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# Welcome to the Health Club Management Handbook 2015

2015 looks set to be a year of disruption in the health and fitness sector.

Technology will be the main disruptive force; clubs must engage with this or be left behind. While the explosion of apps and wearables might seemingly present a threat to the gym model, in fact there are huge opportunities for operators to embrace this technology, harnessing its power not only to enhance the member experience within the club, but also to extend their reach beyond their four walls and into people's lives on a 24/7 basis (see page 82).

The growth of the microgyms is another trend to be heeded across the board. The success of this model is



rooted in very basic, but all too often ignored, consumer needs: to feel like a person and not a number; to be part of a community; and to feel you're getting value for money, whatever the price tag. From flexible memberships to 'clubs in club', operators will increasingly look at how to incorporate the principles of the microgym into their own offering.

The important thing is to see these disruptive forces as a positive chance to challenge ourselves, rethink the health club model and remain relevant in a changing, increasingly consumer-led landscape.

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

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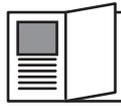
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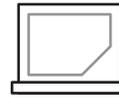
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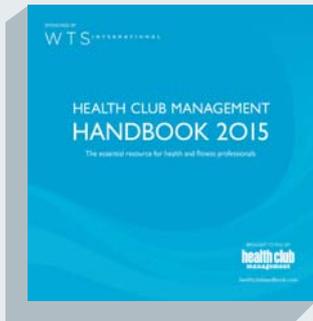
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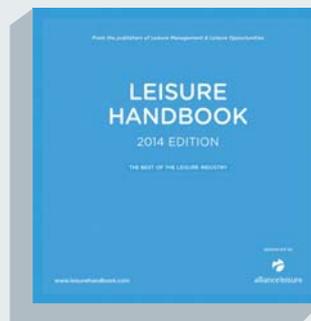
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# Fitness Foresight™ 2015

fitnessforesight.com looks at trends and influences, and identifies opportunities for industry growth and diversification

## MENTAL HEALTH THE FEELGOOD FACTOR

The World Health Organisation forecasts that, by 2020, depression will be second only to coronary heart disease as a leading contributor to the global disease burden. Already in the UK, roughly one in six of us experience a mental health problem at any one time, costing the economy £105bn a year.

Given the numerous studies proving the benefits of exercise for mental health, we expect gyms to pick up on the ‘feelgood factor’ message a lot more – not least because it has the potential to be even more compelling and universally appealing than conventional themes like weight loss: in a survey by mental health charity MIND, 83 per cent of respondents said they exercised to help lift their mood or reduce stress, while seven out of 10 gym users with no mental health issues thought their mental wellbeing would suffer if they didn’t exercise.



83 per cent of people exercise to lift their mood

PHOTO: WWW.SHUTTERSTOCK.COM/ICSNAPS



CSR partnerships will be more long-term

## CHARITABLE THINKING BEYOND THE BOTTOM LINE

Driven by initiatives such as Gympopia ([www.gympopia.org](http://www.gympopia.org)), more businesses will recognise the value of having an altruistic purpose.

While the fitness sector has a worthy mission at its

heart – improving people’s health – major corporate social responsibility (CSR) initiatives remain thin on the ground, with most efforts limited to one-off charity fundraisers. We foresee an

uplift in committed CSR partnerships as the industry matures and takes a longer-term view, appreciating that such projects can help create a more valued, sustainable organisation.



## HUBS FOR HEALTH

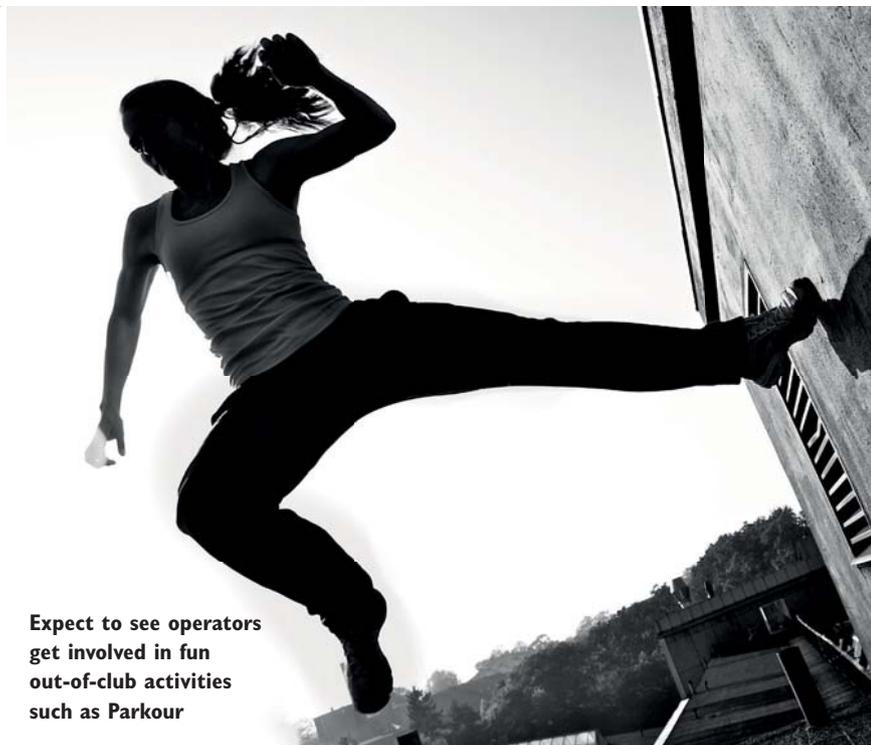
### WELLNESS CITIES

Health clubs are already beginning to embrace the broader concept of wellness rather than just fitness, but could we be reaching a point where we witness the emergence of entire wellness cities?

These could become hubs for wellbeing where everything has been designed (or redesigned) with health in mind: from the green spaces outside and fresh air we breathe, to buildings that incorporate circadian lighting and water filtration systems. Active design – whereby streets and buildings have attractive opportunities for physical activity embedded into them – would also be key, and health clubs and integrated spas offering a multitude of wellness services would feature heavily.

The vision of building entire cities around wellness is a powerful one that most people can relate to and find compelling and attractive. And although the idea of wellness environments isn't new, we're approaching a time when the concept will reach tipping point and enter the mainstream.

**Take the stairs: Physical activity opportunities should be designed into everyday life**



Expect to see operators get involved in fun out-of-club activities such as Parkour

## PLAYTIME MAKING FITNESS FUN

We expect to see a higher degree of fun, spontaneity and play brought into fitness offerings – not only for children but also for adults – to get around people’s mental block when it comes to doing structured exercise.

There are already several great initiatives that aim to introduce ‘just for the fun of it’ movement into daily lives: one lovely example is a bridge in Reykjavik, Iceland, which is usually lit blue, but where each section turns pink as you step on it; run across fast and the whole bridge turns pink.

We expect to see fitness operators tapping into this trend, offering dance classes and pop-up challenges in parks, rebounding in schools for parents and kids together, Parkour sessions in the street, and guided walks with a purpose (historical routes, ghost walks) rather than walking for walking’s sake. Anything to put a smile on people’s faces and get them active without them thinking about it.

## EXERCISE IS MEDICINE

### EVIDENCE & DATA

As tracking devices get ever smarter and more accurate – with sensors monitoring a growing range of measures from activity levels, nutritional information, weight and sleep patterns to heart rate, blood pressure, blood sugar levels, respiratory rate and oxygen saturation – fitness facilities will be able to use these to provide extensive, robust data to prove both the effectiveness of, and adherence to, their programmes. With ‘evidence’ today’s buzzword, and the thing all health commissioners want to see from the fitness sector, expect to see these devices incorporated into all exercise referral schemes going forward.



Tracking devices will be used to prove the impact of exercise referral schemes



Striking a good balance at a cellular level boosts wellbeing and reduces risk of disease

## STRIKING A BALANCE CELLULAR HEALTH

We anticipate increasing awareness of the importance of cellular health.

Many of the systems that run our bodies at a cellular level work through tensions between opposites; the balance between them determines our health. For example, the health of the gut – which underpins the immune system – relies on the balance between fungi and bacteria. If either dominate, our health is undermined: consume too much sugar or yeast and fungus flourishes, which leads to disorders such as candida, athlete's foot and thrush. The cellular pump, which keeps our cells clean and our blood pressure healthy, relies on the correct balance between sodium and potassium in the body. Get the balance wrong and the result will be high blood pressure.

A wide range of health factors are reliant on balance – exercise and rest, acid and alkali, oxygen and carbon dioxide. Good balance means excellent cellular health and a greater likelihood of freedom from disease.

We expect to see a more widespread recognition of the importance of good cellular health, its role in the fundamental underpinning of wellbeing, and its importance as the ultimate tool in the prevention of disease. This subtle element of health is unseen and rarely researched, so education to raise awareness will be the first step.

### TOO MUCH OF A GOOD THING

#### OVER-NOURISHMENT

Millions of people take vitamin supplements for any number of reasons: to boost their health, give them better skin or even raise their sex drive. While some may benefit from specific supplementation, scientists are warning that taking extra vitamins without supervision could be a waste of money and may even be harmful. High doses of vitamin A, for example, could be linked to osteoporosis.



**Unsupervised use of vitamins could be a waste of money – and may even be harmful**

### THE NEW SUPERFOODS

#### FATS & CARBS

Misinformation about the role fats and carbohydrates play in the body has led to many people excluding them from their diet.

However, we expect to see the reputation of these foods rehabilitated as people become better educated in holistic nutrition.

In his book *Fats that Heal, Fats that Kill*, Udo Erasmus makes the case for eating and absorbing the correct fatty acids in the diet to prevent and reverse a wide range of serious health disorders, from cancer to type 2 diabetes and arthritis. Meanwhile, carbohydrates are necessary for a range of functions, from the maintenance of nerve health to the production of testosterone.

Health clubs are perfectly placed to educate their members on these issues, and should also be striving to include the correct fats and carbs on in-club menus.



**Eating the right fats and carbs is actually good for your health**

## BEYOND THE GYM ACTIVITY TRACKING

With the advent of smart watches, fitness apps and activity trackers – all of which give exercisers much more independence in their training – gyms will need to rethink what they stand for and how they support their members.

Forward-thinking operators will realise the hi-tech future rests not just with their own equipment, but with the activity trackers their members bring to the club. Rather than seeing these as a threat, clubs must allow their systems to interact with third-party apps and devices, so members can use their choice of system to track all their activity, wherever they are.

Treadmills that can personalise a workout based on data from a running app, sensors in-club that pick up a member's recent exercise data and suggest a tailored programme for that day, smart scales that feed data back into the app, the option to stream a class live into a member's home... The internet of things will make all this possible, ensuring gym workouts remain an integrated part of the jigsaw.

People might visit the gym less frequently, preferring to mix and match their activities, but clubs will always be able to offer motivation, a community feel and sense of accountability to a real person that solo training can struggle to deliver. Operators that recognise these selling points, and that appreciate the need to be a co-operative part of people's broader exercise routines, will be the ones that succeed.



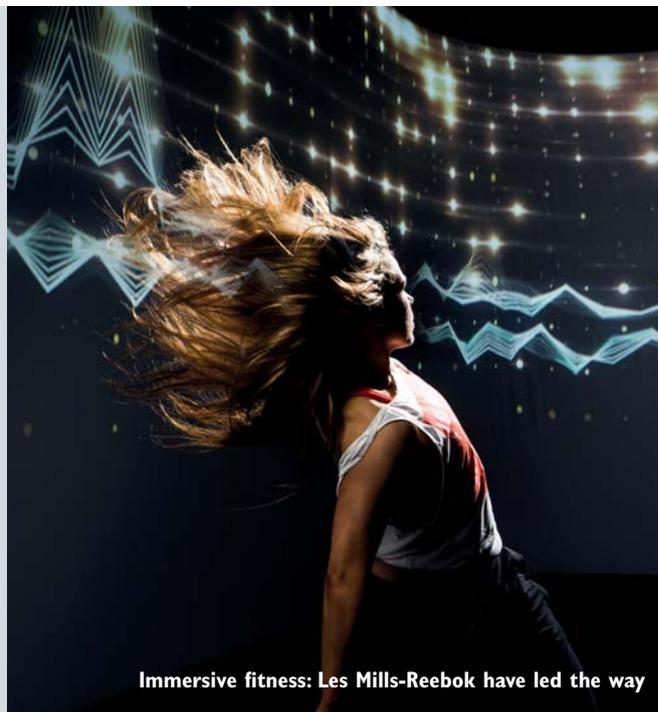
**Members will want to use their tracker of choice**

## A CLASS ACT VIRTUAL OFFERINGS

A number of health clubs are already providing virtual group exercise, whether to complement and feed in to live classes or as a standalone, virtual-only timetable.

However, the momentum is gathering and soon we'll see health clubs transforming entire studios into cinema-style experiences, with surround-sound systems and floor-to-ceiling screens – potentially even wrap-around screens covering multiple walls of a studio. Group exercise will be less about an instructor standing in front of a class in a brightly lit, mirrored studio and more about an exciting audiovisual experience driven from the screen in which live instructors, where available, are freed up to offer personalised tips and motivation to class participants.

The Les Mills-Reebok 'immersive fitness' initiative has led the way. While this product will be too expensive for many, DLL in the UK and CMG in Paris have already committed to trialling the concept. In the long run, cinema-style visuals and sound that draw you in to a computer game world where you can't help but get sucked in to the workout is an approach more operators will look to replicate.



**Immersive fitness: Les Mills-Reebok have led the way**

## LONELINESS BAD FOR HEALTH

The number of people living alone has increased by 80 per cent in the last 15 years, rising to 277 million globally in 2011, according to Euromonitor. While ageing populations have contributed to statistics, the 'cult of the individual' has also intensified and more people of all ages are actively choosing to live alone. Figures are the highest in Sweden, where 47 per cent of households only have one person living in them, followed by the UK (34 per cent) and Japan (31 per cent).

Loneliness has dramatic ramifications for health: it can interfere with sleep, raise blood pressure, decrease immunity, increase depression, lower overall wellbeing and stimulate cortisol production. Lonely people are also twice as likely to die prematurely, say doctors.

Health clubs are ideal hubs to tackle loneliness. Whether through community outreach programmes or clubs-in-clubs, facilities could target the most vulnerable groups, offering physical activities, social meeting places and educational sessions on how to deal with loneliness.



**Loneliness can  
raise people's  
blood pressure**

PHOTO: WWW.SHUTTERSTOCK.COM



Many skin functions, such as temperature and oil production, are circadian-rhythmic; clubs and spas could use this insight to tailor facials

## SETTING THE RHYTHM

### CIRCADIAN AWARE

Organising daily schedules around the body's natural clocks – our circadian rhythms – can improve mental alertness and even enhance the immune system. Yet when these rhythms are disrupted – by work patterns, for example, or by the use of artificial light – our inner clocks are thrown.

We see high-end health clubs creating circadian-friendly environments by installing 'healthy lights' that emit different spectrums of light. These spectrums mimic the wavelengths of natural daylight with which our biological rhythms are in-synch.

We also see health clubs becoming more mindful of the timing of workouts and spa treatments. Is it possible to map an individual's circadian rhythm and construct a personalised workout programme around that? Is there an optimum time to offer a more relaxing or energising massage? Many skin functions are circadian-rhythmic: oil production is twice as high at noon as between 2.00 and 4.00pm, and its temperature is higher in the evening. Of course, everyone has their own natural rhythm, but these guidelines could be used as a starting point to tailor facials. ►

### TO THE EXTREME HARDCORE FITNESS

It's not only fitness facilities that are polarising and diversifying into niches: high-end versus budget, specialist microgyms challenging full-service formats, outdoor versus indoor. The end consumer is also polarising, with the fitness savvy group becoming increasingly extreme in their activities.

Endurance events like Iron Man and Tough Mudder are drawing large numbers of participants; CrossFit is enjoying growing popularity, both in standalone facilities and in mainstream clubs; and the likes of Insanity, HIIT, Tabata and boot camps have joined the line-up on many clubs' timetables.

As health clubs seek to grow their market and attract deconditioned people into their facilities – people who will be easily intimidated – they will have to be conscious of the very diverse needs and mindsets of an increasingly polarised user group.



Endurance fitness events such as Tough Mudder are growing in popularity

ALL PHOTOS: WWW.SHUTTERSTOCK.COM

### THERE'S A THOUGHT NEUROPLASTICITY

A growing number of studies in the field of neuroplasticity show the brain is not the static organ we once believed it was. It has the ability to change, heal and renew itself, which can result in physical as well as mental changes.

Scientists of psychoneuroimmunology, another fairly new field, have also found receptors for our emotional neurotransmitters (usually only located in the brain) in the cells of our immune system. It seems there's a direct link between the mind and body.

To get optimum physical results, future fitness instructors will therefore start to look at how they can work with the mind. They'll address how members are thinking and feeling internally to help treat their body.



Scientists have shown there's a direct link between mind and body

## GLOBAL HOTSPOTS

### OIL, GAS – AND SOLAR

Identifying global hotspots very early on in the process enables operators to unlock new markets for growth, by acquiring land and property and forming local partnerships to underpin business expansion.

Fitness Foresight™ is tracking emerging economies where wealth is based on the production of energy – specifically oil and gas in the short-term, but longer-term we expect this to broaden out to include access to solar power, as this option becomes more competitive.

The wealth generated by the harvesting of these natural resources is creating exciting opportunities for development in emerging nations such as Kazakhstan, Nigeria, Algeria, Angola and Azerbaijan, which have vast oil reserves, and Uzbekistan and Turkmenistan, which have gas.

Exciting longer-term opportunities will emerge for the global expansion of health club chains and franchises once a better infrastructure is in place, and this oil and gas wealth combines with more stable political situations.

And as solar gains market share, we'll track the winners in that too. These are just as likely to be in the developed world. For example, in Australia solar has reached a tipping point where it's cheaper than coal. ●

**In Australia, solar power  
is now cheaper than coal**

#### ABOUT THE AUTHORS

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# Spa Foresight™ 2015

spaforesight.com looks at trends and influences in the spa industry, and identifies opportunities for sector growth and diversification

## SPECIALIST FITNESS MICROGYMS

Microgyms – centres specialising in just one area of fitness – are taking the health club market by storm. They're also creating a new breed of exerciser which spas can also target.

Standalone cycling studios are leading the way, but other formats – from functional training to group exercise – are gaining popularity. And research by Dr Paul Bedford, a UK-based retention expert in the fitness sector, shows people are becoming more targeted with each club they join, wanting a specific type of yoga, group cycling or equipment.

Savvy spa operators will monitor the microgym movement and emulate the experience by putting on themed workouts with special guest instructors to tap into this audience. They'll base this on what's popular with their own spa-goers, with specialised yoga being an obvious fit. We also expect to see partnerships forming between microgym and spa owners.



**Microgyms: Standalone cycling studios are leading the way**



**Virtual classes: World-class instruction**

## ACCESS TO EXPERTS VIRTUAL TRAINER

Given their ability to generate value from under-used space, virtual exercise classes – already popular with a number of leading fitness operators – are likely to be picked up by spas going forwards.

Most systems allow operators to either pre-

schedule classes or let customers choose sessions on-demand, or offer a combination of the two.

A big advantage for the customer, other than the flexibility of the schedule, is that they enable facilities to offer world-class instruction and a huge

variety of trainers. Virtual group exercise provider GaiaM, for example, provides yoga sessions by Rodney Yee. Other major brands such as Les Mills and Zumba have also entered the virtual arena, which suggests that it's on the brink of rapid growth.



## GROWING INTEREST

### EDIBLE ENVIRONMENTS

Going to the spa to get your hands in the soil and do some gardening may seem an unlikely idea, but we think growing and spa are natural bedfellows and predict this trend will take off.

Growing is the new rock and roll, with horticulture degrees at full capacity, foraging becoming a career choice and communities being built around brands like *Modern Farmer*, the New York-based magazine that's attracting a crowd who love to grow and eat.

In the restaurant sector, chefs now view the soil as the starting point for their craft, with some investing in their own farms, while new resort Kittitian Hills, which opened in St Kitts last year, has an edible golf course.

Edible parks and edible ponds are also becoming more popular around the world in response to the drive to make communities more local, natural and sustainable. The message is: if you can make it edible, then do so.

We expect to see spas embracing the Grower movement in a multitude of ways, such as adding rooftop gardens and opening up space for growing. Working in the gardens and with the soil – with the added health benefits associated with Earthing – could be an enjoyable part of the spa experience. This is especially the case for those who live in cities. Being able to graze on the landscape while enjoying the outdoors is a nourishing and healing pleasure that fits perfectly with the spa ethos and chimes with the growing interest in food as medicine.

**Edible parks are becoming more popular, linking in with the growing interest in food as medicine**

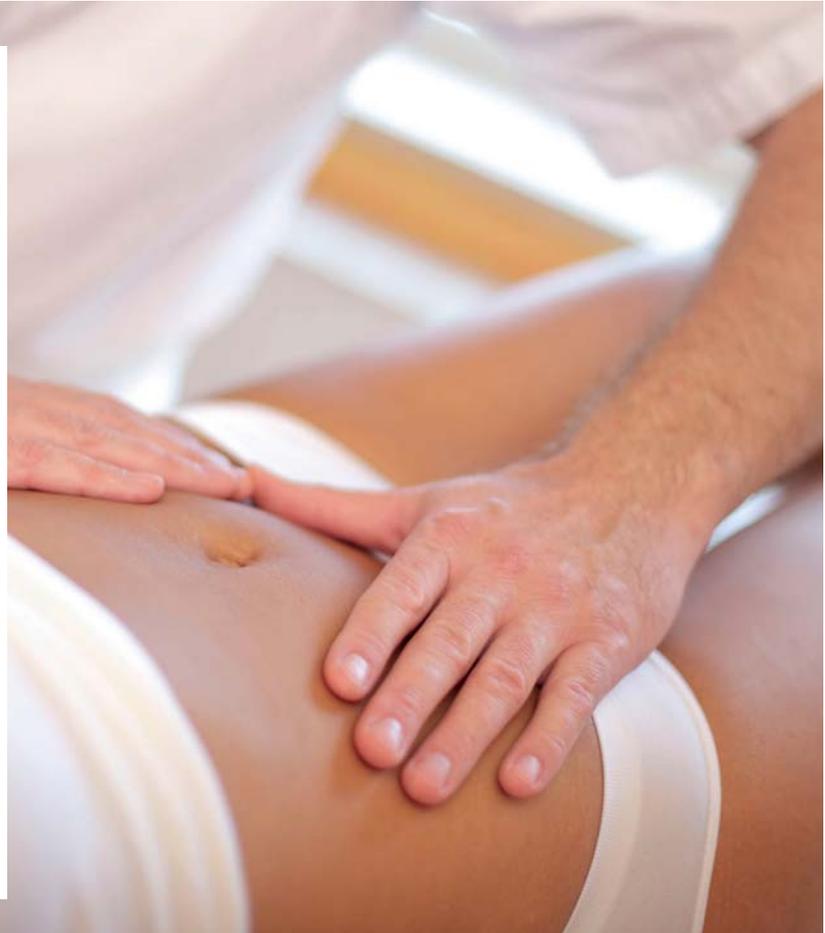
## THE SECOND BRAIN

### GUT HEALTH

A growing body of science is revealing just how essential our digestion is to overall physical and mental wellbeing.

The 9-metre long enteric nervous system, which runs from the oesophagus to the anal canal, is referred to as 'the second brain' because it contains around half a billion nerve endings – more than the spinal cord. It not only controls digestion but also exerts a powerful effect on hunger and appetite hormones like ghrelin and CCK, as well as immunity and mood. Not only that, but it manufactures around 50 per cent of the feelgood hormones serotonin and dopamine.

The FX Mayr cure is a renowned treatment for digestion in Austria, but is less well known internationally. It's based on a restricted calorie, low-starch regime, Epsom salts to cleanse the bowel and abdominal massage. We predict huge growth in the number of spas offering gut health programmes as research backs up its importance in underpinning wellness.



**Gut health: The FX Mayr cure includes abdominal massage alongside a restricted calorie, low-starch regime and use of Epsom salts**

## WELCOMING GUESTS

### NO FRONT DESK

The latest innovations in cloud software are enabling health club spa operators to move away from the idea of a front desk and receptionist, instead welcoming guests with a tablet computer and a personal greeting at check-in.

Spas and hotels are already experimenting with tablet check-ins, while some restaurants are trialling app payments that allow customers to avoid a wait for their bill: they can just pay and go once they've finished their meal.



**High levels of customisation would be possible if spa treatments were delivered by robots rather than humans**

## **AUTOMATION**

### **ROBOT THERAPISTS**

The ability to perceive the minds of others is emerging in robots, and the field continues to develop and evolve. We predict the spa and wellness industry will eventually employ robot therapists to carry out some, if not all, work in spas.

The world of work is changing fast. A recent report by Oxford University's Oxford Martin School, *The Future of Employment*, says 45 per cent of jobs currently done by humans will be computerised in 20 years. The advent of robot workers will overlap with this as businesses strive to reduce labour costs and increase profitability.

Robots are already capable of scanning and appraising materials and interacting with them appropriately, so some

of the elements of both hardware and software which are required for the leap into delivering a treatment are already in existence. Unlike humans, robots can be programmed (and reprogrammed) quickly to follow highly technical and complex procedures – imagine the comprehensive spa menus and levels of customisation that would be possible if treatments were delivered by robots instead of humans. Some may also prefer to be treated by robot, as it removes any embarrassment at being naked in front of another person.

Robots are capable of making connections between data and basing actions on the latest research findings, because they can upload, process and analyse vast quantities of data. ►

### THE OLYMPIC EFFECT

#### SPA BOOM IN JAPAN

Tokyo's hospitality industry will gain much pace in the run-up to the 2020 Olympics in anticipation of tourists; London's 2012 Games attracted 698,000 visitors according to official figures. Expect to see much focus on onsen (hot spring facilities), which are a highlight of the Japanese spa industry.



Japan's onsen will be promoted to tourists

### PREDICTING PURCHASING WEATHER CHANNEL

In the US, the Weather Channel has rebranded as the Weather Co. The Atlanta-based business has more than 75 years of weather data, which it's using to predict not only the weather but also when people are more likely to buy certain goods. We believe that big data like this will increasingly be used to help spa operators understand customer behaviour and how to optimise income.

## THE BASICS ARE NOW A USP CLEAR AIR AND WATER

Breathing clean air, and drinking and bathing in clean water, are three fundamentals of health. And yet for some people who live in toxic places, there's no respite from the assault of pollution.

Spas that offer access to clean air and water will find this USP is increasingly sought by consumers, and we foresee a new trend emerging around the provision of both, by either natural or artificial means. Consumers will value the opportunity to take a healing break from invasive and unhealthy atmospheres.

We expect spas with access to clean air and water to devise healing programmes, while those located in polluted places will have the opportunity to offer special rooms where guests can enjoy breathing clean air and bathing in pure water. This will extend to concepts such as sensory rooms with 360-degree screens, in which it will be possible to simulate standing on a beach, in a wood or in a lavender field.



ALL PHOTOS THIS PAGE: WWW.SHUTTERSTOCK.COM

Spas with access to clean air and water could look to devise special healing programmes

**3D printing products  
on-site will mean  
they're fresher**

PHOTO: WWW.SHUTTERSTOCK.COM



## **3D PRINTING**

### **PRODUCT WILL BE 'PRINTED' ON-SITE**

The therapist goes to the cupboard to get another bottle of body scrub to do a treatment and finds someone took the last one. A disaster? Today perhaps, but not for much longer. Soon it will be possible to 3D print more to order on-site.

The implications of this for the spa industry are huge and will change both the economics of spa operations and the relationship between suppliers and operators. 3D printing products on-site will mean they're fresher, so fewer preservatives will be needed, shipping costs will be lower, and storage and packaging will be reduced. Product companies that gear up for this hugely disruptive trend will have the advantage of controlling the intellectual property rights to their own formulations. But those that sit back and do nothing will find that – as with the drug industry – there will be competitors who adapt their formulae and create generic versions.

The power of the brand and the control suppliers exert over the infrastructure will be key. If a product house creates an option that licenses clients to 3D print a branded product for use in treatments, they will retain market share; if not they could potentially lose their business. ►



**Product houses must gear up for 3D printing or lose out to generic versions**

### ▶ **PLAYING WITH FOOD** **TASTE SENSATION**

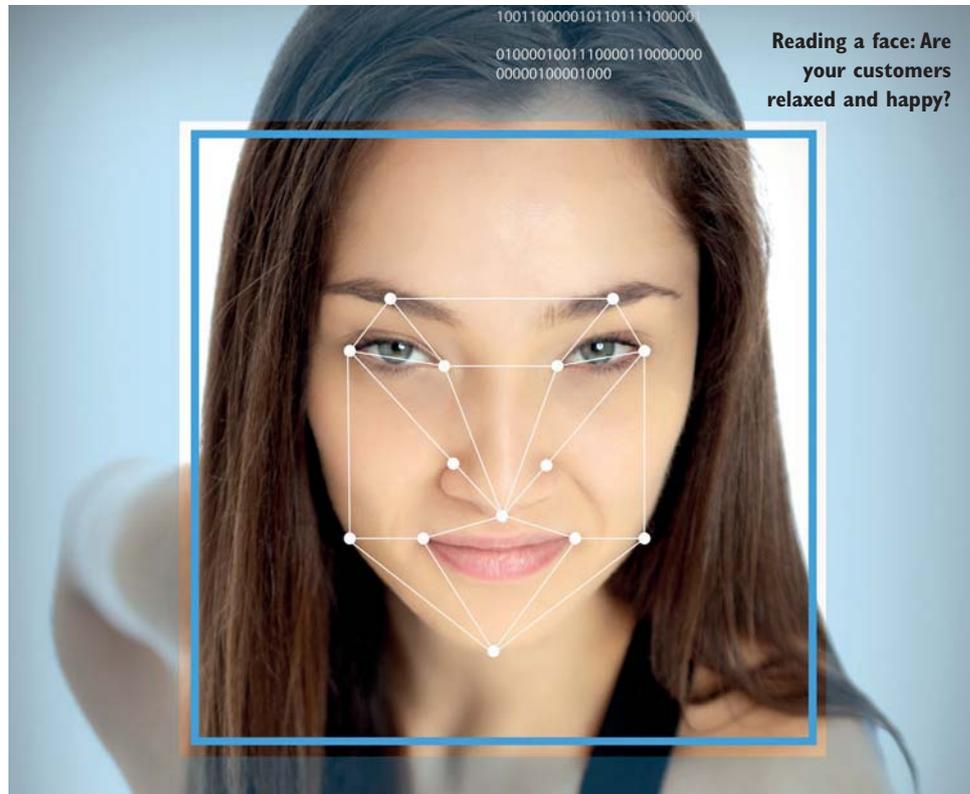
Living Food – a concept from biology and robotics student Minsu Kim – proposes the addition of live organisms to fine dining. Kim foresees a time when we move beyond the oyster to where “a vegetable plays with your fork, while noodles tickle your tongue as you eat them”, and plates of food become living, pulsating things.

The colour, shape, weight and size of cutlery and crockery also affect taste. Researchers from Oxford University in the UK have found that food tastes saltier if eaten with a knife, and feels denser and more expensive if a light plastic spoon is used. Drinks served in cold-coloured glasses seem to quench the thirst more.

We foresee a time when this thinking is adopted by spas and health clubs, and incorporated into a holistic, sensory dining experience for clients.



**The colour, shape, weight and size of cutlery and crockery affect taste**



**Reading a face: Are your customers relaxed and happy?**

### **TUNING IN OR JUST CREEPY?** **FACIAL RECOGNITION**

Understanding consumers’ true feelings and motivations has been the concern of neuromarketers for some years: what we say we want and what we really want are often two completely different – and sometimes contradictory – things.

Now, facial gesture recognition and profiling software is coming to market that’s enabling retailers to identify mood and respond accordingly. Coffee brand Douwe Egberts conducted a PR stunt by installing a vending machine at a Johannesburg airport: travellers got a free cup when the facial recognition software detected them yawning.

We expect hospitality companies such as spas and hotels to deploy facial-recognition software to assess customers’ moods before, after and even during visits. Are they relaxed and content, or are they disengaged or annoyed? The software could give valuable insight into guest experiences and, in turn, be used to improve services.



**Health issues triggered by use of damaging products may even lead to lawsuits being brought**

## LAWSUITS ON THE HORIZON BAD PRODUCTS

Rub garlic on your feet and soon its delicate smell will make itself known on your breath, such is the amazing absorptive power of the skin.

With such a mainline into the circulatory and lymphatic systems, the skin is a miracle. But skin can't discriminate between beneficial and harmful substances and will absorb everything it's exposed to.

In the highly competitive spa industry, product houses fight for market share and produce endless streams of new and ever more 'efficacious' product lines that claim to reverse ageing and variously firm, brighten, whiten, lighten and rejuvenate the skin.

Where these products are ineffective there's less cause for concern, because this limits the potential for damage. However, where they have active ingredients, their use – especially when randomly combined – amounts to a giant experiment at the expense of the consumer and no-one can accurately predict the outcome.

Ethical suppliers factor this into their R&D and ensure their products are harmless, but there are some who compromise for commercial gain; we expect health-related issues triggered by these products to lead to a backlash from consumers – and potentially even see lawsuits being brought. ●

### ABOUT THE AUTHORS



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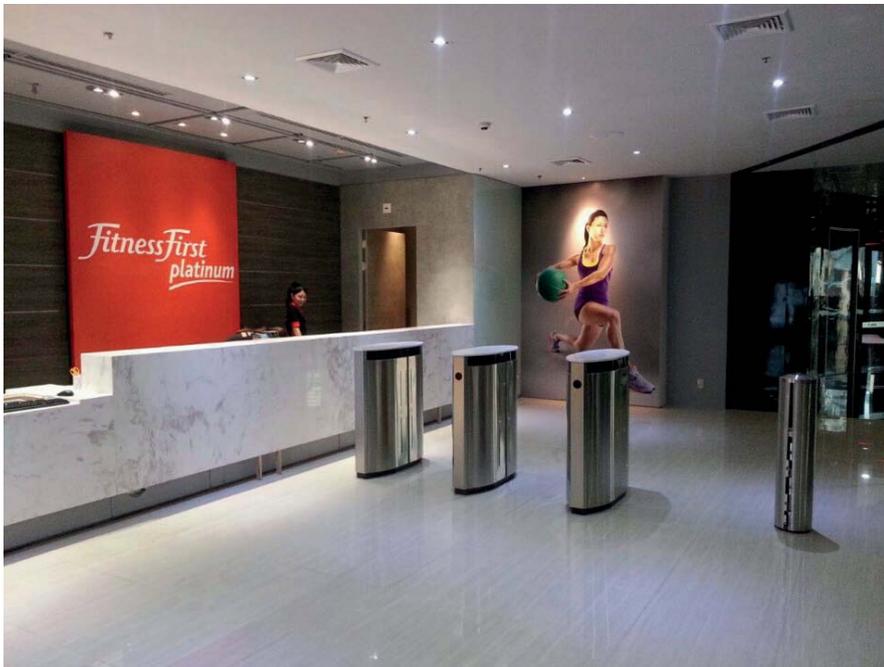
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# Work in progress



Who's building what in 2015? We offer an overview of the sector's development pipeline, showcasing a selection of private and public operators' plans for the coming year

## PRIVATE SECTOR



While focusing its 2015 expansion plans on Asia, Fitness First will invest in its full estate

### GLOBAL: Fitness First

In 2014, Fitness First announced plans to grow its footprint in Asia by around 60 per cent over five years. At the time of its statement, there were 88 Fitness First clubs in Hong Kong, Indonesia, Malaysia, the Philippines, Singapore and Thailand. The intention is to open a further 50 fitness clubs in the region by 2018, expected to cost US\$100m (€72m, £59m).

These Asian regions will be the key focus for Fitness First in 2015, although the chain is also planning to open clubs in India and the UK. In total, up to 18 new club openings are planned for 2015 – 12 in Asia, five in India and one in the UK. In Asia, the greatest focus will be on Thailand, with up to five new openings.

Fitness First is also in talks to sell its 80 health clubs in Germany. The capital released by the German sale will, in addition to funding the 50 new Asian clubs, allow for a faster roll-out of the refurbishment and rebranding programme across the UK and Australia, as well as the development of 'beyond the club' initiatives and further new concepts like London's microgym-style club The Beat.

Meanwhile, Fitness First Middle East – which operates under a licence – plans

to open six clubs before the end of its financial year (end of June 2015) and a further five sites in the remaining months of 2015. The six sites, leases for which have already been signed, will comprise two in Kuwait (taking the chain to six in that territory), one in Bahrain (to a total of four), and three in the UAE – of which two in Abu Dhabi.

Fitness First Middle East has expanded rapidly over recent years, with a portfolio that has grown from 17 sites in 2011 to 61 clubs across 48 locations (many sites offer separate male and female clubs) by the end of 2014. These clubs are spread across six GCC countries: UAE, Qatar, Bahrain, Kuwait, Saudi Arabia and Jordan.

### GLOBAL: Vivafit

Women-only fitness franchise Vivafit has outlined plans for significant international growth in 2015, with a total of 18 clubs already in the pipeline across Taiwan, Indonesia, Saudi Arabia, India, Singapore, ►

The capital released by the sale of Fitness First's German clubs will help fund the 50 new clubs planned for Asia



Vivafit started life in Portugal but has since expanded to a number of international markets

**“We continue to search for new markets globally in which we can locate suitable partners”**  
– John Kersh,  
Anytime Fitness

► Oman, UAE and Spain. It’s also targeting a number of new markets for 2015: Kuwait, Jordan, Tunisia, Ecuador and the US.

Vivafit was established in Portugal in 2003 and has since grown to over 50 clubs, including 20 international sites in markets such as India, Singapore and the Middle East. Further expansion in Portugal is not planned until 2016.

### **GLOBAL: Anytime Fitness**

Global fitness franchise Anytime Fitness has outlined ambitious global expansion plans for 2015. International development director John Kersh told *Health Club Management*: “For the past five years, we have been consistently opening at least 200 new gyms a year in the US, and we expect that number to remain consistent in 2015 and through the next several years.

“Outside of the US, we expect to open another 200 locations spread between Europe, Asia, Australia and Latin America. We also continue to search for new markets globally in which we can locate suitable partners.”



**Around 10 new Fresh Fitness clubs will open in Norway and Sweden during 2015**

The operator reached the milestone of 2,500 clubs in May 2014 with the opening of a new facility in Madrid, Spain.

### **EUROPE: HealthCity International**

HealthCity International, one of Europe’s leading health club chains with a total of 338 clubs by the end of 2014 – split across its full-service operation HealthCity (63 clubs) and low-cost operation BasicFit (275 clubs) – has confirmed it will continue its focus on BasicFit in 2015.

BasicFit has already grown at the expense of HealthCity’s full-service clubs over recent years, with a number of sites being reconfigured and rebranded. In 2015, investment in the BasicFit estate will include the opening of 60 new BasicFit clubs.

### **EUROPE: Health & Fitness Nordic (SATS Elixia)**

Scandinavian market leader Health & Fitness Nordic expects to continue its growth in 2015, outlining plans for a “significant number” of new openings.

Approximately five to 10 new clubs will be opened under the premium SATS Elixia brand in Norway, Sweden and Finland – a combination of greenfield sites and relocations. Meanwhile the group’s low-cost operation Fresh Fitness will see around 10 greenfield openings in Norway and Sweden in 2015.

### **EUROPE: Mrs.Sporty**

Women-only fitness franchise Mrs.Sporty – which already operates clubs in seven European countries, with more than 520 sites in Germany and Austria and nearly 30 in Switzerland, Poland, Slovakia, Italy and Spain – has plans both for expansion and repositioning of its operation in 2015.

“We’re changing our training concept, moving away from hydraulic circuits towards functional training supported by our new Pixformance technology,” explains joint CEO Valerie Bönström. “We believe this will help expand our target group, as women love to exercise in this way and the results are amazing.”

She continues: “We plan to open up to 50 new clubs in Germany, five in



Tennis legend Steffi Graf is involved in the Mrs. Sporty brand, which caters for women only

Switzerland and 15 in Poland in 2015. Additionally, we plan to open our first franchise clubs in the Czech Republic and Moscow in 2015. We also plan to integrate Pixformance in at least 75 per cent of our clubs in the near future.”

### **UK & INTERNATIONAL: The Gym Group**

UK low-cost operator The Gym Group is “positively exploring” overseas markets “in Europe and beyond”, CEO John Treharne told *Health Club Management* last year. “Certainly we’d be disappointed if things hadn’t progressed by mid-2015,” he added.

But the brand isn’t taking its eye off the UK. “We’re eager to press ahead with our UK expansion and will look at incorporating market trends like HIIT – most likely in our larger clubs – but still maintaining our low-cost concept,” said Treharne.

“The plan is to continue rolling out 20–25 gyms a year and we’ll hit 100 gyms in the UK in 2016, regardless of any opportunities we pursue overseas.”

### **UK & INTERNATIONAL: Pure Gym**

Peter Roberts, the founder and CEO of low-cost operation Pure Gym, has outlined his vision of maintaining an

**“We’ll hit 100 gyms in the UK in 2016, regardless of any opportunities we pursue overseas” – John Treharne, CEO, The Gym Group**

## DEVELOPMENT PIPELINE

► aggressive opening programme of new sites throughout 2015. “We’re continuously looking for new sites throughout the UK and are still interested in future acquisitions of smaller gym groups, with the vision of having 140 gyms open by the end of 2015,” he explains.

“We’re also looking to expand our overseas portfolio in Europe, as well as other countries outside of Europe.”

Pure Gym reached 90 UK sites by the end of 2014, with an addition of 20 new gyms in the second half of the year. This included five new clubs in London, one of which – in Hammersmith – is now the largest of 13 Pure Gyms in the city.

### **UK & INTERNATIONAL: The énergie Group**

The énergie Group has outlined plans to open 36 clubs in England and Wales in the

course of 2015, and a further 48 clubs in 2016. “We will open two clubs a month from January 2015, three a month from April, and four a month from October,” says énergie CEO Jan Spaticchia. The focus for 2015 will be on low-cost model Fit4Less with an estimated 30 new sites, including six in Q1.

There will also be international openings, with Fit4Less clubs to open in Latvia and Poland in Q1 2015.



Pure Gym is interested in acquiring smaller gym groups, with the vision of reaching 140 sites across the UK by the end of 2015



easyGym currently operates 11 gyms in the UK, including its flagship site on London's Oxford Street

By end of 2014, énergie had a total of 90 clubs open or in presale across its various brands: énergie Fitness, énergie Fitness for Women and Fit4Less. Most are in the UK and Ireland, but with three sites in Latvia and one in Qatar. In addition, the group had 44 fully funded franchisees in the pipeline, with licences for 66 clubs.

### **UK & INTERNATIONAL: easyGym**

Budget chain easyGym, which currently operates 11 gyms in the UK, has outlined plans to add six to eight clubs in the UK in 2015. It also intends to begin international expansion in 2015, with an entry into Europe and Africa.

### **UK & INTERNATIONAL: Jetts**

Australian 24/7 gym chain Jetts is aiming to gain a foothold in Europe with a series

**“We’re looking to complete 30 new clubs in 2015, both across the UK and into Europe” – Jon Wright, MD, Xercise4Less**

of club openings in the Netherlands and the United Kingdom.

Having grown exponentially to 250 clubs in Australia and New Zealand since

launching in 2007, Jetts opened its first club in the Dutch student city of Leiden last year, with plans for three more gyms across the UK and Netherlands by mid-2015.

Former Cannons Health Clubs MD Martin Oliver is Jetts’ CEO, while Fitspace director Kenny McAndrew has been appointed to head up UK operations.

### **UK & EUROPE: Xercise4Less**

Low-cost operator Xercise4Less announced a funding package of approximately £20m in Q4 2014, which will enable the operator to double the size of its estate in 2015.

Speaking exclusively to *Health Club Management*, MD Jon Wright said: “We’re looking to complete 30 new clubs in 2015 – both nationally across the UK and into Europe – building on the 28 or 29 clubs open or in presale by the end of 2014.” ▶

### ► **UK & EUROPE: High Five Health Promotion / ECW**

Corporate wellbeing specialist High Five Health Promotion, which is based in the Netherlands but entered the UK in 2014 with the acquisition of ECW, has clear growth plans for 2015 and beyond.

CEO Paul Kienstra says: “I believe we can reach 50–100 sites in the UK just through organic growth in five to 10 years, but for me it’s not really about number of sites. It’s about number of employees, about which sites you bring on-board as clients. Of course you have to start small, and we really appreciate

small contracts, but we’re also going to aim for the bigger ones. I believe we can reach an annual turnover of £15–20m in five to 10 years.”

It’s not just about organic growth either, with further acquisitions possible.

As for Germany, where the company currently has one site: “We believe Germany should be growing organically, because the market is less mature than in Holland and the UK.”

Kienstra adds: “We now have European reach – we already deliver services in the UK, Germany and the Netherlands, with Belgium on the table. I think we’re well-

positioned to go into other countries too, such as Switzerland and Austria, but we won’t do it too fast.”

### **UK & EUROPE: 1Rebel**

1Rebel, launched by co-founders James Balfour and Giles Dean, will open its first club in the City of London in January 2015, followed by a second in April.

“We’d expect to reach five or six clubs in the UK before the end of Q1 2016,” says director/investor Kevin Yates. “We plan to roll the concept out in the wealthier parts of the UK and Europe, expanding across key cities. This includes Scandinavia, where we are already actively investigating opportunities.

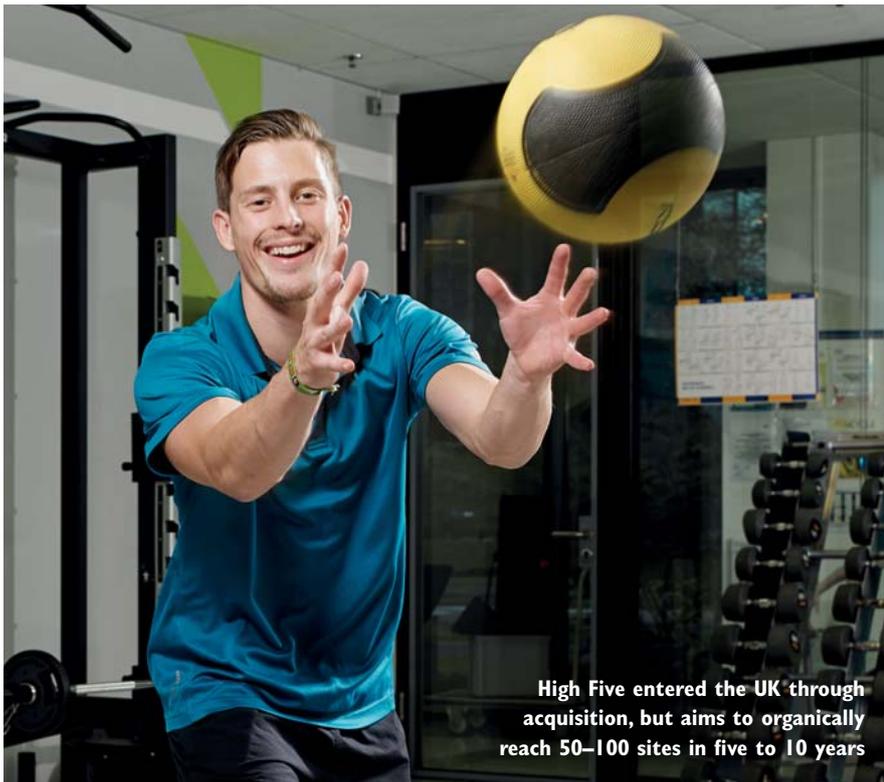
“Expansion will be through both company-owned facilities and franchises.”

### **UK & SOUTH AFRICA: Virgin Active**

Interest is hotting up around the Virgin Active business amid ongoing speculation over a possible IPO in 2015.

In the meantime, the operator is continuing to invest in R&D. Last year, it announced plans to launch two new ‘technology-focused’ clubs in London during early 2015. The new clubs – in Merchant Square, Paddington and the Walbrook Building, Cannon Street – will be the chain’s first fully ‘connected’ health clubs in the UK, with digital technology “built in to every step of a member’s journey, from arrival, to the gym floor”. The clubs will see the latest gym equipment link up with fitness apps and devices, enabling members to track and measure all aspects of their exercise routine.

The hi-tech sites are part of Virgin Active’s three-year, £100m investment programme, partly intended to meet



High Five entered the UK through acquisition, but aims to organically reach 50–100 sites in five to 10 years



**US-based cycling microgym SoulCycle has confirmed it is eyeing a UK entry in 2015**

members' growing demand for the latest technological innovation.

Meanwhile, Virgin Active South Africa, which already operates more than 100 clubs across the country, will be rolling out its new Virgin Active RED brand – a premium low-cost offering with large clubs divided into a number of impressive, extensive training zones.

### **UK & US: SoulCycle**

New York-based cycling microgym SoulCycle has confirmed it's finally planning to come to London in 2015.

SoulCycle has grown from one studio in Manhattan in 2007 and now has 30 US studios across New York, the Hamptons, New Jersey, Connecticut, Los Angeles, Washington DC, Boston and San Francisco. The aim is 60 by the end of 2015. It also plans to make a foray overseas, starting with Britain. "We're

planning on London in the next year," confirms Gabby Cohen, SoulCycle's marketing director. "We really try to have more than one studio when we open."

### **UK & INDIA: Snap Fitness**

Global 24/7 gym franchise Snap Fitness has set its sights on major growth in the UK through a new master development agreement with fitness start-up TwentyTwoYards.

Set up earlier this year by Australian businessmen and fitness enthusiasts Matt Quinn and Scott Jones, TwentyTwoYards plans to open 200 locations over the next four years. An as yet undefined number of these clubs will be operated by TwentyTwoYards, while a significant number will be franchised to third parties. A first location is expected to open in March.

Speaking exclusively to *Health Club Management*, Quinn said the chain



**Ready to float?: Speculation is rife over a possible Virgin Active IPO in 2015**

would be seeking to attract "hidden demographics" who can't afford mid-range club membership fees but who expect a better package than those offered by the low-cost sector.

There are currently three Snap Fitness clubs operating in the UK, with eight more in development. These will now fall under TwentyTwoYards' remit as the area developer, although they will continue to be legally licensed to Snap Fitness. Going forward, new franchises will be licensed from TwentyTwoYards.

Snap Fitness is also planning to significantly expand its operations in India, where it has already opened 50 clubs since selling its first franchise in 2009. An additional 300 clubs are now set to open by the end of 2017.

At present, Snap Fitness has more than 2,000 clubs open or in development across 15 countries worldwide. ▶

### ► UK: Sports Direct Fitness

High street retailer Sports Direct has outlined plans for its new Sports Direct Fitness gym brand, with an initial offer of £5 a month membership (or £8 a month including group exercise).

Embracing the ethos on which Sports Direct founder Mike Ashley built his retail empire, the gym arm will sell memberships at this low rate with the aim of capturing market share and fostering rapid growth. Plans are for a 200-club estate.

Mel Crossland, head of sales and products for Sports Direct Fitness, told *Health Club Management*: “We’re expecting large amounts of additional spend from gym users, both because of the convenience of the on-site store for impulse buys and the fact that they’re the exact target market for Sports Direct products.

“The stores will be busy in their own right, so the gyms will also benefit from

increased footfall. We’re following the Sports Direct model of focusing on becoming the biggest.”

Sports Direct Fitness made its initial entry into the market by acquiring 23 former LA fitness sites. Going forward, however, the primary model will be offering Sports Direct’s gym and retail outlets side-by-side; the first such site opened in Aintree in mid-December, with openings in Keighley and St Helens hot on its heels. Four more new-builds – two in southern England, one in Wales and one in Scotland – were going through planning as this book went to print.

### UK: LA fitness

Having emerged from its CVA late last year, LA fitness has confirmed that the remainder of its estate – approaching 50 clubs – will receive upgrades beginning in early 2015.

Capital will start to be released at the end of Q1 2015, with all clubs due to receive investment – including completing the roll-out of LA fitness’ new Primal functional training zones and programming.

In addition, throughout the course of 2015, a further seven of the 13 central London clubs will be upgraded and rebranded to the LAX by LA fitness brand – the operator’s premium offering. These will join the existing three LAX clubs – St Botolph’s in the City of London, South Kensington and London Wall.

“We’re ‘premiumising’ our offering in London,” confirmed CEO Martin Long, speaking exclusively to *Health Club Management*. “At this stage I don’t plan for any more than 10 LAX clubs in total, all in prime London locations. However, even those clubs that remain under the LA fitness brand will be brought up a level in terms of their offering.

“In 2015 most of the investment will be within the M25, but the entire estate will have received a facelift by January 2016.”

There are also plans for growth going forward. “I would like to be able to open new clubs, including experimenting with new formats,” said Long. “Our shareholders are currently the banks that have seen us through the CVA, and they’ve been fantastic supporters, but they aren’t the long-term holders of the business. We have a lot of resources available for stage one of our plans, but at some point during 2015 or 2016 we’ll be looking for new investors to help us accelerate our plans and grow.”

### UK: JD Gyms

Retail megabrand JD Sports, which announced its entry into the gym market with the launch of its new JD Gyms brand



DLL unveiled a new model for its clubs in late 2014. and will grow its portfolio in 2015

**“At some point in 2015–16, we’ll be looking for new investors to help us accelerate our plans and grow” – Martin Long, LA fitness**

in early 2014, has outlined plans for expansion of this division in 2015.

Having opened its second health club in December 2014 in Liverpool city centre – in a Grade II listed, three-storey property – it will open a further two sites in Q1 2015. “Following this, we’re looking to roll out further sites for the next year. However, we’re also open to expansion through acquisition,” says JD Gyms MD Alun Peacock.

JD Gyms’ health clubs will generally be 15,000–35,000sq ft sites located in high population centres, with a variety of equipment from different manufacturers rather than a reliance on one as part of a ‘best in class’ strategy.

“For the time being, the gyms will not be located within JD Sports stores, but this is not ruled out,” adds Peacock.

Memberships will cost between £15 and £20 a month, with members benefiting from “innovative décor using retail shop fitting experience, and a big emphasis on group exercise with dedicated main studio, group cycling studio and gym floor-based programme”.



**LA fitness is ‘premiumising its offering in London’, according to CEO Martin Long**

### **UK: David Lloyd Leisure**

David Lloyd Leisure has outlined growth plans across its portfolio for 2015, with four new Health & Racquets Club sites scheduled to open, and a further six DL Studios premises throughout the UK. The operator has also unveiled plans to

roll out further Orangetheory Fitness locations, both in high street studios and in mainstream DLL clubs.

### **UK: Gymbox**

In July 2014, UK operator Gymbox announced it had gained investment

- ▶ capital of £10m from the Business Growth Fund (BGF), with Clearwater International securing the deal as well as an additional £7m in fresh loans.

Gymbox said it planned to use the funding to build on its portfolio of five clubs in London, with three additional sites already secured when the funding was secured – one of which opened in Old Street in Q4 2014, and with the new Westfield Stratford club due to open in February/March 2015.

The operator also stated a longer-term goal of opening further gyms in London, as well as expanding to other UK cities.

### UK: Fitness4less

UK budget operator Fitness4less, which had a portfolio of 14 clubs by the end of 2014, has outlined plans to open a further

four to six clubs in 2015. Locations were still to be confirmed at the time of going to press, but director Emma Edwards says it's likely four of the clubs will be owned by Fitness4less, with the other two new sites to be operated on a franchise basis.

### UK: Xen-Do

Xen-Do, a family-run group of martial arts clubs in London, is hoping the launch of its fourth site in Baker Street will be the catalyst for significant expansion in 2015.

“For the time being we aim to grow in London, and we're then looking to expand in the key regional cities such as Manchester, Birmingham and Bristol,” says owner Rafael Nieto.

The company is exploring the possibility of complementing its standalone independent clubs with the opening of

Xen-Do studios inside existing health clubs. “We'd really like to partner with some leisure centre operators,” confirms Nieto.

### PORTUGAL: Fitness Hut

Portuguese low-cost operator Fitness Hut announced in July 2014 that it had secured access to €12m (US\$16.2m, £9.4m) of growth funding through Portuguese investment fund Oxy Capital.

Off the back of this funding, the health club chain unveiled plans to expand to 12 clubs by the end of Q1 2015 – including five new openings in March – and 20 clubs by the end of 2015.

Fitness Hut was launched in 2011 by Nick Coutts, Andre Groen and JP Carvalho.

### SPAIN: AltaFit

Spanish health club franchise AltaFit has announced its intention to continue its growth across the country. Having taken its number of clubs to the mid-30s by the end of 2014, it outlined plans to open 20 gyms a year, to reach 100 gyms in 2018.

The low-cost operation charges €19.90 a month + VAT, which includes gym and group exercise classes.

### FINLAND: GoGo

Family-owned Finnish operation GoGo Liikuntakeskus Oy, which had 10 clubs open by the end of 2014 – three full-service premium GoGo clubs, and seven GoGo Express budget clubs – has said it plans to open a further three clubs in 2015, all under the GoGo Express brand.

### LITHUANIA: Impuls

Lithuanian chain Impuls, which operated 11 premium clubs in the country by the end of 2014, has strong expansion plans for 2015. In addition to opening new clubs



In addition to opening more gyms in London, Gymbox wants to expand to other UK cities



**Impuls will open more premium clubs as well as low-cost Lemon Gyms**

under the Impuls brand, both as new sites and acquisitions, the operator will also be launching a budget brand.

Set to operate under the brand name Lemon Gym, the new budget concept will be structured around approximately 1,000sq m of floor space. There will be no group exercise, but high quality gyms with good parking and visibility.

The first Lemon Gym is scheduled to open in January 2015 in Lithuania's capital city Vilnius, and is set to be the first budget club in the country. At least four more budget clubs will then open in the first half of 2015, with the whole estate set to grow to 20 clubs during the course of the year.

### **SOUTH AFRICA: Zone Fitness**

South African budget fitness operator Zone Fitness is, according to MD Du Toit Britz, "in a growth phase, with plans to open four to five clubs a year".



**GoodLife Fitness will look to grow its estate across all its brands**

**GoodLife's ultimate goal is to have over 1,000 clubs in Canada under the GoodLife umbrella, which includes the new Fit4Less brand**

The chain, which launched in 2002, currently operates 18 clubs with over 100,000 members – including three new clubs that opened in Q4 2014. "These clubs are mostly in Cape Town, with much

of the new expansion now focused on Johannesburg and Pretoria," adds Britz.

The business is completely privately owned and managed by four partners.

### **CANADA: GoodLife Fitness**

Canadian operator GoodLife has unveiled plans to grow both its existing GoodLife Fitness estate, and its new low-cost brand, Fit4Less by GoodLife.

Fit4Less is designed to be a fun, energetic, low-cost offering. As with GoodLife Fitness, the focus is on providing convenient, caring environments that promote no judgements.

GoodLife's long-term intention is to grow to 500 Fit4Less clubs nationwide. Overarching this, the ultimate goal is to have over 1,000 clubs in Canada under the GoodLife umbrella, which includes GoodLife Fitness, Fit4Less, and Énergie Cardio and EconoFitness in Quebec. ▶

### UK PUBLIC SECTOR & TRUSTS

#### Places for People Leisure

Leisure operator Places for People “will continue to tender for the much larger flow of local authority leisure management contracts coming to the market,” says incoming CEO Sandra Dodd. “We’ve won 10 new local authority contracts in the last 18 months, which adds significantly to the 30 contracts we already had.

“Cash-strapped local authorities are realising the benefits of outsourcing and we’re bidding for this much greater flow of contracts in competition with other major operators such as Everyone Active and GLL.

“We’re also opening our first new standalone budget community club, called Places Gym, in Corby in the spring. This will be in addition to the site in Sheffield which we converted to the Places Gym brand in mid-2014.”



Nuffield Health is focusing on extended care pathways to bring together prevention and cure

#### Nuffield Health

Nuffield Health has signed £330m of debt facilities as it bids to widen its footprint in the UK health club market, as part of a push towards integrated care pathways. The business secured the funds – from a combination of banks and institutional lenders – to further its strategic development plans for an integrated approach to fitness, prevention and cure across hospitals, consumer and corporate fitness, and wellbeing markets.

The operator has confirmed that it could potentially make further acquisitions in 2015, following on from its acquisition of nine Virgin Active clubs in August 2014 – five of which were within five miles of Nuffield hospitals, allowing for the development of extended care pathways.

“We’ll certainly be looking at more deals like this, particularly in markets where we’re under-represented like London, where we want to boost overall integrated wellness offerings with more diagnostic facilities as well,” Nuffield Health deputy CEO KP Doyle told *Health Club Management*. “We’re always in discussions with other operators about portfolio opportunities, continuing our strategy towards a national network of fitness and wellbeing facilities,” he added.

Nuffield has also announced a strategic partnership with Manchester Metropolitan University, which will see construction of a major facility in central Manchester, incorporating a state of the art hospital, wellbeing and rehabilitation services.

## 1Life

“During 2015, 1Life will relaunch its fitness product to include face-to-face and digital solutions for its customers,” says MD Neil King. “We will also be launching our Health and Wellbeing strategy, starting with the roll-out of our Healthy Walks programme, which has already proved to be highly successful in our pilot areas. And by the end of the year, we’ll have an additional 4,000 children enrolled onto our swimming lesson programme.”



1Life will roll out its Healthy Walks programme, which it has piloted with great success



GLL will continue to diversify beyond leisure in 2015, including its library service

## GLL

Having been awarded long-term leases for six of Swindon’s leisure facilities, leisure operator GLL has confirmed it will make an initial £3m investment of its own funds to enhance facilities and services across the borough, in addition to £2m of investment in the facilities from the local authority.

Meanwhile, in the north of the country, GLL has announced a new merger deal with Carlisle Leisure Limited (CLL), to operate all of the leisure and sporting facilities in Carlisle and Allerdale from 1 February 2015.

“We’re looking forward to consolidating our national growth in 2015, which starts with CLL merging with GLL. We will also begin mobilisation of our leisure contract in York, which will see York Community Stadium being built for the city,” says GLL MD Mark Sesnan. “We also plan to continue our diversification beyond leisure, as we operate children’s centres in Greenwich, and continue to build on our successful library service.”

### Hinckley, Leicestershire – summer 2015

**H**inckley and Bosley Borough Council has appointed DC Leisure (now Places for People Leisure) to design, build and manage Hinckley's new £13.5m leisure centre, due to open in summer 2015.

The operator will maintain the facility for a 20-year period in partnership with the local council.

The new facility will include a 120-station gym fitted with Precor equipment, alongside two group exercise studios. There will also be an eight-lane 25m swimming pool, a learner pool with moveable floor, a climbing wall, and an eight-court sports hall.



Pellikaan Construction will be bringing the plans from S&P Architects to life

### Preston, Surrey – late summer 2015

**W**ork is underway on a new multi-million pound leisure community and youth skills centre in Preston, Surrey.

Pellikaan Construction will be bringing the plans from S&P Architects to life, with work expected to finish in late summer 2015.

The £10m centre is a joint venture between Reigate & Banstead Borough Council and Surrey County Council, and will be operated by GLL. It will feature a 25m six-lane swimming pool, a teaching pool, a 60-station gym, plus a dance and exercise studio.

On the sports side, the new centre will offer a four-court sports hall, four five-a-side football pitches, space for community activities, a café, crèche, and a neighbouring youth skills centre.

### Stratford, London – autumn 2015

**B**uilding work is progressing on the £14.7m redevelopment of the Atherton Leisure Centre in Stratford, London.

The old building is to be replaced with a progressive structure used to

house two community swimming pools, as well as a gym and fitness studios.

The new structure will have a strong focus on sustainability, with an eco-friendly system used to convert waste heat into electricity. The centre's roof

will harvest rainwater, while helping to form a living surface covered in recycled soil – a habitat in which plants and wildlife will be able to flourish.

The redeveloped centre is expected to open in the autumn of 2015.

### Oldham, Greater Manchester – Q3 2015

**C**onstruction work is underway on the new £15m flagship leisure facility for Oldham town centre.

Working to designs from Nottingham-based GT Architects, Willmott Dixon has begun on constructing the site, which is expected to be completed during Q3 of 2015.

The facility – to be operated by Oldham Community Leisure – will act as a physical bridge linking Oldham College to Oldham Sixth Form College, helping to deliver a coherent campus site with first-class facilities.

The facility will include an 80-station fitness studio, group cycling studio and two additional group exercise studios. There will also be a 25m, eight-lane county competition standard pool with spectator seating, plus a separate learner pool. Other facilities will include an eight-court sports hall with flexible seating for 500 spectators and a four-rink indoor bowls hall.



The £15m facility will act as a bridge between the two colleges

### Grimsby, Yorkshire – autumn 2015

**W**ork has begun on the new £8.4m Grimsby Leisure Centre, which is expected to be complete by autumn 2015.

The facility will replace Grimsby Swimming Pool and also the fun pool within Grimsby Leisure Centre, creating a county competition standard facility with supporting gym and fitness facilities.

The new FaulknerBrowns-designed centre – to be operated by Lincs Inspire – will include a 25m, eight-lane swimming pool with learner pool, changing facilities, plus a health and fitness suite with studio space and a café.



The new centre will offer a 25m, eight-lane swimming pool with learner pool

### Neath, Wales – late 2015

**T**he Welsh coastal region of Aberavon is to become home to a new multi-million pound leisure development, with work well underway on the construction of Neath's beachfront leisure centre.

Led by developer Corban Investments and contractor Heron Bros, the projected is expected to cost £13.4m and will deliver a range of new leisure and community-focused facilities.

Expected to be completed in late 2015, the McAlister Armstrong & Partners-designed development is to feature a 25m pool with moveable floor, multiple changing facilities, a gym and fitness suite, a sports hall with four courts, a separate indoor cycling room and a dance studio.



### Workington, Cumbria – November 2015

Work is underway on Allerdale Council's new £9.4m leisure centre in Workington, Cumbria.

The centre will include a 100-station gym, group cycling studio, 25m eight-lane swimming pool, four-court sports hall, soft play area, climbing wall, artificial pitch, two squash courts and spa facilities including sauna, steamroom and spa pool.



The new £12.5m centre will be operated by Stevenage Leisure

### Flitwick, Bedfordshire – winter 2015

Plans for a new Flitwick Leisure Centre to replace the existing facility have been approved by Central Bedfordshire Council, with hopes of a winter 2015 opening date. The new £12.5m centre, designed by B3 Architects, will be operated by Stevenage Leisure and will include a 120-station gym, three group exercise studios, an eight-lane pool, a four-court sports hall, two squash courts, an indoor climbing wall, and a health referral room for confidential health and wellbeing advice.

### Handy Cross Hub, Wycombe – end of 2015

Wycombe District Council has appointed Mace Real Estate as lead developer for its £150m Handy Cross Hub mixed-use development. The 17-acre site, overlooking the Chilterns, will include a sports and leisure centre, 150-bedroom hotel, offices and retail.

Mace is acting as development manager, as well as providing a wide range of services including project management, cost management and design services.

Phase one of the redevelopment started in spring 2014, with the AFLS+P Architects-designed sports and leisure centre due for completion towards the end of 2015. It will include a 12-court sports hall, eight-lane 50m swimming pool, health suite, 150-station gym, four-rink indoor bowls hall, two squash courts, climbing wall and a café.



Phase one of the redevelopment project started in spring 2014



Chesterfield College has agreed a dual-use contract for the site

### Chesterfield, Derbyshire – early 2016

Work is underway on the £9.3m Queen's Park Sports Centre in Chesterfield, which is due to open in early 2016.

The facility will house an 80-station gym, activity studio, three training rooms, an eight-lane swimming pool, a learner pool, eight sports courts – all featuring spectator seating – and two squash courts. There will also be a café and social space. Plans also include dedicated changing facilities to accommodate the different leisure formats on offer at the centre.

The project's main backers are Chesterfield Borough Council and Chesterfield College, which has agreed a dual-use contract for the site, with Morgan Sindall appointed as the contractor.



The uni will invest £40m in the new complex

### Nottingham – June 2016

The University of Nottingham has announced plans to invest £40m in a new sports complex at its University Park campus.

The complex will include a new main sports hall, 200-station health and fitness suite, sports science facilities and office accommodation. It will also incorporate two adjoining and adaptable 10-court sports halls, a climbing wall, indoor sprint track, strength and conditioning facility, archery and fencing hall, dance studios, snooker hall and martial arts dojo. Squash courts are proposed, including a full glass court with spectator seating.

Work is due to start in February 2015 and be completed by June 2016.

### Belfast, Northern Ireland – 2016

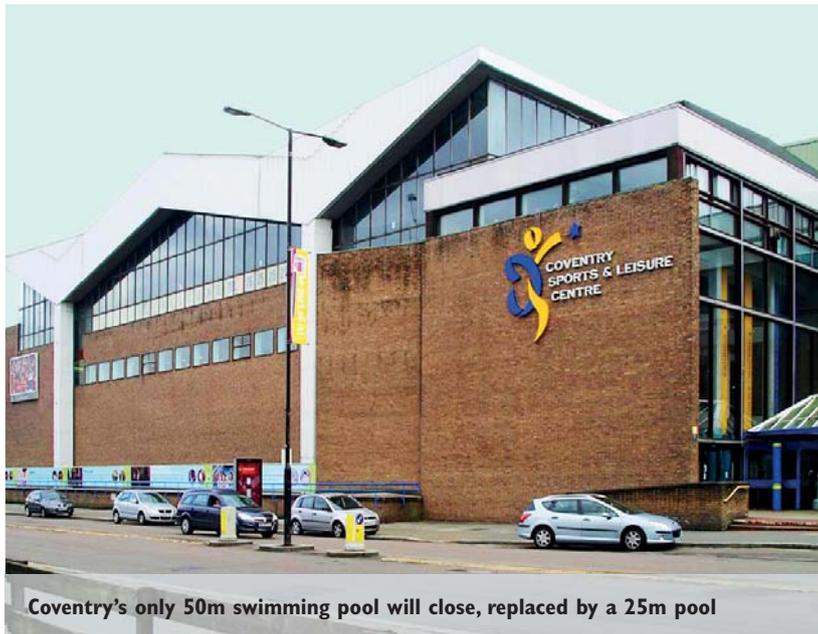
Planning approval has been granted for a new leisure complex within the Windsor Park stadium in Northern Ireland.

The new development, led by Belfast City Council, will replace the site's existing Olympia Leisure Centre and will be incorporated into the stadium's new West Stand. It will provide leisure facilities including a pool, learner pool, café, gym, sports hall, indoor cycling studio and ancillary accommodation.

It will form part of a wider £29.2m redevelopment of Windsor Park, which will become an 18,000 all-seater stadium. Work is scheduled to be completed by 2016.



The new development will be incorporated into the stadium's West Stand



Coventry's only 50m swimming pool will close, replaced by a 25m pool

### Coventry Leisure Centre – July 2019

Coventry City Council has approved plans for a new £37m swimming pool, water park and leisure centre in Coventry city centre, meaning the West Midlands' only 50m swimming pool will be forced to close.

The new city centre site will feature a cheaper-to-run 25m pool, water park with slides, fitness suite, climbing wall, squash courts and spa. Council planning officers say building a 50m pool, instead of a 25m pool with water park and leisure facilities, would not encourage enough visitors and families to the city and would cost an extra £5.5m over the 45-year period of financial modelling.

Work is due to begin on the new facility in 2017, with a planned opening date of July 2019. ●



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**Chris Scragg – Head of Fitness, Serco Leisure**

**Jim Semple – European Sales Director, Universal Pictures**

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# Sector Statistics

**US\$77.5bn**  
Value of the global health club industry

**18.7%**  
Share of UK private sector membership accounted for by the budget clubs

**140 million**

Number of health club customers around the world – of which 46 million in Europe

**13.2 PER CENT**

Proportion of the UK population who are members of a health club – that's 8.3 million people

**£4.08bn**

Value of UK fitness sector – from a €25.3bn (£19.8bn) total European market value

**US\$2,000,000,000**  
Value of the fitness market in Brazil

**11%**  
of the total EU population are members of a health club

**103**  
AVERAGE NUMBER OF GYM VISITS PER YEAR BY US MEMBERS

**€889**  
Annual revenue per member at Virgin Active – the highest across Europe

**15.7 per cent**  
Member penetration rate in Norway – the highest in Europe

**8.55 million**

health club members in Germany – of which 1,204,000 are members of budget operator McFit

**6,800**  
Number of clubs in South Korea – the UK has 6,112

SOURCES: THE LEISURE DATABASE COMPANY, MINTEL, IHRSA, EUROPEACTIVE/DELOITTE, EUROBAROMETER

# Tech Statistics

13%

The number of people who own wearable tech in the UK is set to double in 2015 – from 6 to 13 per cent

135 million

Shipments of smart wearables by 2018

US\$53.2bn

Global retail revenue from smart wearable devices by 2019

48 per cent

of smartwatch users will use the devices primarily for health and fitness by 2017

5,200,000

Number of wearables sold in the US in 2013

31 per cent

of people who say they like the idea of having a smartwatch say they don't actually know what they would use it for

89 per cent

of people check at least three social apps on their smartphones within 15 minutes of waking up in the morning

10% of Brits are considering buying a smartwatch

62%

Growth in daily usage of health and fitness apps over the first six months of 2014

47 per cent

of people say they check Facebook while working out at the gym

87 PER CENT

of wearables will be wrist-worn devices by 2018 – 68 million smart watches and 50 million smart bands

25-54

The age range of the highest users of health and fitness apps – they're also women

THREE-QUARTERS

Almost three quarters of 16- to 24-year-olds have used or hold an interest in wearable technology

SOURCES: ON WORLD, JUNIPER RESEARCH, CCS INSIGHT, FLURRY, DAILY MAIL/FACEBOOK STUDY, MINTEL, GLOBALWEBINDEX, YOUNG&Rubicam

# Health Statistics

## Obesity and Malnutrition

**one in three**

people worldwide are now overweight

**3/4** OF BRITISH MEN WILL BE OVERWEIGHT OR OBESE BY 2030

**1.7 billion**

people are overweight globally, of which 475 million are obese – that's more than doubled since 1980

**64%**

of adults in England have a body mass index (BMI) of 25 or over

**£19.2 bn**

PREDICTED ADDITIONAL ANNUAL COST TO THE NHS OF OBESITY BY 2030

**FEWER THAN**

**20%**

of children in the UK eat five portions of fruit and veg a day

**US\$1.4 TRILLION**

ESTIMATED WORLDWIDE COST OF OVERWEIGHT AND OBESITY

Number of US states where more than 25 per cent of the population is obese (in Mississippi and West Virginia, it's over 35 per cent)

**43**

**7.2 YEARS**

Severely obese, inactive individuals may lose 7.2 years off their life compared to a normal weight individual who meets activity guidelines

**25.1 per cent**

of women in the UK are obese – up from 16.4 per cent in 1993

# Inactivity

# 1/4

OF THE UK POPULATION IS PHYSICALLY INACTIVE, COSTING £20BN IN PUBLIC HEALTH FUNDING EACH YEAR

# 14 hrs

WOMEN TODAY DO 14 HOURS LESS ACTIVITY A WEEK THAN IN THE 1980S

# 9 MINUTES

A quarter of British adults walk for less than nine minutes a day

# 38 per cent more

The additional days an inactive person spends in hospital

# ONLY 21%

of children in the UK play outdoors – for their parents, the figure was 71 per cent

Global deaths annually that can be attributed to insufficient physical activity

# Half of women

And one-third of men in England are damaging their health through a lack of activity

# £1.2bn

Potential savings to the UK economy of increasing activity levels by one per cent a year for five years (2014–2018)

# 3.2 MILLION

# Disease

# One-third

Regular physical activity reduces the risk of Alzheimer's by a third

Regular physical activity reduces the risk of heart disease by 40%

# 40%

# 1/4

of preventable cancers in the US are thought to be impacted by overweight/obesity and inactivity

# 5,000,000

Number of people expected to develop diabetes by 2025

# 36 MILLION

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

# 30%

The reduced risk of all-cause mortality brought about by regular physical activity

Sources: UK Health Forum/WHO Regional Office for Europe, Public Health England, ukactive, Benenden National Health Report, US Centers for Disease Control and Prevention, Scope, Overseas Development Institute, HSCIC, American Association for Cancer Research, UN Food and Agricultural Organisation, ACSM/Exercise is Medicine, British Heart Foundation

# Sense & sensorbilities



## Growth sectors and disruptive influences – what's the state of the UK fitness industry?

DAVID MINTON, DIRECTOR, THE LEISURE DATABASE COMPANY

I start my foreword to the 15th edition of the *2014 State of the Fitness Industry Report* with a quote from Siobhan Sharpe, the PR guru in the critically lauded Olympic sitcom *Twenty Twelve*:

“Guys we are where we are with this, and it's never a good place to be.”

The fitness industry doesn't do irony or self-deprecation very well, and social media can be a cruel and unforgiving place where

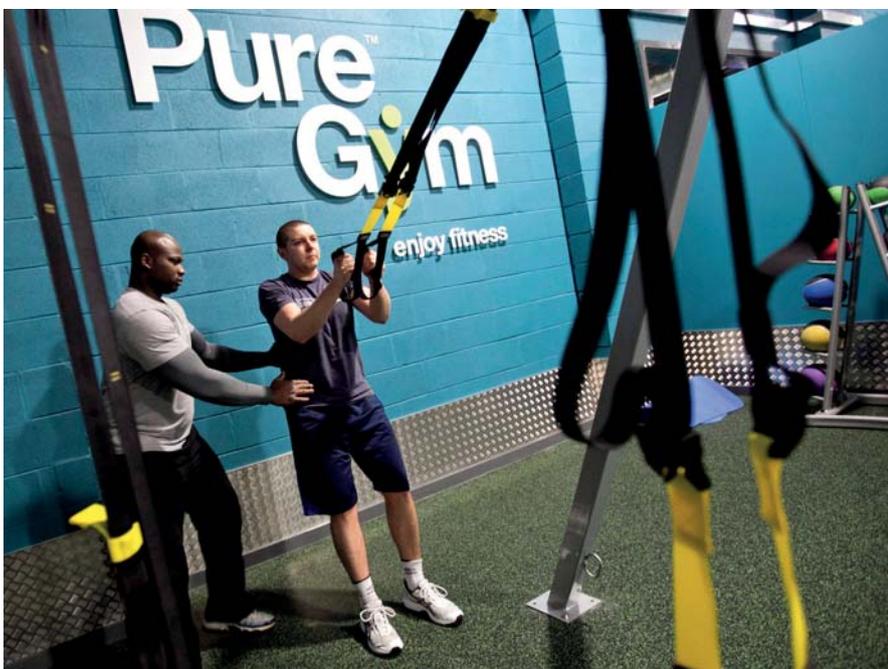
it's impossible to hide from the wrath of those who think mid-market brands are simply getting their comeuppance. Fitness First and LA fitness both ended 2014 with smaller estates, having suffered the ignominy of a CVA (Company Voluntary Arrangement) with their creditors and banks. At the same time, low-cost brands like Pure Gym, The Gym Group, Fit4less and TruGym, to name but a few, have grown in size, with those four chains alone adding 48 sites between them.

Overall it's good news, with the industry growing to 6,112 sites with 8.3 million members, taking the combined UK penetration rate to 13.2 per cent – the first time it has broken out of the 12 percentage points where it has been stuck since 2009. This has been driven by a combination of the low-cost and public sectors.

### Private growth

Private sector low-cost sites have passed the 250 mark – a 31 per cent increase on the previous year – although I'm not including low-cost sites that charge over £20 in this figure. Collectively, they have around 940,000 members, paying on average £17.99 a month. This now represents 19 per cent of the total private sector membership, up from 14 per cent last year.

However, applying the term 'low-cost' is relative, even to this sub-£20 a month bracket, when you consider that 81 per cent of the UK's 29.3 million tax payers pay the basic 20 per cent tax rate. The



Private sector low-cost sites have passed the 250 mark – up 31 per cent year-on-year



**The public sector has catered for 3.3 million members who value aspects such as the family offering and broader range of facilities**

median pre-tax income in Britain is just £22,200 and contributes 33 per cent of the HMRC revenues. For the majority of the population, even £20 a month is too much to find for a gym membership.

Meanwhile, the top 1 per cent of taxpayers contribute 30 per cent of HMRC revenues; it's a very small minority who can easily afford premium club fees.

Thankfully our industry and consumers are not ruled by statistics alone, but by heart and achievement, so the upsell aspirational purchases and memberships go beyond the median – people somehow find the money to do what they want to do, whether that's £20 a month or £120 a month.

However, operators must be aware that the demographics and income distribution of the UK simply cannot sustain unlimited growth of the low-cost sector, and I find too many brands making questionable statistical assumptions which have the effect of saturating cities like Nottingham – only for some sites to fail not once, but twice.

### **Public sector strength**

The public sector, meanwhile, put on a total of 56 new sites, including 36 new builds. It almost single-handedly benefited from the Olympic bounce, thanks to so many sports clubs based at the 2,753 UK public sports centres with fitness. This

has provided a huge upsell opportunity across the tens of millions of people visiting these sites. This so-called 'John Lewis Partnership' approach – whereby everyone is a partner who shares in the success – has been adopted by the trusts and wider public sector sites, who have catered for 3.3 million fitness members who obviously value the extra facilities, family offering, location, local investment and transparent costs of joining, to pay an average of £30 a month.

Across trust-only sites, all embedded in their local communities, this average goes up to almost £34. With 84 per cent of the population within two miles of a site, it's no wonder old, inefficient sites ►

**Operators must recognise that members' phones will become the central hub of information**

- ▶ are being closed down – 60 in total last year, of which 40 per cent had antiquated wet facilities.

Meanwhile, demand for new sites consistently outstrips latent demand estimates, and new openings continue to grow the market at a higher yield. Every design, build and manage contract has opened above expectation, and trusts find raising investment via bonds and new funds easier than expected, which provides a virtuous circle of support and growth.

### Days of disruption

In the tech world, we have a new circle of 'trust' networks and 'trust' sharing economy. Is it by accident that the public sector has picked up on this new access economy? A new collaborative consumption involving renting, lending, sharing, borrowing and swapping has turned into big business for disruptive and community organisations. Could this be the time for the fitness industry to re-think its outdated model of renting equipment?

Someone from outside the industry is looking in and can see a better way; I can guarantee disruption is coming.

In the past 12 months, GPS (location data,) APIs (data feeds) and this wider Sharing Economy have been merging to provide tracking apps and wearable devices with more functionality than ever before, which in turn provides a level of granularity we haven't had in the past. Added to this we have the promise of HealthKit, Apple's new Health aggregation



PHOTO: WWW.SHUTTERSTOCK.COM

framework in the new all-data-gathering iOS 8, available for free on older iPhones and included in the new iPhone 6.

In the very near future, Apple envisages that there will be three types of apps: one for the analysis of data and graphs; one for the recording of information (which is what we mostly have now); and one to sync data with medical records.

So the question on everyone's app is how will this affect the fitness (and health) industries? Your phone, whatever make, is about to become the central hub of information; fitness sites need to encourage people to bring their own devices. Customers will do this in any case, but this is a recognition factor that these aggregators will do more, more often, with more of your members than anything you might invest in locally.

To give just one example: most of the modern devices will sync automatically to

HealthKit and upload heart rate monitor, glucose sensors, blood pressure and health thermometers. Consumers can agree to share this data with PTs, doctors, nutritionists and a wide range of specialists who may be helping them achieve their goals. This will all be seamless, easy, fun and you'll be part of the Here & Now Commerce, where the experience is as important as the product. ●

#### FIND OUT MORE

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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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.



# Is small really beautiful?



**What do UK fitness consumers really think of our industry, and how might low-cost clubs and microgyms affect this perception?**

MIKE HILL, DIRECTOR, LEISURE-NET SOLUTIONS

**T**he important message about physical activity and exercise seems to have sunk into people's consciousness since 2004. This was one of the over-arching findings of our 2014 HAFOS report, which falls in line with previous years' research.

The vast majority of respondents (86 per cent) recognise the importance of being active – a figure that has increased more than 10 per cent over the last decade. Around half also know they should be more active and, after an increase in government messaging about 'little and

## A NATIONAL BAROMETER

The national Health and Fitness Omnibus Survey (HAFOS) is the only regular industry barometer of UK consumers' attitudes towards health, fitness and physical activity, and has been running for over a decade. A street-based consumer survey, HAFOS 2014 used a national sample of more than 1,300 people, interviewed in 10 locations throughout England and Scotland.

often', most now know that small durations of exercise can be effective, with 89 per cent saying 10 minutes of activity is good for you, and 92 per cent understanding the benefits of moderate activity.

As an industry, however, our current model still seems unable to harness this knowledge and channel it into action and successful outcomes. Operators need to focus on more targeted messages and calls to action when marketing to the general population. Additional broad messages about the importance of being active are not going to make any impact – we need to focus on overcoming specific perceived barriers and then delivering on promises.

## Is cost really a factor?

The main perceived barriers to activity remain work-related time pressures, followed by home-related time pressures and then the costs involved (see Figure 1).

What's interesting is that, while only 12 per cent of our respondents stated cost as their main barrier to exercise, lower cost was also the factor most likely ►



**40 per cent of women would be put off joining if there were no staff on-hand at the gym**

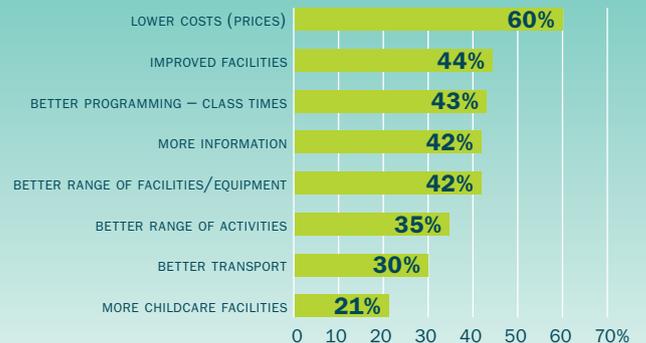


Among women who said the microgym model appealed to them, dance and yoga were the activities they were most keen to try out

**Fig 1: What's stopping you from doing more?**



**Fig 2: What would encourage you to be more active?**



► to encourage people to be more active generally – quoted by 60 per cent of people – followed by improved facilities and better programming (see Figure 2).

When asked specifically about joining a gym or health club, 37 per cent felt a low-cost membership of £10–£15 a month would entice them to do so.

Previous research carried out by Leisure-net has always suggested that, while people quote cost as a barrier, if they are genuinely motivated and ready

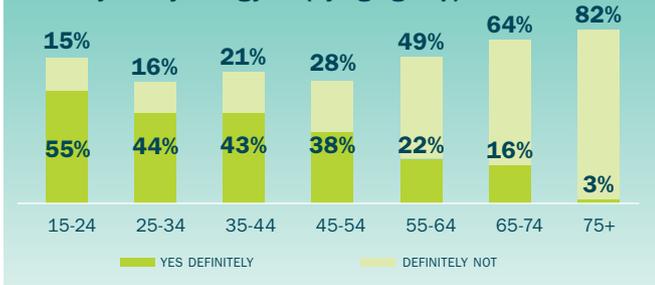
to make that change, the expense is only really a barrier for a small percentage. Much more important are psychological barriers like perceived lack of time and low motivation: gyms need to continue to build short ‘mini’ workouts into their offering to break down the perceived time deficit barrier related to work pressures.

The cost element does, however, come into it after they have joined: if new members aren’t visiting enough, they start to feel the membership is “wasting their

money” and cancel. This is where the low-cost option has an advantage, as the tipping point when members feel they’re not getting value for money is slower to reach than for mid-market operators; members are likely to stay longer at a relatively low level of usage.

There’s also a distinct difference between different age groups, with younger people much more attracted by the low-cost option (see Figure 3) – partly due to lower disposable income, but also because

**Fig 3: Would monthly fees of around £10–15 encourage you to join a gym? (by age group)**



**Fig 4: Which activities would you try at a microgym?**

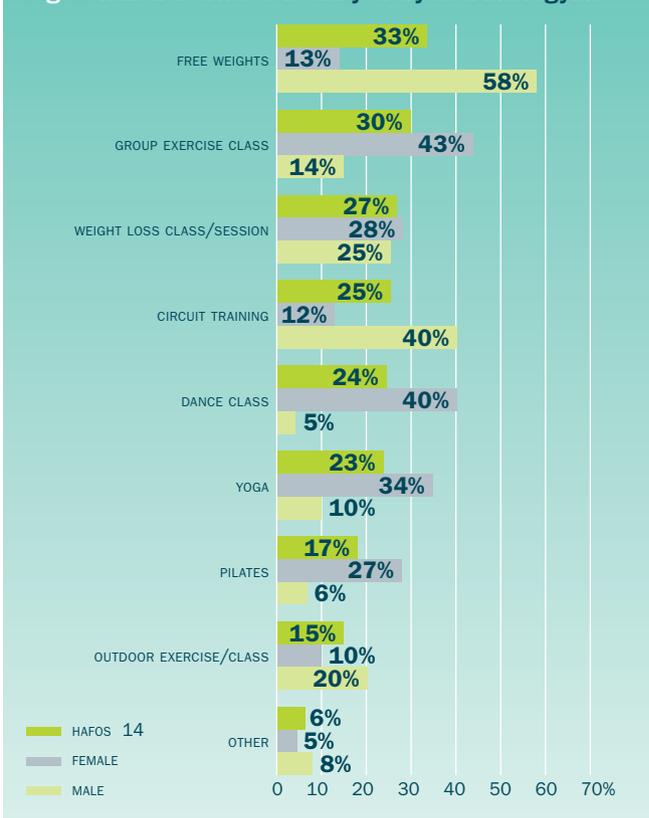


PHOTO: SHUTTERSTOCK.COM/LZT

53 per cent undertake activity through walking, jogging or running



**Younger people were much more attracted by the low-cost option – especially young males, who felt less need for help or supervision**



**37 per cent of respondents felt the low membership fees offered by the likes of Fitness4less would entice them to join a gym**

younger gym members (particularly males) feel less need for help/supervision.

Being sparsely or at times completely unmanned is one of the key elements of most low-cost models – a necessity to keep the costs down. When questioned about the importance of staff, there was a fairly even three-way split between people who felt having no staff around would put them off joining, with 39 per cent saying it definitely would and 32 per cent saying it definitely would not. Women were most likely to be put off, with 40 per cent saying it would definitely deter them from joining.

### Microgym appeal

Just over half of our sample (53 per cent) undertake activity through walking, jogging or running, with only a quarter saying they use leisure centres/health clubs as their main form of exercise. Interestingly though, 41 per cent felt they were able to get enough activity in their daily lives without specifically doing sport or exercise – a perception the sector may need to address given increasingly sedentary lifestyles across the UK –

with just 33 per cent acknowledging the importance of sport/exercise in reaching recommended physical activity guidelines.

The opportunity for our sector is clearly there, and yet participation levels have failed to increase significantly over the last 10 years. In part, this is because many consumers do not understand the new offerings available, having not been in a leisure centre or gym for many years. Others are unconvinced that what we're offering is good value, and/or going to help them achieve their goals – perhaps not surprising when we consider how many adults have been members, failed to make lifestyle changes and left.

While the low-cost clubs address the value argument well, another way to turn this tide – helping address the concern that gyms may not help people meet their goals – might be the niche/microgym approach. These gyms take one or two activities or specialisms and concentrate purely on that, usually in a relatively small facility and in an extremely focused way.

Our HAFOS research suggested that 57 per cent of women and 50 per cent of

men would be encouraged to join a class/activity if it were offered in a micro/niche gym context. The microgym concept also appeals to all age groups in a way the low-cost model doesn't.

Among those saying the microgym model appealed to them, the most popular activities people would like to try are free weights, group exercise classes and weight loss classes/sessions. However, there were real differences between male and female responses, with women more interested in dance and yoga, and less interested in free weights. Interestingly, weight loss classes were equally attractive to men and women (see Figure 4).

With this in mind, microgyms may need to be designed to appeal to particular gender/age groups if they are to succeed. ●

#### FIND OUT MORE

The full HAFOS report is available to buy from Leisure-net. Please email [info@leisure-net.org](mailto:info@leisure-net.org) for details, or visit [www.leisure-net.org](http://www.leisure-net.org) to download a free infographic.

# Opportunities & threats



Which trends and sectors will drive growth of the health and fitness market in 2015?

MICHAEL OLIVER, SENIOR ANALYST, MINTEL

**T**he UK health and fitness club industry survived much of the economic downturn relatively unscathed, but the past two years have seen tougher conditions as consumers have had to cut their expenditure further in the wake of a prolonged period of real terms decline in living standards.

The structure of the industry has changed significantly during this period, with the emergence of budget clubs hitting the mid-market hard. However, the overall value of the market stayed unchanged for the second successive year – £2,665m in 2013 – with forecasts suggesting the market will grow to a value of £2,823m by 2018 (up 5.9 per cent over five years).

## Mega-club vs microgym

The future of the mega-club is a key issue. Over the past three years, full-service clubs with wet and dry facilities have grown in number by only 5 per cent, compared to 9 per cent for larger dry clubs and 30 per cent for smaller gyms/fitness suites – a category that includes many budget clubs and, more recently, the microgyms.

With a growing consumer expectation of personalised, customised products,



Outdoor activities could be used to attract those who don't want to work out in a gym

PHOTO: WWW.SHUTTERSTOCK.COM

combined with a lack of availability of suitable sites for the large club formats, Mintel believes operators will have to start looking at 'infilling' with smaller clubs in the same way that the major supermarket chains have switched to building smaller convenience stores serving local neighbourhoods.

This has already been recognised by David Lloyd, with its DL Studios sites in

high street locations, and Fitness First, which has begun to test out smaller, specialist formats – such as heart rate training club BEAT – alongside its full-service clubs in London. The problem for the larger operators, however, is that many of these types of sites have already been taken by the burgeoning budget club sector.

Mintel's research shows the biggest barrier to being healthier is lack of

**Fitness First has introduced smaller, specialist formats like BEAT to 'infill' the areas between its larger clubs**

### Britain lacks confidence

Today in Britain, 36 per cent of consumers have not played or participated in sport in the past 12 months, rising to over half (61 per cent) of those over 65 years and 52 per cent of people aged 55–64.

Mintel's latest *Participation* report highlights lack of physical confidence as a key barrier to fitness, with more than one in five Brits (22 per cent) saying they don't feel fit enough to play sport or exercise with other people.

Despite this, over a third (38 per cent) say they would like to be more active to improve their health, with this figure rising to over half (54 per cent) of those who say they don't feel fit enough to exercise with other people.

motivation, with over four in 10 British adults (46 per cent) citing this. This need to be motivated is currently working against some of the mega-clubs, which can be quite impersonal, with members largely left to exercise alone and motivate themselves.

By contrast, one of the key features of the microgym is that it offers instructor-led group activities, often in smaller



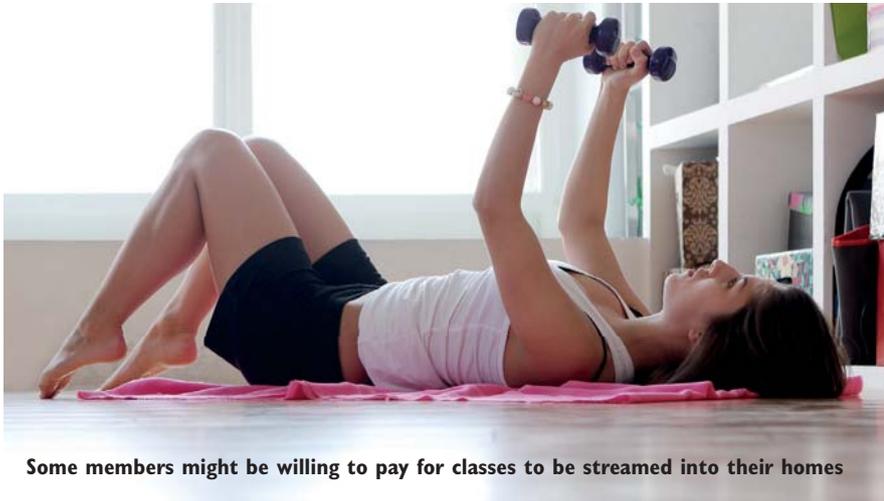
groups – a more personal service, with appointments made for particular classes helping to further boost motivation.

### Wearable technology

Lack of motivation also presents opportunities for technology that nudges people to make healthy habits more routine. Wearable technology streamlines the process of tracking daily activity and

has the potential to revolutionise the way the health and fitness industries operate.

As wearable technology is still in its infancy, adoption is very low: only 5 per cent of consumers surveyed by Mintel reported using a wearable device or a smartwatch as at April 2014. However, interest in using such devices is considerably higher, and this interest is likely to be turned into



Some members might be willing to pay for classes to be streamed into their homes

**24 per cent of potential club users say they would prefer to pay only for the facilities they choose to use**

► uptake as wearable technology starts to go mainstream, with trusted retailers and manufacturers moving into the market and price points dropping. Indeed, Mintel's 2015 Trends highlight 'Get smart' as one of the four key trends for the coming year.

Company-provided wearable technology could be the next step and could prove a huge asset to businesses, helping to create a healthier and happier workforce and with it lowering insurance rates, increasing productivity and reducing sick leave.

Around a third (34 per cent) of adults in full-time employment felt they had been more stressed in April 2014 compared with the same time the year before; there's a clear need for companies to assess the health of their workers and devise action plans to reduce stress levels and raise regularity of exercise.

Wearable devices could track employee activity levels, as well as encouraging them to get up and move around more throughout the day – particularly relevant

for office workers with sedentary daily routines. Other applications could increase worker safety, with built-in chemical or smoke sensors, or alerts about changing environmental conditions for those working outdoors.

### The budget clubs

Another key issue in the health and fitness market is the future of the budget club sector, with lack of money (33 per cent) the second most quoted barrier to being healthy. Between 2011 and 2014, the number of budget clubs has grown by 203 per cent, from 73 to 221. However, the annual rate of growth in budget club site numbers has decreased, from 95 per cent in 2012, to 29 per cent in 2013, and 21 per cent in 2014.

And conditions for the budget sector may become tougher in the next few years: the UK is in the early stages of what looks likely to be a strong economic recovery, consumer confidence has bounced back and unemployment is falling much more rapidly than

anticipated. The combined effect of these factors means that consumers may be more prepared to look at increasing their monthly outgoings again, which could include trading up their gym membership.

Additionally, there's some evidence that saturation of budget options (i.e. budget clubs and local authority leisure centres) is being approached in some areas; competition is likely to intensify, which will not going to be good for margins – particularly with the likes of Sports Direct coming into the market with an introductory price point of £5 a month.

### Driving revenue

There's also the issue of how clubs can increase revenues from existing members and non-members, with the best opportunities among existing members likely to be found in extending services beyond the club environment. For example, a member may not be able to physically visit a club as often as they want to, but might be willing to pay extra to follow classes at home using a

There's some evidence that saturation of budget options is being approached in some areas; competition is likely to intensify

**Wearable technology could be used to encourage desk-bound workers to move around more**



ALL PHOTOS: WWW.SHUTTERSTOCK.COM

live stream, or by downloading classes from an online library. They may also welcome the opportunity to rent fitness monitoring equipment that will measure their activity levels throughout their day, not just when they are in the health club.

Mintel's research also indicates some potential for offering dietary advice via email or text, and that current users would be prepared to pay a modest amount (around £8.50 a month) to receive this.

Meanwhile, among non-members, well over a third (37 per cent) say they prefer to pay per visit. Such pay as you go options represent an excellent way for clubs to encourage trial among prospective members – but clubs should perhaps put a limit on how long people can take advantage of this facility, or price

it so a monthly membership is cheaper if they visit more than twice a week.

A further 24 per cent of non-users who are potential club users say they would prefer to belong to a club where they pay only for the facilities they choose to use, suggesting that more flexible memberships are another strategy clubs could pursue to maximise their appeal to potential users. With modern access technology – keys, wristbands or cards – this should be relatively easy to deliver and police.

And for the more apathetic consumers, the most obvious route is trial, perhaps offering a reward in return for meeting a challenge (e.g. cycle or run on a machine for two minutes) or bringing exercise to places where people go in large numbers, such as a shopping centre or high street.

Potentially there's a whole new audience who may never have any desire to enter a physical club, but who would welcome the opportunity to take part in outdoor or home-based structured fitness activity, whether an outdoor run, a class in a park or a workout streamed to their home. ●

#### FIND OUT MORE

Mintel's latest *Health and Fitness Clubs UK* report was published in June 2014, its *Healthy Lifestyles* report in July 2014, and *Sports Participation* in September 2014.

Website: [www.mintel.com](http://www.mintel.com)

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

LinkedIn: <http://www.linkedin.com/groups?mostPopular=&gid=1888954>

# What do 10,000 members say?



Do you know what your members do in your club, what their experience is, and how this impacts retention?

DR MELVYN HILLSDON, ASSOCIATE PROFESSOR OF EXERCISE & HEALTH, EXETER UNIVERSITY

## What is TRP 10,000?

The TRP 10,000 study examines a range of possible determinants of membership retention in a sample of members of

different ages and genders, with a range of experiences of health club membership, and at different stages of their membership. A total of 10,062 members aged 16–84

years, from nearly 200 clubs, completed an online survey between July and September 2013. They answered a wide range of questions covering everything from why they joined, how the club communicates with them, how they use their club, their club experiences, their motives and recent progress. Retention rates were calculated from the questionnaire completion date to the end of January 2014.

## Why do people join?

Members cited convenience from home and work, price and opening times as the primary reasons for selecting their current club. Less common reasons given for club selection were type of equipment available and class availability. Only one in 20 members chose their current club because they trusted the brand.

## What do they do when they come to the club?

Three-quarters of members stated that their main reason for attending their



PHOTO: WWW.SHUTTERSTOCK.COM/BREAKWAVEMEDIA

Encourage members to do classes: gym-only members are 56 per cent more likely to cancel

## Prioritising fun and friendship over fitness and thinness would lead to higher levels of retention

club was to work out in the gym. Four in 10 attended mainly to do an exercise class, and of those, 74 per cent were female. Just under half of the members attended for a single activity, while a third usually did two activities (typically gym and class). Younger members, those new to the club, or those with a history of multiple club membership were most likely to attend for the gym only.

The risk of cancelling during the seven months of follow-up was 56 per cent higher among gym-only members compared to members who did classes only or who combined gym and classes. This equates to an extra 10 cancelled memberships each month for every 1,000 members.

### How do we communicate with them, and what do they value?

The most common forms of member communication are face-to-face via reception or gym staff and through email correspondence. Phone calls, SMS and social media interactions were reported by fewer than 10 per cent of members.

However, fewer than half of members said reception staff spoke to them during their last visit, and only 37 per cent said fitness staff did – this in spite of the fact that nearly 90 per cent of members say they value fitness staff speaking to them.

For all types of communication, only a small proportion of members are



► Members who made a friend at the gym were 40 less likely to cancel than those who didn't

- ▶ receiving the type of communication they say they value, suggesting a lot of unmet demand. In the meantime, around a third of members said they were receiving emails they did not value, indicating that communication strategies need to be better matched to members' preferences.

Only face-to-face communication was associated with member retention: over 90 per cent of members who reported they regularly received both reception and fitness staff communication retained their membership for the whole of the follow-up period, compared to 80 per cent of members who reported no face-to-face communication.

### What are members motivated by, and do they progress?

Nearly six out of 10 members reported being equally motivated to exercise for fitness, appearance, enjoyment

and social (friendship) outcomes. Appearance motivation was mainly restricted to younger females, with more males than females being motivated by enjoyment and friendship. Overall, motivation was higher among more frequent club users and younger rather than older members.

Most members reported making at least some progress in the last three months, with feeling fitter and enjoying exercise the most frequently reported measures of progress. Around half of members reported losing weight, with just over a third reporting making a new friend.

Making any progress versus none was associated with better retention, but the most important measure of progress was friendship. Compared to members who did not make a friend, those who did were 40 per cent less likely to cancel their membership.

When all the measures of progress were considered together, making a friend and attending the club as planned were the most important factors. Improved appearance, having more energy and feeling fitter were not related to the risk of cancelling at all. More important was whether members perceived they had made progress on the things they said motivated them to exercise; failure to do so was associated with a considerable increase in the risk of cancelling.

Members who are motivated by the enjoyment of exercise, but who did not find it enjoyable, were 2.3 times more likely to cancel than members who did find it enjoyable, even though they were not motivated by enjoyment. Failure to make progress in fitness and appearance when motivated by these two factors was also associated with an increase in cancellations. Strikingly, members who said they were motivated by appearance, and who perceived improved appearance, still had a higher cancellation rate than members who were not motivated by appearance and did not perceive it had improved.

The findings suggest that failing to achieve one's goals significantly increases the risk of cancelling, while prioritising fun and friendship over fitness and thinness would lead to higher levels of retention.

### Club experiences, both good and bad

Around 45 per cent of members report experiencing 'hassles' during their club visits, with just over half of members reporting positive uplifting experiences.

The most commonly reported hassle is not being spoken to by reception or fitness staff. Although less commonly reported (fewer than 15 per cent of



PHOTO: WWW.SHUTTERSTOCK.COM/LUCKYIMAGES

No room at the inn: Having to queue for kit significantly increases the risk of cancelling



PHOTO: WWW.SHUTTERSTOCK.COM / COREPHICS VOF

**Nearly 90 per cent of all members say they value fitness staff interacting with them**

members), the most annoying hassles members report are queuing for equipment, cancelled classes, broken down equipment, unclean changing facilities and no parking space.

By contrast, the things members say are most uplifting about their visits are completing a challenging workout, achieving fitness goals, and interaction with reception and fitness staff.

Of all the hassles that members find annoying, just three significantly increase the risk of cancelling: fitness staff not speaking, reception staff not speaking, and queuing for equipment. Members who frequently have to queue for equipment and are not spoken to by fitness staff are more than twice as likely to cancel as members who do not have to queue for equipment and who regularly interact with fitness staff.

Positive uplifts that reduce the risk of cancelling are interaction with reception

and fitness staff, along with making new friends at the gym. For every 1,000 members, 16 fewer cancel every month if reception and fitness staff speak to them regularly and they make a friend, compared to members who do not report this – representing a 53 per cent reduction in the risk of cancellation. ●

**FIND OUT MORE**

Dr Melvyn Hillsdon is associate professor of exercise and health at the University of Exeter, where he researches physical activity and population health. He's also a leading authority on retention in the fitness sector, and was responsible for the landmark *Winning the Retention Battle* report in 2001.

To find out more about TRP 10,000, visit: [www.theretentionpeople.com/research/trp-10000](http://www.theretentionpeople.com/research/trp-10000)

**Top 10 recommendations**

- **Develop a marketing strategy that conveys fun and friendliness**, and prioritise these aspects over fitness and thinness throughout the club.
- **Help new members develop realistic expectations** and try to focus on intrinsic motivations such as enjoyment and social engagement. Set out a realistic plan for achieving them.
- **Encourage and support members to experiment** with a wide range of exercise types, and especially group exercise.
- **Regularly review members' progress** and revise plans if progress is not being made.
- **Ensure exercise programmes are enjoyable** above all else.
- **Develop a targeted communication strategy** that maximises opportunities to interact with members in and out of the club.
- **Create a conversation culture** in the club: implement methods to maximise and monitor face-to-face communications.
- **Minimise the time members queue** to use equipment.
- **Encourage staff to be aware of member hassles** and to understand that they can either compound the problem by ignoring people or alleviate it by simply conversing with members.
- **Encourage staff to be aware that the power to delight a customer** lies in their willingness to hold a conversation that in turn extends the life of the membership.

# Member insight



Measuring retention and its associated factors are a vital element of running any successful health and fitness business

PAUL BEDFORD, DIRECTOR, RETENTION GURU

Just 51.9 per cent of members maintain their membership for 12 months, with an attrition rate of 55.1 per 1,000 per month. These are the topline findings of the *White Report*, conducted in 2013 (see p71).

Pushing beyond the year mark, after 24 months 24.4 per cent of members will still there, 14.1 per cent survive to 36 months, and only 10.4 per cent maintain membership to 48 months. This is a much steeper decline in member retention than has been seen in previous national studies and is disappointing considering the maturing nature of the industry.

Despite what the popular media will report, members are most likely to quit in July and August (30 and 24 per cent respectively) and then again in November and December (14 per cent both months).

Key factors associated with high retention, low attrition and increased longevity are age, signing a contract and the length of the contract.

## Age matters

Age is still a dominant factor in predicting member retention, with older members staying longer. This is

Members aged  
35+ are up to 45  
per cent less likely  
to quit the gym

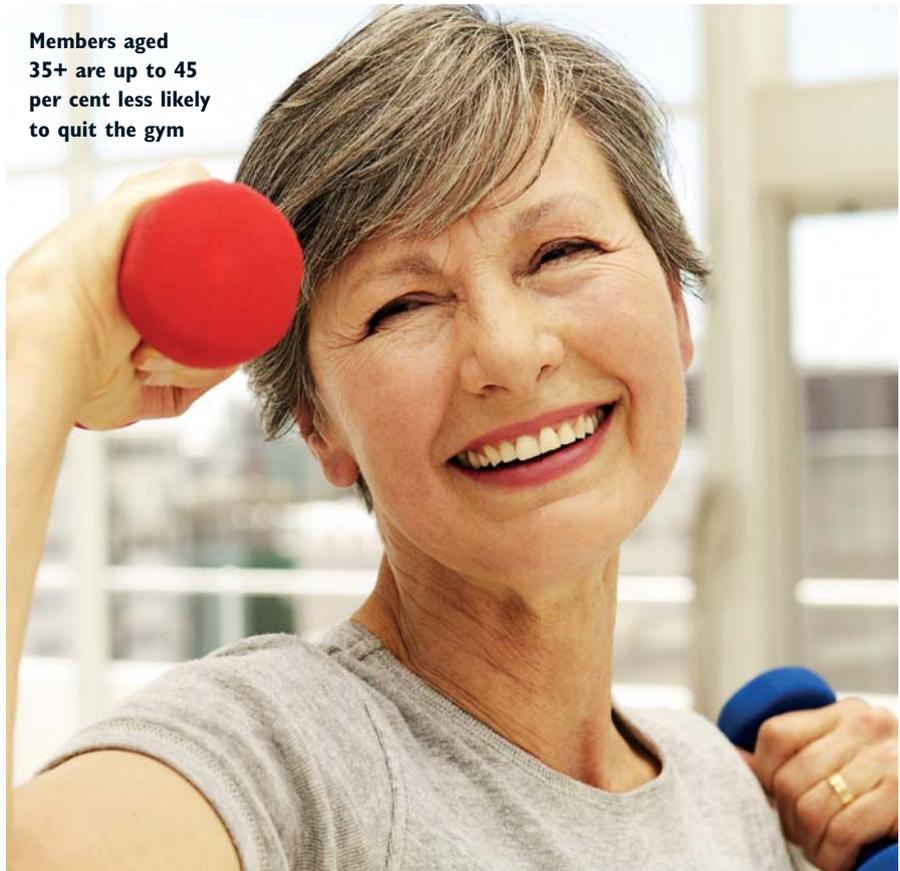


PHOTO: WWW.SHUTTERSTOCK.COM/ PEDROMATOSA



Seasoned members will immediately identify the classes they want to do

consistent with other studies carried out among operators all over the world. Compared to 16- to 24-year-olds, older age groups (35+) are on average 19–45 per cent less likely to cancel their membership – so it’s surprising to see high-end health club chains almost exclusively targeting younger members as part of their new member drive.

While there’s no discernible difference between genders, the descriptive data highlighted that, as a proportion, women were more likely to join public sector facilities than private. In the *Black Report* we were able to identify that women were more likely to feel they would be judged on appearance in private sector gyms, and that they needed to already look good to fit in; they felt less judged in a public leisure facility.

### Contracts drive retention

Evidence suggests that charging lower monthly fees and promoting no contracts is not a formula for longer retention: while it’s possible to sell a large volume of memberships, it has become increasingly difficult to retain those members. The premise that the lower the cost, the more likely a member is to retain their membership does not seem to hold true over time.

Indeed, in our reports, contract length was found to be directly related to the length of membership: enforcing contracts of at least 12 months reduced the risk of quitting by approximately 18 per cent compared to contracts of one month. This is the equivalent of saving around 18 members for every 1,000 members per month.

### IT’S BLACK & WHITE

During 2013, two studies were conducted – one quantitative and the other qualitative – to benchmark the industry over the previous four years and gain further insight into how members make decisions.

The qualitative *Black Report* comprises a series of interviews with 1,000 members who had held two or more health club memberships. These members had accumulated 6,500 years of membership between them.

The quantitative *White Report* focuses on the analysis of member data from 342,759 members, offering insight into the retention and attrition rates of a representative sample of UK health and fitness clubs. Members from 100 different clubs took part, representing 38 operators across private chains, independent operators, trusts, local authorities and privately managed leisure facilities.

- ▶ Memberships sold as deals, such as three- or nine-month contracts, have no discernible effect on 12-month retention rates. In fact, members who have contracts from two to five months' and six to 11 months' duration are between 50 and 80 per cent more likely to quit at 12 months.

Private sector clubs sell 48–55 per cent of their memberships as 12-month contracts, compared to 7–15 per cent in the public sector. This may account for a retention rate of 57 per cent in the private sector and 47 per cent in the public sector at 12 months. However, as most 12-month contracts switch to a month-by-month agreement at the end of the 12-month period, this difference in retention rates disappears around month 18.

### Blurring of boundaries

Over the four years of the study (2009–2012), it was evident the monthly fee charged by all operators is decreasing. As a result, while many operators describe how they manage their business by a descriptive term (low-cost, mid-market, premium), it's not possible to gain consensus on what these terms mean. A low-cost operator may charge less than £20 a month, but so might a public sector facility due to its location and population, or indeed an independent private club. That doesn't mean it's low-cost or budget – it's just the price it charges.

Interestingly though, the members interviewed for the *Black Report* indicated that this general lowering of fees had led

them to believe they could negotiate good deals and wait for sale periods before committing to membership.

The quality of facilities within the fitness market continues to improve, and it has become more difficult for the public to distinguish between public and private operators. The Mosaic profiles of members across the five sectors covered by our study – private chains, independent operators, trusts, local authorities and privately managed leisure facilities – now have no distinguishable differences, which suggests that people who were once only likely to join private health club chains are now just as likely to join public sector facilities.

However, when the hotel groups are separated from the health club chains, we can see that hotels and independent health clubs do better at retaining members than the larger branded companies. Hotels could begin to dominate the £45–60 a month price range, as they are able to provide all the added value services previously associated with the bigger chains while still maintaining a small club feel.

Hotel health club members interviewed for the *Black Report* described the quality of service and the little extras as having a bigger impact on their club usage than brand or size of facility.

These factors may well also be behind the growing trend for boutique studios – offerings that are more personable, smaller in size and offer just one or two products delivered exceptionally well every time.

### Adding value

When new, inexperienced members join a club, they believe they will be in the club all the time. When they view



Quality of service is one factor driving the use of microgyms such as Fitness First BEAT

**Hotels and independent clubs could begin to dominate the £45–60 a month price range**



PHOTO: WWW.SHUTTERSTOCK.COM / MICHAELJUNG

Staff should know members' goals and suggest classes and exercises

studio timetables, they think they will be attending a wide range of classes, so a timetable with 90+ classes a week is impressive. However, experienced members have a far more realistic understanding of how frequently they will attend and which specific classes they will do; instead of seeing 90+ classes, they identify the times and classes they will attend and ignore the rest.

Meanwhile, customer service has been shown by the *Black Report* to be associated with retention across the board. Members report staying at clubs where they feel valued, which comes from personal interaction with staff, using names, offers of programme updates and reviews, recommendations of classes or exercises,

remembering details about the member's goals and what's important to them.

While many of those surveyed reported not needing help themselves – the *Black Report* specifically spoke to seasoned gym-goers – they are disappointed by the lack of advice and correction to members who clearly have poor or incorrect training habits, observing that staff seem happy to talk to savvy, experienced members but not the members who actually need help.

The fitness industry continues to look for alternative solutions to retain members, despite the fact that members have repeatedly stated that service is of most importance to them while exercising. Understanding this would help operators develop a more complete

business model designed to maximise the length of membership of every member.

Maybe the rise of boutique and niche facilities – the new breed of microgyms – will finally convince more established operators to listen to their members. ●

#### FIND OUT MORE

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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LinkedIn: Paul Bedford

# Science snapshots

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

ALL PHOTOS: WWW.SHUTTERSTOCK.COM



We must push ourselves out of our comfort zone to get results

## GETTING INTENSE

Intense exercise has a molecular level impact on the muscles and body that doesn't occur in milder forms of activity, according to a US study. Although based on mice, the study suggests we must go beyond our comfort zone if we want fitness results.

CRTC2 – a protein released during intense exercise – integrates signals from the adrenalin and calcium pathways and has a direct impact on the muscles being used. The scientists bred mice that would produce much more CRTC2 when faced with a two-week strenuous activity programme, and these modified animals saw a 15 per cent increase in their muscles; metabolic parameters, indicating the amount of fuel available to muscles, improved substantially; and endurance soared – up 103 per cent in the exercise stress test (non-modified mice improved by just 8.5 per cent).

Lead author Michael Conkright says: “The sympathetic nervous system gets turned on during intense exercise, but many had believed this wasn't specific enough to drive adaptations in exercised muscle. We've shown it not only targets specific muscles, but also improves them: the long-term benefits correlate with the workout intensity.”

● *The EMBO Journal* – The Scripps Research Institute, Florida

## CELLULAR CLEAN-UP

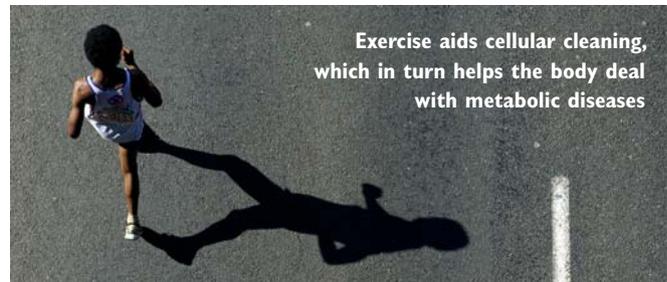
US scientists have found that exercise aids a cellular cleaning process in the body known as autophagy.

The research, which was based on mice, showed that exercise increases the ability of skeletal muscle cells to remove damaged components and other cellular debris – the result of daily wear and tear on the body's cells. In turn, autophagy is vital for muscles to adapt to exercise – and for the body to receive the health benefits of working out.

A cell recycles some components to help keep the rest of itself alive, but when it's starved or under physiological stress – like exercise – the autophagy process speeds up. Without this process, cells can become blocked, malfunction or die. Some scientists are even beginning to link faulty autophagy function to diseases such as diabetes, cancer and Alzheimer's. It's thought the slowing of this mechanism as we get older also plays a part in the ageing process.

The research could also shed light on why some people see little benefit from exercise: if there's a problem with the cellular cleaning process, the muscle may not be able to adapt to exercise and improve performance. In turn, this could impact the effect of exercise in dealing with metabolic diseases such as diabetes.

● *The FASEB Journal* – University of Virginia School of Medicine, US



Exercise aids cellular cleaning, which in turn helps the body deal with metabolic diseases



The brain can be retrained to prefer healthy foods

## BRAIN TRAINING

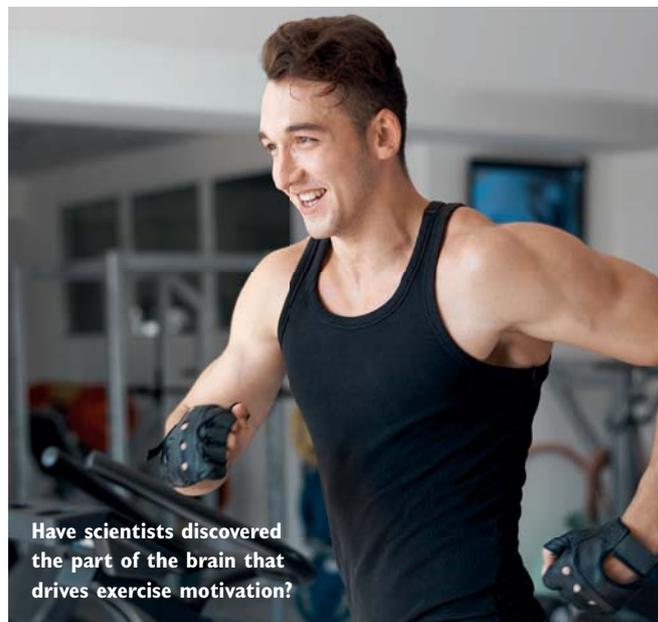
**T**he brain could potentially be retrained to prefer healthy foods, helping people with weight loss and healthy eating plans, according to a small-scale pilot study.

The study observed how the brain's reward system responds to healthy and unhealthy food, by looking at a part of our brain (the striatum) that seemingly gives us rewards by releasing chemicals such as dopamine in anticipation of our consumption of food.

For the study, scientists followed 13 healthy but overweight/obese men and women, who were part of a randomised trial of a weight-loss intervention over a six-month period. This saw them randomly separated into groups, with one set taking part in a workplace diet known as the iDiet, while the others were told to take no dieting steps at all. MRI scans at the start and the end of the six months established how the reward section of participants' brains reacted to dietary and food intake measures.

Those who followed the iDiet – which sought to educate and allow people to reduce calorie intake and eat healthier foods – not only lost weight, but the striatum was also more active when they were shown low-calorie foods. It also demonstrated less of a response when shown high-calorie foods after the six-month period. When compared with the control group, the iDiet participants also showed a greater increase in desire to consume the low-calorie foods and a greater reduction in desire to consume high-calorie food items.

● *Nutrition & Diabetes* – led by Harvard Medical School, US



Have scientists discovered the part of the brain that drives exercise motivation?

## EXERCISE MOTIVATION

**S**cientists may have discovered the part of the brain responsible for exercise motivation: the research concluded that the dorsal medial habenula section of the brain controls the desire to exercise in mice.

The scientists genetically engineered a group of mice that had the signals blocked from their dorsal medial habenula. This group of mice became lethargic and ran far less than typical mice, and also lost their preference for drinking sugary water.

In another group of mice, scientists were able to activate the dorsal medial habenula using optogenetics, with these mice given the choice of running on two different wheels – only one of which activated the habenula region. These mice preferred to turn the wheel that stimulated the dorsal medial habenula, creating a link between rewards for specific behaviours and actions.

The findings could prove particularly pertinent given that the structure of the habenula is similar in humans and rodents: if a link is found in the human brain too, gym-goers could potentially unlock the key to more motivation in the gym.

● *Journal of Neuroscience* – Seattle Children's Research Institute's Centre for Integrative Brain Research / University of Washington ►

## MORE GAIN, LESS PAIN

**T**he longer we exercise, the more tolerance we may have towards pain, potentially showing how physical activity can impact perceptions of discomfort.

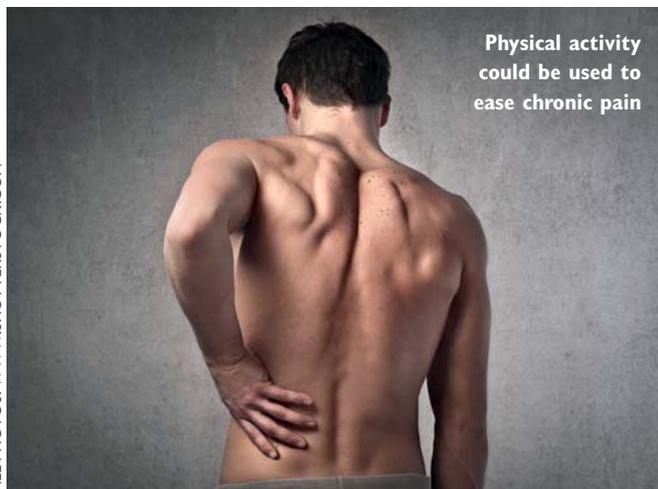
Previous research has found exercise can help provide brief but concentrated relief for pain, as the body releases natural opiates after activity. However, there has been limited research on the longer-term impact exercise has on our tolerance of pain.

Researchers asked 12 young and healthy but inactive adults, who expressed interest in exercising, to take part in the research. Another group of 12 people – of a similar age and comparable inactivity levels – preferred not to exercise.

The groups were then invited to a lab where their pain thresholds were tested. The groups were then sent away for six weeks to get back on with their daily routines, with the group interested in exercise placed on a programme of moderate activity. After six weeks, those who had improved their fitness through exercise showed a greater tolerance to pain; they felt pain at the same point as before, but were now able to tolerate it for longer.

The research could help provide evidence that physical activity can be used to ease the symptoms of chronic pain.

● *Medicine & Science in Sports & Exercise* – University of New South Wales and Neuroscience Research Australia



Physical activity could be used to ease chronic pain

## EXPANDING WAISTLINE, SHRINKING BRAIN?

**O**besity could have an impact on how smart we are, according to research conducted on mice which showed how fat may cloud cognitive processes.

Scientists monitored a group of obese mice that housed high levels of a chemical substance known as interleukin 1, which is created from fat cells and can lead to inflammation. This was the case in the brains of the mice, with the chemical having seeped into the hippocampus – an area in the brain responsible for learning capabilities and memory.

The obese mice tested poorly during cognitive tests. The scientists then conducted a small liposuction procedure on the obese mice to remove fat, which led to the specimens performing much better on the same cognitive tests they had taken before the removal of the fat. Finally, the researchers placed fat pads inside leaner mice, with the animals performing worse than they had done in their previous brain function tests.

The obese mice were then placed on a daily exercise regime and compared to a group of sedentary mice after three months. Despite remaining the same weight as those that didn't take part in exercise, the obese mice had gained lean muscle and lost fat, and had begun to outperform the non-active mice in cognitive tests.

● Georgia Regents University, US



Obesity could impact how smart we are



Small rewards can positively change people's behaviour

## CASH BACK

**A** UK study has suggested that people's motivation to exercise would rise if they were offered a financial reward for being active.

The research focused on 16 previous studies in which people had been given incentives to improve their health in some way, such as by taking up physical activity, quitting smoking or attending vaccination/disease screening sessions. The studies involved a total of more than 30,000 participants.

Overall, financial incentives ranged from £3 (US\$5.16) for having a flu vaccination to £467 (US\$786) for taking part in an employee scheme to give up smoking for a year. Yet even in the flu vaccination study, where the reward was just £3, people were 50 per cent more likely to change their behaviour. In fact, it was found that larger incentives were no more effective than smaller monetary rewards in influencing people's behaviour.

Financial penalties for not succeeding in the task were also found to work. In these studies, participants had to hand over a set amount of money which they knew they wouldn't get back if they didn't fulfil the health behaviour requirements.

● PLOS ONE – University of Newcastle, UK



Obesity may lessen our ability to detect sweetness

## FLAVOUR BEHAVIOUR

**T**aste plays a crucial role in regulating the appetite and dictating what we choose to eat and how much we consume. And now a study – which looked at the cells on the tongue that come into initial contact with food – suggests our ability to taste, and for our taste buds to detect sweetness, could be altered in severely overweight people.

Lead scientist Kathryn Medler says: "What we see is that, even at the first step in the taste pathway, the taste receptor cells themselves are affected by obesity."

The study compared 25 normal mice with another 25 that had been fed a high-fat diet and became obese. The scientists then presented the mice with different tasting solutions – sweet and savoury – and measured their response. In the obese mice, there were a lower number of taste cells that were able to detect sweetness. What's more, among the obese mice, any tongue cells that did respond to the sweet solution reacted relatively weakly compared to the tongue cells in the normal weight mice.

Medler believes not being able to detect sweetness may lead obese mice to eat more so they can get the same taste effect.

● PLOS ONE – University of Buffalo, New York, US

# Riding the zeitgeist



**Trendwatching.com offers six consumer trends for the fitness industry to harness in 2015**

VICKI LOOMES, TREND ANALYST, TRENDWATCHING.COM

In 2015, consumers will continue to bring expectations shaped in the online world into their real-life encounters with health and fitness club operators. That means endless choice, flexible and personalised memberships, instant on-demand access and much more. And of course, these expectations come in addition to the changes that are already occurring in other sectors. One certainty?

That brands willing to adapt and innovate will be the ones that stand out.

These six actionable consumer trends, presented in no particular order, represent some key emerging expectations that should be on your radar for 2015 – alongside the bigger macro trends such as the Quantified Self, healthy living and an ageing population that we're sure you're already tracking...

## M2P

New digital social connectors (think matchmaking mobile app Tinder!) have irrevocably altered the way consumers interact with each other. In 2015, they will utilise the new instant, liquid connectivity enabled by a host of apps and wearables to connect with mentors who can help them achieve their goals.

This new mentor-to-protégé (M2P) economy offers instant encounters, making it easier than ever before for consumers to locate the perfect mentor for any self-improvement quest. This trend is less about data and more about direct, often face-to-face human guidance, and the increased accountability that facilitates.

Of course, the possibilities for health and fitness brands within this trend are almost limitless. For example, US-based app Rise connects users to a nutrition coach who provides a customised eating plan based on a shared photo diary. Similarly GOQii – a wearable fitness device that allows users direct access to personal trainers. Data collected by the wristband is shared with a qualified trainer, who analyses it to provide personalised workout plans.

**The Olive bracelet prompts breathing exercises when it detects stress**

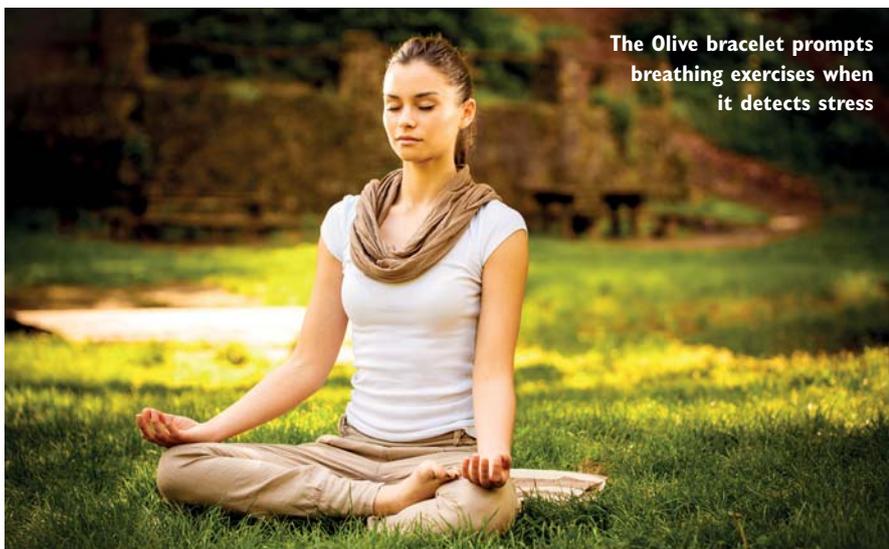


PHOTO: WWW.SHUTTERSTOCK.COM/SOLIS IMAGES



**Health clubs could tap into the M2P – mentor-to-protégé – economy, offering customised eating plans based on shared photo diaries**

### Currencies of change

Consumers keen to improve their health or lifestyle – or who are at least aware of the need to – are often hindered by a combination of high costs (perceived or real), inertia and inconvenience. Fitness brands are particularly well placed to help these consumers help themselves with traditional incentives (think discounts and deals) that reward customers for meeting their goals. The ‘currencies of change’ trend has the potential to delight twice over – the joy of saving (or possibly even making) money and the thrill of getting one step closer to personal goals.

## Consumers increasingly want to share what they feel, not just what they know

Some brands that are already incentivising better behaviour include Boston-based Harvard Pilgrim Health Care, whose EatRight Rewards programme encourages healthy eating by offering cash to customers purchasing fruit and vegetables at partner supermarkets. Meanwhile Fitmob is an online community where

the price of fitness classes decreases the more members work out.

### Brand fanatics

The pursuit of health and fitness is intrinsically linked to status: think training updates on Facebook and countless gamified fitness platforms full of consumers competing to outdo one another. ▶

- ▶ Another form of status-seeking that will rise to greater prominence in 2015 will be loud, sometimes even theatrical allegiance to a brand or lifestyle choice.

Not convinced? In August 2014, Reebok challenged Tough Viking fitness participants to get a permanent Reebok tattoo at an on-event tattoo parlour. Ten participants were inked and Camilla Nilsson, who committed to the largest motif, was rewarded with a year-long sponsorship package.

So think about how you could convert fans into fanatics with challenges or demands that require commitment and effort. This isn't a trend for everyone, but the fanatics to whom it does appeal will

welcome the opportunity to interact with their favourite brand with open arms.

### Projected self

Big data is the business buzzword that almost got away, but in 2015, health and fitness brands are well placed to actually use it for consumers' benefit. How? Preoccupied with the now, many consumers feel disconnected from their future self, but research suggests that individuals presented with digitally aged photos of themselves are more likely to make decisions with long-term benefits (Stanford and Microsoft, 2013). Information and data provided by

wearables and fitness trackers can be used to provide future-self projections, offering insight into the long-term effects of current 'bad' behaviour.

The Kickstarter-funded Tikker watch displays the wearer's life expectancy based on a simple medical survey. The countdown is displayed alongside a regular digital clock. It doesn't have to be so morbid though: Aros is a smart air conditioning system developed in the US. The unit syncs with a smartphone app, allowing user to track how often the device is used and the potential cost implications.

Clearly the 'projected self' trend has far reaching implications for customers



“Consumers are looking for brands to make a real commitment to their community, to provide meaningful and lasting enhancement”

Shell renovated a run-down community football pitch in a favela in Brazil

who are trying to live healthier or eat better: consider using personal data to remind and motivate consumers, show them the potential impact of the changes they could make, or aid performance reviews and set personal targets.

### Lasting spaces

As seasonal, time-limited and often gimmicky branded spaces (yes, we're talking about pop-ups!) become ubiquitous, functioning as little more than local white noise, consumer expectations of brands' participation and commitment to their local area grows. Increasingly, consumers are looking for brands to make a real commitment to their community, to provide meaningful and lasting enhancement.

For example, Australian health insurer Medibank opened a play space after a survey revealed that 60 per cent of local children played outside for just one hour a day or less. Meanwhile, in a favela in Brazil, Shell renovated a run-down community football pitch; the new centre includes special under-pitch tiles that capture players' movement, converting the human energy into renewable electricity for floodlights.

How could health clubs and fitness brands tap into this trend in 2015? Understand the lives and concerns of those in your chosen area and serve their needs, or build a lasting space around the needs of a tribe that dominates in your locale.

### Intimate info

Conventional wisdom has it that consumers love information and connection, and it's unlikely that this desire will ever completely dissipate.



PHOTO: WWW.SHUTTERSTOCK.COM/WILLIAM PERUGINI

**Projected self: Motivate members by showing the potential impact of the changes they could make**

However, the more complex truth is that consumers are starting to fall out of love with their smartphones, and are instead seeking intuitive and efficient off-screen information delivery channels that provide greater context. In short: they want to share what they feel, not just what they know.

Nike was quick to capitalise on this desire. In February 2014, the brand added a 'Cheer Me On' feature to its running app, allowing runners to sync their run to social media channels and, every time a friend liked or commented, hear a stadium crowd cheering. Other human signals can be used to manage stress: Olive is a wearable bracelet that tracks metrics including heartbeat and skin temperature and, when it detects rising stress levels, uses haptic feedback to prompt breathing exercises.

The key takeaway? Think about how you can incorporate a human touch into the wearables, apps, trackers and smart devices that will inevitably crowd the fitness market in 2015.

### Conclusion

Of course, this is just a snapshot of some of the trends that will play out across the consumer arena in 2015. They will grow and evolve as consumers continue to find new ways to meet ever-changing expectations, and that will impact everything from connection to self-improvement and status.

Amid all this change, the most important thing to remember? Without application, trends remain 'nice to know' ideas – and that's not enough. So think about how you can adapt, absorb, generate and apply these trends – and your own. Your consumers will thank (and reward) you for it. ●

#### FIND OUT MORE

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# Hi-tech future

How can health clubs and gyms take advantage of the opportunities presented by new wearable technology? We ask the experts

## Stephen Davies

Digital health consultant,  
bionicy.com



**D**igital health will be a boon for health clubs, provided they're willing to adapt. Indeed, in 30 years' time, historians will say this was the decade when health went through a period of enlightenment. They'll say the 2010s was the decade that kickstarted a new era in health thanks to a perfect storm of technological and biological innovations that came of age during this time.

They'll speak of 'The Mobile Wars', which resulted in an exponential increase in the processing power of smartphones; the introduction of the Internet of Things, where sensor technology connected everything and everyone to the internet; tracking devices that could be placed both on top of and inside of the body; reams of data that could be interrogated to answer important questions about the human body; and genetic and biological breakthroughs that radically changed how we ate, slept and trained.



The way we eat, sleep and train will be radically changed this decade

PHOTO: WWW.SHUTTERSTOCK.COM/ ALLIANCE

They'll make reference to the Digital Revolution and how it perpetually changed and altered business models – how the health clubs that failed to move with the times were the ones that ultimately failed, while those that embraced digital disruption were the ones that succeeded in providing new, holistic ways to help people live active lives up to the age of 100 (the predicted average lifespan in 2055).

How will the successful clubs have done it? Through bravery and experimentation

in the quest for digital transformation, fostered from the leadership team throughout the organisation. By creating new roles to spearhead the change, including chief digital health officer, head of personal analytics, and chief science officer. Finally, through an ecosystem of partnerships with third-party digital health companies, insurance providers and health organisations that enabled them to provide a 24-hour service that went well beyond the walls of the gym.



I don't think it will be the big box brands that will lead the revolution, but rather the trainers and end users

## Arron Williams

Special projects,  
Life Fitness



There's no doubt technology is going to change things in our industry, but my experience thus far has been that most operators are rather fearful – they don't like the questions it asks of them and their business models. Rather than see the opportunities to work out in completely new ways with

desirable outcomes for the customer, they're overwhelmed by the technicalities. I therefore don't think it will be the big box brands that will lead the revolution, but rather the trainers and end users.

Once people have a better understanding of the sophistication of biosensor technology and its latent capabilities for healthcare, fitness and lifestyle management – its ability to provide highly specific insights into our metabolic health and fitness, in ways we've never been able to identify before – then specialist boutique clubs will probably begin to package programmes and services incorporating this technology. I also

suspect that the healthcare and insurance markets will grow off the back of this technology, and the corporate fitness market will see significant growth.

But I'd argue that the club of the future is far more likely to be low-tech and high touch, personal and communal, using existing social media technology with consumers bringing in their own fitness wearables. That said, if clubs don't embrace the opportunities, the club of the future will be the home gym and the great outdoors, supported by freemium web platforms like Befit, Daily Hit, Fitness Blender and excellent free apps like the Johnson & Johnson 7-minute workout. ▶

**Chris Moisan**

CEO,  
AiT (Active in Time)



The impact of personal technology continues to gather momentum as devices become increasingly smart and ubiquitous: having introduced their health initiatives in 2014, the titans of the digital economy will start to exercise their marketing muscles and

really begin changing consumer behaviour. But if health club operators embrace personal tracking, adopt 'open' attitudes to health data and think beyond the gym, then the future is healthy.

Mobile devices are so sophisticated, and personal tracking apps so popular, that it's impossible for 'corporate tech' to compete – so don't! BYOD (Bring Your Own Device) is changing corporate IT provision. If club operators provide simple ways to connect consumers' devices to specialist gym equipment in a seamless user experience, you strengthen the consumer relationship.

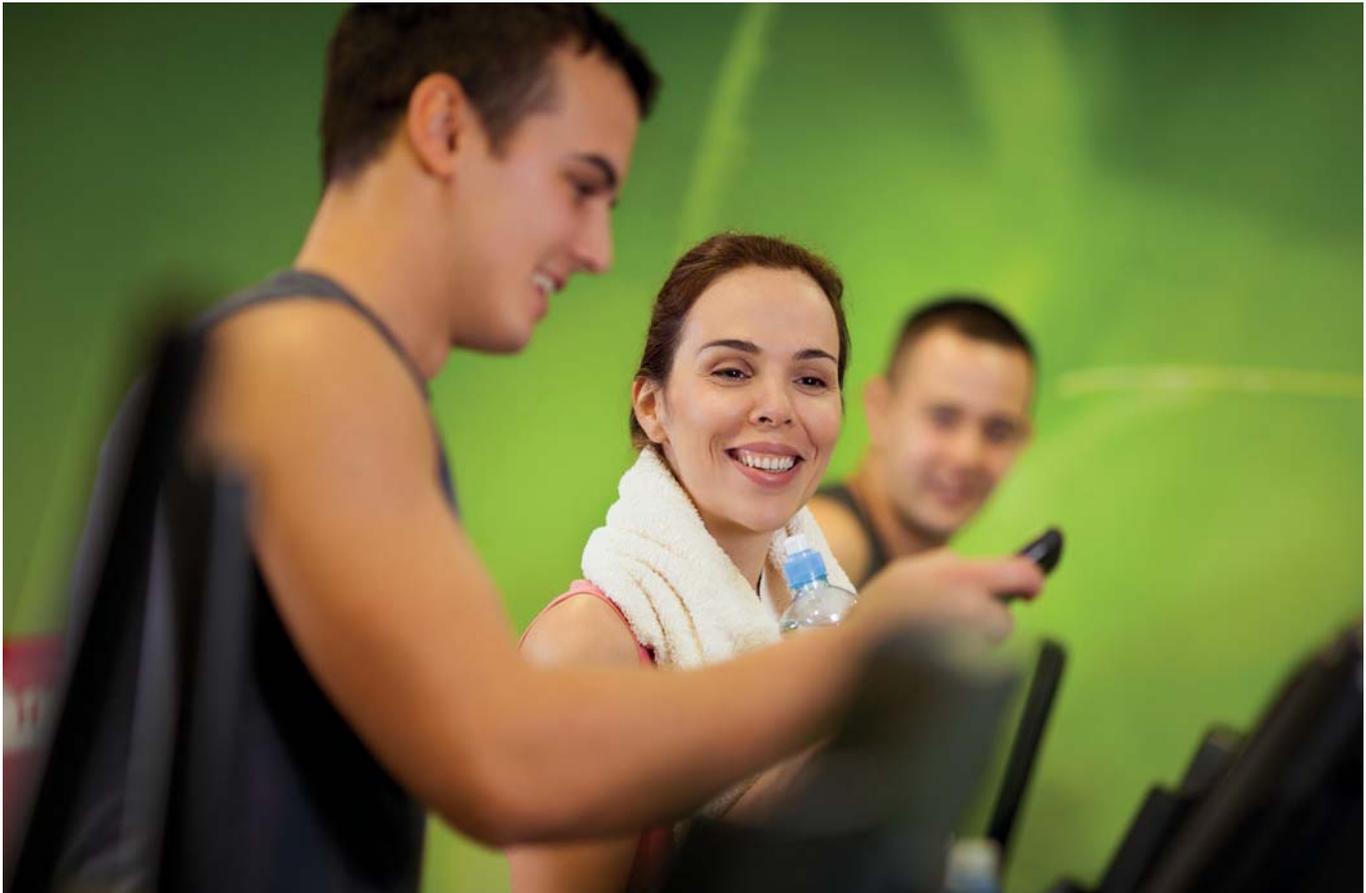
The race is on for the health data platform, with initiatives like HealthKit and Google Fit. Including mighty platforms like Strava and MapMyFitness, we effectively have a fitness data arms race. Operators have the opportunity to play a specialist role: to be a platform-neutral and trusted advisor, helping their customers choose between and connect to these platforms rather than competing with them.

Virtual reality isn't yet close to replacing the experience and benefits of a PT session or attending a class, but consumers' health extends far beyond the gym, so let's help consumers lead healthier lives outside the one-hour gym workout. New technology is the key here: embracing it will not only help operators retain more clients, but also open up new commercial opportunities.

**Embracing new technology will help clubs retain clients and open new opportunities**



PHOTO: WWW.SHUTTERSTOCK.COM/MARIDAV



Health clubs that figure out how to combine digital and in-person service delivery will have a great opportunity in the coming years

### Bryan O'Rourke

CEO,  
Integrus



**W**earable technologies – along with related cloud-based software platforms, mobile applications and the Internet of Things – are tools that certain health club business models, in combination with trained professionals,

will use to deliver new services and create new business opportunities.

Research shows that health coaching is a very effective strategy for behavioural change. It increases medication adherence, reduces healthcare costs, enhances perceived happiness and maximises health-related goal achievement. However, the cost and logistics of in-person coaching, performed mainly through personal trainers to date, have not been an option for many people.

A new era of digital health coaching, using data from wearables and health applications, will enable the industry

to deliver better health outcomes for individuals and groups of people. The type of round-the-clock monitoring and data tracking available at a very low cost, in combination with personal service, is going to open up a huge marketplace, with professional coaches able to provide immediate feedback on client behaviour.

The translation of data on both a social and emotional level is a powerful tool that can trigger real change. Health club business models that figure out how to combine digital and in-person service delivery using these tools will have a great opportunity in the coming years. ▶



PHOTO: WWW.SHUTTERSTOCK.COM / SYDA PRODUCTIONS

**Mark Hutcheon**

Communications director,  
Fitness First



**O**ur view is that social media and technology – wearable trackers, sensors and smartphones – will transform the health and fitness industry by taking our expertise outside of the gym to a vastly larger market.

One in 10 adults in the UK are gym members, while four in 10 use fitness apps. It's a compelling fact that technology now means consumers can have exercise and fitness on their own terms, in a way that fits their lifestyle.

What an incredible opportunity to convert the tens of millions of health app and tracker users, ever more conscious of their fitness, into users of club brands. But we need a change of attitude at the leadership level to seize this moment. We can personalise workouts, take fitness outside the gym and always stay connected to the member to support them, provided we're bold about embracing technology and invest behind it.

The first phase of innovation has seen tech giants provide activity trackers and heart rate monitors in phones and wearables, to the point that there are now over 97,000 healthcare apps available to our members – many offering exercise videos for free.

Yet many users get bored. Counting steps and calories isn't connected to your gym workout, doesn't advise you

how to progress, and the data is passive – it misses the vital ingredient of social connection and coaching from an expert. This is where we fit in.

In 2015, Fitness First will take its member experience to a new level by launching a supportive digital platform that creates customised workouts, provides instructional videos, tracks and rewards workouts, and gives feedback on progress so you stay motivated and go further. We're also talking to the big brands in the fitness app space and are preparing for the next wave of wearable technology that actually connects people to the gym experience.

2015 will be the year many operators go beyond the traditional bricks and mortar model, accelerating our industry's shift from providing gym equipment to providing fitness experiences. ●

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# The year ahead



Will 2015 prove to be a turning point for the fitness and physical activity sector?

DAVID STALKER, CEO, UKACTIVE

Every year the request from the *HCM Handbook* editor lands on my desk, calling on me to dust off the crystal ball and lend my thoughts on the year ahead. As regular as the seasons, it's confirmation that another great year is coming to an end, and once more we can look ahead with optimism to the future of the sector.

## Sector overview

So what do I think the future holds? The founding brands of the sector – those major private institutions on which the industry grew in the 1990s – will either have to rediscover a purpose as we have seen with Fitness First, or else drift off into irrelevance. Meanwhile the proliferation of specialists will continue to explode, with yoga hotting up on even more high streets, enterprising PTs going wherever they are needed, and indoor cycling studios charging fees previously only dreamed of by mainstream operators. This brings a highly personalised service that's hard to match.

The entry to the market of Mike Ashley's Sports Direct and the continued success of low-cost operators will keep the heat on any organisation unsure of



PHOTO: WWW.SHUTTERSTOCK.COM/ALAN BAILEY

**Yoga and cycling microgyms will continue to pop up on even more high streets**

its purpose and the value it provides to customers. Nonetheless, low-cost operators will reach a crucial point in their history in the UK, where the pressure of continuous growth will be joined by the imperative to retain or implode.

The public sector – spurred on by efficiency drives, enhanced service levels

and greater competition – will thrive and drive growth. We will continue to see the growth of the major trusts and management contractors as more local authorities look to the financial comfort and stability that their economies of scale bring. Expect that to mean bad – or at least challenging – news for smaller trusts, who will find it hard to retain their contracts in a straight-out bidding war, with some opting for a peaceful life early by entering into alliances with one of the big boys to ward off their threat.

2015 will also be the year that wearable technology gets a fuel injection, with the release of the Apple Watch heralding the start of the next evolution in the fitness tracking market. Who remembers what happened to MP3 players and digital cameras when mobile phones started getting involved... Will Apple do the same to the competition in this market?

Strategically as a sector we will see the ongoing redefinition of who we are and what we stand for, driven by an understanding that physical health clubs, leisure centres and activity providers are now part of a wider ecosystem working to get the world fit and healthy. Embracing



**We're not going to correct a generational slide to sedentary lifestyles overnight, but the message is getting out about being active every day**

this position and understanding our role within it will enable us to dramatically redefine the value and impact of our sector, with a continued growth in its importance to all stakeholders as a result.

### **Health of the nation**

Finally, I remain passionate about the role we can play in improving the health of

the nation. That said, within the health community, stakeholders will get even harsher in their appraisals of what we offer: show them your evidence or they'll show you the door, not only for health contracts but leisure contracts too.

Turning the tide of physical inactivity will take many years, if not decades, to achieve. Nevertheless, in just a single year

since we called for a national ambition to tackle inactivity head-on – as a top tier public health priority – we have made remarkable progress. Local authorities have doubled their investment in both cash and in proportion to their other areas of expenditure. Public Health England has responded to the call for a national strategy with the publication of ▶

**It's not just about gyms: There's a wider ecosystem working to get the world fit and healthy**

- ▶ its new national framework *Everybody Active, Every Day*. Sport England has rebranded its 'Get Healthy, Get Into Sport Fund' as 'Get Healthy, Get Active', and has allocated greater levels of funding towards it. And organisations the length and breadth of the country have been engaged in trying to understand their role in turning the tide.

### Expectation and integration

Yet we have so much still to do. Inactivity rates continue to rise; we're not going to correct a generational slide to sedentary lifestyles overnight. But with increased investment comes increased expectation. Expectation that this investment will make a difference. Expectation that the physical activity sector can step up to the plate and improve health and wellbeing in a measurable way.

I believe the positive steps we've taken in the past 12 months have been inhibited by a lack of robust, clinically relevant and academically sound evidence to show the value and importance of what thousands of organisations are delivering every day of the week, in every community in the land. Can we take the next step in raising our game, evidencing our practice and living up to our potential as a key part of the emerging National Wellness Service that local authorities across the country are creating?

As I look to the year ahead, I expect to see even more integration:



PHOTO: WWW.SHUTTERSTOCK.COM/HALFPOINT

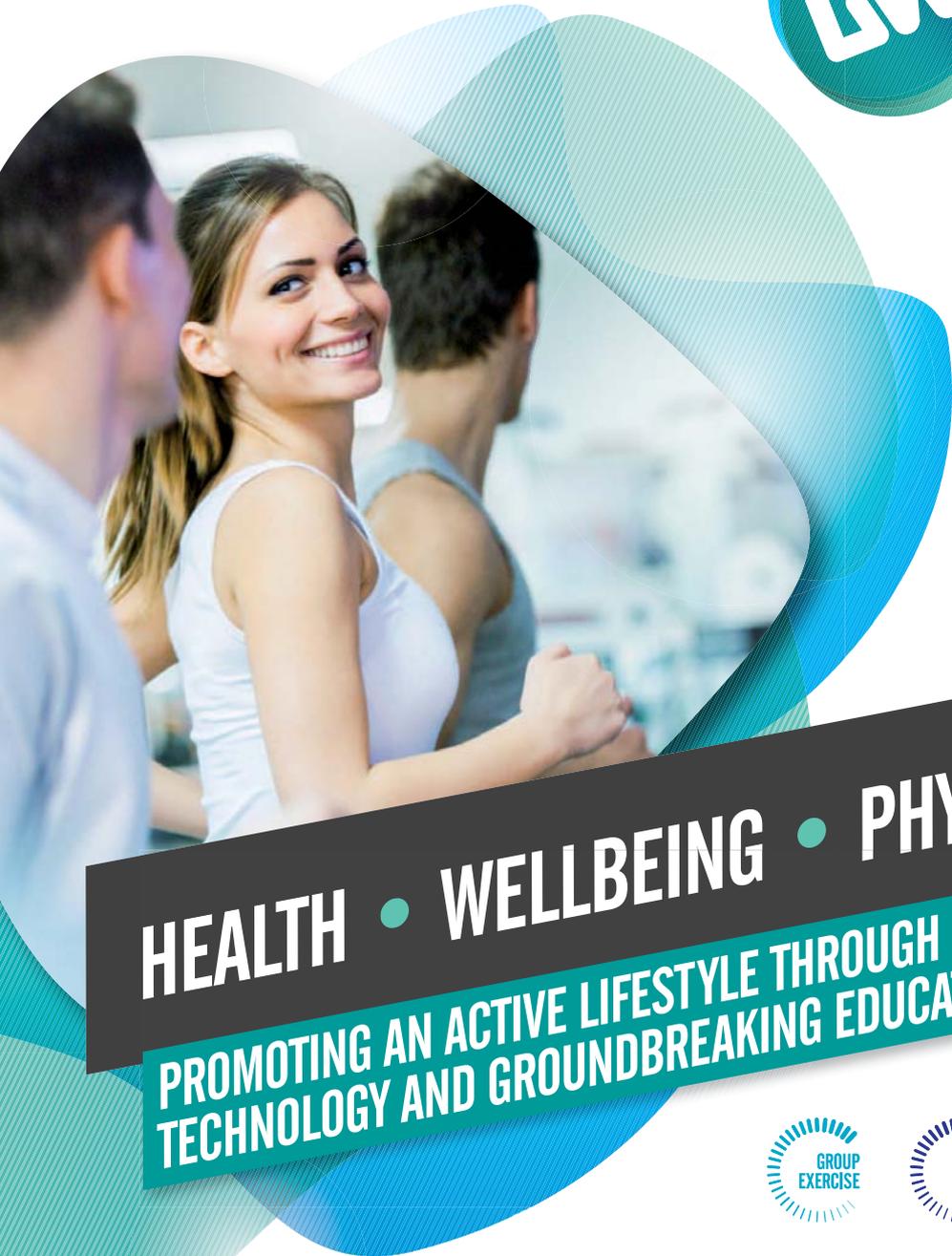
## I expect to see more integration of physical activity within wider public health services

integration of physical activity services within wider public health services such as NHS Health Checks, smoking cessation and weight management; integration of public health outcomes within existing contracts, such as those for leisure services; greater integration between public health and adult social care, in pursuit of shared outcomes of healthy, independent later life; greater integration between Clinical Commissioning Groups and public health teams in local authorities; and

even more integration of public health in wider policy settings such as transport, planning and education.

These are exciting times for anyone with a passion for improving the health of the nation by getting more people, more active, more often. That's a cause that ukactive has been championing for over 25 years, and one we'll continue to champion for ever more.

We hope you'll continue to join us on that journey – as a member, partner, stakeholder or friend. ●



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LEISURE  
FACILITIES

# 2015 Predictions

What will drive sector growth in 2015, and what will be the challenges and opportunities?

**A**fter a prolonged recession, 2014 was brighter for most, with the economy finally turning a corner and both consumer confidence and the housing market picking up.

In the fitness industry, the low-cost sector had another strong year, growing 21 per cent according to the latest Mintel research. But will the improvement in the economy mean the affordable clubs will lose their appeal, with people trading up to more expensive brands? Not at all, according to CEO of The Gym Group John Treharne. “I would expect the market to at least double and for there to be some new entrants in 2015,” he says. “I think – as has happened in other markets such as airlines, hotels and retail – there will be more growth at the premium end but also significant growth at the low-cost end of the market. Research shows value for money is here to stay: people don’t automatically go for a more expensive brand in good economic times.”

Another feature of 2014 was the growth of boutique clubs – the emerging microgym sector – where members pay premium prices for a small, personal, high spec club that focuses on one discipline. Will we see new entrants into this sector? How will the products evolve, and will even more niches emerge?



PHOTO: WWW.SHUTTERSTOCK.COM/JULUSKIELAITIS

**As the retail, hotel and airline sectors have shown, value for money is here to stay**

The obesity crisis was never far from the 2014 news headlines. Despite health club penetration levels nudging up very slightly, the nation is getting fatter. Will we start to see some progress with this problem in 2015, with new ideas brought forward to drive behaviour change on a mass scale?

Last but definitely not least, on the back of growing consumer interest in

wearable technology, the Apple Watch will go on sale in 2015. What impact will such products continue to have on the industry? Will tech-savvy consumers take workouts into their own hands, bypassing the expertise of gyms – and maybe even gyms themselves – or will operators learn to take advantage of the technology? We ask the experts for their thoughts...



The emergence of the microgym is a very urban trend, but in 2015 we might start to see these clubs expand into the suburbs

## The multiple boutique model will see health clubs deconstructed and then reconstructed as a series of specialised, packaged boutique gym offerings

### Arron Williams

Special projects,  
Life Fitness



“Last year we had 13.2 per cent penetration, which was deemed a good year – but this only represents 1.4 per cent growth since 2007, so the industry is relatively stagnant. The *Turning the Tide of Inactivity* report vividly

highlights the extent of chronic disease and inactivity throughout the UK, which suggests the current model isn’t working and something has to change.

The most buoyant section of the market is the boutique gym sector. This is a very urban trend, but in 2015 we might start to see these clubs expand into the suburbs. So far we’ve identified 23 different types of boutique gym, in the main HIIT-based, highly functional, group exercise-based, social and communal. As this trend evolves, we’re likely to see more developments such as the fitness mall

model, or the ‘multiple’ boutique model where health clubs are deconstructed and then reconstructed along the lines of a series of specialised, packaged boutique gym offerings. With boutiques offering pay as you go and bulk buy, and low-cost clubs offering no contract memberships, the days of being a 12-month contract prisoner have all but gone.

I think club locations will change and, as retail struggles on the high street, we’ll start to see studios and boutique clubs move in, as is already happening in the United States and Asia.”

### Bryan O'Rourke

CEO,  
Integrus



“We saw a robust 2014 and I think 2015 will continue in the same vein. Economic indicators suggest it will be a good year. I think memberships will continue to rise,

with more formats, opportunities and content-based programming.

Several developed markets will see further consolidation: I predict a couple of blockbuster transactions in Europe, the US and Asia Pacific. We'll see continued growth in India, Asia Pacific, Australia, the US and Eastern Europe, with Poland and Hungary in particular being active.

Digital technology will have an impact: there will be a proliferation of digital competitors related to advancements in wearable technology, apps and smartphone

adaptations. This will put pressure on clubs to use the technology for payment and engagements. However, although the digital delivery model will grow, there's no research to suggest this will negatively impact on bricks and mortar participation.

There will be continued growth in niche format models – both boutiques and low-cost – but I think some middle-tier players may tweak their business model to offer a bit of each, and some hybrid concepts will emerge that can offer a 'best of both worlds, club within a club' approach.”

I predict a couple of blockbuster transactions in Europe, the US and Asia Pacific



PHOTO: WWW.SHUTTERSTOCK.COM/MARIDAV

There will be a proliferation of digital competitors: wearable tech, apps and smartphone adaptations



The Apple Watch will become a useful repository of all sorts of health and fitness data

The industry needs to do something radical – like offering free PT to help people get results – if it's to be taken seriously

### David Minton

Director,  
The Leisure  
Database Company



like the Apple Watch and the iPhone 6 with iOS 8 – which includes the new Health app – will become the most useful repository of all sorts of health and fitness data, with some collected automatically by the barometer inside the new phones.

A recent Harvard report showed US waistlines are getting even bigger; the UK is close behind. Our industry must do something radical, like offering free PT to help get results, if it's to be taken seriously.

As the economy picks up, I think the growth of the low-cost sector will slow.

People like to pay for a bit of comfort, luxury and broader facilities, otherwise everyone would stay at budget hotels. Microgyms are adding value to the sector with a good product; these will continue to grow, as people value unique experiences. However, the biggest growth will come from the public sector, which is embedded in the community and puts the customer first in a way private sector clubs can't. Use of public sector facilities is going up enormously: the top seven operators had almost 100 million visits last year.” ●

“In 2015, the industry will have to adapt or lose out. New technology is making the consumer more powerful and clubs will have to react. Innovations



# European perspective



What challenges, opportunities and considerations lie ahead for the fitness sector across Europe in 2015?

NATHALIE SMEEMAN, EXECUTIVE DIRECTOR, EUROPEACTIVE

**A**t a political level, 2014 was marked by the European elections and the appointment of the new European Commission, led by Jean-Claude Juncker, the former Prime Minister of Luxembourg. Among the top priorities for the Union

in the coming five years, Juncker has emphasised the need to address the remaining obstacles to a fully functioning single market, including the barriers to the free movement of workers.

The driving forces behind the changes in the European political agenda and the

fitness sector are essentially twofold: firstly, the alarming rates of obesity, the worrying levels of physical inactivity and the ageing demographic profile of European citizens; and secondly, the need to deal with the underlying issues of the financial crisis, and in particular improving the levels of employment, entrepreneurship, transnational business co-operation and research. If not addressed, these issues could have devastating consequences for Europe's social and economic fabric. On a more positive note, both issues present opportunities for the fitness sector to grow its influence and business.

## A professional passport

With the mobility of labour and skills an important part of the EU treaties, as well as the need to recognise qualifications at a European level, the recently updated EU Directive on the recognition of professional qualifications (2013/55/EU) is a crucial piece of legislation, encouraging a more automatic recognition of diplomas. The concept includes the development of a European Professional Card, also known as the European professional passport.



PHOTO: WWW.SHUTTERSTOCK.COM/TARAMARA78

A Europe-wide recognition of diplomas could help more fitness instructors work overseas



## Active ageing is likely to be a key focus for the European Week of Sport, with an emphasis on participation in fitness clubs

Based on the fitness sector qualification framework developed by EuropeActive over the last decade, the fitness sector will continue the dialogue with the EU throughout 2015, with a view to developing a professional card for fitness occupations. Effectively this will mean that all practising fitness professionals will need to meet certain standards and hold a 'licence to practice'.

Meanwhile, off the back of the DIAL Project – the first joint initiative of EuropeActive and the European Confederation of Outdoor Employers, the two members of the Active Leisure Alliance which concluded in October 2014 – there will be continued efforts from the fitness industry to secure a Europe-wide recognition of qualifications. The DIAL Project provided stakeholders

across Europe with the opportunity to begin to establish a platform for social dialogue, and there's now a broad consensus among the key actors that setting up a European sector skills council is a crucial step to build on the strength of the active leisure market, and also help to support entrepreneurship.

At the same time, EuropeActive remains engaged within the European Commission ►

All practising fitness professional will need to meet certain standards and hold a 'licence to practice'

▶ reference group for the classification of skills, competences, qualifications and occupations (ESCO). This process – based on the European Register of Exercise Professionals (EREPS), which was set up to promote a better understanding of fitness occupations and the mobility of its 35,000 members from 32 different European countries – has provided a new agreement on the sector's definition and recognition of the key occupations. With the recent announcement of the new Level 6 Advanced Health and Exercise Specialist qualification, there's now an opportunity for graduates to join EREPS and have their degrees fully recognised.

The identification of essential skills for exercise professionals through ESCO has now been supported by the first Human Kinetics' books based on EuropeActive's standards, helping ensure that the skills and competencies for fitness trainers are updated and developed to support employers' and clients' expectations.

### 80 million members by 2025

As shown by the 2014 *European Health and Fitness Market* report, published by

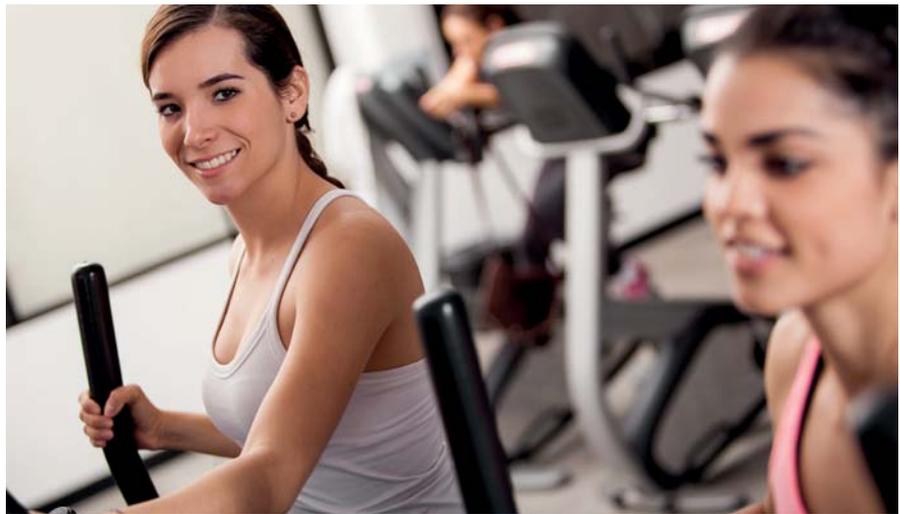


PHOTO: WWW.SHUTTERSTOCK.COM/ANTONIODIAZ

There are already 46 million fitness members in Europe; the aim is to reach 80 million

EuropeActive in partnership with Deloitte, the European fitness sector continues to grow. In addition to the considerable development of equipment manufacturers, figures show there are currently more than 46,000 fitness facilities across Europe, which help more than 46 million people achieve their fitness goals.

Nevertheless, a lot more can be done and the sector must welcome its responsibilities in promoting the benefits of health enhancing physical activity (HEPA). With this in mind, in April 2014, EuropeActive set out an ambitious goal of 80 million fitness users by 2025.

In order to achieve this target, the fitness sector will need to rethink its model and its offering, challenging received wisdom and finding new ways to reach untapped markets. It must build new partnerships with universities and research centres, focusing on the need for professionalism and the need to show good governance.

Meanwhile, in addition to the use of new digital technologies, fitness operators are also expected to improve their marketing methods and develop programmes to attract people who want to exercise

outside of the gym. Moreover, the sector must increase co-operation with the healthcare sector and embrace a more holistic approach to individual wellbeing.

Sharing research, knowledge and ideas will be key, and EuropeActive has therefore launched the EuropeActive Knowledge Centre, designed to drive information sharing across Europe. National associations will also be key actors in getting Europe active by 2025, encouraging the sharing of good practice and new ideas across their respective markets.

### A new sporting ambition

With the fitness sector increasingly being recognised for its contribution to promoting HEPA at national and EU levels, it's worth looking at the emerging political landscape for 2015 and how this will influence and affect our position.

In June 2014, the European Commission (EC) adopted the EU Work Plan for Sport, which is intended to act as a flexible framework capable of responding, when needed, to developments in the field of sport. Its key topics include the integrity of sport, its economic dimension and the



**#BeActive: The first European Week of Sport will take place in September 2015**

relationship between sport and society. It includes good governance, the economic value of the sector, HEPA and training and education. Following its adoption, the EC set up five expert groups to look at particular areas related to sports and fitness. Each group includes experts from the Member States, and EuropeActive will be present as an observer.

The EU Work Plan will focus on enhancing the co-operation around sport in the EU context, strengthening the collaboration between the EU and relevant competent organisations at a national, European and international level.

Finally, to promote the importance of activity, the European Commission

has announced that the first European Week of Sport (EWOs) that will take place in September 2015. EuropeActive is a member of the small advisory group and will be involved in the delivery of the programme, which will carry the strapline of #BeActive. This initiative will be accompanied by a broad communication campaign, as well as some funding opportunities for fitness operators and associations. Active ageing is likely to be one of the key areas for EWOs, with an emphasis on participation in fitness clubs and centres for this population group.

Another important piece of work that's already underway is the European Committee for Standardisation Working

Group on Fitness Centres, which is expected to be operative by spring 2015. It has a wide-reaching ambition for standards that will determine how fitness centres should be built and operated, which will be challenging and could potentially add further costs to operators. EuropeActive is following this process closely. ●

#### **FIND OUT MORE**

EuropeActive publishes regular synopses of EU affairs and events, which are available at [www.europeactive.eu](http://www.europeactive.eu), as well as a weekly Brussels Bulletin.



# Worldwide trends



**What are the opportunities for refinement and growth in the global fitness sector in 2015?**

KRISTEN WALSH, ASSOCIATE PUBLISHER, IHRSA

“While the economy continues to present challenges for many countries, European health club operators still see opportunities, and many of the region’s leading players are planning for continued growth.” This was the conclusion of Jay Ablondi, IHRSA’s executive vice president of global products, at the end of an IHRSA European Congress panel session featuring the CEOs from three of Europe’s leading health club companies. So what did the panel believe lies in store for the sector in 2015?

## Growth opportunities

Valerie Bönström, CEO of women-only franchise Mrs.Sporty, pointed to the likelihood of continued growth in the budget



**Can mid-market clubs integrate elements of successful microgyms?**

sector. “The competition is increasing on the low-cost side, with more companies opening smaller, low-cost clubs,” she said, noting that budget trailblazer McFit continues to thrive. “In a market that’s increasingly price sensitive, higher-end operators will have to provide a more powerful brand with a strong positioning.”

Meanwhile Olav Thorstad, CEO of Scandinavian chain Health & Fitness Nordic – which operates the SATS, Elixia and Fresh Fitness brands – noted the importance of instructors when it comes to capitalising on the profitability of the functional training trend. “We also need to look at outdoor opportunities, because people don’t necessarily want to go to the club,” he added. “This segment of the market is growing more rapidly than the traditional club market. We have a big opportunity here, but we have to do more to catch the potential members who are interested in exercising outside of the four walls of our clubs.”

For Irina Kutina, CEO of the Russian Fitness Group, the focus will be on driving social connection. “We will continue to work closely with our personal training team, because it’s a good indication of how well the clubs are doing in terms of engaging members,” she said. “We’ll also look at small group training, yoga, cycling and so on, because these activities bring people together.”

## Small is beautiful

All three panellists identified the boutique model as an important trend. In addition to the women-only Mrs.Sporty clubs, Bönström already operates some small, co-ed functional fitness training studios under the LOVFIT brand, and noted the potential of these clubs to attract new segments of the population who might not be interested in joining a more traditional gym.



**Bönström has launched LOVFIT – co-ed functional fitness studios**

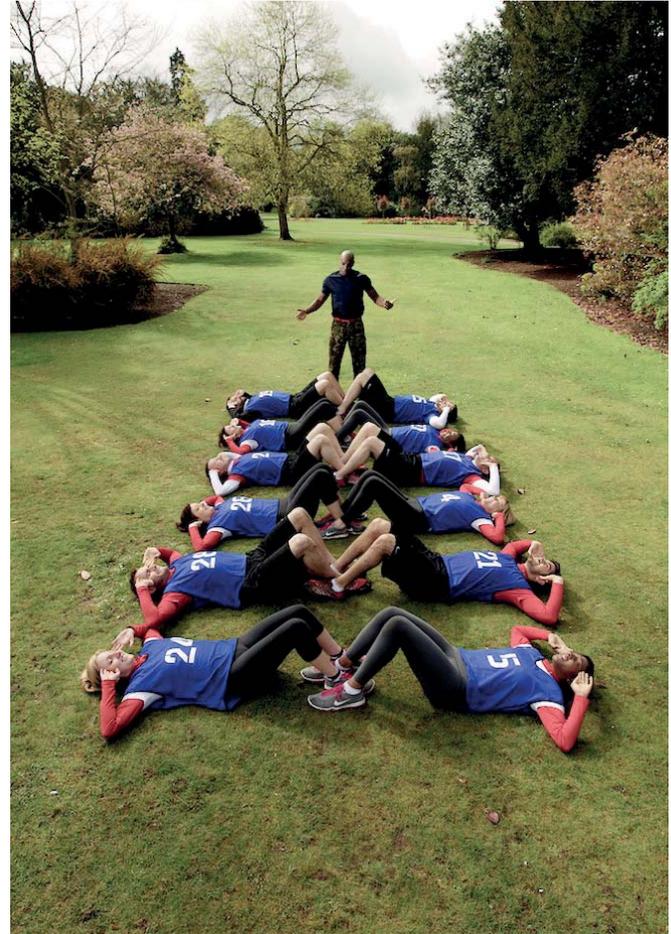


**20 per cent of full-service club members also use specialist studios**

“There’s a market for it and we should be in it,” agreed Thorstad. “The margins and profits are bigger, and it will be positive for members” – this thanks to a highly results-focused, member-centric, interactive and experiential formula.

When speaking with European Congress attendees, Alison O’Kane Giannaras, IHRSA’s associate vice president of international development, consistently heard views on the growth of this boutique model. “Mid-market and higher-end clubs are looking at the boutique models and trying to incorporate the concept into their existing model,” she says.

“The general consensus at the Congress was that the mid-market club is not dead, and that the growth in budget and



**The outdoor market is growing more rapidly than traditional gyms**

boutique clubs is only making traditional clubs refine their value proposition – that there’s space in the market for all.”

According to delegates, one key to refining the value proposition will be a greater emphasis on staffing and the importance of human resources among the traditional mid-market health clubs. “As budget clubs continue to grow in number – with brand new offerings, equipment and concepts – a key element most are still missing is staff. The mid-market clubs are therefore increasingly realising the power a great staff member can have in retaining members,” says O’Kane Giannaras.

These predictions of the continued growth of the boutique sector are consistent with the findings of *The IHRSA Health Club* ▶

**As many as 90 per cent of the clients of studios also attend classes or have a membership at another club**

► *Consumer Report*, published in September 2014 and looking in-depth at the US market, but with an eye to global trends: one of the most significant of its 11 overarching insights relates to the rise of new business models, particularly boutique clubs and fitness studios – specialising in barre, indoor cycling and CrossFit training, for example – and a movement away from the traditional multi-purpose model the industry has embraced for the past 20 years.

According to the report, more than 20 per cent of all members of multi-purpose clubs now hold more than one membership, and as many as 90 per cent of the clients of studios also attend classes or have a membership at another club. This trend could bode well for the industry in the months and years ahead: club operators might consider partnering with select niche studios to offer reciprocal discounts or joint memberships, for example, or even to trade client/marketing lists.

### A new vision

The report also documents the decline in traditional fitness equipment use over recent years. The most frequently used items – treadmills, resistance machines and free weights – remain strong, but the data shows overall usage has decreased: in 2013, consumers used traditional equipment less than at any time in the past four years. Indeed, in some cases, use fell by as much as 20 per cent.

That's not to say equipment has lost its importance: there's still a greater share of members using equipment than there are participating in group exercise. However, operators whose business model is dependent on equipment may want to consider taking inventory of equipment use, and look at reintroducing members to how specific equipment can help them achieve their health and fitness goals.

"This might be a symptom of the rise in boutiques or microgyms, which offer specialised training with activity-specific equipment," suggests the report. It no doubt also has to do with the growing

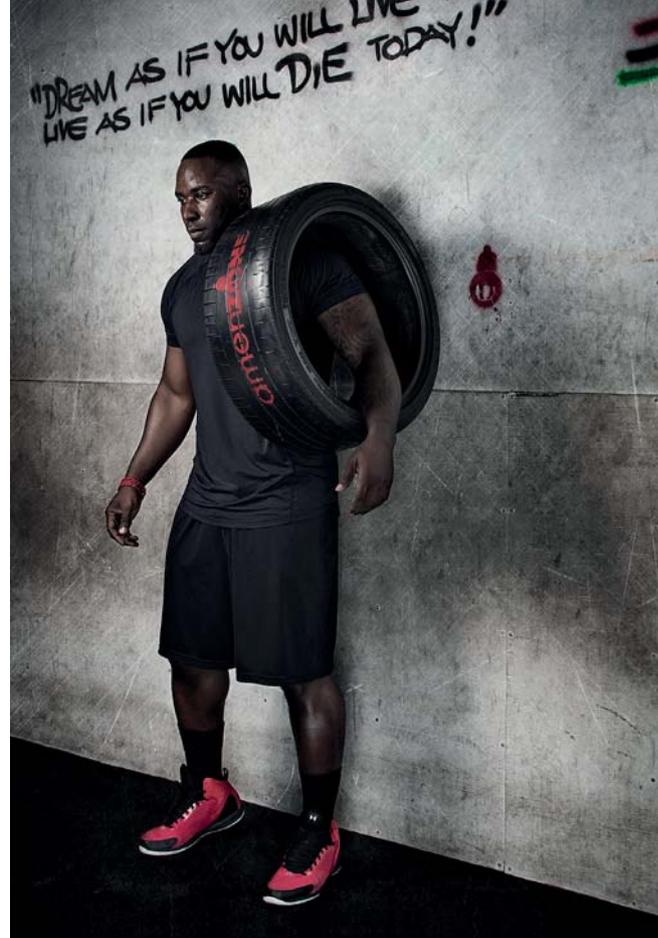


PHOTO: WWW.SHUTTERSTOCK.COM/CLYNNISJONES

**Extreme exercise may be a factor in the falling use of traditional kit**

popularity of extreme exercise offerings that use unorthodox workout tools such as truck tyres and obstacle courses.

As Rick Caro, president of US-based consultancy Management Vision, concludes: "Clubs have an opportunity to ask themselves: 'What do we want to be known for? What are our points of differentiation?' They need to discover their strengths, capitalise on them, and make their strengths even stronger." ●

### FIND OUT MORE

Kristen Walsh is IHRSA's associate publisher and can be contacted via email at [kwalsh@ihrsa.org](mailto:kwalsh@ihrsa.org)

Please visit [www.ihrsa.org/research-reports](http://www.ihrsa.org/research-reports) to access *The IHRSA Health Club Consumer Report*, *The IHRSA European Health Club Report*, *The IHRSA Global Report*, and many other IHRSA publications.



Hydrofit



The Peak Health Club & Spa at the Carlton Tower Hotel



Gold's Gym



Yotopia Hot Yoga



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The Gym Group

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[zynkdesign.com](http://zynkdesign.com)

# Doing well by doing good



Does your business look beyond profit to embrace a more socially conscious agenda?

RAY ALGAR, MD, OXYGEN CONSULTING



**T**he *Fitness Sector Social Good Report*, published in 2014, explores the idea that a business with a purpose beyond maximising its own self-interests can ensure long-term relevance with its stakeholders, thereby creating a more valued and sustainable organisation.

The report is structured around eight themes: purposeful, responsible, authentic, generous, compassionate, connected, collaborative and influential. In this article, I briefly discuss four themes and what they mean for your business.

## Purposeful

When I discover a new and interesting new business, there are normally two things I immediately want to understand. First, what the business makes. Then I want to know the founder's story: why did they start the business and what's the big idea that's fuelling it? Understanding its purpose – the shared understanding of the reason why the business exists – is the filter I use to help me decide if I'm going to care about this business.

Remember, if I care, then I will share with my network. I believe clarity of purpose matters because it unites people and drives actions. As Nikos Mourkogiannis, global expert in strategic leadership, says: "Purpose is a reason for doing something

**Business purpose is the most powerful, but least leveraged, weapon in leadership**

Networks today are larger and more efficient than at any other time in history

PHOTO: WWW.SHUTTERSTOCK.COM/ SYDA PRODUCTIONS



**How generous is your business? Are your charity efforts ad hoc and superficial, or is sustained generosity embedded in your organisation?**

that appeals to a person’s sense of what is right and what is worthwhile. So it creates a sense of obligation. Business purpose is the most powerful, but least leveraged, weapon in leadership.”

There are four distinct types of business purpose. The first is Heroism: driving the standards for the world to follow (Facebook, Zipcar). The second is Excellence: providing the best possible product or service, with an insatiable pursuit of ever-higher standards (Apple, Lego). Then there’s Discovery: a love of the new and innovative, where the founders are often intellectually curious and have a desire to re-invent industries (Twitter, Samsung). Finally there’s Altruism: serving the needs of others (Disney, Kickstarter).

The fitness sector is driven by an altruistic purpose. However, some external industry observers see a contradiction. During

**Figure 1: Multiple responsibilities of a modern business**



► an interview with Giles Gibbons, CEO of Good Business, he commented: “What’s interesting about the fitness industry is that it has an incredibly strong social purpose: to help others. [It’s a purpose] that’s well understood by the general public. It’s a fantastic place to start and actually quite rare. I think the challenge for the fitness industry is that it seems to forget about this and sees people as numbers, thinking of it as a cost-driven business. As a result, I don’t think it’s achieving the aspiration, the loyalty and the warmth it should from such an important societal function.”

So consider this... What does your organisation fundamentally stand for? Are you creating a legacy that will be long remembered?

## Responsible

In 1970, Milton Friedman, the Nobel prize-winning economist, wrote a famous essay in the *New York Times Magazine* titled ‘The Social Responsibility of Business is to Increase its Profits’.

More than 44 years have since passed and the world of business is now very different, with the responsibilities of business arguably far more complex to define (see Figure 1, p105). Now, an increasing number of businesses routinely invest in social and environmental projects that may seem well outside the scope of their core business activity.

For example, while I was writing my report, Innocent Drinks was encouraging people across the UK to knit little woollen hats to adorn the tops of its smoothie bottles. The company donated £0.25 to the charity Age UK each time a bottle with a hat was sold, with the goal of reducing the number of old and frail people dying from the cold weather in England and Wales. So what was the connection between a business that liquidises fruit and an elderly person who has never purchased a smoothie? Well, it seems as though many businesses are fundamentally redefining their role in society, which is reshaping their perspective of who is a stakeholder.

So consider this... How much clarity is there in your organisation about core responsibilities? Would a neutral person conclude that your organisation’s terms of business are transparent, fair and reasonable?

## Authentic

‘Authentic’ means to be real or genuine. In a business context, it broadly translates to: “This is who we are and this is what we stand for. Please come join us if this matters to you as well” – but I believe there are many facets to an authentic business (see Figure 2, left). When an individual and a business do genuinely connect, there’s a meeting of both heart and mind. Customers become enthusiastic advocates who just love talking about your organisational story.

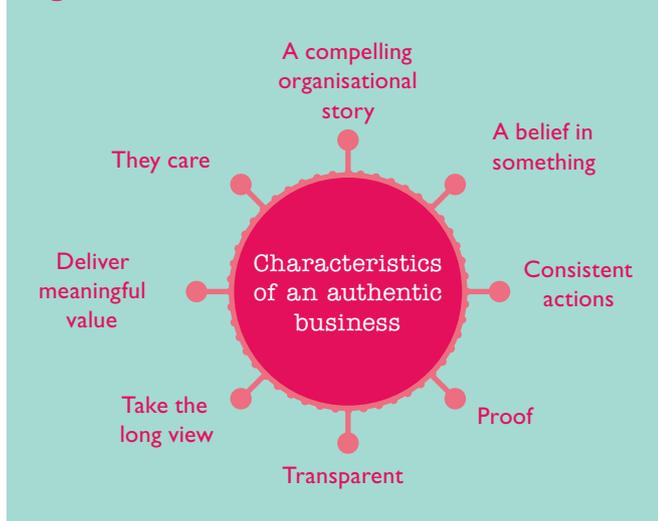
So what’s your organisation’s story? Do you have one, and would it captivate a room full of strangers? This matters because a remarkable story has the potential to rapidly spread through a person’s network – and networks today are larger and more efficient than at any other time in the history of humanity. Organisations with a remarkable story get more mentions on social networks, powered by an individual’s passion and excitement to inform others. This means they spend less on paid advertising trying to convince others to ‘like’ them.

So consider this... Does your organisation have a compelling story that spreads far beyond its geographic boundaries? How good is your organisation at proving the difference it makes to the lives of its customers and its community?

## Generous

Organisations need to have a reputation for authentic generosity if they are to remain relevant to their stakeholders. Throwing out a few scraps of charity once a quarter is neither

**Figure 2: Characteristics of an authentic business**





**Innocent Drinks donated £0.25 to Age UK for every bottle sold with a knitted hat**

**Organisations with a remarkable story get more mentions on social networks**

credible nor sufficient. Indeed, it smells of putting the interests of the business first – especially when the press release is rushed out, talking more about the act while lacking proof of results or details of the difference made.

So is your business a ‘net giver’ or ‘net taker’? Communities will care if a club is perceived as a net giver rather than a net taker. What is a ‘net giver’? Simply put, it’s a club that, over the

course of time, gives more to its community than it takes out. A business never wants to have a reputation for being a ‘net taker’, as it’s a label that’s very hard to shrug off.

As Thomas Kolster said in his book *Goodvertising*: “Generosity can be a clear differentiator in a crowded market. Generosity is a powerful story to tell about a brand and can attract new customers, new suppliers and partnerships.”

So consider this... How generous is your organisation when the press and media aren’t looking? How could a sustained sense of generosity be embedded into your organisation – one that will be genuinely credible to consumers? ●



#### FOR FURTHER INFORMATION

Ray Algar is MD of Oxygen Consulting, a company that provides strategic business insights for organisations connected to the global health and fitness industry. He also founded Gympopia, an award-winning digital platform that shares stories about how the fitness industry is creating positive social impact in communities around the world.

Download a complimentary copy of the *Fitness Sector Social Good Report*:

<http://bit.ly/SocialGoodReport>

# Who's who UK operators

We profile the UK's leading health club operations, from number of locations to plans for 2015

## 1Life

**Si Two, St Ives Business Park, Parsons Green,  
St Ives, Cambridgeshire PE27 4AA**

**Tel** +44 (0)1480 401 300

**Email** Neil.King@1Life.co.uk

**Web** www.1life.co.uk

**Twitter** /1Lifeuk

### Company profile

1Life is a leading lifestyle and leisure management company. Working within communities to improve engagement and participation, 1Life encourages everyone to lead a healthy and fulfilling lifestyle through physical activity, sports, culture, health and wellbeing. 1Life won the 2014 ukactive FLAME Award for Energy Management.

### Number of sites

50.

### Plans for 2015

To attract new clients and grow the number of venues we operate, we'll partner with industry leaders driving innovation and outcomes and launch new services.

### MD: Neil King



### Professional background

I've spent 22 years in the UK and European public and private sectors. I became managing director at 1Life in 2013, joining from SLM. I was previously a board member of ukactive and SkillsActive. Trustee of Health & Fitness Foundation.

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

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

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

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

## 3d Leisure

Peel House, Upper South View, Farnham, Surrey, GU9 7JN

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

**Email** info@3dleisure.com

**Web** www.3dleisure.com

### Company profile

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

### Number of sites

65 sites across the UK and Ireland.

### Plans for 2015

A target of 10 new management contracts for 2015.

### Operations director: Paul Ramsay



### Professional background

I started as a fitness instructor with 3d Leisure 18 years ago. I worked my way up through duty manager, club manager and operations manager to my current role as operations director. I have a team of five regional managers and together we're responsible for all areas of operations within our clubs.

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

Turnover is vanity, profit is sanity!

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

I bought a pub when I was 20.

## Active Nation

Unit 1B, Hatton Rock Business Centre, Stratford-upon-Avon  
Warwickshire, CV37 0NQ

**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 2015

We look forward to launching improvements in facilities following investments of £2m, while exploring initiatives that will take our core proposition to new communities.

### 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

**Unit 6A Riverside, Hemel Hempstead, Herts, HP1 1BT**

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

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

45 sites currently open in the UK and Ireland. In total there are 2,600+ sites globally, in countries including the US, Canada, Japan, Australia, New Zealand, Mexico, Ireland and other European markets.

### Plans for 2015

Around 30 new clubs are set to open in the UK and Ireland in 2015.

### 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

**Suite 1.40 Millbank Tower, 21 - 24 Millbank, London, SW1P 4QP**

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

**Facebook** /aquaterraleisure

**Twitter** /aquaterrall

### Company profile

Aquaterra is an 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

Nine sites.

### Plans for 2015

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 across the UK and internationally.

### 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

**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 provides innovative leisure management solutions for trusts, local authorities and private clubs, having successfully adapted to the changing leisure market since our formation in 1996. Our belief in developing people resulted in the company being the first to achieve Quest in the south-west region; these people skills allow us to turn strategic direction into deliverable actions.

#### Number of sites

Five sites.

#### Plans for 2015

To develop our quality service model and explore opportunities in the public and private sector.

### MD: Rob Taylor



#### Professional background

I have an excellent working knowledge of the leisure industry at all levels. In 15 years as a director I've developed a service delivery model that puts the customer first. This simple strategy can then be used to motivate team members who create an excellent service. The beauty of this approach is that we all share one vision.

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

Trust your instincts.

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

I play American football.

## The Bannatyne Group

**Power House, Haughton Road, Darlington, DL1 1ST**

**Tel** +44 (0)1325 356 677

**Email** kimcrowther@bannatyne.co.uk

**Web** www.bannatyne.co.uk

### Company profile

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

#### Number of sites

61 health clubs and 34 spas in England, Scotland and Wales.

#### Plans for 2015

To continue to invest in our health clubs and spas.

### Executive chair: Duncan Bannatyne



#### Professional background

Business career began with an ice cream van bought for £450; expanded by buying more vans and eventually sold the business for £28,000, founding a care home business. After selling Quality Care Homes and kids' nursery chain Just Learning, I branched out into health clubs, bars, hotels and property.

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

If you want to start a business, just borrow, borrow, borrow. Invest the bank's money and get a better return.

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

I paid £8,000 in a charity auction to be in a Guy Ritchie film!

## British Military Fitness

Unit 2.08 Power Road Studios, 114 Power Road,  
Chiswick, London W4 5PY

**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 140 BMF venues across the UK.

### Plans for 2015

Introduce more indoor options through the winter months, and further innovation.

### MD: Rob Love



### Professional background

Over 15 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

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 2015

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

**Bradley Stoke Leisure Centre,  
Fiddlers Wood Lane, Bradley Stoke, BS32 9BS**  
**Web** [www.activecentres.org](http://www.activecentres.org)

### Company profile

Circadian Trust operates sport and leisure centres in South Gloucestershire and has continued to improve its facility stock and services. In 2013–14, we launched a new catering brand at our flagship facility, new web and social media outlets, and refurbished the gym and reception area at the Yate site.

### Number of sites

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

### Plans for 2015

Breaking ground on a new extension at the Longwell Green site and completion of a catering brand roll-out.

### 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've also managed community leisure facilities, events and attractions over the years.

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

Change happens – make it happen, don't let it happen.

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

I played the lead role in *Oliver!* at primary school.

## The Club Company

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

### Company profile

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

### Number of sites

10 in the UK.

### Plans for 2015

Continue significant investment in our clubs. Explore further planning permission to extend our clubs and look for possible acquisition opportunities.

### CEO: Thierry Delsol



### Professional background

I was an auditor before managing a subsidiary of a Japanese property company in France. I joined The Club Company (Clubhaus at the time) in 1997. Various roles led to my present position of chief executive officer, to which I was promoted in 2005.

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

Surround yourself with the best people.

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

I enjoy training and competing in triathlons.

## David Lloyd Leisure

**PO Box 439, Hatfield, Hertfordshire, AL10 1EF**

**Tel** +44 (0)845 217 6464

**Email** freya.dangiola@davidlloyd.co.uk

**Web** www.davidlloyd.co.uk

### Company profile

The David Lloyd Leisure Group encompasses David Lloyd Leisure, Next Generation Clubs, Harbour Clubs and Amida Spa & Health Clubs. It targets the ABCI demographic within a 20-minute drive time. Owned 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 2015

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!

## Edinburgh Leisure

**Vantage Point, 3 Cultins Road,  
Edinburgh, EH11 4DF**

**Tel** +44 (0)131 458 2100

**Email** mail@edinburghleisure.co.uk

**Web** www.edinburghleisure.co.uk

**Facebook** /EdinburghLeisure

### Company profile

Established in 1998, Edinburgh Leisure is an independent, not-for-profit charitable trust with a turnover of £20m. It aims to make a difference to communities by creating opportunities for everyone to get active, stay active and achieve more.

### Number of sites

Over 30 facilities, including a major climbing arena.

### Plans for 2015

To continue using our expertise and enthusiasm, great venues and range of services to make a positive difference to people and communities across Edinburgh, helping people of all ages and stages to get and stay active.

### Acting CEO: June Peebles



### Professional background

A BEd in Human Movement Studies propelled me into the sport and leisure industry. I've had various jobs within this industry, initially in the private sector, then local authority and latterly in the trust environment. I also did an MBA along the way.

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

You should always treat others as you would like to be treated yourself.

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

I would have loved to have been a dancer.

## The énergie Group

energie House, Tongwell Street, Fox Milne,  
Milton Keynes, MK15 0YA

**Tel** +44 (0)845 363 1020  
**Email** info@energiehq.com  
**Web** www.energiefranchise.com  
**Facebook** /theenergiegroup

### Company profile

The award-winning énergie Group is the largest and fastest growing fitness franchise group in the UK. The business is now in its 11th year and has a network turnover of almost £30m and more than 95,000 members across the group. The business operates four key health club brands: énergie Fitness Clubs, énergie Fitness for Women, SHOKK Youth Gym and low-cost operation Fit4Less.

### Number of sites

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

### Plans for 2015

Significant pipeline of openings scheduled for 2015.

### 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.

## European Corporate Wellbeing (ECW)

2nd Floor, Titan Court, 3 Bishops Square,  
Hatfield, AL10 9NW

**Tel** +44 (0)1707 226 638

### Company profile

Part of Netherlands-based High Five Health Promotion, ECW offers a total package of corporate wellness services, from tailor-made health and fitness programmes to employment re-integration and behavioural change.

### Number of sites

10 health centres in the UK – and a total of 60 across the UK, Netherlands and Germany.

### Plans for 2015

Strengthening our foothold in the UK with a view to growing organically to 50–100 sites over five to 10 years, as well as potentially making further UK acquisitions. We will also continue to focus on achieving growth in Europe.

### Co-owner & chair: Paul Kienstra



### Professional Background

I was a PE teacher before founding a corporate health company in 1990, then merging it with High Five which I acquired in 2000. I've also owned commercial health clubs.

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

If business is good, look to all those who are working with you – they are responsible for your success. If business is weak, look in the mirror to see what you can do better.

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

I teach primary school kids the benefits of physical activity and nutrition. We sponsor kids' fitness foundations.

## Feelgood Fitness

5th floor, Market Square House,  
St James Street, Nottingham, NG1 6FG

**Email** dave.wright@cfm.net

**Web** www.feelgoodfitness.net &  
www.voyagefitness.com.au

### Company profile

Feelgood Fitness 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 2015

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 learned from dealing with kids.

## Finesse

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 recently acquired two commercial grounds maintenance companies in the region.

### Plans for 2015

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. Until recently I was also 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 take part in extreme fishing trips all around the world.

## Fitness First

**58 Fleets Lane, Poole, Dorset, BH15 3BT**

**Tel** +44 (0)1202 845 000

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

75 clubs in the UK.

### Plans for 2015

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

**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](http://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

34 sites on behalf of 10 local authorities and other trust/agency partners.

### Plans for 2015

Commencing contracts to manage three facilities for Malvern Hills District Council and Tenbury Community Pool with investment planned. Continued focus on business expansion, internal product and facility development.

### 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 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

**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

85 sports, leisure and community centres in the UK.

### Plans for 2015

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.

## Glasgow Life

**220 High Street, Glasgow, G4 0QW**

**Tel** +44 (0)141 287 4350

**Email** info@glasgowlife.org.uk

**Web** www.glasgowlife.org.uk

### Company profile

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

### Number of sites

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 2015

Focus on continuing to grow The Glasgow Club alongside increasing our engagement with the disconnected, deconditioned and disengaged. Delivering on the physical activity legacy after the 2014 Commonwealth Games.

### Head of sport: Billy Garrett



### Professional background

I've worked for the council since 1993, initially in the department of performing arts, managing cultural venues. I moved into sports eight 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****Middlegate House, The Royal Arsenal, London, SE18 6SX****Tel** +44 (0)20 8317 5000**Web** [www.gll.org](http://www.gll.org) / [www.better.org.uk](http://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, Better Ice, Better Junior.

**Number of sites**

Over 145 public leisure centres UK-wide, of which 70 offer the Better Gym budget membership option.

**Plans for 2015**

Consolidate national growth, continue diversification beyond leisure into children's centres and libraries.

**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.

**gym etc****King Street, Leyland, Lancashire, PR25 2LF****Tel** +44 (0)1772 482 266**Web** [www.gymetc.co.uk](http://www.gymetc.co.uk)**Company profile**

Previously known as FX Leisure, the company has been rebranded with a new name – gym etc – and a philosophy of offering a full-service club at budget club prices. All clubs are priced at just £20–25 a month but still retain high-end facilities including full swimming pools, full-service classes and luxury relaxation wet zones with saunas, steamrooms and spas.

**Number of sites**

Seven sites in the north of England.

**Plans for 2015**

We're due to open an eighth club in the new year in Wythenshawe, Manchester.

**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!

## Gymbox

**50-51 High Holborn, London, WC1V 6ER**

**Tel** +44 (0)20 7240 2959

**Web** [www.gymbox.com](http://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. The gym chain was refinanced in 2014 with significant investment from BGF and HSBC.

### Number of sites

Gymbox has six sites in London, located in Bank, Westfield London, Covent Garden, Farringdon, Holborn and Old Street.

### Plans for 2015

Two new sites opening in London.

### CEO: 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

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

**Email** [admin@gymophobics.co.uk](mailto:admin@gymophobics.co.uk)

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

40 sites throughout England and Scotland.

### Plans for 2015

To open five sites and refurbish some of the older facilities.

### 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

**Dufours Place, off Broadwick Street, London, W1F 7SP**

**Web** [www.h2bikerun.co.uk](http://www.h2bikerun.co.uk)  
**Email** [doyou@h2bikerun.co.uk](mailto: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 and sports therapy.

### 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 2015

H2 is searching for sites in London and is planning to open two further sites in 2015.

### 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

**Lion Yard, Broad Street, Leominster, Herefordshire, HR6 8BT**

**Tel** +44 (0)845 241 0340  
**Web** [www.haloleisure.org.uk](http://www.haloleisure.org.uk)  
**Twitter** @haloleisure

### Company profile

Halo Leisure is a social enterprise with charitable status managing leisure centres in Herefordshire, Bridgend and Shropshire. A wholly-owned trading subsidiary oversees consultancy work. It's one of only five social enterprises in the West Midlands to be awarded Flagship status.

### Number of sites

19 leisure centres.

### Plans for 2015

Continue our business growth through expansion and diversification and deliver an ambitious £9m investment plan within our Herefordshire business.

### CEO and director of operations: Scott Rolfe



#### Professional background

I've worked in the leisure sector for over 25 years. As a founder member of Halo's senior management team, I oversee strategic direction. I'm also MD of the trading subsidiary within Halo that provides asset management software and consultancy solutions.

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

If you don't enjoy what you do, don't moan about it – just do something else.

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

I once wrote off my dad's brand new car: he'd had it five days.

## Hand Picked Hotels

**The Old Library, The Drive, Sevenoaks, TN13 3AB**

**Tel** +44 (0)1732 471 000  
**Email** lbacon@handpicked.co.uk  
**Web** www.handpicked.co.uk  
**Facebook** handpicked hotels  
**Twitter** /hp\_hotels

### Company profile

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

### Number of sites

21 hotels across the UK, including 11 health clubs and spas.

### Plans for 2015

Three 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)

**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

A leading global hospitality company, from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. The company's portfolio of 11 world-class global brands encompasses more than 4,100 managed, franchised, owned and leased hotels and timeshare properties, in 92 countries and territories.

### Number of sites

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

### Plans for 2015

Numerous openings across Europe and ongoing investment planned in the UK sites throughout 2015.

**Director of fitness development &  
 operations, Europe: Matt Tailby**



### Professional background

I have 22 years' experience in the fitness industry in various roles, including fitness instructor, club manager and regional manager.

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

Life's too short. Make the most of every minute and every opportunity.

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

I 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

**Head office – Blackshots Leisure Centre, Blackshots Lane, Grays, Essex, RM16 2JU**

**Tel** +44 (0)1375 385363

**Email** mbaden@impulseleisure.co.uk

**Web** www.impulseleisure.co.uk

**Facebook** /impulseleisure

**Twitter** /impulseleisure

### Company profile

Impulse Leisure is a non-profit-distributing organisation. 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 2015

Our plans are focused on two sizeable developments.

### CEO: Mike Baden



### Professional background

I have over 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)

**Broadwater Park, Denham, Buckinghamshire, UB9 5HR**

**Tel** +44 (0)1895 512 000

**Web** www.spirthealthclubs.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 2015

To continue to build on our success as uactive FLAME Operator of the Year in 2013 and 2014 with a programme of facility investment and potential new club openings.

### Operations manager UK & Ireland: Mark Mantell



### Professional background

I progressed through health club and regional management within some leading global hospitality organisations before joining IHG to head up Spirit Health Clubs in 2008. I've also held a sales director role within the IHG hotels division.

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

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

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

I coach children's rugby and still occasionally play myself.

## Jubilee Hall Trust

**30 The Piazza, Covent Garden, London, WC2E 8BE**

**Tel** +44 (0)20 7395 4094

**Email** philrumbelow@jubileehalltrust.org

**Web** www.jubileehalltrust.org

### Company profile

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 2015

To remain at the cutting edge of industry trends, delivering great service and providing outstanding value to our customers, building healthier communities and making a lasting difference to their wellbeing.

### CEO: Phil Rumbelow



### Professional background

I have almost 30 years' experience in the leisure industry, including 20 years in the not-for-profit sector. I'm vice-chair of the national association sporta and chair of the Active Westminster partnership board. In my spare time, I'm a trustee of the Luol Deng Foundation, which aims to increase participation in basketball.

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

Live, love, learn, and leave a legacy.

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

I was a Gamesmaker at London 2012.

## Kirklees Active Leisure

**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 14 leisure facilities across the Kirklees district of West Yorkshire, on behalf of Kirklees Council, with a focus on providing quality leisure facilities accessible to the whole community. KAL also took over the management of its first golf course as of April 2014 – Bradley Park Golf Club in Huddersfield.

### Number of sites

14 KAL centres, two offering a SMART Fitness centre.

### Plans for 2015

Completing the new £35m Huddersfield Leisure Centre and the £600k re-development of Stadium Health & Fitness Complex; £1m refurb of Scissett Baths and Fitness Centre.

### CEO: Alasdair Brown



### Professional background

I have a BA (Hons) in Recreation. I've spent over 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 as CEO of 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

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 in October 2013.

### Number of sites

Approaching 50.

### Plans for 2015

Roll-out of new Primal functional training zones and programming. Seven more of the 13 central London clubs will be upgraded and rebranded as LAX by LA fitness.

### CEO: Martin Long



### Professional background

A retail background – financial director and CEO of the Game Group. Now CEO of LA fitness for six 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.

## Life Leisure

4th floor, Landmark House, Station Road,  
Cheadle Hulme, Cheshire, SK8 7BS

**Tel** +44 (0)161 482 0900

**Web** www.lifeleisure.net

### Company profile

Life Leisure is a not-for-profit social enterprise and registered charity formerly known as Stockport Sports Trust. We seek to provide a best-value service in all areas of the borough 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 2015

Aiming for 10–20 new facilities, including outside Stockport.

### MD: Malcolm McPhail



### Professional background

PE teacher to CEO – proud of both and everything I've done in between. This has included head of health and fitness for Bolton Metropolitan Borough Council, general manager of Edinburgh's Next Generation club and then group fitness manager.

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

You can't plan the future if you can't see it – live your life plus five years at all times.

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

Even though I'm rubbish, I take my golf very seriously.

## Matt Roberts Ltd

**16 Berkeley Street, London, W1J 8DZ**

**Tel** +44 (0)20 7491 9989

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

**Twitter** /mattrobertspt

### Company profile

Matt Roberts Personal Training caters for more than 1,200 private clients in London, who are managed by a team of more than 100 trainers. The company also produces a range of home gym equipment that's sold across the UK, and Matt has written 14 best-selling books.

### Number of sites

Four purpose-built PT centres in central London.

### Plans for 2015

The launch of a new group training concept, initially in London, as well as extending the company's product ranges into DNA analysis, wearable devices and other tech-based platforms to reach a global audience.

### 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

**Fitness Express, Park Farm, Hethersett, Norwich, NR9 3DL**

**Tel** +44 (0)1603 812 727

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

[www.imaginespa.co.uk](http://www.imaginespa.co.uk) &

[www.fitnessexpress.co.uk](http://www.fitnessexpress.co.uk)

### Company profile

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

### Number of sites

25.

### Plans for 2015

Continue growing our standalone owned clubs; open new management contract sites; launch our Imagine Spa app; take BOOST Spa database past one million guest records.

### MD: Dave Courteen



### Professional background

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

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

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

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

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

## Movers & Shapers

148 West End Lane, London, NW6 1SD

**Email** info@moversandshapers.co.uk

**Web** www.moversandshapers.co.uk

**Twitter** /MoversShapers

### Company profile

Privately owned Movers & Shapers brings group personal training to the high street. Its equipment-based group training takes place in boutique studios, using the latest techniques to maximise results in classes that run across the day. It's a personalised service which attracts an audience primarily in the 30- to 50-year-old age bracket.

### Number of sites

Seven.

### Plans for 2015

We have a new unit opening early 2015 and anticipate two more openings later in the year.

### 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!)

## Mytime Active

4th Floor, Linden House, 153-155 Masons Hill,  
Bromley BR2 9HY

**Tel** +44 (0) 20 8323 1777

**Web** www.mytimeactive.co.uk

### Company profile

As a social enterprise with charitable objectives, Mytime Active invests in a range of projects and services to meet the needs of local communities. Our leisure centres in the London Borough of Bromley offer swimming, gym facilities and ten pin bowling. We're also the largest pay and play golf operator in the UK.

### Number of sites

11 leisure centres and sports facilities, 16 golf courses and over 30 health contracts across the UK.

### Plans for 2015

We're looking to consolidate our overall offer on active and healthy lifestyles, and invest for growth.

### CEO: Marg Mayne



### Professional Background

With 20 years' experience at board level, I've spent my working life bringing business and commercial disciplines to organisations that have a broader social purpose. My career has spanned housing associations, charities, cultural organisations, and international NGOs.

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

There's no such thing as luck – good things happen when opportunity meets preparedness.

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

My parents met over a gooseberry bush – honestly!

## North Lanarkshire Leisure

**Head office, 100 Buchanan Street, Coatbridge, ML5 1DL**

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

**Facebook** North Lanarkshire Leisure LTD

**Twitter** @nlleisure

### Company profile

Charitable sport and leisure trust with an annual turnover of £27m. Since 2006, NLL has provided value-for-money sport, recreation, play and leisure opportunities, and has experienced significant growth over its first eight years, with 131 per cent growth in customer attendances and 279 per cent growth in customer income.

### Number of sites

19.

### Plans for 2015

Implement health improvement programmes as a result of NLL's *Social Return on Investment* report and continue to invest in areas of financial, health and social return.

### 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

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

**Tel** +44 (0)20 8329 6200

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

### Company profile

Nuffield Health is the UK's leading not-for-profit healthcare organisation, providing complete healthcare for UK consumers. We have no shareholders and re-invest our surplus to improve facilities and provide public health education.

### Number of sites

31 hospitals, 75 fitness and wellbeing centres, 204 corporate facilities.

### Plans for 2015

We're looking to continue our strategy towards a national network of fitness and wellbeing facilities, with the possible acquisition of more sites.

### MD: Dr Andrew Jones



### Professional background

I joined Nuffield Health in 2007 as its first medical director and have undertaken a number of roles within the company over the years. I'm now MD for wellbeing, which covers our corporate and consumer services.

### 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.

## Parkwood

**Attwood House, Perdiswell Park, John Comyn Drive,  
Worcester, WR3 7NS**

**Tel** +44 (0)1299 243 400

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

### Company profile

Parkwood Leisure is the leading private company in the UK public sector leisure market, employing over 4,000 staff. The company manages a diverse range of facilities including leisure centres, theatres, school facilities, watersports centres and health clubs.

### Number of sites

82 leisure centres and three theatres.

### Plans for 2015

Successfully bedding in the new Windsor & Maidenhead contract and then continuing to win contracts in the local authority market, assisting councils to manage the austerity cuts and providing high quality services for our clients.

### CEO: Andrew Holt



### Professional background

After leaving university in Cardiff with a BEd degree, I enjoyed 10 years working in the public leisure sector before joining CCL Leisure in 1990 as operations director. I joined the Parkwood Group in 1995 to start up the new leisure business, Parkwood Leisure. In 2012, I was appointed group CEO.

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

Pay attention to the detail and learn to listen.

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

I can still swim 50m Butterfly in under 28 seconds.

## Places for People Leisure

**Waters Edge, Riverside Way, Watchmoor Park,  
Camberley, Surrey, GU15 3YL**

**Tel** +44 (0)1276 418 200

**Email** [businessdevelopment@pfpleisure.co.uk](mailto:businessdevelopment@pfpleisure.co.uk)

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

### Company profile

Places for People, the property management group, acquired DC Leisure in 2012 and the name was changed in April 2014 to emphasise its new status as a social enterprise. PFP Leisure specialises in the development and management of local authority leisure facilities.

### Number of sites

More than 100.

### Plans for 2015

We aim to further our mission "to create active places and healthy people" by winning even more local authority leisure management contracts to add to the nine contracts we've won in the last 18 months.

### CEO: Sandra Dodd



### Professional background

I'm a chartered management accountant who has worked for the business for 20 years, leading a management buyout in 2003, raising debt for PFI projects, and playing a significant role in selling the business to Places for People Group in 2012. I've been a member of the operating board for the last 15 years.

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

It's nice to be important, but more important to be nice.

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

I'm a keen scuba diver.

## Qhotels

**Wellington House, Wellington House, Cliffe Park, Bruntcliffe Road, Morley, Leeds, LS27 0RY**

**Tel** +44 (0)113 289 8989

**Web** [www.QHotels.co.uk](http://www.QHotels.co.uk) &  
[www.leisureandspaatqhotels.co.uk](http://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 2015

Further expansion and potentially growing the portfolio of leisure clubs and spas in the QHotels chain.

**Group leisure manager:**  
**Dave Heap**



### Professional background

Started 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 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.

## The Really Fine Leisure Company (RFL)

**The Marlow Club, Globe Park, Fieldhouse Lane, Marlow, Bucks, SL7 1LU**

**Tel** +44 (0)1628 475 709

**Web** [www.themarlowclub.co.uk](http://www.themarlowclub.co.uk) &  
[www.thewindsorclub.co.uk](http://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 2015

A MBO is underway, due to complete early in 2015, following which the company plans to acquire more sites.

**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?!

## Reebok Sports Club London / Encore Capital

16–19 Canada Square, Canary Wharf, London, E14 5ER

Tel +44 (0)20 7970 0900

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

### Company profile

Privately owned group of iconic, premium central London health clubs. A fantastic level of service is offered to our predominantly corporate members.

### Number of sites

Four.

### Plans for 2015

After completing a refurb at The Reebok Sports Club and acquiring The Third Space clubs and 37 Degrees Tower club in 2014, 2015 will be centred around further integration of the businesses as we continue to build a portfolio of iconic premium clubs in key central London locations. Continued refurbishment of sites where necessary.

### MD (Reebok Sports Club): 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.

## Roko Health Clubs

The Old Dairy, Peper Harow Park, Peper Harow, Godalming, Surrey GU8 6BG

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

### Company profile

Roko Health Clubs is part of The Sports & Leisure Group. It's a premium health club and spa business, averaging 35,000sq ft at each site, providing premium facilities and services at affordable prices. We specialise in member engagement through our 'get fit, stay fit' promise and a keen focus on the member journey which is helping to deliver exceptional retention levels.

### Number of sites

Five Roko Health Clubs.

### Plans for 2015

Always looking at new site development and continued investment into our assets – our people and our clubs.

### MD: Neil Stanton



### Professional background

Graduated in business studies and have spent the last 20 years in the hospitality and fitness industry in varied sales, marketing and operational roles at Marston Hotels, Esporta and for the past 11 years at Roko, growing the business from one to five sites.

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

Perspective always depends on where you're standing.

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

I helped project manage the renovation of a derelict 13th century French chateau into a four-star hotel.

## Serco Leisure

**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. The leisure arm has been put up for sale.

### Number of sites

70.

### Plans for 2015

Four new sites scheduled to open in 2015.

### Interim MD: 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...

I played rugby with Gloucester and recently swam a three-hour leg of a cross-Channel swim.

## Sheffield International Venues

**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 2015

Increased profiling of health and exercise to the local community to make Sheffield the UK's most active city.

### CEO: Steve Brailey



### Professional background

I managed pubs, seaside piers, theatres, bars and the Blackpool Tower before moving to 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

**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 2015

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)

**1 Southampton Row, London, WC1B 5HA**

**Tel** +44 (0)207 404011

**Email** healthworks.group@sodexo.com

**Web** www.sodexo.com

### Company profile

Sodexo is a world leader in the provision of integrated facilities management services and has become a global strategic partner for companies that place a premium on performance and the wellbeing of employees. Healthworks specialises in providing wellbeing services, including full management and daily operations of a gym facility.

### Number of sites

38 clubs in the UK and Ireland.

### Plans for 2015

To increase the number of sites we operate through the Sodexo IFM Model and continue to develop integrated wellbeing solutions for all our clients and customers.

### Development manager (Sodexo): Alan West



### Professional background

Started out as a fitness instructor for Savoy Group, leaving in 1997 as operations manager. Helped design, launch and operate two award-winning destination spas for private hotel chains in the Midlands. Joined Sodexo in 2002 as account manager and progressed to development manager.

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

Surround yourself with motivated and inspirational people.

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

I crashed Michael Schumacher's car.

## Soho Gyms

**13–16 Empire Square, London SE1 4NA**

**Tel** +44 (0)20 7234 9395

**Email** michaelcrockett@sohogyms.com

**Web** www.sohogyms.com

**Facebook** Soho Gyms London

### Company profile

Founded in 1994 and since grown a strong 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 that's producing high quality fitness professionals with real gym work experience – we've 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 2015

We have some expansion plans at a few of our sites and are always looking for new sites..

### MD: Mike Crockett



### Professional background

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

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

Electronics is not for you!

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

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

## Sports & Leisure Management (SLM)

**3 Watling Drive, Sketchley Meadows, Hinckley, LE10 3EY**

**Tel** +44 (0)1455 890 508

**Web** www.everyoneactive.com

**Facebook** /everyoneactive

**Twitter** /everyoneactive

### Company profile

Everyone Active is the trading name for Sports & Leisure Management (SLM). As the longest established leisure management contractor, Everyone Active supports councils in enhancing service delivery, reducing costs and raising participation across the UK. SLM's new Everyone Health Division is focused on securing new contracts to deliver on local authority health and wellbeing objectives.

### Number of sites

102 leisure venues in partnership with 36 local authorities.

### Plans for 2015

Grow our portfolio of sites and number of Everyone Active card holders, and develop our Everyone Health division.

### 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

**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 2015

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

### CEO: Dave Cove



### Professional background

25 years in the private, public and trust sectors. I headed up the transfer of Dacorum to a trust in 2004. Previous experience includes working for the Rank Organisation, as well as in sports development, facility management, and head of services for children and young people.

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

Don't sweat the small stuff – and it's all small stuff!

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

I once appeared on Channel 4's *Big Breakfast* with Keith Chegwin as a pantomime horse.

## Stevenage Leisure

**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, wellness, cultural and educational services for the whole community at affordable prices.

### Number of sites

17.

### Plans for 2015

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 health and wellbeing agenda.

### MD: Ian Morton



### Professional background

36 years in the leisure industry – 23 years in local government and 13 in leisure trusts. Director of various community not-for-profit boards and a member of CIMSPA, sporta, CLOA and Ella.

### 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

**Redheugh House, Thornaby Place,  
Thornaby, Stockton on Tees, TS17 6SG**

**Tel** +44 (0)1642 527 322

**Email** steven.chaytor@teesactive.co.uk

**Web** www.teesactive.co.uk

### Company profile

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

### Number of sites

Six major facilities.

### Plans for 2015

Working on two new leisure centre developments, one privately financed. Also investing heavily in adventurous activities – expect a new facility next year.

### 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 31st 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.

## Tonbridge & Malling Leisure Trust

**1-5 Martin Square, Larkfield, Aylesford, Kent, ME20 6QL**

**Tel** +44 (0) 1732 876 150

**Email** www.tmactive.co.uk

### Company profile

TMLT was formed in 2013 as an independent charitable trust operating leisure facilities in the borough. The trust has a turnover in excess of £5.6m and over one million customers per annum. The new brand, tmactive, is focused on the national agenda, delivered locally. The mission is to provide a clean, safe and happy experience for the benefit of the health and social wellbeing of residents and visitors.

### Number of sites

Four – including a golf course.

### Plans for 2015

Sustainability and the development of health and wellbeing programmes.

### CEO: Martin Guyton



### Professional Background

Over 35 years in the industry, starting as a lifeguard in my local pool. An abiding interest in sport and leisure has kept me in the industry. I have an MBA gained with distinction, work as a Quest Assessor and have chaired the South East Leisure Centre Operators network for over 15 years.

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

Be hard on the problem, soft on the people.

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

I once turned down a game of golf!

## Tone

**The Deane House, Belvedere Road,  
Taunton, Somerset, TA1 1HE**

**Tel** +44 (0)1823 217 111

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

**Facebook** [/pages/Tone-Leisure/278279903226](https://pages/Tone-Leisure/278279903226)

**Twitter** [/toneleisure](https://twitter.com/toneleisure)

### Company profile

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 2015

Tone is working with Taunton Deane Borough Council on a new swimming pool and spa project. Other improvements include a studio extension and 'fast track' terminal installation.

### 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.

## Virgin Active

**Active house, 100 Aldersgate Street, London, EC1A 4LX**

**Tel** +44 (0) 20 7786 7300

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

**Facebook** [/virginactiveuk](https://www.facebook.com/virginactiveuk)

**Twitter** [/VirginActiveUK](https://twitter.com/VirginActiveUK)

**Blog** [www.virginactive.co.uk/active-matters/blog](http://www.virginactive.co.uk/active-matters/blog)

### Company profile

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. Our vision is to enrich people's lives through activity.

#### Number of sites

Operating 272 fitness clubs in the UK, South Africa, Italy, Spain, Portugal, Australia, Namibia, Thailand and Singapore.

#### Plans for 2015

Significant re-investment programme across the UK clubs. Opening two new clubs in London. Continued investment into innovations for our members.

### COO, Europe: Matt Merrick



#### Professional background

Graduated in economics 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, UK MD in 2012 and COO Europe in 2014.

#### 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 bungy 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

**Head Office, Xcite Bathgate Leisure Centre, Balbardie Park, Torphichen Road, Bathgate, West Lothian, EH48 4LA**

**Tel** +44 (0)1506 237 871

**Email** rstrang@westlothianleisure.com

**Web** www.westlothianleisure.com

### Company profile

West Lothian Leisure, which operates under the Xcite brand, is a charitable trust managing sport and leisure facilities and services on behalf of West Lothian Council for the benefit of the local community, to increase participation and improve wellbeing.

### Number of sites

10.

### Plans for 2015

A £2m extension to Xcite Linlithgow Leisure Centre; a new, full-size synthetic turf pitch in Linlithgow; resurfacing all our five-a-side synthetic turf pitches; and introducing new financial management software.

### 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

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

### Number of sites

12 sites.

### Plans for 2015

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

### MD: Steve Davis



### Professional background

I have 25 years' experience in local government, and a further 10 years in the cultural trust sector. I work with many local organisations, sitting on many executive committees, and am currently treasurer to five.

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

If you want people to take notice of what you say, don't use 100 words when 10 will do.

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

My first job while still at school was a silver service waiter.

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# 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

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

**Web** [www.easygym.co.uk](http://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-loannou. Membership prices start at £15.99 a month on a rolling monthly contract basis. easyGym is private equity backed.

### Number of sites

11 sites in the UK.

### Plans for 2015

We're looking to add between six and eight gyms in the UK, and our international expansion plan also kicks off with an entry into Europe and Africa.

### 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

**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 multi-award winning 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

34.

#### Plans for 2015

Approximately 20 sites planned to open in 2015.

### 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

**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 wide 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, including three 'gym and swim' locations.

#### Plans for 2015

To open four to six new sites.

### 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!)

## The Gym Group

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. 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 in 2013.

### Number of sites

55 gyms by the end of 2014.

### Plans for 2015

To continue rolling out 20–25 gyms a year and hit 100 gyms in the UK in 2016, while exploring overseas markets.

### 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.

## JD Sports Gyms Ltd

Hollinsbrook Way, Bury BL9 8RR

**Tel** 0151 556 0842

**Web** www.jdgyms.co.uk

**Facebook** JD Gyms

**Twitter** @jdgyms

### Company profile

In early 2014, JD Sports Fashion, the UK's leading sports fashion retailer, ventured into the fitness industry with the creation of JD Gyms. The business opened a test site in Hull (a former Fitness First property) in March 2014 and is about to embark on a roll-out of sites in 2015. The emphasis of the clubs is to offer high value fitness designed within an enlightening space, using innovative thinking and cool décor.

### Number of sites

Two.

### Plans for 2015

We're looking at six or more new clubs organically and are open to further expansion through acquisition.

### CEO: Alun Peacock



### Professional Background

Most of my time in this industry has been with JJB Health Clubs/DW Sports Fitness, where I opened the first club in Warrington as general manager in 1998 and grew with the business to open more than 60 clubs as national operations director over 14 years.

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

Find a way to get paid for doing something you love and you will never do a day's 'work' in your life.

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

I was a professional rugby union player for over 10 years.

## KISS Gyms

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 is all about making each site better than the last, with all clubs built to very high specifications. Membership includes a wide range of classes such as Zumba, Stomp fx, Nordic Walking, Thai boxing, pilates and more. 2014 saw us successfully complete a management buyout.

#### Number of sites

KISS Gyms currently has three sites.

#### Plans for 2015

Emphasis on fast but thoughtful growth by various means, including joint ventures.

### MD: Rupert Mackenzie Hill



#### Professional background

A military stint preceded founding a range of businesses, with a central theme of innovation in leisure and property.

Although a relative newcomer to the fitness industry, an obsession with detail combined with a commitment to over-deliver helped us win Gym of the Year for our very first site.

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

If you have everything under control, you're not moving fast enough.

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

My favourite sport is bicycle polo.

## Pure Gym

Town Centre House, The Merrion  
Centre, Leeds, LS2 8LY

**Tel** +44 (0)113 831 3333

**Email** info@puregym.com

**Web** www.puregym.com

**Facebook** www.facebook.com/puregym

### Company profile

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

#### Number of sites

90 by the end of 2014.

#### Plans for 2015

To open a further 35–40 sites in the UK and expand overseas.

### Executive chair: 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 of 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.

## Sports Direct Fitness

**Unit A, Brook Park East, Shirebrook, NG20 8RYT**

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

**Facebook** /SportsDirectFitness

**Twitter** @SportsDirectFit

### Company profile

Sports Direct Fitness is the health club offering from retail giant Sports Direct. Launched in June 2014 with the acquisition of a number of sites from LA fitness, it will follow the Sports Direct model of focusing on becoming the biggest, including building health clubs within existing retail stores. Clubs will offer both gym and group exercise options.

### Number of sites

23 sites acquired from LA fitness, plus an Aintree site with retail and health club which opened in December 2014.

### Plans for 2015

A number of clubs already in the pipeline, with overall plans to build a 200-club empire.

### 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 and serving as CEO of DW Sports before moving to Sports Direct Fitness.

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

You must never let the memories become bigger than the dreams.

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

I do have a sense of humour!

## Xercise4Less

**Unit 1, Kirkstall Industrial Estate,**

**Kirkstall Road, Leeds, LS4 2AZ**

**Tel** +44 (0)113 203 8668

**Email** [jon@xercise4less.co.uk](mailto:jon@xercise4less.co.uk)

**Web** [www.xercise4less.co.uk](http://www.xercise4less.co.uk)

### Company profile

Owned by CEO Jon Wright, Xercise4Less is a budget operator that typically offers 30,000–40,000sq ft of space and up to 400 stations of equipment. All our clubs have large studios and incorporate combat areas and ladies-only gyms. We have won numerous awards over recent years, including a Yorkshire Newcomer Award, a Young Entrepreneur of the Year Award for Jon Wright, and Budget Gym of the Year at the National Fitness Awards in 2012 and 2013.

### Number of sites

29 sites by the end of 2014.

### Plans for 2015

We plan to open a further 30 clubs in 2015.

### 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.



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# 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

**12181 Margo Avenue, South Hastings,  
MN 55033, US**

**Tel** +1 651 438 5000

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

### Company profile

Ranked #1 on *Entrepreneur's* prestigious Franchise 500 list, Anytime Fitness is the fastest-growing gym franchise in the world, with nearly 3,000 gyms serving more than 2,000,000 members on five continents. Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing its members with convenient fitness options and friendly, personal service in well-maintained facilities.

### Number of sites

Almost 3,000 Clubs are now open in 19 countries.

### Plans for 2015

Continued expansion into new markets, together with growing the number of clubs in our current 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 – included consultancy, 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

Hill Place House, 55a High Street,  
London, SW19 5BA, UK

Tel +44 (0)20 8944 4070

Web [www.aspria.com](http://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 2015

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

Unit H, Mount Pleasant Business Park,  
Mount Pleasant Avenue, Ranelagh, Dublin 6, Ireland

Tel +35 31 497 8988

Email [paulogrady@auragroup.ie](mailto:paulogrady@auragroup.ie)

Web [www.auraleisure.ie](http://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 and two outdoor sports facilities in Ireland.

### Plans for 2015

Aura will open a new facility in early 2015 and continues to seek opportunities to add new sites. 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 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.

## CMG Sports Club

235 avenue Le Jour se Lève,  
92100 Boulogne-Billancourt, France

**Tel** +33 1 41 04 70 05

**Email** franck.hedin@cmgsportsclub.com

**Web** www.cmgsportsclub.com

**Facebook** /cmgsportsclub

### Company profile

CMG Sports Club is a unique network of clubs located in the cities of Paris, Geneva and Zurich. Targeting urban inhabitants, it's a pioneer of fitness, with a strong focus on group exercise and innovation.

### Number of sites

22 clubs in France, all in Paris, including a high-end club operating under the Pure brand and located in Place de la Bastille beneath the Opera House; 20 clubs in Switzerland under the Silhouette brand; and 30+ private fitness centres within large corporations in France and Switzerland.

### Plans for 2015

Open new clubs and develop new concepts.

### CEO: Franck Hedin



### Professional background

Graduated from ESS EC 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 2012.

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

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

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

I'm a private pilot with Instrument Rating.

## Curves

Stationsplein 139, 3818LE Amersfoort, The Netherlands

**Tel** +31(0)33 30 32 132

**Web** www.curves.co.uk

**Facebook** /curvesenglandandwales

### Company profile

Curves is the largest global chain of fitness centres for women, with locations in over 90 countries. Curves is famous for its 30-minute circuit that works every major muscle group, with strength training, cardio and stretching. All Curves workouts always include a coach to help members with proper form, answer questions they may have, and offer encouragement and motivation.

### Number of sites

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

### Plans for 2015

Continue to open new sites and introduce unique Curves meal and snack bars.

### President international: Nico Engelsman



### Professional background

After an MBA in the US, I moved around the world with Philips working in various divisions and countries, before taking on general management jobs in different industries for three years. At Curves I'm responsible for international markets.

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

Treat people as you wish to be treated. Some will take advantage of that, but most will return the favour.

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

I'm also president of a fantastic golf club.

## DiR

**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 2015

To continue the rollout of the 'à la carte' gym. We have so far expanded the model at four centres: DiR Claris Fit, Fit DiR Eixample, DiR Maragall Fit and DiR Fit Sant Cugat.

### 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

**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 11,000 members in Bonn and three clubs in a nearby area under our sub-brand Mona Lisa.

### Plans for 2015

We are going to open one club, with another in Q1 2016.

### 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)

Oscarsgate 20, 0352 Oslo, Norway

**Email** morten@fitnessgroup.no

**Web** www.evofitness.no

### Company profile

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

### Number of sites

40 sites in Norway and Finland including franchises, and a total membership base of around 35,000.

### Plans for 2015

Increase presence in Europe through partners, opening around 10 new boutique clubs.

### CEO: Morten Hellevang



### Professional background

CEO of Fitness Group Nordic since December 2013. Started in Fitness Group Nordic as CFO in 2010. Previous experience from the telecommunications, IT and FMCG sectors, mainly as CFO. I have a degree in business administration and psychology.

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

If your Plan A didn't work, stay cool – the alphabet has 25 more letters.

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

I once considered a career as a trombonist.

## FITLane Fitness Centers

201-204 Avenue Francis Tonner, Cannes

La Bocca, 06150 Alpes Maritime, France

**Tel** +33 (0)49 390 9649

**Email** info@fitlane.com / peter@fitlane.com

**Web** www.fitlane.com

**Facebook** /fitlane

### Company profile

FITLane is the largest health club operator on the French Riviera. The company has around 31,000 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 has revenues in excess of €14m. It was founded in 2014, with the first site opening in Mandelieu.

### Number of sites

Eight clubs, mainly equipped by Star Trac.

### Plans for 2015

Five clubs are planned for 2015.

### 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

**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](http://www.fitnesshut.pt)

### Company profile

Fitness Hut operates premium low-cost fitness clubs. For €6.60 a week, members have access to a world-class fitness experience. Gyms are filled with the very best in class equipment, plus seven training zones, and the best personal trainers in the market. We offer more than 70 group fitness classes a week.

### Number of sites

Eight, with three under construction.

### Plans for 2015

Thanks to securing new expansion capital, we're now committed and able to roll out clubs at a fast pace, with expectations of achieving 12 new club openings in 2015.

### Owner: Nick Coutts



### Professional background

From club manager at the first Holmes Place in Chelsea, London, I eventually became regional director for Europe before leading an MBO for the Iberian business in 2005. In 2011, I founded Fitness Hut along with two of my former Holmes Place colleagues: Andre Groen and JP Carvalho.

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

Our best opportunities lie ahead of us.

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

I studied art at college – I chose between fine art and sports university courses on the toss of a coin.

## Fitness World

**Mosedalvej 11, 2500 Valby, Denmark**

**Email** [Info@fitnessworld.dk](mailto:Info@fitnessworld.dk)

**Web** [www.fitnessworld.dk](http://www.fitnessworld.dk)

### Company profile

The largest fitness chain in Denmark, with more than 450,000 members and a strong value for money offer – c.€33 a month with no minimum contract. In December 2014 we acquired Fresh Fitness' 22 clubs in Denmark, and in January 2015 we acquired Condizione in Poland.

### Number of sites

150 clubs across Denmark, plus five in Poland.

### Plans for 2015

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'm actually a nice guy.

## Fresh Fitness

**Kirkeveien 159, 0451 Oslo, Norway**

**Tel** +47 22 04 15 15

**Web** [www.freshfitness.no](http://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 26 clubs in Norway. In addition, there are three clubs in Stockholm, Sweden. The 22 clubs in Denmark were sold to Fitness World in December 2014.

### Plans for 2015

10 new clubs scheduled to open in Norway in 2015.

### CEO: Paal Hansem



### Professional background

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

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

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

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

I started my career as a locksmith.

## Genae Fitness Club

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

**Email** [anthony.barquisseau@genaefitness.com](mailto:anthony.barquisseau@genaefitness.com)

**Web** [www.genaefitness.com](http://www.genaefitness.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 Genae clubs.

### Plans for 2015

Refurbishment of one club and to be ready for new openings.

### CEO: Anthony Barquisseau



### Professional background

I was involved in creating sports concepts for Oxylane-Decathlon for 10 years (My Sporteezy, Domyos Club and so on) and now run Genae Fitness Club to develop the concept.

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

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

60, rue de Miromesnil, 75008 Paris, France

**Tel** +33 (12) 1 56 43 35 30

**Web** [www.groupemoving.fr](http://www.groupemoving.fr) / [www.moving.fr](http://www.moving.fr)  
[www.ladymoving.fr](http://www.ladymoving.fr) / [www.gardengym.fr](http://www.gardengym.fr)  
[www.fitnesspark.fr](http://www.fitnesspark.fr) / [www.movingexpress.fr](http://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-service fitness concept.

### Number of sites

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

### Plans for 2015

Plans to open 30 sites in 2015.

### 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 68 years old, I have a 10-year-old son called Josh.

## HealthCity International

Daalmeerstraat 24, 2131 HC Hoofddorp, the Netherlands

**Tel** +31 23 8901750

**Web** [www.healthcity.nl](http://www.healthcity.nl) (.be and .de)  
[www.basic-fit.nl](http://www.basic-fit.nl) (.be and .sp)

### Company profile

Owned by founders Rene Moos and Eric Wilborts, HealthCity International encompasses two health club brands: premium full-service operation HealthCity, and budget operation Basic-Fit. It operates across a number of markets – Benelux, Germany, France, Spain and Italy – having acquired the full Fitness First estate in Benelux, France, Spain and Italy in 2010–11.

### Number of sites

HealthCity International's estate numbers 338 clubs, comprising 63 HealthCity and 275 Basic-Fit clubs.

### Plans for 2015

To open 60 new 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

**Schinkeldijkje 18, 1432 CE, Aalsmeer, the Netherlands**

**Tel** +31 20 4261222

**Web** [www.highfive.nl](http://www.highfive.nl)  
[www.europeancorporatewellbeing.com](http://www.europeancorporatewellbeing.com)  
[www.intenz.nl](http://www.intenz.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

60 corporate health centres in the Netherlands, UK and Germany, and a contracted and certified network of 1,100 clubs linked to [www.nationaalgezondheidsplan.nl](http://www.nationaalgezondheidsplan.nl)

### Plans for 2015

After acquiring our majority shareholding in European Corporate Wellbeing, High Five has secured a foothold in the UK, as well as in the Netherlands and Germany. We will continue to focus on achieving growth in Europe.

### Owner & CEO: Paul Kienstra



### Professional background

I was a PE teacher before founding a corporate health company in 1990, then merging it with High Five which I acquired in 2000. I've also owned commercial health clubs.

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

If business is good, look to all those who are working with you – they are responsible for your success. If business is weak, look in the mirror to see what you can do better.

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

I teach primary school kids the benefits of physical activity and nutrition. We sponsor kids' fitness foundations.

## Holmes Place Group

**Health and Fitness International Holdings,  
38-40 Leidsegracht, Amsterdam, the Netherlands**

**Tel** +31 20 52 13 040

**Web** [www.holmesplace.com](http://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 2015

Four club openings in Poland, Switzerland and two in Israel.

### 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.

## Impuls

**Kareiviu 14, Vilnius, Lithuania**

**Email** vidmantas@impuls.lt

**Web** www.impuls.lt

**Facebook** Impuls

**Instagram** impulsIt

### Company profile

Impuls is the largest fitness club chain in Lithuania, operating high quality clubs varying in size from 1,250–4,000sq m. It offers premium fitness services for more than 20,000 members. The company is owned by private equity fund Baltcap and recently launched budget club brand Lemon Gym, with plans to expand both the Impuls and Lemon Gym estates in 2015.

### Number of sites

11 clubs in the five biggest cities of Lithuania

### Plans for 2015

Rapid growth in the premium and budget segments, reaching a total of 20 clubs.

### CEO: Vidmantas Siugzdinis



### Professional background

I've been in the fitness industry for three years, and started the Lithuanian Association of Fitness Clubs, working on introducing EREPS standards in Lithuania. I previously worked for nine years in the entertainment sector, managing the holding company that owned arenas, ticketing and event promotion companies.

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

There are no impossible things in this world.

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

I've done the highest bungee jump in eastern Europe.

## Just Fit

**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 20 clubs 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

We operate 21 clubs in North Rhine Westfalia, Germany.

### Plans for 2015

A new club near Cologne will open in February 2015. Increasing our market share. Investment in and development of our clubs, products and service.

### 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 28 years in this business, I'm still as enthusiastic as I was on my first day.

## Metropolitan Sport Club & Spa

**C/Galileo 186, 08028 Barcelona, Spain**

**Tel** +34 93 330 38 10

**Web** [www.clubmetropolitan.net](http://www.clubmetropolitan.net)

### Company profile

Metropolitan was founded 20 years ago and encompasses 22 centres which together span over 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 more than 70,000 members.

### Number of sites

22 sports club and spa centres in Spanish cities: Madrid, Barcelona, Valencia, Zaragoza, Seville, Bilbao, Santander, Gijón, La Coruña, Murcia, Torrelavega and Vigo.

### Plans for 2015

Keep on growing with more upcoming openings.

### 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

**Helmholtzstr. 2-9, 10587 Berlin, Germany**

**Web** [www.mrssporty.de](http://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.

### Plans for 2015

Open up to 50 new clubs in Germany, five in Switzerland and 15 in Poland. Additionally, we plan to open our first franchise clubs in the Czech Republic and Moscow.

### 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!

## Nordic Wellness

**Gustaf Daléngatan 13, 417 05 Gothenburg, Sweden**  
**Web** [www.nordicwellness.se](http://www.nordicwellness.se)

### Company profile

Nordic Wellness is one of the largest fitness companies in Sweden, by number of fitness clubs. The business was founded in 1997 and today has more than 188,000 members across more than 100 clubs.

### Number of sites

109 clubs.

### Plans for 2015

We will continue to work towards our goal of 150 clubs by 2018. In addition, in 2015 Nordic Wellness will open its biggest ever club within Gothenburg's New Arena: we will be responsible for the gym and the indoor cross-country trail, but there will also be a hotel, tennis, soccer and more.

### Owner and CEO: Magnus Wilhelmsson



### Professional background

I founded Nordic Wellness in 1997, although the business was previously known as Sportlife until the end of 2012. I have started and managed my own businesses throughout my whole career – I'm a true entrepreneur who always goes all in.

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

To always be solution focused and flexible.

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

I have painted the walls in several of my clubs.

## SATS Elixia (Health & Fitness Nordic)

**P.O Box 4949 Nydalen, N-0423 Oslo, Norway**  
**Tel** +47 23 30 70 00  
**Web** [www.satselixia.no](http://www.satselixia.no)

### Company profile

SATS and Elixia merged in 2014 and created a leading fitness chain with the vision of making the Nordic people healthier and happier. SATS Elixia offers a modern and functional individual training, PT and group exercise in the main cities of Finland, Norway and Sweden. We also aim to help our members exercise outside of our clubs, with a wide range of digital tools. We're continuously launching new products and technologies.

### Number of sites

More than 160 fitness clubs in large cities.

### Plans for 2015

Approximately five new clubs in 2015.

### CEO: Olav Thorstad



### Professional background

Before the merger of SATS and Elixia, I was CEO of SATS and Health & Fitness Nordic since 2009. Seven years in FMCG, running Norway's largest supermarket chain. Worked for The Coca-Cola Company in various management positions in the Nordic and Baltic countries. BSc majoring in Economics.

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

Know your customer.

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

I've played water polo at a national level.

## Sports & Leisure Group/ Oneness Holding

P/A Family Fitness Laren, Schapendrift 62,  
1251 XH Laren NH, the Netherlands

**Web** [www.capitalsports.nl](http://www.capitalsports.nl)  
[www.familyfitness.nl](http://www.familyfitness.nl)  
[www.slg.nl](http://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

Sports and Leisure Group/Oneness has five clubs, two ownerships and two participations.

### Plans for 2015

Selling one municipal centre, and participation in two health clubs.

### 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

Mytnaya ul 30-1-50, Moscow, Russia

**Email** [info@strata.ru](mailto:info@strata.ru)  
**Web** [www.strata.ru](http://www.strata.ru)  
[www.orangefit.ru](http://www.orangefit.ru)  
[www.cityfit.ru](http://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. In addition, a boutique club in the US opened in December 2014.

### Plans for 2015

Two new OrangeFitness clubs over 5000sq m each.

### 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

Willem de Zwijgerlaan 2, 1111 ZS Diemen, the Netherlands

**Tel** +31 20 640 82 01

**Web** [www.trainmore.nl](http://www.trainmore.nl)  
[www.clubsportive.nl](http://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

10 by the end of 2014.

### Plans for 2015

We want to open one site.

### 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 a better sense of humour than people initially think.

## Vivafit

Edifício 8 Lagoas Park, Porto Salvo 2740-244, Portugal

**Tel** +35 1 210 970 651

**Web** [www.vivafit.eu](http://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 training options, mind-body programmes and Les Mills programmes.

### Number of sites

Vivafit has 60 sites in eight countries: Portugal, India, Singapore, Uruguay, Spain, UAE, Oman and Indonesia.

### Plans for 2015

Vivafit will continue to focus on international expansion including new master franchise partnerships in Taiwan and Saudi Arabia.

### CEO: Pedro Ruiz

**President: Constance Ruiz**



### Professional background

Connie has been in the fitness industry for 20+ years and Pedro has 30 years' experience in engineering, management and entrepreneurship.

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

Never forget where you came from and who helped you get where you are today.

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

Pedro and Connie consider themselves 'global citizens' with residences both in Portugal and Florida.

# Independents' day

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

## The Biggest Loser

Operator: Think Fitness 4 Less, Scotland  
Supplier: MYZONE

**T**hink Fitness 4 Less has helped 10 local people transform their lives with help from MYZONE.

The 650sq m (7,000sq ft) gym in Hawick in the Scottish Borders has some 600 members. For the last three years it has run The Biggest Loser weight loss challenge, in conjunction with the local paper, to help non-members incorporate exercise and healthy eating into their lives and try to lose two stone or more.

After installing MYZONE in 2013, the gym used the technology in the challenge for the first time in 2014. The contestants invested in a MYZONE belt and followed an exercise programme based on government exercise guidelines, which was adjusted as they progressed over the 19 weeks. In addition to gym workouts, the gym ran classes for the contestants, allowing them to exercise together to build their confidence. This was supplemented by healthy eating advice.

"In the past, we couldn't tell if contestants were working hard enough or



**In 2014, The Biggest Loser contestants achieved a record total weight loss of 24st 5lbs**

even too hard. With MYZONE, we could see how much effort they were exerting, both in and outside of the gym," says Greg Dalglish, co-owner of Think Fitness 4 Less.

"The contestants took part in challenges as a group and with the rest of the gym, to earn MYZONE Effort Points, and they'd receive a report after each workout. MYZONE gave them accountability and was hugely motivating."

So much so that the contestants achieved a record total weight loss of 24st

5lbs – the biggest weight loss in three years – with the winner losing 4st 6lbs.

Based on the success of the challenge and the ability to provide statistics on exercise, the gym is now working with the local NHS Trust delivering 12-week programmes to other members of the local community with MYZONE.

"We've been trying to engage with the NHS Trust for years. Having MYZONE and the data it provides has helped us get a foot in the door," says Dalglish.



The functional floor is on a separate level from the nightclub-feel gym, with a 21-foot custom-built rig standing alongside a sprint track

## Nightclub feel

Operator: The Gym Way club, London  
Supplier: Physical Company

**T**he Gym Way opened its second club in September 2014 at the London Marriott Hotel in South Kensington, London – open to both members and hotel guests.

The funky design and LED lighting immediately make an impression, welcoming you into a space that's a far cry from a traditional gym. The Gym Way's unique vision for the club was created

in partnership with fitness equipment supplier Physical Company. "We wanted to achieve an environment that was similar to a nightclub," says Elaine Coulthard, group director of The Gym Way. "We chose to work with

Physical Company in part thanks to its many colour options, which allowed us to enhance our design concept."

Clever use of mirrors and LED lighting create a disco effect throughout the club. From reception, glass partitions allow visitors to see all the way through the ground floor level. Brightly coloured equipment with flashes of neon is on display throughout. A winding staircase

leads up to the functional training level, where an eye-catching 21-foot custom-built rig forms the focal point of the space. The rig has monkey bars and a wide range of brightly coloured equipment, including SandRopes, wall balls, medicine balls and powerbags. A weighted sled pull on a sprint track also stands out in the centre of the room.

"The design of The Gym Way was really important to us," says Coulthard. "We wanted to create a space that was fun and functional for our members to work out in. We focused on every aspect of the design – from the floor to the walls, and from the lighting to the cutting-edge equipment – to achieve the results we wanted." ▶

### Personalised training

Operator: The Fitness Space, Hughenden Valley  
Supplier: Technogym

Opened in September 2014, The Fitness Space Hughenden Valley is the second Fitness Space gym led by former Olympic athlete Tim Benjamin. Inspired by his experience in athletic training methods, the club focuses strongly on the individual needs of each member – an approach that’s proven to be very successful in raising programme compliance and member retention rates.

To help drive its service-led approach, the club chose Technogym’s connected ARTIS machines and mywellness cloud technology, with the member journey structured around Technogym’s Prescribe application – a professional application on the mywellness cloud computing platform.

Each new member receives a dedicated personal consultation that discovers his or her exercise and health history, preferences, diet and aspirations. The trainer then sets goals with them and



The new facility is the second Fitness Space opened by former Olympic Tim Benjamin



Most of the members already engage with a customised programme created via Prescribe

creates a custom-designed programme – supported by reference pictures and videos – via Prescribe.

At every workout, members log on to their mywellness account on the ARTIS machines to check their training programme, track their current session and access their favourite content while working out. Currently the facility has 171 members, and 159 of them already actively engage with a customised programme created via Prescribe.

Says Benjamin: “Our customised approach has worked wonders in growing interaction and transparency between

trainer and member, and this is all enabled by the smart equipment and technology we’ve installed. All details – programme compliance, gym usage, equipment use and workouts completed – are automatically tracked on the ARTIS machines, allowing the trainers to monitor progress and give real guidance to each member during their monthly review session.

“The interactivity and simplicity of the programmes also helps to motivate deconditioned users, structuring their workouts into small steps that make the exercises less daunting and giving them a sense of ownership over their training.”

## Visualising success

Operator: The Reynolds Group  
Supplier: Matrix Fitness

**V**ictorian country property Basted House, in Sevenoaks, has been transformed into an £8m luxury retreat and health spa, and is the fourth gym in the Reynolds Group portfolio to be equipped by Matrix Fitness.

With a tendency to opt for unique venue choices, The Reynolds Group blends period properties with top-of-the-range fitness equipment, to offer members a luxurious and comfortable experience in a

non-intimidating environment. Historic Basted House, set in 16 acres of parkland grounds, is no exception: the ambitions of husband and wife duo Emma Reynolds and Jason Hall – who set out to create a residential facility, training centre and

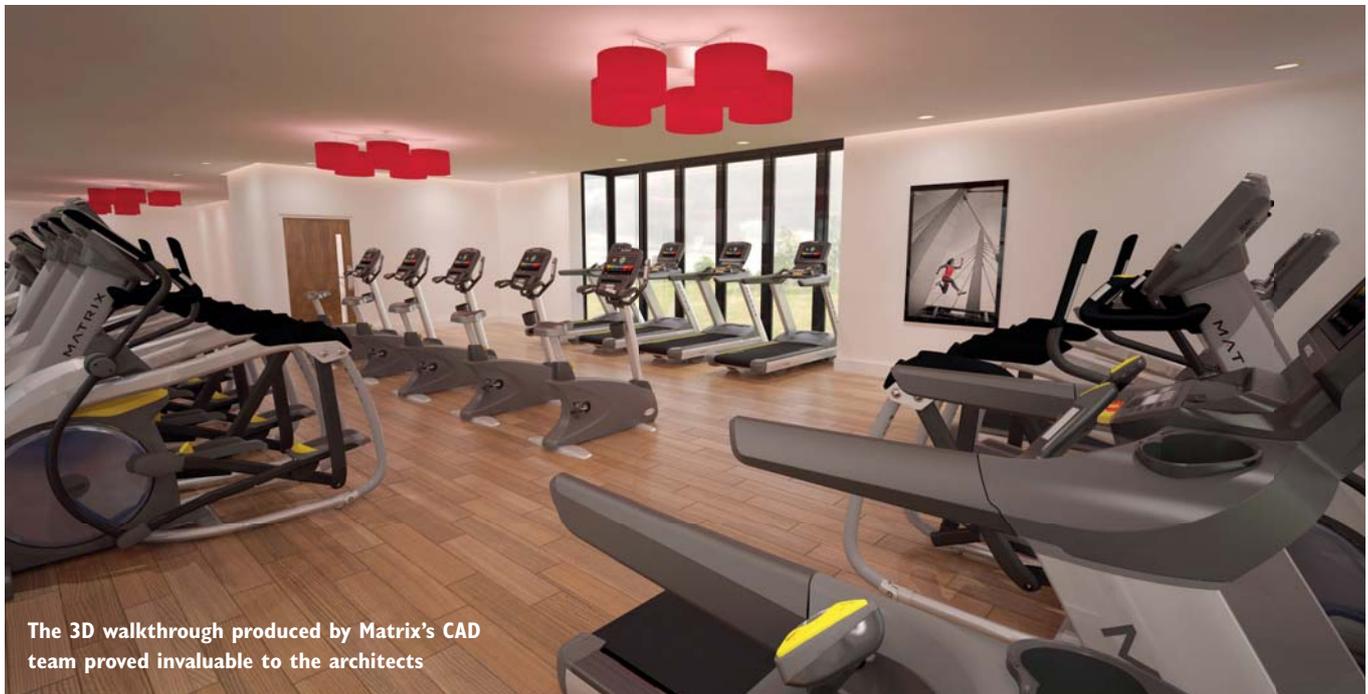
Michelin-starred restaurant that deliver a truly unforgettable experience – have now been realised, with the new retreat opening in October 2014.

Matrix Fitness has supplied the club with a range of fitness equipment from its 7xe series, including treadmills, Ascent Trainers and cycles – all of which feature Virtual Active technology, the forward-motion video experience designed to enhance cardio workouts. Strength equipment has

also been supplied, including pieces from Matrix's premier Ultra Series.

But the project's success didn't just rest with the provision of fitness equipment, as Hall explains: "We had a very clear idea of how we wanted the facility to look, and it was critical that Matrix was able to interpret this vision. The Matrix CAD team excelled themselves, taking the time to visit the site and discuss our requirements in detail, which ensured they understood exactly what we wanted to achieve.

"The building has undergone such a massive transformation that the 3D walkthrough they produced proved an invaluable resource for our architects. The level of detail was incredible, and it's fair to say that Matrix's involvement enabled us to realise our dream." ●



The 3D walkthrough produced by Matrix's CAD team proved invaluable to the architects

# absolute performance

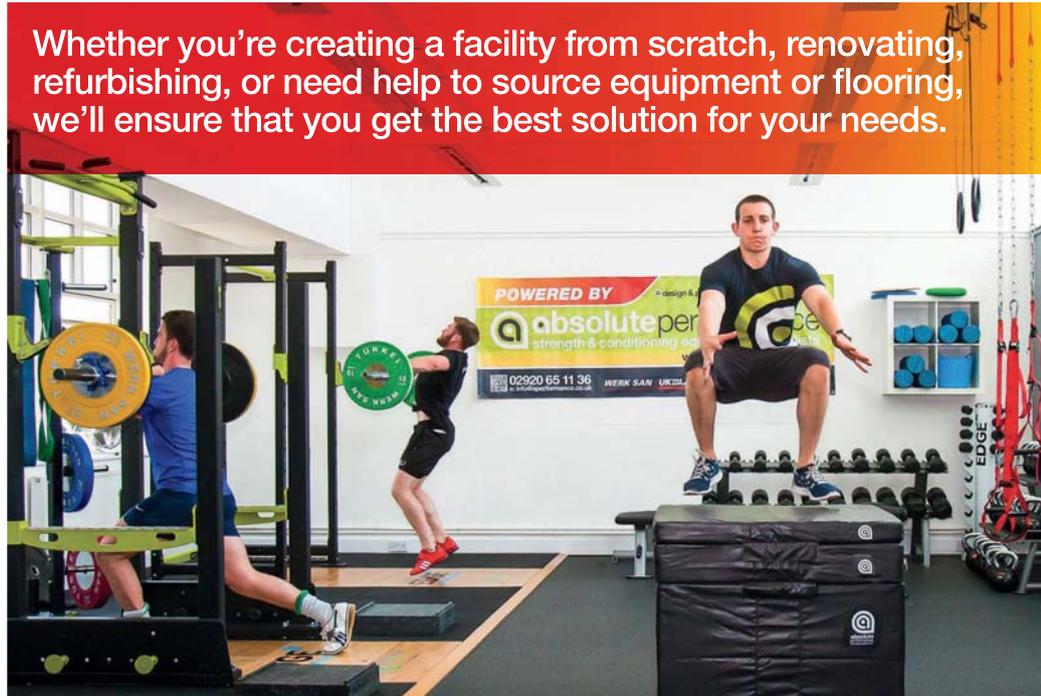
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We work on projects of all shapes and sizes. Whatever sector you're in, and whatever your budget, we have the expertise to make sure you get the most out of your investment.

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- Dedicated support from the start through to completion of your project, and beyond

We supply all types of products whatever your budget. From premium brands such as Werksan or custom made equipment designed just for you. Our products are competitively priced, without compromising on quality.

We take the hassle away, and do all the leg work to provide the right solution for you and ensure you get the most out of your budget.

Our passion for what we do has earned us a reputation we're proud of. We believe we're **setting the standard in equipment solutions**. Giving our clients peace of mind.

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# 029 2036 2664

e: [info@aperformance.co.uk](mailto:info@aperformance.co.uk)



# Absolute Performance Ltd

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Blog: [www.aperformance.co.uk/news](http://www.aperformance.co.uk/news)



TONY BUCHANAN

## About us

We're setting the standard in equipment solutions. Whether creating a facility from scratch, refurbishing or needing help to source equipment or flooring, we'll take the hassle away, providing the right solution on budget. Tackling projects of all shapes and sizes, we provide:

- Independent specialist advice with a professional and personal approach
- World class strength equipment that suits your needs
- Unrivalled service and support throughout your project, and beyond.

## Product range and services

AP provides a full range of strength equipment, including:

- IWF Accredited Werksan, one of the world's leading manufacturers of Olympic weight training equipment. Branding options available.
- Our own AP Series strength

equipment, fully customisable.

- The AP Functional Series – custom designed rigs and boxing rings to foam rollers and soft plyometric boxes.
- AP Flooring Solutions:
  - AP Heavyweight Flooring – heavy duty rubber for dropping & lifting
  - AP Turf – a range of temporary and permanent turf solutions for a variety of uses.

## Key customers

We work across all sectors – schools, universities, colleges, professional sports clubs, institutes of sport, public and private health clubs and armed forces. Examples include England Rugby, Saracens, Sheffield Hallam University, Wakefield College, EIS, Hampshire Cricket, easyGym, St Albans School.

## Plans for 2015

To continue to provide our customers with the level of consultation and product

choices that provides them with hassle free facilities, that are both fit for purpose and within budget.

## Shows attending in 2015

- Sport in the Curriculum for Colleges
- Youth Sport Trust
- Science & Football
- ISPEC 2015
- Elite Sports Performance Expo
- USCA Annual Conference 2015.

## Key personnel

### Tony Buchanan

Managing Director

### Simon Britton

National Sales Manager

### Sian Buchanan

Director

### Chris Guy

Installations Manager

### Matt Clough

Project Consultant

For more information please contact

TEL: +44 (0) 29 20 36 26 64

EMAIL: [info@aperformance.co.uk](mailto:info@aperformance.co.uk)

“The AP team worked closely with us to put together a package that would most benefit our athletes. The integrated flooring solution is a stand out investment. Functionality, quality and durability were key factors in choosing Werksan equipment, which doesn't disappoint.”

**ANDREW MILLER, SPORTS OPERATIONS MANAGER, SHEFFIELD HALLAM UNIVERSITY**



## Active IQ

Westminster House, The Anderson Centre, Ermine Business Park,  
Huntingdon, Cambridgeshire, PE29 6XY, UK

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Web: [www.activeiq.co.uk](http://www.activeiq.co.uk) Twitter: @Active\_IQ

Facebook: [www.facebook.com/active.iq](http://www.facebook.com/active.iq)

LinkedIn: Search for Talking – Active Leisure Qualifications  
on LinkedIn and join in on our discussions



JENNY PATRICKSON

### About us

Active IQ is the UK's leading awarding organisation for the active leisure, learning and wellbeing sector. For 12 years Active IQ has developed, quality assured & awarded qualifications that support clearly defined career pathways. Active IQ provides an all-encompassing package for employers, tutors & learners alike, giving learners the best chance of a successful career in their chosen sector. Active IQ works with over 500 training providers nationally & internationally.

### Product range and services

Active IQ offers over 100 innovative and dynamic qualifications ranging from entry level to level 5 in a variety of disciplines within the active leisure, learning and wellbeing sector. As an Ofqual recognised awarding organisation we provide pioneering resources for teaching,

eLearning and assessment as well providing Apprenticeship and Traineeship packages and accreditation services.

### Key customers

Private training providers, colleges, universities, employers, and leisure management service providers.

### Plans for 2015

Gaining further insight into employer needs, launching further exciting qualifications into the sector and expansion of international qualifications.

### Shows attending in 2015

AoC Sports Curriculum Conferencing, Active-net, CIMSPA regional events, British Colleges Sports Conference, ukactive Flame conference and Active Training Awards.

### Key personnel

**Jenny Patrickson**  
Commercial Director

**Suzy Gunn**  
Operations Director

**Sarah Edmonds**  
Director of Quality and Standards.

For more information please contact

TEL: +44 (0) 7725 240511

EMAIL: [jenny@activeiq.co.uk](mailto:jenny@activeiq.co.uk)

“Active IQ has provided us with an excellent service which is tailored to the needs of our organisation. Resources provided by Active IQ are both dynamic and cutting edge, offering a great alternative to traditional learning methods.”

**ADAM KIANI, MANAGING DIRECTOR, PT ACADEMY**

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# Alliance Leisure

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allianceleisure



SARAH WATTS

## About us

Alliance Leisure was established specifically to meet the changing development needs of the public sector, education and Leisure Trust market. The company's core business is the provision of facility development and support for Local Authorities, educational establishments and Leisure Trusts that want to improve or expand the leisure products and services they offer.

## Product range and services

Design, Build and Fund Project Management Facility Development Sales and Marketing Retention Services Staff Training Digital Marketing.

## Key customers

Your Leisure Greenwich Leisure Birmingham City Council Pendle Leisure Trust Cardiff City Council Active Northumberland Cheshire East Council Corby Borough Council

## Plans for 2015

We will be launching our Alliance Digital division along with a number of exciting facility developments.

## Shows attending in 2015

LIW, ukActive Flame Conference, SIBEC, SPATEC.

## Key personnel

### Sarah Watts

Managing Director

### Paul Cluett

Commercial Director

### Paul Woodford

Head of client support division

### John Leaver

Head of Partnership

For more information please contact

TEL: +44 (0) 1278 444944

EMAIL: [admin@allianceleisure.co.uk](mailto:admin@allianceleisure.co.uk)

"The membership growth and increase in income reflects the quality of our partnership with Alliance and the commitment from everyone involved"

**IAN BUDD, HEAD OF LIFELONG LEARNING, FLINTSHIRE COUNTY COUNCIL**



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GRANT HARRISON

# Ashbourne Management Services

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Tel: +44 (0)871 271 2088

Email: [memberships@ashbournemanagement.co.uk](mailto:memberships@ashbournemanagement.co.uk)

Web: [www.ashbourne-memberships.co.uk](http://www.ashbourne-memberships.co.uk)



## Product range

More than 1,000 gyms and health clubs in the UK and Ireland simplify their membership management by outsourcing Direct Debit collection and debt recovery to Ashbourne.

Like them, by using our services you can save time, money and stress and can focus on developing your club. There are no hidden fees - just an all-inclusive collection and integrated club software service.

## Main services

**Access+** provides an accurate payment status check on anyone entering your club, inked to online real-time payment data available 24/7. Use either swipecards or our highly accurate fingerprint readers.

**Dashboard+** gives you all the retention data you need, at a glance, with NO data entry required. **Contact+** lets you email and text targeted members direct from the system, using a choice of templates. **ebooking+** class booking system and **ejoin+** online sign-up facility, fully integrated into your own website. **epos+** till system software. Take payment by card or by Ashbourne Direct Debit. Complete hardware package available.

## Additional services

Our **ebook, 100 Ways to Attract More Members** is packed with recruitment and retention tips which you can use in your club. Download your copy at: <http://bit.ly/AshbourneEbook>

We can also provide **YourApp**, your own smartphone app for your club, making it easy for members to access all your services on the move.

## Key customers

Ashbourne provides membership management services for over 1000 independent gyms, health & fitness clubs and martial arts academies across the UK and Ireland.

## Shows attending in 2015

Leisure Industry Week

## Key personnel

**John Clayton-Wright**

Managing Director

**Grant Harrison**

National Accounts Manager

**Mark Beaumont-Thomas**

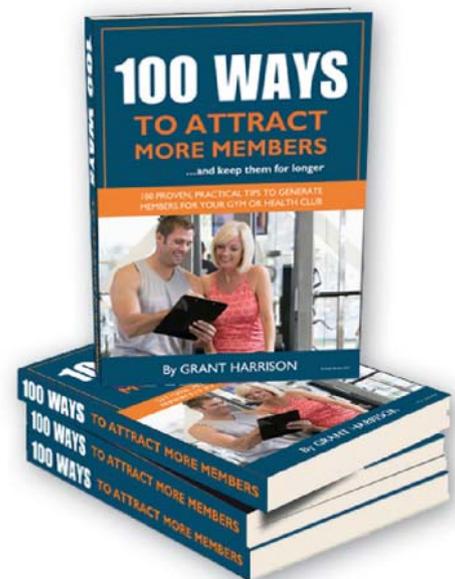
Marketing Manager

## FOR MORE INFORMATION

Ashbourne customer service team:

TEL: +44 (0)871 271 2088

Email: [memberships@ashbournemanagement.co.uk](mailto:memberships@ashbournemanagement.co.uk)



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### About us

Stocked in the UK for fast, cost-effective delivery, Balanced Body® delivers versatile and space-saving mind-body equipment and education that is perfect for personal training or group programming. Products include the new MOTR™ and Bodhi Suspension System™, in addition to our best-in-class Allegro® System, EXO® Chair and CoreAlign®. We also offer a superb line of rock maple Pilates studio equipment, plus small props and accessories.

### Additional services

Balanced Body® instructor training is available in the UK and at over 150 sites worldwide. Training for instructors at all levels is tailored to fitness centers, including Pilates, Anatomy in Three Dimensions™, Balanced Body Barre™, Bodhi Suspension System™, MOTR™ and CoreAlign®. We offer flexible, modular programmes, and flat rates per student.

### Key customers

Major health clubs worldwide in addition to small clubs, instructors and personal trainers.

### Shows attending in 2015

See our full Events Calendar at [balancedbody.com](http://balancedbody.com).

### Key personnel

#### Tony Tran

Commercial Fitness Manager

For more information please contact

TEL: 0800 7220 0008

EMAIL: [tony.tran@pilates.com](mailto:tony.tran@pilates.com)





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GUY FOSTER

## About us

ClubWise integrates club management software, direct debit collection and marketing services to provide clubs with an all-in-one solution.

ClubWise enables health and fitness clubs to strengthen cash flow, manage memberships, retain members and generate new business from the cloud-based system.

## Product range

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## Key customers

ClubWise works in partnership with over 900 health and fitness clubs worldwide. Our customers vary from small independents to large groups and franchises, all of which are provided a supportive and friendly service from day one.

## Shows attending in 2015

Leisure Industry Week.

## Key personnel

### Guy Foster

Business Development Manager

### Lee Boxall

Business Development

### Rory Curran

Business Development

### Abigail Gatt

Marketing Manager

For more information please contact

TEL: 0800 072 6411

EMAIL: [sales@clubwise.com](mailto:sales@clubwise.com)

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“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**



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ROB THURSTON

## About us

Cyber International is a leading manufacturer of premium commercial fitness equipment. The company's dedication to exercise science, through the Cyber Institute, leads the fitness industry in the development of exercise machines that enhance human performance. With over 90 patents, Cyber 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

Cyber International Inc.

## Product range and services

Cyber manufactures the industry's largest range of strength equipment with over 150 unique pieces including the Eagle NX selectorised strength line, the Bravo Functional Training series of cable machines, plate loaded, free weights and Big Iron power racks. Its extensive cardio range includes treadmills, bikes



and the revolutionary Arc Trainer, all with integrated entertainment and iPod connectivity options. Cyber also manufactures a full range of IFI stage 2 accredited equipment.

Cyber 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.

## Key customers

Nuffield Health, Snap Fitness, Northampton Borough Council, Telford & Wrekin Council, National Aquatic Centre Dublin, Metro Fitness, University of Bristol, University of Birmingham, University of Liverpool, University of Nottingham, Champneys Health Resorts,

BodyPower Personal Training Studios, Sole Fitness, Ricky Hatton Health & Fitness & SportHouse.

## Shows attending in 2015

IHRSA, FIBO, BodyPower Expo, Leisure Industry Week, Ireland Active Convention.

## Key personnel

### Rob Thurston

Commercial Director

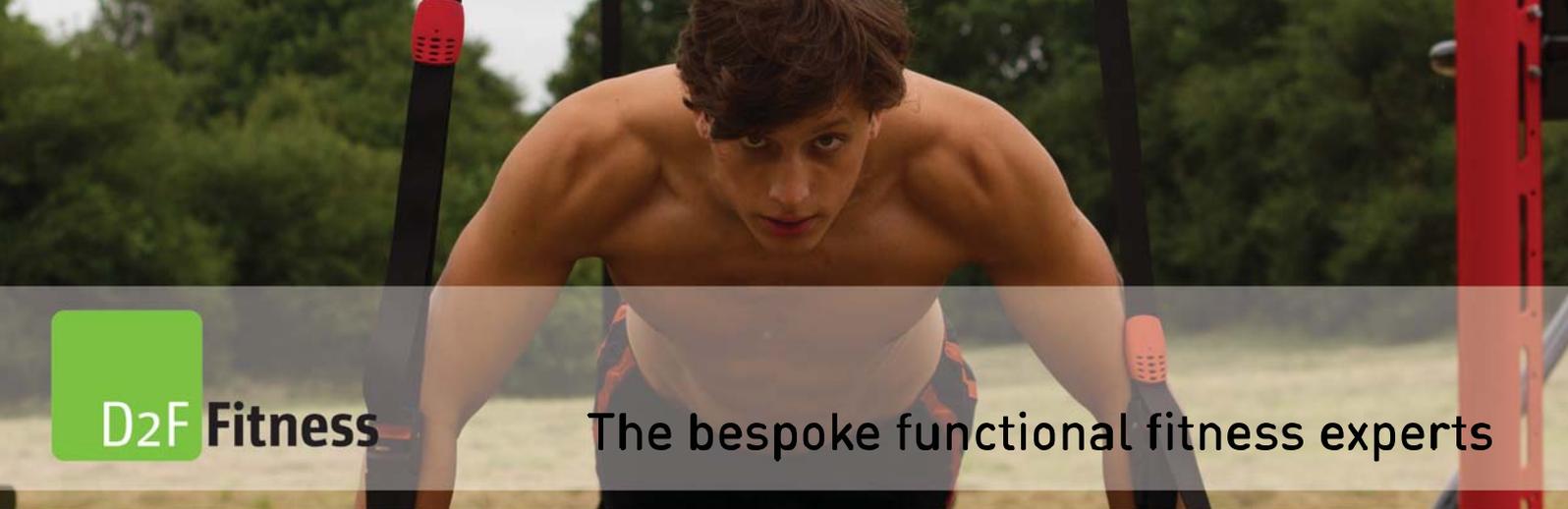
### Luke Berry

Key Account Manager

For more information please contact Rob Thurston, Commercial Director  
TEL: +44 (0) 7796 998873  
EMAIL: [rthurston@cybexintl.com](mailto:rthurston@cybexintl.com)

"Cyber was chosen because of its premium quality equipment that not only meets the needs of our diverse gym members, but is also highly durable and robust in its design. Innovation, accessibility and user-friendliness were high on our checklist and Cyber came out on top; we continue to work closely with the Cyber team who also provide excellent after-sales care."

**SOPHIE GRIFFITHS, GROUP SERVICES DEVELOPMENT MANAGER,  
TELFORD & WREKIN COUNCIL**



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## D2F Fitness

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Web: [www.d2fgroup.com](http://www.d2fgroup.com), [www.xcube.co.uk](http://www.xcube.co.uk),

[www.reebokprofessional.co.uk](http://www.reebokprofessional.co.uk)

Twitter: @d2ffitness

LinkedIn: [www.linkedin.com/D2F Group](http://www.linkedin.com/D2F Group)



### About us

D2F Fitness is one of the UK's leading fitness solution providers and part of the D2F Group. Our consultative, fully managed approach together with expert staff, technology, products and integrated manufacturing and logistics infrastructure, helps our clients to develop innovative functional training spaces that improve member acquisition & retention and ultimately drive revenue.

XCUBE is D2F Fitness' flagship product. With 150 installations across the globe, XCUBE is facilitating a rapidly growing trend for functional training. D2F Fitness also holds the exclusive UK distribution rights to the Reebok Professional line of fitness equipment which consists of over 90 products designed to inspire members and give them the tools they need to achieve their fitness goals.

### Parent company

D2F Group

### Product range and services

**XCUBE** – 100% bespoke rigs that maximise the space available to facilitate group functional training.

**XCUBE Oxygen** – a new edition to the XCUBE range that allows you to take group functional training outdoors.

**XSTORE** – A unique storage solution to house your entire inventory of functional training accessories.

**BattleX** – The latest way to deliver innovative rope based workouts to your members.

### Shows attending in 2015

IHRSA, FIA flame conference and Flame Awards, LIW, SIBEC.

### Key customers

Fitness First, David Lloyd, Virgin Active, GLL, Everyone Active, Parkwood, Marriott, Spirit Health Clubs, Fitness4Less, LA Fitness.

### Key personnel

**Danny Oliver**

Managing Director

**John Lofting**

National Fitness Sales Manager

For more information please contact

TEL: 0845 862 9855

EMAIL: [fitness@d2fgroup.com](mailto:fitness@d2fgroup.com)



“We strive to provide our members with unique and exciting training spaces that will keep them motivated and help them to meet their fitness goals. D2F has proven its ability time and time again to support this initiative by designing and installing fully bespoke functional training rigs that are tailored to fit the unique spaces at each of our facilities”

**LEE MATTHEWS, UK HEAD OF FITNESS AT FITNESS FIRST**

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16 Davy Avenue, Knowlhill, Milton Keynes, Buckinghamshire, MK5 8PL, UK

Tel: +44 (0) 1908 422000

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Twitter: @debitfinance

LinkedIn: [www.linkedin.com/company/debit-finance-collections-plc](http://www.linkedin.com/company/debit-finance-collections-plc)



IVAN STEVENSON

### About us

At DFC, we offer a totally transparent membership collections service, with clear pricing and no hidden extras. Constantly working hard to provide new solutions for our clients, we deliver on our promises – day in and day out. Our mission is to help you improve your relationships with your customers so that they stay longer. You can leave us to collect your Direct Debits, while you concentrate on running – and growing – your business.

### Parent company

Transaction Services Group

### Product range and services

Our flexible Fully Managed Service efficiently collects DD payments using traditional paper-based methods or our online portal, FASTDD, using your own SUN or ours. With transparent processes and a competitive and clear pricing policy, and a full default procedure handled entirely in-house to ensure no hidden extras.

### Key customers

We have happy customers in the majority of the leisure sectors, including, Chains, Local Authority, Trust, Budget, Hotels and Independent Health Clubs.

### Plans for 2015

We will continue our expansion throughout Europe with our SEPA solution, along with continuing to deliver innovative solutions that significantly benefit our clients businesses.

### Shows attending in 2015

FIBO, Active-Net, Leisure Industry Week, The UK Active Flame Conference, SIBEC Europe.

### Key personnel

#### Ivan Stevenson

Director

#### David Mellor

Head of business development  
– leisure division

For more information please contact

TEL: +44 (0) 1908 422000 ext 826

WEB: [www.debitfinance.co.uk](http://www.debitfinance.co.uk)

“We employed DFC as our partner and expert in the management and collection of DD income that has been very successful - their approach is both transparent and ethical which fits the Trust’s ethos. DFC is meticulous to detail and customer service is second to none, not to mention the expertise and advice they offer our management team at all levels. This partnership, and the strength of their collection systems, will give us the platform to push the membership base forward and invest in the future of the Trust. A true partnership in every sense.”

**MIKE LYONS, BH LIVE**

# DESIGNING YOUR DREAM SPACE IS AS EASY AS ABC...



## Send us your plans and vision.

- A brand new space or a makeover for an existing area.
- Open and inclusive dialogue between you and our team of designers to ensure we fully appreciate your needs and end goal.
- Full project research undertaken to help us understand your business objectives.

## Our specialist team will design you a stunning 3D representation.

- Bringing your space to life with a professionally rendered visualisation.
- Equipment, flooring and wall graphics allow you to see the finished space in all its glory.
- A virtual tour of your new space from the comfort of your own chair.



## We install your dream space.

- Our expert team of experienced equipment, flooring and graphic installers will make your plans a reality.
- Industry and on-site knowledge combine for an efficient and comprehensive build.
- Cut the ribbon and your new space is ready for action!



Escape Fitness offers a tailor-made approach to gym design to ensure your facility, no matter how big or small, stands out from the competition.

Our ABC solution brings your vision to life through exceptional equipment and flooring to create a functional area that will not only attract, but also retain, your members.

For more information call one of our specialists on **01733 313 535**, visit [www.escapefitness.com/dreamspace](http://www.escapefitness.com/dreamspace) or email [sales@escapefitness.com](mailto:sales@escapefitness.com)

JOIN THE CONVERSATION.



# Escape Fitness Limited

Eastwood House, Cygnet Park, Hampton, Peterborough, Cambridgeshire, PE7 8FD, UK

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LinkedIn: [www.linkedin.com/company/escapefitness](http://www.linkedin.com/company/escapefitness)

Blog: [www.escapefitness.com/blog](http://www.escapefitness.com/blog)



MATTHEW JANUSZEK

## About us

Since starting 15 years ago, Escape Fitness has built a reputation for product innovation, quality and design and, through great partnerships, has managed to grow and compete in very challenging markets. Escape Fitness is always encouraging fitness professionals and their clients to Escape Their Limits and this forms the foundation of everything the company has to offer.

## Product range and services

As a leading expert in functional fitness solutions, Escape Fitness can design, equip, install and programme any facility with quality training and exclusive products. By delivering not just the equipment, but also the know-how, Escape Fitness better prepares clients for success allowing them to provide challenging and engaging fitness

experiences, maximising member attraction and retention, therefore maximising revenue.

## Key customers

Escape Fitness' business has been built on repeat custom and word of mouth, working with industry leading brands including Fitness First, Virgin Active, UFC Gyms, David Lloyd, Nuffield Health, Anytime Fitness and Reebok Sports Club among many others.

## Plans for 2015

Having made vast inroads into the USA fitness market during 2014, as well as expanding further into the rest of the world, Escape plans to continue its global growth.

## Shows attending in 2015

IHRSA, FIBO, Asia Fitness Convention.

## Key personnel

### Matthew Januszek

Customer Solutions Director

For more information please contact

TEL: +44 (0) 1733 313535

EMAIL: [sales@escapefitness.com](mailto:sales@escapefitness.com)



“We knew that in order to differentiate ourselves from everyone else we needed to do something cutting edge. The complete Escape solution was instrumental in making our area work. The equipment is great – flooring, graphics – everything works together to create the ideal package”

**DAVID BOOTON, HEALTH CLUB AND SPA MANAGER**

exerp

sales@exerp.com / (+45) 3332 4545

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



JACOB HERBORG NATHAN

### 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 Elixia (164 clubs)  
Fitness World (150 clubs)  
Actic (131 clubs)  
Virgin Active (101 clubs)  
Pure Gym (92 clubs)  
Fitnessdk (42 clubs)  
Holmes Place Europe (30 clubs)  
Fresh Fitness (28 clubs)

### Direct Debit schemes supported

United Kingdom - BACS  
France - SEPA Core Direct Debit  
Germany - SEPA Core Direct Debit  
Austria - SEPA Core Direct Debit  
Switzerland - LSV Plus and PostFinance  
Czech Republic - ABO  
Poland - ELIXIR  
Denmark - Betalingsservice  
Sweden - Autogiro  
Norway - Avtalegiro  
Finland - E-invoice  
Netherlands - SEPA Core Direct Debit  
South Africa - Debit Order

### Key personnel

**Remi Nodet**  
CEO

**Jacob Herborg Nathan**  
Head of Sales

For more information please see our website at [www.exerp.com](http://www.exerp.com) or schedule an executive briefing by calling (+45) 3332 4545 or emailing [info@exerp.com](mailto:info@exerp.com)

“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**

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t: 0844 847 5827

w: [www.ez-runner.com](http://www.ez-runner.com)

e: [info@ez-runner.com](mailto:info@ez-runner.com)

# EZ-Runner Systems Ltd

Unit 8 & 9, Snowhill Business Centre, Copthorne, West Sussex, RH10 3EZ, UK

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Facebook: [www.facebook.com/pages/EzRunner](http://www.facebook.com/pages/EzRunner)

LinkedIn: [www.linkedin.com/company/ez-runner](http://www.linkedin.com/company/ez-runner)



## About us

With over 600 clients worldwide in Spa, Golf, Health Club, Hotel and Kids Play Leisure, we have a proven track record endorsed by a diverse range of industry leaders including Hilton Livingwell, David Lloyd Spa, Hand Picked Hotels, sk:n, Gambado, Golds Gym, Monkey Bizness, World of Golf, Kidspace, Dermalogica & Soho Gyms – all of whom benefit from using Ez-Runner software solutions.

## Product range and services

Hardware supply and support; website design; in-house custom development; 24/7 365 hosting and backup; 365 in-house support services; membership cards.

Complete range of online and web services with key products including:

- ClubRunner
- PlayRunner
- SpaRunner
- GolfRunner

## Key customers

Hilton Livingwell, sk:n, David Lloyd Spa, Gambado, Shire Hotels, Golds Gym, Monkey Bizness, Hand Picked Hotels, Dermalogica, Soho Gyms, World of Golf and Kidspace.

## Plans for 2015

- Voucher Fulfilment including sites without our Software.
- Repeat Billing with Credit Cards.
- Shopping Cart Feature online.

## Shows attending in 2015

- LIW
- SPATEC
- SPALIFE

## Key personnel

**Stefan Drummond**  
MD

**Shez Namoooya**  
Business Development

For more information please contact  
TEL: 0844 847 5827 (option 1)  
EMAIL: [sales@ez-runner.com](mailto:sales@ez-runner.com)  
WEB: [www.ez-runner.com](http://www.ez-runner.com)

“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**

# FitQuest

THE 4 MINUTE FITNESS INDEX

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In 4 minutes with just 4 simple exercises,  
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**MiE**  
Medical Research

## MIE FitQuest

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Email: [info@miefitquest.com](mailto:info@miefitquest.com)

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

Twitter: @MieFitQuest

Facebook: [www.facebook.com/MieFitQuest](http://www.facebook.com/MieFitQuest)



BRIAN FIRTH

### About us

FitQuest is a powerful and accurate measurement tool that has been created by specialists at the research and development organisation, MIE Medical Research. Our aim is to evaluate and track the slightest changes in fitness levels and human performance in under four minutes, testing upper body strength and endurance, cardiovascular strength, leg strength, endurance and speed, explosive power and overall endurance.

### Parent company

MIE Medical Research Ltd

### Key customers

Key customers include; gyms, leisure facilities, health centres, universities and the military.

### Plans for 2015

During 2015 we'll be continuing to communicate the benefits of the FitQuest machine to our target markets.

### Shows attending in 2015

FIBO

### Key personnel

**Brian Firth**

Managing Director

For more information please contact

TEL: +44 (0) 113 279 3710

EMAIL: [info@miefitquest.com](mailto:info@miefitquest.com)



# software for *Life*



## Gladstone Health & Leisure

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

Twitter: [@gladstonemrm](https://twitter.com/gladstonemrm)



ARTHUR MORRIS

### 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 and Ireland.

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.

### Key personnel

#### Arthur Morris

Managing director

#### Scott Saklad

CEO

#### Tom Withers

Sales & Marketing Director

For more information please contact

TEL: +44 (0) 1491 201010

EMAIL: [sales@gladstonemrm.com](mailto:sales@gladstonemrm.com)

WEB: [www.gladstonemrm.com](http://www.gladstonemrm.com)



“It has been great to see Gladstone working in conjunction with its customers over the past couple of years. This has resulted in them successfully delivering on a number of key developments with Edinburgh Leisure and our customer’s reaping the benefits.”

**STUART FAIRBAIRN, ICT  
MANAGER, EDINBURGH LEISURE**

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**hattrick:**  
marketing

# Hattrick Marketing

The Blue Building, Whites Grounds, Bermondsey Street, London, SE1 3LA, UK

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Fax: 020 7403 8873

Email: [hello@hattrickmarketing.com](mailto:hello@hattrickmarketing.com)

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

Twitter: @HattrickM

LinkedIn: [www.linkedin.com/in/hattrickm](http://www.linkedin.com/in/hattrickm)



ANDY KIDD

## About us

Hattrick Marketing are a full service agency with over 25 years of experience in the health and fitness industry.

## Product range

Sales campaigns

- Marketing strategy
- Branding
- Design
- Media planning & buying
- Digital advertising & SEO
- Websites

## Additional services

Web 2 Print, Sales Training, Business Support, Telesales, Budget Planning, Business Development, Marketing/POS Audit.

## Key customers

Trusts: Slough Community Leisure / activeNewham / Fusion Lifestyle / Wave Leisure.

Universities: University of East Anglia / Warwick University / London South Bank University.

Private: Marriott Leisure Clubs / Hot Bikram Yoga / Lifestyle Fitness / Health Club Collection.

Suppliers: SportsArt / P8I.

## Shows attending in 2015

SIBEC UK/EUROPE, LIW, IHRSA, BODY POWER, FIBO, FIA AWARDS, ACTIVE-NET.

## Key personnel

### Andy Kidd

Managing Director

### Helen Dorado

Client Services Director

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@hattrickmarketing.com](mailto:Andy.Kidd@hattrickmarketing.com)

“Consistently over the last 4 years, Hattrick 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**

# HYDR0+

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Hydr0+ =  
Intelligent drinks dispensing system

- + Outstanding return on investment
- + Innovative hydration solution
- + An effective retention tool
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[www.hydroplus.co.uk](http://www.hydroplus.co.uk)

Hydr0+  
more than just water

## Hydroplus UK

Globe Park, Fieldhouse Lane, Marlow,  
Buckinghamshire, SL7 1LU, UK

Tel: +44 (0) 1865 987910

Email: [info@hydroplus.co.uk](mailto:info@hydroplus.co.uk)

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



ROBIN WILLIAMS

### About us

HydrO+ is a business that is focused on providing the fitness industry with the very latest in self service Hydration systems. As well as providing health club members with a scientifically researched and proven hydration solution it provides health club businesses with an outstanding return on investment. HydrO+ is committed to working with its customers to help educate members on the benefits of being properly hydrated before, during and after exercise.

### Product range and services

HydrO+ is a cashless vending system that provides a low calorie, vitamin and mineral replacement beverage, available in four flavours which is dispensed via a high tech intelligent hydration station. The secure system controls access via either biometrics, RFID or pin. The user

interface to the system is provided via a menu driven touchscreen. The HydrO+ system provides club owners with a wealth of management reports, as well as built in e-marketing software.

### Key customers

The Citypoint Club, The Marlow Club, The Club & Spa Birmingham, The Club & Spa Bristol, Simply Gym, Waterside Leisure Club, The Active4Less Group, Xpect Leisure and Your Gym.

### Plans for 2015

We have a number of exciting new intelligent drinks solutions in the pipeline that will offer health club members a full spectrum of beverages whilst they train.

### Shows attending in 2015

LIW

### Key personnel

#### Robin Williams

The MD leads a team that consists of experts in the field of health club management as well as Hydration and Nutrition specialists.

For more information please contact

TEL: +44 (0) 1865 987910

EMAIL: [info@hydroplus.co.uk](mailto:info@hydroplus.co.uk)

“A huge success. Our members love it and it provides a better return on investment than any other project in the last decade”

**STEVE LEWIS, MD THE MARLOW CLUB, BUCKS**



London Irish RFC: Install Date July 2014



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# INDIGOFITNESS

We've been at the forefront of performance strength training for almost 20 years, leading the UK market with innovative design, state of the art engineering and high quality equipment.

We're also the UK exclusive distributors for Powerbag, Duraflex premium flooring and RAZE strength and conditioning equipment.

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and see what we can do for your facility

# Indigo Fitness

Unit 1-2 Jacknell Road, Dodwells Bridge Ind. Est., Hinckley, LE10 3BS, UK

Tel: +44 (0) 1455 890 100

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

Twitter: @Indigo\_Fitness



## INDIGOFITNESS

### About us

Indigo Fitness was formed in 2014 by the merger of indigo23 and Leisure Lines. To give a brief history of the two companies, indigo23 was a vibrant, up and coming young company with a specialisation in equipment for weightlifting, strength and conditioning, and Leisure Lines has been at the forefront of performance strength training for almost 20 years, leading the UK market with innovative, state of the art strength equipment.

### Product range and services

We design and manufacture a wide range of selectorised and plate loaded station strength equipment, racks and functional training rigs – all with the option of full customisation. A key new product this year has been our outdoor training rig - built to last in any environment! We are also the UK exclusive distributors for Powerbag, Duraflex premium flooring and RAZE strength and conditioning equipment. We don't just sell products though, creating class leading training environments is where we really shine!

### Key customers

We work with a broad spectrum of clients; from small independent gyms to larger gym chains, universities and colleges, right through to elite sports teams such as London Irish RFC, Northampton Saints RFC and Wolverhampton Wanderers FC.



### Plans for 2015

We'll be continuing to develop new and innovative strength and conditioning equipment, looking at expansion into Europe, and increasing our manufacturing capabilities to continue delivering industry beating leadtimes.

### Shows attending in 2015

- FIBO
- LIW

### Key personnel

**Rob Coleman**

Managing Director

**Andy Turner**

Technical Director

**Jamie Taylor**

Marketing Director

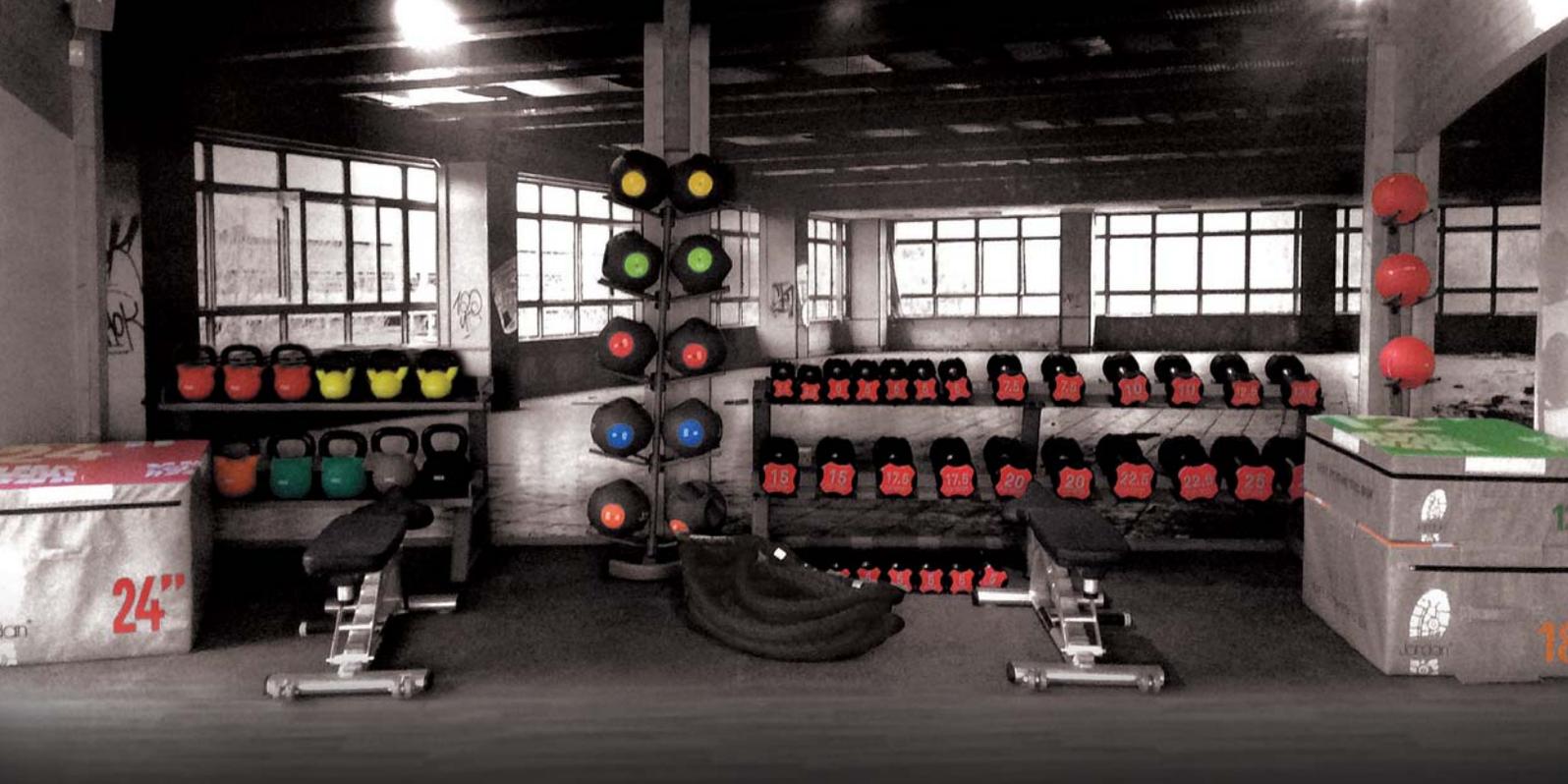
**Phil Littlewood**

Director

For more information please contact

TEL: +44 (0) 1455 890 100

EMAIL: [info@indigofitness.com](mailto:info@indigofitness.com)



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## Jordan Fitness

Jordan HQ, 56 Oldmedow Road, Hardwick Industrial Estate, Kings Lynn, Norfolk, PE30 4PP, UK

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Blog: [www.jordanfitness.co.uk/blogs/news](http://www.jordanfitness.co.uk/blogs/news)



ZAK PITT

### About us

Jordan Fitness are one of the world's leading specialists in Functional Fitness equipment and education. We design, manufacture and distribute a wide range of products to suit the requirements of any facility.

For 25 years we have been working our way towards the top of the industry. The experiences and expertise gained during that time mean that we can provide the best service possible, no matter who the customer is and what their goals may be.

### Parent company

Jordan Leisure Systems Ltd.

### Product range and services

As a specialist in Functional Fitness Equipment our range covers Free Weights, Performance, Studio, Combat, Flooring and much more.



### Key customers

Various gyms chains including Bannatyne Health and Fitness, Anytime Fitness, The energie Group, Virgin Active, Nuffield etc, along with a wide range of Independent Gyms, Universities and Schools, Elite Sports Teams and Personal Trainers.

### Plans for 2015

In 2015 we will be introducing several new products including our exclusive new Ignite Functional Training Rig and continuously pushing boundaries in functionality, aesthetics and durability.

### Shows attending in 2015

FIBO, LIW, IHRSA, BodyPower, SIBEC, Elite Sports Therapy.

### Key personnel

#### Zak Pitt

Sales Director

#### Mark Laws

Training Academy Manager

For more information please contact

TEL: +44 (0) 1553 763285

EMAIL: [sales@jordanfitness.co.uk](mailto:sales@jordanfitness.co.uk)

“We’ve worked closely with Jordan Fitness for many years and we have a fantastic relationship with the sales and training academy teams; Jordan’s range and quality of its products make them our go-to supplier for functional training equipment and our partnership allows us to deliver a complete training solution for our clients.”

**ROB THURSTON - COMMERCIAL DIRECTOR UK – CYBEX INTERNATIONAL**

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## Les Mills UK

1 Alie Street, Aldgate, London, E1 8DE, UK

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Twitter: [@lesmillsuk](https://twitter.com/lesmillsuk)

Facebook: [www.facebook.com/LesMillsUK](https://www.facebook.com/LesMillsUK)

**LES MILLS**  
FOR A FITTER PLANET



KEITH BURNET

### About us

Committed to creating a fitter planet, Les Mills UK works with clubs and instructors to deliver mind-blowing group exercise programmes to millions of people the world over.

### Product range and services

Les Mills International

### Product range and services

BODYPUMP™, BODYBALANCE™, BODYATTACK™, BODYCOMBAT™, CXWORX™, RPM™, BODYSTEP™, SH'BAM™, BODYJAM™, BODYVIVE™, GRIT SERIES™, BORN TO MOVE™, SMART TECH EQUIPMENT™.

“The quality of education provided by Les Mills is incredible, especially when compared to other brands. Les Mills makes my life easier and members love the classes. The timetable is easy to understand because it's built on the Les Mills tried and tested formula”

**AMANDA ROBERTS, WREXHAM WATERWORLD**

### Key customers

We work with club operators, instructors and consumers to deliver world-class group fitness programmes.

### Key personnel

**Keith Burnet**  
CEO

### Martin Franklin

Customer Experience Director

### Aimee Barry

Business Development Director

For more information please contact

TEL: +44 (0) 207 264 0200

EMAIL: [lmuk.info@lesmills.com](mailto:lmuk.info@lesmills.com)





**Life Fitness** and **Hammer Strength** offer outstanding options for exercisers of every fitness level to reach their goals.

Our unparalleled experience ensures that you can count on total support every step of the way.

*Life Fitness*

**HAMMER  
STRENGTH**<sup>®</sup>

**LifeFitness.co.uk | 01353 666017**

# Life Fitness

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Twitter: @LifeFitnessUK

Facebook: [www.facebook.com/LifeFitnessUK](http://www.facebook.com/LifeFitnessUK)

LinkedIn: [www.linkedin.com/company/Life Fitness](http://www.linkedin.com/company/Life Fitness)

Blog: [www.lifefitness.co.uk/blog](http://www.lifefitness.co.uk/blog)



WHAT WE **LIVE** FOR



JASON WORTHY

## About us

For over forty years, Life Fitness has been at the forefront of fitness innovation, developing products that match and exceed the current market trends. Our commercial, professional and home fitness products have a reputation for being durable, reliable and on the cutting edge of both technology and design. The Hammer Strength range offers biomechanically superior design, durability and reliability that has made it the choice of elite athletes around the world.

## Parent company

Brunswick. Life Fitness is headquartered near Chicago, in Rosemont.

## Product range

Elevation Series, Integrity Series, Activate Series, Lifecycle GX, IFI range, SYNRGY360, SYNRGY BlueSky, Insignia Series, Optima Series, Circuit Series, Hammer Strength: MTS, Plate-Loaded, Ground Base, HD Elite, Hammer Strength Select, freeweights and accessories, and consumer fitness equipment.

## Additional services

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. Life Fitness Academy is partnering with CYQ to become an accredited training provider, offering a wide range of qualifications, from front-end to ongoing CPD.

## Key customers

Anytime Fitness, Bangor University, Bedford Lodge Hotel, Center Parcs,

Chelsea Harbour Club, David Lloyd Leisure, De La Salle Academy, Fitness First, Fusion Lifestyle, Fylde Coast YMCA, Hilton Hotels, Isenhurst Health Clubs, Lanhydrock Hotel and Golf Club, Nuffield Health, Serco Leisure, University of East Anglia.

## Shows attending in 2015

IHRSA, FIBO, SIBEC, ukactive Flame Conference, Sports & Leisure Facilities Forum, PADSIS Annual Conference.

## Key personnel

### Jason Worthy

UK Managing director

For more information please contact

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EMAIL: [life@lifefitness.com](mailto:life@lifefitness.com)

WEB: [www.lifefitness.co.uk](http://www.lifefitness.co.uk)

“Life Fitness has always offered market leading fitness equipment, value for money and outstanding reliability. During the recent market testing exercise, they have not only underlined the above, but highlighted that they have the broadest range and most state-of-the-art interactive kit within the fitness marketplace.”

**MIKE VERNON, DIRECTOR OF LEISURE AT FYLDE COAST YMCA**



**MATRIX**

*THE FASTEST GROWING COMMERCIAL  
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[www.matrixfitness.co.uk](http://www.matrixfitness.co.uk)

## Matrix Fitness

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Twitter: @MatrixFitnessUK

Facebook: [www.facebook.com/MatrixFitnessUK](http://www.facebook.com/MatrixFitnessUK)

# MATRIX



JON JOHNSON

### About us

At Matrix Fitness, our goal is to make innovative commercial fitness equipment that stands out and sets new industry standards.

Matrix provides equipment to facilities in all market sectors, including private health clubs, hotels, local authorities, schools, professional sports teams, and the uniformed services. We also offer a comprehensive backup support service, incorporating 2D and 3D CAD designs, marketing support, and competitive warranty and maintenance contracts.

### Product range and services

Matrix 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 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; Abbeycroft Leisure; Bicester Golf & Spa; Blackpool Council; Everybody Leisure; The Gym Group; City University; David Lloyd; Eden Fitness; Edgbaston Priory; Herts University; Holiday Inn; Limehouse

Marina Elite; Marriott Hotels; Pure Gym Ltd; Reynolds Fitness Spas; Old Thorns Golf & Country Estate.

### Shows attending in 2015

- IHRSA
- FIBO
- SIBEC UK & SIBEC Europe
- The ukactive Conference
- Leisure Industry Week

### Key personnel

#### Jon Johnson

Managing Director

#### Jo Rich

Director of Commercial Key Accounts

#### Andy Loughray

National Sales Manager

#### Gemma Bonnett

Head of Marketing UK

For more information please contact

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01782 644900

EMAIL [info@matrixfitness.co.uk](mailto:info@matrixfitness.co.uk)

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“At each stage of my decision process Matrix kept coming out on top of the competition with their incredible combination of ultra-high level, premium 7xi and Ultra ranges, along with an industry beating after sales package.”

**CHARLIE BOURNE, MANAGING DIRECTOR AT EDEN FITNESS**



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# Merrithew Health & Fitness™

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Facebook: [www.facebook.com/STOTTPILATES](http://www.facebook.com/STOTTPILATES)

LinkedIn: [www.linkedin.com/company/Merrithew](http://www.linkedin.com/company/Merrithew)



**Lindsay G. Merrithew**  
& **Moira Merrithew**

## About us

Merrithew Health & Fitness™ (MH&F) enriches the lives of others with responsible exercise modalities and innovative, multi-disciplinary fitness brands worldwide including STOTT PILATES®, ZEN•GA™, Total Barre™, CORE™ Athletic Conditioning & Performance Training™



and Halo® Training. We've trained more than 40,000 instructors in over 100 countries.

## Product range and services

Recognized as The Professional's Choice™, our premium professional and home equipment line includes the V2 Max Plus™ Reformer, Stability Barre™, Halo® Trainer and the unique, dual-functionality Stability Barrel. We also offer an extensive collection of Reformer exercise accessories, mats, yoga accessories, strength and rehab tools, plus a DVD library of 145 titles.

## Additional services

Merrithew Health & Fitness provides first-rate education at more than 100 global training centers, offering contemporary courses, workshops, and manuals that provide practical programming options to teach effective group or personal training programs for a range of clientele.

## Key customers

Merrithew Health & Fitness caters to exercise enthusiasts, fitness professionals, studio and facility owners, athletes as well as physical therapists.

## Shows attending in 2015

IHRSA (California), FIBO (Germany), canfitpro (Toronto), IDEA World (California). See our full events calendar at [www.merrithew.com/events](http://www.merrithew.com/events).

## Key personnel

**Lindsay G. Merrithew**

President and CEO

**Moira Merrithew**

Executive Director Education

For more information please contact

TEL: 0800 328 5676

EMAIL: [info@merrithew.com](mailto:info@merrithew.com)

Equipment Sales: x 264

Education: x 297





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 Gary Teagle, Contract Manager, Everyone Active



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# MoveGB

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JUSTIN MENDELTON

## About us

MoveGB is a new digital business that offers our members a universal 'fitness passport', allowing them to access a wide range of fitness providers. We are akin to a large corporate account, purchasing significant volumes of memberships from our partner operators at zero cost of acquisition to them. Our mission is to increase the active population; creating sustainable exercise for our members and new revenue streams for our partners.

## Product range and services

We offer a range of fitness passports to suit our members' needs - when and where they want to move! Our members can try 1,000s of different activities across 100s of fitness providers in their area. Every member has access to a personal 'concierge' service to motivate them and increase retention. We have a

very attractive commercial proposition for partners who join our network and choose to accept our members and, in most cases, become their largest corporate account.

## Key customers

We have hundreds of partners across all sectors. These including Hilton, Everyone Active, 3D Leisure, Active Nation, YMCA, The Health Club Collection, Active Centres, Tone Leisure, Go Mammoth, TMAActive and Springhealth Leisure.

## Plans for 2015

Having successfully launched across 5 cities in 2014, MoveGB is expanding nationwide and are looking for new partners to join the movement and help increase the active population.

## Shows attending in 2015

To be confirmed.

## Key personnel

**Alister Rollins**

Founder and CEO

**Justin Mendleton**

Managing Director

For more information please contact

TEL: 0845 519 6626

EMAIL: [partners@movegb.com](mailto:partners@movegb.com)

"Partnering with MoveGB has brought us many new members and a significant revenue stream for Active Nation at zero cost of acquisition. We are looking forward to working with MoveGB across additional venues as they launch in new cities."

**STUART MARTIN, GROUP COMMERCIAL MANAGER, ACTIVE NATION**



## INNOVATIVE FITNESS SOLUTIONS

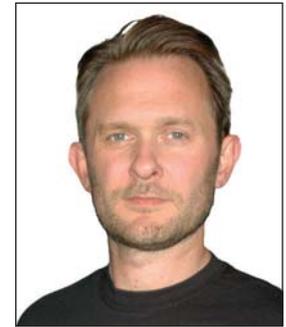


- EQUIPMENT
- DESIGN
- TRAINING
- PROGRAMMING



# Physical Company Ltd

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LinkedIn: [www.linkedin.com/company/John Halls](http://www.linkedin.com/company/John Halls)  
Skype: john\_halls



LLOYD SALMON

## About us

Physical Company Ltd provides complete health and fitness solutions, including equipment, education, programming and gym design to individuals and organisations across the UK and Europe. Their broad range incorporates own brand commercial-grade equipment as well as ranges from world leading manufacturers and covers all aspects of fitness. Striving to offer their customers the very best in service, over the last 25 years Physical Company have earned the reputation of delivering on all levels and takes pride in offering a quick, reliable service and lowest industry prices.

## Product range and services

With over 1,700 products, Physical Company offers an unrivalled selection of fitness equipment covering: – Studio; Strength; Functional; Mind Body and Wellness. They also distribute ranges from world leading brands: – BOSU®, Total Gym®, TRX®, freeFORM Board, Airex™ and X-Lab. 2014 saw the launch of own brand premium-grade competition free weight ranges, Soft Plyo Boxes, Total Gym® Elevate™ Line, SandRope®, TP Therapy Grid® X, as well as a variety of gym flooring solutions.

## Key customers

Virgin Active, LA Fitness, David Lloyd, Fusion Lifestyle, DW Sports, Everyone Active, NHS, Emergency Services, Sandwell Leisure Trust, Parkwood Leisure, Nexus.

## Plans for 2015

2015 will see the launch of the highly anticipated RMT (Rotational Movement Training™) Clubs and the BOSU® Elite as well as new training and programming platforms.

## Shows attending in 2015

FIBO, LIW, Fitpro.

## Key personnel

### John Halls

Sales & Marketing Director

### Lloyd Salmon

Key Account Manager

For more information please contact

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EMAIL: [info@physicalcompany.co.uk](mailto:info@physicalcompany.co.uk)





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**NXG**<sup>®</sup>  
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---

**Podium 4 Sport** has embarked on an exciting new equipment project with the manufacture of their own sport and fitness brand, **NXG**. In June 2014, **Podium 4 Sport** introduced a full range of **NXG** products which line up with the company's already extensive range of sports and fitness equipment.

Calling on over 30 years experience in the sports and fitness equipment industry, the **Podium 4 Sport** vision for **NXG** is to create a leading sport and fitness brand known for supplying high quality, well-designed equipment for retail and commercial customers with a pricing structure second to none.

**Call us now on 02890 701444 to speak to a member of our commercial fitness team.**



Montgomery Road, Belfast BT6 9HL

02890 701444 | [www.podium4sport.com](http://www.podium4sport.com)

# Podium 4 Sport

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Twitter: @podium4sport

Facebook: [www.facebook.com/Podium4Sport](http://www.facebook.com/Podium4Sport)



STUART CAIN

## About us

Podium 4 Sport offer low prices on a huge range of high quality sports equipment for sports players, schools, councils, clubs and teams. Podium 4 Sport has embarked on an exciting new equipment project with the manufacture of their own sport and fitness brand, NXG. We introduced a full range of NXG Exercise Equipment products which line up with the company's already extensive range of sports & fitness equipment.

## Product range and services

Dumbbells, Barbells, Kettlebells, Weight Plates, Olympic bars, Yoga mats, Medicine

Balls, Studio Barbell sets, Bosu Balls, cardio equipment, strength & resistance machines, Impulse Zone, racks & benches, football goals, rugby posts, tennis posts, cricket equipment, hockey goals, golf cages.

## Key customers

Aviva Stadium, Ulster Rugby, Ben Dunne Gyms, Flyefit Gyms, Banbridge Academy, Lagan College, The Body Barn Shropshire, Ian Young Fitness.

## Plans for 2015

We are continuing our expansion into mainland UK.

## Key personnel

**Paul Stevenson**

Commercial Director

**Stuart Cain**

UK Sales Manager

**Paul Mullan**

Maintenance and Installation Director



For more information please contact

TEL: +44 (0) 2890 701444

EMAIL: [scain@podium4sport.com](mailto:scain@podium4sport.com)



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# Precor

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JEZ WHITTLING

## About us

Established in 1980, Precor is part of the Amer Sports Corporation, with other internationally recognised brands including Wilson, Atomic, Suunto and Salomon. For over 30 years, Precor has driven fitness forward. We continue that heritage every day, by advancing what's possible in design innovation, member experience and service.

We understand the challenges that fitness facilities in multiple sectors face every day, and our team of experts from sales and marketing to after sales support and service will ensure your investment in fitness equipment is maximised.

## Product range and services

2014 saw the launch of the next generation New Experience Treadmill, which was developed over three years using insights from members, operators and service technicians. Featuring unique

technology, including Integrated Footplant Technology (IFT) and Ground Effects Impact Control System (GFX), our new treadmill is the lowest decline treadmill on the market, and also the quietest.

In addition to award-winning CV products, Precor can offer the full suite of strength equipment, including products from our Discovery, Vitality and Icarian ranges.

Preva®, Precor's networked fitness solution, is state-of-the-art software designed to personalise the fitness experience. Thousands of facilities worldwide utilise Preva to provide exercisers with a personalised, goal-focused fitness and media experience proven to increase visits and retention. Preva on-console software differentiates by helping you communicate with exercisers right on the console, manage your equipment in the cloud and delight

your exercisers with access to personal accounts and web-based entertainment.

Following your purchase, Precor's in-house engineers provide a superior service which includes a first time fix rate of over 98%, seven days a week cover and guaranteed response time within 48 hours. All of this results in maximum equipment uptime, meaning your members can work out more with less disruption.

## Key customers

easyGym, Everyone Active, DC Leisure, Parkwood Leisure, The énergie Group incorporating Fit4Less, Fitness4Less, Anytime Fitness, 3d Leisure, Active Nation, Hilton Hotels, David Lloyd Leisure plus single site operators, universities and local authorities.

## Shows attending in 2015

IHRSA, FIBO, SIBEC, ukactive Flame Conference, active-net, Sports & Leisure Facilities Summit, Hotel Summit.

## Key personnel

### Jez Whitting

UK Sales Director

### Jonathan Griffiths

UK Marketing Manager

“As a top-20 university in the world we are always looking to improve and pioneer, and the unique P80 touch screen 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 and Exercise, University of Edinburgh**



Prescribed for Progress™



# 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](http://www.SCIFIT.uk.com)

Tel 01344 300 022 Email [info@scifit.uk.com](mailto:info@scifit.uk.com)

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Twitter: @SCIFITUK



Prescribed for Progress™



BOB WHITLOCK

### About us

SCIFIT leads the way in the development of cardio equipment that is prescribed for progress. In addition to being suitable for the generally 'fit' population, SCIFIT cardio machines are also designed to be fully inclusive making them suitable for disability fitness, sports performance, sports injury rehab and the active ageing market. SCIFIT equipment also carries Medical CE Class IIa Certification for use as a Medical Device.

### Parent company

SCIFIT Systems Inc.

### Product range and services

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.

### 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 and active ageing and age-friendly facilities.

### Plans for 2015

Medical and active ageing markets will continue to be a key focus in 2015 as well as supporting UK fitness facilities with our extensive range of IFI-accredited models.

### Shows attending in 2015

FIBO 2015, PhysiotherapyUK 2015, Medica 2015.

### Key personnel

#### Steve Wright

Managing Director

#### Bob Whitlock

UK Sales Director

#### Anna Ford

Sales Support Manager

For more information please contact Bob Whitlock on 07920 794 409 or [bob.whitlock@scifit.uk.com](mailto:bob.whitlock@scifit.uk.com)  
TEL: +44 (0) 1344 300 022  
EMAIL: [info@scifit.uk.com](mailto: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 as it's so easy to use in my wheelchair."

**JOSIE PEARSON MBE, LONDON 2012  
PARALYMPIC CHAMPION F51 DISCUS**



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SportsArt's official  
charity partner

## SportsArt

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JEREMY JENKINS

### About us

SportsArt manufacture and supply a complete range of high quality, commercial, retail and Biomedical grade fitness equipment products. Established in 1977, SportsArt supplies over 80 countries worldwide and continues to develop innovative and industry leading solutions. We are also pioneers of the Eco Powr "Green System" which converts Human Energy into electrical power which is then fed back into the local electrical grid, reducing a site's power consumption and hence the operators' "Carbon Footprint".

### Parent company

SportsArt Industrial Taiwan.

### Product range

Status and Performance cardiovascular and strength ranges, Plate Loaded, Eco Powr and specialist Biomedical machines including I.C.A.R.E.

### Additional services

SportsArt provide marketing support, financial leasing, rental packages, and innovative partnerships that can provide unique funding opportunities to support

CSR initiatives: our Eco Powr (Green) solutions provide sustainable results and support for companies who are looking to reduce their carbon footprints. We work alongside numerous solution partners to provide a one stop business model.

### Key customers

Pride Fitness, University of Southampton, Imperial College, Fire and Police, Harbour Health, Sports Direct.

### Plans for 2015

Launch of new strength lines, plate loaded and exciting innovative developments in console technology. Further promotion of our Green Technology (Eco Powr).

### Shows attending in 2015

IHRSA, FIBO, Active Net, UK Active events including Flame conference, Fire Fit and various health and medical shows.

### Key personnel

#### Jeremy Jenkins

Managing Director

#### Roger Eldergill

National Business Development Manager

For more information please contact

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EMAIL: [ukinfo@gosportsart.com](mailto:ukinfo@gosportsart.com)

"The account management has been superb, both pre Tender, throughout the process, when support & clarification was required, and post Tender, the support has been very professional. SportsArt have made the extra effort required to deliver on the partnership and have really 'added value' to their Tender as a result of this work."

**UNIVERSITY OF SOUTHAMPTON**

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

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LinkedIn: [www.linkedin.com/company/star-trac](http://www.linkedin.com/company/star-trac)



Relationships. Solutions. Innovation.



JOHN GAMBLE

## About us

Star Trac's global team is committed to providing the highest level of service to their customers through committed long lasting relationships. The team is focussed on a consultative approach and finding solutions that will help customers grow their businesses, increase revenue and improve member retention. Star Trac will continue to innovate with products that are distinctive in their aesthetics, approachable and friendly in their design, intuitive in their navigation, motivational in their use and rewarding in their outcomes.



## Product range and services

Star Trac offer a complete line of cardiovascular, strength and functional training equipment including the new Turbo Trainer™, Spinner® NXT Black Belt™ and the popular BoxMaster®. Star Trac is also partnered with Mad Dogg Athletics for the manufacturer & supply of Spinning® bikes and has recently launched a new line of belt driven Spinning® bikes.

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

David Lloyd Leisure, Fitness First, Virgin Active Health Clubs, Nuffield Health, Parkwood Leisure, IHG Hotels, Active4Less, University of Kent, Stoke Park Country Club, Spa and Hotel, North Lanarkshire Leisure.

## Plans for 2015

Once again Star Trac will be launching a number of new products including the belt driven Spinner® Blade and Spinner® Blade ION™.

## Shows attending in 2015

IHRSA, FIBO, SIBEC, HOTEK, ENAS.

## Key personnel

### John Gamble

Managing Director of Europe, Middle East and Africa

### Peter Rigg

Director of Key Accounts EMEA

### James Anderson

UK Sales Manager

For more information please contact

TEL: +44 (0) 1494 688260

EMAIL: [uksales@startrac.com](mailto:uksales@startrac.com)



**ClubAssistant**  
Membership Software

## Modules & Add-ons

- Webshop
- Facebook Booking App
- Digital Signage
- Mobile App
- Promotions



# 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](mailto:office@tac.eu.com)

Web: [www.tac.eu.com](http://www.tac.eu.com)

LinkedIn: [www.linkedin.com/Company/tac-gmbh](http://www.linkedin.com/Company/tac-gmbh)



GUENTHER POELLABAUER

## 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 and services

• **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), health clubs, single-sites and multi-property chains.

## Plans for 2015

Continue to support the fitness, wellness and health business with a state-of-the-art software solution; delighting our customers with innovative energy outstanding service and extensive know-how.

## Shows attending in 2015

Meet the top (Spain), ITB (Germany), FIBO (Germany), HITEC (USA), ISPA (USA).

## Key personnel

**Thomas Roessler**  
Managing Director  
**Guenther Poellabauer**  
Managing Director

For more information please contact

TEL: +43 3332 6005 990

EMAIL: [office@tac.eu.com](mailto:office@tac.eu.com)



“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

# 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](http://www.technogym.com/wellnessonthego)

Follow us on    

UNITED KINGDOM – TECHNOGYM UK Ltd. Ph. +44 1344 300236 Fax +44 1344 300238 E-mail: [UK\\_info@technogym.com](mailto:UK_info@technogym.com)

**TECHNOGYM**

The Wellness Company

# Technogym

Two The Boulevard, Cain Road, Bracknell, Berkshire, RG12 1WP, UK

Tel: +44 (0) 1344 300236 Fax: +44 (0) 1344 300238

Email: [uk\\_info@technogym.com](mailto:uk_info@technogym.com)

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

Twitter: @Technogym

Facebook: [www.facebook.com/Technogym](http://www.facebook.com/Technogym)

LinkedIn: [www.linkedin.com/company/technogym](http://www.linkedin.com/company/technogym)

Blog: [www.Technogym.com/blog/en](http://www.Technogym.com/blog/en)



NERIO ALESSANDRI

## About us

Founded in 1983, Technogym is the world's leading supplier of Wellness and Fitness products, services and solutions. With over 2,200 employees across 14 branches, Technogym is present in 100 countries. More than 65,000 Wellness centres are equipped with Technogym and 35 million users train every day on Technogym. Technogym was the official supplier for the past five Olympic Games, and has been appointed as the Official Supplier for Rio 2016.

## Product range and services

We provide a full range of best-in-class cardiovascular, strength and functional equipment for both professional and home use, as well as an ecosystem of smart applications, consoles 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. We offer an end-to-end Wellness solution, including consultation, training and certification, marketing support, interior design, installation and maintenance, technical support, warranty and service contracts and financial solutions.

## Key customers

We supply clubs, hotels, spas, rehabilitation centres, corporate gyms, universities, sports facilities, athletes, homes and more. These include St George's Park; the Ferrari and McLaren F1 teams; football teams Chelsea FC, AC Milan, Inter Milan and Juventus; and many more.

## Plans for 2015

We continue Let's Move for a Better World, a global campaign to get people moving for their community. We also lead fitness innovation with connected products, devices and apps.

## Shows attending in 2015

Grand Designs Live, 100% Design, Sibec Europe, Sibec UK, Exercise is Medicine Conference, ukactive Flame Awards and Conference, FitPro Live, Expo Milano 2015, National Fitness Awards.

## 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

For more information please contact

TEL: +44 (0) 1344 300236

FAX: +44 (0) 1344 300238

EMAIL: [UK\\_info@technogym.com](mailto:UK_info@technogym.com)

"Identifying equipment, technology and customer engagement as critical, The Dolphin Centre gym underwent a major refurbishment in March 2013. Technogym provides the complete solution with first class equipment and technology that helps the team strengthen customer relationships. Membership sales have grown by 130%, together with a significant improvement in retention."

**LISA SODERMAN, BUSINESS DEVELOPMENT MANAGER, THE DOLPHIN CENTRE**



# #CHALLENGEYOURSELF

SET A GOAL.  
CAPTURE THE MOMENT.  
SHARE IT.



DISCOVER THE NEW GLOBAL USN RANGE.

W [WWW.USN.CO.UK](http://WWW.USN.CO.UK) F [USN UK](https://www.facebook.com/USN_UK) T [@USN\\_UK](https://twitter.com/USN_UK) I [@USNUK](https://www.instagram.com/USNUK)

## USN UK Ltd

AFH House, Buntsford Drive, Bromsgrove, Worcestershire, B60 4JE

Tel: 0845 1800 556 Fax: 0845 1800 557

Email: [feedback@usn.co.uk](mailto:feedback@usn.co.uk)

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

Twitter: @USN\_UK

Facebook: [www.facebook.com/USNUK](http://www.facebook.com/USNUK)



JASON OAKLEY

### About us

High Quality World Class Nutritional Supplements to Optimise Your Health. At USN we pride ourselves in being a trusted sports supplement brand with a passion to offer superior products to cater for all sporting or fitness goals.

### Product range and services

USN UK offers a range of specific fitness and sporting goals such as: Core Muscle and General Fitness Weight Loss and Toning Mass Building and Pre Workout Products Convenience Bars and Beverages Electrolyte Drinks and Gels.

### Key customers

USN Products are stocked at the following various retailers and wholesalers: Tropicana Wholesale CLF Distribution Muscle Finesse Holland & Barrett/GNC Argos Superdrug DW Sports and Fitness Tesco Sainsburys Other independent Retail and gym chains.

### Shows attending in 2015

UK based shows that USN will be attending are: Bodypower Expo, NEC Birmingham May 2015 Come and See us to discuss our brand and products in more detail.

### Key personnel

**Jason Oakley**  
MD

**Steve Bernstein**

Sales Director

**Daniel Clarke**

National Business Account Manager

For more information please contact

TEL: 0845 1800 556

EMAIL: [feedback@usn.co.uk](mailto:feedback@usn.co.uk)



# Reliable, Repeatable Measurable

The only indoor bike to be endorsed by both  
**British Cycling & England Rugby**

For more information  
or to arrange a trial  
please contact the  
Wattbike sales team  
on **0115 945 5450**



**wattbike**



**wattbike**

DEVELOPED IN ASSOCIATION WITH BRITISH CYCLING



**England Rugby**

Endorsed by England Rugby. Rugby Football Union. The RFU Rose and the words 'England Rugby' are official registered trademarks of the Rugby Football Union

# Wattbike

Vermont House, Nottingham South and Wilford Industrial Estate,  
Nottingham, Nottinghamshire, NG11 7HQ, UK

Tel: +44 (0) 115 945 5450

Email: [info@wattbike.com](mailto:info@wattbike.com)

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

Twitter: [@wattbike](https://twitter.com/wattbike)

Facebook: [www.facebook.com/wattbike](https://www.facebook.com/wattbike)



RICHARD BAKER

## About us

Wattbike Ltd is the creator of the Wattbike, a revolutionary indoor bike developed in association with British Cycling. Offering outstanding versatility, the Wattbike has become an essential piece of equipment within major health and fitness providers across the world.

## Product range and services

**Wattbike Trainer** – A low resistance indoor training tool. Fully adjustable to create the perfect riding position. Unique dual air and magnetic resistance provides the feel of riding a real bike.

**Wattbike Pro** – A higher resistance version of the Wattbike Trainer.

## Additional services

Wattbike Ltd provides unique software solutions to engage your clients, either

on the gym floor or in the studio. Our solutions include; Wattbike Expert software - an in-depth analysis tool, Power Cycling SE – an engaging group cycle and race programme, Wattbike PowerHub – a cloud based hub meaning your clients can analyse their data, anywhere, anytime.

## Key customers

Major Health and Fitness chains, Independent Fitness Centres, Elite Sports Teams, National Governing Bodies, Medical Facilities, Education Facilities, Military, Home Users.

## Plans for 2015

2015 sees a new era for Wattbike as we release our all new digital platform (powerHub) and Wattbike App (powerApp). This will allow users to

seamlessly upload their workout data to our platform and share onto other chosen platforms as well as share socially. In addition it will allow users to gain a greater understanding of how to unlock the training potential of the Wattbike.

## Shows attending in 2015

- FIBO
- RideLondon Cycling Show
- Leisure Industry Week

## Key personnel

### Richard Baker

Commercial Director

### Gary Mason

Sales Executive – Military and South West

### Steve Marshall

Sales Executive – Education/ Medical and North

### Josh Cardwell

Sales Executive – London and South West

“Our members range from those who simply want to improve their lifestyle through to elite athletes. The flexibility of the Wattbike’s setup and in-built testing features means that we can use it with all of our members in different ways to help them get results.”

**RICK CRAWFORD, FITNESS INNOVATION AND DEVELOPMENT MANAGER,  
NUFFIELD HEALTH**

For more information please contact

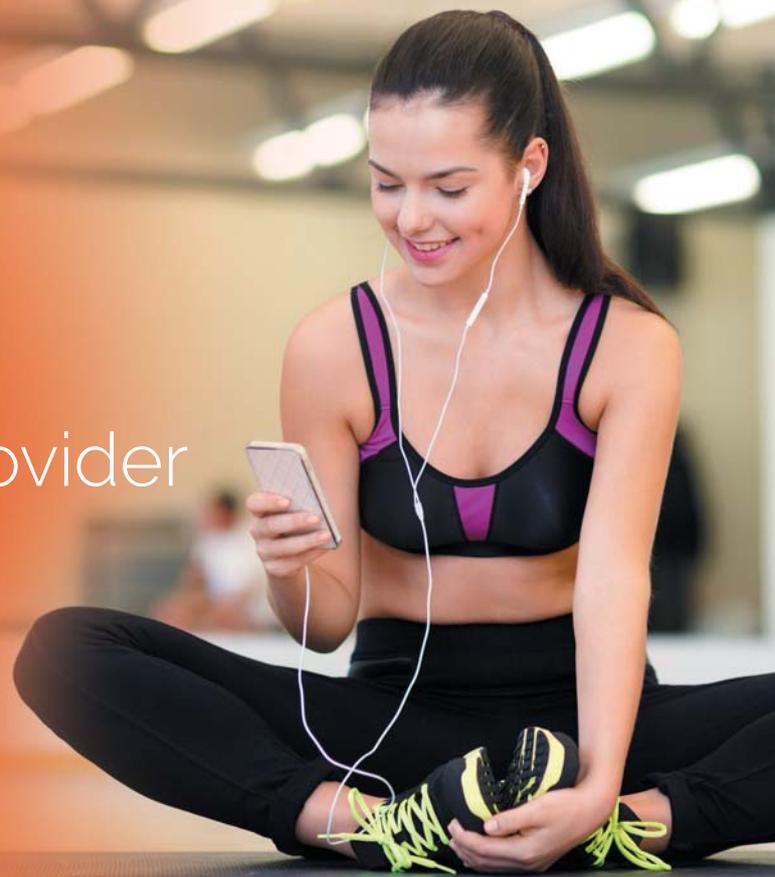
TEL: +44 (0) 115 945 5450

WEB: [www.wattbike.com](http://www.wattbike.com)



# Xn Leisure

## Software Solution Provider



### WHAT WE CAN DO FOR YOU

A portfolio of LMS solutions to include 'Award winning' self service modules to offer better leverage of your existing resources, increasing profitability and efficiency.

### OUR PRODUCT OFFERING

- Self Service Kiosk's
- Membership Management
- Bookings
- EPOS
- Web Membership & Bookings
- Course Management
- Event Ticketing
- Budget Gyms
- Local or Hosted Solutions

# XN Leisure Systems Ltd

85D Park Drive, Milton Park, Abingdon, Oxfordshire OX14 4RY, UK

Tel: 0870 80 30 700

Email: [info@xnleisure.com](mailto:info@xnleisure.com)

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

Twitter: [@xnleisure](https://twitter.com/xnleisure)

LinkedIn: [www.linkedin.com/company/xn-leisure-systems-limited](http://www.linkedin.com/company/xn-leisure-systems-limited)



JASON WATTS

## About us

Xn Leisure is a leading software management solutions provider, with over 3 decades of experience delivering award winning IT software. Thousands of users are benefiting from our wealth of knowledge and expertise. Our portfolio of solutions which include our self-service and web modules enables you over all better control with your existing resources, to increase your profitability and efficiency.

## Product range

- Locally or centrally hosted systems
- Web based membership and prospect management
- Innovative bookings, Epos, ticketing and session management software
- Online bookings and membership
- Self service solutions

- Automated email and text marketing
- New SMS & email module
- Checksheets
- Course Management, with iPod handheld registers
- Central Prospecting module
- Debtors module

## 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, Climbing Centres, Gymnastics clubs and the private sector.

## Plans for 2015

Our portfolio of products continues to expand through market demands. We continue to develop our look and feel of existing products, and improve our customer service plus ensuring return on investment is key for all our clients.

## Shows attending in 2015

- Sibec Uk & Eu
- Quest
- Active Net 2015
- BUCS
- CLOA
- User Workshops

## Key personnel

### Jason Watts

Sales director

For more information please contact

TEL: 0870 80 30 700

EMAIL: [info@xnleisure.com](mailto:info@xnleisure.com)

WEB: [www.xnleisure.com](http://www.xnleisure.com)

"New to or expanding an existing system you can be confident that you have a great partner to work with at Xn Leisure. In today's Leisure provision IT is so integrated and relied upon in all facets of the business, real experience and Leisure knowledge is a must. The future of our business will be ever changing and Xn are working hard today to develop these ideas and concepts to give the confidence you have joined with the right system"

**PHIL WHITE, HEAD OF IT, PLACES FOR PEOPLE LEISURE MANAGEMENT LTD**

---

## American College of Sports Medicine (ACSM)

**Email** [publicinfo@acsm.org](mailto:publicinfo@acsm.org)

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

**Description** Global association of sports medicine, exercise science, and health and fitness professionals.

---

## British Association of Sport and Exercise Sciences (BASES)

**Email** [enquiries@bases.org.uk](mailto:enquiries@bases.org.uk)

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

**Description** The professional body for all those with an interest in the science of sport and exercise.

---

## British Universities & Colleges Sport (BUCS)

**Email** [info@bucs.org.uk](mailto:info@bucs.org.uk)

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

**Description** The national governing body for higher education sport in the UK.

---

## Capre (Register of Children's Activity Professionals)

**Email** [info@skillsactiveregisters.org](mailto:info@skillsactiveregisters.org)

**Web** [www.capregister.org](http://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](mailto:info@cimspa.co.uk)

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

**Description** The only professional development body for the UK's sport and physical activity sector.

---

## Chief Culture & Leisure Officers Association (CLOA)

**Email** [info@cloa.org.uk](mailto:info@cloa.org.uk)

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

**Description** The professional association for strategic leaders in public sector cultural and leisure services.

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## Club Managers Association of Europe

**Web** [www.cmaeurope.org](http://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.

---

## EuropeActive

**Web** [www.europeactive.eu](http://www.europeactive.eu)

**Description** Formerly known as EHFA, EuropeActive is the leading not-for-profit association that provides the voice for the fitness, physical activity and wellbeing sector through its representation at a European level, and with the main EU institutions.

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## European Register of Exercise Professionals (EREPS)

**Email** [info@ereps.eu](mailto:info@ereps.eu)

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

**Description** A 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.

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## Inclusive Fitness Initiative (IFI)

**Email** [ifi@efds.co.uk](mailto:ifi@efds.co.uk)

**Web** [www.efds.co.uk/inclusive\\_fitness](http://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](mailto:info@ihrsa.org)

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

**Description** The sector's only global trade association, with a mission to grow, protect and promote the health and fitness club industry.

---

## International SPA Association

**Email** [ispa@ispastaff.com](mailto:ispa@ispastaff.com)

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

**Description** Leading professional organisation and voice of the global spa industry.

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### Register of Aquatic Professionals (RAPs)

**Email** [info@skillsactiveregisters.org](mailto:info@skillsactiveregisters.org)

**Web** [www.aquaticregister.org](http://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](mailto:info@exerciseregister.org)

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

**Description** Public register of UK fitness professionals, developed to help safeguard and promote the health and interests of people using the services of fitness professionals, from PTs to pilates instructors.

---

### SkillsActive

**Email** [marketing@skillsactive.com](mailto:marketing@skillsactive.com)

**Web** [www.skillsactive.com](http://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](mailto:info@sporta.org)

**Web** [www.sporta.org](http://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](mailto:info@sportandrecreation.org.uk)

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

**Description** The umbrella organisation for the governing and representative bodies of sport and recreation in the UK.

---

**Capre was established to regulate the provision of sport and physical activity for children and young people**

---

### Sport England

**Email** [info@sportengland.org](mailto:info@sportengland.org)

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

**Description** Invests funding into organisations and projects that grow and sustain participation in grassroots sport, and creates opportunities for people to excel.

---

### ukactive

**Email** [info@ukactive.org.uk](mailto:info@ukactive.org.uk)

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

**Description** The UK's leading not-for-profit health body for the physical activity sector, with 3,500+ members from activity providers to major consumer brands, training facilities and equipment manufacturers.

---

### UK Spa Association

**Email** [info@spa-uk.org](mailto:info@spa-uk.org)

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

**Description** Trade body for the spa industry in Great Britain and Ireland.

---

### Youth Sport Trust

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

**Description** Registered charity that supports young people's education and development through PE and sport.

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Use the Product Selector to find the item you need, then choose a supplier. You can turn to the Supplier Contacts pages (pages 242–253) to find details for your chosen supplier

## AIR CONDITIONING

**Big Ass Fan Company**  
www.bigassfans.com

**Daikin Airconditioning UK Ltd**  
www.daikin.co.uk

## ARCHITECTS/ DESIGNERS

**Archer Architects**  
www.archerarchitects.co.uk

**Concept Plc**  
www.concept-plc.com

**Mass Designers**  
www.massdesigners.com

**Saturn Projects**  
www.saturnprojects.com

**Zynk Design**  
www.zynkdesign.com

## ASSOCIATIONS/ TRADE BODIES

**Badminton England**  
www.badmintonengland.co.uk

**CIMSPA**  
www.cimspa.co.uk

**IDEA Health & Fitness  
Association**  
www.ideafit.com

**IHRSA**  
www.ihrsa.org

**sporta**  
www.sporta.org

**ukactive**  
www.ukactive.com

## AV/MULTIMEDIA/SOUND

**AB Audio Visual**  
www.abaudiovisual.co.uk

**ESL**  
www.esl-systems.co.uk

**Global Audio Visual  
Solutions Ltd**  
www.globalavs.co.uk

**Hutchison Technologies Ltd**  
www.hutchison-t.com

**Leisure Sound Solutions**  
www.leisuresoundsolutions.co.uk

**Mood Media**  
www.moodmedia.co.uk

**Sound Dynamics Ltd**  
www.sound-dynamics.co.uk

## BUILDING/ CONSTRUCTION

**Createability**  
www.createability.co.uk

**PE Contracts**  
www.pecontracts.com

**Pellikaan Construction**  
www.pellikaan.com

**Willmott Dixon Limited**  
www.willmott Dixon.co.uk

## CATERING SUPPLIES

**Equipline Ltd**  
www.equipline.co.uk

## CHILDREN'S FITNESS

**Cyber Coach**  
www.cyber-coach.co.uk

**EQ Fitness**  
www.eqfitness.co.uk

**Gymkids**  
www.veqtor.co.uk

**ZigZag**  
www.zigzaguk.com

## CLEANING

**Bonasystems Ltd**  
www.bonasystems.com

**Diversey Care**  
www.diversey.com

**Gojo**  
www.gojo.com

**Gym Guard**  
www.gymguard.co.uk

**Indepth Hygiene Services**  
www.indepthhygiene.co.uk

**Initial Washroom Services**  
www.initial.co.uk/hand-drying/

**Miele Professional**  
www.miele-professional.co.uk

## CLIMBING WALLS

**Freedom Climber**  
www.freedomclimber.co.uk

**Innovative Leisure**  
www.innovativeleisure.co.uk

## CLOTHING/FOOTWEAR

**Beat Concepts**  
+44 (0)20 8206 2299

**Corporate Trends**  
www.corporatetrends.co.uk

**Kylemark**  
www.kylemarkworkwear.co.uk

**Leisurewear Direct**  
www.leisureweardirect.com

**Simon Jersey**  
www.simonjersey.com

## COMMUNICATIONS

**Zycomm Electronics**  
www.zycomm.co.uk

## COMPUTER SYSTEMS/ SOFTWARE

**Book4Time**  
www.book4time.com

**Booker Software**  
www.booker.com

**Cascade3d**  
www.cascade3d.com

**Clublead**  
www.exerp.com

**Concept Software Systems**  
www.csscorporate.com

**Delta Computers**  
www.deltacomputerservices.co.uk

**ESP Leisure**  
www.e-s-p.com

**eteacher.pro Ltd**  
www.eteacher.pro

**eXerp**  
www.exerp.com

**Front Desk Inc**  
www.frontdeskhq.com

**Green 4 Solutions**  
www.green4solutions.com

**Gumnut Systems International**  
www.gumnuts.com

**iGo Figure Inc**  
www.igofigure.com

**Inta Fitness**  
www.intafitness.com

**Intelligenz Solutions**  
www.intelligenzsolutions.com

**Leisure Safety Link**  
www.intafitness.com

**Mindbody Inc**  
www.mindbodyonline.com

**OFS**  
www.ofsoftware.biz

**Omnicore**  
www.omnicogroup.com

**Paradigm Shift**  
www.paradigmsft.com

**Premier Software Solutions**  
www.premiersoftware.co.uk

**ResortSuite**  
www.resortsuite.com

**SDA Software**  
www.sdasoftware.net

**SpaSoft**  
www.springermiller.com

**SportSoft UK Ltd**  
www.sportsoft.co.uk

**Syx Automations**  
www.syxautomations.co.uk

**TAC IT**  
www.tac.eu.com

**Tascomi Ltd**  
www.tascomi.com

**Virtuagym**  
www.virtuagym.com/software

**Wahanda**  
www.wahanda.com

**Xpiron Inc**  
www.xpiron.com

## **CONSULTANCY/ RESEARCH**

**Asia Spa & Leisure  
Consulting ASLC**  
www.aslc-leisure.com

**Clear Innovations Ltd**  
www.clear-innovations.co.uk

**GET Solutions**  
www.getsolutions.co.uk

**GG Fit Ltd**  
www.ggfit.com

**Impact Spa Leisure & Fitness**  
www.impactself.co.uk

**Leisure-net Solutions Ltd**  
www.leisure-net.org

**Oxygen Consulting**  
www.oxygen-consulting.co.uk

**The Project Network & Co**  
www.theprojectnetworkand.co

**Right Directions**  
www.rightdirections.co.uk

**Strategic Leisure Ltd**  
www.strategicleisure.co.uk

**Traffic Health and Fitness**  
www.traffichealthandfitness.com

**TTS Consultants**  
www.ttsconsultants.com

**WTS International**  
www.wtsinternational.com

## **DESIGN**

**Alliance Leisure Services  
(Design, Marketing &  
Project Management)**  
www.allianceleisure.co.uk

**Resolution Design Ltd**  
www.resolutiondesign.co.uk

**WTS International**  
www.wtsinternational.com

## **DISABLED ACCESS**

**The Active Hands Company**  
www.activehands.com

**Evac+Chair International Ltd**  
www.evacchair.co.uk

## **DRINKS – NON- ALCOHOLIC**

**A G Barr plc**  
www.agbarr.co.uk

**Britvic Soft Drinks**  
www.britvic.com

**Lucozade Sport / Suntory**  
www.lucozade.com

**Nestle Waters**  
www.nestle-waters.com

**The Red Bull Company Ltd**  
www.redbull.com

**Twinings Teas**  
www.twinings.co.uk

**Vita Coco**  
www.vitacoco.co.uk

## **ENERGY MANAGEMENT**

**The Energy Desk**  
www.theenergydesk.co.uk

**EvoEnergy**  
www.evoenergy.co.uk

**Powermaster**  
www.power-master.co.uk

**RES Renewable  
Energy Systems**  
www.res-group.com

## **ENVIRONMENTAL SERVICES**

**The Carbon Trust**  
www.carbontrust.com

**Ozofresh**  
www.ozofresh.co.uk

## **EVENT MANAGEMENT**

**Forum Events**  
www.forumevents.co.uk

**New Events Ltd**  
www.neweventsltd.com

## **FACILITIES MANAGEMENT**

**Building Additions**  
www.buildingadditions.co.uk

**Halo Leisure Services  
Limited (WAM)**  
www.maxyourassets.com

**Sports and Leisure  
Management**  
www.everyoneactive.com

## **FINANCIAL SERVICES**

**Alliance and General  
Leasing Limited**  
www.allianceandgeneral.co.uk

**Alliance Leisure Services  
(Design, Build & Fund)**  
www.allianceleisure.co.uk

**Asset Advantage Ltd**  
www.assetadvantage.co.uk

**DFC Debit Finance Group**  
www.debitfinance.co.uk

**Fiserv**  
www.fiserv.com

**Harlands Group**  
www.harlandsgroup.co.uk

**LDF - Fitness  
Equipment Leasing**  
www.ldf.co.uk

**London & Zurich Ltd**  
www.landz.co.uk

**PMD Leasing Ltd**  
www.pmdleasing.co.uk

**Portman Asset Finance Ltd**  
www.portmanassetfinance.co.uk

**Shire Leasing plc**  
www.shireleasing.co.uk

## **FIRE DETECTION**

**Fireco**  
www.firecoltd.com

## **FITNESS ASSESSMENT**

**Better Belly**  
www.betterbelly.co.uk

**Bodystat**  
www.bodystat.com

**Derwent Healthcare Ltd**  
www.derwenthealthcare.com

**Fitech UK**  
www.fitech.co.uk

**fitosophy Inc**  
www.getfitbook.com

**FitQuest**  
www.miefitquest.com

**Leisure Vend**  
www.leisurevend.co.uk

## Myzone

www.myzone.org

## POWERbreathe

www.powerbreathe.com

## Tanita Europe BV

www.tanita.eu

## FITNESS EQUIPMENT

### Absolute Performance

www.apformance.co.uk

### Airex AG

www.my-airex.com

### Alter-G

www.alterg.com

### Amazon Leisure (UK) Ltd

www.amazon-leisure.co.uk

### Amer Sports UK & Ireland Ltd

www.amersports.com

### Anytime Leisure

www.anytimeleisure.co.uk

### Aquabags

www.aquabags.eu

### Balanced Body

www.pilates.com

### BBE Boxing

www.bbe-boxing.com

### BODY BIKE International A/S

www.body-bike.com

### Bodypower Sports Plc

www.fitness-superstore.co.uk

### Central Sports

www.centraisports.co.uk

### Concept Fitness International

www.conceptfitnessinternational.co.uk

### Concept2 Ltd

www.concept2.co.uk

### Coretex

www.thecoretex.co.uk

### Cranlea & Company

www.cranlea.co.uk

## Cybex International UK Ltd

www.cybexintl.com

## Dance Machine

www.pulsedancemachine.co.uk

## Eleiko Sport AB

www.eleikosport.se

## Ergo-Fit GmbH

www.ergo-fit.de

## Escape Fitness

www.escapefitness.com

## EXF Perform Better Europe

www.exf-fitness.com

## Exigo

www.exigostrength.com

## The Fit Group

www.thefitgroup.co.uk

## Fit Quote

www.fitquote.co.uk

## Fit4Sale USA Inc

www.fit4sale.com

## FitLinxx UK

www.fitlinxx.net

## Fitness Anywhere/TRX

www.trxtraining.com

## Fitness Systems Limited

www.fitnesssystems.co.uk

## Fitness Warehouse Ltd

www.fitnesswarehouseuk.com

## Fitness-Mad

www.fitness-mad.com

## Fitter International Inc

www.fitterl.com

## Flowin AB

www.flowin.com

## FreeMotion Fitness

www.freemotionfitness.co.uk

## Future Fitness UK

www.futurefitness.uk.net

## Gamercize

www.gamercize.net

## Gen3 Kinematics

www.gen3kinematics.com/home.php

## Gervasport

www.gervasport.bg

## Gravity UK LLP

www.gravityuk.net

## Green Fitness Equipment Co

www.greenfitco.com

## Gym Academy

www.gymacademy.co.uk

## Gym80

www.gym80.de

## Gymkit UK

www.gymkituk.com

## HaB Direct

www.habdirect.co.uk

## HUR (UK) Ltd

www.huruk.co.uk

## Hydro Physio

www.hydrophysio.com

## Idass

www.idass.com

## Indigo Fitness

www.indigofitness.com

## Indoor Walking

www.indoorwalking.net

## Indoorcycling Group - ICG

www.teamicg.com

## iRobic Ltd

www.irobicshop.co.uk

## Iron Grip Barbell Company

www.iron grip.com

## Johnson Health Tech UK Ltd

www.johnsonfitness.com

## Jordan Fitness

www.jordanfitness.co.uk

## Jumprope

www.jumprope.com

## Keiser UK Ltd

www.keiseruk.com

## Leisure Lines (GB) Ltd

www.leisurelinesgb.co.uk

## Life Fitness

www.lifefitness.com

## Mad Dogg Athletics

www.maddogg.com

## Marpo Kinetics

www.marpokinetics.com

## Matrix Fitness Systems Ltd

www.matrixfitness.co.uk

## Medimotion

www.medimotion.co.uk

## MedX Germany

www.medxonline.co.uk

## Merrithew Health & Fitness

www.merrithew.com

## milon industries GmbH

www.milon.com

## Mortons Fitness

www.mortonsfitness.com

## Equipment UK Ltd

www.mortonsfitnessequipment.com

## New Level UK

www.new-level.co.uk

## Octane Fitness UK Ltd

www.octanefitness.com

## Origin Fitness

www.originfitness.com

## OSF - On Site Fitness

www.onsitefitness.co.uk

## Paramount Fitness Corp

www.paramountfitness.com

## Peak Pilates

www.peakpilates.com

## Performance Health Systems

www.powerplate.com

## Physical Company Ltd

www.physicalcompany.co.uk

## Physique Sports

www.physiquesports.co.uk

## Pneumex

www.pneumex.com

**Podium 4 Sport**  
www.podium4sport.com

**PowerBlock Fitness Ltd**  
www.powerblockfitness.com

**Powrx UK**  
www.powrx.co.uk

**Precor**  
www.precor.com

**Pulse Fitness Solutions**  
www.pulsefitness.com

**Range3D Ltd**  
www.range3d.com

**React Fitness**  
www.react-fitness.com

**Re:creation Fitness**  
www.recreation-fitness.co.uk

**RealRyder International LLC**  
www.realryder.com

**Rubicon Sports**  
www.rubiconsports.co.uk

**Rugged Interactive**  
www.rugged-interactive.com

**SAQ International**  
www.saqinternational.com

**Schwinn/Stairmaster**  
www.stairmaster.com

**SCIFIT Ltd (UK)**  
www.scifit.uk.com

**SoloStrength Lifestyle Products**  
www.solostrength.com

**SportsArt**  
http://gosportsart.com

**Star Trac Europe**  
www.startrac.com

**Strive Enterprises, Inc**  
www.strivefit.com

**Technogym UK Ltd**  
www.technogym.com

**TEK Fitness Ltd**  
www.tekfitness.co.uk

**Telju Commercial Fitness**  
www.teljucommercialfitness.com

**Total Gym Solutions**  
Tel: +44 (0)115 752 9548

**True Fitness Technology**  
www.truefitness.com

**TuffStuff Fitness Equipment**  
www.tuffstuff.net

**Ushomi**  
www.ushomi.co.uk

**Vibrogym UK**  
www.vibrogymprofessional.co.uk

**WaterRower**  
www.waterrower.co.uk

**Wattbike Ltd**  
www.wattbike.com

**Wexer Holdings**  
www.wexer.com

**Woodway GmbH**  
www.woodway.de

**World Sales Alliance**  
www.wsalliance.com

**Xendon AB**  
www.xendon.com

**Yoga-Mad**  
www.yogamad.com

**York Fitness**  
www.yorkfitness.com

**ZigZag**  
www.zigzaguk.com

## FITNESS PROGRAMMES

**ActivTrax**  
www.activtrax.com

**Everyone Active**  
www.everyoneactive.com

**fitness fx**  
www.fitness-fx.com

**Future Fit Training**  
www.futurefit.co.uk

**Jekajo Dance**  
www.jekajodance.com

**Les Mills UK**  
www.lesmillsuk.com

**Mi Fitness Directory**  
www.mi-fitnessdirectory.co.uk

**Momentum Business Development**  
www.momentumbd.co.uk

**Nordic Walking/ Exercise Anywhere**  
www.nordicwalking.co.uk

**Running Unlimited**  
www.runningunlimited.net

**SAQ International**  
www.saqinternational.com

**Spirit Health Clubs**  
www.spirithealthclubs.com

**Tube Boxing**  
www.tubeboxing.co.uk

## FITNESS SERVICING

**Health Club News**  
www.healthclubnews.org

**Servicesport UK**  
www.servicesport.co.uk

## FLOORING

**Gerflor**  
www.gerflor.com

**Granwood Flooring**  
www.granwood.co.uk

**IDASS Fitness**  
www.idass.com

**Junkers**  
www.junkers.co.uk

**Pavigym**  
www.pavigym.com

**Respol Flooring Solutions**  
www.respol.co.uk

**Total Vibration Solutions**  
www.totalvibrationsolutions.com

## FOOD/FOODSERVICE

**Aimia Foods**  
www.aimiafoods.com

**Nestle Professional**  
www.nestleprofessional.co.uk

## FRANCHISES

**4D Fitness**  
www.4dfitness.com

**ActivKids**  
www.activkids.co.uk

**Amerishape Weight Loss Center**  
www.amerishapecenter.com

**The énergie Group/Shokk**  
www.energiefitnessclubs.com

**Knock Out Weight Loss Coaching**  
www.knockoutweightlosscoaching.com

**Little Kickers Franchising**  
www.littlekickers.co.uk

**Little Superstars Sports Club**  
www.littlesuperstars.co.uk

**Orangetheory Fitness**  
www.orangetheoryfitness.com

**Snap Fitness**  
www.snapfitness.com

**Vivafit**  
www.vivafit.eu

**World Gym International**  
www.worldgym.com/franchising

**Xtravaganza**  
www.xtravaganza.co.uk

## HEALTH/NUTRITION

**Body Plus Nutrition**  
www.bodyplusnutrition.com

**Bodyfire Ltd**  
www.jhbodyfire.com

**David Health Solutions**  
www.david.fi

**Kinetica Sports**  
www.kineticasports.com

**Maxinutrition**  
www.maximuscle.com

**Mytime Active**  
www.mytimeactive.co.uk

**Reflex Nutrition Ltd**  
www.reflex-nutrition.com

**Supervitality**  
www.supervitality.me

**Ultralife Healthcare Limited**  
www.ultralifeshop.co.uk

**Weightplan Ltd**  
www.weightplan.com

## INFORMATION SYSTEMS

**Nouveau Solutions - NSL CRM**  
www.nslcrm.com

## INSURANCE

**John Ansell & Partners**  
www.ansell.co.uk

**Professional Fitness Insurance**  
www.professional-fitness.co.uk/

## LEGAL SERVICES

**Citation**  
www.citation.co.uk

## LIGHTING

**Lightmasters UK Ltd**  
www.lightmasters.co.uk

**Sill Lighting**  
www.sill-uk.com

## LOCKERS

**Craftsman Quality Lockers Ltd**  
www.craftsman-quality-lockers.co.uk

**Crown Sports Lockers**  
www.crownsportslockers.co.uk

**Fitlockers**  
www.fitlockers.co.uk

**Garran Lockers**  
www.garran-lockers.co.uk

**Kemmlit UK**  
www.kemmlituk.com

**KitLock**  
www.kitlock.com

**Link Lockers**  
www.linklockers.co.uk

**Locker Solutions**  
www.lockersolutions.co.uk

**LSA Projects Ltd**  
www.LSAprojects.co.uk

**Prospec**  
www.prospec.co.uk

**Ridgeway Furniture**  
www.ridgewayfm.com

**Safe Space Lockers**  
www.safespacelockers.co.uk

## MEDIA SERVICES

**Biospace**  
www.biospace.com

**Emerald Frog Marketing**  
www.emeraldfrog.co.uk

## MEMBERSHIP/ RETENTION

**Ashbourne Management Services**  
www.ashbournemanagement.co.uk

**Book4Time**  
www.book4time.com

**Booker Software**  
www.booker.com

**Bright Lime**  
www.brightlime.com

**Cap2 Solutions**  
www.cap2solutions.co.uk

**Clubwise Software**  
www.clubwise.com

**Cogent**  
www.cogentdataanalytics.com

**EZ-Runner Systems**  
www.ez-runner.com

**Fusing Fitness Limited**  
www.fusingfitness.co.uk

**Gladstone Health & Leisure**  
www.gladstonemrm.com

**Gymaround**  
www.gymaround.com

**Gymetrix**  
www.gymetrix.co.uk

**Legend Club Management Systems**  
www.legendware.co.uk

**LeisureMost**  
www.leisuremost.com

**Memberdrive**  
www.memberdrive.net

**Motionsoft UK**  
www.motionsoft.net

**MoveGB**  
www.movegb.com

**Paradigm Shift**  
www.paradigmsft.com

**payasUgym**  
www.payasugym.com

**Pocket PT**  
www.pocketpt.co.uk

**ResortSuite**  
www.resortsuite.com

**Retention Guru**  
www.retentionguru.co.uk

**Retention Management**  
www.retentionmanagement.com

**The Retention People**  
www.theretentionpeople.com

**TAC IT**  
www.tac.eu.com

**Visual Fitness Planner**  
www.vfp.us

**Xn Leisure Systems Limited**  
www.xnleisure.com

## MUSIC/FILM LICENSING

**Filmbank Distributors Ltd**  
www.filmbank.co.uk

**PPL**  
www.ppluk.com

**PRS for Music**  
www.prsformusic.com

## MYSTERY SHOPPER

**Proinsight**  
www.proinsight.org

## PRINT SERVICES

**Printwell (UK) Ltd**  
www.printwell.co.uk

**UK Point of Sale Group Ltd**  
www.ukpos.com

## PROMOTIONAL ITEMS

**First Editions Ltd**  
www.firsteditionsltd.com

**Innovations 4 Leisure**  
www.innovations4leisure.co.uk

**P8I**  
www.p8i.co.uk

**Taylor Made Designs**  
www.taylormadedesigns.co.uk

## RETAIL

**the fit co**  
www.thefitco.com

## SAFETY

**Aspect Safety Mirrors ASM**  
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.hatrickmarketing.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

**SAG Schulte Schlagbaum AG**  
www.sag-schlagbaum.com

**Simple Locking Solutions Ltd**  
www.simplelockingsolutions.co.uk

## SHOWERS

**Horne Engineering Ltd**  
www.horne.co.uk

**Kohler Mira/Rada**  
www.radacontrols.com

**Purus**  
www.purusgroup.com

## SPA/WELLNESS

**Barr + Wray**  
www.barrandwray.com

**Cheshire Wellness**  
www.cheshirewellness.co.uk

**GeoSpa**  
www.geospa.de

**Inviion**  
www.inviion.com

**Klafs**  
www.klafs.com

**MillaQuia Ltd**  
www.millaquia.co.uk

**Schletterer**  
www.schletterer.com

**Stone Forest**  
www.stone-forest.co.uk

**Thermarium**  
www.thermarium.com

**Unbescheiden**  
www.unbescheiden.com

## SPORTS DRINKS/ SUPPLEMENTS

**Beet It**  
www.beet-it.com/sport

**Bio-Synergy Ltd**  
www.bio-synergy.co.uk

**Cellucor**  
www.cellucor.com

**For Goodness Shakes**  
www.forgoodnessshakes.com

**GlaxoSmithKline/GSK**  
www.gsk.com

**Inkospor**  
www.nutritionfirst.uk.com

**Multipower Sportsfood**  
www.multipoweruk.com

**NRG Fuel Sports Nutrition**  
www.nrgstop.com

**Nutrichem diet + pharma GmbH**  
www.nutrichem.de

**QNT**  
www.qntuk.com

**Viva Beverages**  
www.vivabeverages.com

## SPORTS EQUIPMENT

**66fit Limited**  
www.66fit.com

**BlenderBottle**  
www.blenderbottle.com

**Cardinal Sports**  
www.cardinalsports.co.uk

**Ceetex Leisure Ltd**  
www.ceetex.co.uk

**Harrod UK**  
www.harrod.uk.com

**JP Lennard**  
www.jpennard.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.amersports.com

**Trion:Z**  
www.trionz.co.uk

## SPORTS INJURY

**Koolpak Ltd**  
www.koolpak.co.uk

**Pepperfit**  
www.pepperfit.com

**Physique Management Company**  
www.physique.co.uk

## SUNBEDS/TANNING

**Helionova**  
www.helionova.com

**Sunbed & Leisure Systems (UK) Ltd**  
[www.sunbedandleisure.co.uk](http://www.sunbedandleisure.co.uk)

## **SURFACES – SPORTS/PLAY**

**BSW Berleburger Schaumstoffwerk**  
[www.berleburger.com](http://www.berleburger.com)

**Conica Sports Surfaces**  
[www.conica.basf.com](http://www.conica.basf.com)

**Sports Surfaces (UK) Ltd**  
[www.sportssurfacesuk.com](http://www.sportssurfacesuk.com)

## **SWIMMING POOLS**

**Barr + Wray**  
[www.barrandwray.com](http://www.barrandwray.com)

**Certikin International**  
[www.certikin.co.uk](http://www.certikin.co.uk)

**Cheshire Wellness**  
[www.cheshirewellness.co.uk](http://www.cheshirewellness.co.uk)

**Clearwater Enviro Ltd**  
[www.clearwaterenviro.co.uk](http://www.clearwaterenviro.co.uk)

**HeatPumpsForPools Ltd**  
[www.heatpumpsforpools.com](http://www.heatpumpsforpools.com)

**JC Leisure Solutions**  
[www.jcleisureolutions.com](http://www.jcleisureolutions.com)

**Plastica**  
[www.plasticapools.com](http://www.plasticapools.com)

## **SWIMWEAR**

**Speedo**  
[www.speedo.co.uk](http://www.speedo.co.uk)

**Zoggs International**  
[www.zoggs.com](http://www.zoggs.com)

## **TILING/CERAMICS**

**Floor Gres Ceramiche**  
[www.floorgres.it](http://www.floorgres.it)

**Johnson Tiles**  
[www.johnson-tiles.com](http://www.johnson-tiles.com)

## **TRAINING**

**Active IQ**  
[www.activeiq.co.uk](http://www.activeiq.co.uk)

**Active IQ Academy**  
[www.activeiqacademy.com](http://www.activeiqacademy.com)

**Amac Training**  
[www.amactraining.co.uk](http://www.amactraining.co.uk)

**Bodylogic Fitness Training & Consultancy**  
[www.bodylogic-fitness.com](http://www.bodylogic-fitness.com)

**Bucks New University**  
[www.bucks.ac.uk](http://www.bucks.ac.uk)

**Class Finder**  
[www.classfinder.org.uk](http://www.classfinder.org.uk)

**Discovery Learning**  
[www.discovery.uk.com](http://www.discovery.uk.com)

**Diverse Trainers**  
[www.diversetrainers.co.uk](http://www.diversetrainers.co.uk)

**European Institute of Fitness**  
[www.eifitness.co.uk](http://www.eifitness.co.uk)

**FitPro**  
[www.fitpro.com](http://www.fitpro.com)

**Focus Training**  
[www.focus-training.com](http://www.focus-training.com)

**Freedom Leisure**  
[www.freedom-leisure.co.uk](http://www.freedom-leisure.co.uk)

**Games Education**  
[www.hotspottraining.com](http://www.hotspottraining.com)

**Health and Fitness Education - HFE**  
[www.hfe.co.uk](http://www.hfe.co.uk)

**Icon Vocational Training**  
[www.icon-training.com](http://www.icon-training.com)

**Leisure Industry Academy - LIA**  
[www.leisureindustryacademy.com](http://www.leisureindustryacademy.com)

**Lifetime Training**  
[www.lifetimetraining.co.uk](http://www.lifetimetraining.co.uk)

**London Leisure College**  
[www.londonleisurecollege.com](http://www.londonleisurecollege.com)

**Loughborough College**  
[www.loucoll.ac.uk](http://www.loucoll.ac.uk)

**Mbodies Training Academy**  
[www.mbodiesacademy.com](http://www.mbodiesacademy.com)

**MediFit Corporate Services**  
[www.medifit.com](http://www.medifit.com)

**Motive8**  
[www.m8group.co.uk](http://www.m8group.co.uk)

**Moulton College**  
[www.moulton.ac.uk](http://www.moulton.ac.uk)

**National Studio Cycling Register NSCR**  
[www.nscr.co.uk](http://www.nscr.co.uk)

**Professional Fitness & Education Ltd**  
[www.pfetraining.co.uk](http://www.pfetraining.co.uk)

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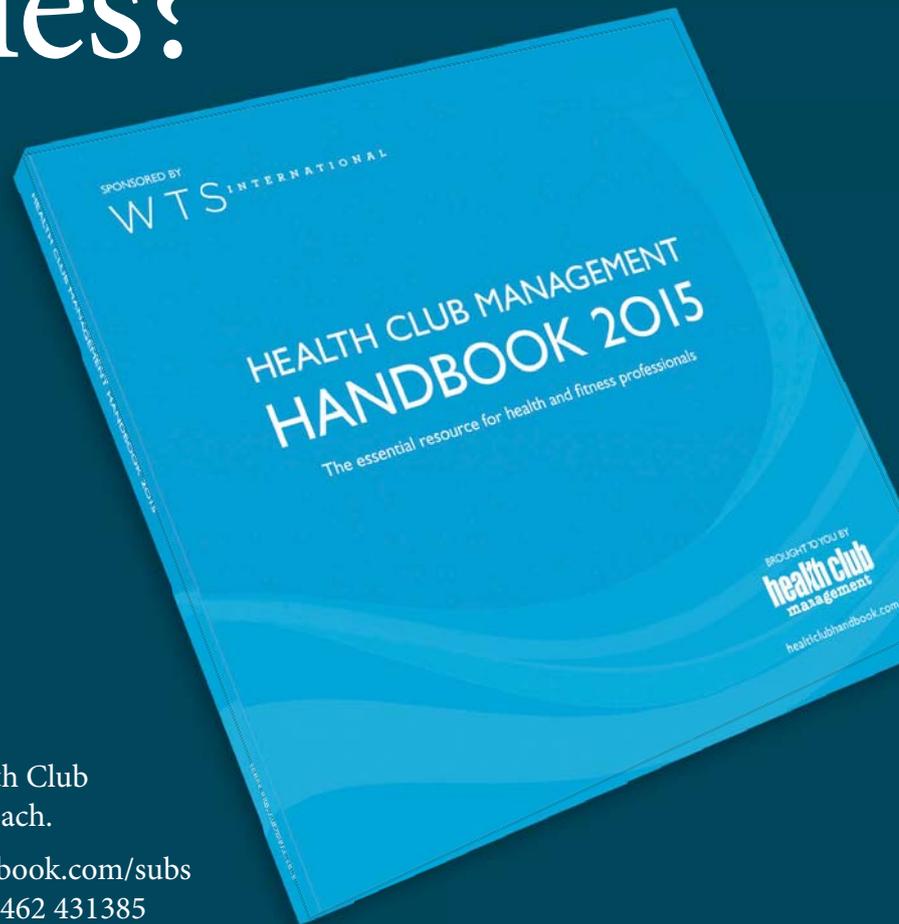
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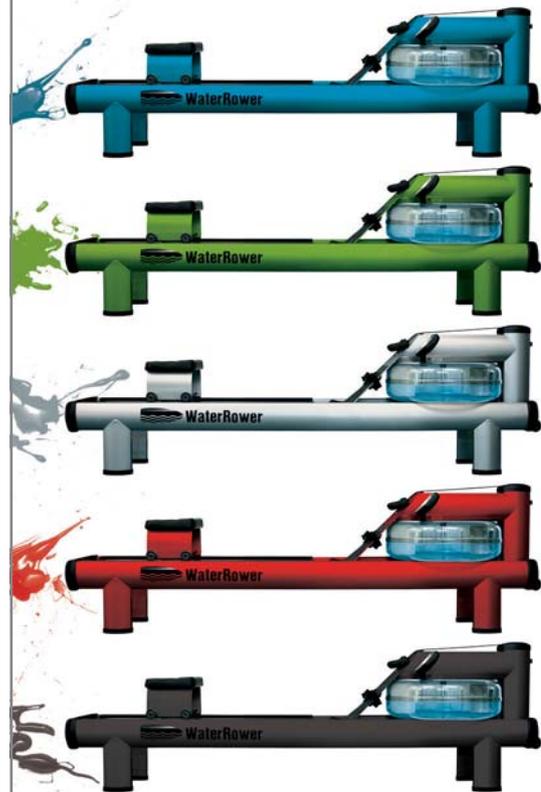
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# Diary

We look ahead to the key shows, conferences, exhibitions and trade events for the health and fitness sector in 2015

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## FEBRUARY

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### 1–3 | Spatex (UK)

The UK's largest dedicated pool and spa trade event.

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

### 4–8 | ACSM Team Physician Course – Part 2 (US)

Gives primary care, specialist physicians and other healthcare providers the core knowledge they need to care for sports teams in the community.

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

### 19–21 | FORUMCLUB (Italy)

International congress and expo for managers of fitness clubs, aquatic centres and sports establishments.

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

### 22–23 | Professional Beauty London (UK)

The UK's largest beauty exhibition.

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

### 25–27 | IDEA Personal Trainer Institute (US)

Featuring conference sessions, lectures and workshops. A west coast institute takes place in Seattle on 16–19 April.

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

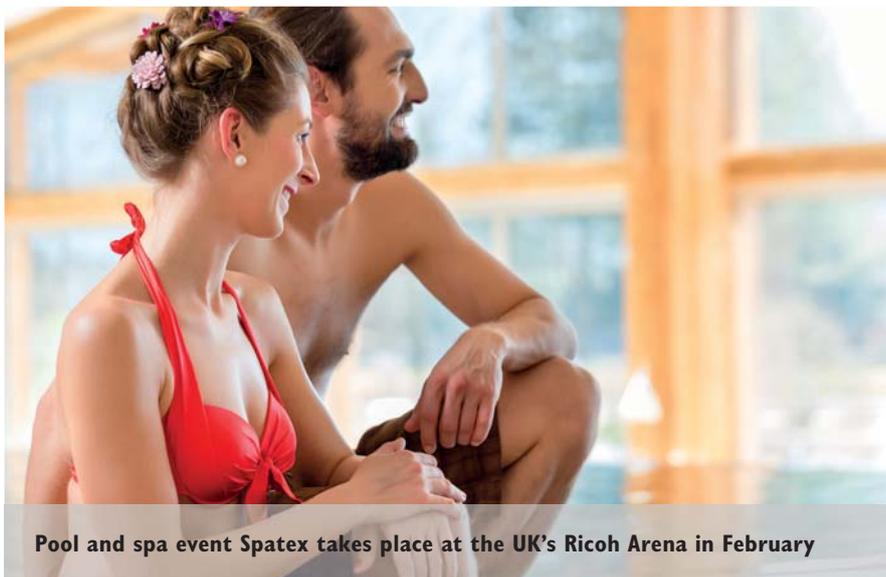


PHOTO: [WWW.SHUTTERSTOCK.COM/KZENON](http://WWW.SHUTTERSTOCK.COM/KZENON)

Pool and spa event Spatex takes place at the UK's Ricoh Arena in February

### 26 | Quest NBS conference (UK)

With a focus on Quest's ongoing rollout and the launch of a new online NBS platform.

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

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## MARCH

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### 9 | SMMEEX (UK)

Buyers and specifiers from sporting clubs and associations meet with suppliers.

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

### 11–14 MARCH | IHRSA 2015 Annual International Convention & Trade Show (US)

The 34th annual event takes place in LA, with seminars, keynotes and educational sessions alongside a two-day trade show.

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

**FIBO in Cologne expects to attract 116,000 visitors in 2015**

**19–22 | ECA World Fitness Conference / OBOW Show (US)**

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

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

**20–22 | International Fitness Showcase (UK)**

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

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

**31 – 1 April | BASES Student Conference (UK)**

Keynote presentations from sport and exercise scientists, expert-led workshops and presentations of research.

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

**31 – 3 April | ACSM 19th Health & Fitness Summit & Exposition (US)**

Covers the full spectrum of the industry, from science to practical application – with educational sessions, group workouts, hands-on workshops and networking opportunities.

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



**APRIL**

**8 | EHFF – European Health & Fitness Forum (Germany)**

Leaders from the fitness sector, politics and healthcare will convene at the second annual EHFF to discuss the sector's future, focusing on how to motivate even more people to commit to fitness.

**Web** [www.europeactive.eu](http://www.europeactive.eu)

**9–12 APRIL | FIBO 2015 (Germany)**

The world's leading trade show for health, fitness and wellness.

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

**10–12 | Australian Fitness & Health Expo (Australia)**

Australia's largest health and fitness event takes place in Melbourne.

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

**Date TBC | Russian Fitness Festival (Russia)**

Claims to be the most significant event in mass physical education in Russia, the CIS and the Baltic states.

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

**26–27 | Scottish Beauty (UK)**

Showcases products, equipment, services and training from the leading beauty, nail, tanning and spa suppliers.

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

**29–30 APRIL | Active-net 2015 (UK)**

A networking event aimed at all suppliers and operators with a focus on the public leisure sector. Offering educational seminars, business-focused networking, keynote presentations, development seminars and one-to-one buyer/supplier meetings.  
**Web** [www.active-net.org](http://www.active-net.org)

**MAY**

**10–11 | Holistic Health (UK)**

Supporting the holistic and complementary therapy market.  
**Web** [www.beautyserve.com](http://www.beautyserve.com)

**10–11 | BeautyUK (UK)**

For products, equipment, services and training from the leading beauty companies, plus seminars and workshops.  
**Web** [www.beautyserve.com](http://www.beautyserve.com)

**15–17 | BodyPower (UK)**

The fastest-growing consumer fitness exhibition in Europe, with an extensive exhibition, plus visual displays and interactive feature areas.  
**Web** [www.bodypowerexpo.co.uk](http://www.bodypowerexpo.co.uk)

**20–21 | SIBEC UK (UK)**

One-to-one meeting forum bringing together suppliers and buyers in the leisure, health and fitness sectors from the UK's local authority, trust and education markets.  
**Web** [www.sibec.co.uk](http://www.sibec.co.uk)

**26–30 | ACSM Annual Meeting (US)**

A comprehensive sports medicine and exercise science conference covering the science, practice, public health and policy aspects of sports medicine, exercise science and physical activity.  
**Web** [www.acsmannualmeeting.org](http://www.acsmannualmeeting.org)

**JUNE**

**3–6 | SPATEC Europe (Spain)**

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

**22–25 | 14th Annual International Conference on Health Economics, Management and Policy (Greece)**

Brings together scholars, researchers and students from all areas of health economics, management and policy.  
**Web** [www.atiner.gr/health.htm](http://www.atiner.gr/health.htm)

**29–30 | Facilities Management Forum (UK)**

For FM directors and managers who are directly involved in the procurement of FM products and services.  
**Web** [www.forumevents.co.uk](http://www.forumevents.co.uk)

**24 JUNE | ukactive FLAME Conference (UK)**

The UK's leading educational and networking event for senior level professionals and decision-makers in the fitness sector. The event will culminate in the FLAME Awards.  
**Web** [www.ukactive.com](http://www.ukactive.com)



The ukactive FLAME Conference will culminate in the FLAME Awards gala dinner

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## JULY

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### 9–10 | FitPro Live (UK)

Targeting PTs, instructors and fitness fanatics, this event offers product demos and group workouts, masterclasses and seminars. It will be preceded by an invite-only one-day Meeting of the Minds event on 8 July, with a Zumba festival taking place on 10–11 July.

**Web** [www.fitpro.com/live15](http://www.fitpro.com/live15)

### 13–16 | 11th 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](http://www.atiner.gr)

### 15–19 | IDEA World Fitness Convention (US)

International fitness convention featuring a programme of educational sessions from industry-best presenters.

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

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## SEPTEMBER

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### 9 | National Fitness Day (UK)

Fitness providers open their doors for free to allow members of the public to try out a wide range of fitness activities.

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

### 17–19 | 16th Annual IHRSA / Fitness Brasil Latin American Conference & Trade Show (Brazil)

Three days of seminars, networking and a trade show, attracting 130 exhibitors and more than 10,000 attendees.

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



**National Fitness Day will take place across the country in September**

### 17–19 | FIBO China (China)

Last year's inaugural event attracted 55 exhibitors from 15 countries/regions.

**Web** [www.fibo-china.cn](http://www.fibo-china.cn)

### Date TBC | Health+Fitness Business Expo & Interbike Expo (US)

Brings together manufacturers, suppliers, retailers, buyers, press, industry influencers and fitness professionals.

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

### 22–23 SEPTEMBER | Leisure Industry Week (UK)

LIW will be relaunched for 2015 with a new fitness-orientated focus, offering five new, distinct zones on the show floor: The Gym Floor, Young Fitness, Group Exercise, Pool & Spa, and Leisure Facilities Management.

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

## ► 20–23 | SPATEC Middle East (Dubai)

Brings together the leading spa operators in the Middle East region – hotel resort, destination, athletic, medical and day spas – to meet one-to-one with key domestic and international suppliers.

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

## 29 – 2 October | SIBEC North America (US)

Major health, recreation, sports and fitness operators meet with leading suppliers for one-to-one meetings, networking and relationship-building.

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

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## OCTOBER

### Date TBC | European Fitness Summit (Spain)

Suppliers from the fitness, wellness and health industries meet face-to-face with decision-makers from fitness studios and wellness centres in selected European markets.

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

### 7–9 | Club Industry Conference and Trade Show (US)

This independent event for fitness professionals offers new education, events, exhibitors, tours and networking.

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

### 19–21 | ISPA Conference & Expo (US)

Three days of presentations covering business strategy, customer service, leadership and management in the spa industry, plus an expo showcasing the latest spa products.

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



PHOTO: WWW.SHUTTERSTOCK.COM / SVETA ORLOVA

The OM Yoga Show encompasses all aspects of yoga and pilates, including for kids

### 19–22 | 15th Annual IHRSA European Congress (France)

Features presentations delivered by executives from inside and outside the health club industry, alongside networking opportunities and focus group discussions.

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

### 23–25 | The OMYoga Show London (UK)

The total yoga experience under one roof, with workshops, children's yoga, free classes and hundreds of exhibition stands.

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

### 18–21 NOVEMBER | SIBEC Europe (Spain)

Brings the UK and Europe's major health, fitness and leisure operators together with leading suppliers in a one-to-one meeting forum.

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

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## NOVEMBER

### Date TBC | Spa Life UK 2015 (UK)

Offers fitness professionals the chance to see new product innovations, share industry insights, network and access high quality management education.

**Web** [www.spa-life.co.uk](http://www.spa-life.co.uk)

### Date TBC | ukactive National Summit (UK)

The largest political event in the sector's calendar, bringing together key stakeholders from public health policy and beyond.

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

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## DECEMBER

### 1–2 | BASES Conference 2015 (UK)

The annual conference of the British Association of Sport and Exercise Sciences, the professional body for sport and exercise sciences in the UK.

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

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