructors.

Plans for 2014

REEBOK & Les Mills new clothing line, Virtual classes, BORN TO MOVE™ - Children's programming, Equipment - SMARTBAR™, SMARTSTEP™ and BODY BIKE™, GFX - Group Fitness Events.

Shows attending in 2014

LIW, GFX (Glasgow, London, Belfast, Liverpool).



Key personnel

KEITH BURNET
CEO

MARTIN FRANKLIN
Customer Experience
Director

JAKE SHAND
Marketing Director

JEAN-ANN MARNOCH
Instructor Experience Director



KEITH BURNET

For more information

TEL 0207 264 0200

WEB www.lesmills.com

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LifeFitness
WHAT WE LIVE FOR

Life Fitness



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[Life Fitness, BLOG: www.lifefitness.co.uk/blog](http://www.lifefitness.co.uk/blog)

About us

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. Talk to us about the complete workout solution for small and large groups - SYNRGY360™, our revolutionary group exercise bike - Lifecycle GX™, swipe technology through Discover™ Tablet Consoles and Hammer Strength HD Elite™ – it's our most durable rack line yet.

Parent company

Brunswick. Life Fitness is headquartered near Chicago, in Rosemont.

Product range

Elevation Series, Integrity Series, Activate Series cardiovascular, Lifecycle GX, IFI range, Synrgy360, Signature Series, Optima Series, Circuit Series, Hammer Strength: MTS, Plate-Loaded, Ground Base, HD Elite Racks, freeweights & accessories and consumer fitness equipment.

Additional services

LFconnect™ and LFopen™ are

complementary cloud solutions for facility owners and exercisers that open up a world of resources and choices. With LFconnect™, facilities can manage cardio equipment and update software while exercisers can create preset favourites and personalised workouts. Build a custom workout app through LFopen™ that works directly with equipment. Through our Life Fitness Solution Partners we can also deliver design & build services, finance solutions, Life Fitness Academy REPs accredited training, marketing support, brand design, customer training, management solutions and membership retention services.

“Having advanced equipment along with highly qualified fitness staff is a great mix and gives more to our members. Our fitness offering is diverse and means our members can challenge themselves in varied ways, with really innovative and unique equipment.”
 Lee Matthews, UK Head of Fitness, Fitness First

Key personnel

JASON WORTHY
 UK Managing Director



Key customers

Active Swansea, Anytime Fitness, Bay Leisure, The Belfry, Center Parcs Elveden, David Lloyd Leisure, Hilton, Fitness First, Fusion Lifestyle, Leisure Connection, Llantrisant Leisure Centre, Nuffield Health, University of East Anglia, Serco.

Shows attending in 2014

LIW, IHRSA, FIBO, SIBEC, Hotel Summit, Youth Sport Trust Conference, Education Forum, uactive Flame Conference, Sports & Facilities Summit.

For more information

Please contact us to discuss your product requirements at
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WEB www.matrixfitness.co.uk

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About us

At Matrix Fitness our goal is to make innovative commercial 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 a comprehensive backup support service, incorporating 2D and 3D CAD designs, marketing support and competitive warranty and maintenance contracts. Matrix Fitness offers the complete solution.

Product range

Matrix cardiovascular equipment combines technology and entertainment to provide an engaging and challenging workout.

Our premium 7xi series CV equipment includes the fully interactive Virtual Active™ video entertainment program.

There's a full strength range – Ultra, Aura and Magnum products are all of commercial standard – created to address the full spectrum of end-user needs'; from fixed resistance to plate-loaded 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

Matrix key customers include: Infiniti Red Bull Racing; Lotus F1; 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; Fitspace; Nuffield, European Corporate Wellbeing; 3DLeisure; Village Hotels; Marriot Hotels; Town Hall Hotel; Edgbaston Priory Club; Old Thorns Golf & Country Estate; Lifehouse Spa; The Country Club Group; Crown Golf; The CityPoint Club; Eden Fitness.

Shows attending in 2014

- IHRSA
- FIBO
- SIBEC UK & SIBEC Europe
- The ukactive Conference
- Matrix Flame Awards
- Leisure Industry Week
- Club Industry

Key personnel

ANDY LOUGHRAY
National Sales Manager

GEMMA BONNETT
Head of Marketing UK

“Our partnership with Matrix has enabled the club to provide world class fitness training equipment for our members and professional international sports players who use the club.”

Robert Bray, Chief Executive of Edgbaston Priory Club

For more information

TEL +44 (0)800 389 6078 /
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About us

Merrithew Health & Fitness™ (MH&F) is dedicated to enriching the lives of others by providing responsible exercise modalities and innovative fitness brands across the globe. The company offers a wide array of innovative, multi-disciplinary fitness brands to a variety of audiences including STOTT PILATES®, ZEN•GA™, Total Barre™, CORE™ Athletic Conditioning & Performance Training™ and Halo® Training — all of which are recognized as The Professionals' Choice™ by studios and home exercisers around the globe.

Product range

Merrithew Health & Fitness offers multi-disciplinary fitness brands, first-class education and premium home and professional equipment. Recognized as The Professional's Choice, their line of products includes: V2 Max Plus™

Reformer, Stability Barre™, Halo® Trainer, Cardio-Tramp™ Rebounder, exercise mats, yoga accessories plus a DVD library of 145 titles.

Additional services

Merrithew Health & Fitness provides first-rate training offering contemporary courses, videos and manuals providing practical programming options to teach effective group or personal training programs for a range of clientele.

Key customers

Merrithew Health & Fitness caters to exercise enthusiasts, fitness professionals, studio and facility owners, athletes as well as physical therapists.

Plans for 2014

Merrithew Health & Fitness will launch its Mindful Movement Tour visiting global cities to showcase the latest in mind-

Key personnel

LINDSAY G.
MERRITHEW
President and CEO

MOIRA MERRITHEW
Executive Director
Education



body exercise through premium branded programs and also introduce innovative new equipment.

Shows attending in 2014

IHRSA (California), FIBO (Germany), canfitpro (Toronto), IDEA World (California) See our full events calendar at www.merrithew.com/events.

"I tell anyone who wants to start training they need to go to Merrithew Health & Fitness for they are the best and be prepared for some hard work ahead, but it's worth every minute."

Shawna Cleland Owner, Knead to Balance Massage & Pilates Clinic

For more information

WEB www.merrithew.com
EMAIL info@merrithew.com
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Equipment Sales: x *264
Education: x *297

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About us

MINDBODY has led the health and wellness industry in software development since its founding. Over 500,000 practitioners at over 30,000 locations in 90 countries use MINDBODY and thousands of new locations are adopting the software each month, making it the fastest growing SaaS provider in the health, fitness, and beauty industry. In addition to its web and mobile solutions, the company offers a holistic, corporate wellness solution for employers called MINDBODY Exchange.

Product range

MINDBODY provides web-based business management software for health and fitness providers. Its program is all-encompassing- bringing scheduling, client management, reporting, point-of-sale and marketing under one roof. Its mobile app, MINDBODY Express, enables management on-the-go.

Additional services

MINDBODY subscribers receive training along with unlimited technical support. Clients that use MINDBODY see an increase in revenue and efficiency, and become part of a global wellness network.

Key customers

MINDBODY's web and mobile solutions cater to various sectors in the wellness and beauty industries including pilates, yoga, health clubs, personal training, martial arts, spa, salon and dance.

Plans for 2014

MINDBODY is constantly evolving its product to remain the leader in the industry - always on the cutting-edge. Perfecting mobile management will be a top focus in 2014.

Shows attending in 2014

ISSE, IHRSA.



Key personnel

RICK STOLLMEYER
CEO and CO-founder

STEPHANIE JENNINGS
SVP of Sales

JILL SHAH
SVP of Corporate Wellness



STEPHANIE
JENNINGS

"Excellent company, great customer service, and perfect asset that has helped my business grow. Well worth every penny!"
Michelle, owner of Be Fit with Michelle

For more information

EMAIL sales@mindbodyonline.com
MEDIA INQUIRIES? EMAIL
Georgia.suter@mindbodyonline.com

Member Engagement Driven By Motivation

-  Improve Retention
-  Drive Secondary Spend
-  Increase Referrals

“Motivating your members to put in the
EFFORT required to get the RESULTS they
want”



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MYZONE®

5th Floor, Market Square House, St James Street
Nottingham, NG1 6FG, UK

TEL 0115 777 3333 EMAIL myzoneuk@cfm.net

WEB www.myzone.org

SOCIAL MEDIA  [@myzonemoves](https://twitter.com/myzonemoves)  www.facebook.com/myzonemoves



About us

MYZONE® is an engagement & motivation company operating in 800 facilities across 27 countries. IHRSA research highlights that users visiting their club twice a week will stay on average 18 months longer than those that visit once a week. Therefore, engaged members are critical for providing benefits linked to retention, secondary spend and referrals. Member engagement is driven by motivation, which MYZONE® achieves by providing feedback that gives members a sense of achievement and progress.

Parent company

MYZONE® is distributed by CFM.

Product range

MYZONE® Physical Activity Belt, MZ50 Watch (4 colours), MYZONE® User online logbook, MYZONE® Owner Account, MYZONE® Coach Account, MYZONE® Free PT APP - Client Tracking.

Additional services

Partnership opportunities linked to unlocking funding for evidence based physical activity programmes.

Key customers

De Vere Group, Leisure Connection, DC Leisure, Fitness First, Active4Less, Virgin Active, Bicester Spa Golf & Hotel, Aspire Sports Trust, Aspria, Surrey University, Active Stirling, Borders Sports Trust, SIV, The Chelsea Club, Bury Football Club.

Key personnel

DAVE WRIGHT
CEO

JONATHAN MONKS
Director UK & Ireland



DAVE WRIGHT

Plans for 2014

ZONE MATCH™ - Group Exercise on the Cardio Floor.
MYZONE® 2.0 User Accounts including enhanced game based features and social integrations Expansion in Corporate wellness & Education sectors.

Shows attending in 2014

IHRSA, IFS, FIBO, SIBEC, LIW.

“MYZONE® is an effective public health tool that enables DC Leisure to monitor the physical activity of users both inside and outside of the facility. Furthermore, the ability to report on outcomes related to Government guidelines on Physical Activity is valuable to funding bodies”

Susan Rossetto, Group Health & Wellbeing Manager, DC Leisure

For more information

WEB www.myzone.org

TEL 0115 777 3333

EMAIL myzoneuk@cfm.net

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NUTRICHEM
 diät+pharma

About us

NUTRICHEM is one of the leading providers of top-quality sports nutrition in Europe. For over 30 years, NUTRICHEM has consistently delivered top quality in the development, the production and the marketing of nutrition products. Research, manufacture and quality control for all inkospor® sports nutrition products are conducted in-house. We produce products of the highest purity that are certified in accordance with DIN ISO EN 9001 and GMP (Good Manufacturing Practice).

Parent company

BBraun Melsungen

Product range

inkospor is one of the leading brand for high-quality sports nutrition products in Germany and in Europe. With the three brands Active, Balance and X-TREME, inkospor has a full range of targeted sport nutrition products. The mission is to continually offer you new and innovative products.

Additional services

We can show you different ways to develop your refreshment area into a profit centre - with a multitude of tools for sales



promotion, comprehensive advertising material and practical know-how.

Key customers

Health and Fitness Clubs.

Plans for 2014

Extending our business in Europe market.

For more information

Headquarters Roth:
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OTS

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OR DIRECT INTEGRATION
WITH ACCESS CONTROL,
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SYSTEMS?

COMPATIBILITY WITH THE
TECHNOGYM WELLNESS KEY?

At Ojmar we cannot tell you which of those reasons will make you choose this exceptional system. What we can guarantee is that OTS will exceed your expectations and be a pleasure for your customer to use.

REFERENCES:

Center Parcs
The Grove
Lion Quays
Crow Wood Leisure
Time Capsule
Energize
David Lloyd



Ojmar Leisure UK
Mrs. Bev Sharpe
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www.ojmar.com



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Ojmar

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WEB www.ojmar.com

SKYPE bev.sharpe

SOCIAL MEDIA  @OJMAR_Leisure,  OJMAR



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 lockers. 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 complete 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

Marriot Leisure Clubs, Center Parcs, Cambridge University, JP Morgan, The Grove, Oldham Leisure Centres

Plans for 2014

Important product upgrades and add-ons for 2014!

Shows attending in 2014

IHRSA San Diego, FIBO, BODYFIT PARIS, SPORTS UNLIMITED, IHRSA BRASIL, IHRSA EUROPEAN CONGRESS, INTERBAD, ATHLETIC BUSINESS CONFERENCE.



Key personnel

BEV SHARPE
Director Ojmar
Leisure UK

AITOR ELORZA
Business Unit
Director HQ



BEV SHARPE

For more information

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WEB www.ojmar.com

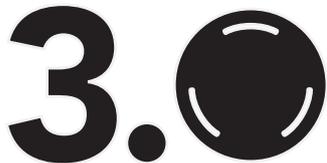
PAVIGYM SOLUTIONS.

PAVIGYM™ products, solutions and new concepts provide key elements to fitness facilities with style, design and function which deliver the best member experience possible while optimizing the space.

PAVIGYM offers solutions that drive excitement, engagement and participation to new levels in your fitness facility.



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PLAY
TO
YOUR
CLUB.



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SOCIAL MEDIA  @pavigym, @functionalzone  facebook.com/pavigym, [facebook.com/Functional Zone](https://facebook.com/FunctionalZone)



About us

Born in Alicante, Spain in 1963, PAVIGYM recently celebrated our 50th anniversary as the global leader in health club flooring systems and solutions, with a sales presence in more than 80 countries worldwide.

Combining traditional manufacturing with cutting-edge technology, PAVIGYM offers innovative, fun and premium-quality solutions, which drive excitement, motivation and member participation in the modern fitness club. With over 15,000 installations worldwide, PAVIGYM is already enhancing the fitness experience for millions of health club members.

To complement our state-of-the-art technology, PAVIGYM is proud to bring PRAMA to the industry in 2014, and completely revolutionize the fitness experience.

Product range

PRAMA – The fitness experience revolution.

ENERGY+ – A total-body SGT program for up to 20 users.

3.0 – State-of-the-art technology combined with premium-quality flooring to offer functional training workouts.

2.0 – Customize your floor with awesome design possibilities.

1.0 – A specific flooring solution for every area and activity in your health club (Endurance, Fitness, Group-X, Aerobic, Body-Mind, Yoga, Martial Arts, Wet Areas, Traffic).

Additional services

Project Management, Customized Designs, 3D Service, Training Concepts, Education, Installation and Maintenance, Warranty.

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, Marriott Hotels, Medleym, Metropolitan, Technogym, Virgin Active, TRX, Reebok, Serco Leisure, Westwood, YMCA.

Key personnel

STEVEN SYKES
UK Sales Manager



Plans for 2014

PRAMA by PAVIGYM will revolutionize the fitness industry. Cutting edge technology and premium-quality flooring, with customized designs, and total-body functional training programs to give members a new and unique fitness experience.

Shows attending in 2014

IHRSA, FIBO, TRENING, Salon Body Fitness, LIVV, Wellness Top, FILEX, SIBEC.

For more information

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WEB www.pavigym.com

www.functionalzone.com

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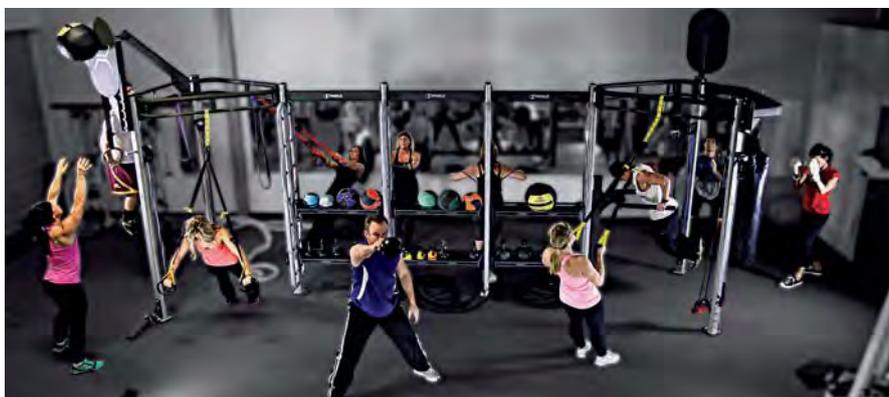


Tel: 01494 769222
Web: physicalcompany.co.uk
Email: sales@physicalcompany.co.uk

Physical Company Ltd



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Key personnel

PENNY HALLS
Managing Director

JOHN HALLS
Sales & Marketing
Director



JOHN HALLS

About us

Physical Company Ltd provides complete health and fitness solutions, including equipment, education & design to individuals and organisations across the UK and Europe. Our broad range of equipment covers all aspects of fitness including: - Free weights; Strength; Studio; Functional; Mind Body and Wellness. We work hard to offer our customers the best customer service in the industry, as well as offering innovative equipment ranges from world leading manufacturers.

Product range

We distribute BOSU®, Total Gym®,

Human Trainer®, X-Lab Functional Training Rigs, Stroops Performance range, freeFORM Board and Stott Pilates™ as well as offering a wide range of own brand commercial fitness equipment covering studio equipment and storage, strength equipment, functional training and mind body.

Additional services

Physical EX:CEL is our REPS accredited training system which provides face-to-face and online education to fitness professionals throughout the UK.

Key customers

Virgin Active, David Lloyd, DW Sports, SLM, NHS, Emergency Services, Sandwell Leisure Trust, Parkwood Leisure, Nexus.

Plans for 2014

2014 will see the launch of 3D XTREME™. It's a unique, high-intensity, team-oriented workout that combines functional, integrated, total body conditioning with explosive cardio and interactive challenges.

Shows attending in 2014

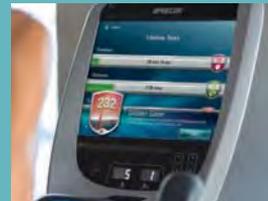
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Preva helps her reach her goals **and you reach** your numbers.



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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 our 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

Products include the 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 help facility operators manage their businesses 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, Anytime Fitness, 3d Leisure, Fitness4Less, Active Nation, Hilton Hotels and Thistle Hotels plus single site operators, universities and local authorities.

"We're 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

Key personnel

JEZ WHITLING
UK Sales Director

JONATHAN GRIFFITHS
UK Marketing Manager



JEZ WHITLING



JONATHAN
GRIFFITHS

Shows attending in 2014

- LIW
- IHRSA
- FIBO
- SIBEC
- ukactive Flame Conference
- Sports Equipment and Facilities Summit

For more information

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EMAIL info@precor.com

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“Premier provides all our training for the Level 2 Gym and Level 3 Personal Trainer qualifications and this is consistently of an exceptional standard. The team are always professional and the working relationship is highly productive.”



Kate Day
National Fitness
Training Manager

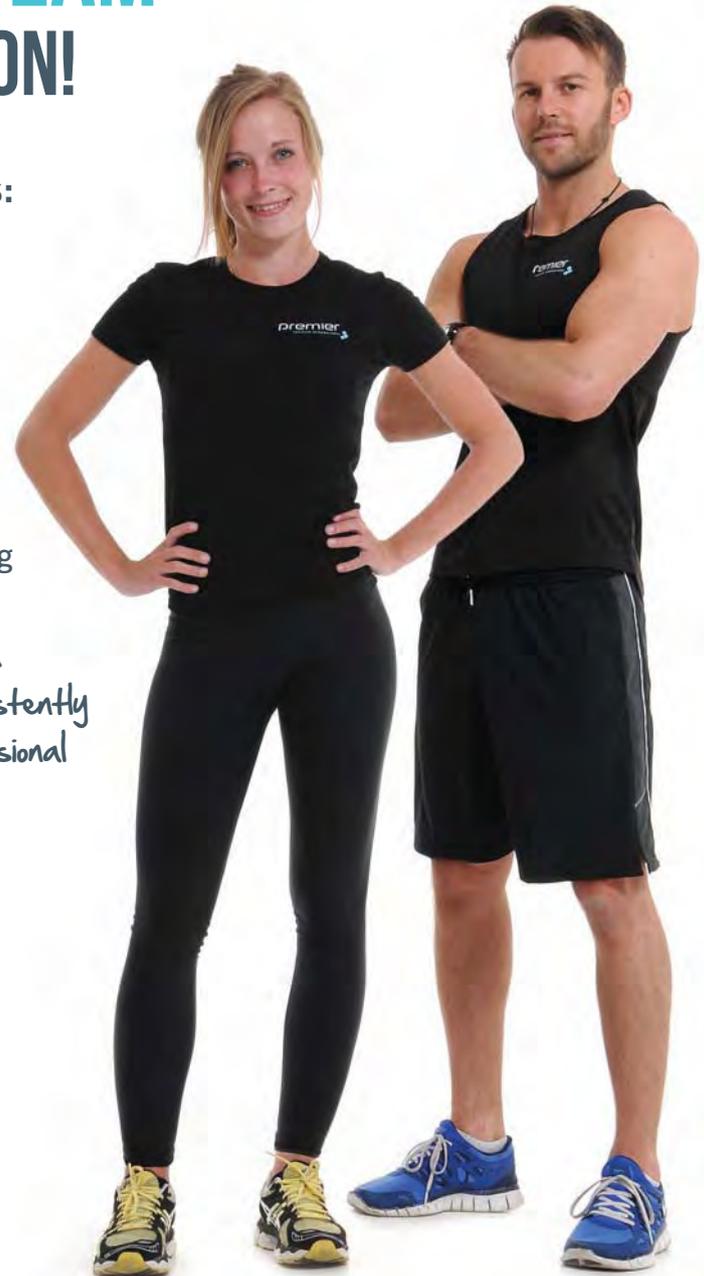
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Premier Training International Ltd



Ground Floor Welbeck House, Ermine Business Park, Huntingdon, Cambridgeshire, PE29 6XY UK

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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 40 training venues in the UK and overseas, 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 REPs.

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, Levels 3 & 4 Diplomas in Sports Massage Therapy.

Additional services

Bespoke corporate fitness education, face

to face and on-line education, Continuing Professional Development courses (CPD).

Key customers

Health club operators, sport and leisure centres, trusts and private sector health club operators.

Plans for 2014

An exciting range of new Continuing Professional Development, courses as well as Health in the Community and Public Health.

Shows attending in 2014

- Leisure Industry Week
- Body Power
- Flame Conference
- Fitpro Convention
- International Fitness Showcase
- Careers shows and events

Key personnel

DEBRA STUART
Chief Executive Officer

JULIAN BERRIMAN
Research and
Development Director

VICTORIA BRANCH
Global Marketing Director

PAUL DORKINGS
Sales Director



DEBRA STUART



VICTORIA
BRANCH

For more information

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Premier provides all our training for the Level 2 Gym and Level 3 Personal Trainer qualifications and this is consistently of an exceptional standard. The team are always professional and the working relationship is highly productive.”
Kate Day, National Fitness Training Manager, Virgin Active UK



A proven portfolio of investment partnerships and turnkey models to help you create the ultimate leisure facility.



Club Pulse support services provide expert solutions for operational management, training, marketing and finance.



SmartCentre gym management software, to help manage, train and retain your membership.



New generation stylish fitness equipment, with pioneering environmental and technological features.



Environmentally efficient swim and gym solutions, that reduce your energy performance and offer significant savings.



Fully interactive dance mats, walls and floors are a fun and exciting way to engage children of all abilities.



Premier 5-a-side soccer provision that's state-of-the-art, self-financing and reaches new levels of sustainability.



In-house creative marketing team that deliver innovative and fresh marketing solutions to help achieve membership sales.



Professional design team create gym layouts and propose interior schemes to maximise investment potential.

at the heart of the leisure industry

More than 30 years experience delivering core services such as the supply and service of innovative, environmentally friendly fitness equipment, design, build, fund and project management of sustainable leisure developments and complete operational business support solutions, ideally positions Pulse as the leading Total Leisure Solutions provider.

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pulsefitness.com

pulseselect.com

pulsesoccer.com

club-pulse.com

Pulse



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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 training products, freeweights, 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 2014

YST, FIBO, SPATEC, SIBEC, AFPE, BUCS, LIW.

“Since partnering with Pulse in 2009 we have achieved a 646 per cent 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.”
Steve Roberts, Business Development Officer for Barnsley Premier Leisure

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

MICHAEL RICE
Director of Operations

RICHARD SHEEN
National Sales Manager



CHRIS
JOHNSON

For more information

For more information, please contact reception on +44 (0)1260 294600, or email info@pulsefitness.com



THE LEADER IN UPPER BODY & INCLUSIVE CARDIO EXERCISE



SCIFIT is a leading supplier of inclusive upper body exercise equipment. 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 1000 watts making training inclusive for all fitness levels, ages & abilities
- Easy to use & intuitive display consoles – quick start or choice of programmes
- Treadmills, ellipticals & bikes also available
- Fit-Key™ programming system is motivating & results driven

SCIFIT Ltd UK

www.SCIFIT.uk.com

Tel 01344 300 022 Email info@scifit.uk.com

SCIFIT Ltd (UK)

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FAX 01344 868 838
EMAIL info@scifit.uk.com
WEB www.SCIFIT.uk.com  @SCIFITUK



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.

Product range

SCIFIT is a leading manufacturer of inclusive fitness cardio equipment including the PRO1 Upper Body and PRO2 Total Body Exercisers. The REX Recumbent Elliptical and StepOne Recumbent Stepper are exclusive to SCIFIT with key features for the active ageing and sports injury rehab markets.

Additional services

We offer a full installation service as well as in-house training for your staff on how to use the machines safely and effectively to achieve your clients' fitness goals.

Key customers

Key customers include other mainstream fitness equipment suppliers to complete their total cardio solution with IFI-accredited models, hospitals, physiotherapy and sports injury clinics, education facilities including specialist sports science and medical universities.

Plans for 2014

Focus on elite sports performance, sports injury rehab and the active ageing sector.

Shows attending in 2014

Arab Health, FIBO, Elite Sports Therapy, LIW, Medica.

Key personnel

STEVE WRIGHT
Managing director

BOB WHITLOCK
UK sales director

ANNA FORD
Sales support manager



BOB WHITLOCK

For more information

Bob Whitlock on 07920 794 409 or
bob.whitlock@scifit.uk.com
Main office on 01344 300 022 or
info@scifit.uk.com



Josie Pearson, 2012 Paralympic champion

"Working out on the SCIFIT PRO1 Upper Body Exercise helped me gain core strength, upper body strength and cardiovascular fitness and it has been a key part of my training programme. It's so easy to use in my wheelchair and I can easily monitor my performance."
Josie Pearson, London 2012 Paralympic Champion and 2013 ITC World Champion, Discus F51

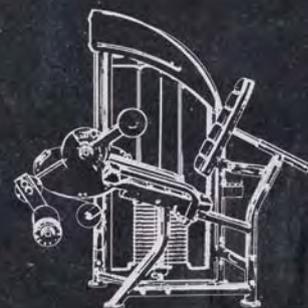
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FITNESS

PERFORMANCE LINE

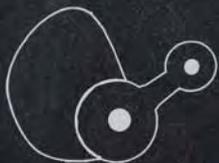
ERGONOMIC &
FUNCTIONAL

BIOMECHANICS



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FULL RANGE CONTROL



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ALLOWS LONGER
ADJUSTMENTS

individual
spacers make
for easy
selection



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Performance Series

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TO INNOVATION

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WEB www.sportsartfitness.com

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 SportsArt Fitness UK Ltd  SportsArt Fitness UK Ltd

SportsArt

FITNESS

About us

SportsArt Fitness manufacture and supply a complete range of high quality, commercial grade fitness equipment, products and solutions. Established in 1977, SportsArt Fitness supplies over 80 countries world wide and continues to develop pioneering and industry leading solutions. SportsArt Fitness are also pioneers of the 'Green System' which converts Human Energy into electrical power which is fed back into the local electrical grid, reducing power consumption and the operators' 'Carbon Footprint'.

Parent Company

Sports Art Industrial Taiwan.

Product range

2014 will see SportsArt Fitness bring over one hundred new innovative products to market including

touchscreen technology with the latest apps, Status Line Premium Strength and plate loaded free weights equipment.

Additional services

- Gym Design including 2D and 3D CAD drawings • Account Management
- A variety of finance packages
- Training Packages • Marketing Solutions

Key customers

Local Authority/Trusts/Management Companies including Nuffield Health, Independent gyms, Education, Police, Fire & Rescue Services.

Plans for 2014

Over 100 pieces of new equipment to be launched in 2014 including health related equipment and a relaunch of the Green System.

"We were the first in the UK to install the Green System and can say this is an excellent system and something we would highly recommend to anyone else in the gym business."

Ian Hirst, Spectrum Leisure & Community

Key personnel

MR JEREMY JENKINS
Managing Director

MR CERI LEWIS
National Key

Accounts Manager

MRS SANDRA PILLING
Sales Support



JEREMY JENKINS

Shows attending in 2014

IHRSA, FIBO, SIBEC, LIW, FLAME Awards, Fire Fit, Body Power and Fitpro Active-net 2014.

For more information

info@sportsartfitness.co.uk

MR JEREMY JENKINS
jeremy.jenkins@sportsartfitness.co.uk
TEL 07715 023663

MR CERI LEWIS
National Key Accounts Manager
ceri.lewis@sportsartfitness.co.uk

RELATIONSHIPS
MATTER

WE SUPPORT YOU so YOU CAN BETTER SERVE YOUR CUSTOMERS

Star Trac continues to grow because of our amazing customer relationships around the world. Our commitment to you is that we will continue to build our relationships, provide solutions that will grow your business and create innovative products that will engage your clients.

MICHAEL BRUNO

FOUNDER OF CORE INDUSTRIES dba **STAR TRAC**

"We will make it easy to do business with us."

Start your relationship today and contact us at **+44 (0) 1494 688260** or <mailto:uksales@startrac.com>



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Relationships. Solutions. Innovation.

Star Trac

Unit 4, The Gateway Centre, Coronation Road,
Cressex Business Park, High Wycombe, Bucks, HP12 3SU, UK
TEL +441494 688260 EMAIL uksales@startrac.com WEB www.startrac.com
SOCIAL MEDIA  [@StarTracFitness](https://twitter.com/StarTracFitness)  www.linkedin.com/company/star-trac
 www.facebook.com/startracfitness



Relationships. Solutions. Innovation.

About us

Star Trac is a fitness company focused on customer **relationships, solutions** that help our clients grow and fitness equipment design **innovation**. This success is driven by user-focused product offerings that were inspired by the company's mission to provide products, programmes and solutions to mould lifelong habits for health and fitness. Star Trac is a **total equipment package** provider and is a company **easy to do business with**.

Parent Company

Core Industries Inc.

Product range

Star Trac offer a complete line of cardiovascular, strength and functional training equipment including the new TreadClimber® by Star Trac,

BoxMaster®, StairMill™. Star Trac are partnered with Mad Dogg Athletics for the manufacture & supply of Spinning® bikes and have recently launched the new Spinner Blade ION™.

Additional services

Star Trac provide a total solutions package which includes best in class customer service, finance solutions, marketing support, facility layout designs & full education programmes for Spinning®, BoxMaster® and HumanSport®.

Key customers

Fitness First, Virgin Active Health Clubs, Nuffield Health, Parkwood Leisure, Holmes Place, DW Sports, Lifestyle Fitness, Leisure Connection, IHG Hotels, Active4Less, University of Kent, thirtysevendegrees, 3-1-5 Health Club.

Key personnel

JOHN GAMBLE
Managing Director of
Europe, Middle East and
Africa



JOHN GAMBLE

PETER RIGG
Director of Key
Accounts EMEA

JAMES ANDERSON
UK Sales Manager

Plans for 2014

2014 will see the launch of a number of new products including the TreadClimber by Star Trac with embedded screen, Spinner® NXT belt bike and the Turbo Trainer™.

Shows attending in 2014

IHRSA, FIBO, LIW, SIBEC, International Fitness Showcase (Blackpool), Hotec, Club Industry, ENAS.

“ With a definitive brief and a requirement for top quality and innovative products, Star Trac were our first choice for the Kent Sport project. Having worked with the team for a number of years, we have developed an excellent working relationship and are receiving a first class, dedicated service.”
Graham Holmes University of Kent

For more information

TEL +44 (0) 1494 688260
EMAIL uksales@startrac.com
WEB www.startrac.com



ClubAssistant

Membership Software

„TAC's Club Assistant facilitates our organizational work and enables us to delight our guests with convenient functions such as gift certificates. The software helps us take care of our guests attentively and represent our clubs as one of the most extraordinary and classy ones. TAC's solution was definitely the right choice for Aspria.“

ASPRIA, Michael Sieber
Group Technology Director



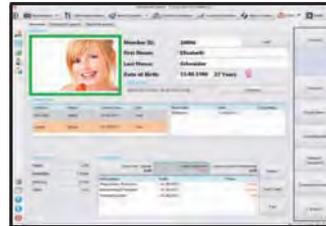
TAC | The Assistant Company

Schildbach III, Hartberg,
Styria, 8230, Austria
TEL +43 3332 6005 990, FAX +43 3332 6005 950
EMAIL office@tac.eu.com WEB www.tac.eu.com
SOCIAL MEDIA www.linkedin.com/Company/tac-gmbh



About us

TAC - The Assistant Company is a global software development company with its headquarters in Hartberg, Austria which was founded in 2001. TAC specializes in developing and implementing software solutions for Membership Management and Spa & Activity Management. Already, 600 customers in 53 countries save valuable time every day; they delight their guests with a service that is second to none, and strike out on new paths in their sales and marketing activities.



Product range

- Club Assistant - Membership Software
Our Membership Software organizes all processes of a fitness club – from check-in up to accounts receivables management.

- Reservation Assistant - Spa & Activity Software
Reservation Assistant manages all spa services and activities with just a single tool – from booking appointments up to organizing resources.

Key customers

Fitness clubs (e.g. Aspria), Spas, Hotel resorts, Thermal baths, Restaurants.

Plans for 2014

Continue to support the fitness, wellness and health business with a state-of-the-art software solution; delighting our customers with innovational energy, outstanding service and extensive know-how.

Shows attending in 2014

Meet the Top, Spain ITB, Germany FIBO, Germany HITEC, USA ISPA, USA.

“The TAC software solution facilitates our organizational work and enables us to delight our guests with convenient functions such as gift certificates. The software helps us take care of our guests attentively and represent our clubs as one of the most extraordinary and classy ones. TAC’s solution was definitely the right choice for Aspria.”

Aspria, Michael Sieber, Group Technology Director

For more information

TEL +43 3332 6005 990, EMAIL office@tac.eu.com
WEB www.tac.eu.com, LINKEDIN www.linkedin.com/Company/tac-gmbh

Key personnel

THOMAS ROESSLER
Managing Director

GUENTHER
POELLABAUER
Director Marketing
and Sales



THOMAS
ROESSLER

WELLNESS ON THE GO

THE WELLNESS EXPERIENCE EVERYWHERE, EVERYDAY.

Manage your members' wellness activities inside and outside the gym with Technogym.

WEBCAM (PATENTED) 



ON THE GO / MOBILE

IN THE GYM / UNITY™



AT HOME / PC-SMART TV



UNITY™ is the most advanced cardio console, based on an open Android 4 platform featuring a touch screen that your members can use like their own tablet to swipe, scroll and move from one activity to the next.



Developed as a free app by Technogym for both Android and Apple devices, the **mywellness app** makes your members' workout experience more personal, fun and effective by enabling them to manage their workout routine, track their results and access their fitness data on the go.



Stay tuned on: www.technogym.com/wellnessonthego

Follow us on    

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SOCIAL MEDIA [@Technogym](https://twitter.com/Technogym) <http://www.linkedin.com/company/technogym>
www.facebook.com/TechnogymSPA Blog www.technogym.com/blog/en



About us

Founded in 1983, Technogym is the world's leading supplier of Wellness and Fitness products, services and solutions. With over 2200 employees across 14 branches, we are present in over 100 countries. More than 65000 Wellness centres are equipped with Technogym and 35 million users train every day on Technogym. Technogym was the official supplier for the last five Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, and London 2012.

Product range

We provide a full range of cardiovascular, strength and functional equipment for both professional and home use, as well as an ecosystem of smart applications and networks that allow operators to engage end-users and run their facilities more efficiently, and people to engage with Wellness anywhere, at any time.

Additional services

Technogym offers end-to-end Wellness solutions: consultation, Wellness Institute training and certification, marketing support, interior design, installation and maintenance, technical support, warranty and service contracts, and financial solutions.

Key customers

We supply clubs, hotels, spas, rehabilitation centres, corporate gyms, universities, professional sports facilities, athletes, homes and more. These include St George's Park; the Ferrari and McLaren F1 teams; football teams AC Milan, Inter Milan and Juventus; and many more.

Plans for 2014

We will lead fitness innovation with connected products, devices and apps. We also launch Let's Move For A Better

World, a campaign to get people moving for their community.

Shows attending in 2014

International CES, IHRSA, FIBO, Salone Del Mobile, Grand Designs Live, 100% Design, Master Innholders Conference, Youth Sport Trust Conference, LIW.

Key personnel

NERIO ALESSANDRI
Founder and President

ANDREA BIANCHI
Managing Director, UK

STEVE BARTON
Sales Director, UK

SIMON CLARKE
Sales Director
(Key Accounts), UK

ALEX BENNETT
Marketing Director, UK



NERIO
ALESSANDRI

"For 10 years Technogym has provided us with a complete package, not just fitness equipment and servicing, but through mywellness cloud we can measure individual levels of physical activity, set individual goals and monitor them. This has enabled us to measure our effectiveness to prove our worth to other departments."
Adrian Lear, Facilities and Projects Manager, Central Bedfordshire Council

For more information

TEL +44 (0)1344 300236
FAX +44 (0)1344 300238
EMAIL UK_info@technogym.com

There are 13 million cyclist in the UK. How many of them are members of your club?

“

It's the best way to train but it's also the most painful... I look at the Wattbike and I think I don't want to get on and hurt myself more, but it's those sessions that really pay off.”

Joanna Rowsell MBE
Olympic Champion
3-time World Champion
Wattbike Ambassador



wattbike



Call or email to start
attracting new members
to your club today



Wattbike Ltd

Vermont House, Nottingham South and Wilford Industrial Estate,
Nottingham, Nottinghamshire, NG11 7HQ, UK
TEL 0115 945 5450 Email info@wattbike.com
WEB www.wattbike.com
SOCIAL MEDIA @wattbike [facebook.com/wattbike](https://www.facebook.com/wattbike)

About us

Wattbike Ltd are the creators of the revolutionary indoor bike, the Wattbike. Working in partnership with British Cycling, it took several years of research and development to produce this truly unique indoor bike. Adopted by the major health and fitness providers, the Wattbike has become an essential piece of equipment across gym floors worldwide. The Wattbike is the only indoor bike ever to be endorsed by British Cycling.

Product range

Wattbike Pro – High Resistance, scientifically accurate indoor training bike. Fully adjustable to create the perfect riding position. Unique dual air and magnetic resistance designed to provide the feel of riding a real bike.

Wattbike Trainer – A lower resistance version of the Wattbike Pro.

Additional services

There are two separate pieces of software to support the Wattbike. Expert Software is a Sport Science analysis tool. Power Cycling is a Cycling Class and Race programme.

Key customers

Major Health and Fitness chains, Independent Fitness Centres, Military, Elite Sports Teams, National Governing Bodies, Medical Facilities, Home Users.

Plans for 2014

2014 will focus on improving our education and training programme support through both printed and online materials. Also improving the integration with 3rd party programmes and apps via ANT+ technology.

Key personnel

RICHARD BAKER
Commercial Director

ALEX SKELTON
Marketing Director

GARY MASON
Sales Executive -
Military and South West

STEVE MARSHAL
Sales Executive - North

JOSH CARDWELL
Sales Executive - London and South East



**RICHARD
BAKER**

Shows attending in 2014

London Bike Show, The Triathlon Show, Manchester Bike and Triathlon Show, RideLondon Cycling Show, The Cycle Show, Leisure Industry Week.

“We now have Wattbikes in 12 clubs and have plans to put these into every one of our 93 clubs and studios. We are seeing not only cycling enthusiasts using the bikes but also members who have general weight loss and shape change goals.”

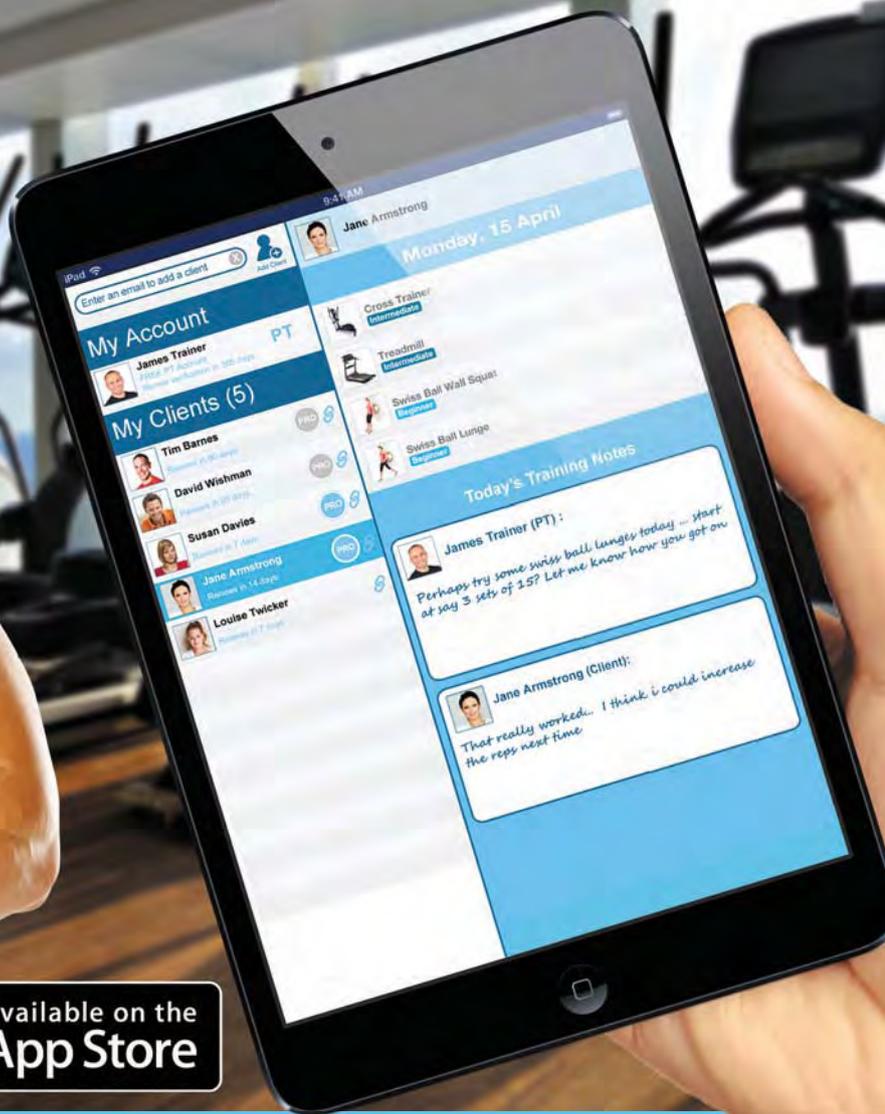
Rob Beale, Head of Sports, Health and Fitness, David Lloyd Leisure

For more information

EMAIL info@wattbike.com
TEL 0115 945 5450
WEB www.wattbike.com

WEIGHTPLAN

Manage your fitness and weight loss clients online



Available on the
App Store

www.weightplan.com

Weightplan Ltd

110 London Road, Hemel Hempstead, Hertfordshire, HP3 9SD, UK

TEL 0203 005 7443

WEB www.weightplan.com

SOCIAL MEDIA www.facebook.com/Weightplan www.twitter.com/weightplanLtd www.youtube.com/user/Weightplan



About us

Manage your diet & fitness clients' performance on a tablet, mobile or computer. With professional exercises, 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 any of 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.

Additional services

All Apps enable the user to create and share bespoke exercises and workouts for ultimate personalisation and flexibility. PTs can design routines fulfilling the specific needs of their clients by adding their own instructions and photography. Clients can access their account via the Apps or online.

Product range

Weightplan's range includes weightplan.com, a health and fitness community enabling you to manage your fitness and diet plans.

'PT Client Manager' iPad App

Manage your clients' data, exercises and nutrition

'Gym Training' iPhone App

Manage your gym routine, and exercises on the move

'Exercise and Calorie Counter' iPad App

Track your exercises and nutrition

Key customers

Our key worldwide customers are:

- Health clubs
- Gym operators
- Personal Trainers & Nutritionists
- Gym equipment suppliers & manufacturers

Plans for 2014

Weightplan is set to launch Android and Windows 8 mobile versions of the Apps providing services to all smart phone owners all over the world.

For more information

TEL 0203 005 7443

EMAIL support@weightplan.com

WEB www.weightplan.com

Key personnel

ANDREW BARHAM
CEO

MARTIN STEVENS
Managing Director



ANDREW
BARHAM





A leading provider of Leisure Management Solutions with over three decades of experience across the public, private, trust, facilities management and education sectors.

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.

- Wizard based membership, market leading reporting and control of estate wide data.
- Bookings, EPOS, prospecting, course and session management - a powerful yet intuitive solution.
- Online Bookings - book and pay for sessions, courses and activities online.
- Online Memberships - develop your membership sales team by allowing customers to join and renew online - improve cash flow.
- Mobile - book and manage your account from a smart phone with social media integration.
- Self-Service - award winning kiosk solutions - from checking in through to rebooking.
- On Course - state of the art course management solution with iPod registers and web portal to track progress and make payments.
- Both Local or Hosted server options.



info@xnleisure.com



www.xnleisure.com



[xn-leisure-systems-limited](https://www.linkedin.com/company/xn-leisure-systems-limited)



Follow us at
[@xnleisure](https://twitter.com/xnleisure)

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XN Leisure Systems Ltd



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About us

Xn Leisure is the leader in leisure management software solutions, with over three decades of experience in delivering award-winning IT software. Thousands of users are benefiting from our wealth of knowledge and expertise, making Xn Leisure your technology partner of choice. Our portfolio of solutions – which include award-winning self-service and web modules – enables you to better leverage your existing resources and to increase your profitability and efficiency.

Product range

- Locally- or centrally-hosted systems
- Web-based membership and prospect management
- Innovative booking, POS, ticketing and session management software
- Online bookings and memberships
- Mobile web app
- Self-service solutions
- Automated email and text marketing
- Course management, with iPod handheld registers.

Additional services

Xn Leisure's ongoing investment in strategic product development continues

to support customers with feature and benefit-packed innovations, setting industry standards and reinforcing the company's position as a leading solution provider. Xn's business culture reflects the friendly, people orientated nature of the leisure sector, while stimulating innovation and focused performance among Xn Leisure project and service delivery teams.

Key customers

Our customers include Local Authorities, Trusts, Facility Management and Education organisations.

Plans for 2014

Our mobile Horizons 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 2014

- LIW
- SIBEC UK and SIBEC EU
- Quest
- BUCS
- Active-net 2014
- Xn Leisure National User Conference
- CLOA

Key personnel

JASON WATTS
Sales Director



"The benefits of the Xn Leisure systems were so clear to Mike Critchley and his colleagues that they went on to specify Access Control and Kiosks for two centres. The statistics speak for themselves: 83% of all gym-users have to date entered via the Kiosks, equating to 150,000 visits which, if these customers were to queue, equates to a potential saving of 417 hours of receptionists' time. Mike Critchley, Area Leisure Manager, Live Wire Warrington

For more information

EMAIL info@xnleisure.com
 TEL 0870 80 30 700
 WEB www.xnleisure.com



YMCA
fit

IN-HOUSE TRAINING

The cost effective solution
to staff development

In-house training

At YMCAfit, we deliver in-house training that can be tailored to meet your business requirements, delivered to fit your time, location and budget needs.

Apprenticeships

We also offer a range of bespoke apprenticeships that can help you ensure that your workforce has the practical skills and qualifications that your organisation needs now and in the future. What's more your staff could be eligible to train for free! Additional CPD modules for existing staff is also available as part of the package.

Apprenticeships recruitment

YMCAfit can advertise, shortlist and select appropriate apprentices for your business, free of charge!

ENQUIRE TODAY

t. 0844 417 9613

e. bookings@ymcafit.org.uk

w. ymcafit.org.uk



YMCAfit

111 Great Russell Street, London
 WC1B 3NP, UK
 TEL 0844 417 9613, FAX 0843 221 1548
 EMAIL bookings@ymcafit.org.uk WEB www.ymcafit.org.uk
 @ymcafit ymcafit ymcafit [BLOG www.ymcafit.org.uk/blog](http://www.ymcafit.org.uk/blog)



About us

Established in 1984, YMCAfit is the most experienced training provider in the UK having trained over 90,000 instructors offering an extensive and inclusive portfolio of fitness training courses. YMCAfit invests heavily in developing programmes that provide exciting, relevant and high quality training to ensure that their graduates stay at the head of the industry. The award winning programme 'Instructability' is testimony to YMCAfit's commitment to inclusive instructor training for disabled people.

Parent company

YMCAfit is part of Central YMCA, a leading national educational charity and the world's founding YMCA.

Product range

Qualifications include: Advanced Diploma and Certificate in Personal Training, Gym Instructor, ETM Instructor, Diploma in Teaching Yoga, Kids' Fitness, STOTT PILATES® and Instructability. 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 schemes, an extensive apprenticeship programme plus free recruitment services for employers.

Key customers

Virgin Active, Fitness First, David Lloyd, GLL, LA Fitness, Nuffield Health, Topnotch, Fitness4Less and Aquaterra.

Plans for 2014

Central YMCA recently acquired YMCA Training, an established provider of apprenticeships. YMCAfit is looking forward to the new partnership and extending its provision of funded training.

Shows attending in 2014

SIBEC Europe, SIBEC UK, REP's South East Convention, IHRSA.

For more information

For more information about our courses, please contact YMCAfit on 0844 417 9613 or email bookings@ymcafit.org.uk

Key personnel

ANDREE DEANE
 Business Partner



"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.



Spatex: Dedicated pool and spa event

FEBRUARY

2–4 | Spatex (UK)

The UK's largest dedicated pool and spa trade event.

Web www.spatex.co.uk

19–23 | ACSM Team Physician Course – Part 1 (US)

The only conference to cover the full range of athlete care and sports medicine, with hands-on workshops on how to care for athletes on and off the field.

Web www.acsm.org/tpc

20–22 | FORUMCLUB (Italy)

International congress and expo for managers of fitness clubs, aquatic centres and sports establishments.

Web www.forumclub.it

23–24 | Professional Beauty London (UK)

The UK's largest beauty exhibition.

Web www.professionalbeauty.co.uk

27–2 March | IDEA Personal Trainer Institute (US)

Featuring pre-conference sessions, lectures and workshops. A west coast institute takes place in Seattle on 10–13 April.

Web www.ideafit.com/ptrainer

MARCH

7–9 | ECA World Fitness Conference / OBOW Show (US)

Highlighting new products, ideas and concepts in the fitness and wellness sectors.

Web www.ecaworldfitness.com

10 | SMMEX (UK)

A place for buyers and specifiers to meet with suppliers in an informal environment to cover all merchandise and marketing requirements.

Web www.smmexevent.com

MARCH

12–15 | IHRSA 2014 Annual International Convention & Trade Show (US)

The 33rd annual event takes place in San Diego, offering seminars, keynotes and educational sessions alongside a trade show.

Web www.ihrsa.org/convention

21–23 | International Fitness Showcase (UK)

Three days of dance, aerobics, step, combat, conditioning, lectures, workshops and mind-body sessions for fitness instructors and enthusiasts.

Web www.chrysalispromotions.com

23–24 | Scottish Beauty (UK)

A trade-only event showcasing products, equipment, services and training from the leading beauty, nail, tanning and spa suppliers.

Web www.beautyserve.com

30–2 April | SPATEC Spring, North America (US)

One-to-one meeting forum bringing operators of leading American hotel resort, destination, athletic, medical and day spas together with suppliers.

Web www.mcleaneventsinternational.com

APRIL

1–4 | ACSM 18th Health & Fitness Summit & Exposition (US)

Interdisciplinary conference that explores the full spectrum of the industry – from science to practical application – with education, workouts, workshops and networking.

Web www.acsmsummit.org

2 | EHFA European Health & Fitness Forum (Germany)

The first forum organised in partnership by EHFA and FIBO, with presentations on the benefits of exercise, the 'Plan for Growth' of the European sector, and the latest EU market data.

Web www.ehfa.eu.com

APRIL

3–6 | FIBO 2014 (Germany)

The world's leading trade show for health, fitness and wellness.

Web www.fibo.de



FIBO features live demonstrations alongside an extensive exhibition

4–6 | Australian Fitness & Health Expo (Australia)

Australia's largest health and fitness event, with around 300 exhibitors showcasing products and services.
Web www.fitnessexpo.com.au

8–9 | BASES Student Conference (UK)

Keynote presentations from sport and exercise scientists, professional development workshops and presentations of research conducted by the student delegates.
Web www.port.ac.uk/bases2014

23–26 | Russian Fitness Festival (Russia)

Said to be the most significant event in mass physical education in Russia, the CIS and the Baltic states.
Web www.fitness-convention.ru

30–1 May | Active-net 2014 (UK)

A new networking event aimed at the health, fitness and leisure sectors. It will bring together suppliers and operators from across the public sector, offering educational seminars and a business-focused networking event.
Web www.active-net.org

MAY

7–10 | SPATEC Europe (Greece)

A two-day forum of one-to-one meetings between leading UK and European spa owners and operators and around 70 leading international spa suppliers.
Web www.spateceu.com

16–18 | BodyPower (UK)

A consumer fitness event with an extensive exhibition and interactive areas.
Web www.bodypowerexpo.co.uk

18–19 | Holistic Health (UK)

Supporting the holistic and complementary therapy market and showcasing new products, treatments and training courses.
Web www.beautyserve.com

18–19 | BeautyUK (UK)

The only major beauty event taking place in the Midlands in 2014.
Web www.beautyserve.com

20–21 | SIBEC UK (UK)

One-to-one meeting forum for suppliers and buyers from the UK's local authority, trust and education markets.
Web www.mcleaneventsinternational.com

27–31 | ACSM Annual Meeting (US)

Covers the science, practice, public health and policy aspects of sports medicine, exercise science and physical activity.
Web www.acsmannualmeeting.org

JUNE

23–26 | 13th Annual International Conference on Health Economics, Management and Policy (Greece)

Bringing together scholars, researchers and students from all areas of health economics, management and policy.
Web www.atiner.gr/health.htm

30–1 July | Facilities Management (FM) Forum (UK)

Organised for FM directors and managers who are directly involved in the procurement of FM products and services.
Web www.forumevents.co.uk

JULY

2 | ukactive FLAME Conference (UK)

The UK's leading educational and networking event for senior level professionals and decision-makers. Culminates in the FLAME Awards 2014.
Web www.ukactive.com

18–19 | FitPro Live (UK)

Targeting personal trainers, instructors and fitness fanatics, this convention and trade show offers product demos, group workouts, and masterclasses and seminars from top presenters.
Web www.fitpro.com/live14

AUGUST

4–7 | 10th Annual International Conference on Kinesiology and Exercise Sciences (Greece)

Brings together scholars and students from a wide range of applied and integrated health sciences.
Web www.atiner.gr

13–17 | IDEA World Fitness Convention (US)

Claimed to be the world's largest, longest-running international fitness convention, featuring educational sessions from top industry presenters.
Web www.ideafit.com/world

28–30 | 15th Annual IHRSA / Fitness Brasil Latin American Conference & Trade Show (Brazil)

Three days of seminars, networking opportunities and a trade show.
Web www.ihrsa.org/fitness-brasil

SEPTEMBER

10–11 | Health+Fitness Business Expo & Interbike Expo (US)

Bringing manufacturers, suppliers, retailers, buyers, press, industry influencers and fitness professionals together to conduct the business of fitness.
Web www.healthandfitnessbiz.com

14–17 | SPATEC Fall, North America (US)

One-to-one meeting forum bringing operators of leading American hotel resort, destination, athletic, medical and day spas together with suppliers. There is also plenty of time for networking.
Web www.mcleaneventsinternational.com



The FLAME Awards take place at the ukactive FLAME Conference

SEPTEMBER

30–2 October | Leisure Industry Week (UK)

In the UK's diverse and vibrant leisure industry, LIW's role is to provide the annual meeting place for professionals from all areas of leisure and connect them with the latest products, services and innovations the market has to offer. The show covers sectors including Health & Fitness (incorporating Sport), Play & Attractions, Leisure Facilities, Pool & Spa, and Eat & Drink.
Web www.liw.co.uk

The **OM Yoga Show London** offers a total ►
yoga experience under one roof, with free
classes, workshops and an exhibition

OCTOBER

7–10 | SIBEC North America (US)

One-to-one meeting forum for suppliers and operators in the US fitness sector.

Web www.mcleaneventsinternational.com

8–10 | EFS (Spain)

The European Fitness Summit – a meeting forum for suppliers and operators.

Web www.european-fitness-summit.com

13–15 | ISPA Conference & Expo (US)

Presentations covering business strategy, customer service, management and leadership in the spa sector, plus an expo.

Web www.experienceispa.com

22–24 | Club Industry Conference and Trade Show (US)

An independent event for fitness professionals, with new education, events, exhibitors, tours and networking.

Web www.clubindustryshow.com

OCTOBER

16–19 | 14th Annual IHRSA European Congress (Netherlands)

Featuring presentations by executives from inside and outside the health club industry, alongside networking events and focus group discussions.

Web www.ihrsa.org/congress



PHOTO: SHUTTERSTOCK.COM/ LUMINAIMAGES

24–26 | The OM Yoga Show London (UK)

A total yoga experience under one roof, with free classes, workshops and an exhibition. In addition, the Mind Body Soul Experience covers complementary health and spiritual awareness.

Web www.theyogashow.co.uk

NOVEMBER

11–12 | Spa Life UK 2014 (UK)

A chance to see new product innovations, share industry insights, network and access management education.

Web www.spaconference.co.uk

19–22 | SIBEC Europe (Madeira)

Bringing UK and European health, fitness and leisure operators from the private, local authority and trust markets together in one-to-one meetings with leading suppliers. There is also plenty of opportunity for networking.

Web www.mcleaneventsinternational.com

25–26 | BASES Conference (UK)

The annual conference of the British Association of Sport and Exercise Sciences – the professional body for sport and exercise sciences in the UK – takes place at St George's Park.

Web www.bases.org.uk

American College of Sports Medicine (ACSM)

Email publicinfo@acsm.org

Web 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

Web 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

Web 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

Web www.bisl.org

Description Strategic body that represents the private sector of the sport and leisure industry to government and its agencies.

Capre (Register of Children's Activity Professionals)

Email info@skillsactiveregisters.org

Web www.capregister.org

Description Professional register designed to regulate the provision of sport and physical activity for children and young people, from sports clubs to the community, schools to holiday camps.

Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

Email info@cimspa.co.uk

Web 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

Web 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

Web www.cmaeurope.org

Description Delivers club management educational programmes with the relevant certification and accreditation opportunities to all of Europe's club managers, both directly and through national associations.

European Health and Fitness Association (EHFA)

Web www.ehfa.eu.com

Description The leading not-for-profit organisation representing national fitness associations and the European health and fitness sector with the EU institutions.

European Register of Exercise Professionals (EREPS)

Email info@ereps.eu

Web www.ereps.eu.com

Description A public register and independent process for the registering of all instructors, trainers and teachers in the exercise and fitness sector, based on agreed European standards.



PHOTO: SHUTTERSTOCK.COM/DOTSHOCK

RAPs is a new public register of aquatic professionals

Inclusive Fitness Initiative (IFI)

Email ifi@efds.co.uk

Web www.efds.co.uk/inclusive_fitness

Description Encourages and supports the health and fitness industry to be more inclusive for disabled people.

International Health, Racquet and Sportsclub Association (IHRSA)

Email info@ihrsa.org

Web 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

Web www.experienceispa.com

Description Leading professional organisation and voice of the global spa industry.

Register of Aquatic Professionals (RAPs)

Email info@skillsactiveregisters.org

Web www.aquaticregister.org

Description Public register of aquatic professionals, developed in partnership with the ASA, RLSS UK and STA.

Register of Exercise Professionals (REPs)

Email info@exerciseregister.org

Web 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 fitness professionals, from PTs to pilates instructors.

SkillsActive

Email marketing@skillsactive.com

Web www.skillsactive.com

Description The Sector Skills Council for active leisure, learning and wellbeing, working across seven sectors: sport, fitness, the outdoors, caravans, playwork, hair and beauty.

sporta

Email info@sporta.org

Web www.sporta.org

Description The representative body for trusts and social enterprises within leisure and culture in the UK. Together its members provide 30 per cent of public leisure centres in the UK.

Sport and Recreation Alliance

Email info@sportandrecreation.org.uk

Web www.sportandrecreation.org.uk

Description The umbrella organisation for the governing and representative bodies of sport and recreation in the UK.

Sport England

Email info@sportengland.org

Web 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.

ukactive

Email info@ukactive.org.uk

Web www.ukactive.com

Description A not-for-profit organisation whose services support all organisations to get more people, more active, more often. ukactive is committed to improving the health of the nation through promoting active lifestyles.

UK Spa Association

Email info@spa-uk.org

Web www.spa-uk.org

Description Trade body for the spa industry in Great Britain and Ireland.

Youth Sport Trust

Web www.youthsporttrust.org

Description Registered charity that supports young people's education and development through PE and sport.

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www.gymaround.com

Gymetrix

www.gymetrix.co.uk

Legend Club Management

Systems

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.the retentionpeople.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

PPL
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

Innovations 4 Leisure
www.innovations4leisure.co.uk

P81
www.p81.co.uk

Retail

the fit co
www.thefitco.com

Safety

Aspect Safety Mirrors
www.aspectsafetymirrors.co.uk

RD Health & Safety
www.rdhealthandsafety.co.uk

SafeTIC
www.safetic.ie

Sales/marketing/pr

Action PR
www.actionpr.co.uk

Big Fish PR
www.bigfishpublicrelations.co.uk

Big Wave Media Ltd
www.bigwavemedia.co.uk

CFM
www.cfm.net

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

Greinwalder & Partner
www.greinwalder.com

hatrick marketing
www.hatrckmarketing.com

Incentivated Ltd
www.incentivated.com

Jellymedia Ltd
www.jellymedia.com

Premier Business Audio
www.premierba.co.uk

Promote PR Ltd
www.promotepr.com

Sales Makers International
www.salemakersinternational.com

Showoff Media
www.showoffmedia.co.uk

Zoom Media
www.zoommedia.com

Sauna/steam

Dalesauna Ltd
www.dalesauna.co.uk

Klafs
www.klafs.com

MagMed Limited
www.magmed.com

Tylo
www.tylolife.co.uk

Unbescheiden
www.unbescheiden.com

Vi Spa Experience Rooms
www.vi-spa.co.uk

Security/access control

Authentic8 ID Solutions
www.authentic8id.com

Camlock
www.camlock.com

Codelocks
www.codelocks.co.uk

Gantner Technologies
www.gantner.com

Lowe & Fletcher
www.lowe-and-fletcher.co.uk

Ojmar S.A.
www.ojmar.es

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www.sag-schlagbaum.com

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www.simplelockingsolutions.co.uk

Showers

Horne Engineering Ltd

www.horne.co.uk

Kohler Mira/Rada

www.radacontrols.com

Spa/wellness

Barr + Wray

www.barrandwray.com

Cheshire Wellness

www.cheshirewellness.co.uk

GeoSpa

www.geospa.de

Inviion

www.inviion.com

Klafs

www.klafs.com

MillAquia Ltd

www.millaquia.co.uk

Schletterer

www.schletterer.com

Stone Forest

www.stone-forest.co.uk

Thermarium

www.thermarium.com

Unbescheiden

www.unbescheiden.com

Sports drinks/supplements

Bio-Synergy Ltd

www.bio-synergy.co.uk

Cellucor

www.cellucor.com

For Goodness Shakes

www.forgoodnessshakes.com

GlaxoSmithKline/GSK

www.gsk.com

Inkospor

www.nutritionfirst.uk.com

Multipower Sportsfood

www.multipoweruk.com

NRG Fuel Sports Nutrition

www.nrgstop.com

Nutrichem diet + pharma GmbH

www.nutrichem.de

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

Harrod UK

www.harrod.uk.com

JP Lennard

www.jplennard.com

Kingswood Leisure Services

www.kingswoodleisuredirect.co.uk

Mark Harrod

www.markharrod.com

Mirrors for Training

www.mirrorsfortraining.co.uk

Physique Sports

www.physiquesports.co.uk

SAQ International

www.saqinternational.com

Suunto/Amer Sport

www.suunto.com

Trion:Z

www.trionz.co.uk

Sports injury

Koolpak Ltd

www.koolpak.co.uk

Pepperfit

www.pepperfit.com

Physique Management Company

www.physique.co.uk

Sunbeds/tanning

Helionova

www.helionova.com

Sunbed & Leisure Systems (UK) Ltd

www.sunbedandleisure.co.uk

Surfaces – sports/play

BSW Berleburger Schaumstoffwerk

www.berleburger.com

Conica Sports Surfaces

www.conica.basf.com

Sports Surfaces (UK) Ltd

www.sportssurfacesuk.com

Swimming pools

Barr + Wray

www.barrandwray.com

Certikin International

www.certikin.co.uk

Cheshire Wellness

www.cheshirewellness.co.uk

JC Leisure Solutions

www.jcleasuresolutions.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.centraltraininggroup.org

Class Finder

www.classfinder.org.uk

Discovery Learning

www.discovery.uk.com

Diverse Trainers

www.diversetrainers.co.uk

European Institute of Fitness

www.eifitness.co.uk

FitPro

www.fitpro.com

Focus Training

www.focus-training.com

Freedom Leisure Training

www.freedom-leisuretraining.co.uk

Games Education

www.hotspottraining.com

Health and Fitness Education - HFE

www.hfe.co.uk

Icon Vocational Training

www.icon-training.com

Leisure Industry Academy - LIA

www.leisureindustryacademy.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.mbodiesacademy.com

MediFit Corporate Services

www.medifit.com

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.pfettraining.co.uk

NUCO Training Ltd

www.nucotraining.com

Pegasus Training

www.pegasustraining.co.uk

Pilates Training Solutions

www.pilatestrainingsolutions.co.uk

Pocketfit Training

http://pocketfittraining.co.uk

Premier Training International

www.premierglobal.co.uk

St Mary's University College

www.smuc.ac.uk

The Swimming Teachers Association - STA

www.sta.co.uk

Thump Boxing

www.thumpboxing.com

Top Lodge Leisure Ltd

www.top-lodge.co.uk

UK Active

www.ukactive.com

Ushomi

www.ushomi.co.uk

The Wright Foundation

www.wrightfoundation.com

YBFIT Training

www.ybfit.co.uk

YMCA Fitness Industry Training

www.ymcafit.org.uk

Yoga Professionals

www.yogaprofessionals.net

Vending equipment

Nestle Professional Information Centre

www.nestleprofessional.co.uk

Ventilation

Indepth Hygiene Services Ltd

www.indepthisygiene.co.uk

Washrooms/bathrooms

Twyford Bathrooms

www.twyfordbathrooms.com

Venesta Washroom Systems

www.venesta.co.uk

Water leisure/water treatment

Hanovia

www.hanovia.com

Hippo Leisure Products

www.hippoleisure.com

Topline Electronics

www.topline.uk.net

uwe JetStream

www.uwe.de



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