

HEALTH CLUB MANAGEMENT HANDBOOK 2018

The essential resource for health and fitness professionals

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THE ONLINE
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MARKETPLACE

Welcome to the Health Club Management Handbook 2018

We're fast becoming a nation of gym-goers, with memberships hitting the 9.7 million mark. Now that one in seven of us is a gym-member, with 6,500 health and fitness clubs on offer, we've hit an all-time high penetration rate of 14.9 per cent – and there's still room for growth.

Although expansion of the low cost sector has been fast and furious – with no signs of abating – the surge in gym memberships driven by low monthly fees and an absence of long-term contracts could hit a saturation point. To counter this, many budget operators have already upped their game to maintain differentiation beyond a cheap price point. Some are offering optional membership schemes, outdoor fitness and boot camps while others are simply doing away with membership fees altogether and acquiring revenue from alternate methods, like staging industry events and showcasing fitness products on the gym floor.

Specialised boutique concepts have also been instrumental in growing and broadening the market with their personalised approach to the fitness sector. While they continue to expand full steam ahead with the patronage of trendsetting Millennials,



urbanites and tribes, it's exciting to see many boutique operators embracing more multiple studio concepts under the same roof, offering fans a complete one-stop-shop for all their workouts.

New technology and innovation is also feeding into the sector at all levels, like never before. Live timetables and online class bookings are showing good levels of adoption, with ever-more sophisticated social media platforms and apps being adopted by tech-savvy consumers from all generations.

Wearable tracking devices are gaining popularity, enabling data to be instantaneously collected from inside the gym walls and from activities out-of-doors. By sharing this data, it's good to see bespoke workouts being created. Integrating virtual and augmented reality into gym and home workouts is also enticing new members, while minimising the monotony of training for some and opening up ever-more immersive options for all.

Helen Patenall, editor
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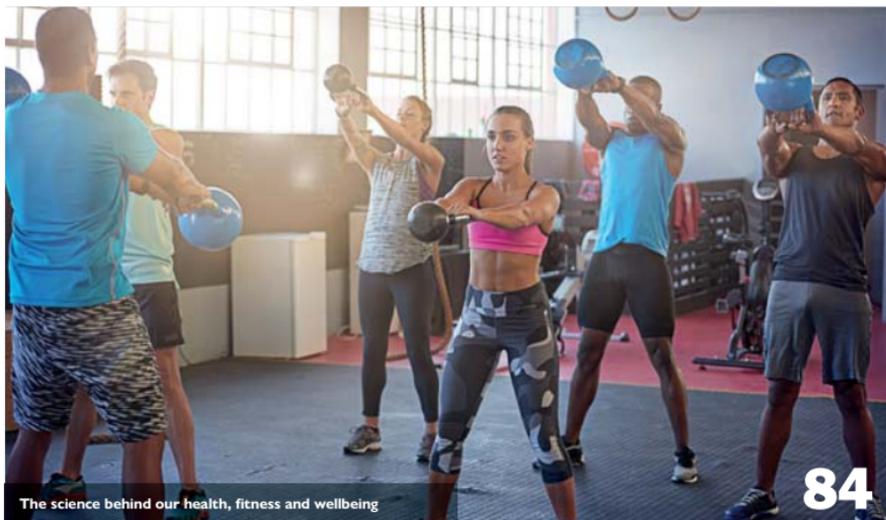
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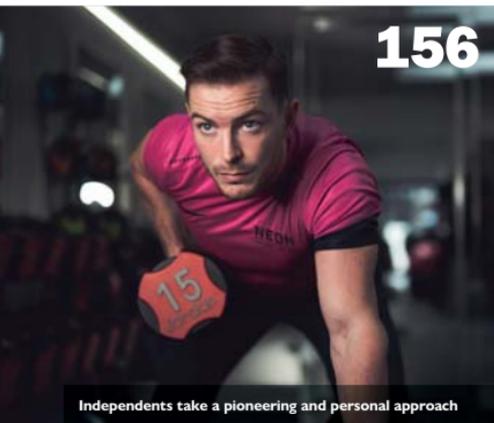
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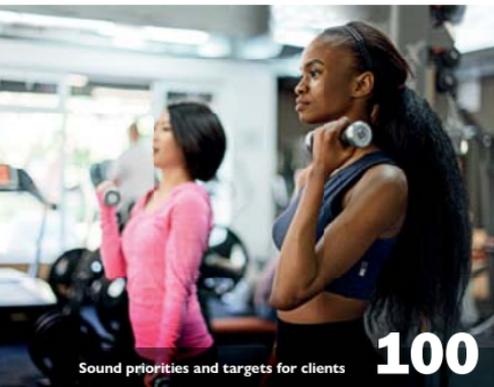
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What makes Millennials tick – and why it's important



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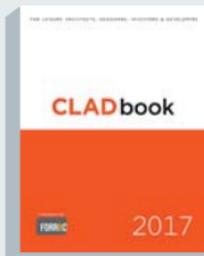
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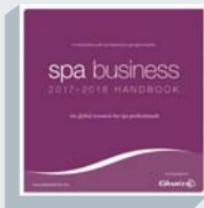
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Fitness Foresight™

A round up of the key trends, influences and opportunities shaping the health and fitness sector

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1 NEW SENSATIONS

augmented reality

Operators have long relied on TV screens and loud music to keep gym-goers entertained and minimise the monotony of their workouts. However, the development of augmented reality (AR) technology opens up new possibilities for health clubs. By allowing images to be superimposed onto a person's field of view, AR technology can enhance reality – adding sights, sounds, sensations and even smells that aren't really there.

This technology is already being developed for use in the attractions and engineering industries. Disney Research

recently unveiled an AR 'Magic Bench' prototype that allows users to interact with animated characters, while Google has updated its Glass gadget, utilising AR to display instructions from manuals in the visual fields of mechanics carrying out complex tasks like assembling jet engines.

There's no reason why this technology could not be extended to gyms and health clubs in the future. Gym-goers may soon be able to feel the wind in their hair as they ride through the Pyrenees or experience the sights and sounds of an African sunset as they row down the Nile.



Time to put the pedal to the metal for augmented fitness workouts



Pills offering cardiovascular and muscle building benefits are on the horizon

2 FIT PILL

exercise supplements

The remarkable growth of the superfood and health supplement sector over the last decade suggests that consumers are actively looking for new ways to optimise their health. While weight loss and anti-ageing benefits remain the focus of existing supplements, results from recent mouse studies indicate that an exercise pill may be on the horizon.

Indeed, in 2017, scientists from the Salk Institute for Biological Studies in La Jolla, California, USA, unearthed a chemical compound that can increase athletic

endurance in mice by 70 per cent. Such a solution could be a game changer for the fitness industry, helping people get more from their workouts by being able to exercise harder and for longer without getting tired.

Elsewhere, researchers from Augusta University in Georgia, USA, have discovered another approach to creating an exercise pill. They've found that suppressing the production of the protein myostatin in mice increases muscle mass and improves heart health

in the same way as regular exercise.

The focus is now on replicating these findings in humans, which, when successfully achieved, could set in motion the creation of a pill that provides the cardiovascular and muscle building benefits of a good workout.

But operators need not fear being replaced by such a pill, because myostatin suppression does not provide the full range of benefits associated with physical activity: improving mood, bone health, blood sugar control and fat metabolism.

3 FLEX IT

fascial release

The incorporation of fascia release techniques into fitness classes and recovery sessions is set to grow as the importance of a supple fascial layer becomes better understood. As the thin fascial layer is responsible for the structural integrity of the whole body, when it's tight and inflexible, body

efficiency is compromised – leading to long-term pain, poor posture and limited physical performance.

The beginning of the fascial release trend is already evident in active recovery classes, including New York's barefoot A.C.C.E.S.S class, Equinox's myofascial massage prehabilitation

class RX, and Breathe London's Moving Stretch sessions, which all centre around releasing the fascia via foam rolling and resistance stretch movements. Watch out for a steady growth in such classes alongside the introduction of foam rollers and other fascial release devices into yoga, pilates and mind-body classes.



Fitness classes will feature fascia release techniques and equipment

PHOTOS: SHUTTERSTOCK.COM



Post-exercise recovery and wellbeing services could feature floatation tanks

4 MAKES SENSE

sensory deprivation

After falling out of fashion more than 30 years ago, floatation tanks are poised to return to the limelight as sensory deprivation experiences grow in popularity. Studies show that restricted environmental stimulation therapy (sensory deprivation) can positively affect body physiology, lowering cortisol and blood pressure, while increasing wellbeing and reducing blood lactate levels after

intense exercise. Unlike their predecessors predominantly found in spas, we predict the new wave of floatation tanks will be in health clubs and offered as a post-exercise recovery tool and wellbeing service.

Sensory deprivation experiences will not be limited to floatation tanks. Expect a surge in the use of sensory deprivation within fitness classes as exercising for health overtakes exercising for aesthetics.

Based on research findings that suggest that when one sense is lost other senses are sharpened, early adopters are already offering sensory deprivation-focused functional classes. In Gymbox's new Blackout class, for example, participants are asked to perform functional exercises whilst blindfolded, with the aim of improving their body awareness, reaction time and proprioception. ▶

Physical and digital mindfulness-focused tools will be more prevalent



6 STRENGTH OF MIND

mental fitness

Mindfulness has enjoyed good growth in recent years; however, it's a practice that's set to move from 'nice to have' to centre stage within fitness facilities, and a change of focus from peace of mind to strength of mind and resilience. This will be driven by the increased presence of the youngest generation, generation Z, within the fitness sector as they come of age.

Generational analysts report that this health-conscious group considers mindfulness as integral to health and

fitness, and as a result, expects to be able to incorporate mindful practices into standard workouts.

Expect to see a rise in physical and digital mindfulness-focused tools as designers and operators strive to meet this need. Mental fitness apps are already growing in popularity, led by the likes of digital content group Lucid Performance. Its training app uses sport psychology principles, rather than traditional meditation, to help users increase focus, self-belief

and confidence. It's a strategy that has proven to be popular, with the California-based company reporting a 35 per cent weekly increase in user numbers following its launch in 2017.

Another area of change will involve the movement of mind gyms – originally developed as a corporate performance enhancement tool – from the office to the health club. Get ready to see people going to the gym to learn mind-sharpening strategies such as neurolinguistic programming.

Ⓞ MIXED BAG

diversified boutique offers

When boutique studios burst onto the fitness scene a decade ago, most chose to specialise in a single exercise modality. From indoor cycling to pilates studios, niche branding and offerings have defined the boutique sector for years.

But as providers seek to hold onto the communities they have worked hard to cultivate, more will look to offer multiple studio concepts under one roof, ensuring that their fans have no need to go anywhere else to fulfil their workout requirements.

A case in point is Soulcycle. The pioneer of the boutique fitness concept recently launched SoulAnnex – a bike-free floor-based concept featuring dance, HIIT and active recovery classes – in New York's Flatiron District. And in the UK, London-based brand Psytle is leading the way in this area. Despite launching as an indoor cycling studio, the brand has now added independent HIIT, yoga and barre studio concepts to its portfolio. It's likely to be a matter of time before others follow suit. ▶



Boutiques will spread their wings to offer multiple studio concepts under one roof



PT training to focus on common chronic diseases

7 ON THE AGENDA

PT medical training

As physical activity gains continued recognition as an effective preventive health tool, medical schools are increasingly being called upon to place physical activity training higher on the agenda. As such, it's likely that the doctors of tomorrow will be armed with the knowledge needed to confidently hand out prescriptions for exercise, rather than just medication.

However, as tackling inactivity and its associated diseases needs both the medical and fitness industries to come together, the medical knowledge of PTs must also grow in the near future.

All PT qualifications, not just advanced specialist ones, could include training on common chronic diseases, such as stroke, hypertension and diabetes.

PT education standards and qualifications are currently under reformation, led by CIMSPA, Active IQ and REPs in the UK; and EuropeActive and EREPs across the rest of Europe. As these bodies look to develop standardised, high-quality training pathways, the timing is perfect for the addition of teaching on disease aetiology, treatment and prevention to PT curriculums.



Portable equipment like running machines will pave the way

PHOTO: SHUTTERSTOCK.COM

8 THE DOORSTEP CHALLENGE

equipment home delivery service

Equipment manufacturers are remaining firmly focused on developing innovative fitness machines that offer users better results, more convenience and maximum ease of use.

However, an increasing number of machine iterations poses a problem for the savvy at-home exerciser who wants to keep up to speed with the latest equipment tech: a lack of unlimited space to store lots of bulky pieces of gym equipment.

However, it's a problem that presents fitness suppliers with the niche market opportunity of home-delivery equipment subscriptions. Fitness consumers can have the equipment they desire for their workout delivered directly to their door, keep it for a couple of hours, days or weeks, and then have it collected or exchanged for a different piece of equipment kit they desire.

Of course, logistic limitations, such as equipment size and weight exist, and this means that more portable machines, such as indoor bikes and rowers, are likely to lead the way in this field.

Nevertheless, these limitations also present an opportunity for manufacturers to start giving equipment portability higher priority during the equipment design and manufacturing process.

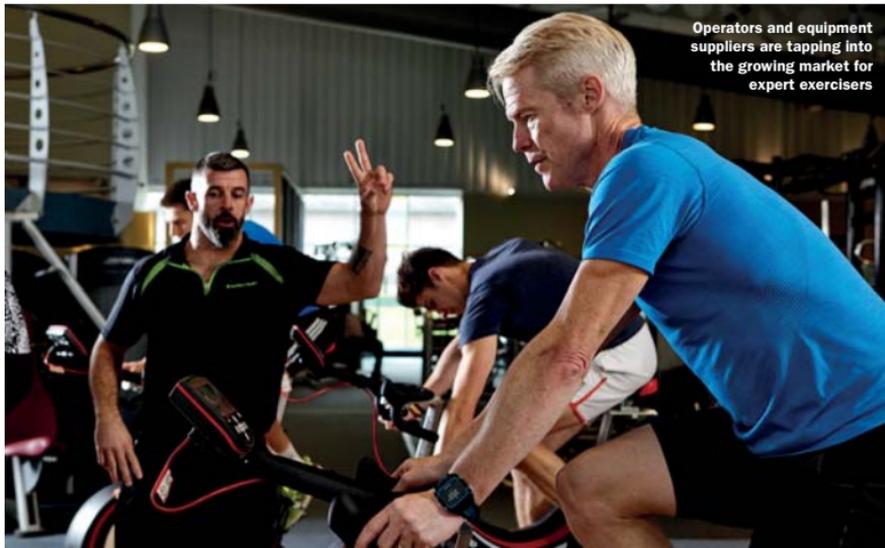
9 LIKE A PRO**expert exercisers**

Technology is transforming the way in which fitness fans exercise by placing elite equipment at the disposal of the average person. Furthermore, professional athletes and their trainers are openly sharing their workout programmes on social media platforms, such as Instagram and Snapchat – enticing mere mortals to try their techniques for themselves.

As such, training like an athlete is fast becoming a desire of gym goers and we're seeing a rise in services catering specifically for expert exercisers. From gyms kitted out with high-performance specialist equipment to fitness classes created specifically for those striving to achieve athlete-like fitness levels, it's a niche, yet growing area of opportunity for the elite end of the industry – one that London-based Metabolic is tapping into. Founded and

backed by professional athletes – ex-premier league hockey player Lawrence Hannah and Olympian, Denise Lewis – the studio's workouts have been designed using athletic training principles.

Indeed, seasoned gym goers are increasingly looking for a challenge and it's not just operators that are responding; equipment suppliers are also tapping into this growing market. Wattbike, the indoor cycle manufacturer best known for preparing cyclists, rowers, rugby players, and track and field athletes for world and Olympic success, recently released a home version of its best-selling indoor trainer, giving people at-home access to highly precise data-driven training previously reserved for athletes. As technology continues to grow more sophisticated, such offerings are likely to become more commonplace.



Operators and equipment suppliers are tapping into the growing market for expert exercisers



PHOTO: SHUTTERSTOCK.COM

Recovery pathways for sport injuries among gym-goers will become streamlined

10 QUICK FIX

in-house injury recovery

With gym penetration rates rising across the UK, Europe and the US, and gym goers remaining at significant risk of musculoskeletal injuries, operators must start to give attention to the absence of well-defined pathways for treating sports injuries among gym-goers if they are to maximise retention. After

all, injured exercisers are more likely to turn away from physical exercise if sprains and strains persist or recur.

Operators are, indeed, well placed to develop and execute the delivery of the convenient and streamlined injury recovery pathways that are currently lacking. Some will develop in-house musculoskeletal recovery

teams, with gym members given access to physiotherapists, sports massage therapists, chiropractors and other specialists housed within the gym premises. Other gym operators will choose to serve as tertiary referral centres, establishing databases of approved local musculoskeletal specialists for injured-member referrals.

▶ ⑩ ENERGY FLOW

chakra workouts

As more people look to address the non-physical factors that may affect their overall wellbeing, spirituality looks set to make a move into the fitness sector.

It's thought that just as the fast-paced, convenience-driven lifestyles of today can damage our physical and mental health, modern living is also causing blockages in the body's natural energy flow – also known as chakras – leading to poor health and low levels of functioning.

The ancient Indian practice of chakra balancing uses techniques, such as breathing, yoga poses and visualisation, to drive energy to the seven chakras of the body – which are said to be linked to the nervous and endocrine systems.

Although chakra balancing has remained firmly in the realm of alternative medicine, expect to see it increasingly combined with fitness concepts as operators build on the current holistic fitness movement.

Leading the way is lifestyle and wellness brand Modern Om. The company's brand is centred on chakras, from its seven brand colours – each representing a chakra – to its Miami mindfulness festival. The one-day debut in 2017 attracted hundreds to its chakra-balancing meditations and yoga sessions, indicating that fitness and wellness consumers are ready to get in touch with their spiritual side.

Spirituality will play a larger role in the mainstream fitness sector

12 CHILD'S PLAY

child-led exercise

As childhood obesity levels continue to rise, finding new and effective ways of getting more children active, more often will remain a focus for the industry. And with psychologists already drawing attention to the way young children naturally incorporate movement into play, its time schools, leisure centres and even gyms started taking notice.

Allowing children to have more influence on the design of the physical education, sports and fitness classes planned for them is necessary if they're to truly enjoy physical activity and have fun exercising. With that in mind, watch out for a new wave of children's fitness – designed for children, by children.

Less popular activities, such as cross-country running or forced team sports, will give way to fitness sessions based on games, playground classics and imaginative play. It's a shift that presents opportunities for equipment suppliers, operators and designers alike, as the focus will be split between equipment-free activities – such as tug of war and sack racing – which make use of open studios and functional spaces, and activities that require specialist equipment, such as trampolines and climbing frames. ▶



To tackle child inactivity we must make activities far more engaging



Leisure centres and boutiques are adding more upmarket offerings

18 LAP OF LUXURY

leisure centre luxe

Leisure centres are showing no signs of slowing down in their mission to reinvent themselves. Faced with the threat of being made obsolete by the sophisticated, technologically advanced, and often more aesthetically pleasing private gym and health club market, public fitness facilities will continue to add more upmarket offerings to their services, while modernising their designs.

Local authority leisure operators are already venturing into the luxury market, with the addition of premium spa services, such as spa baths, ice features and salt rooms. But that's just the beginning.

Boutique studios offering cutting-edge fitness classes; high-tech equipment that wirelessly pairs with the latest apps; and shower facilities with amenities to rival

premium health clubs will also become increasingly common – taking the humble leisure centre to new heights.

While staying competitive is expected to remain the primary driving force behind the reinvention of leisure centres, the significant secondary spend opportunities presented by the addition of luxury services will continue to serve as great motivation to operators.

Growing demand for natural performance enhancers is an ideal retail opportunity

14 JUICE UP

natural enhancers

As more and more exercisers look to take their fitness pursuits to the next level, the provision of safe and natural ways to maximise performance and workout results will grow in importance.

Operators stand to benefit from this upcoming growth in the popularity of natural performance enhancers as gym-goers look to consume them immediately before or after a workout – presenting an ideal on-site retail opportunity.

Look out an increased presence of F&B products containing natural enhancers, such as beetroot juice – renowned for its ability to boost athletic performance and muscle recovery – and turmeric – which contains the muscle-healing anti-inflammatory substance curcumin.

Adaptogenic herbs, which help improve the body's response to stress, will also become a fitness supplement of choice, after research has shown that herbs, such as rhodiola and Siberian ginseng, can help the body to adapt more effectively to intense exercise routines and recovery. ►

16 PINCH PENNIES

free gyms

The arrival of the low cost gym sector has been instrumental in the surge in gym memberships, market value and penetration rates seen recently.

It's a finding that suggests that cost remains a big barrier to the uptake of gym memberships, and it's one that fitness operators are now seeking to address by simply doing away with membership fees altogether.

Leading the way is German fitness operator McFit. It plans to open The Mirai in 2019 – a gym in which users can train for free. Mcfit founder Rainer

Schaller has said that the brand will bring in revenue through partnerships with industry key players. It has also been suggested that income could be augmented by cleverly using the space, which will sit on a 592,000sq ft (55,000sq m) plot of land in western Germany, to stage industry conferences and showcase fitness equipment.

Expect to see more operators follow suit, based on the success of The Mirai's free model, with each adopting increasingly creative ways of boosting their revenue.

Free gym membership is the hallmark of The Mirai

Fitness Foresight™ archive

2017

- Mental health
- Epigenics
- Virtual design
- Insect diet
- Recovery
- Breathing
- Clean eating
- Non-gym memberships
- Fitness as entertainment
- Artificial intelligence
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- Fluid gym floors
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- Active education

2016

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2015

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2014

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- Online reviews
- Specialist services
- In-club technology
- Home delivery
- Peak performance

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Laretta Ihonor is a freelance editor, as well as a qualified medical doctor and a health and nutrition specialist.



PHOTO: SHUTTERSTOCK.COM

Push your boundaries to keep one step ahead

Events calendar

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

MARCH 2018

1-4 | IDEA Personal Trainer Institute East Coast Alexandria, VA, USA

A must-attend event for personal trainers, fitness professionals, owners and managers aiming to ramp up the success of their fitness business. A South Coast institute takes place in Dallas, Texas, on 5-8 April. www.ideafit.com/fitness-conferences

5 | SMMEX International Wembley Stadium, London, UK

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

13-14 | Millennial 20/20 The Old Truman Brewery, London, UK

Millennial 20/20 will gather more than 2,000 brands, companies, founders and start-ups to examine and understand the highly desirable Millennial consumer and the future marketplace they create. www.millennial20-20.com/london2018

14-15 | Active-net Eastwood Hall, Nottingham, UK

A networking event aimed at suppliers and operators with a focus on the public



IDEA Personal Trainer attracts PTs, fitness professionals, owners and managers

leisure sector. Educational seminars and a networking event take place alongside keynote presentations, development seminars and buyer/supplier meetings. www.active-net.org

21-24 | IHRSA San Diego, CA, USA

IHRSA 2018 will deliver presentations from business leaders, a complete line-up of leading industry presenters, and education on the topics that matter most

to health club operators, as well the most innovative products on the market. www.ihrsa.org/ihrsa2018

23-25 | International Fitness Showcase Winter Gardens, Blackpool, UK

An event for fitness instructors and enthusiasts, offering three days of dance, aerobics, step, combat, conditioning, workshops and mind body sessions. www.chrysalispromotions.com



FIBO is the world's leading trade show for health, fitness and wellness

APRIL 2018

5-8 | ACSM Health & Fitness Summit & Expo

Hyatt Regency Crystal City, Arlington, VA, USA

A signature fitness event giving students, fitness enthusiasts, personal trainers and certified professionals programmes from scientific to practical application.
www.acsmsummit.org

11 | European Health & Fitness Forum

Congress Center Nord, Exhibition Centre Cologne, Cologne, Germany

Following on from the success of last year's sell-out event, EuropeActive

and FIBO invite visitors to join them in Cologne for the 5th EHFF, which will be held as the opening event of FIBO 2018.
www.euroactive.eu/events/ehff18

12-13 | BASES Student Conference

Northumbria University, Newcastle, UK

A significant international trend in sport and exercise science is the clinical application of exercise science.
www.bases.org.uk

12-15 | FIBO

Cologne Messe, Cologne, Germany

FIBO is the world's leading trade show for health, fitness and wellness, offering

an international business platform for managers, distributors, suppliers, investors and decision makers across the industry.
www.fibo.de

20-22 | Fitness Show Sydney

ICC, Sydney, NSW, Australia

The show covers Active, Strength and Industry. Two further expos will be held at Brisbane Convention & Exhibition Centre (14-15 July) and Melbourne Convention & Exhibition Centre (13-14 October).
<http://fitness-show.com.au>

20-22 | OM Yoga Show

EventCity, Manchester, UK

The total yoga experience under one roof, including free yoga and pilates classes, a ▶



OM Yoga Show Manchester offers a total yoga experience under one roof

- range of workshops, children's yoga, and exhibition stands covering yoga, pilates, ayurveda and naturally healthy products.
www.omyogashow.com

MAY 2018

9–10 | Elevate ExCeL, London, UK

The UK's second cross-sector event bringing together academia, healthcare, government, the physical activity sector and performance experts to focus on an increasingly important societal challenge – turning the tide on inactivity.
www.elevatearena.com

11–13 | BodyPower Expo NEC, Birmingham, UK

Offering something for fitness enthusiasts, the show provides a premier visitor experience with international stars and industry renowned experts, interactive feature areas and national competitions.
www.bodypower.com

23–24 | SIBEC UK The Belfry, West Midlands, UK

Influential suppliers and buyers in leisure, health and fitness from the local authority, trust and education markets participate in a series of one-to-one meetings.
www.sibec.co.uk

29 May – 2 June | ACSM Annual Meeting Minneapolis, MN, USA

This sports medicine and exercise science event covers the science, practice, public health and policy of sports medicine, exercise science and physical activity.
www.acsmannualmeeting.org

JUNE 2018

20–22 | ukactive FLAME Conference Manchester Central, Manchester, UK

A leading sector event to learn, network and celebrate, attracting more than 850

delegates, with a range of motivational and educational speakers. It is followed by the Flame Awards gala dinner, where winners are presented with the accolades in the health, fitness and physical activity sector. www.ukactive.com

20–23 | SPATEC Europe Mövenpick Hotel Mansour Eddahbi, Marrakech, Morocco

SPATEC Europe 2018 will bring together Europe's most important spa operators of leading medium-to-large hotel resort, destination, athletic, medical and day spas to meet with key leading domestic and international suppliers to participate in a series of one-on-one meetings over two dedicated business days. www.spateceu.com

27 June – 1 July | IDEA World Convention Hyatt Grand Manchester and San Diego Convention Center, San Diego, CA, USA

Claimed to be the world's longest-running international fitness convention, the event features a programme of educational sessions from industry-best presenters. www.ideafit.com

AUGUST 2018

16–18 | FIBO China National Exhibition & Convention Centre, Shanghai, China

About 20,600 trade and private visitors from 47 countries and regions attended FIBO China 2017 in Shanghai. The exhibitor side also grew compared with the previous year, with more than 300



Interbike Expo offers the industry a place to conduct the business of cycling

brands being showcased from 25 countries and regions; 63 per cent of which comprised international brands. www.fibo-china.cn

30 August – 1 September | IHRSA Fitness Brasil Latin American Conference and Trade Show Transamerica Expo Center, São Paulo, Brazil

The 19th IHRSA/Fitness Brasil programme is designed for all types and sizes of clubs – from established clubs to those that are just starting out in the industry. The programme provides educational opportunities in a variety of interactive formats: traditional seminars, how-to sessions and best practice. www.fitnessbrasil.com.br

SEPTEMBER 2018

12 | ukactive National Summit Queen Elizabeth Centre II, London, UK

The largest political event in the sector's calendar, the ukactive National Summit brings together key stakeholders from public health policy and beyond, attracting senior influencers from physical activity, health, policy, brand, media, research, charity and local authority commissioning. www.ukactive.com

18–20 | Interbike Expo RSCC, Reno, NV, USA

The annual Interbike International Bicycle Exposition is where the bicycle industry gathers to celebrate, educate and conduct the business of cycling. www.interbike.com

► **24–26 | ISPA Conference & Expo**

Phoenix Convention Center,
Phoenix, AZ, USA

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

24–27 | SIBEC North America
Omni La Costa Resort & Spa,
Carlsbad, CA, USA

Major operators in the health, recreation, sports and fitness organisations meet with leading executives from national and

international supplier companies.
www.sibeevents.com/northamerica

26 | National Fitness Day
UK-wide

This event sees fitness providers across the UK open their doors for free to allow members of the public to try out a wide range of fitness activities.
www.nationalfitnessday.com

OCTOBER 2018

15–18 | Annual IHRSA
European Congress

Venue TBC, Lisbon, Portugal
IHRSA's annual European Congress is

one of the best networking opportunities in Europe with more than 500 industry professionals in attendance. Seminars are designed to help visitors improve their operation and grow their business, and there is the opportunity to meet one-on-one with leading suppliers of fitness equipment and services.
www.ihrsa.org/congress

24–26 | Club Industry Show
Hilton Chicago, Chicago, IL, USA

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

NOVEMBER 2018

7–10 | SIBEC Europe
Mövenpick Hotel Mansour Eddahbi,
Marrakech, Morocco

This event will bring the UK's and Europe's major operators from the private, local authority and trust markets in health, fitness and leisure together with leading suppliers to participate in a series of one-to-one meetings over two dedicated business days.
www.sibeeu.com

15–16 | EuropeActive 2018
International Standards Meeting
Warsaw, Poland

With an agreed global approach to improve the education, recognition and social impact of exercise professionals and the fitness sector, this event brings



UK fitness providers open their doors for free on National Fitness Day

together employers, training providers, suppliers, national associations and the representatives of national registers of exercise professionals from across Europe and around the globe.
www.europeactive.eu

18–20 | International Council on Active Aging (ICAA)

[Hyatt Regency Long Beach and the Long Beach Convention Center, Long Beach, CA, USA](#)

The ICAA conference brings together professionals from across the active-aging spectrum to learn and connect with colleagues, as well as industry leaders and active-aging experts, in an environment that stimulates and supports growth.
www.icaa.cc

27–28 | BASES Conference

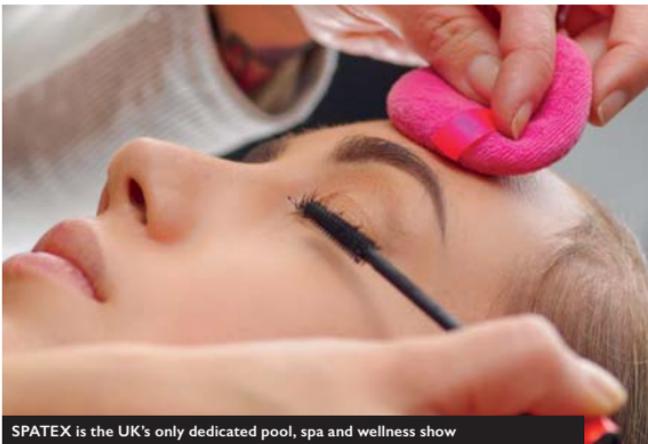
[Harrogate Convention Centre, Yorkshire, UK](#)

The BASES conference is a two-day sport and exercise science programme packed with world-leading insight and experience.
www.basesconference.co.uk

29 November – 2 December | ACSM Team Physician Course

[Charleston Marriott, Charleston, SC, USA](#)

The ACSM Team Physician Course gives primary care, specialist physicians and other healthcare providers the core of knowledge to care for sports teams in the community. Presentations include new perspectives in the orthopaedic, primary care and emergency medicine aspects of sports medicine and athlete care.
www.acsm.org



SPATEX is the UK's only dedicated pool, spa and wellness show

DECEMBER 2018

6–8 | FIBO USA
[Orange County Convention Center, Orlando, FL, USA](#)

The world's largest fitness trade show, is coming to the United States for the first time ever, further enhancing FIBO's position as a strategic partner for the industry worldwide.
www.fibo.com

JANUARY 2019

29–31 | SPATEX
[Ricoh Arena, Coventry, UK](#)

SPATEX represents all sectors of the spa industry from pools, spas and saunas to hydrotherapy, wellness, steamrooms and children's play equipment.
www.spatex.co.uk

FEBRUARY 2019

Quest NBS and CIMSPA Conferences
[Chesford Grange, Warwick, UK](#)

The event attracts more than 300 leisure industry professionals.
www.questnbs.org

ForumClub-Forum Piscine Gallery
[Fiera di Bologna, Bologna, Italy](#)

The event attracts those who design, build and restore fitness and wellness spaces.
www.forumclub.it

24–25 | PB London
[ExCel, London, UK](#)

Professional Beauty is one of the biggest events of its kind in the UK.
<http://professionalbeauty.co.uk>

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The XPT effectively combines the desired benefits of free-weights with the safety of machine weights.



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health club management

HANDBOOK 2018

INDUSTRY INSIGHTS

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2018 predictions

What's in store for the fitness and physical activity sector in 2018? We ask our panel of experts



Stephen Tharrett & Mark Williamson
co-founders, ClubIntel, USA



Prepare to work out in
an entirely new way

Abraham Lincoln said, “The best way to predict the future is to create it.” With that in mind, ClubIntel would like to share its creative predictions for the fitness industry in 2018.

Virtual fitness: streaming and on-demand will emerge as an important tool for driving member engagement. In 2016, approximately one in five fitness operators offered some form of virtual fitness (group exercise and/or fitness instruction)*. With new cloud-based



VR will introduce itself to the fitness sector through players like Blackbox and Icaros

platforms such as FitCloud Connect, FORTE and Trainer+, the club experience is no longer just about what happens inside the four walls of a facility, but how it's connected with the portable virtual world.

Boutique fitness studios/micro-gyms will continue to be a growth story in 2018. In fact, boutique fitness studios, independents and whales (PE-backed franchisees and corporate shops) will



Millennials, urbanites and consumer tribes dictate what is hot and what is not when it comes to fitness

continue to be the workout spaces of choice, as Millennials, urbanites and consumer tribes dictate what is hot and what is not when it comes to fitness.

Budget club wars will create a new breed of discount experience. Over the past few years budget clubs have expanded at nearly light speed, now representing the largest segment of the traditional

club industry in the United States and Europe. But there's one problem – the field is becoming saturated, differentiation is disappearing, and soon we'll see a creative operator offering a US\$5 monthly experience to differentiate their business.

Virtual reality (VR) will make its presence known. The question is, will it get traction? Virtual reality has emerged as

a significant experience immersion tool for many industries, and is predicted to grow exponentially from 2018. The world of VR will introduce itself to the fitness industry this year through players like Blackbox and Icaros. Prepare to work out in an entirely new way.

"The 2016 International Fitness Industry Trend Report published by ClubIntel



Jeni Fisher

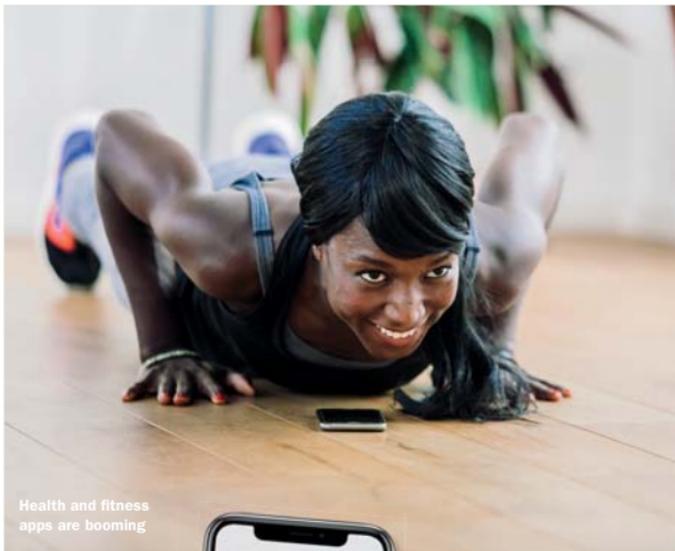
apps business development manager,
Google Play



Long-term revenue growth lies in our ability to fully realise the potential of apps

Revenue from subscriptions on Google Play has increased tenfold in three years. The health and fitness apps space is also booming, with new products designed to empower consumers to take charge of their health and live a more active lifestyle.

Digital health and fitness startups, such as the tailored workout and nutrition app 8fit, are garnering millions of dollars in funding. The year ahead will see continued investment in innovative companies that successfully enable smartphones as tools for healthier living. The unprecedented data generated by connected devices opens up even more opportunities for



Health and fitness apps are booming

personalised health and fitness solutions. Apps will move further away from manually inputting daily activity and key data points, reducing the friction inherent in many digital health apps.

Machine learning algorithms will continue to intelligently guide daily behaviour (from medication adherence to personal health coaching) towards longer-term health

predictions. Ultimately, long-term revenue growth lies in our ability to fully realise the potential of apps to successfully drive long-term behaviour change, and so 2018 and beyond will see more developers experimenting and applying the science of behaviour change to their products.

app 8fit personalises health and fitness solutions





More defined fitness programming and HIIT, like Les Mills GRIT, will take off in 2018

Approximately ten years ago budget fitness or the low cost phenomena hit the UK leisure industry. A few watched initially but a few others actually joined in. Then, over the next couple of years, the momentum started. It disrupted not just the industry but, in fact, the fitness marketplace as a whole, with its extremely low price points and its delivery of high volume monthly sales targets.

Big box fitness moved at pace; the marketing woke up those who thought gyms were costly – and clubs started to ram in 6,000 members or more paying £19.99 or less. It took out, what we remember as, mid-market fitness clubs as customers could now pay a lot less.

Ten years on... the low cost market in the UK accounts for more than 35 per cent of the total private membership, circa 2,300,000 members and well over 500 clubs. You could argue that budget fitness and paying £20 or less



Griff Shortt
head of operations, énergie group



We'll see added value products – more on offer, more within the membership

a month is quite simply the norm and that price point marketing is far less impactful.

So, what will 2018 bring to the health and fitness market? A need to increase yield and drive up prices with intelligent pricing through optional membership schemes and 'bolt on' opportunities. We can't continue to just sell 'cheap' memberships. We'll see budget operators and the big box gyms moving to offer a lot more than just access... they'll need to.

We'll see added value membership products; more on offer, more within the membership. Things like more defined fitness programming, HIIT, multi-site access, boutique-style spaces within clubs and rehydration packages. Various member-privileges will also potentially be presented via online price presenters to increase yield. We'll offer more to the member and maybe, just maybe, we'll see the re-emergence of 'good old' customer service and mid-market pricing.



With Wattbike being at the forefront of cycling training, our 2018 predictions had to be specifically about this fitness area.

From talking with our customers and our key accounts, we believe there'll be a greater shift toward smaller, more boutique-style zones within a larger gym.

This prediction may sound obvious, but the use of technology will also continue to increase. Previously, gym-goers would tell their friends they'd just done an hour 'session' in the gym. But through instantaneous data collection and sharing with services like Strava or MyZone, training will become more bespoke and tailored to satisfy the need to work to numbers. Also, with wearable tech and apps, data collection will be covered both inside and outside the gym to provide a total, data-based and driven fitness plan.



Steve Marshall
UK sales manager, Wattbike



The emphasis will be on the data-driven individual

2018 will see a greater shift towards smaller boutique-style zones within a larger gym

Something else we've seen from other countries around the world that we think will come to the fore in 2018 is the use of fitness and gym networks to provide healthcare assessments. For example, if people have personal health insurance in South Africa, they can see a reduction in their premiums by simply proving that they exercise. The more they exercise, the more rewards they garner. Again, with today's ability to collate data output from training, this is easy to record.

In short, the emphasis will really be on the data-driven individual this year for all aspects of training and fitness.



Nick Courtts
CEO, Fitness Hut



Brilliant concepts like parkrun will grow strongly in 2018

My hope and expectation for the fitness industry during the current year is that we continue to see growth across all segments.

There's no doubt that while boutiques will continue to open at a pace, the low cost market is going to continue to expand even more quickly. Although not all low cost club joiners are completely new to exercise, and are switching from existing clubs, up to 50 per cent of new joiners are, so low cost club openings would appear to be key drivers of penetration growth during 2018.

I expect that technology advances will continue to provide exciting adjustments in both "on-line gyms", workout apps and wearables. Although I'm personally a bit of a "dinosaur" and not that



Wearables help to support outdoor training, workouts and runs

interested in measuring my workouts or performance via technology, one aspect that I think is really fantastic is the way in which wearables help to support outdoor training, workouts and runs, particularly for people who are new to exercise. I therefore expect that brilliant fitness concepts like parkrun will grow strongly during 2018.

The multi-billion dollar gaming market is also likely to start having a much more significant impact on fitness during 2018, with virtual reality and augmented reality integrating to make gym workouts and home workouts much more attractive, enticing and fun for people who need to be distracted and motivated along those lines while exercising. ●

World of fitness

Kristen Walsh analyses the key findings from the recent *2017 IHRSA Global Report*

The private sector of the global health and fitness club industry is on a high, with continued growth in 2016, according to the *2017 IHRSA Global Report*.

Total industry revenue reached an estimated US\$83.1bn, as approximately 200,000 clubs served 162 million members worldwide. The markets in North America and Europe continued to grow, while health club markets in Latin America also posted strong performances (see *HCM* June 2017, page 70).

The outlook for the private health club industry is promising and is expected to thrive in the global marketplace, serving consumers with a variety of health and fitness needs. With access to a profusion of fitness amenities, instructors and personal trainers, club operators are well positioned to lead us into a healthy future.

**Total global
estimated industry
revenue
US\$83.1
billion
in 2016**



EUROPE
In spite of a weakening euro and challenges in the political landscape, the

fitness sector in Europe continued to be robust. The European health club market serves almost 57 million members, with around 55,000 health and fitness clubs generating more than US\$29.6bn revenue.

The UK and Germany continue to lead all markets in Europe. In the UK, based on research by LeisureDB, 9.7 million

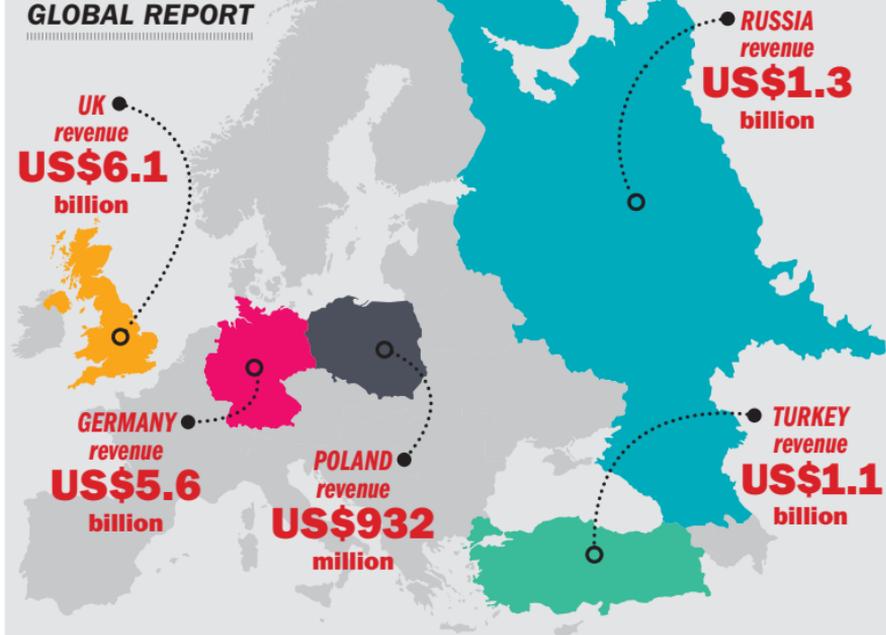
people belong to a private corporate health club, up from 9.3 million a year ago. Approximately 6,730 facilities in the UK generate a collective US\$6.1bn in industry revenue. Germany attracts more than 10 million members to 8,680 facilities and generates US\$5.6bn in revenue.

According to the *2017 European Health & Fitness Market Report* – by Deloitte in partnership with EuropeActive – Europe has strong prospects for growth, not only in the mature markets of Western Europe, but also in Eastern Europe. Especially in Russia, Turkey and Poland where penetration rates are among the lowest in Europe, signifying real growth potential. ▶

McFit is currently the largest fitness centre chain in Europe



EUROPE – 2017 IHRSA GLOBAL REPORT



	UK	Germany	Russia	Turkey	Poland
Private clubs	6,730	8,680	3,080	1,670	2,560
Members	9.7 million	10.1 million	2.9 million	1.9 million	2.8 million
Revenue	US\$6.1 billion	US\$5.6 billion	US\$1.3 billion	US\$1.1 billion	US\$932 million



Saudi Arabian brand Fitness Time highlights opportunities in MENA



MIDDLE EAST & NORTH AFRICA

Based on findings gathered by The FACTS Academy – industry experts based in Egypt – approximately 3.4 million members utilise 5,660 private health clubs in 10 markets in the Middle East and North Africa (MENA). These 10 markets collectively generate around US\$2bn

in industry revenue. Saudi Arabia leads all markets in this region in terms of revenue with nearly US\$620m generated at 1,100 health clubs, collectively attracting 817,500 members. However, in terms of club count and memberships, Egypt leads all MENA markets with 1,680 facilities and 957,500 members.

Despite conflicts in several MENA countries, there remains a demand for fitness facilities as consumers seek to exercise and reap the benefits of an active lifestyle. Successful international fitness operators, including Fitness First, Gold's Gym and World's Gym, have expanded into the Middle East.

In less than a decade, Fitness Time, based in Saudi Arabia, grew to more than 100 club sites, highlighting the huge opportunities in the MENA region.

**Egypt leads all
MENA markets –
1,680 facilities
957,500 members**



Equinox has clubs throughout the United States.
Could Latin America offer new market potential?

THE AMERICAS – North and South American continents



CANADA

The IHRSA
Canadian
Health Club
Report

indicates that

club operators serve nearly six million members at roughly 6,000 facilities in Canada. IBISWorld – an independent global industry market research firm – says revenue in Canada will rise through 2019.

Consumer demand for health and fitness programmes to address obesity concerns, active ageing, proper nutrition and sports performance will help to drive growth.



THE USA

In the United
States, the
levels of health
club revenue and
membership – as

well as the total number of clubs – all rose between 2015 and 2016.

Revenue increased from US\$25.8bn in 2015 to US\$27.6bn in 2016, while membership improved from 55.1 million to 57.2 million over the same period.

The US private sector club count grew slightly, from 36,180 locations to 36,540 in this time period, according to IHRSA.



LATIN AMERICA

Leading
markets
continue to
perform well in

Latin America. Based on data gathered in the recently updated IHRSA *Latin American Report* (2nd edn), Brazil is second only to the US among global fitness markets, with 34,510 health clubs. More than nine million Brazilians are members of a health club. In all, 18 markets in Latin America attract nearly 20 million consumers to more than 65,000 health clubs.



Opportunities abound in the global economic powerhouse of China (above: Trainyard Gym, Beijing)



ASIA-PACIFIC

The health club industry in the Asia-Pacific region served

more than 17.4 million members at 31,000 health clubs across 14 markets in 2016 (excluding the Middle East). Health club industry revenue totalled US\$14.4bn.

The *IHRSA Asia-Pacific Health Club Report* shows there is room for growth in the region, as the average member penetration

rate is just 3.8 per cent. Australia and New Zealand lead with penetration rates of 14.8 and 11.4 per cent, respectively. Cities in Asia, including Beijing, Shanghai, Kuala Lumpur and Jakarta, are home to maturing industries, while future growth is anticipated in other expanding cities and in Asia-Pacific overall. Opportunities abound in the global economic powerhouses of China and India, with respective penetration rates of 0.4 and 0.12 per cent. Mainland China has around 2,700 health clubs with 3.9 million members, whereas India has around 3,800 health clubs and nearly one million members. ●

ABOUT THE AUTHOR

Kristen Walsh
Associate Publisher, IHRSA
The reports cited in this article are available at:
www.ihrsa.org/publications



HEADLINE NUMBERS – 2017 IHRSA GLOBAL REPORT



	Europe	Asia-Pacific	The Americas	MENA
Private clubs	55,000	31,000	108,560	5,660
Members	56.9 million	17.4 million	82.8 million	3.4 million
Revenue	US\$29.6 billion	US\$14.4 billion	US\$36.2 billion	US\$2 billion
Leading countries in region	UK and Germany	Australia and New Zealand	USA	Saudi Arabia and Egypt
Biggest potential for growth	Russia, Turkey and Poland	China and India	Latin America	Entire region

Learning from Latin America



A new report provides valuable data on the Latin American market. IHRSA's **Kristen Walsh** explains

Latin America's health club industry is robust, according to the latest statistics in the 2017 *IHRSA Latin American Report*. Sponsored by Hoist Fitness and produced in collaboration with Mercado Fitness (Argentina), with support from trade body Fitness Brasil, this second edition of the inaugural 2012 publication offers even more up-to-date groundbreaking research.

A healthy industry

The 18 Latin American markets analysed generate US\$6bn in revenue from more

than 65,000 clubs. Nearly 20 million Latin Americans are members of a health club. Brazil alone accounts for more than half of the health clubs in Latin America with 34,509 facilities. Argentina has the highest penetration rate among all the markets, with 6.8 per cent of Argentinians currently belonging to a health club.

"The health club landscape in Latin America is dynamic and has undergone significant developments since 2012," said Guillermo Velez, editor of the report and director of Mercado Fitness. "In addition to the growth of the low cost segment,

other developments, including economic indicators, increasingly savvy consumers, technology, the boutique phenomenon and professionalisation have all impacted and shaped the industry in Latin America."

Opportunity knocks

While club operators and industry experts have observed growth amidst market developments in the region, opportunities abound in Latin America. The 2017 report shows an average penetration rate of 2.15 per cent, signifying potential for growth. Along with Argentina's 6.8 per cent, Brazil and Mexico both have member penetration rates exceeding 3 per cent, at 4.6 per cent and 3.2 per cent, respectively.

Inactive and obese

In Latin America, 130 million people (one quarter of the global population) are affected by obesity. These figures could reach 191 million by 2030. The countries with the highest rates of obesity are Mexico (32.8 per cent), Venezuela (30.8 per cent), Argentina (29.4 per cent), Chile (29.1 per



Growth of low cost gyms, savvy consumers, technology, the boutique phenomenon and professionalisation shape the industry in Latin America

Guillermo Velez, editor, IHRSA Latin American Report, 2017

**OVERALL REVENUE
FOR LATIN AMERICA
US\$6bn**

**ARGENTINA
penetration rate
6.8%**

**MEXICO
penetration rate
3.2%**

**BRAZIL
penetration rate
4.6%**

IHRSA LATIN AMERICA REPORT, 2017

	BRAZIL	MEXICO	ARGENTINA
Private clubs	34,510	12,380	7,920
Members	9.6 million	4.1 million	2.8 million
Revenue	US\$2.1 billion	US\$1.8 billion	US\$1 billion
Penetration rate	4.6%	3.2%	6.8%

► cent) and Uruguay (23.5 per cent). Obesity is a global pandemic: a person with obesity lives 10 years less than someone with a healthy weight. World Bank reports indicate that if this continues, by 2030 the number of people in Latin America with obesity will reach 30 per cent of the population.

Children are not exempt. According to the World Health Organization, 20 to 25 per cent of children and adolescents in Latin America are overweight or obese. Chile ranks sixth place in child obesity on a global scale and tops the list for the region. UNICEF produces its own statistics which are just as dismal for Latin America: 7 per cent of children under the age of 5 are overweight, as are 19 per cent of children between the ages of 5 and 11, and 17 per cent aged 12 to 19. Obesity affects 37 per cent of children between the ages of 5 and 11, and 36 per cent of those aged 12 to 19.

Sedentary lifestyles

World Health Organization data also shows that 60 per cent of the population in Latin America is sedentary. This same agency indicates that in this region physical inactivity causes 1 in 10 deaths; almost the same impact that smoking has on the population, according to scientists.

According to a study conducted by the Valencian International University, the highest levels are observed in Chile where 88.8 per cent of the male population and 93.3 per cent of the female population are sedentary. In Argentina, 67 per cent of the population aged 25 to 70 is sedentary.

In Brazil, only 30 per cent of the population is physically active and barely 2-5 per cent exercises the optimal amount. "In this country, 300,000 people die every





The majority of clubs in Latin America belong to Smartfit, which owns 340 gyms throughout the region

year from diseases caused by and related to a sedentary lifestyle. Meaning, one person every two minutes," claims D.Victor Matsudo, coordinator for the Latin America Physical Activity Network.

Low cost chains

When the last regional IHRSA report was published in 2012, there were only two low cost chains in two countries in Latin America. Today, five years later, there are at least 23 different brands with a total of 448 gyms (340 of these belong to SmartFit) in 12 countries throughout the region.

Undeniably, this phenomenon has only just begun. As consultant Ray Algar explains: "It's not only a matter of pricing, but more an all-embracing organisational philosophy." As far as consumers are concerned "they know that high costs do not necessarily guarantee quality service and they're less

obsessed with paying more just to prove status – they value their money and are convinced that paying less is more savvy."

Several specialists agree that the low cost offer stimulates a new demand and does not necessarily encourage less spending. However, they also remark that this model's growth will affect mid market health clubs.

Traditional gyms – full service in theory – must review their value propositions in order to validate higher pricing. "Those who don't will be less valued and become irrelevant," claims Algar. The market tends to polarise itself and in between the poles there'll be nothing left.

Diversify and digitalise

In competitive scenarios, with consumers eager for an enhanced experience, the fitness industry is undergoing a substantial diversification process. While premium

health clubs and low cost gyms consolidate opposite poles within the market, boutique fitness studios, i.e. Micro Gyms, thrive in Latin America, just as they do globally.

Digital platforms marketing gym passes have also grown notoriously throughout the whole region. Regardless of future projections concerning these companies, it's clear that the fitness industry is slowly learning to function effectively in light of the new consumer preferences. ●

FIND OUT MORE

The IHRSA Latin American Report (2017) is available as a PDF at www.ihrsa.org/publications



A whole new ball game



It's time to lead the agenda and face our societal challenges head on. Steven Ward reports

What a year 2017 turned out to be. Whether it's the fall out from Brexit and the early General Election clogging up British politics, or the daily episodes of drama emanating from the Trump White House, last year was certainly a tumultuous one. Whereas once a president was elected with the mantra 'yes we can', today's political and social climate seems closer to 'no we can't'.

The upshot is that taking matters into our own hands has become more important than ever. Nationally and globally, the health and fitness sector must strike out and lead the way to address the challenges we now face.

Health on the front line

Despite these challenges, the growing influence of our sector now spreads throughout UK society, and this is being increasingly recognised.

At National Summit 2017 we explored the role of physical activity as the 'Golden Thread' running through various aspects of our society, and this will only increase this year as our sector plays a growing role in the delivery of positive outcomes in health, education and civil society.



Sport England's new national strategy rallies for an Active Nation

Our sector's position as a key delivery mechanism for Sport England's new national strategy for an Active Nation is already established, but there's potential to do even more. For example, ukactive has called for £1bn capital investment to regenerate Britain's ageing fleet of leisure centres into wellness hubs, serving as the front line for

the preventative health agenda. It's up to us to align with current and future government strategy and ensure we make the clearest case for investment.

Government is facing a myriad of challenges in the coming years with Brexit and slowing economic growth on the horizon, so the health and fitness sector



must also find alternative solutions to drive forward the physical activity agenda and tackle the issues facing our nation.

Relying on government alone has never been a viable strategy, and this is true now more than ever. Former PM David Cameron was once derided for his ‘Big Society’ concept – how civil society can step into places that the government can’t. But by working collectively, our sector can serve a wider social and public health purpose independent of government strategy, leading rather than following. Over the past year, for example, several distinct exercise referral programmes across the UK attended to 125,000 people, but by joining forces to serve as one central National Activity Therapy Service the outreach could have been significantly higher. During 2018, as we continue to build momentum behind the

physical activity agenda, I expect the trend to work collectively to pick up steam.

Brand new partnerships

Physical activity initiatives are also increasingly coming together with support from nontraditional partners: third-sector groups and big corporates. Who would’ve predicted the rise of parkrun five years ago, yet it now has more than two million registered runners worldwide.

Meanwhile, major brands are playing an increasing role in encouraging physical activity. For example, the role AXA PPP

healthcare and Argos played in National Fitness Day 2017. The borders of the sector aren’t just blurring; they’ve fully dissolved. This means we have more support and resources than ever to fight the battle to tackle inactivity, so we can be more ambitious with what we can achieve in both the short- and long-term.

Global growth

In stark contrast with events in wider society, 2017 was a stable year for the physical activity sector, a story of continued growth and development. Low cost fitness continues

Our sector is beginning to serve a wider social and public health purpose



parkrun has more than two million registered runners worldwide

PHOTO: DAVID ROWE

▶ to grow, with all the budget operators opening new gyms throughout 2016, and plans to build new clubs in the year ahead. The growth isn't confined to the budget gym sector, however: High-end gyms and boutique fitness both saw healthy development in 2017. Meanwhile, public leisure has proven a real engine for growth, with the ukactive report *Active Leisure Trends* finding a nine per cent rise in membership over the past year.

That doesn't mean we can rest on our laurels. Indeed, the competition facing our sector is greater than ever before. Joining the myriad of new fitness concepts springing up across Britain is competition from across the world. Take Peloton – launched five years ago, this new idea for cycling from home is now a US\$1bn company challenging established

operating models. Peloton will likely soon have a presence in the UK, perhaps within the coming year, and that will bring even more new challenges to our sector.

This year will see an increasingly globalised fitness world, with global behemoths entering the UK market and British fitness operators looking to expand abroad. Only the fittest will survive or face being consigned to the growing list of founding fitness brands left behind. This increasingly global market should not be viewed solely

as a threat however; it's also an opportunity. We're seeing a global coming together of technology, health, fashion, music and social media around physical activity. What that means for us in the coming years is an increasingly self-confident sector, able to attract world-class talent and high-value investment from the business world and other industries. This affords an enormous opportunity for the UK physical activity sector to become a global economic leader. We'll begin to stimulate an investment ▶

Operators see the benefits of pooling data to build an evidence base



PHOTO: THE FITNI GROUP

Low cost fitness continues to grow – all budget operators are opening new gyms

- ▶ culture that sees banks and major investors (public, private, third sector, institutional) primed to support the best initiatives we can offer. We must ensure that we're ready to embrace these strategic opportunities – finding new ways of working and embracing innovative solutions to old problems.

Professional personnel

As the stakes get higher for the health and fitness sector, the standards will need to rise in tandem. Much excellent work has been done to professionalise our workforce, and these professional standards will continue to rise, from the front line through to the boardroom.

There'll be a concerted focus on developing skilled personnel capable

Major brands are playing an increasing role in encouraging physical activity

of delivering high-quality workloads, in the face of rising recruitment costs. The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) will become increasingly central in driving forward high standards and in continuing the push to full professionalisation, particularly given the £1.2m financial backing from Sport England's Active Nation strategy. It's up to stakeholders across public and private leisure to work with CIMSPA to hike up standards.

Pooling data

Operators are beginning to see the benefits of pooling data to build an evidence base for our work. We're actively addressing the knowledge gap in our sector by sharing information, and operators increasingly recognise the huge advantages to be gained through access to sector data.

Our industry's willingness to share has resulted in the creation of DataHub, enabling us to assess what more than 250 million customer visits can tell us. This growing understanding of the sector is a huge opportunity, giving operators greater insight than ever before and allowing detailed evaluation of prevailing trends, customer segmentation and target markets. Robust data will also allow those working in our sector to make a much stronger case for the services provided, whether courting public and/or private investment.

Titans of tech

Technology and innovation tend to feature prominently whenever we look to the future, and this is for good reason. Sector leaders have long acknowledged technology not as a perceived threat, to be managed, but as an opportunity to be taken advantage of.

The speed of change is now accelerating, with on-demand fitness apps becoming the norm among major operators rather than the exception, and immersive fitness concepts like The Trip by Les Mills – an



ActiveLab is a global launchpad for physical activity start-ups



Immersive fitness concepts like The Trip from Les Mills are all the rage

immersive workout experience combining a multi-peak cycling workout with a journey through digitally created worlds – becoming increasingly popular.

Thousands of new disrupters and innovative concepts will stake their claim in the coming years – and ukactive's goal with the ActiveLab accelerator is to help us to navigate through these to find the real game changers shaping our sector's future. Many of last year's alumni have since scored strong investment, and ActiveLab 2018 will build on that success to serve as the global launchpad for physical activity start ups, giving them the tools to become the next fit-tech titan.

Global vanguard

To summarise, when we talk about the future of physical activity, we're no longer talking about simply the UK fitness market. The fading lines that separate nations and industries have blurred such distinctions.

It means that everyone in the fitness sector must look to 2018 with a global mindset, while being bold enough to embrace innovation and come together to share information – all with a view to making a local impact. If we can do so, I'm confident that together we'll transform physical activity in the UK from being the pinnacle of our sector to being in the vanguard of a global movement. ●

ABOUT THE AUTHOR



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Cyber fitness

On-demand experiences are making a big impact on fitness and it's just getting started. Bryan O'Rourke tells us more about the future of fitness in this digital age

Fitness experiences continue to evolve as the result of advancing technologies, the ever-growing need to create sustainable business models and more heightened consumer expectations. On-demand, streaming fitness content is just one example of this ongoing change – and it's starting to impact the entire health and fitness landscape across the globe.

PEDAL TO SUCCESS

A great example of what's underway from a consumer standpoint is Peloton – the indoor cycling company that raised US\$325m from leading venture capital firms since starting up in 2012.

This company is just one of the business models taking advantage of increased consumer interest in on-demand fitness experiences. Users simply buy and install the indoor bike at home, before interacting in daily classes live streamed from the NYC studio to their large HD touchscreen. Instructors taking the studio class can even view participants' performances and interact with them in their homes. Studio class access is available to the household.

The company, now considered a Unicorn with a valuation of more than US\$1bn, is growing fast. Peloton tripled annual revenue to more than US\$170m, with 100,000 paying subscribers, in 2016.



Virtual and augmented reality experiences are packing a punch

GET FIT ON DEMAND

Peloton isn't the only consumer digital fitness brand seeing a surge in their business and interest from investors. From DailyBurn to BeachBody On Demand, underlying consumer trends along with the rapid growth of reliable technology tools are enabling a fitness industry revolution

which is only just getting underway. These new digital experiences are a phenomenon redefining what it means to deliver superior fitness experiences while simultaneously disrupting multiple other fitness sectors, such as in-home, in-boutique and in-gym class fitness, in addition to their connected media devices.

PHOTO: SHUTTERSTOCK.COM



Peloton classes are live streamed to the high-definition touchscreen

In the US, payments for on-demand fitness services jumped to 7.7 per cent of total spending on workouts in 2016, up from 4.8 per cent two years earlier according to marketing software company Cardlytics, which analyses consumer spending based on credit card data. In fact, spending for on-demand fitness now

exceeds spending at yoga and Pilates studios in the US, according to the data collected.

Traditional gyms still command the overwhelming majority of workout spending, but that share fell to about 73 per cent in 2016 from nearly 78 per cent in 2014. What is notable is that US consumers who used on-demand fitness for

the first time in 2016 spent 37 per cent of their total fitness budget on these services, according to Cardlytics. They spent nearly 40 per cent of their workout budget at traditional gyms, and the rest on fitness boutiques. A year earlier, those on-demand fitness users had spent nearly 67 per cent of their exercise dollars on gyms. The shift ▶

- ▶ in consumption is underway and on-demand streaming services are playing a big part.

CONVENIENT STREAMING

US data translates to other developed markets like the UK, where technology adoption and consumer trends are taking a similar track. Streaming content from music to games and videos is up overall. On-demand audio streams reached more than 184 billion through the first half of 2017, a considerable 62.4 per cent increase over the same period last year, according to Nielsen's *Music Mid-Year 2017 Report*.

Meanwhile, overall on-demand streams, including video, surpassed 284 billion streams in 2017, an increase of 36.4 per

cent over the same period in 2016. A key driver behind the demand for streaming content is convenience – the new capital. Users simply want what they want when they want it in the easier manner possible.

The trend for streaming fitness experiences isn't isolated to at-home or smartphone-based applications. Health clubs, gyms and other fitness centres are re-engineering their offerings to include digital classes and experiences, both inside and outside their clubs. Economics are a big driver of digital innovation in clubs as labour costs, underutilised studio space and consumer digital expectations drive smart health club brands to rethink and redeliver services with digital offerings in mind.

With respect to rethinking service, companies offering customers numerous ways to interact whenever and wherever they wish is key. Commonly referred to as "omnichannel", successful brands adopt a holistic view by delivering a seamless customer experience across all channels – both digital and physical.

OMNICHANNEL IMPORTANCE

One of the world leaders in helping bricks and mortar fitness brands extend their experiences into the digital space is Wexer. Active in more than 40 countries, Wexer offers a suite of solutions for health clubs, gyms and its members. In-club content for on-demand in-studio experiences

Spending for on-demand fitness exceeds spending at yoga and Pilates studios in the US





Wexer's user-friendly technology easily integrates with other digital platforms

and for on-demand workouts via tablets and mobiles, in addition to other content products and services, is a primary focus for many global fitness facility brands that Wexer serves, from 24 Hour Fitness to Fitness First and many more.

As with the retail sector, fitness brands that own bricks and mortar are coming to grips with the importance of "omnichannel" – delivering services to members both inside and outside the club environment. Solution providers like Wexer are filling the void by offering platforms and content that can address this need. Their solutions even offer a means of broadcasting live or recorded original content from the gym studio directly to the member.

ARTIFICIAL WORKOUTS

The move to digital content isn't going to stop with streaming content. The next phase is the alchemy of data, automation, cognition and content which combined will deliver new types of experiences. For example, the integration of workout data including sleep, heart rate and other variables could customise content and workout experiences for specific users to optimise

outcomes. In fact, the day will come when digital avatar coaches deliver personalised training based on data they've collected over time. The ultimate implications of cognition or artificial intelligence (AI) for fitness are just beginning to emerge. Their combination with great content will elevate the user experience significantly.

A recent interview on the Fitness Industry Technology Council's podcast with ▶

Fitness brands that own bricks and mortar are coming to grips with omnichannel



An alchemy of data, automation, cognition and content will deliver new experiences

- ▶ John C. Havens, executive director of the IEEE Global AI Ethics Initiative, explored how this new era of fitness is likely to emerge. In the podcast, *Artificial Intelligence in the Fitness Industry*, Havens reminds listeners to consider AI a key factor in how the fitness industry will improve user experience. In a world of multiple data sets, unending types of content and limitless sensor devices, John believes that what will separate the great fitness companies from the good is how they use AI to achieve the most intuitive, valuable and simplistic user experiences for their customers.

IMMERSED IN REALITY

In addition to how content is currently being streamed and how it will be streamed in the future, the eventual evolution of augmented and virtual reality will move experiences to an entirely new level as people become even more effectively immersed in the content experience.

Operators will also begin to understand the drive for advanced personalisation with gamification, and AI as a key variable in offering great personalised programming – of which great content will play its part, be it inside or outside the fitness facility.

Regardless, the new era of how members interact with the fitness industry is here and high-quality omnichannel content is a big part of the equation.

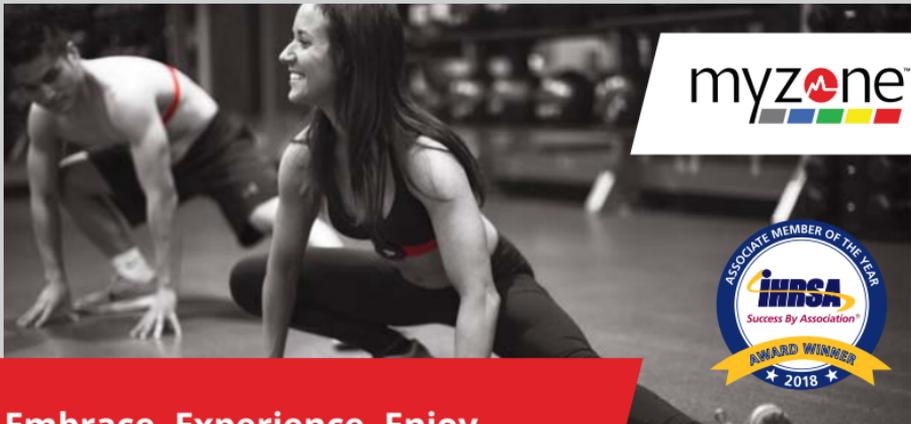
As health and fitness brands navigate the implementation of these tools, keep an eye out for the continued shift towards quality user experiences that are better personalised and more and more attuned to consumer convenience. ●

Users simply want what they want when they want it – in the easiest manner possible

ABOUT THE AUTHOR



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A conversation with...

Colin Milner from ICAA asks MIT AgeLab director **Dr Joseph Coughlin** about the reality of our ageing population – and how to bridge the growing expectations gap

Longer life is humanity's greatest accomplishment, yet there's an absence of infrastructure for the older population. Industry still focuses on youth, but we can no longer assume that capturing this market means we've bagged them for life. The "new" older generation is well educated and tech-savvy, with high expectations to match. Nevertheless, companies all too often develop new products and services with an old vision, focusing on purely medical matters. It's time for a paradigm shift. It's time to

create new products and services that boost the economy, to find innovative ways to engage older people and increase the productivity of our global workforce. Old age needn't be a hindrance to be solved.

In this feature, Colin Milner, chief executive of the International Council on Active Aging, interviews visionary thought leader Dr Joseph F. Coughlin, founder and director of the Massachusetts Institute of Technology (MIT) AgeLab, about active ageing – today and beyond.



COLIN MILNER

How did MIT AgeLab come to be?



DR JOSEPH COUGHLIN

The greatest achievement of humankind has been longer life. So MIT's AgeLab was started in 2000 to cash-in on the longevity dividend. We seek to develop new ideas, technologies and, indeed, business models that not only create things, but also create

experiences to improve the quality of life of older adults and those who work with them.

We started by looking at older drivers and then realised there's an absence of infrastructure for an older population, or an ageing world. As a society, we hadn't thought through housing or transport, work or play. AgeLab became the first multidisciplinary, multidomain centre to seek a new future for old age.

CM **Why have business and society neglected the older consumer?**

JC Life expectancy in 1900 was 47 and today it's well into our 70s. The fastest-growing part of the population is 85-plus. We've never been confronted by this many older adults with this much education and expectation for their future.

New technology also enables us to live longer and better. We are far better medicalised, with new experiences, activities and engagement. So I think we've ignored old age because, quite frankly, it's brand new. Also, business in particular has always had a bias towards youth.

You could say that the Boomers and their parents are reaping what they sowed decades ago – that is, if we market to the 18-30 year old, we've got you for life. So why should businesses worry about the older consumer? Well, we've found that Boomers are willing to drop car brands at the drop of a hat when those brands haven't answered their demands. So, no, you can't assume that if you capture the youth market, you have them for life. Now is the time to understand how to capture the customer across the lifespan.



The “new” older generation is well educated and tech-savvy

Our challenge? We’re trapped in our made-up vision of old age. We are trapped into believing that older adults do not have money or like new things, that they’re not educated, and that they’re afraid of technology. That paradigm gets in the way of inventing the new old age.

CM

How long before people get the message?

When AgeLab started, Japan and Italy were the only places where I

could find an audience and resources for an ageing-society discussion. Now there are companies out there saying, “Yes, we acknowledge there’s an ageing population, and they have both the resources and the aspirations to do more.” That said, those companies are still trying to develop new products with the old vision. That’s why we’ve profoundly medicalised ageing.

Rather than creating toys for play, we create toys for company. We remind older adults to take their medications rather

than creating exercise and services for them to engage with, be productive and make new friends. We focus primarily on the diseases that we can help manage. It’s not that those things are incorrect but they’re woefully incomplete. Business needs to expand its understanding of older consumers: they’re far more than a medical problem to solve.

CM

Could the “Me Gen” become the “Forgotten Gen”?

As Boomers are at the helm of our institutions, businesses and governments, perhaps their legacy is to make those 30-plus years something to look forward to. To invent a new social contract that says, “If you work very hard for 50 or 60 years, we’re not going to send you out to pasture for the next 20 or 30; ▶

We remind older people to take their medications rather than creating engaging exercises and services

► we're going to prize you as a resource, as an opportunity, as part of society".

Boomers, if they act now, have the possibility of giving perhaps their greatest gift to future generations: a new vision of longevity. A vision that views old age not as a time to retire and to ignore and pull away from society, but as another life stage to be invented. Not only can they give the benefit of this legacy to Gen Xers and Millennials and Gen Zs, but the Boomers and their parents will also benefit.

CM What happens if we don't act now?

JC Greater longevity is something humankind has wanted since we crawled out of the ooze, yet we've translated it into something terrible. If we don't act now, when one Boomer turns 71 every 7-8 seconds in the US alone, we could have bankrupt health plans, insufficient retirement pension plans, and inadequate housing and care.

So, we have a global opportunity to invent a new vision of old age and a new way to engage the older population to help themselves, to create new products that grow the economy, and to find new ways to engage these individuals to increase the productivity of the workforce. As well as to delay those periods of life when the older generation can't be productive.

If we act today, we'll not only live longer, we'll also live better. Our legacy for future



If you're coming out of education today, you can invent life tomorrow

generations will be that we seized the opportunity and saw old age and longer life as a resource, not as a problem.

CM Why the optimism about the future of ageing and role of business?

JC We have both a desire (to seize the opportunity) and all the tools at our disposal, and to be anything but optimistic is to relegate us to a past that's not going to promise a good future. So I believe that business and related organisations, with the catalyst of lead adapters in the consumer market, will

create entirely new visions of what to do with those extra years of life.

I'm convinced that three things will converge to create an entirely new life stage of products, services, public policies and experiences to benefit everyone. They will also improve the social contract for the very young, so we think across the lifespan as to what our quality of life is, not how long our life is.

These three things are: the technologies available to us; the expectations of the next generation of older people – especially older female consumers, who are lead adapters today and will continue to be tomorrow; and the awakening of business to the market and the fact that the longevity economy equates to a whopping 70 per cent of the nation's and the industrialised world's disposable economy.

The longevity economy equates to 70 per cent of the industrialised world's disposable economy



It's time to create a new vision of what to do with those extra years of life

CM **Is old age going to be quite different in the near future?**

JC Not only is old age quite new, but the context of ageing has also changed. We are having smaller families and live in more dispersed locations; 70 per cent of the 50-plus US population live in rural and suburban areas, and this is happening around the world. So now we also have to reinvent the whole notion of how we stay connected and how we receive care. We also now expect technology to improve our lives because we've seen it throughout our lives, from the power of computing, to the space programme to the wearables on our wrists. We also have more education.

This all leads up to an expectations gap – a gaping void between the way Boomers expect to be catered to by business and how business has historically treated older

adults. This next generation of older adults will not be as patient nor as polite as their parents when their needs go unmet; they're going to expect a policy, a pill, a product, or something else to improve their lives as they advance in age.

CM **What part do women play in the future of ageing?**

JC Women these days have more education than men in all fields but engineering. They're also the researchers in our society. They're the ones who go online to look for information – and not just for themselves, but for their immediate family and friends. And they're the ones who age better because they maintain a social network.

If you ask men after they've retired what they do, chances are they look at the polish on their shoes and turn to their

partners and ask them, "What do we do?". Women are more connected. They want to do more in later life. They're also the number one primary caregivers of an ageing society. So women's roles, assumed responsibilities, education, and willingness to use technology for a defined purpose make them a catalyst for change. That's both in the home – as the chief consumer officer of every household in the world – and in the marketplace.

CM **How should our young business generation consider older consumers?**

Look at old age as a continuation of life and question all your built-in assumptions. Old age is not just an opportunity for a start-up to create a new wheelchair, walker or pill-reminder system. Those things are necessary, and we need to ▶



We have an opportunity to engage the older population to help themselves

► continue to develop them. But if you have verve and intelligence and understand technology, ask yourself: What new thing can people do with that extra time? What do they want to do? How do we enable lifelong learning across the lifespan?

Start rethinking the fact that life-stage models and market segmentations created by industry are plain wrong. People are getting remarried and downsizing after age 50. They're running businesses – on average, small business owners are in their late 50s. People are going back to school in their 50s, 60s and 70s. What life stage is that? What segment is that? So throw out your assumptions, and don't be afraid to watch and talk and listen and learn. More importantly, do not run your business opportunities by focus group. Start thinking about what people are doing, and what else they could do that you could enable with a new technology or a new

service, or by working with government in a new public-private partnership.

For your own old age, plan for the long haul, take care of your health, and be a lifelong learner – and not just because it's good to keep engaged. If you're coming out of education today and looking at the older-adult market, it's one of the most exciting times because you're not just working for organisations that already exist – you have the opportunity to invent life tomorrow.

CM

Are wearables a new health platform for active ageing?

JC

Wearables are becoming the new health platform, particularly for chronic conditions. The challenge for the Internet of Things and related wearables market is to introduce more than medical care in quantified living. It's about how well they introduce fun, how well they remind

people of places and spaces they've enjoyed, and how well they remind you to connect with friends and family – going well beyond shelter, water and “Did you take your meds today?” Unfortunately, this field is being introduced by companies that still use the old vision of old age: “Can I keep you from falling?” Wearables, technology and the like are enabling devices. If we don't use them carefully, we'll be relegated to simply taking our blood pressure or glucose level.

The companies that will win, the organisations that will deliver innovation, and the people who will benefit are those that create a new vision of what to do with those extra years of life, well beyond a medical condition. Those that take into account that although an older person may have a chronic disease, they can still walk a dog, work part-time, go to college, and connect with family and friends. ●

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Prof Charlie Foster

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"I wanted to come today to find out more about innovation in fitness, and see what was disruptive, what was accumulative, what was creating buzz within the community."

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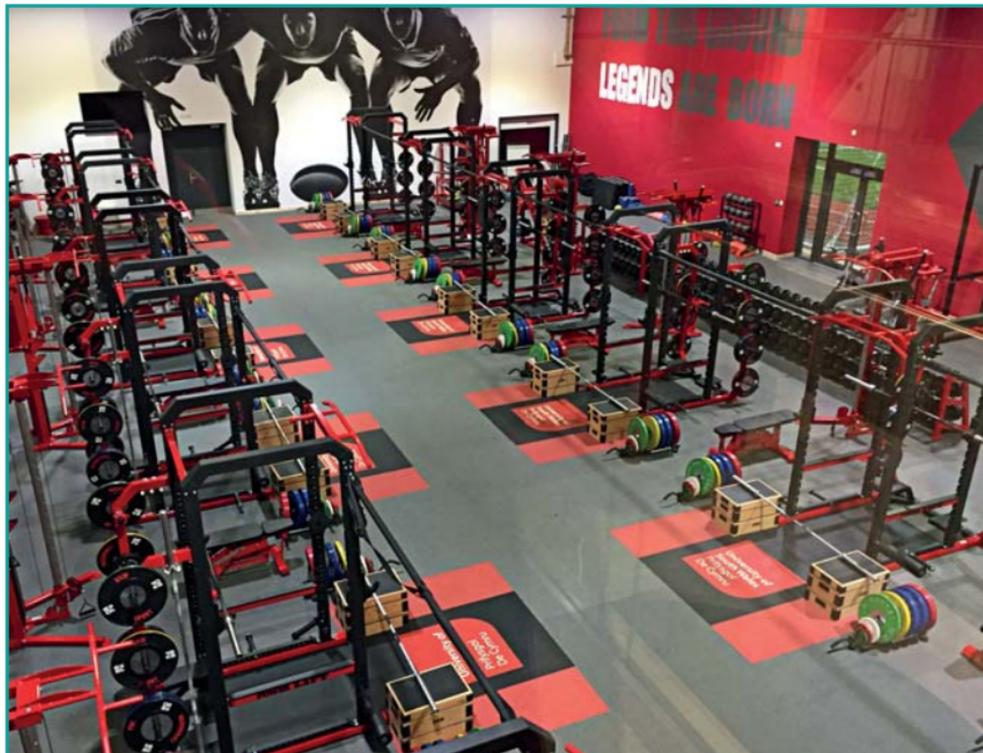


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Fitness statistics

US\$83.1bn

Total global health industry revenue in 2016

162.1m

members visited 201,000 clubs

Biggest potential for growth:

Russia

Turkey

Poland

China

India

Latin America

MENA

57.2m

members in the US

US market value

US\$27.6bn

Latin America -
Argentina has highest
penetration rate at 6.8%
followed by Brazil (4.6%)

MENA revenue leader: Saudi Arabia

US\$620m

1,100 health clubs

817,500 members

Asia-Pacific average member
penetration rate just 3.8%
(excl. Middle East)

Australia leads
Asia-Pacific with 14.8%
member penetration rate

MENA member leader: Egypt

1,680 health clubs

957,500 members

6,728

UK fitness facilities generate US\$6.1bn revenue

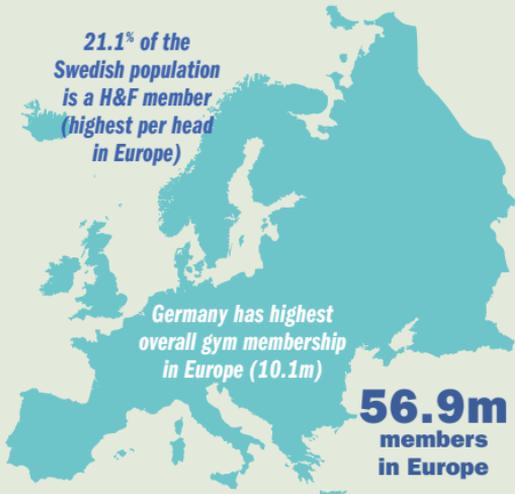


One in seven
people in the UK
is a gym member

9.7m

private corporate
health club members in UK

21.1% of the
Swedish population
is a H&F member
(highest per head
in Europe)



Germany has highest
overall gym membership
in Europe (10.1m)

56.9m
members
in Europe



revenue boost
for top 10
European
operators



Health statistics

Adults

Inactive adult population breakdown:

- Northern Ireland: 46%
- Wales: 42%
- England: 39%
- Scotland: 37%

UK-wide NHS costs attributable to being overweight or obese projected by 2050

£9.7bn



39% of UK adults don't meet government guidelines for physical activity

Obese people are more than **2.5 times** more likely to have Type 2 diabetes

76% of people in England referred for cardiac rehab after a heart attack or surgery considered physically inactive

Men over **50** are nearly twice as likely to have undiagnosed Type 2 diabetes than their female counterparts

Women are **36%** more likely to be classified physically inactive than men in the UK

Approximately **one in 20** pregnant women in the UK are obese

On average, obesity deprives an individual of an extra

9 years of life

Sources: Physical Inactivity and Sedentary Behaviour Report, Public Health England, NHS, Department of Health, Diabetes UK

Health statistics

Children



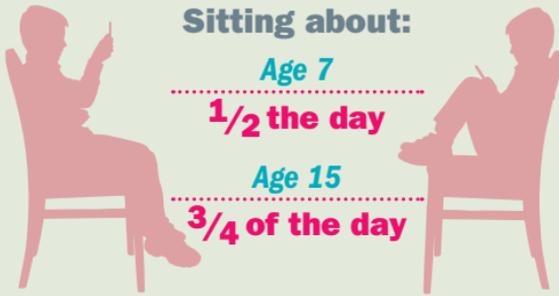
30%

children in
UK obese or
overweight

In England, **1/3** of 11 year olds
can't swim; one in 20 schools don't
provide swimming lessons

4-11 year olds should do **30 minutes**
of moderate to vigorous activity at
school and outside school daily

Sitting about:



Age 7

1/2 the day

Age 15

3/4 of the day

20% of children start and **33%** leave primary school
overweight or obese in the UK

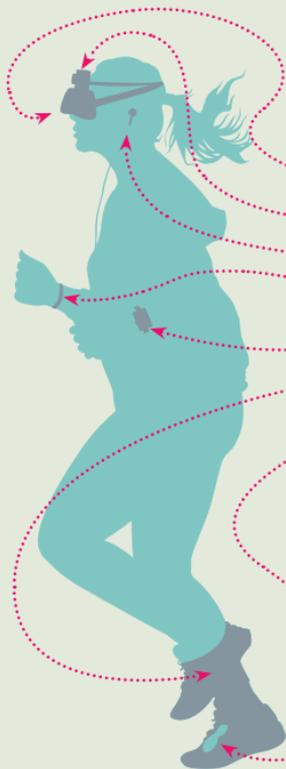
40% of children in England's most deprived areas are
overweight or obese vs **27%** in the most affluent areas

Only **23%** of boys and **20%** of girls meet national
recommended activity levels in UK



Main barrier to physical activity
is 'not being very good', affecting
17% of 5 year olds and growing to
29% of 11 year olds in the UK

Tech statistics



Global device sales in 2021

- Eyewear 2 million
- Wearable cameras 21 million
- Hearables 11 million
- Wristbands 54 million
- Smartwatches 86 million
- Footwear 8 million
- Tokens, clip-ons & jewellery 2 million

Global wearables value
2017 vs 2021
\$10.8bn vs \$16.9bn

Global wearables volume
2017 vs 2021
96m vs 185m

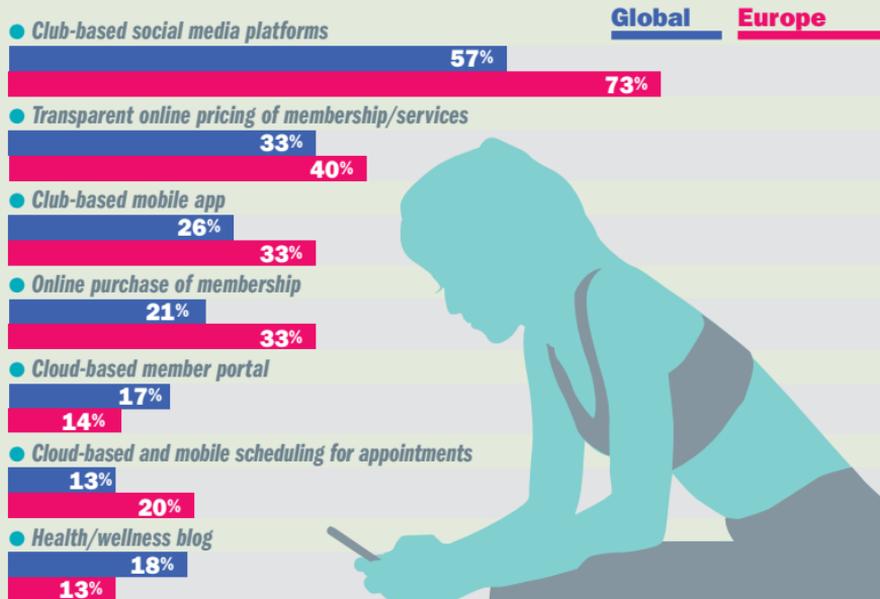


1/3
of global
wearables
sold in 2021
will be to China

Source: CSS Insight Global Wearables Forecast 2017

Tech trends

Health and fitness club adoption rates



Source: 2017 International Fitness Industry Trend Report

Growth curve

Deloitte's **Karsten Hollasch** reveals the most profitable fitness operators and countries with the most growth potential in Europe

While some people might associate the number 80 million with the population of Germany or the annual earnings of football star Cristiano Ronaldo, the European health and fitness association – EuropeActive – adopted the figure in 2014 to set a goal for the industry to attain 80 million members by 2025.

Three years later, the industry remains on track to reach this target, as total membership in the EU, Norway,

Russia, Switzerland and Turkey rose by 4.4 per cent to 56.4 million at the end of 2016, according to the *European Health & Fitness Market Report 2017* – produced by Deloitte in partnership with EuropeActive.

Global domination

Europe continues to be the world's largest health and fitness market, with total revenues of €26.3bn in 2016, ahead of the US at €23.3bn in 2015, according

Europe remains
the world's largest
health and fitness market

€26.3bn
total revenues in 2016

to the *IHRSA Global Report*. Market size increased by 3.1 per cent in 2016 over 2015 at constant foreign currency exchange rates, with Switzerland at +5.8 per cent, Germany +4.6 per cent, Finland +4.0 per cent, Sweden +3.9 per cent and Turkey at +3.4 per cent, showing the highest revenue growth rates.

At actual foreign currency exchange rates, year-on-year growth in euros amounted to -0.5 per cent due to disruptions in exchange rate effects, most notably in the UK (-11.1 per cent), Turkey (-9.9 per cent) and Russia (-9.0 per cent), for well-documented reasons.

Low cost impact

As in 2015, the low cost segment was again one of the fastest growing segments in 2016, resulting in a decrease in average monthly membership fees in the European health and fitness market of 1.3 per cent at constant foreign currency exchange rates.

The more mature Northern and Western European markets also continue to see an increasing number of boutique fitness clubs opening.

Top operators

Karsten Hollasch, partner at Deloitte and head of Deloitte's German Sports Business Group, says the major operators

TOP EUROPEAN MARKETS BY REVENUE





Leading German low cost operator McFit has 241 clubs and operates 14 HIGH5 clubs

continue to be the drivers of growth: "The 30 largest operators had more than 12.7 million members at the end of 2016 – an increase of 15.5 per cent over the previous year's top 30.

"While low cost operators continue to generate the highest organic growth" he continues, "premium and upper mid-market operators like Migros Group, Nuffield Health and DW Sports have made major acquisitions. This underlines not only continued market consolidation, but also increasing polarisation between the low cost sector on one side and boutique and premium operators on the other."

The leading European operator in terms of membership remains German low cost

The 30 largest operators had more than 12.7 million members at the end of 2016 – an increase of 15.5 per cent on the previous year

Karsten Hollasch

chain McFit Group, with an estimated 1.5 million members – an increase of 130,000 members on the previous year.

While the total number of McFIT-branded clubs increased by four from 237 to 241, the group also operated 14 clubs under the High5 brand and introduced the new John Reed brand in 2016, which had grown to six clubs at the end of that year.

John Reed follows the slogan 'Not your average gym' and combines elements of a classic McFit gym with unconventional interior design and a strong focus on music, with monthly membership fees of €20 to €35. McFit expanded the new concept further across Europe in 2017 and opened its first site in Budapest, Hungary. ▶

- ▶ Ranking second is the Netherlands-based, low cost chain Basic-Fit, which has 1.21 million members. Basic-Fit generated the highest organic membership growth of all operators in 2016, with 254,000 more members joining up. British low cost operator Pure Gym ranks third and increased its membership by 150,000 to a huge 820,000 in 2016. On the funding front, Pure Gym had to call off a planned IPO due to unfavourable capital market conditions in 2016, while Basic-Fit made an IPO at Euronext Amsterdam in June 2016, placing 26.7 million shares.

Growth by acquisition

A number of premium and upper mid-market operators completed major buyouts in 2016. In January 2016, Swiss retailer Migros Group took over full ownership of INLINE GmbH, the parent company of the German-based fitness franchise INJOY. The addition of INJOY, combined with the further expansion of its Swiss core business, led to an increase



Premium operators hold leading revenue positions owing to their higher fees – McFIT's John Reed brand is a new higher end offer

in membership for Migros from 256,000 to an estimated 451,000. This put the company eighth in the European ranking in terms of membership numbers.

In June 2016, Nuffield Health announced the acquisition of 35 clubs from Virgin Active. With 322,000 members – an increase of 109,000 over the previous

year – Nuffield Health ranked as the largest not-for-profit operator in the UK at the end of 2016 as a result. In addition, British mid-market brand DW Sports executed one of the largest transactions in 2016, with the acquisition of Fitness First UK from its owners Oaktree Capital and Marathon Asset Management. The finalised deal included 62 clubs, of which 58 remained with DW Sports at the end of 2016, increasing DW's total membership to 375,000 (+127,000).

Revenue leader

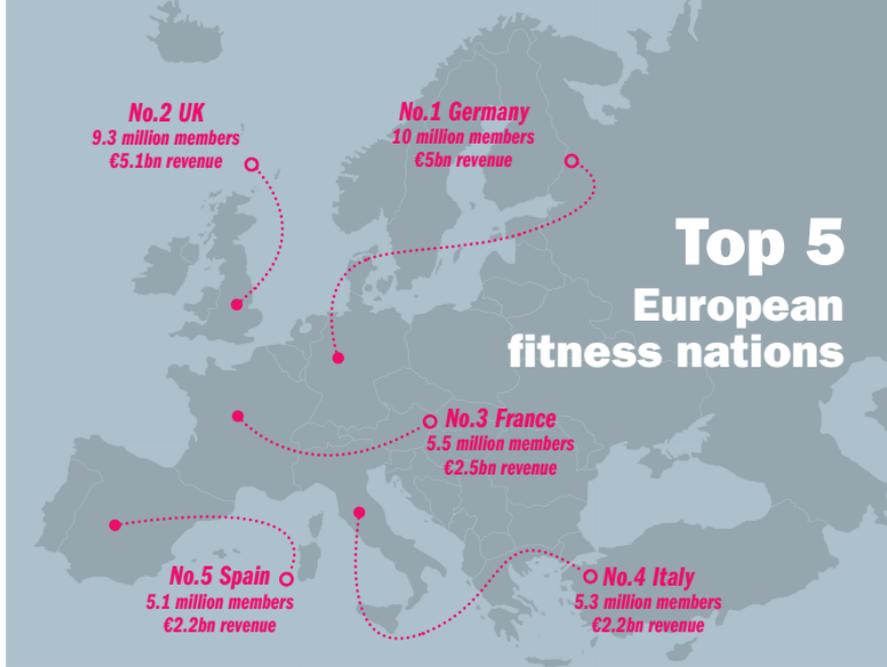
Despite the sale of 35 clubs to Nuffield Health and the negative exchange rate impact of trading in Sterling and Euros, Virgin Active retained its leading position in the European revenue ranking, with income of €499m in 2016. At the end of 2016, Virgin Active had 60 clubs in the UK, 33 in Italy, eight in Spain and four in Portugal, making a total of 115.

Second in Europe in terms of revenues is UK-based operator David Lloyd Leisure

TOP EUROPEAN MARKETS BY MEMBERSHIP GROWTH



Bubble size represents total membership as of 2016 Sources: EuropeActive, Deloitte



at €442m, followed by the Migros Group at €366m and Scandinavian market leader Health & Fitness Nordic at €337m. Due to its acquisitions, Nuffield Health solidified its spot at sixth place in revenue ranking at €261m, while DW Sports moved into ninth place with €188m and Russian-based premium operator Russian Fitness Group rounded out the group at €157m.

While premium operators continue to hold the leading positions in terms of revenues due to their higher membership fees and secondary revenues, the European top 10 by revenue includes

three low cost operators: McFIT (€327m), Basic-Fit (€259m) and Pure Gym (€196m); despite reporting average annual revenues per member of less than €240. Overall, the top 10 operators boosted their revenues by 19.8 per cent (constant foreign currency exchange rate) and 12.2 per cent (euros) in 2016, underlining the greater market consolidation trend.

Holding its own

Health and fitness club operators remained attractive for investors in 2016 and while the number of deals decreased

slightly, from 19 transactions each in 2014 and 2015 to 17 transactions in 2016, this number can be considered positive against the background of market events, according to Hollasch: "Despite market uncertainty in the UK following the Brexit vote in June 2016, the number of mergers and acquisitions remained at a high level in 2016," he says.

"This underlines the continued attractiveness of the health and fitness sector for both strategic and financial investors and has resulted in significant M&A activity in the first few months of 2017." ▶

- ▶ Activity was also strong on the market's supply side, as shown by Life Fitness' acquisition of Cybex in January 2016. Overall, it was another year of strong growth for the global commercial fitness equipment industry, which has an estimated market size of €2.76bn.

The six leading B2B fitness equipment manufacturers, Core Health & Fitness, Johnson Health Tech, Life Fitness, Nautilus, Precor and Technogym – which together accounted for 79 per cent of the market in 2016 – achieved total net sales growth of 14.3 per cent in 2016. When excluding the effects of the acquisitions of Octane Fitness by Nautilus and Cybex by Life Fitness, year-on-year growth amounted to 5.4 per cent.

The top five

The German health and fitness market had a significant year in 2016, bursting through the threshold of 10 million total members and €5bn in revenues for the very first time.

Our products and services remain highly attractive to consumers across Europe. We are confident we'll reach the industry goal of 80 million members by 2025

Herman Rutgers



Virgin Active had 115 clubs in Europe at the end of 2016

When combined, the top five European health and fitness nations – Germany, UK (9.3 million members/€5.1bn revenue), France (5.5 million members/€2.5bn revenue), Italy (5.3 million members/€2.2bn revenue) and Spain (5.1 million members/€2.2bn revenue) – represent nearly two thirds of the entire European market in both membership numbers and revenues.

With penetration rates of 8-14 per cent, the top five offer growth potential and are expected to be major drivers towards the target of 80 million members by 2025.

High and low ratios

Sweden at 21.1 per cent, Norway at 19.2 per cent and the Netherlands at 16.7 per cent have the highest ratio

of health and fitness club members to the total population.

At the other end of the scale, Turkey at 2.4 per cent and Russia at 2.0 per cent have relatively low penetration rates and, in combination with their large populations, show that there is potential for future growth.

Growth potential

Hollasch also expects new growth to come from unexpected places. "New concepts and business models are leading to structural changes in the fitness market," he says.

"The definition of the industry as a purely bricks and mortar investment is over: existing fitness concepts are being



Basic-Fit is in the top 10 for revenue, despite being a budget offer

augmented by digital offerings and new market participants are developing entirely new purely digital concepts, while an increasing number of health and fitness enthusiasts are engaging in outdoor activities, such as bootcamps, for instance.

“Further growth in the market will be driven by macro-trends such as increasing levels of disposable income and physical activity. But even more growth will come from improved fitness concepts that better meet customer preferences and offer transparency and flexibility.”

The continued growth of specialised boutique concepts like CrossFit are expanding the market and creating new ways to be physically active. While mobile apps, wearable tracking devices and online

gyms have gained – and will continue to gain – popularity, digital technology is also a key element in the business model of fitness aggregators, providing flexible PAYG gym access through their websites and mobile apps.

In launching the report, Herman Rutgers, board member at EuropeActive and co-author, said he is very optimistic: “2016 was another year of strong growth in membership numbers and revenues. The operators in our survey also indicated they expect good growth for 2017 and beyond.

“This shows that our products and services remain highly attractive to consumers across Europe and makes us confident we’ll reach the industry goal of 80 million members by 2025.” ●

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Science snapshots

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



Sustained aerobic exercise appears to benefit the brain the most

AEROBIC ADVANTAGE

Physical activity has been shown to increase brain volume and reduce age-related brain deterioration, but what are the effects of different types of exercise? Dr Miriam Nokia, a research fellow at the University of Jyväskylä, Finland, specifically examined adult hippocampal neurogenesis (AHN) – the creation of new brain cells in an adult brain – against two anaerobic forms of exercise: resistance training and high intensity interval training (HIIT).

“The majority of studies have looked at how aerobic exercise affects AHN,” Dr Nokia said. “We wanted to also study

the effects of anaerobic exercise and HIIT training, as these forms of physical activity are very popular among humans.”

Eighty-eight rats were divided into four groups: one group ran at will on a running wheel; the ‘resistance’ group climbed a wall with weights attached to their tails; the HIIT group alternated between a 3-minute sprint and a 2-minute walk on treadmills for a total of 15 minutes of sprinting; and the control group was sedentary.

After seven weeks, the running group showed a much higher level of neurogenesis than the sedentary group, whereas the anaerobic group showed no difference from the sedentary group. Interestingly, the HIIT group showed a much lower level of

neurogenesis than the running group.

“According to our current results, voluntary and sustained aerobic exercise is most beneficial for the brain, at least in terms of adult hippocampal neurogenesis,” Dr Nokia confirmed. “It was surprising that the effects of HIIT and resistance training on AHN were so modest.”

As similar changes in blood flow take place in the hippocampi of both rodents and humans, it’s plausible that aerobic exercise would be most beneficial for AHN.

“Nokia M.S., et al. Physical exercise increases adult hippocampal neurogenesis in male rats provided it is aerobic and sustained. The Journal of Physiology, Vol. 594, Issue 7, 2016

TACKLING MENTAL HEALTH

Good cardiorespiratory fitness (CRF) levels could help prevent early deaths among men who suffer from depression, according to the results of a new study led by Mei Sui of the University of South Carolina in Columbia, US.

Sui's team looked into a dataset collected by Cooper Clinic in Dallas between 1987 and 2002 documenting preventive health examinations conducted on more than 43,000 men during the 15-year period.

Participants completed an extensive medical examination and were followed for all-cause mortality through to 2003. Their cardiorespiratory fitness levels were measured while running on a treadmill until exhaustion.

Focusing on 5,240 study participants recorded as sufferers of "emotional distress", such as depression, anxiety and a history of psychiatric or psychological counselling, Sui found that those with at least moderate cardiovascular fitness were 46 per cent less likely to die of any cause during the study than those with the lowest recorded fitness levels. Those in the highest fitness group were 53 per cent less likely to die early.

Sui's final report¹ concluded that, among men with emotional distress, higher CRF can be associated with a lower risk of dying, independent of other clinical mortality predictors. Furthermore, as even moderate fitness levels were associated with a lower risk of dying, prescribing exercise to those with mental health issues, especially depression and anxiety, could dramatically reduce early deaths.



Keeping fit for life gives huge benefits when it comes to mental health

"Our findings underscore the importance of promoting physical activity to maintain a healthy level of CRF in individuals with emotional distress," said Sui.

She added that exercise could also help with other issues: "Medication to treat mental problems is not only expensive, but also comes with significant side effects such as weight gain. Identifying modifiable factors that are beneficial to those with emotional distress has important clinical and public

health applications. This significant strong inverse association between high levels of fitness and longevity in men with emotional distress is particularly interesting. Clearly, lifestyle behaviour interventions to increase fitness levels could help those with emotional distress."

¹Sui X., et al. *Cardiorespiratory Fitness and All-Cause Mortality in Men With Emotional Distress*. *Mayo Clinic Proc*, June 2017.

Lifestyle behaviour interventions to increase fitness levels could help those with emotional distress

▶ GUT REACTION

During or after a workout, people with asthma can experience a narrowing of the airways, bringing on unpleasant and sometimes fatal symptoms – shortness of breath, wheezing, coughing and a tightening of the chest – effectively treated but not cured by drug therapies.

But now sports scientists at Nottingham Trent University (NTU) in the UK have found that a prebiotic supplement may significantly reduce airway inflammation.

Eighteen physically active adults with asthma took part in a three-week study: 10 took prebiotic supplement B-GOS (feeds good bacteria in the gut so that it multiplies and takes over bad bacteria), whereas eight took a placebo (control group).

At the end of the study, all participants took a hyperventilation test to evaluate exercise-induced asthma and gave a blood sample to measure circulating markers of inflammation in the airways.

Both the severity of exercise-induced asthma and the blood markers were significantly reduced in the B-GOS group. In some cases, B-GOS “completely abolished” the increase in some markers usually associated with airway constriction following exercise.

Although greater sample sizes are required, the findings do provide further evidence of the importance of microbes in the gut on health and disease.



Prebiotic foods like bananas could help exercisers who have asthma

Dr Neil Williams, a lecturer in exercise physiology and nutrition at NTU, and the lead researcher on the study, says: “Our study shows that this particular prebiotic could be used as a potential additional therapy for exercise-induced asthma.

“We’re only just starting to understand the role the gut microbiome plays in health and disease, and it’s becoming increasingly recognised that microbes in the gut can have a substantial influence on immune

function and allergies, which is likely to be important in airway disease.

“B-GOS acts to increase the growth and activity of good bacteria in the gut. This in turn may reduce the inflammatory response of the airways in asthma patients to exercise.

“The level of improvement in lung function that appears after the prebiotic is perceivable by the patient and therefore potentially clinically relevant.”

Williams N., et al. A prebiotic galactooligosaccharide mixture reduces severity of hyperpnoea-induced bronchoconstriction and markers of airway inflammation. British Journal of Nutrition. August 2016

Microbes in the gut can have a substantial influence
on immune function and allergies



People who exercised regularly were half as likely to develop dementia as those who were sedentary

REMEMBER TO EXERCISE

A study from McMaster University in Ontario, Canada, has found a strong link between a sedentary lifestyle and dementia.

The study followed 1,646 adults aged 65+, none of whom had any cognitive impairment. At the study outset, all participants gave blood to test for the presence of apolipoprotein E allele, the genetic marker most strongly associated with dementia.

Five years later, the team surveyed all participants about their exercise habits and established who had since been diagnosed with dementia (331 individuals).

By comparing the initial blood test results with the dementia diagnoses and survey responses, the team found that those who had tested positive for apolipoprotein E allele were twice as likely to have developed dementia as those who did not have the allele. This confirmed the serious risk that a genetic predisposition poses.

In those without the allele, exercise was key. Individuals who reported a mostly sedentary lifestyle were found to be twice as likely to have developed dementia as those who reported regular exercise.

In other words, a lack of exercise conferred the same level of dementia risk as a genetic predisposition. Walking approximately three times a week was

found to be the most popular form of exercise among those participants who reported exercising frequently.

“The important message here is that being inactive may completely negate the protective effects of a healthy set of genes,” said co-author of the study Jennifer Heisz, assistant professor in the Department of Kinesiology at McMaster University.

“Given that most individuals are not at genetic risk, physical exercise may be an effective prevention strategy,” says Heisz.

“Fenesi, B et al. Physical exercise moderates the relationship of apolipoprotein E (APOE) genotype and dementia risk: a population-based study. Journal of Alzheimer’s Disease. November 2016 ▶

▶ ADRENALIN BOOST

To establish how regular exercise reduces the risk of cancer and lessens the risk of its return, Dr Hojman at Copenhagen University Hospital, Denmark, carried out a study on two teams of mice injected with cancer-causing substances: an active group with running wheels, and an inactive group without running wheels.

Tumour growth in the running mice reduced by more than 50 per cent compared with the inactive mice. Tumours from the active mice were also found to contain more immune cells than those from the inactive mice. Specifically, double the number of cytotoxic T cells, which attack cancerous cells, and five times the number of natural killer (NK) cells, which attract immune cells to damaged areas.

The mice were then engineered to lack either NK cells or T cells. A lack of T cells had little impact, but without NK cells both active and inactive mice developed same-size tumours, indicating that NK cells were responsible for the beneficial effect.

To explain how exercise triggers an increase in NK cells, Dr Hojman tested the hormone commonly associated with exercise – adrenaline, also known as epinephrine. When injected into the inactive mice, tumour growth reduced by 61 per cent. However, the active mice given epinephrine showed an impressive reduction of 74 per cent.



Exercise has been shown to inhibit tumour growth in mice – tests are now underway on cancer patients

After further testing, it was found that the molecule interleukin-6, which increases with exercise and assists immune cells, was the missing link. When the researchers injected the inactive mice with both epinephrine and interleukin-6, tumour growth was slowed to the same rate as those of the active mice.

Dr Hojman explains why these findings are so important. “We are now testing

cancer patients, and our preliminary data suggest that the mechanism is the same in humans as it is in mice. Our results will help to precisely prescribe what type and amount of exercise should be performed to obtain this beneficial effect on tumour growth. We are still in the early phases, but currently we are recommending that all cancer patients perform high-intensity but short sessions of endurance training.”

“Pedersen L., et al. Voluntary running suppresses tumor growth through epinephrine- and IL-6-dependent NK cell mobilization and redistribution. Cell Metabolism. Vol. 23, Issue 3

Cancer patients should perform short sessions of high-intensity endurance training



Higher earners are 60 per cent more likely to meet WHO guidelines on activity

WEALTHY WEEKEND WARRIORS

A study led by Kerem Shuval of the American Cancer Society found that high-income earners are likelier to exhibit 'weekend warrior' behaviour – cramming recommended levels of activity into fewer days – than those with a lower income.

Accelerometers tracked and analysed the physical activity levels of 5,206 US adults over a week, classified according to self-reported annual household income: <US\$20,000; \$US20,000–44,999; US\$45,000–74,999; and ≥US\$75,000.

On average, the highest earners completed 4.6 more daily minutes of moderate to vigorous intensity physical activity than the lowest earners. Likewise, they were 60 per cent more likely to meet

WHO's weekly physical activity guideline of at least 150 minutes of moderate or vigorous intensity physical activity over a two-day period and 90 per cent more likely to meet the guidelines over a week.

Interestingly, they also spent 9.3 fewer minutes of light intensity activity and 11.8 more minutes sedentary each day, compared with the lowest-income group.

Shuval told *HCM*: "The reason we chose income is that it's a strong predictor of health behaviours and outcomes. Lower income individuals have a higher risk of obesity and other chronic conditions (e.g. diabetes) and are less physically active.

"If they increase their physical activity levels, their risk for chronic conditions will be significantly lower. Therefore, it's important to find effective strategies to help lower income individuals to increase their physical activity levels. Higher income individuals are aware of their limited time and attempt to get the required exercise in less time. This can be attempted by lowering income individuals too, as they are similarly pressed for time (e.g. having two jobs)." ●

"Shuval, K et al. Income, physical activity, sedentary behaviour and the 'weekend warrior' among U.S. adults. Preventive Medicine, Aug 2017

Higher income individuals are aware of their limited time so cram in recommended exercise levels

Dawn of a golden age

The fitness market is thriving in the UK, with a golden age on the horizon. David Minton summarises the latest statistics from LeisureDB

The number of gyms and members, the market value of the sector and penetration rates for memberships are key metrics detailed in the *2017 State of the UK Fitness Industry Report* published by LeisureDB – and they all show the UK fitness industry to be in rude health.

There are now more than 9.7 million fitness members (a rise of 5.1 per cent from 2016), which has boosted the penetration rate to an all-time high of 14.9 per cent, compared with 14.3 per cent 12 months earlier. The market value has continued to grow and is estimated to be £4.7bn; a 6.3 per cent rise. Now, in the UK, one in seven people is a gym member – the most ever.

Budget success

The low cost market has continued to be the main driving force of the industry. With more than 500 sites, it now accounts for 15 per cent of the market value and an impressive 35 per cent of membership across the private sector.

Some trusts, management contractors and in-house operators across the public sector are also operating low cost

£4.7bn

Estimated total market value, UK

9.7m

Fitness members in the UK

6,728

Fitness facilities in the UK

1 in 7

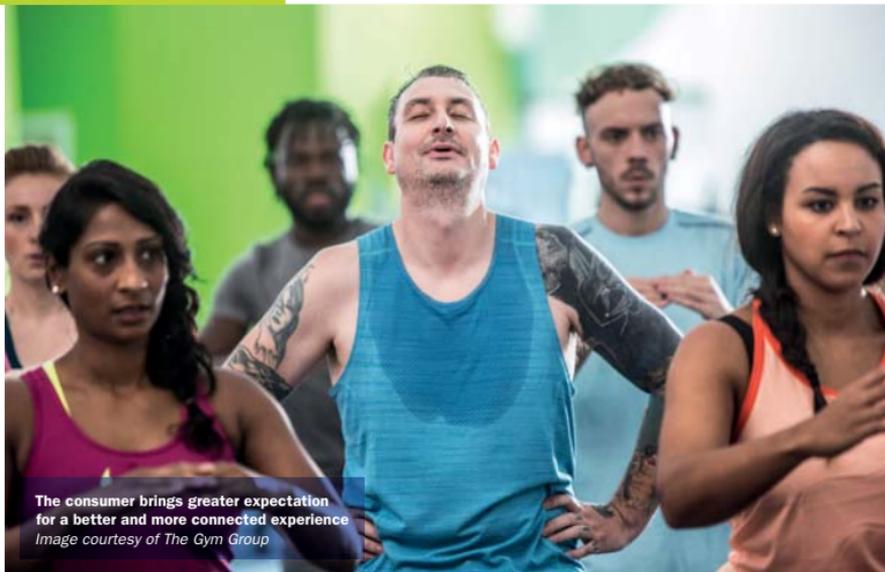
Are members of a gym

Source: LeisureDB,
2017 State of the UK Fitness Industry





Low-cost gyms continue to drive the industry
Image courtesy of The Gym Group



The consumer brings greater expectation for a better and more connected experience
Image courtesy of The Gym Group

► gyms and many of the low cost brands have discovered that the strength of the market in some areas enables them to raise and move into the mid-market.

Fitness brands, with transparency of pricing and offering, are continuing to grow – and by utilising good social media practices and constantly listening and responding to their customers, they are meeting and exceeding their needs.

Investment

However, they are not alone in pushing the boundaries and experimenting with innovation. Both the private mid-market

operators and many public sector sites are also investing and expanding their market. Franchise brands have also had their best year to date and some top end brands are quoted as having more members now than ever before.

For the first time in five years, the public sector saw a small decline in membership numbers after closing more sites than it opened for the second year running. With almost 50 per cent of public sites still to go out to tender, the trusts and contract management companies have an opportunity to turn this decline back to growth in 2018 and beyond.

The trend data shows how the industry has grown over the last five years and the industry now offers the widest possible choice of fitness options. New technology and innovation feeds into the existing industry at all levels and could in-part be responsible for helping expand the market.

Diversification

Location search, live timetables and deeper booking integration will be commonplace very shortly through search engines, social media platforms and apps. Online class bookings, currently available



Online class bookings show good levels of adoption by consumers

Image courtesy of The Gym Group

across 41 per cent of the private sector and 61 per cent of the public sector, show good levels of adoption, even if some of the interfaces are still clunky to use for the more tech-savvy consumers.

Also, new fitness experiences, via travel companies, community groups and highly curated events, are often reliant on the consumer having a higher level of fitness to take part. Boutiques and the growing fitness-for-free sector are anecdotally helping expand the market, and opportunities at activewear shops, park gyms and meet-ups via apps seem to feed into the core fitness industry.

The consumer brings greater expectation for a better and more connected experience, and despite the current political and fiscal uncertainties, the report remains very positive about the future. It may be a little premature to call the period between 2017 and 2020 the “golden age of fitness” but the industry is likely to reach some key milestones in 2018, including the number of fitness sites surpassing 7,000 for the first time, total membership exceeding 10 million, market value totalling £5bn and the penetration rate easily surpassing 15 per cent of the total

population. Obviously, the devil is in the detail and the detail is exactly what is contained in this industry report. ●

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www.leisuredb.com/publications

Born identity

Pinpointing generational health patterns helps government and corporates to project future needs. Louise Park of Ipsos MORI takes a look at Millennials



Figuring out the health patterns of Millennials now will advise our agenda

Millennials' is an abused term, misused to the point where it's often mistaken for just another meaningless buzzword. Unfortunately, many of the claims made about millennial characteristics are simplified, misinterpreted or just plain wrong, which can mean real differences get lost.

Millennials are a huge group of people and most of them aren't that young anymore. In 2017 the youngest Millennials, defined by the c.15-year birth cohort born 1980-1995, are 22 and

the oldest are 37. They're no longer the 'up and coming' generation. However, Millennials rightly attract attention as they're moving towards their most economically powerful phase. Their tastes and preferences are often still forming but will set the government and business agenda for years to come.

There are some attributes that make Millennials a distinct generation – and these characteristics are likely to stay intrinsic to them over time. Identifying their most important attributes will help

us to predict what Millennials will be doing or thinking in the future.

It's important to distinguish these types of attributes from those held by Millennials simply because they're at a certain stage in their life, as well as from attributes held by all generations because of world affairs at any one time.

By figuring out the real generational health patterns of Millennials, we can better predict their future health and wellbeing needs – and adapt our agenda to best meet them square on.

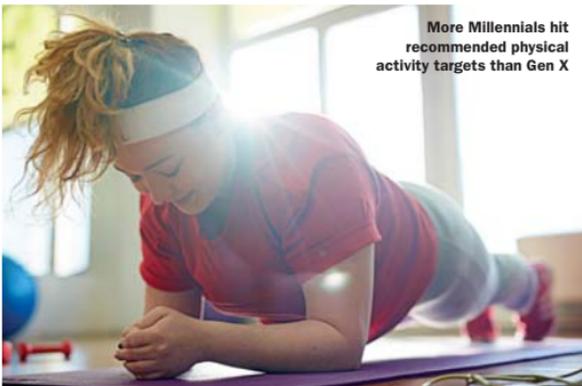
More Millennials hit recommended physical activity targets than Gen X

FIT BUT FAT

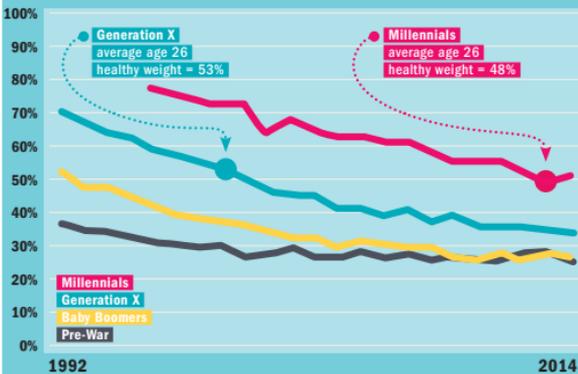
Millennials living in England are actually more active today than Generation X were at an equivalent age. When the average Millennial was 26, just under half (46 per cent) were hitting the recommended amount of physical activity per week (150 minutes of moderate intensity activity each week, in bouts of 10+ minutes). This may not sound great, but it's higher than previous generations – only 40 per cent of Generation X were achieving the target levels of exercise when they were 26.

Despite being a more active generation, Millennials are probably the first young generation in England where more than half of the population is overweight while their average age is in the mid-20s. Using Health Survey for England data, we can see that more than half (53 per cent) of Generation X in 1999 (when they were the same average age as Millennials in 2013) was of a healthy weight, compared with 48 per cent of Millennials. So, we must look at the respective diets to understand this apparent contradiction between the different levels of physical activity and weight between the generations.

Millennials are more active – yet more overweight than Generation X



MILLENNIALS ARE THE FIRST YOUNG GENERATION WHERE OVER HALF ARE OVERWEIGHT [% with a healthy weight (BMI: 18.5-24.9) in England]

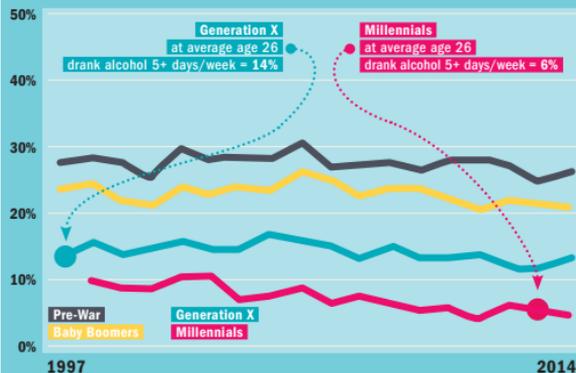


SOURCE: Ipsos MORI re-analysis of Health Survey for England



Millennials drink less overall and less frequently but do tend to binge drink

GENERATIONAL PATTERNS OF REGULAR ALCOHOL CONSUMPTION (% drinking alcohol on 5+ days/week in England)



SOURCE: Ipsos MORI re-analysis of Health Survey for England

25% of Millennials
drink >14 units of
alcohol a week

► BINGE DRINKING

Trend data from Health Survey for England show there's a strict generational pattern to regular drinking. Every generation has drunk less regularly than the one before it, with only six per cent of Millennials drinking alcohol on five-plus days a week, compared with over double that among Generation X at an equivalent point. In terms of overall volume of alcohol consumed, Millennials are drinking less.

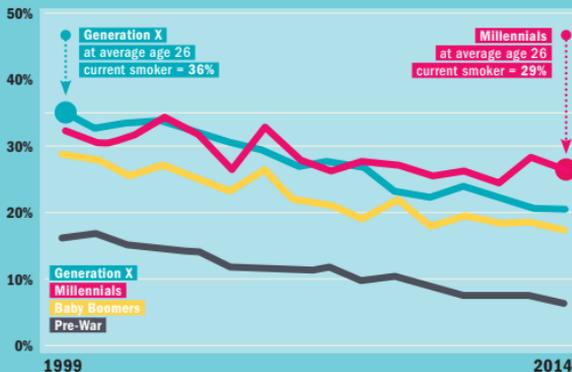
Unfortunately, analysing the volume of alcohol consumed by cohort is difficult, as the UK definition of an alcohol 'unit' changed in 2006, so a snapshot of how the generations are drinking now is the only possible way to compare Millennials with their older counterparts. The most recent data from 2014 shows that Millennials aren't only drinking less frequently, but they're drinking less overall. Only a quarter of Millennials (25 per cent) drink more than 14 units of alcohol/week ('increased risk') compared with 31 per cent of Baby Boomers and 30 per cent of Generation X.

However, although English Millennials drink less overall and less regularly, when they do drink, they tend to drink heavily. On their heaviest drinking day, 28 per cent of Millennials consume over the recommended alcohol limit, slightly more than Generation X (24 per cent) and Baby Boomers (20 per cent).



Fewer than one in five adults smoked in Britain in 2014

SMOKING RATES ARE DECREASING AT A LOWER RATE AMONG MILLENNIALS [% current smoker (smoke everyday/some days) in England]



SOURCE: Ipsos MORI re-analysis of Health Survey for England

Millennials who do smoke may be holding on to the habit longer

SMOKE SIGNALS

Smoking rates in England have fallen dramatically over time. In 2014, fewer than one in five (19 per cent) adults smoked in Britain, down from a peak of 46 per cent in 1976⁶, and there's been a clear cultural shift towards quitting.

Millennials reached adulthood in England with a lower smoking rate than Generation X. But the pattern since is much less encouraging, with Millennials giving up at a lower rate than other generations – so much so that they've overtaken Generation X as the cohort most likely to smoke. They're still smoking much less than Generation X did at a comparable age: the Millennial smoking rate at an average age of 26 was 29 per cent, compared with 36 per cent for Generation X, but the particular generational circumstances of Millennials means those who do smoke may be holding on to the habit longer. The Millennial line starts lower, and continues to decline – but that rate is slower.

This pattern may well be linked to delayed adulthood among Millennials: later to leave home, later to buy a house, later to marry, and crucially, later to have children. Put simply, Millennials have less responsibility for longer and smoking is an excellent example of how delayed life choices impact on other behaviour.

*<https://digital.nhs.uk/catalogue/PUB20781> ▶



In terms of weight and eating, Millennials aren't healthier than previous generations

▶ SUGARED UP

Arguably one of the best indicators of poor diet is sugar consumption.

The average daily amount of free sugar consumed by Millennials is around 75g, compared with 55g by Generation X and 53g by Baby Boomers (National Diet and Nutrition Survey, NDNS).

To put this in perspective, the NHS recommends that adults should eat no more than 30g of free sugars per day. No age group is doing particularly well, but it means Millennials on average are consuming more than double the healthy amount of sugar per day. If we also take into account likely under-reporting

amongst survey participants, then this estimate could be optimistic at best.

However, what about life stage? We might expect younger age groups to want and eat more sugar than older age groups, but is the true? To find out, we can compare the most recent data with the first year of NDNS in 2000/2001, when the average Gen Xer was 29. Although not a perfect like-for-like comparison, Generation Xers were eating on average 65g of sugar a day in their late 20s – 10g less than Millennials today. Even if the absolute levels of sugar consumption are hard to have confidence in, this indicates a boost in sugar consumption among Millennials

compared with Generation X at a similar age point. So although Millennials are more likely to reach the recommended daily amount of physical activity, in terms of weight and eating it's becoming clear that the Millennial generation is not 'healthier' than previous generations. ●

Millennials consume more than double the healthy amount of sugar per day

ABOUT THE AUTHOR



Louise Park is research director at Ipsos MORI's Social Research Institute – a leading UK-based research agency that

supports decision-makers through analysis of a range of societally relevant topics, including health. Louise leads on all public health research.

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[@ipsosMORI](https://twitter.com/ipsosMORI)

www.ipsos-mori.com



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 **SIBEC EU** provides a fantastic opportunity to meet new and current suppliers in a relaxed, though professional business environment. This helps keep me and Edinburgh Leisure up to speed on industry developments, get straight to the point in a 20-minute meeting on deals, new innovations and meet with competitor suppliers to compare options. The networking allows for the meetings to continue in a social environment where others can join in and give opinions or share their experiences with suppliers and products. A very impactful event. 

**David McLean, Group Fitness Manager,
Edinburgh Leisure**

For more information about **SIBEC** please contact:

David Zarb Jenkins
Email: david@questex.com
Tel: +356 9944 8862



Leisure centres excel at attracting key target groups, particularly females and ethnic minorities

A photograph of two women in a gym. The woman in the foreground is a Black woman with long dark hair tied back, wearing a dark blue tank top, and is lifting a dumbbell. The woman in the background is a white woman with dark hair, wearing a pink long-sleeved top, also lifting a dumbbell. The gym environment is visible with various pieces of equipment in the background.

Keeping afloat

Leisure centres are a mainstay of childhood memories; think swimming, talc and vending machines. But austerity measures have hit the sector hard – are the cracks beginning to show?

Mike Hill and Professor Simon Shibli explore how the sector is performing

Public sector sport and leisure is a complex business with many stakeholders and multiple strategic and operational objectives. Nonetheless, Sport England's National Benchmarking Service (NBS)* enables managers to make sense of this complexity, providing a clear picture of performance and how it's changing at local and national levels. This comprehensive NBS data helps clients to set realistic priorities and targets.

MIND THE GAP

One of the most striking findings to come out of NBS studies in their 17 years is the difference between the top- and bottom-performing sites in terms of financial efficiency.

The evidence suggests that whilst top quartile centres typically make operating surpluses, bottom quartile centres still have subsidies equivalent to around a quarter or more of their operating costs. The difference between the 25 per cent and 75 per cent benchmarks is equivalent



Cleanliness is the largest service quality problem identified by the NBS

Cleanliness continues to appear near the bottom of satisfaction scores, yet is always near the top of importance rankings

STRENGTHS ATTRACTING MEMBERS WEAKNESSES

26-64 year olds

14-25 and 65+ year olds

Females

Disabled people <65 years

Ethnic minorities

Attracting lowest socioeconomic strata

Customer satisfaction:

Customer satisfaction:

reception staff

cleanliness of changing areas

standard of coaching

car parking

availability of activities at convenient times

value for money of food and drink



Public sector leisure centres still struggle to attract members aged 65+

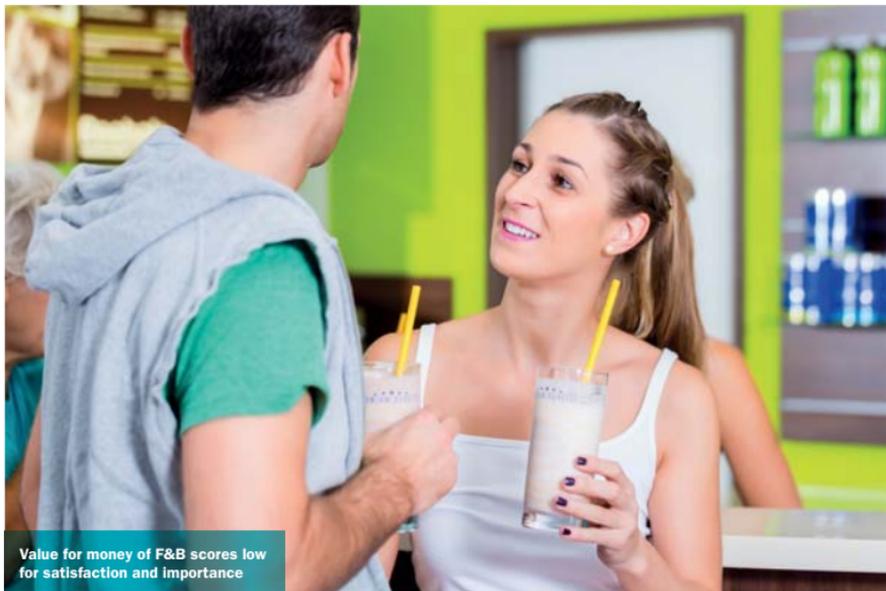
PHOTO: SHUTTERSTOCK.COM

- ▶ to £495,783 a year per centre – a gap that’s widened significantly since 2014. However, with belts tightening further than ever it’s exciting to see a trend in rising efficiency that shows cost recovery rates increasing and subsidy levels decreasing across the board. Centres at the median (50 per cent) benchmark now show a one per cent surplus, compared with a deficit of nine per cent in 2014. At the 75 per cent benchmark, centres show a 123 per cent recovery rate (£272,807 surplus) – a significant improvement on 110 per cent (£93,528) in 2014.

If subsidy is truly being used to reach people, those in the lower socioeconomic groups must be prioritised

This is despite throughput levels remaining unchanged, showing we’re not necessarily attracting more people but simply charging more for activities and not being overly concerned if those on direct debit make limited use of their membership. The relatively weak performers have much to learn from the better performers: another benefit of the NBS is that it facilitates managers learning from one another.

Whilst many differences in site performance are down to factors outside the operator’s control, such as the



Value for money of F&B scores low for satisfaction and importance

building's age, lack of investment, energy inefficiency or the catchment area's disposable income, some must be down to 'controllables', such as economies of scale, marketing, programming, pricing and general operational management.

These can make a significant difference, as Mark Crutchley, CEO of Circadian Trust in Gloucestershire, explains: "In 2010-11 we still received a substantial six figure management fee from our commissioning council. This year we start paying them a significant rental. It's a turnaround well in excess of a million

pounds per annum, in less than six years, as a result of many factors: increased efficiency, revising pricing structures and programme offering and improving quality. "But, we've also invested considerably in facilities, technology, systems and training to improve our offer, so we've increased visitor and membership numbers and the range of activities; not just increased prices or slashed costs. However, our affluent area is key. It would've been far more difficult, perhaps impossible, in an area of low affluence and high deprivation or highly rural with a low population density."

EMBRACING INCLUSIVITY

One area where the industry excels is attracting key target groups, particularly females and ethnic minorities, of whom they attract a higher proportion than actually live in the catchment area; so it's clear a good job is being done in marketing, programming and pricing for these groups. As women typically have lower participation rates than men, public leisure centres should be applauded for countering the general pattern.

There is relative weakness in attracting people from the lowest socioeconomic



Public sector operators need to reach out to attract more members with a disability aged <65 years

- ▶ groups, people <65 years old with a disability, 14-25 year olds and those aged 65+. Being in the lowest socioeconomic group is tough and characterised by multiple factors such as adverse health, housing, education and employment. If subsidy is truly being used to reach disadvantaged people, those in the lower socioeconomic groups must be prioritised.

SOUND SERVICE

Does the onsite experience live up to expectations? The sector scores well

for customer service satisfaction across the overall visit, reception, standard of coaching and availability of activities – positive findings for a ‘people’ industry where the product and service are paramount. But changing room cleanliness, car parking and value for money of food and drink consistently lag behind.

Cleanliness, especially changing areas, continues to appear near the bottom of satisfaction scores, yet is always near the top of importance rankings. With such a wide gap between importance and

satisfaction, it’s the largest service quality problem identified by the NBS annually.

In contrast, value for money of food and drink scores low for satisfaction and also low in importance. This could explain why average secondary spend is just 15 pence per visit. As Theresa England, contract and partnerships manager with Bigwave Media, points out, given that food and drink is typically the main secondary income earner for NBS facilities, there’s work to be done: “According to Mintel, the F&B market within the leisure centre sector was £96m

for the year to July 2016. This typically represents around 10 per cent of a facility's turnover, yet it's an area that's frequently neglected." (see *Health Club Management* September 2017) However, customer satisfaction with the basic service offer is strong, and has improved steadily over the years.

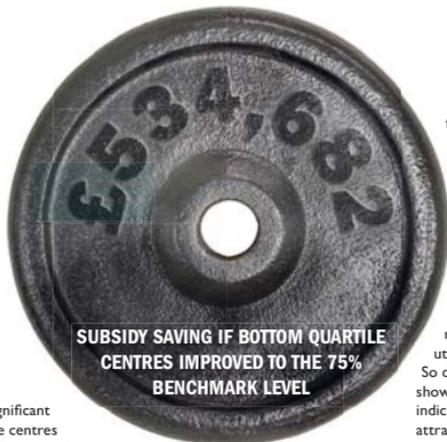
WHO'S IN CHARGE?

The latest report shows a significant change in who's managing the centres within the NBS sample, which may explain both improvements and deterioration in some indicators.

Sites managed by smaller, local trusts have halved compared to 2014 and the share of centres managed by external partners, which includes larger trusts and commercial contractors, has increased from 60 per cent to 79 per cent within the NBS sample.

The clearest finding is that external partners and local trusts continue to perform considerably more efficiently than in-house operations. However, we must remember that the NBS sample may not be wholly representative of the sector.

There's also an argument that external partners tend to operate newer, more



SUBSIDY SAVING IF BOTTOM QUARTILE CENTRES IMPROVED TO THE 75% BENCHMARK LEVEL

cost-efficient centres with a better mix of new facilities, compared to the older stock in-house operations are being left to run.

Nevertheless, external partners are the top performers for subsidy indicators and cost recovery, as well as total operating costs per visit, central establishment charges, secondary income per visit, fitness income and main hall income.

Local trusts appear to have better performance across maintenance and repair costs, staff costs as a percentage of total income, direct income and total income, and number of members per

fitness station. Whereas in-house providers show efficiency strengths around energy costs, energy efficiency ratings, total swim income and swim lesson income.

ON THE DEFENCE

With austerity meaning local authorities continue to scrutinise their budgets, it's vital operators defend their subsidies, which requires convincing evidence of access, utilisation and customer satisfaction. So despite the recent benchmarks showing improvements in some efficiency indicators, reducing subsidies and attracting the most deprived people in our communities remain key challenges. ●

**Sport England's National Benchmarking Service (NBS) is based on 115 centres and more than 35,900 customers to provide a robust sample size, measuring performance standards for indoor sports and leisure centres with one or both of two core facilities: a four+ court sports hall and/or a 20m+ swimming pool.*

ABOUT THE AUTHORS



Mike Hill, director of Leisure-net; Professor **Simon Shibli**, professor of Sport Management and director of the Sport Industry Research Centre (SIRC), Sheffield Hallam University, UK.
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www.leisure-net.org



External partners and local trusts continue to perform considerably more efficiently than in-house operations



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health club management

HANDBOOK 2018

WHO'S WHO

UK operators	p108
European operators	p140
Independent operators – project profiles	p156

Who's who – UK operators

We profile the UK's leading health club operations, from number of locations to plans for 2018

1Life

LDH House, St Ives Business Park, Parsons Green, St Ives, Cambridgeshire, PE27 4AA

Tel +44 (0)1480 484 250

Email businessdevelopmentgroup@1Life.co.uk

Web www.1life.co.uk

Twitter /1LifeUK

Facebook /1LifeUK

Company profile

1Life is a forward-thinking lifestyle and leisure management solutions company. Across the UK, 1Life engages with communities and inspires people to enhance their lives through health and wellbeing, sports and physical activity. Our approach is collaborative, innovative, and focused on creating tailored solutions to help local authority clients achieve results at a local level.

Number of sites

30.

Plans for 2018

Investment in existing contracts to continue; new internal infrastructure and system upgrades to be implemented.

MD: Mark Braithwaite



Professional background

Mark began his career with Cannons, progressing to Nuffield Health and Fusion Lifestyle before joining 1Life in 2014.

Previously regional director, he worked with 1Life's council partners, supporting the business development team in the South, before taking over as MD in January this year.

Best piece of advice you've ever been given

If you don't have the right people in the right place, you'll never be able to fulfil your plans.

People might be surprised to know that...

I played table tennis against Boris Johnson and beat him!

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, as well as support in key areas such as marketing and sales. The services provided are tailor-made to meet clients' specific objectives.

Number of sites

65 sites across the UK and Ireland.

Plans for 2018

To group with more management contracts, particularly in the corporate and education sectors.

Operations director: Paul Ramsay



Professional background

I started as a fitness instructor with 3d Leisure 20 years ago. I worked my way up through duty manager, club manager and operations manager to my current role as operations director. I have a team of five regional managers and together we're responsible for all areas of operations within our clubs.

Best piece of advice you've ever been given

You can't win the raffle if you don't buy a ticket!!

People might be surprised to know that...

I've been an extra on *Heartbeat*...twice!

Active Nation

Unit 1B, Hatton Rock Business Centre, Stratford-upon-Avon Warwickshire, CV37 0NQ

Tel +44 (0)845 658 8360

Email stuart.martin@activenation.org.uk

Web www.activenation.org.uk

Company profile

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

Number of sites

15 venues.

Plans for 2018

To significantly enhance our supporters' digital experience with a new online booking system and app.

MD: Stuart Martin



Professional background

I started out as a fitness instructor in the early 1990s and the story moves on from there. My adventure through the industry has been via the experience of different roles within varied organisations and in the settings of different countries around the world.

Best piece of advice you've ever been given

Change nothing, nothing changes.

People might be surprised to know that...

I can run 100m in 10.73 seconds.

Anytime Fitness UK

Unit 7B, Building 6, Croxley Business Park,
Hatters Lane, Watford, WD18 8YF

Tel +44 (0)330 3322 361

Web www.anytimefitness.co.uk

Facebook /AnytimeFitnessUK

Twitter /AnytimeFITUK

Instagram /AnytimeFitnessUK

Company profile

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

Number of sites

130+ sites currently open in the UK and Ireland. In total, 3,800+ sites globally in 30 countries including the US, Canada, Japan, Australia, New Zealand, Mexico, UK, Ireland and other European markets.

Plans for 2018

Now have 130+ clubs open, aiming to have 140 open by the end of 2018, with a goal of 400 by the end of 2020.

CEO: Stuart Broster



Professional background

With more than 40 years' experience in the hospitality and health and fitness industries, I came to Anytime Fitness having set up and managed my own hotel management business. Prior to this, I was CE at LA Fitness and have also worked at the Hilton as president and vice president of operations, sales and marketing, across 42 hotels.

Best piece of advice you've ever been given

If you want to eat an elephant, cut it into slices.

People might be surprised to know that...

I have three dogs and two cats; and no mice.

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

68 health clubs, 44 spas and five hotels.

Plans for 2018

Continued investment in health clubs, spas and hotels.

Executive chair: Duncan Bannatyne



Professional background

Business career began with an ice cream van bought for £450; expanded by buying more vans and eventually sold the business for £28,000, founding a care home business. After selling Quality Care Homes and kids' nursery chain Just Learning, I branched out into health clubs, bars, hotels and property.

Best piece of advice you've ever been given

If you want to start a business, just borrow, borrow, borrow. Invest the bank's money and get a better return.

People might be surprised to know that...

I paid £8,000 in a charity auction to be in a Guy Ritchie film!

BH Live

**Bournemouth International Centre, Exeter Road,
Bournemouth, BH2 5BH**

Tel +44 (0)1202 055555
Email enquiries@bhlive.org.uk
Web www.bhlive.org.uk
Facebook /SocialEnterpriseBHLive
Twitter /BHLIVE_UK

Company profile

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

Number of sites

17 active and event venues including a Grade II listed theatre, high ropes course, 30 cafes and bars, plus hospitality in London's Queen Elizabeth Olympic Park.

Plans for 2018

Consolidating assets, investing in skills and tech to drive innovation, increasing our presence and social impact.

CEO: Peter Gunn



Professional background

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

Best piece of advice you've ever been given

Surround yourself with positive and supportive people.

People might be surprised to know that...

I am a Viking descendant.

British Military Fitness

**Unit 2.08 Power Road Studios, 114 Power Road,
Chiswick, London, W4 5PY**

Tel +44 (0)20 8996 2220
Email fitness@britmilfit.com
Web www.britishmilitaryfitness.com
Facebook /BritishMilitaryFitness
Twitter /britmilfit

Company profile

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

Number of sites

140.

Plans for 2018

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

CEO/MD: Harry Sowerby



Professional background

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

Best piece of advice you've ever been given

You only get out of life what you put in.

People might be surprised to know that...

I'm the owner and founder of British Military Fitness.

Central YMCA

112 Great Russell Street, London, WC1B 3NQ

Tel +44 (0)20 7343 1700

Web www.ymca.co.uk / www.ymcafit.org.uk
www.ymcaawards.co.uk / www.ymcaclub.co.uk
www.ymcatraining.org.uk

Twitter /CentralYMCAUK /ymcafit /YMCAawards
 /Centralymcaclub /YMCATraining

Company profile

Central YMCA: the YMCA movement was formed in 1844 and is the UK's leading wellbeing and education charity. Central YMCA offers a complete set of awarding and training services covering the broad leisure industry's needs including fitness, horticulture, childcare, retail and management training.

Number of sites

Central YMCA operates out of 28 locations offering nationwide coverage for employers and partner organisations.

Plans for 2018

Campaigning on health, youth and body image issues.

CEO: Rosi Prescott



Professional background

Both a private and a social entrepreneur with almost 30 years' experience in the business. Prior to my appointment at Central YMCA, I was the founder and owner of clubs in the USA and the UK.

Best piece of advice you've ever been given

You only hit what you aim at.

People might be surprised to know that...

The English artist Beryl Cook was my aunt. Known for her original and instantly recognisable paintings... unfortunately, she didn't pass any of her talent on to me!

Circadian Trust

**Bradley Stoke Leisure Centre,
Fiddlers Wood Lane, Bradley Stoke, BS32 9BS**

Web www.activecentres.org

Company profile

Circadian Trust operates sport and leisure centres in South Gloucestershire and has continued to improve its facility stock and services. Our mission is 'Inspiring Active Lifestyles'.

Number of sites

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

Plans for 2018

Throughout the coming year we will be further developing our conference and events capability with heavy investment at our Thornbury facility together with a new website presence across the business.

CEO: Mark Crutchley



Professional background

A graduate with 30 years' leisure experience from the ground floor up. Previously worked in local government and for other trusts in roles such as operations and business development director. I've also managed community leisure facilities, events and attractions over the years.

Best piece of advice you've ever been given

Change happens – make it happen, don't let it happen.

People might be surprised to know that...

I played the lead role in *Oliver!* at primary school.

The Club Company

Batch Road, Knowl Hill, Reading, Berks, RG10 9AL

Tel +44 (0)844 561 1790

Web www.theclubcompany.com

Company profile

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

Number of sites

13 golf and country clubs in the UK, including newly acquired Woodbury Park Hotel, Golf and Country Club, situated in 350 acres of beautiful Devon countryside.

Plans for 2018

Investigating suitable acquisition opportunities.

CEO: Thierry Delsol



Professional background

I was an auditor before managing a subsidiary of a Japanese property company in France. I joined The Club Company (Clubhaus at the time) in 1997. Various roles led to my present position of chief executive officer, to which I was promoted in 2005.

Best piece of advice you've ever been given

Surround yourself with the best people.

People might be surprised to know that...

I enjoy training and competing in triathlons.

David Lloyd Leisure

P0 Box 439, Hatfield, Hertfordshire, AL10 1EF

Tel +44 (0)845 217 6464

Web www.davidlloyd.co.uk

Company profile

Synonymous with health, sports and leisure, the David Lloyd Leisure Group encompasses David Lloyd Clubs and Harbour Clubs. It targets the ABC1 demographic within a 20-minute drive time. Owned by TDR Capital, David Lloyd Leisure has some 585,000 members and 6,000 employees, including an expert health and fitness team of over 1,800 and more than 400 tennis professionals.

Number of sites

98 sites in the UK and 13 clubs in continental Europe.

Plans for 2018

To open a new club in Acton, London.

CEO: Glenn Earlam



Professional background

I previously worked in various roles at Merlin Entertainments for nearly 20 years, most recently as the managing director for Midway Attractions, Merlin's largest division encompassing Madame Tussauds, The Dungeons, The Eye, Sealife and Legoland.

Best piece of advice you've ever been given

People like to develop their own businesses rather than be told how to develop them.

People might be surprised to know that...

I used to be a fighter pilot in the Sri Lankan Air Force.

DW Fitness First

Whelco Place, Enfield Industrial Estate, Enfield St, Wigan, WNS 8DB

Tel +44 (0)1942 219700

Web www.dwfitnessfirst.com

Twitter [/dwfitnessfirst](https://twitter.com/dwfitnessfirst)

Instagram [/dwfitnessfirst](https://www.instagram.com/dwfitnessfirst)

Facebook [/dwfitnessfirst](https://www.facebook.com/dwfitnessfirst)

Company profile

DW Fitness First is part of the DW Fitness First Group, operating both gyms and retail stores across the UK. We aim to reinvent our sector through the delivery of our positioning as the UK's No 1 end-to-end sports participation brand: providing the products, environment and encouragement people need to participate in sport.

Number of sites

121 DW Fitness First sites.

Plans for 2018

To provide the best member experience, be a great place to work and further integrate the DW Fitness and Fitness First teams. Significant investment in gyms and products.

MD: Scott Best



Professional background

Scott Best is a long-time member of the DW team and has helped take the company from strength to strength, growing the business, organically and through acquisition, from some 53 clubs in 2009 to its current 121 clubs.

Best piece of advice you've ever been given

Understand the business from the inside out! Looking out is just as important as working within it.

People might be surprised to know that...

Other than supporting Liverpool Football Club, skiing is my favourite pastime.

easyGym

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

Web www.easygym.co.uk

Company profile

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

Number of sites

15 sites in the UK.

CEO: Paul Lorimer-Wing



Professional background

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

Best piece of advice you've ever been given

Seek the best in everything and everyone.

People might be surprised to know that...

I have broken par for 18 holes of golf, playing both right and left-handed.

Edinburgh Leisure

Vantage Point, 3 Cultins Road, Edinburgh, EH11 4DF

Tel +44 (0)131 458 2100

Email mail@edinburghleisure.co.uk

Web www.edinburghleisure.co.uk

Facebook /EdinburghLeisure

Company profile

Established in 1998, Edinburgh Leisure is celebrating its 20th anniversary this year. An independent, not-for-profit charitable trust with an income of £21m, it aims to make a difference to communities by creating opportunities for everyone to get active and stay active.

Number of sites

30+ including five Victorian swimming pools, six golf clubs, plus community access to school sports facilities.

Plans for 2018

Inclusive, not exclusive, Edinburgh Leisure continues its aim for Edinburgh to be more active and healthy through the provision of quality facilities and activities.

CEO: June Peebles



Professional background

A BEd in Human Movement Studies propelled me into the sport and leisure industry, where I've worked ever since.

I've had various jobs within this industry, initially working in the private sector, then local authority and latterly in the trust environment.

Best piece of advice you've ever been given

The more you put into life, the more you get out.

People might be surprised to know that...

I would have loved to have been a dancer and I'm a qualified, practising Pilates instructor.

énergie Fitness

Suite 2.11 Challenge House, Sherwood Drive, Bletchley, Milton Keynes, MK3 6DP

Tel +44 (0)1908 396212

Email info@energiehq.com

Web www.energiefranchise.com

Facebook /effranchiseuk

Company profile

énergie Fitness is a fast-growing fitness franchise group based in the UK. The business is now in its 15th year and has a network turnover of over £30m and more than 124,000 members across the group. The business operates under the énergie Fitness, Fit4Less and énergie Fitness for Women brands.

Number of sites

Over 100 across the UK and Europe.

Plans for 2018

The Group is set for 35-40 scheduled openings throughout the year.

Chair & CEO: Jan Spaticchia



Professional background

An entrepreneur and highly sought after international speaker with over 25 years' experience in the health, fitness and leisure industry, I launched énergie in 2003. Since then, together with my team, I've built the business into one of the most established and recognisable brands in the sector.

Best piece of advice you've ever been given

Bite off more than you can chew and then chew like hell!

People might be surprised to know that...

I was a teacher in the further education sector.

Everybody Sport and Recreation

Brooklands, Holmes Chapel Community Centre, Station Road, Holmes Chapel, CW4 8AA

Tel +44 (0)1270 685945
Web www.everybody.org.uk

Company profile

Everybody Sport and Recreation is an independent charitable trust operating predominantly in Cheshire. Key services include the management of 15 leisure facilities, the Everybody Academy training provider and our own in-house catering and hospitality arm, Taste for Life.

Number of sites
15

Plans for 2018

We start work on a brand new site later in the year with a new partner as well as commencing a full redevelopment of one of our existing facilities.

CEO: Peter Hartwell



Professional background

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

Best piece of advice you've ever been given

Find a way of working that shows you care; your people will respond and do their best too.

People might be surprised to know that...

I am a qualified ECB cricket coach.

Feelgood Fitness

5th floor, Market Square House,
St James Street, Nottingham, NG1 6FG

Email dave@myzone.org
Web www.feelgoodfitness.net &
 www.voyagefitness.com.au

Company profile

Feelgood Fitness, Ladies Only Suite and Voyage Fitness are a low to mid-market full service offering across two continents designed to cater for everyone. Many sites offer basic 24-hour access, provide ladies-only suites, with a total membership base of roughly 15,000.

Number of sites

Seven sites including two in the UK and five in Australia.

Plans for 2018

Planning to exit out of the gyms and sell the clubs in the coming year.

CEO: Dave Wright



Professional background

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

Best piece of advice you've ever been given

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

People might be surprised to know that...

I don't drink alcohol (anymore).

Finesse

4th Floor, Campus West, Welwyn Garden City,
Hertfordshire, AL8 6BX

Tel +44 (0)1707 357 102
Web www.finesseleisure.com

Company profile

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

Number of sites

We manage four fitness/sporting sites, as well as parks and playing fields.

Plans for 2018

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

Chief executive: Natalie Palmer



Professional background

A qualified accountant with over 16 years' experience in the sports and leisure trust sector. I was promoted to Chief Executive of Finesse in 2015 following three years as the Finance Director. Prior to that, I spent eight years in accounting practice with a wide range of engagements.

Best piece of advice you've ever been given

If you've never made a mistake, you've never tried something new.

People might be surprised to know that...

I sang in the choir of *Jason and his Technicolor Dream Coat!*

Fitness4Less

East Court, Jubilee Road, Finchampstead, RG40 3SD

Email info@fitness4less.co.uk
Web www.fitness4less.co.uk
Twitter /Fitness4LessUK
Facebook fitness4lessuk

Company profile

We were one of the first gyms offering the budget gym experience and we still maintain our values, offering a 'no catches - no brainer' membership to our customers. We aim to be accessible to all, fun and friendly, and ensure we provide a great range of free group fitness classes. It's our objective to encourage social interaction and a positive atmosphere at our facilities.

Number of sites

Fitness4Less currently has 15 sites.

Plans for 2018

Re-investment into the current estate as well as looking to open a further one to two new sites.

Director: Steve Bradley



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. Personally, I have been involved in running all aspects of the business and have just celebrated 21 years with the company.

Best piece of advice you've ever been given

Just do it or else...

People might be surprised to know that...

I used to be an international 400m hurdler!

Fusion Lifestyle

Unit 4, Bickels Yard, 151/153 Bermondsey Street,
London, SE1 3HA

Tel +44 (0)20 7740 7500

Email peter.kay@fusion-lifestyle.com

Web www.fusion-lifestyle.com

Company profile

Fusion Lifestyle is an independent registered charity whose primary objective is to provide high quality community health, fitness, sport and active leisure services for social and physical wellbeing. Delivered through leisure centres, gyms and sports facilities in partnership with local authorities and voluntary/public sector organisations.

Number of sites

93 sports, leisure and community centres in the UK.

Plans for 2018

Continue the expansion of our portfolio into additional UK locations and deliver core community leisure services alongside cutting-edge innovation.

CEO: Peter Kay



Professional background

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

Best piece of advice you've ever been given

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

People might be surprised to know that...

In my spare time, I like to drive my VW campervan to the beach and crack open a cold one.

Glasgow Life

220 High Street, Glasgow, G4 0WQ

Tel +44 (0)141 287 4350

Email info@glasgowlife.org.uk

Web www.glasgowlife.org.uk

Company profile

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

Number of sites

151 in total, of which 33 are sporting facilities including the Emirates Arena, the largest dedicated sports centre in Europe, Tollcross International Swimming Centre and the iconic Kelvin Hall, which re-opened with a new state-of-the-art gym in August 2016.

Plans for 2018

Continuing to grow the Glasgow Club, plus increasing our engagement with the disconnected and disengaged.

Director of Sport and Events:

Billy Garrett



Professional background

I've worked for the council since 1993, moving into sports 10 years ago just before it adopted charitable status under the Glasgow Life brand. I became Director of Sport and Events in 2017.

Best piece of advice you've ever been given

Never take things too personally.

People might be surprised to know that...

On average, a Glasgow Club Fitness Unlimited member attends any of our facilities around four times week.

GLL

Middlegate House, The Royal Arsenal, London, SE18 6SX

Tel +44 (0)20 8317 5000

Web www.gll.org / www.better.org.uk

Company profile

Celebrating its 25th anniversary in 2018, Leisure's leading charitable social enterprise operates facilities and services in partnership with local councils, public, third sector bodies and standalone. 2017 saw expansion of 'Better' gyms network and new leisure contracts. Some £350m returned to communities in social added-value prompted our nomination as finalists in the UK Business Awards.

Number of sites

258 leisure and gyms, 113 libraries, 10 children's centres.

Plans for 2018

More Better Extreme leisure parks, library partnerships, digital customer tools and apprenticeships.

CEO/MD: Mark Sesnan



Professional background

With a career spanning some 40 years in public sector leisure and culture management, local government and senior leadership at GLL, I have worked at every level from poolside to Managing Director with all stops in between.

Best piece of advice you've ever been given

Don't confuse management with leadership.

People might be surprised to know that...

I have never had a day at work that I didn't enjoy and I have never had a day off sick in 40 years of work.

The Gym Group

5th Floor, One Croydon, 12-16 Addiscombe Road, Croydon, CR0 0XT6

Tel +44 (0)20 3319 4823

Web www.thegygroup.com

Facebook [thegygroup](https://www.facebook.com/thegygroup)

Twitter @thegygroup

Company profile

The Gym Group is the pioneer and national operator of 24-hour, high quality low-cost gyms, offering highly affordable gym membership. It's the only group operator to be awarded Gold standard accreditation by Investors in People. The Gym Group has just been selected as a UK category winner in the European Business Awards, and selected as one of 10 Ruben d'Honneur recipients for the RSM Entrepreneur of the Year Award.

Number of sites

100 gyms as of October 2017.

Plans for 2018

To roll out 15–20 gyms in 2018.

CEO: John Treharne



Professional background

Former managing director and founder of Dragons Health Clubs. I founded Dragons in 1991 and floated the business on AIM in 1997 before then selling the business in 2001 to facilitate investor exit. Based on lessons learned I founded The Gym Group in 2007 and am also a former chair of Squash England.

Best piece of advice you've ever been given

Let the manager manage and empower people.

People might be surprised to know that...

I hold a Guinness World Record for playing racquetball.

Gymbox

50-51 High Holborn, London, WC1V 6ER

Tel +44 (0)20 7240 2959

Web www.gymbox.com

Facebook /gymbox

Company profile

Gymbox is a unique gym chain combining fitness with entertainment. We don't take ourselves too seriously, but we do take our workouts seriously. That's why everything we do, from our interiors to the people we hire and the classes we invent, has to inspire and excite, energise and ignite. The gym chain was refinanced in 2016 with significant investment from BGF and HSBC.

Number of sites

Gymbox has nine sites in London.

Plans for 2018

Three new sites in London and explore regional and international opportunities.

CEO/MD: Mark Diaper



Professional background

I started out as a personal trainer and sports therapist in 2000 and worked with LA Fitness for seven years looking after the south coast before joining Gymbox in 2010 as sales director. I moved into the managing director role in 2014, then the CEO role in 2016.

Best piece of advice you've ever been given

If you always do what you've always done, you'll always get what you've always got.

People might be surprised to know that...

I played and won at Wembley.

gymphobics (Licence) Ltd

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

Tel +44 (0)1785 227273

Email admin@gymphobics.co.uk

Web www.gymphobics.co.uk

Company profile

Gymphobics is a ladies' 30-minute gym concept with franchised centres throughout the UK. Our unique workout – Resisted Tension – integrates isotonic and isometric exercise, making it easy and fun for ladies who find conventional gyms intimidating. Our full-time national training academy in Stafford provides training for both franchisees and their staff in programme prescription, diet and exercise physiology.

Number of sites

47 franchises.

Plans for 2018

A brand new Academy and five new franchises.

Founder/Director: Donna Hubbard



Professional background

After a competitive swimming career, I studied in the USA to become a gym instructor and then a personal trainer. In 2003 I set up the Gymphobics franchise and in 2012 won the Fitness Industry Association's highest individual award for contributing most to the future of fitness in the UK.

Best piece of advice you've ever been given

Practice what you preach.

People might be surprised to know that...

I work out every morning at 6.30am.

Halo Leisure

Lion Yard, Broad Street, Leominster, Herefordshire, HR6 8BT

Tel +44 (0)845 241 0340

Web www.haloleisure.org.uk

Twitter @haloleisure

Company profile

Halo Leisure is a social enterprise with charitable status managing leisure centres in Herefordshire, Bridgend, Wiltshire 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

22 leisure centres.

Plans for 2018

Consolidation of our £10m investment programme whilst exploring opportunities for related diversification to support our vision of 'Creating Healthier Communities'.

CEO and director of operations:
Scott Rolfe



Professional background

A leisure management professional with 25 years' experience working across local authority and charitable and social enterprise sectors.

Best piece of advice you've ever been given

Always be open to new ideas.

People might be surprised to know that...

In addition to managing leisure facilities, Halo is also the sector's leading supplier of asset management software with around 400 facilities in the UK benefiting from our solutions.

Hand Picked Hotels

The Old Library, The Drive, Sevenoaks, TN13 3AB

Tel +44 (0)1732 471 000

Email lbacon@handpicked.co.uk

Web www.handpicked.co.uk

Facebook handpickedhotels

Twitter /hp_hotels

Company profile

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

Number of sites

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

Plans for 2018

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

Group health club & spa manager:
Lesley Bacon



Professional background

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

Best piece of advice you've ever been given

Don't be afraid to take a risk.

People might be surprised to know that...

I once cooked for Pavarotti!

High Five Health Promotion

2nd Floor, Titan Court, 3 Bishops Square,
Hatfield, AL10 9NW

Tel +44 (0)1707 226 638

Web www.highfive.fit

Company profile

High Five is a professional and reliable partner in vitality and sustainable employability. We have specific knowledge of corporate wellness services, behavioural change and tailor-made health and fitness programmes. Healthy lifestyles empower people to work and live well.

Number of sites

11 sites in the UK; total of 65 across the Netherlands, UK, Germany and Belgium (opening Q2), also, contracted and certified network of 1,400 clubs in the Netherlands.

Plans for 2018

Focus on strengthening our foothold in the UK. Achieve growth in Europe, plus network collaboration.

CEO: Eric Boer



Professional Background

Started career as a male nurse, before becoming an HR Director in the finance industry and a management consultant.

Have been COO at High Five since February 2017 before becoming CEO in January 2018. I have an MBA from Erasmus University.

Best piece of advice you've ever been given

You are in the driver's seat of your own career.

People might be surprised to know that...

I'm a marathon runner; it's important to be an active volunteer as well.

Hilton Worldwide (LivingWell Health Clubs)

Hilton Worldwide, Maple Court, Reeds Crescent,
Watford, Herts, WD24 4QQ

Tel +44 (0)20 7856 8000

Email matt.tailby@hilton.com

Web www.livingwell.com

Company profile

Hilton is one of the largest and fastest-growing hospitality companies in the world. The company's portfolio comprises more than 5,000 properties including hotels, resorts and timeshare properties consisting of more than 825,000 rooms in 103 countries and territories.

Number of sites

38 health clubs and four LivingWell Fitness sites.

Plans for 2018

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

Director of Fitness Development & Operations, Europe: Matt Tailby



Professional background

I have 25 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 spend most of my spare time at the side of a football pitch watching my seven year old!

Impulse Leisure

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

Company profile

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

Number of sites

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

Plans for 2018

Seeking premises to expand our Gym Hub brand.

CEO: Mike Baden



Professional background

I have over 28 years' experience working in the public sector leisure industry, including the last 17 years as chief executive of TCL (Thurrock Community Leisure) and the Impulse Leisure group of companies.

Best piece of advice you've ever been given

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

People might be surprised to know that...

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

JD Gyms

Hollinsbrook Way, Bury, BL9 8RR
Tel +44 (0)151 556 0842
Web www.jdgyms.co.uk
Facebook JD Gyms
Twitter @jdgyms

Company profile

JD Sports PLC's venture in the fitness industry continues to raise the bar in the premium low-cost gym market. JD Gyms has 15 clubs with a further 10 to follow through organic expansion in 2018. JD Gyms' 'seriously stylish, seriously affordable' offering provides premium equipment and high-quality group exercise provision, impeccable standards and cutting-edge interior design.

Number of sites

15 plus 10 committed for 2018.

Plans for 2018

Continue to grow the JD Gyms estate through our award-winning formula.

MD: Alun Peacock



Professional Background

My career in the industry has spanned 14 years with JJB Health Clubs/DW Sports Fitness, progressing from general manager in 1998 to national operations director, opening more than 60 clubs in the process. I founded my own gym chain, in a private collaboration, before being head-hunted by JD Sports in 2013 to form JD Gyms.

Best piece of advice you've ever been given

Surround yourself with great people.

People might be surprised to know that...

I am a former world record holder.

Jubilee Hall Trust

30 The Piazza, Covent Garden, London, WC2E 8BE

Tel +44 (0)20 7395 4094

Email philrumbelow@jubileehalltrust.org

Web www.jubileehalltrust.org

Company profile

Jubilee Hall Trust is a charity founded in 1978 to build healthier communities by promoting the fitness and wellbeing of the individuals within them. We have remained true to our original aim and have expanded our outreach programmes to activate the most disadvantaged groups.

Number of sites

Four.

Plans for 2018

To re-establish the Jubilee Hall gym in Covent Garden as the best place to train in central London and to get even more people, more active, more often.

CEO: Phil Rumbelow



Professional background

I have more than 30 years' experience in the leisure industry, including 20 years in the not-for-profit sector. I am a

Fellow of both the Institute of Directors and of CIMSPA; Chair of the ukactive Membership Council and a Director of ukactive; and Vice-Chair of Sporta.

Best piece of advice you've ever been given

Live, love, learn and leave a legacy.

People might be surprised to know that...

I got married last year!

Kew Green Group

1 Towers Place, Richmond, Surrey, TW9 1EG

Tel +44 (0)208 334 4830

Email justin.andrews@kewgreen.co.uk

Web www.kewgreen.co.uk

Company profile

Kew Green owns and manages full service hotels and is Europe's largest franchise of IHG-branded hotels. Our portfolio includes management of five-star hotels and within the UK we have 21 health clubs with independent membership, all of which include both wet and dry-side facilities.

Number of sites

21 health clubs and 12 hotel gyms.

Plans for 2018

The year ahead will see Kew Green consolidate the five leisure club brands we have across the estate and launch our own health club brand.

Director of Leisure: Justin Andrews



Professional background

I gained a masters degree in Exercise and Sport Psychology before working as a fitness director in Auckland, New Zealand. I held regional/senior management posts in the health club industry, joining Kew Green in 2014 to oversee the strategic direction of its health clubs.

Best piece of advice you've ever been given

Life is too short to be anything other than happy.

People might be surprised to know that...

I owned a surf brand company specialising in hand-crafted retro longboards.

Life Leisure

4th floor, Landmark House, Station Road,
Cheadle Hulme, Cheshire, SK8 7BS

Tel +44 (0)161 482 0900

Web www.lifeleisure.net

Company profile

Life Leisure is a not-for-profit social enterprise and registered charity formerly known as Stockport Sports Trust. We seek to provide a best-value service in all areas of the borough, operating a mix of sports and leisure facilities. We express our vision as follows: 'We live for fitness. We live for sport. We live for improving the lives of the people around us.'

Number of sites

12, all within Stockport.

Plans for 2018

A new facility in Brinnington, Stockport. Development of a new OCR brand delivering obstacle course races.

CEO: Malcolm McPhail



Professional background

Elected CIMSPA Board Member and UK Active Board Member 2012-2015. I was the first General Manager at Next Generation's flagship club in Edinburgh. The company went on to build 18 clubs in the UK and Australia and then merged with David Lloyd Leisure; great years.

Best piece of advice you've ever been given

Your wounds are a legacy of the past.

People might be surprised to know that...

I'm the North of England and Scottish 100m Champion (M50), and also ranked No.2 for the long jump in the UK.

Lifestyle Fitness

Competition Line (UK) Ltd, 91 East Mount Road,
Darlington, Co. Durham, DL1 1LA

Tel +44 (0)1325 529800

Web www.lifestylefitness.co.uk

Facebook [/lifestylefitness.co.uk](https://www.facebook.com/lifestylefitness.co.uk)

Company profile

Owned by the Swedish Gripenstedt family and with over 35 years in the UK fitness business, CLUK own and operate under the Lifestyle Fitness brand. The company is the leading provider of fitness facilities to the public sector and a leisure management operator for colleges and schools.

Number of sites

32 across the UK.

Plans for 2018

To further develop our sales and operations team and to continue to invest in our current facilities, with particular focus on our public sector offering.

MD/CEO: Gordon Hall



Professional background

I started my professional career experience while still at school, as a lifeguard in the public sector. Prior to joining CLUK (Competition Line UK) in 1998, I took the local authority successfully through two rounds of compulsory competitive tendering.

Best piece of advice you've ever been given

What you do, do well and never give up.

People might be surprised to know that...

I passed my motorcycle test in November 2015 and have since ridden almost 6,000 miles.

Link4Life

Floor 3, Number One Riverside, Smith Street
Rochdale, OL16 1XU

Tel +44 (0)1706 926 232

Web www.link4life.org

Facebook /yourLink4Life

Company profile

Link4Life is a charity that works in the heart of the Rochdale Borough community, inspiring people with their cultural heritage, encouraging creativity and fostering wellbeing for each and every member of our diverse community.

Number of sites

12 sites in Rochdale borough.

Plans for 2018

To continue our work on integrating health with culture, leisure and sport; negotiating a five-year extension with Rochdale Borough Council; investing in our current facilities; and growing our portfolio in innovative ways.

CEO: Andy King



Professional background

A Chartered Fellow of CIMSPA and former director with Serco and GLL.

Previously CEO of Carlisle Leisure

Limited in Cumbria. Opened the first Virgin Active club in 1999 and has held posts with Fitness First, Next Generation and Horsham District Council.

Best piece of advice you've ever been given

Seek first to understand before being understood.

People might be surprised to know that...

I was a drummer in a punk band called The Crack, winning the first ever televised Battle of the Bands!

Matt Roberts Ltd

16 Berkeley Street, London, W1J 8DZ

Tel +44 (0)20 7491 9989

Web www.mattroberts.co.uk

Twitter /mattrobertspt

Company profile

Matt Roberts Personal Training caters for more than 1,200 private clients in London, who are managed by a team of personal trainers. Matt Roberts has written 14 best-selling books.

Number of sites

Three purpose-built PT centres in central London.

Plans for 2018

Throughout the year the company aims to launch small group training clubs alongside the growing personal training offering. We will also be working with leading hotels in developing retreats, gym spaces and operations.

CEO: Matt Roberts



Professional background

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

Best piece of advice you've ever been given

If you can't explain your concept in 20 seconds, it'll never get traction.

People might be surprised to know that...

I train clients on a daily basis – it's in the blood!

Mosaic Spa & Health Clubs

Fitness Express, Park Farm, Hethersett, Norwich, NR9 3DL

Tel +44 (0)1603 812 727

Web www.mosaicgroup.co.uk &
www.imaginespa.co.uk &
www.fitnessexpress.co.uk

Company profile

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

Number of sites

32.

Plans for 2018

Growing our management contracts as services expand. Maximise the return from our £2m investment in our owned sites at Shrewsbury and Holmer Park.

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

18-20 Scrutton Street, London, EC2A 4RX

Email info@moversandshapers.co.uk

Web www.moversandshapers.co.uk

Twitter /MoversShapers

Company profile

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

Number of sites

Three.

Plans for 2018

Targeting two new openings.

Founder: Ben Margolis



Professional background

Qualified as a Chartered Accountant then moved to multi-site leisure and hotel operations with Whitbread & Marriott Inc. Board member at leisure technology and fitness wearables plc prior to starting Movers & Shapers.

Best piece of advice you've ever been given

Listen, listen, listen. You can always find the answers to issues and generate the best ideas if you tune in to your customers and encourage participation from staff.

People might be surprised to know that...

I never quite made it as a professional footballer.

Mytime Active

4th Floor, Linden House, 153-155 Masons Hill,
Bromley, BR2 9HY

Tel +44 (0)20 8323 1777

Web www.mytimeactive.co.uk

Company profile

At Mytime Active we want everyone to lead healthier and more active lives. Our award-winning programmes and services are tailored to local need and delivered by local people, helping customers make great lifestyle choices. Whether it's getting fit, making friends, learning to swim or having a game of FootGolf, at Mytime Active everyone is welcome and there's something for everyone.

Number of sites

22 leisure centres and golf courses.

Plans for 2018

To consolidate our overall offering on active and healthy lifestyles, and to continue to invest for growth.

CEO: Marg Mayne



Professional Background

With 20 years' experience at board level, I've spent my working life bringing business and commercial disciplines to organisations that have a broader social purpose. My career has spanned housing associations, charities, cultural organisations and international NGOs.

Best piece of advice you've ever been given

There's no such thing as luck – good things happen when opportunity meets preparedness.

People might be surprised to know that...

My parents met over a gooseberry bush – honestly!

Nuffield Health

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

Tel +44 (0)20 8329 6200

Web www.nuffieldhealth.com

Company profile

Nuffield Health is the leading not-for-profit health and wellbeing provider, looking after people for more than 60 years. Today we run a network of hospitals, medical clinics, fitness and wellbeing clubs, and diagnostic units across the UK. We also support businesses in looking after their employees by operating their fitness and wellbeing services.

Number of sites

31 hospitals, 111 Fitness and Wellbeing Gyms, 212 corporate facilities and five standalone medical centres.

Plans for 2018

Help more people reach their health and wellbeing goals.

CEO: Steve Gray



Professional background

Over 25 years' experience working primarily in the healthcare sector, providing strategic insights into the UK healthcare market. Spearheading the acquisition of an emotional counselling business in 2016, making Nuffield Health the only independent healthcare provider to offer a comprehensive list of health and wellbeing services.

Best piece of advice you've ever been given

Most things can be resolved over a chat and a cup of tea.

People might be surprised to know that...

I once played professional football in Spain.

Oxygen Freejumping

Profile West, 950 Great West Road, Brentford, TW8 9ES

Tel + 44(0)20 3846 1386

Email info@oxygenfreejumping.co.uk

Web www.oxygenfreejumping.co.uk

Twitter /oxygenfreejump

Company profile

Oxygen Freejumping is the UK's leading chain of trampoline parks. Launched in January 2015, the company integrates the fun of a trampoline park with a progressive approach to formal gymnastics and fitness programmes. Partnered with Bear Grylls Fitness launching indoor assault courses in London and Manchester, opened a second flagship London site and acquired three Air Space sites in 2017. Oxygen has welcomed over 2m jumpers.

Number of sites

Ten.

Plans for 2018

An ambition to grow to 20 sites by the end of 2018.

CEO: David Stalker



Professional background

I've spent my entire professional career within the leisure sector, starting as a personal trainer, going on to become a board director of several industry-leading brands. CEO of UKactive; Chairman of both CIMSPA and Fit For Sport.

Best piece of advice you've ever been given

Surround yourself with great people, delegate authority, and, most of all, be endlessly persistent.

People might be surprised to know that...

Born and raised in Kenya, my true passion is conservation; Chair of Marwell Zoo; trustee of Kenyan Wildlife Trust.

Parkwood Leisure

Attwood House, Perdiswell Park, John Comyn Drive, Worcester, WR3 7NS

Tel +44 (0)1905 388500

Web www.leisurecentre.com

www.parkwoodleisure.co.uk

Company profile

Parkwood Leisure is the leading private leisure management company working with local authority partners across England and Wales. Established over 20 years ago, Parkwood offers extensive operational and programming management for wet and dry facilities, theatres and outdoor activity centres.

Number of sites

89 centres including three theatres and five outdoor activity centres.

Plans for 2018

Continued business development across leisure, theatres and outdoor space.

MD: Peter Fitzboyden



Professional background

Joined Parkwood Leisure as MD in June 2017, following almost 20 years working in the physical activity and sport sector with the FA, Football Foundation and London Sport. Keen interest in using tech to aid fitness, opening the UK's first SportsTech business incubator as CEO of London Sport.

Best piece of advice you've ever been given

Surround yourself with people who are better than you at something!

People might be surprised to know that...

Trained to get on to TV show Gladiators, unsuccessfully!

Places for People Leisure

**Waters Edge, Riverside Way, Watchmoor Park,
Camberley, Surrey, GU15 3YL**

Tel +44 (0)1276 418 200

Email enquiries@pfpleisure.org

Web www.placesforpeopleleisure.org

Company profile

Places for People Leisure (PfPL) is a social enterprise owned by the Places for People Group, an award-winning property management company that creates aspirational homes and inspirational places. PfPL specialises in development and management of local authority leisure facilities and was the first leisure operator to achieve Quest Stretch 'Outstanding' for Sports Development.

Number of sites

More than 100.

Plans for 2018

Focus on tech advancements that enhance our customer experience, encouraging more people to be active.

CEO: Sandra Dodd



Professional background

I'm a chartered management accountant who has worked in the business for over 20 years. I was appointed CEO in 2014 having served 12 years as Finance Director. I enjoy working closely with our industry partners and am currently Treasurer of the ukactive board and sit on the Badminton England Board.

Best piece of advice you've ever been given

It's nice to be important, but it's important to be nice.

People might be surprised to know that...

I'm a keen scuba diver.

Pure Gym

Town Centre House, The Merrion Centre, Leeds, LS2 8LY

Tel +44 (0)113 831 3333

Email info@puregym.com

Web www.puregym.com

Facebook /puregym

Company profile

Pure Gym is the largest gym operator in the UK, providing affordable, flexible, high quality fitness facilities to more than 900,000 members nationwide. Members can buy the access they want: 1, 3, 7 and 30-day passes paid by credit card or rolling monthly direct debit, no contract or tie-in; plus membership upgrades providing access to exclusive services, additional gyms and member benefits.

Number of sites

190+ Pure Gym trading sites.

Plans for 2018

Develop new commercial and physical exercise products while maintaining momentum of UK roll-out of our brand.

CEO: Humphrey Cobbold



Professional background

Previously CEO of online cycle and triathlon goods retailer Wiggle. Grew Wiggle's international business in Europe, plus Japan, Australia, USA and China. Extensive business experience via management consultancy with McKinsey & Co, private equity with Candover, Director of Strategic Development at Trinity Mirror.

Best piece of advice you've ever been given

Try new things – regret is more painful than failure.

People might be surprised to know that...

I love the athleticism and artistic value of classical ballet.

Redefine | BDL Hotels (RBH)

The Mille, 1000 Great West Road, Brentford, TW8 9DW

Web www.redefinebdl.com

Company profile

RBH, the UK's leading hotel management company with a diverse collection of over 75 branded and private label hotel properties across the UK. Working in partnership with five of the most prestigious international hotel brands, including Hilton Hotels & Resorts, IHG, Accor, Wyndham Worldwide and Marriott International, RBH is a driving force in the hospitality industry in Europe; also operating a portfolio of hotel-based health clubs.

Number of sites

29 health clubs.

Plans for 2018

Hotel management acquisition across the UK and Europe.

Director of Leisure and Spa:

Dave Heap



Professional background

Started in the leisure industry 25 years ago as leisure attendant for Jarvis Hotels.

Worked up to club management for Swallow Hotels, Moathouse Hotels, Paramount Hotels, Fitness Express and Barceló Hotels, joining QHotels in 2009 as Director of Leisure and Spa. Now employed by RBH.

Best piece of advice you've ever been given

Always focus on the big picture.

People might be surprised to know that...

In 2017 I set myself a target to run 1,200 miles for charity.

Roko Health Clubs

Wilford Lane, West Bridgford, Nottingham, NG2 7RN

Web www.roko.co.uk

Company profile

Roko Health Clubs is part of The Sports & Leisure Group. It's a premium health club and spa business, averaging 35,000sq ft at each site, providing premium facilities and services at affordable prices. We specialise in member engagement through our 'get fit, stay fit' promise and a keen focus on the member journey which is helping to deliver exceptional retention levels.

Number of sites

Five Roko Health Clubs.

Plans for 2018

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, Esperta and for the past 11 years at Roko, growing the business from one to five sites.

Best piece of advice you've ever been given

Perspective always depends on where you're standing.

People might be surprised to know that...

I helped project manage the renovation of a derelict 13th-century French chateau into a four-star hotel.

SIV

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

Company profile

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

Number of sites

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

Plans for 2018

To continue to work to make Sheffield the UK's most active city by 2020.

CEO: Andrew Snelling



Professional background

Having worked previously in IT and agriculture, I moved into the not-for-profit sector 23 years ago. Formerly SIV's Deputy Chief Executive, I became the company's CEO in August 2017. I'm fully committed to improving the health and fitness of the whole of Sheffield.

Best piece of advice you've ever been given

Be fair and open with people.

People might be surprised to know that...

I'm a chartered accountant.

Sodexo (Healthworks)

1 Southampton Row, London, WC1B 5HA
Tel +44 (0)207 404011
Email healthworks.group@sodexo.com
Web www.sodexo.com

Company profile

Sodexo is a world leader in the provision of integrated facilities management services and has become a global strategic partner for companies that place a premium on performance and the wellbeing of employees. Healthworks specialises in providing wellbeing services, including full management and daily operations of a gym facility.

Number of sites

40 clubs in the UK and Ireland.

Plans for 2018

To increase the number of sites we operate through the Sodexo IFM Model and continue to develop integrated wellbeing solutions for all our clients and customers.

Development manager (Sodexo): Alan West



Professional background

Started out as a fitness instructor for Savoy Group, leaving in 1997 as operations manager. Helped design, launch and operate two award-winning destination spas for private hotel chains in the Midlands. Joined Sodexo in 2002 as account manager and progressed to development manager.

Best piece of advice you've ever been given

Surround yourself with motivated and inspirational people.

People might be surprised to know that...

I'm a passionate Evertonian, it completely controls my life.

Soho Gyms

13–16 Empire Square, London, SE1 4NA

Tel +44 (0)20 7234 9395

Email michaelcrockett@sohogyms.com

Web www.sohogyms.com

Facebook Soho Gyms London

Company profile

Founded in 1994 by Jeremy Norman, Soho Gyms has a strong reputation for its urban London styling, innovation, product standards and Soho service. Our YMCA Awards-approved Academy assists with recruitment and staff development. Our classes are less gimmick and more fitness, lead across 15 studios. Our key target market is 21 to 40-year-old London professionals.

Number of sites

10 Soho Gyms in London.

Plans for 2018

Integrate technology further into our product and systems, build a new gym and who knows...

MD: Mike Crockett



Professional background

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

Best piece of advice you've ever been given

Electronics is not for you!

People might be surprised to know that...

I used to ring the bells at a church in my home town.

Sports & Leisure Management (SLM – Everyone Active)

2 Watling Drive, Sketchley Meadows, Hinckley, LE10 3EY

Tel +44 (0)1455 890 508

Web www.everyoneactive.com

Facebook /everyoneactive

Twitter /everyoneactive

Company profile

As an award-winning operator, we support local authorities and trusts in managing leisure facilities within the local community. Our aim is to provide opportunities for everyone to find an enjoyable way to get active in affordable, state-of-the-art facilities; creating a real hub for the community on behalf of our partners.

Number of sites

158 sites in partnership with 49 local authorities.

Plans for 2018

Further innovation and development of our digital offering to enhance our member experience and increase our portfolio both in London and nationwide.

MD: David Bibby



Professional background

I'm a chartered accountant and joined Everyone Active as finance director in 1992. I was promoted to MD in 2006. It's been highly rewarding for me to see our new brand develop, overseeing significant investment programmes in our centres and gaining industry recognition for all the hard work our team puts in.

Best piece of advice you've ever been given

See the bigger picture.

People might be surprised to know that...

Other than football, skiing off-piste is my favourite sport.

Sports Direct Fitness

Unit A, Brook Park East, Shirebrook, NG20 8RY

Web www.sportsdirectfitness.com

Facebook [/SportsDirectFitness](https://www.facebook.com/SportsDirectFitness)

Company profile

Sports Direct Fitness is the health club offering from retail giant Sports Direct which launched in June 2014 with the acquisition of a number of sites from LA Fitness. Having successfully opened a range of brand new fitness clubs across the UK since then, the focus is to continue to grow from strength to strength with more fitness clubs scheduled to open in 2017.

Number of sites

31 fitness clubs including the first Everlast Fitness concept club in Southport.

Head of Leisure: Winston Higham



Professional Background

I've worked with various design agencies in the entertainment industry, before moving into the leisure sector, joining JJB Sports as marketing director, serving as CEO of DW Sports and now Head of Leisure Sports Direct Fitness.

Best piece of advice you've ever been given

You must never let the memories become bigger than the dreams.

People might be surprised to know that...

After leisure, my passion is painting and I've exhibited at various locations across the UK.

Sportspace Dacorum

Sportspace Hemel Hempstead, Park Road,
Hemel Hempstead, Hertfordshire, HP1 1JS

Tel +44 (0)1442 507 100

Email dave.cove@sportspace.co.uk

Web www.sportspace.co.uk
& www.thexc.co.uk

Company profile

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

Number of sites

Eight.

Plans for 2018

Further develop our new health and wellbeing strategy and open a new gym.

CEO: Dave Cove



Professional background

25 years in the private, public and trust sectors. I headed up the transfer of Dacorum to a trust in 2004. Previous experience includes working for the Rank Organisation, as well as in sports development, facility management, and head of services for children and young people.

Best piece of advice you've ever been given

Don't sweat the small stuff – and it's all small stuff!

People might be surprised to know that...

I once appeared on Channel 4's *Big Breakfast* with Keith Chegwin as a pantomime horse.

Stevenage Leisure (SLL)

Stevenage Arts & Leisure Centre, Lytton Way,
Stevenage, Hertfordshire, SG1 1LZ

Tel +44 (0)1438 242 233

Email ian.morton@sll.co.uk

Web www.sll.co.uk

Company profile

SLL is a leading leisure management registered charity celebrating 20 years in 2018, working in partnership with eight organisations to deliver leisure, health, wellness, cultural and educational services for the whole community at affordable prices.

Number of sites

22.

Plans for 2018

Deliver more community-focused outcomes targeting improved health, wellbeing and community safety developments. New schools partnerships; manage further community and health and wellness facilities.

MD: Ian Morton



Professional background

39 years in the leisure industry – 23 years in local government and 16 in leisure trusts. Director of various community not-for-profit boards and a member of CIMSPA, Sporta and Ella.

Best piece of advice you've ever been given

No job is too small or too insignificant, so if you expect your people to do it, show them that you will too!

People might be surprised to know that...

I once played the drums in a concert in Middlesbrough Town Hall.

Tees Active

Redheugh House, Thornaby Place,
Thornaby, Stockton on Tees, TS17 6SG

Tel +44 (0)1642 527 322

Email steven.chaytor@teesactive.co.uk

Web www.teesactive.co.uk

Company profile

A social enterprise formed in 2004 and operating in Stockton-on-Tees. We focus on service quality, increasing participation, expanding our business, community engagement and intervention services. Clients include local authorities, private/public sector organisations and the Canal and Rivers Trust.

Number of sites

Six major facilities.

Plans for 2018

Building a new wet and dry leisure centre in Ingleby Barwick and developing the adventure offer at Tees Barrage international White Water Centre.

MD: Steven Chaytor



Professional background

I trained as a PE teacher but moved into leisure after a year at the chalk face. Now in my 34th year in leisure – initially in the public sector, and as MD with Tees Active since forming in 2004. I'm Chair of the Make Your Move board, a national collaboration between Sport England and sporta.

Best piece of advice you've ever been given

Abraham Lincoln said: 'Your own resolution to succeed is more important than any one thing.'

People might be surprised to know that...

I like to write and have had four books published.

Third Space

16–19 Canada Square, Canary Wharf, London, E14 5ER

Tel +44 (0)20 7970 0900

Web www.thirdspace.london

Company profile

First opened in 2001 in the heart of Soho, Third Space is a ground-breaking group of unique spaces dedicated to training for life. The first clubs to see true health as diverse, individual and long term, they combine world-class facilities and expertise with a bespoke approach, catering from every health and fitness need whether that be in training, medical, recovery or nutrition.

Number of sites

Four sites: Canary Wharf, Soho, Tower Bridge, Marylebone.

Plans for 2018

Open a second Another Space studio, two Third Space clubs, and continue to improve the member experience.

CEO: Colin Waggett



Professional background

I have over 10 years' experience in the health and fitness industry having been the global CEO of Fitness First, as well as co-founder of Psycle, a boutique gym with a focus on indoor cycling in central London. Third Space aims to serve the fitness-savvy Londoner who appreciates the very best quality in service.

Best piece of advice you've ever been given

Focus on what you can change.

People might be surprised to know that...

No surprises. You get what you see.

Thwaites Hotels

Penny Street, Blackburn, BB1 6HL

Tel +44 (0)1254 267442

Web www.thwaites.co.uk

Facebook /ThwaitesHotels

LinkedIn /danielthwaites-plc

Company profile

Thwaites Hotels are four-star, full-service hotels known for award-winning hospitality throughout the UK. These offer a comprehensive range of facilities – including a total of 36 treatments rooms – and we have around 7,500 leisure members.

Number of sites

Eight.

Plans for 2018

Throughout the year we will continue to invest in and develop our facilities, to ensure that we deliver a strong and consistent offering to our leisure members, spa clients and hotel guests.

Group spa director:

Stuart Angus



Professional background

Started as a fitness instructor over 20 years ago and worked my way up to club management. Moved into spa in 2004. Now responsible for sales, marketing, standards, HR, customer service and profitability in our leisure/spa offering.

Best piece of advice you've ever been given

Never wait for something to happen – you have to make it happen.

People might be surprised to know that...

I run on just one kidney.

Tonbridge & Malling Leisure Trust

1-5 Martin Square, Larkfield, Aylesford, Kent, ME20 6QL

Tel +44 (0)1732 876 150

Web www.tmactive.co.uk

Twitter [/tmactiveleisure](https://twitter.com/tmactiveleisure)

Company profile

TMLT was formed in 2013 as an independent charitable trust operating leisure facilities in the borough. The trust has a turnover in excess of £6.2m and over one million customers per annum. The brand, tmactive, is focused on the national agenda, delivered locally. The mission is to provide a clean, safe and happy experience for the health and social wellbeing of residents and visitors.

Number of sites

Four – including a golf course.

Plans for 2018

Delivery of first major facility development fully funded by the Trust and costing £1m. Look to next big project.

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!

Virgin Active

Active house, 100 Aldersgate Street, London, EC1A 4LX

Tel +44 (0)20 7786 7300

Web 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

Company profile

Virgin Active, part of the Virgin Group, is the world's leading lifestyle and fitness brand, making exercise irresistible for its members since 1999. Clubs are staffed by leading training experts, with the highest quality fitness equipment. Members enjoy all the benefits of club membership, including a wide variety of well-researched, tailored group exercise classes.

Number of sites

236 clubs; 45 in the UK.

Plans for 2018

Investment in the current estate with refurbishments confirmed from January this year.

UK MD: Robert Cook



Professional background

Robert joined Virgin Active in June 2016 as UK MD, responsible for the management and strategy of Virgin Active in the UK. Robert's career has been in hospitality, with a variety of roles. He's a member of the Virgin Active Executive Committee; and is also a Master Innholder at the Worshipful Company of Innholders.

Best piece of advice you've ever been given

Hire on personality, not just on quality of experience.

People might be surprised to know that...

I'm terrified of needles.

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 2018

Our Council partner will be transferring arts and cultural services, outdoor education and the management of secondary school sports facilities to West Lothian Leisure during 2017; plus further investment in fitness facilities.

CEO: Robin Strang



Professional background

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

Best piece of advice you've ever been given
Get a mentor.

People might be surprised to know that...
I do unpaid voluntary work one day each month.

Xercise4Less

Unit 1, Kirkstall Industrial Estate, Kirkstall Road, Leeds, LS4 2AZ

Tel +44 (0)113 203 8668

Email jon@xercise4less.co.uk

Web www.xercise4less.co.uk

Company profile

Owned by CEO Jon Wright, Xercise4Less is a budget operator that typically offers 30,000–40,000sq ft of space and up to 400 stations of equipment. All our clubs have large studios and incorporate combat areas and ladies-only gyms. We have won numerous awards over recent years, including a Yorkshire Newcomer Award, a Young Entrepreneur of the Year Award for Jon Wright, and Budget Gym of the Year at the National Fitness Awards in 2012 and 2013.

Number of sites
50 sites by the end of 2016.

Plans for 2018

To have reached 70 sites by the end of 2018.

Founder: Jon Wright



Professional background

I've been in the industry for 20 years. Worked for Pulse Fitness after university, becoming client support director. Left in 2001 to join Reviva ladies-only clubs as sales and marketing director. Left in 2003 to open my own club.

Best piece of advice you've ever been given
Try to be different.

People might be surprised to know that...
I used to be a professional rugby player for Leeds and Harlequins.

Your Leisure Kent Ltd

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

Tel +44 (0)1843 868 302

Email info@yourleisure.uk.com

Web www.yourleisure.uk.com

Company profile

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

Number of sites

12 sites.

Plans for 2018

Continue improving Your Leisure's financial performance through investment in our facilities and our people.

MD: Kevin Fordham



Professional background

Thirty plus years' experience in the leisure industry within the private, public and trust sector organisations, supported by professional qualifications in management and marketing.

Best piece of advice you've ever been given

There is no elevator to success – you have to take the stairs.

People might be surprised to know that...

I support two football teams and don't know which team I prefer!

JACOBS LADDER

OFFICIAL UK RESELLERS

Fitness Warehouse: fitnesswarehouseuk.com
 Indigo Fitness: indigofitness.com
 Origin Fitness: originfitness.com
 Staffs Fitness: staffsfitness.co.uk

PODIUM
4 sport

Exclusive UK & Ireland Distributors
 +44 (0) 2891 701444
www.podium4sport.com

Who's who – European operators

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

Altafit

c./Villanueva no. 24, 30

28001 Madrid, Spain

Web altafitgymclub.com / hexxa.es / mystgymclub.com

Facebook /altafitgimnasios

Twitter @Altafit

Instagram @altafitgimnasios

Email hola@altafit.es

Company profile

Altafit is the largest fitness club chain in Spain. The franchise embraces the aim of being more than a gym, offering a high quality service at a fair price. Launched in 2012, Altafit has since added a further 38 clubs to its portfolio. In 2015 we created a new premium brand, Myst Gym Club.

Number of sites

42 clubs across Spain, and two Myst Gym Clubs in Madrid.

Plans for 2018

From five to seven new openings in Spain and our first club to open in Latin America.

CEO: José Antonio Sevilla



Professional background

BSc in physical activity and sport, and a Masters in the management of sport organisations. CEO at Altamarca, managing municipal sports services of San Sebastián de los Reyes (Madrid). Founding partner of Altafit Gym Club, Myst Gym Club and Hexxa sport technology brand. Member of the association of entrepreneurs.

Best piece of advice you've ever been given

Life can be wonderful.

People might be surprised to know that...

I do sport every day. It's my profession and my passion.

Alex Fitness

195271 Kondratevsky Ave., 64/6, St Petersburg, Russia

Email info@alexfitness.ru

Web www.alexfitness.ru / www.olympclubs.ru

Facebook /alexgym.club

Instagram @alexfitness_ru

Company profile

Alex Fitness Federal Holding is a fast-moving chain of affordable fitness centres operating under the Alex Fitness brand, plus a chain of premium fitness centres under the Olymp brand, and a chain of modern gyms under the Alexgym brand. The company is a leader in the Russian health and fitness market with 330,000+ members. The Alex Fitness team aims to make sport and health services more affordable to active people.

Number of sites

71 clubs

Plans for 2018

To open 10 new clubs in different cities in Russia.

CEO & Founder: Alexey Kovalev



Professional background

I have been working in the fitness industry since 1996, as a personal coach and group programmes instructor. For seven years I worked in a large fitness club network, serving as Regional Fitness Director. I have been CEO and Founder of Alex Fitness Federal Holding since 2009.

Best piece of advice you've ever been given

Never give up and keep on going!

People might be surprised to know that...

I've competed in International Triathlon Union-sponsored competitions and was awarded the Ironman title.

Anytime Fitness

111 Weir Drive, Woodbury, MN 55125, USA

Tel +1 651 438 5000

Web www.anytimefitness.com

Company profile

Ranked #1 on *Entrepreneur's* prestigious 'Top Global Franchise' list for two consecutive years, Anytime Fitness has been the fastest-growing gym franchise in the world for 10 straight years. Nearly 4,000 gyms serve 3 million members on five continents. Open 24/7, 365 days a year, Anytime Fitness provides members with convenient fitness options and a friendly, personal service.

Number of sites

Nearly 4,000 gyms are now open in 28 countries.

Plans for 2018

To open 100 new gyms in Europe, bringing total new gyms worldwide to 400.

Director of European operations: Diane Vesey



Professional background

Twenty years' experience in the industry including co-founder of Aura Sport & Leisure management in Ireland. I have worked in a variety of roles, managing, consulting, owning, and franchising with Anytime Fitness, overseeing fast-paced growth in Europe.

Best piece of advice you've ever been given

Better to remain silent and be thought a fool than to speak and remove all doubt.

People might be surprised to know that...

I have a qualification in crowd management.

Aspria

Hill Place House, 55a High Street, London, SW19 5BA, UK

Tel +44 (0)20 8944 4070

Web www.aspria.com

Company profile

Managed by chief executive officer Brian Morris, Aspria Holdings BV offers unique members' clubs for culture, business, sport and wellbeing across various brands: Aspria Clubs, Royal La Rasante and the Harbour Club.

Number of sites

Aspria currently operates eight clubs in key European cities across Belgium, Germany and Italy. The latest new club opened in Hamburg, Germany, in 2012.

Plans for 2018

Quietly progressing on a number of opportunities throughout the year.

CEO: Brian Morris



Professional background

A reformed property development professional (chartered surveyor) who gets to do what I love doing in an industry that adds value to people's lives. Set up the Riverside and Espree health clubs with Peter Beckwith in the 1980s. Launched the first Aspria club in 2000.

Best piece of advice you've ever been given

Keep your head down and follow through.

People might be surprised to know that...

I play tennis at the oldest court in England and race historic cars across Europe.

Athletic Fitness

78 Yanko Sakuzov Blvd, 1504 Sofia, Bulgaria

Tel +359 (0)899 140 264

Email svetoslav.chankov@athletic.bg

Web www.athletic.bg

Facebook /athletic.fitness

Company profile

Athletic Fitness is one of the leading fitness operators in Bulgaria. The company was founded in 1994 by current CEO Peter Angelov and currently has nine clubs in four of Bulgaria's major cities: six in Sofia, one in Plovdiv, one in Stara Zagora and one in Burgas. In addition, the company runs Fitness Academy Bulgaria, where nationally-recognised instructor courses are taught.

Number of sites

10 clubs.

Plans for 2018

Opening two to three new clubs: one contract already signed, second being finalised, third in negotiation.

CEO: Peter Angelov



Professional background

My first experience of the fitness industry was in Scandinavia, where I saw the opportunity for developing this business in my home country. I founded Athletic Fitness in Bulgaria in 1993 and then Bulgarian Health and Fitness Association, also Fitness Academy, the first to gain a national and European licence in Bulgaria.

Best piece of advice you've ever been given

Take care of your staff and they will take care of you.

People might be surprised to know that...

I have a Physics degree and was a DJ for some time.

Aura Sport & Leisure

Unit H, Mount Pleasant Business Park,
Mount Pleasant Avenue, Ranelagh, Dublin 6, Ireland
Tel +35 31 497 8988
Email garh@auragroup.ie
Web www.auraleisure.ie

Company profile

Aura Sport & Leisure is a multi-award winning, Irish-owned company, part of the Aura Holohan Group which has been working in the leisure industry for over 30 years. Aura works to improve the health and wellbeing of our communities through exercise, sport and active lifestyles.

Number of sites

Aura currently operates 13 public and private sports/fitness facilities in Ireland.

Plans for 2018

To open three new sites in 2018 and is in negotiation to take over a number of new and existing sites.

Executive Chair: Gar Holohan



Professional background

Having established Ireland's most successful specialist sports architectural firm, I set up the Aura Group with Diane Vesey in 1999 which now comprises four divisions: architecture, consultancy, events and facility management.

Best piece of advice you've ever been given

What people say isn't always what you think they mean!

People might be surprised to know that...

I'm a former international squash player – and in fact I represented Ireland in the 1981 Men's World Team Squash Championships.

Basic-Fit

Wegalaan 60, 2131 JC Hoofddorp, the Netherlands
Tel +31 23 8901750
Web www.basic-fit.com / www.corporate.basic-fit.com

Company profile

With over one million members and over 400 clubs, Basic-Fit is the European market leader in the 'value-for-money' fitness market. The company is active in some of Europe's most attractive markets: the Netherlands, Belgium, Luxembourg, France and Spain. With around 2,800 employees, we operate a straightforward membership model, offering uncomplicated and effective fitness experiences that are both affordable and easy to access.

Number of sites

Over 400 clubs.

CEO: Rene Moos



Professional background

As a former professional tennis player I opened my first fitness club in 1984, co-founding premium health and fitness club operator HealthCity in the same year and becoming CEO. In 2010, HealthCity acquired 32 Basic-Fit clubs. I decided to separate the two in 2013 and have expanded the Basic-Fit club portfolio from 32 clubs to 351 by 2016.

Best piece of advice you've ever been given

Be focused and keep improving your product.

People might be surprised to know that...

I was a tennis teacher for many years.

DiR

Gestora Clubs DiR, SL. Industria 90, entresuelo,
08025 Barcelona, Spain

Tel +34 93 450 48 18

Facebook /ClubDiR

Twitter @ClubsDiR

Instagram @ClubsDiR

Web www.dir.cat

Company profile

DiR's mission is to improve the lives of the local population through fitness, with a focus on on-going innovation. CEO Ramon Canela is the main shareholder, with other minority shareholders including many club members.

Number of sites

19 clubs in Barcelona, two of which are YogaOne centres. DiR offers memberships adapted to all budgets.

CEO: Ramón Canela



Professional background

I worked in my family business before studying business and commerce, opening my first sports centre, Sport Met, in 1979. DiR evolved from that first club: a pioneer in bringing the modern gym concept to Barcelona. In 2002 I was named best entrepreneur of Catalonia.

Best piece of advice you've ever been given

Solve problems when they're small, not when they're big.

People might be surprised to know that...

I have an ability to react to circumstances and changes in society.

Donna's Frauenfitness

Johann Philipp Reis Strasse 11b,
53332 Bornheim, Germany

Email noll@donnas.de

Web www.donnas.de

Company profile

Donna's Frauenfitness is a regional, women-only fitness group. The first club was founded in 1998 by owners Daniela Meyer and Günter Noll, who still own and run the clubs today. Gym sizes vary from 1,000–1,700sq m and focus on core competences in women's fitness programmes including strength training, cardiovascular, vibration programmes and group fitness.

Number of sites

Seven clubs in and around the city of Bonn.

Plans for 2018

One more Donna's Frauenfitness in Bonn and three women-only Donna's Powerhouse sites.

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.

People might be surprised to know that...

I pay membership fees despite owning several clubs.

Elements

Balerbrunner Str. 85, 81379 Munich, Germany

Email info@elements.com

Web www.elements.com

Company profile

Elements stands for a unique, first-class fitness and wellness concept. Members and guests receive a structured work-out programme, developed by scientists at the University of Zurich, the latest gym equipment, and functional and healthy training methods. It also offers relaxing and exclusive wellness experiences in the spacious, first-class spa area.

Number of sites

Seven: three in Munich, three in Frankfurt, one in Stuttgart.

Plans for 2018

To look continuously for new locations in Germany.

COO: Sandra Geiselhardt



Professional background

After law studies and working for notary offices, real estate companies and a publishing group, I became responsible for the back office at Elements. After coordinating the unit's HR, marketing, customer service and controlling, I took the next step and became COO.

Best piece of advice you've ever been given

Treat others as you would like to be treated yourself.

People might be surprised to know that...

I took first place at the Wake Park World Championship (Amateur Female) in Antalya in 2010.

EVO (operated by Fitness Group Nordic AS)

Karenslyst Alle 2, 0278 Oslo, Norway

Email morten.hellavang@fitnessgroup.no

Web www.evo.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

34 sites in Norway, eight in Finland, and 10 in Switzerland, Austria and Germany.

Plans for 2018

To open five to 10 new clubs in total.

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

People forget what you said, people forget what you did, but they will never forget how you made them feel.

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 35,000 members – representing approximately three per cent of the entire Côte d'Azur population – primarily on direct debit at an average of around €50 a month. In the Côte d'Azur, this places the brand at the value end of the market. The company had revenues of €20m for 2017. It was founded in 2004, with the first site opening in Mandelieu.

Number of sites

11 clubs with a further two under construction.

Plans for 2018

To consolidate our market position.

Owner & CEO:

Hans Peter Franklin



Professional background

Graduated from PE college. Brief spells with Linguarama in France and Nestlé in Japan before co-founding the SPORtathlon group Hong Kong in 1986, now part of Fitness First Asia. Moved to France and formed FITLane in 2004.

Best piece of advice you've ever been given

There are two types of people: those who wondered what happened; and those who make it happen.

People might be surprised to know that...

I play the flute and speak four languages.

Fitness Hut SA

Espaço Amoreiras – Centro Empresarial, The EDGE Group/
UKSA Portugal (Fitness Hut), Rua D. João V, n.º 24,
1250 – 090 Lisbon, Portugal
Web www.fitnesshut.pt

Company profile

Fitness Hut operates premium low-cost fitness clubs. For €6.60 a week, members have access to a world-class fitness experience. Gyms are filled with the very best in class equipment, plus seven training zones, and the best personal trainers in the market. We offer more than 70 group fitness classes a week.

Number of sites

30 with three new clubs due to open during January 2018.

Plans for 2018

Eight new openings; and further improving the member experience by rolling out innovative new products.

Owner & CEO: Nick Courtts



Professional background

From club manager at the first Holmes Place in Chelsea, London, I eventually became regional director for Europe before leading an MBO for the Iberian business in 2005. In 2011, I founded Fitness Hut along with two of my former Holmes Place colleagues: Andre Groen and JP Carvalho.

Best piece of advice you've ever been given

Our best opportunities lie ahead of us.

People might be surprised to know that...

I studied art at college – I chose between fine art and sports university courses on the toss of a coin.

Fitness World

Mosedalvej 11, 2500 Valby, Denmark

Email Info@fitnessworld.dk

Web www.fitnessworld.dk

Company profile

At Fitness World, we train smarter. Denmark's largest fitness chain with 450,000+ members offers best-in-class value for money. As the market price leader we take great pride in optimal equipment, centre configuration, cleanliness, in-demand studio classes and a welcoming atmosphere. Helping more than 12 per cent of the Danish population live stronger, healthier and more active lives, we take our role in local communities very seriously.

Number of sites

165 clubs across Denmark and 13 in Poland.

Plans for 2018

Strengthen our footprint in Denmark and Poland.

CEO: Steen Albrechtslund



Professional background

Previous roles include commercial director of Carlsberg Breweries, CEO Skagen Designs, SVP global manufacturing and APAC commercial, Fossil Inc. I will further fuel Fitness World's growth in new markets as well as build on its market-leading position in the Danish market.

Best piece of advice you've ever been given

Create the box before you think out of it.

People might be surprised to know that...

I love thinking out of the box.

Fresh Fitness

Nydalsveien 28, 0483 Oslo, Norway

Tel +47 22 04 15 15

Web www.freshfitness.no

Company profile

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

Number of sites

32 clubs in Norway.

Plans for 2018

We will continue our expansion in 2018 and are planning to open two to three new facilities.

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

Web www.genaefitness.com

Company profile

Genae network – a specialist in sports, travel, media, leisure and restaurants. Our mission is to make high quality fitness accessible to everyone. Our company is definitively orientated in providing a quality service, with our team being our best asset. We offer fitness, conditioning, dance and martial arts for everyone aged from 2.5 years and upwards.

Number of sites

Five Genae clubs.

Plans for 2018

To improve our concept and make a success of our last opening in the southwest of France.

CEO: Anthony Barquisseau



Professional background

I helped create sports concepts for Oxylane-Decathlon for 10 years (My Sportezzy, Domyos Club and so on) and now run Genae Fitness Club to develop the concept.

Best piece of advice you've ever been given

You see things and you say, 'Why?', but I dream things that never were and say, 'Why not?' (George Bernard Shaw)

People might be surprised to know that...

I aim to help as many people as possible to play sports. I also played basketball at a national level for 25 years.

Health & Fitness Nordic

P.O Box 4949 Nydalen, N-0423 Oslo, Norway

Tel +47 23 30 70 00

Web www.healthandfitnessnordic.com

Company profile

Health & Fitness Nordic (HFN) is the Nordic region's leading provider in the health and fitness sector with companies offering various training options, providing instructors with training and nutritional guidance. HFN is the result of a multi-chain ambition, creating synergy between companies and concepts within the Group. The Group consists of SATS ELIXIA, Fresh Fitness, SAFE Education and Metropolis.

Number of sites

More than 160 fitness clubs in large cities.

Plans for 2018

Approximately five new clubs in 2018.

CEO: Olav Thorstad



Professional background

Before the merger of SATS and ELIXIA, I was CEO of SATS and Health & Fitness Nordic since 2009. Seven years in FMCG, running Norway's largest supermarket chain. Worked for The Coca-Cola Company in various management positions in the Nordic and Baltic countries. BSc majoring in Economics.

Best piece of advice you've ever been given

Know your customer.

People might be surprised to know that...

I've played water polo at a national level.

High Five Health Promotion

Schinkeldijkje 18, 1432 CE, Aalsmeer, the Netherlands

Tel +31 20 4261222

Web www.highfive.fit

Company profile

High Five is a professional and reliable partner in vitality and sustainable employability with knowledge of corporate wellness services, behavioural change programmes and bespoke health and fitness programmes. Healthy lifestyles empower people to work and live well.

Number of sites

65 sites in the Netherlands, UK, Germany and Belgium (opening Q2) and a contracted and certified network of 1,400 clubs.

Plans for 2018

Further growth in professionalism. Expansion in Europe. Network collaboration with other vitality suppliers.

CEO: Eric Boer



Professional background

Started career as a male nurse, before becoming an HR Director in the finance sector and management consultancy many years later. Made COO at High Five in February 2017 before becoming CEO in January 2018.

Best piece of advice you've ever been given

You are in the driver's seat of your own development and career.

People might be surprised to know that...

I'm a marathon runner! It's important to be an active volunteer alongside your day job.

Holmes Place Group

Health and Fitness International Holdings,
38-40 Leidsegracht, Amsterdam, the Netherlands

Tel +31 20 52 13 040

Web www.holmesplace.com

Company profile

Founded over 35 years ago, Holmes Place remains the leading premium health club chain in Europe. The Group has recently leveraged its expertise in the premium sector with the launch of EVO (a boutique convenience format) in Germany, Austria and Switzerland; and ICON (premium low-cost) in Poland, Greece and Israel. With a collaborative corporate culture, the Group often works with local partners to optimise its offerings.

Number of sites

118 units across eight countries.

Plans for 2018

To open 12 new units of the new formats EVO and ICON.

Group CEO: Jonathan Fisher



Professional background

Having graduated from Cambridge University with a Masters in Social and Political Science, I established the Holmes Place concept in emerging markets such as Poland, Czech Republic, Israel and Greece. As CEO since 2007, I have presided over several acquisitions and continue to pursue a growth strategy backed by a strong shareholder base.

Best piece of advice you've ever been given

Happiness comes from within.

People might be surprised to know that...

I meditate twice daily.

Impuls/Lemon

Kareiviu 14, Vilnius, Lithuania

Email vidmantas@impuls.lt

Web www.impuls.lt / www.lemongym.lt

Facebook /Impuls /Lemon gym LT

Instagram /impulsit /Lemon gym LT

Company profile

Impuls Group operates fitness clubs in the premium and budget segments, under Impuls and Lemon Gym brands respectively. Impuls runs full-service clubs at an average size of 2,500sq m. The leading budget operator in the Baltics, Lemon Gym is rapidly expanding across all three countries with modern gyms of 1,200-1,600sq m.

Number of sites

27 with over 50,000 members in Lithuania, Latvia and Estonia.

Plans for 2018

Further growth in the low-cost segment, reaching a total of 32 clubs, serving 58,000 members.

CEO: Vidmantas Šiuigždinis



Professional background

I joined the Lithuanian company in 2012, when it was acquired by private equity fund Baltcap. Since then we have expanded in the Baltics, launching the first budget club concept in the region, created fitness club association and introduced certified training provider. Prior to this, I worked for nine years in the entertainment sector.

Best piece of advice you've ever been given

Everything is possible and it depends on you.

People might be surprised to know that...

Last year I joined EREPS as a certified fitness instructor.

Just Fit

Ernst-Heinrich-Geist-Str. 9-11, 50226 Frechen, Germany

Tel +49 (0)2234 603790

Email info@interfit.de

Web www.interfit.de

Company profile

Founded in 2001, Interfit is the largest provider of company fitness in Germany, with partners in Austria and the Netherlands. Providing a modern and affordable company fitness concept. With over 500 offerings Germany-wide, the concept gives entrepreneurs the tools to help employees create a better work-life balance.

Number of sites

More than 1,500 fitness clubs, swimming pools, golf courses, plus over 900 online courses on offer.

Plans for 2018

Strengthening our market leadership in Germany, widening our portfolio with soccer, tennis and climbing.

CEO: Frank Böhme



Professional background

With a career of more than 30 years, I founded my first fitness club in Cologne, Germany, in 1984. As well as Interfit, I founded Just Fit in 2002, the largest fitness club chain in North-Rhine Westphalia, Germany, with 23 fitness clubs. My comprehensive industry experience is recognised with my selection to Germany's Senate of Economy.

Best piece of advice you've ever been given

Input from staff is essential in the fitness industry.

People might be surprised to know that...

I love to work with members of my family.

LadyLine and EasyFit (Ab LL International Oy - LLI)

Ab LL International Oy (LLI), Suvantie 218,
65450 Sulva, Finland

Tel +358 (0)40 586 9060

Email jyrki@lli.fi

Web www.lli.fi / www.ladyline.fi / www.easyfit.fi

Company profile

LLI is responsible for operating and running two different Finnish franchising chains called LadyLine and EasyFit. The first female-only, full-service LadyLine club was established 20 years ago and is currently the largest female-only chain in the Nordic area with some 18,000 customers. EasyFit chain was established in 2010, operating a low-cost model for its 45,000 members.

Number of sites

18 LadyLine sites; 39 EasyFit sites.

Plans for 2018

LadyLine to invest in digital and tech solutions; EasyFit to focus on virtual services, opening five to six new sites.

CEO: Jyrki Hannula



Professional background

CEO of LLI since October 2010, previously MD for Technogym distributor Qicraft in Finland and Estonia, after spending over 20 years in different managing director and general manager positions in Finland and Europe in the fast-moving premium brands and ICT businesses.

Best piece of advice you've ever been given

Live the moment! Also tomorrow!

People might be surprised to know that...

I was (very) briefly in the modelling business...

Metropolitan Sport Club & Spa

C/Galileo 186, 08028 Barcelona, Spain

Tel +34 93 330 38 10

Web www.clubmetropolitan.net

Company profile

Metropolitan Club began its activity in Barcelona in 1989, with a philosophy that remains to this day: sophisticated clubs providing high-quality services to clients at competitive prices. The Club already has 23 fitness centres across Spain, making it the country's first chain. The Club's hallmarks are the facilities, featuring top-quality designs, areas devoted to relaxation and health, and high quality service.

Number of sites

23 sports club and spa centres across Spain.

Plans for 2018

Our main goal is the company's internationalisation.

CEO: Javier Pellón



Professional background

A Bachelor of Law and an MBA from the IE (Madrid) and London Business School (UK). Founder and president of BSR in 1985, and founder and president of Llifesa in 1987, before becoming founder and chief executive of Metropolitan Spain in 1989.

Best piece of advice you've ever been given

Act. Don't be afraid to make mistakes.

People might be surprised to know that...

I've been a national champion in squash for three consecutive years.

Mrs.Sporty

Helmholtzstr. 2-9, 10587 Berlin, Germany

Web www.mrssporty.de

Company profile

Mrs.Sporty developed a new way to help women feel like a whole new person. It includes a unique fitness programme tailored specifically to members' needs, based on scientifically designed exercises that efficiently deliver maximum results in a friendly environment. Founded in 2004 by joint CEOs Niclas and Valerie Bönström in partnership with tennis legend Steffi Graf.

Number of sites

540 clubs in seven European countries.

Plans for 2018

Converting the last 50 per cent of Mrs.Sporty clubs to Mrs.Sporty functional training clubs in Germany. Up to 80 new clubs.

Joint CEOs: Niclas Bönström & Valerie Bönström



Professional background

Niclas: Coca-Cola Sweden, SATS Europe, 24 Hour Fitness and co-founder of Mrs.Sporty.

Valerie: computer scientist, IBM, JP Morgan, EMBA London Business School and co-founder of Mrs.Sporty.

Best piece of advice you've ever been given

Niclas: good things don't grow by themselves.

Valerie: Innovation is a natural consequence of business development: you always try better the next day.

Prime Time Fitness

Prime Time Fitness GmbH, WestendUo,
Bockenheimer Landstr. 24, 60323 Frankfurt, Germany

Tel +49 69 7158 995 111

Web www.primetime-fitness.de

Company profile

Founded in 2010, Prime Time Fitness is a group of eight training centres and an in-house corporate training facility. The clubs focus on training services, especially individual and small group personal training. All members receive introductory and on-going assessment with the Inbody BCA. Prime Time Fitness is responsible for the athletic training of two professional soccer teams and an ice hockey team. In addition, the company operates a corporate in-house training facility.

Number of sites

Eight: six in Frankfurt, one in Munich, one in Hamburg.

Plans for 2018

Steady organic growth, one to two new clubs each year.

CEO: Henrik Gockel



Professional background

Starting as a consultant in the fitness industry in 1990, I then operated a small chain of health clubs in Switzerland and Germany in 1999. Between 2003 and 2008, I served as Operations Director for Fitness First Europe and later as MD for Germany. In 2010, I developed the Prime Time Fitness concept, opening the first club in October 2010.

Best piece of advice you've ever been given

Never stop learning: every day, every second.

People might be surprised to know that...

I bought a Personal Training Membership in my own club.

REPEAT

Borups Allé 45, 2200 Copenhagen N, Denmark

Email info@repeat.dk

Web www.repeat.dk

Facebook /repeatfitnessdk

Instagram /repeatfitnessdk

Company profile

Founded by fitness entrepreneur Hans-Henrik Moe Sørensen and IHRSA Chairman, Rasmus Ingerslev, Repeat is a targeted health club concept, created with a specific group of people in mind – millennials and the young at heart. Set in a cool, Soho-esque environment with dimmed lighting and loud DJ music, flexibility in pricing and terms is key. A smooth digital extension of the in-club offering provides a stress-free end-user experience.

Number of sites

Three.

Plans for 2018

To open three new Repeat clubs.

CEO: Hans-Henrik Moe Sørensen



Professional background

Project manager at the Danish Foreign Ministry's commercial Trade Commissions; Regional Manager at Fitnessdk, co-founder, partner and COO at Fresh Fitness Denmark. Co-founded Repeat in 2016 with Rasmus Ingerslev and two key colleagues from Fresh Fitness.

Best piece of advice you've ever been given

Embrace new challenges as they will inevitably develop you as a leader and a human being.

People might be surprised to know that...

I'm an expert builder of shelters... in the eyes of my kids.

Strata Holding

Mytnaya ul 30-1-50, Moscow, Russia

Email info@strata.ru

Web www.strata.ru

www.orangeft.ru

www.cityfit.ru

Company profile

Strata Holding is a leading fitness operator in Russia, operating under distinct brands: OrangeFitness, offering premium services, mass market CityFitness brand in Russia, and boutique GravityStudio in Florida, USA. Strata Holding is owned by the company founders.

Number of sites

32 clubs in Russia, Armenia and Bulgaria – 20 operating under OrangeFitness and 12 operating under the CityFitness brand. Two GravityStudios in the USA.

Plans for 2018

To open five GravityStudios in the USA and three CityFitness clubs in Russia.

President: Anastasia Yusina



Professional background

Before founding Strata Partners in 2001, I gained marketing experience in senior positions with big multinationals. I have a PhD in economics and am a trained journalist. Joint winner of the 2011 IHRSA European Club Leadership Award.

Best piece of advice you've ever been given

You are responsible for your life, your relationships and your future. All good and bad things that happen around you are initiated by yourself.

People might be surprised to know that...

In November 2016 I became an IHRSA board member.

TrainMore BV

Willem de Zwijgerlaan 2, 1111 ZS Diemen, the Netherlands

Tel +31 20 640 82 01

Web www.trainmore.nl
www.clubsportive.nl

Company profile

TrainMore is an innovative fitness chain in the Netherlands aiming to ensure everyone in our society exercises more regularly. Members who work out more often receive a larger discount. TrainMore rewards every workout with a €1 discount. It's very simple: the starting cost of the TrainMore membership is €29 per month. If you train 18 times you get €18 discount and only pay €11 next month. The more you train, the less you pay!

Number of sites

13: 11 TrainMore, one ClubSportive, one HIGH STUDIO.

Plans for 2018

Opening three TrainMore sites and two HIGH STUDIOS.

CEO: Han Doorenbosch



Professional background

I started out as a PE teacher before opening my first ClubSportive in 1996. I finished an MBA in 2010 and founded TrainMore in 2011. In 2015 I co-founded HIGH45, the first boutique fitness studio in the Netherlands. I'm a member of the European Roundtables for Executives – REX.

Best piece of advice you've ever been given

If you always do what you've done, you'll always get what you've had.

People might be surprised to know that...

I'm a DJ and love electronic music! I also do yoga!

Vivafit

Edifício 8 Lagoas Park, Porto Salvo 2740-244, Portugal

Tel +35 1 210 970 651

Web www.vivafit.eu

Facebook [VivafitInternational](https://www.facebook.com/VivafitInternational)

LinkedIn [vivafit](https://www.linkedin.com/company/vivafit)

Twitter [vivafit](https://twitter.com/vivafit)

Instagram [vivafit](https://www.instagram.com/vivafit)

Company profile

Vivafit, a fitness franchise for women, comprises a select collection of group fitness classes and nutrition expertise. The offer includes programmes designed exclusively for the brand SBarre – Shape It, Burn It Women! and is launching Flex-It Women!, our newest programme.

Number of sites

Vivafit operates internationally including Portugal, Saudi Arabia, UAE, Oman, India, Taiwan, Uruguay and Pakistan.

Plans for 2018

New sites planned in Middle East. Plus growing Vivafit's new brand, Personal20 Electro Fitness Studios: currently nine locations in Portugal and seven internationally.

CEO: Pedro Ruiz

President: Constance Ruiz



Professional background

Connie has been in the fitness industry for 20+ years and Pedro has 30 years' experience in engineering, management and entrepreneurship.

Best piece of advice you've ever been given

Never forget where you came from and who helped you get where you are today.

People might be surprised to know that...

We like to see ourselves as 'global citizens', with residences both in Portugal and the USA.

With so much rich content and key contacts you could find your Health Club Handbook goes missing, so why not order extra copies for your colleagues.

Additional print copies of the

**health club
management**
HANDBOOK 2018

are available at £50 each.

www.healthclubhandbook.com



The age of independents

Combining a pioneering concept with a personal approach that champions the goals and achievements of each member lies at the heart of dynamic independents. **Kath Hudson** reports

Uptown Coach

Neon PT

Fledgling personal trainer brand Neon PT has jumped off the starting blocks this year with the launch of two sites: Cheshire and Essex. Targeting affluent people, the studios offer a premium personal trainer service which aims to give members unparalleled support in their decision to adopt a healthy lifestyle.

A team of five are behind the concept: entrepreneurial investors Joe and Nicole Sealey, along with three PTs: Drew Roberts, Matthew Cresy and Callum Manton.

The Neon PT concept offers a number of supporting services to exercise, including weekly walks to build the community,

Our aim is
to provide a
360-degree
first class service
PT Callum Manton



The five PTs offer weekly walks, in-house food prep and online meal plans

in-house food preparation, online meal plans and a home delivery detox package, as well as Pilates, massage, a laundry service for gym gear and car valeting.

"We want to transform the PT industry, by offering high-end facilities and services," explains personal trainer Manton.

"Our aim is to provide a 360-degree first class service to support clients during their transformation period and assist them in maintaining a new, well-balanced, healthy lifestyle."

For those starting out on a new regime, a detox package is offered, which includes



All new clients benefit from an in-depth health assessment

juices and group sessions. Manton says they're seeing great results with this.

"As standard, all our new clients receive an in-depth health assessment, which looks at lean muscle, water retention and body fat, among other metrics," he says. "Their progress is tracked and they have a progress

report every six to eight weeks, which keeps them motivated."

The 1,400sq ft (130sq m) studios offer state-of-the-art Precor equipment, including an Adaptive Motion Trainer, a Next-Generation Experience Series treadmill, a FTS Glide and a Batak Pro,

which is specifically designed to improve reaction and hand-eye coordination as well as stamina. Customers can either buy blocks of 25 (£43 per session), 50 or 100 (£38). Or they can opt into a monthly package whereby two sessions a week every month costs £49 a session. ►

► Cool & Edgy

The Club

Launched in Glasgow in summer 2016, The Club is the result of a partnership between four friends who met while working as personal trainers at a budget gym operator and decided to self-finance The Club – already voted best fitness venue in Glasgow at the Glasgow Awards.

“We’d always dreamed of opening our own club,” says co-founder Simon Kennedy. “No one really speaks to each other in budget gyms, so we wanted to open a gym with a community and more personal feel.”

The 5,000sq ft (465sq m) gym has its own in-house DJ playing three nights a week and darker, atmospheric lighting.

“We wanted to create something cool and edgy,” says Kennedy. “We like Gymbox and what David Barton has done in New York, but we have done our own thing.”

The gym includes plate-loaded equipment from Exigo, cardio equipment from Life Fitness and free weights from Bodymax.

Membership costs £40 a month for a 12-month contract or £50 a month for no



The Club has its own in-house DJ and darker, atmospheric lighting to give it a cool and edgy feel, equipped by Exigo, Life Fitness and Bodymax

contract. If individuals pay up front for the year it costs £440, and day passes can be purchased through payasugym for £10.

“We all brought the majority of our PT clients with us and we have a massive age range, from 18 to 70 years old, with a 50/50 gender split,” adds Kennedy.

“We’re really proud of the community we’ve fostered, with the members chatting to one another and no one leaving without a hello or a goodbye. Also, we’ve broken down barriers with women weight training.”

Having come from a personal trainer background, the founding team has been keen to support fellow PTs. So PTs only have to work two paid shifts in order to operate out of the space and can keep 100 per cent of their takings.

“This makes it easier for PTs to get their business up and running, and from our point of view, if the PTs and staff are happy then they’ll keep the members happy and the retention will be good,” says Kennedy.

Going forward the team would like to open more clubs and is currently looking at a second club in Glasgow or branching out to a club in Edinburgh.



The four co-founders are keen to support their fellow PTs

**We wanted a gym
with a community
and a more
personal feel**

co-founder Simon Kennedy

Millennial Combat

Solan Fitness

Husband and wife team Rachelle and Josh Solan have developed a mainstream strength gym concept out of their internationally successful martial arts academy in Orpington.

"We were always looking for ways to give our competitors the edge, so we introduced strength training into their programmes," says Rachelle.

"With the budget clubs at one end and the racquet clubs at the other, we saw the opportunity to provide a strength training

Our aim is to get
men into classes
and women onto
the gym floor

co-founder Rachelle Solan



Solan Fitness is now available
as a franchise package

gym aimed at the mainstream. Our aim is to provide something new in the middle market, as well as to get men into classes and women onto the gym floor."

The first club opened in January 2013 and after spending four years tweaking the concept, the duo launched a second, £1.3m club in East Grinstead in February 2017.

With strength and combat at its core, the gym offers a mix of Cybex resistance equipment; a Jordan rig, with monkey bars, squatting stations and a battle rope; a functional zone with a 20 metre sprint track; and a HIIT circuit. There are also three studios, one of which is a combat zone, and the Fuel Bar, which sells protein shakes and supplements.

East Grinstead now has 700 members. There's a joining fee of £39.99 and a 12-month contract costs £59.99 per month,

or £599.99 for a year up front. Other more flexible options are available via PayAsUGym, including a day pass for £12.

The main target market is Millennials, who love the concept. "Most of them have started at a budget gym, but have plateaued and are looking for more sophisticated equipment and coaches to take them further," says Josh. "Although we do have some beginners, we're more of an intermediate to advanced facility."

Having already won awards at the National Fitness Awards and received great member feedback and results, the duo have great belief in the concept and have launched a £30,000 franchise package.

"We want to open 100 clubs worldwide within the next three years," explains Rachelle. "In the first fortnight alone, we received 50 enquiries."



The biggest challenge is winning women over to do weight training

► Build That Body

Volt Gym

Opening a business was always the ambition of Lancashire-based brothers Cameron and Alisdair Mitchell, and they realised their dream in January 2017 when they opened the doors to their own club in a former car warehouse in Burscough, West Lancashire.

"It's a body building gym for regular people," says Cameron. "We've created a high-quality environment, with good lighting and trendy décor which isn't intimidating. We wanted to create an environment where members are

Volt Gym is progressing towards its target of 500 members in year one



passionate about training, gaining maximum enjoyment from the process and feeling empowered."

State-of-the-art Life Fitness equipment has been installed, along with two Wattbikes, two Cybex SPARC trainers, two Concept 2 rowers and a large functional area, with kit from Rogue and Jigsaw Gym and a SYNRGY360.

The weights area includes Hammer Strength equipment, power racks, plate-loaded and pin-loaded weights, dumbbells and deadlift platforms.

"The gym is split into different zones: a strength and conditioning area, a functional area, a dumbbell area, and

space for classes, including a ladies lifting class, yoga and spin, functional fit, and core conditioning.”

There’s no joining fee or contract. Membership options include: monthly at £29.99, corporate at £25, student at £20, or a week pass at £10 and a day pass at £5. “Price wise we are mid-market, but the quality of the equipment is definitely higher. If we were in the south of England, we could charge more,” says Cameron.

So far they’re progressing well towards their target of 500 members in the first

It’s a body building gym for regular people

co-founder Cameron Mitchell



Future plans include the addition of a strong man area and more classes

year, with 350 already signed up. Cameron explains that one of the biggest challenges facing them so far has been getting the message across to women that lifting weights won’t make them big and muscly.

“It’s hard to change the mindset, so we still have a bias towards male members.”

In the immediate future the Mitchell brothers will continue to improve on the gym, growing the membership and hopefully expanding it so they can run more classes and add a strong man area. Long term they hope to open more clubs in the north of England. ▶

► **Fighting Personality**

Underground Gym

Former MMA fighter Sol Gilbert and business partner Alan McGuinness launched their second Underground Gym last July in Newhaven. This follows on from the success of their first club, which opened in Brighton in 2014.

Gilbert says the concept is a strength, functional and combat gym integrated into the mainstream fitness model.

"When I was a professional MMA fighter, I was travelling widely to meet my training needs, as there wasn't a facility in Brighton which ticked all the boxes," says Gilbert.

"I spotted a niche for a gym which provided combat training, as well as strength, conditioning and functional fitness. Programmes like boxercise skim the surface: I wanted to deliver something which was taught by pro-athletes, where it wasn't just burning calories, but learning the craft."

The gym is fitted out by Core Health and Fitness, the astro-turfed functional area uses equipment from The Physical Company and Jordans, and Carbon Claw provided the bags and mats in the combat zone. The mix has proved popular: Gilbert says the attrition



The attrition rate is three per cent



The gym concept focuses on engagement and personality

rate is just three per cent and some members come two or three times a day. Newhaven reached the break even point of 700 members eight weeks after opening.

There's a joining fee of £40 and the monthly membership costs £35 for gym only; £45 for fitness-based classes like HIIT, non-contact, boxing fitness and spinning; and £55 for the top tier membership, including Olympic lifting, MMA and calisthenics.

"It's a premium offering for a mid-market price, as we wanted to make sure it's affordable for local people," says Gilbert.

An entry offer of a 21-day challenge for those who are new to fitness is also offered, where Gilbert gives diet and nutritional advice, and weighs and measures them.

"At the top and bottom end of the market, clubs are focused more on facilities and less on engagement, but we wanted to create a club with personality," says Gilbert. "We celebrate achievements: a 'member of the week' is awarded a t-shirt, a shake and their picture posted on social media." ●

We celebrate achievements with a 'member of the week' award

co-founder Sol Gilbert



health club management

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Franchise briefing

The domestic franchise fitness sector is heating up, with a number of operators entering the market and announcing ambitious growth plans. **Tom Walker** reports

Although the UK has a long tradition of franchised businesses, dating back to the 1950s with companies like restaurant chain Wimpy, the fitness industry has been somewhat slow to join in. It wasn't until 2003 and the arrival of énergie that the first fitness franchise operator entered the field.

"When we launched in 2003, we were the market makers," says Jan Spaticchia, énergie co-founder and CEO. "The closest we had to a franchise fitness business on the market at the time were the Rosemary Conley Diet and Fitness Clubs."

In the 15 years since, however, the fitness industry has more than caught up. The sector is now teeming with franchised brands – ranging in size from niche operators with a handful of sites to Anytime Fitness with its 140 clubs across the UK and Ireland.

GROWING BUSINESSES

The pace of growth has been particularly rapid over the past five years, with a number of budget and mid-market operators entering the market with ambitious franchising plans. easyGym, which currently owns 16 clubs, recently revealed its plans to sell 500 franchise

licences globally by 2022, while mid-market Snap Fitness is in the fourth year of its expansion push, aiming to realise 250 clubs.

As well as large operators, the business model of franchising has attracted smaller, independently owned chains. These include Fitness Space, launched by former Olympian Tim Benjamin, which has expanded to 22 sites in five years, and family owned truGym, which currently offers franchises under two brands: its

budget truGym clubs and its boutique HIIT concept, trulntensity.

The franchise sector has also attracted a number of overseas boutique operators keen to take advantage of the UK's growing appetite for personalised and more intimate fitness experiences. One of these is Australia-based operator F45, which offers its members high-intensity circuit training classes in studios which are just 200-250sq m (2,150-2,690sq ft) in size.



easyGym plans to sell 500 franchise licences globally by 2022



energie was the first operator to enter the field of fitness franchising

"There are huge growth opportunities in the UK due to the health and fitness boom right now," says Rob Deutsch, founder of F45. "There is also a huge, emerging demand for functional training.

It's a concept that many people are making a priority in their life."

Another boutique newcomer to the UK market is US-based Orangetheory. Successful on homegrown soil, where it's

mushroomed from a single site back in 2010 to more than 900 studios, its concept is based on hour-long, group HIIT sessions accommodating up to 24 people.

Following a slow start in the UK – Orangetheory initially signed a partnership deal with David Lloyd Leisure in 2013 but has so far opened just three sites – the brand is now looking to accelerate its growth using franchisees. Orangetheory has now signed two master deals for a total of 110 franchised sites spread throughout England. ▶

There are huge growth opportunities in the UK due to the health and fitness boom right now

Rob Deutsch

- ▶ According to Orangetheory's vice president of international development, Dan Adelstein, the company sees the UK as a priority market. "We are putting a big focus on the UK," Adelstein says.

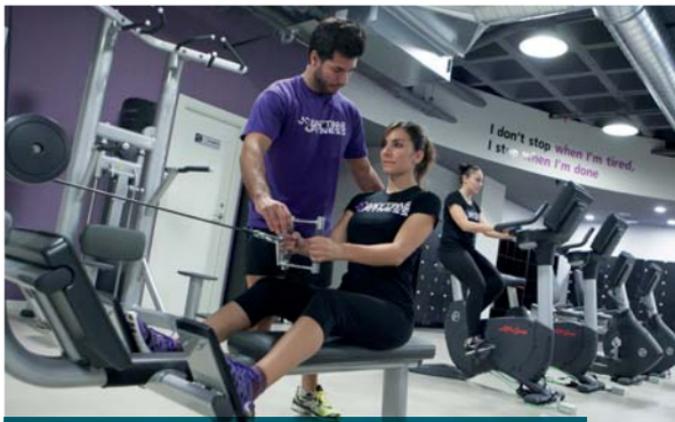
"I've spent a lot of time here and I definitely see the need for boutique fitness. We just need to do a good job in growing our studios – as we are with those we already have open – so it's now a case of getting the next set of leases done."

It isn't just the newcomers to the market that are planning big. Established operators are also looking to ramp up their growth plans. Anytime Fitness is the UK's largest fitness franchise operator – when measured by number of clubs – and the group is keen to keep its status. The group already has a particularly strong presence in London, but is now ready to venture outside the capital.

"There is potential across the UK, but we'd like to make greater inroads north of London and beyond," says Stuart Broster, Anytime Fitness UK's CEO.

Broster was appointed to the role in August 2017 and tasked with making Anytime the largest health club provider in the country, reaching 400 clubs by 2020.

"The majority of our clubs are currently in London and the south, but there are



AnytimeFitness is ready to branch out of London to attain 400 clubs

a lot of opportunities for our offering to thrive beyond those regions. Convenience and 24/7 access are increasingly important to today's consumers and we have the platform to deliver that model anywhere in the UK," he says.

MARKET PENETRATION

Broster adds that while the growth plans are formidable, not just for his group but the industry as a whole, they're also based

on a healthy outlook and genuine market trends. "The fitness industry is absolutely a growth market and continues to be an attractive proposition for franchisees," Broster says.

"According to the 2017 *State of the UK Fitness Industry Report*, health and fitness is THE sector to invest in. Market value has increased to £4.7bn and membership has exceeded 9.7 million. Penetration is also at an all-time high of 14.9 per cent, meaning that one in every seven people in the UK is now a gym member."

Isaac Buchanan, CEO of Snap Fitness, agrees and adds that although more people are visiting gyms than ever before, there's still plenty of room for growth: "If you look to the US and Australian markets, where we have a large presence, membership penetration rates are up to seven per cent higher than in the UK."

Convenience and 24/7 access are increasingly important to today's consumers and we have the platform to deliver that model anywhere in the UK

Stuart Broster

WHAT ARE YOUR GROWTH PLANS FOR THE UK MARKET?



JAN SPATICCHIA

CEO, énergie

Our target for 2018 is to open around 30 clubs. Over the next two years we aim to get into a comfortable pace at around 45-50 clubs per year – and we can continue to do that for our five-year outlook.



STUART BROSTER

CEO, Anytime Fitness

Our aim is to be the biggest health club operator in the UK. We currently have 140 clubs and want to reach 400 sites by 2020.



ROB DEUTSCH

Founder, F45

We aim to sell 120 studios this year, 185 in 2019 and 350 in 2020. This will be across the UK and Europe.



ISAAC BUCHANAN

CEO, Snap Fitness

We plan to open 34 more clubs in 2018, having already opened six new sites in the first week of this year. We've always strongly believed that we can get the brand to 250 locations within 5-7 years. A few years in, we're still on track but need to increase the pace in the coming years.



Operators like Australia-based F45 are venturing into UK franchising

“Looking more locally to some European markets, the penetration rates are almost double that of the UK. I think the next 10 years will see a significant increase for UK penetration rates and that will be great for the sector,” he says.

FINDING FRANCHISEES

With so many franchise operators looking to expand, could the recruitment of suitable franchisees soon become problematic? For énergie CEO Spaticchia the answer is two-fold. “It’s tougher now

and we need to work harder,” he says. “But at the same time, as the market has grown significantly, the number of people looking to fitness franchising has significantly increased too.”

Spaticchia adds that when it comes to an ‘ideal’ énergie franchisee, there’s no set target profile – but there is one element that connects them all. “Our franchisees come from all walks of life,” he says. “Some have worked in fitness before but others haven’t – there are doctors, people with an IT background and a few former ▶



Orangetheory is looking to accelerate its growth in the UK using franchisees

► énergie club managers too. The only thing that really connects them all is that we tend to recruit people who are passionate about providing fitness to others.”

The recruitment of franchisees at F45 is done on similar lines. “It’s an even spread across personal trainers, corporate refugees and entrepreneurs,” says Deutsch. “An ideal candidate would be ambitious and committed to learning both the business aspect of an F45 franchise and about fitness in general. People who want to change other people’s lives through fitness are the people we look for.”

At Snap Fitness, the profile of potential franchisees is more defined and is heavily

focused on entrepreneurial skills – as the strategy is to help each grow beyond a single site. “We look for small business experts,” says Buchanan. “Previous experience owning or operating a business is compulsory in our network, and we are

looking for people who want to grow with us and learn along the way as they expand beyond just a single location.

“All but six franchisees in our network are currently multi-site operators. Of those six, three have purchased additional

The budget fitness space is very hot from an investment point of view but, equally, fitness franchising has never been hotter

Jan Spaticchia

territories already and we are actively finding them sites as we speak.”

FUTURE VIEWS

It seems the future for the franchised sector looks bright. While competition is increasing, the consensus is that there’s still plenty to go around in terms of market penetration and number of potential franchisees ready to pick up sites.

“We feel very lucky because we’re on the cusp of two very hot markets,” says énergie’s Spaticchia. “The budget fitness space is very hot from an investment point of view but, equally, fitness franchising has never been hotter. So although we have to deal with the environment getting more



énergie aims to open 30 clubs this year, with year-on-year expansion plans

LOCATION, LOCATION, LOCATION

HOW DO YOU IDENTIFY POTENTIAL LOCATIONS?

Isaac Buchanan
CEO, Snap Fitness

“We invest quite significantly in our GIS (Geographic Information System) to ensure that we have the most up-to-date and thorough information available for our franchisees. We spend a lot of time segmenting our existing members and searching for look-alike audiences across UK towns to offer a best match against our high-performing clubs. Our property target these areas first and foremost.”

Dan Adelstein
VP of international development, Orangetheory

“We use a mapping programme by an analyst called Buxton, which overlays our potential members based on who they are, where they are and what their habits are. We have that programme available to us in the UK and we’ve been able to look at the masses of areas that could potentially be the best for Orangetheory and match our potential members, as we know who our members are in our London studios and what mosaic they are, and who our members are in the US and in Australia too, as well as in other places – and they are all very similar.”

“competitive, I think the fact that so many international franchisees are heading to the UK has really shown that this is very fertile growth ground.”

Adelstein says that a big reason for international companies, such as Orangetheory, arriving in the UK is the friendly business environment. “I think the franchising laws are easier here,” he says. “There are less regulations for franchisors than there are in the US or Canada, which makes the UK environment conducive to brands like us to come in.”

The trend of new companies entering the market is likely to continue too, says Snap Fitness’ Buchanan. He doesn’t see any signs of a tipping point being reached.

“I don’t think we are anywhere near saturation point,” he says. “When the market is still as attractive as it is, brands will keep on coming. But there are only so many ways you can train the human body, so it’ll be interesting to see how innovative new entrants can be in the long-term.” ●

JOIN THE FRANCHISE THAT'S **YARDS** AHEAD



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thé YARD boutique franchise builds on the success of the popular in-club **YARD** classes to deliver an affordable and accessible franchise model, fully supported by the UK experts in the fitness franchise sector.

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thé
YARD



JAN SPATICCHIA

About us

thé YARD is a brand-new, cutting-edge boutique fitness franchise product, created and developed by énergie. thé YARD boutique builds on the success of our popular in-club YARD classes to deliver an affordable and accessible fitness franchise product.

USPs

Franchisees can operate a business in the fast-growth boutique fitness sector, benefiting from our 15 years' experience in fitness franchising. Already a hit with consumers, thé YARD is getting plenty of attention for all the right reasons.

What does the franchise package include?

In trademark énergie style, franchisees benefit from a fully comprehensive support package backed by the UK's experts in fitness franchising. The franchise package includes all of the tools required to run the business, including expert assistance in locating and securing the right premises, business planning support, centralised workout programmes, initial and on-going training and pre-sales and on-going marketing support.



How much does it cost?

From a personal investment of £59,000.

How many sites do you have?

7 YARDS operational in-club.

What are your expansion plans for 2018?

We're aiming to open our first 16 YARD boutique sites in 2018. We already have a strong pipeline of prospective franchisees who have registered their interest in an énergie franchise and thé YARD boutique presents an affordable option.

Which consumer group/demographic is the franchise targeted at?

thé YARD boutique is targeted at a core demographic of 18-44 year olds, however the class format is flexible and each class offers alternative exercise options so participants can tweak the workout according to their own skill and ability.

What are the characteristics of the franchisee you're looking to work with?

We're looking for passionate, creative and innovative franchisees to open their YARD boutiques. With no industry experience required, énergie are proud to offer their franchisees a world-class training programme and access to all the tools required for a ground-breaking site opening and continued success.

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health club management

HANDBOOK 2018

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Leading the way in health, wellness and physical activity education to champion the highest level of industry standards, we pride ourselves on providing excellent customer service whilst enabling training providers and employers to offer positive learning experiences.

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JENNY PATRICKSON

About us

Active IQ is the UK's leading awarding organisation for the active leisure sector. The range of qualifications equip individuals with the knowledge, skills and behaviours they need to kick-start or progress their careers in the active leisure sector. With first-class resources, an extensive suite of eLearning and free electronic lecture packs, Active IQ leads the way with dynamic fit-for-purpose qualifications that ensure success.

What is the name of your parent company?

Ascend Learning Group.

Product range and services

Active IQ is committed to providing fit-for-purpose, dynamic and innovative qualifications, ensuring key stakeholders are involved in the development. Qualifications range from entry level to

level 5 and include fitness instruction, personal training, health, wellbeing, exercise referral, leisure operations and management and sports massage therapy, to name a few. All qualifications are accredited by Ofqual, Qualifications Wales and CCEA in Northern Ireland, and a wide range of programmes are recognised by CIMSPA and REPs.

Key customers

Active IQ works with over 500 approved centres, including private training providers, colleges, employers, leisure service providers, universities, schools, prisons, young offender institutes and international centres.

What are your plans for 2018?

Active IQ will be continuing to launch new qualifications throughout the year, as well as refreshing its existing qualifications such as the Level 2 Certificate in Fitness

Instructing and Level 3 Diploma in Gym Instructing and Personal Training. With the launch of our Skills Hub, Active IQ continues to invest in enhancing the skills and knowledge of those involved in the delivery of high-quality teaching and learning. The Skills Hub provides comprehensive additional support to both Active IQ-approved centres and their learners, with access to an exciting new range of interactive webinars and resources in a variety of subject areas.

What shows will you be attending in 2018?

Aoc Sport in the Curriculum Conference, CIMSPA Conference, FE Week Annual Apprenticeship Conference, Active-net, Elevate, Active Uprising, Aoc Apprenticeships Conference, SIBEC, Active Training Conference and Awards, The National Apprenticeship Show – Bolton.

Key personnel

Jenny Patrickson

Managing Director

Sarah Edmonds

Director of Quality and Standards

Laura Sheasby

Head of Business Development

"Active IQ really gives our brand the strength and recognition for quality assured training. When researching awarding bodies Active IQ immediately stood out for me. Throughout the process Active IQ has been really helpful and I can't thank them enough."

LUCY MCCORMICK, FOUNDER OF SUPFIT

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About us

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Additional services

Balanced Body® instructor training is available in the UK and at over 250 sites worldwide. Training for instructors at all levels is tailored to fitness centres, 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 2018

See our full Events Calendar at www.balancedbody.com

Key personnel

Tony Tran

Area Manager Supervisor

For more information please contact

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EMAIL: tony.tran@pilates.com



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PETER WEBB

About us

Core Health & Fitness is the world's fifth largest marketer and distributor of commercial fitness products to health clubs, community recreational centres, hotels, government, educational facilities and more. Core Health & Fitness markets its products under the Star Trac®, StairMaster®, Schwinn® and Nautilus® brands. Headquartered in Vancouver, Washington, we employ over 400 people worldwide and serve a global customer base. Core maintains sales, engineering service offices throughout the United States (Vancouver, WA; Irvine, CA; Independence, VA as well as in the United Kingdom (High Wycombe); Germany (Munich); Spain (Barcelona); Poland (Poznan); and Brazil (São Paulo). We operate our primary warehouse locations in the United States, the Netherlands and China.

Product range and services

We offer the commercial fitness and health club marketplace an unmatched portfolio of brands including Star Trac® fitness equipment solutions, StairMaster® HIIT products, Nautilus® commercial strength products and Schwinn® indoor cycling bikes.

Key customers

David Lloyd Leisure, Fitness First, DW Sports, Lifestyle Fitness, Nuffield Health, Parkwood Leisure, IHG Hotels, Active4Less, University of Kent, Stoke Park Country Club Spa and Hotel, North Lanarkshire Leisure, Bannatyne Health Clubs and Life Leisure.

Plans for 2018

Core Health & Fitness are further developing the StairMaster HIIT Solution with rebranding of the HIIT Bikes and the addition of new HIIT consoles to provide performance feedback and enhancement.

Consolidation of the Schwinn brand and 4iii power option will allow further links to customer feedback solutions. The continued promotion of OpenHub cardio consoles provides opportunities to pursue such innovation as Apple Watch GymKit integration.

Shows attending in 2018

IHRSA, FIBO, SIBEC, HOTEK, Elevate, ENAS.

Key personnel

Adrian Message

Managing Director of Europe, Middle East and Africa

Peter Webb

Vice President of EMEA Sales

Peter Rigg

Director of Key Accounts EMEA

Duncan Black

Western European Channel Manager

For more information please contact

TEL: +44 (0) 1494 688260

EMAIL: uksales@corehandf.com

WEB: www.corehandf.com



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Email: sales@crownsportslockers.co.uk

Web: www.crownsportslockers.co.uk

Twitter: @woodenlockers

Facebook: facebook.com/crownsportslockers

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CROWN[®]
SPORTS LOCKERS



SAM PALMER

About us

Crown Sports Lockers has designed, crafted and fitted bespoke timber furniture for spas, hotels and the sport and leisure sectors since 1993. We project manage fitouts from lockers, treatment rooms, vanities and bench seating to reception desks, bedroom furniture, washrooms and cubicles in tailored materials, colours and finishings. We are ISO9001, I4001 and BS accredited.

Parent company

Crown Sports Lockers (UK) Ltd.

Product range

We design, manufacture and install bespoke timber furniture, including lockers, vanities, bench seating, treatment rooms, washrooms, cubicles, bedroom furniture and reception desks. We also provide a wide range



of digital, electronic and traditional locking systems to suit all demands.

Key customers

Village Hotels, Macdonald Hotels, Psycle, Places For People, Fitness Space, The Club Company and golf clubs across the UK.

Plans for 2018

Our installations are all bespoke projects, therefore we tailor products, materials, colours and finishings to each site's requirements and vision.

Key personnel

Richard Downing

Managing Director

Spencer Grimwood

Project Manager

Sam Palmer

Project Manager

For more information please contact

TEL: 01803 555885

EMAIL: sales@crownsportslockers.co.uk

WEB: www.crownsportslockers.co.uk

"I work with Crown Sports Lockers on changing room new builds and refurbishments across Great Britain and continue to specify them for very good reasons. First, the quality of finish on lockers, cubicles, bench seating and vanities more than meets the high standard of provision our hotel guests and fitness club members expect. Second, their fitouts deliver consistent reliability across our estate, which is vital because on average each hotel has 3,000 club members so usage is always high. Third, I have a single point of contact at Crown and know that I can call them at any time and they are there to help. When you deal with as many suppliers as I have to, that is another key advantage." **GIDI MATLIN, HEAD OF FF & E, VILLAGE HOTELS**



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Twitter: [@debitfinance](https://twitter.com/debitfinance)

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Revenue Management
Solutions



IVAN STEVENSON

About us

At DFC, we offer totally transparent revenue management solutions, with clear pricing and no hidden extras. Constantly working hard to make our clients business easier, 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 2018

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 2018

FIBO, Active-Net, Leisure Industry Week, The UK Active Flame Conference, SIBEC Europe, Elevate, CIMSPA conference & exhibition.

Key personnel

Ivan Stevenson

Director

Ross Young

Managing Director

For more information please contact
TEL: +44 (0)1908 422000 ext 826
WEB: www.debitfinance.co.uk

In 2008 the enterprise teamed up with Debit Finance Collections (DFC) to see if they could make their accounting, and how memberships were taken, more efficient.

Up until this partnership IHL had most of their members paying by annual memberships or pay as you go, resulting in increased admin time and minimal opportunities for promotion.

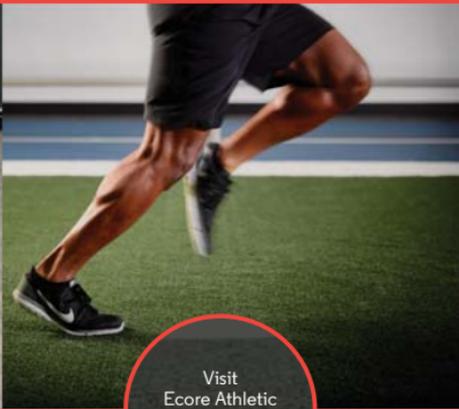
Luckily almost 10 years on the story is slightly different. Chris Derbyshire, Head of Business Development at IHL, explains:

"There were less than 200 Direct debits in 2008 compared to our now 10,000+. DFC offered us the business solutions we required alongside fantastic customer service.

"They've been fantastic at managing our offerings. Transitions have been seamless and they've offered solutions at every turn. As a result, we've been able to increase our memberships."

**CHRIS DERBYSHIRE, HEAD OF
BUSINESS DEVELOPMENT AT IHL**

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LAURA DODGE

About us

Ecore transforms reclaimed materials into unique performance surfaces that make people's lives better. Ecore has a long history of vertically integrated capabilities in composition rubber. With its patented itstru technology, Ecore can create dual durometer systems, resulting in surfaces for the next generation of athletes. Ecore is expanding its presence in Europe in 2018! Visit us at FIBO in Hall 8 #B18.

Product range and services

Ecore offers a variety of products to outfit virtually every area of your fitness space. Our products include everything from luxury vinyl tiles and composition rubber to vinyl, carpet, slip resistant and turf surfaces. Ecore's patented itstru technology allows us to create engineered surfaces with a rubber backing. The result is composition rubber, turf, vinyl and carpet surfaces with acoustic, ergonomic and safety benefits.

Plans for 2018

In addition to establishing a presence in Europe in 2018, Ecore will continue to manufacture surfaces that support the fitness market with a focus on functional training.

Shows attending in 2018

FIBO & IHRSA.

Key personnel

Anna Ranck

International Sales Manager

Laura Dodge

Managing Director – International

For more information please contact

EMAIL: contact@ecoreathletic.com

TEL: 866.795.2732

WEB: www.ecoreathletic.com



The logo consists of the letters 'e', 'G', 'Y', and 'M' each inside a separate orange circle, arranged horizontally. The background of the advertisement is a woman in a purple t-shirt using a gym machine with a digital display showing a graph.

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eGym

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Twitter: @egymuk

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Facebook: eGymUK

Blog: <https://blog.egym.com/tag/en>



KERSTIN OBEAUER

About us

eGym brings the digital future to the fitness market with the development of a cloud-connected solution designed to improve member communication, increase gym retention and member uptake. eGym designs and manufactures the world's most advanced smart connected strength training equipment and software for gyms/health clubs. Combining eGym's training software, mobile applications and third party partner integrations delivers greater results for members and higher profits for owners.

Parent company

eGym GmbH.

Product range and services

eGym strength equipment, covering all muscle groups, is integrated with advanced software, including six fitness goals, five training methods, guidance for optimal repetitions, speed and rest times and maximum strength measurements with built-in progression. All training data is recorded to the eGym Cloud and seamlessly linked to the innovative eGym Trainer App, enabling trainers to provide tailored member support. This

is strengthened by the eGym Fitness App bringing real-time training plans, analysis and social networking to the customer.

Key customers

Broxbourne Council, Inverclyde Leisure, Wentworth Golf Club, The Hurlingham Club, Everybody Sport & Recreation, King's Canterbury School, Viavi:Be, Touchstone Well, Blue Leisure, CHANGE Gym, ESPH Gym & Physio.

Plans for 2018

eGym will continue to extend the eGym ONE partner programme to deliver the fully connected gym experience as well as develop our equipment and software in line with latest scientific research.

Shows attending in 2018

FIBO, Elevate, ukactive regional events and eGym Jump Start training days.

Key personnel

Kerstin Obenauer

Country Director UK

Jeremy Jenkins

Commercial Sales Director UK

Tracy Lamond

Marketing Manager UK

For more information please contact

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TEL: +44 (0)203 701 4267

WEB: www.egym.co.uk/business



"eGym is helping reduce member attrition through making strength training accessible and being able to demonstrate user progress. We have higher customer engagement on eGym and through their connected technology and partners, the platform will allow us to advise on healthier lifestyles, not purely gym workouts"

MICHAEL DULKU, BROXBORNE COUNCIL



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With 20 years' experience, Escape Fitness has the expertise to bring out the athlete in all of us.

From design and layout, equipment and education, implementation and awareness, our 360 degree functional fitness solutions have attracted new members and increased retention rates for over 1000 clubs in 80 countries.

Find out more about working with Escape at escapefitness.com/HCMYB18 and subscribe to our free **Escape Your Limits** podcast to get inside the minds of fitness influencers at escapefitness.com/podcast

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Blog: www.escapefitness.com/blog



MATTHEW JANUSZEK

About us

Founded in 1998, Escape Fitness has built a reputation for innovation, quality and design as training specialists. We have helped improve the bottom line of over 1,000 fitness clubs and distributors in 80 countries by developing functional training spaces that deliver the best possible exercise experiences. We encourage fitness professionals and their clients to 'Escape Their Limits', a mentality that is the foundation of Escape's every offering.

Product range and services

We design and manufacture a wide range of functional training products, all of which combine innovative features and vibrant colours to have a great presence in clubs. The training spaces we design are just as vibrant, motivating users to maximum performance. Bringing it

all together are trainer education and innovative ready-to-go group training programmes that help clubs to motivate and engage members for the long-term.

Key customers

Escape provides solutions for commercial gyms, local authority facilities, education establishments and the hospitality sector. Clients include Fitness First, Virgin Active, UFC GYM, Equinox, Nuffield Health and David Lloyd, and boutique stars including TRIB3, IREBEL and Best's Bootcamp.

Plans for 2018

Escape Fitness is expanding its USA and Asia footprints, with bigger warehouses and growing teams. There's plenty of new innovation on the horizon. Keep connected to find out more.

Shows attending in 2018

NIRSA, IHRSA, HOTEC ASIA, FIBO, Active Net, IDEA World, Asia Fitness Convention, SIBEC UK, SIBEC Europe, SIBEC North America, HOTEC Europe.

Key personnel

Matthew Januszek

Co Founder

For more information please contact

TEL: +44 (0) 1733 313535

EMAIL: sales@escapefitness.com



"Having worked with Escape before, we knew who we wanted to work with, and we're delighted with the results of the collaboration. This is a vibrant new club with a cool aesthetic, a millennials-focused training ethos and a one-of-a-kind approach."

KEVIN YATES, TRIB3

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Linkedin: www.linkedin.com/company/exigo-sport

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DARREN GOLDEN

About us

Exigo, established in 1995, has maintained a solid industry reputation for innovative design concepts, structural reliability and biomechanical accuracy. In total we manufacture over 300 products suitable for any commercial environment. This includes single station-selectorised machines as well as specialty free weight training equipment, lifting platforms, functional training rigs, unrivalled storage solutions and an entire range of boxing equipment.

We're extremely proud to be able to supply some of the leading international distributors of commercial fitness and gym equipment. Exigo maintains a reputation for some of the highest standards of design, innovation and development in the fitness, boxing and functional training arenas. We share our passion for excellence in quality and customer service.

Product range and services

Product range includes selectorised, plate loaded Olympic stations; Olympic benches; adjustable benches; training stations; and a professional range of power racks, benches, racks and lifting platforms. Exigo also offers an extensive range of quality boxing equipment and

accessories. Exigo's products combine attractive, innovative design with outstanding quality and performance.

Renowned for our superior biomechanics, Exigo offers a huge range of unrivalled plate loaded equipment, covering all aspects of upper body, lower body and ground based training.

Plans for 2018

In 2018 Exigo will continue to innovate, bringing to the market a complete functional + storage training solution. All our products are manufactured and designed in our own UK factory, providing the opportunity to be able to offer bespoke designs to match your corporate identity, brand colours or specific equipment needs. We specialise in offering solutions for almost any potential training environment or gym area.

Warranties Lifetime warranties.

Shows attending in 2018

FIBO, ELEVATE, BODYPOWER TRADE, IHRSA, IDEA.

Key personnel

Darren Golden

Founder and Managing Director

For more information please contact

TEL: +44 (0)1706 633 560

EMAIL: sales@exigo-uk.com



"As a club owner, purchasing a complete new range of gym equipment can be a daunting task: will it be good enough? will it fit? will it look right? Will it turn up on time? Let me tell you that with the team at Exigo, every one of my initial doubts was overcome and surpassed."

GARY JONES, DIRECTOR – ZONE FITNESS, NESTON, MORETON, HOYLAK

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Twitter: @EzRunnerSystems

Facebook: www.facebook.com/pages/EzRunner

LinkedIn: www.linkedin.com/company/ez-runner



About us

With over 600 clients worldwide in Spa, Golf, Health Club, Hotel and Kids Play Leisure, we have a proven track record endorsed by a diverse range of industry leaders including Hilton Livingwell, David Lloyd Spa, Hand Picked Hotels, sk:n, Gambado, Golds Gym, Third space London, Oxygen Freejumping, World of Golf & 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
- Self Service Kiosk

Key customers

Hilton Livingwell, sk:n, David Lloyd Spa, Gambado, Shire Hotels, Golds Gym, Hand Picked Hotels, Soho Gyms, World of Golf and Third Space London and Oxygen Freejumping.

Plans for 2018

- Add APPLE PAY, credit card registrations
- Voucher fulfilment including sites without our software.
- Repeat billing with credit cards.

Shows attending in 2018

IATP Europe
SPATEC
Independent Hotel Show

Key personnel

Stefan Drummond
MD

Shez Namooya
Business Development

For more information please contact
TEL: 0844 847 5827 (option 1)
EMAIL: sales@ez-runner.com
WEB: www.ez-runner.com

“Through our commitment to using the latest in technology, Hand Picked Hotels have recently embarked upon an upgrade to the latest Ez-Runner central online solution. This has allowed us to combine the strengths and versatility of the software with our website to maximise all sales opportunities from the Central Reservations and Hotel Revenue Teams, to the Spa/Club Teams.”

HELEN WYNNE, HEALTH CLUB & SPA PROJECT MANAGER, HAND PICKED HOTELS

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Facebook: @MieFitQuest

Blog: <https://blog.miefitquest.com>



BRIAN FIRTH

About us

FitQuest (MiE Medical Research) are specialists in the field of human performance measurement. We have developed advanced measurement equipment including human telemetry, EMG, ECG, myometry, gait, goniometry and heart rate variability, providing us with a unique understanding of human physical performance and its measurement. Our aim is to become the number one human measurement partner providing accurate, easy-to-use devices that enable individuals to make informed decisions about their health.

Parent company

MiE Medical Research Ltd.

Product range and services.

FitQuest brings full bio-mechanical lab technology to the fitness facility. Using tests developed and recognised by sports

scientists, with a comparative database of over 42,000 individuals, FitQuest provides the first self-administered, scientifically robust fitness measurement tool. Our research programmes and product development continue to drive measurement solutions forward for the fitness industry. Our data driven analytics bring new insights to our customers, more success to our users and improved engagement for our clients.

Key customers

FitQuest works closely with operators and researchers across the UK and internationally, including The Gym Group, CityFit, Elements, Bundeswehr, MetroFIT, Gold's Gym, Fitness One, SportPass and Quest Vitality, among others.

Plans for 2018

FitQuest is releasing a fitness testing product to the wider market that includes body composition analysis, with ongoing product developments in the broader ecosystem to provide further insights to users.

Shows attending in 2018

FitQuest will be attending IHRSA, FIBO, Elevate and SIBEC Europe in 2018. We will also have a presence at Meet the Top and MEMO fair.

Key personnel

Brian Firth
CEO

Neil Ballantine
COO

James Cockerill
CIO



"The latest FitQuest machines are a key part of our new LIVE IT membership providing stand-out fitness measurement and comprehensive body composition analysis. Our members now have easy access to data that can really help them meet their fitness goals."

DOMINIC MORROW, HEAD OF PRODUCT & PROPOSITION, THE GYM GROUP

BEEF UP YOUR BOTTOM LINE WITH NFC TECHNOLOGY

GANTNER creates an environment that enables access control, check-in, lockers, and cashless payment to operate with a single NFC membership credential: card, wristband, key tag or smart phone. With cutting edge technology, members enjoy a more convenient and secure visit to the club, while you see a quick return on investment thanks to reduced operating costs and increased secondary income. GANTNER combined with 3rd party club management software creates a fully integrated system solution to beef up your bottom line.

FEATURES

- > Improve security with a robust access control solution.
- > Streamline operations with automated check-in.
- > Go mobile with your club management system.
- > Benefit from superior locker room management.
- > Boost income with cashless payment.



Improved Club Management

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GANTNER Ltd

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Gantner



MARIO MORGER

About us

GANTNER is the leading supplier of SMART Card system solutions. Our products are designed for the global leisure industry (leisure centres, water parks, fitness clubs, spas etc). Within a building, the check-in, lockers and any point of sale are operated with a single SMART card or wristband. High quality, great design and short payback times are GANTNER's strengths. Our hardware and third party club management software create a fully integrated system solution which is convenient and secure.

Product range and services

The system solutions include access control, automated check-in, electronic locking systems and cashless payment applications. Devices in all areas can be controlled using contactless technology with a credential of your choice – from the turnstile, up to the lockers in the wardrobe. If cash sums are credited, the chip works like a wallet in the club.

GANTNER operates an 'open-source' system, which means that all of its technology and hardware can be easily retro-fitted into a leisure facility's existing software. Not only can this save the client



money, it gives leisure businesses the freedom to partner with local software suppliers for a truly bespoke solution.

Key customers

Virgin Active, Fitness First, Fresh Fitness, McFit, Health City, Holmes Place, Hard Candy (NeV), Pure JATOMI Fitness and countless individual clubs worldwide have been satisfied customers for many years.

Plans for 2018

We will develop further solutions to create a real member experience.

Shows attending in 2018

IHRSA ; FIBO, Elevate,
The Holiday Park & Resort Show.

Key personnel

Mario Morger
International Key Accounts,
Business Development Manager

For more information please contact
TEL: +44 1245 69 75 88
EMAIL: mario.morger@gantner.com



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the flooring group

Gerflor Ltd

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Facebook: www.facebook.com/gerfloruk

Blog: www.gym-floors.co.uk



CHRIS STURGESS

About us

With more than 70 years' experience of innovation driven by investment, Gerflor is one of Europe's largest manufacturers of vinyl flooring. Gerflor specialise in offering solutions that combine technical and design characteristics for any room within the health club facility. Products are manufactured for sport, fitness and other wellbeing applications, where safety, comfort and performance are a must.

Product range

Taraflex® used in a host of major sporting events since 1976 is treated with ProtecSol® which renders polish redundant. It offers excellent shock absorbency and is available in a number of vibrant colours with the option of bespoke logos for additional branding at the facility.

Connor Sports® is the leader in hardwood sports flooring solutions that were specified for the eight basketball courts at the 2016 Rio Olympics and is a highly popular choice with the teams in the NBA. It's a perfect solution for dance and spin studios.

Powershock is the vulcanised rubber flooring that boasts excellent shock absorbency for high impact sports and activities. It offers strength and durability and is the ideal solution for gym and fitness facilities and heavy weight areas.

Key customers

David Lloyd, Virgin Active, Physical Company, The Gym Group, ProFIT28 Fitness.

Shows attending in 2018

Why Sports – London, FIBO – Cologne, ELEVATE – London.

Key personnel

Chris Sturgess

Key Account Manager – Health and Fitness

For more information please contact

TEL: 01926 622 600

EMAIL: contractuk@gerflor.com

WEB: www.gerflor.co.uk

"We chose Gerflor products because they delivered the best aesthetic impact and a longer maintenance-free life. We also selected Gerflor flooring for their range, service and quality of the products and would certainly specify them again."

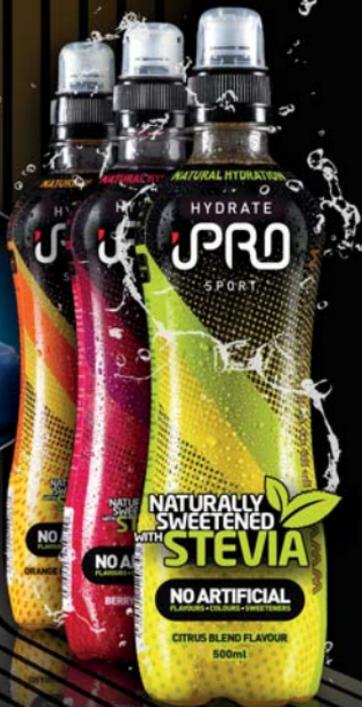
WILLIAM RAMSAY, CEO, PROFIT28 FITNESS & WELLBEING CENTRE

PRO

SPORT



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Added Vitamins



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Fast Hydration



Added Electrolytes



Improves Focus



#HYDRATEWITHTHEBEST

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SOPHIE CHRISTY

About us

In recent years there has been an increase in demand from consumers for low-sugar soft drinks, which are not just substituted with artificial sweeteners. With a growing demand for natural and multifunctional drinks, iPro Sport has a clear competitive edge as a low-sugar, healthy hydration drink with the educated consumer in mind who leads a more active lifestyle and are proactive about their health and wellbeing.

Product range and services

iPro Sport is FREE FROM CHEMICALS containing NO ARTIFICIAL SWEETENERS, COLOURS or FLAVOURS and contains VITAMINS B5, B6, B7 & B12. iPro Sport is the only product of its kind in the marketplace which is naturally sweetened using STEVIA (a plant extract which is significantly sweeter than sugar, without the calorific content) and HALAL CERTIFIED. Available in three thirst-quenching flavours: Berry Mix, Citrus Blend and Orange/Pineapple.

Key customers

iPro Sport is the preferred hydration drink of professional sports clubs with secure longterm partnerships with



leading sporting organisations worldwide, including industry experts EuropeActive who represent over 25,000 fitness centres and 21 national associations across Continental Europe.

Plans for 2018

2018 is the year of the sugar tax and iPro Sport is uniquely positioned as the only naturally sweetened hydration product of its kind in the sports drink category, which is exempt from the sugar tax.

Shows in 2018

Check out the events calendar on the iPro Sport website: www.iProSport.com

Key personnel

Thomas Garrad

Director

Sophie Christy

Commercial Director

Nick Hird

New Business Manager

Robert Bennett-Bags

Sales & Marketing Manager

For more information please contact

TEL: +44 (0)208 300 3333

EMAIL: Info@iProSport.com

"EuropeActive supports products and services that help further our mission to get more people, more active, more often. iPro Sport hydration drink is an innovative and highly functional solution to combat dehydration and motivate people to embrace an active and healthy lifestyle."

NATHALIE SMEEMAN, EXECUTIVE DIRECTOR AT EUROPEACTIVE

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JC Leisure Solutions Ltd

Unit 3G, Moss Road, Witham, Essex, CM8 3UW, UK

Tel: +44 (0)1376 513246

Email: nicole@jcleasuresolutions.com

Web: www.jcleasuresolutions.com



NICOLE O'CALLAGHAN

About us

Committed to raising the standards of the UK's swimming facilities and reducing facility downtime. Award-winning JC Leisure Solutions are the UK's leading specialists in swimming pool and spa service and engineering. Operating throughout the UK and Ireland, a leisure facility is no further than two hours away from a qualified JCL engineer.

Product range and services

- 24/7, 365 days a year help desk/call out provision
- Site-specific planned maintenance schedule
- FREE technical help to avoid unnecessary call out costs
- Pool plant refurbishment and enhancement
- Chemical dosing systems
- Wellness, sauna, steam and hydrotherapy pools



- Balance tank cleaning
- Filter media cleansing and media change
- Water treatment/legionella
- Accredited Pool Plant, Lifeguard, First Aid & Legionella training courses
- A huge range of products, supplying everything you need to maintain your wet leisure facilities including chemicals and cleaning products, pool water testing equipment, sauna and steam room essence and spares, health & safety equipment, pipework repair, pool lights, fittings and surround, chemical dosing equipment

and spares, pumps, filtration and heating and personal protective equipment.

Key customers

JCL's client base includes Center Parcs, Sports Direct, Virgin Active, Nuffield Health, iLife, Handpicked Hotels, Q Hotels.

Plans for 2018

In order to continue adding value and improving the UK's wetside facilities we are providing free operational audits to potential new clients. The audit is worth £750.00 and will provide leisure operators with recommendations around how to operate more efficiently.

Key personnel

Graham Brown

Managing Director

Alan Lester

CEO

Jamie Bowers

Head of Technical

Nicole O'Callaghan

Business Development Director

"JCL provides national 24/7 365 day a year support which is essential for the smooth running of our wet-side facilities. Their commitment to ensuring our facilities are operating efficiently and safely is second to none!"

WINSTON HIGHAM, HEAD OF LEISURE, SPORTS DIRECT

For more information please contact

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EMAIL: nicole@jcleasuresolutions.com

J P Lennard Ltd

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CV21 1PX, UK

Tel: +44 (0)1788 544839

Email: sales@jpl.co.uk

Web: www.JPLennard.com



REINER FERGUSON

About us

JPLennard, a family business created in 1955, initially supplying shampoo and soaps to slipper baths throughout the UK, established a fine reputation with Local Authority facilities backed by fast, efficient delivery. The company's dedication enabled JPLennard to evolve into Great Britain's leading supplier to Commercial Leisure Centres.

Product range and services

JPLennard supply thousands of products direct to Commercial Leisure Facilities via a 530-page catalogue and website, mostly on a next day service. Products, including many leading international brands cover the areas of a typical leisure facility: Swimming, Pool Play, Pool Area, Maintenance, Changing Area, Health Suite, Fitness, Sports, Playtime, Office/ Reception and First Aid.

Shows in 2018

Elevate, LIW.

Key personnel

Reiner Ferguson

Sales Manager



For more information please contact

TEL: +44 (0)1788 544839

EMAIL: sales@jpl.co.uk

A man with a shaved head, wearing a grey tank top, is shown in profile, lifting a black dumbbell with his right arm. The dumbbell has a red circular logo with the number '17.5' and the word 'KORONA' written vertically. The background is a blurred gym setting with various pieces of equipment. A large, dark, curved graphic element is positioned behind the man's head and shoulder.

THE FUNCTIONAL FITNESS SPECIALISTS

Equipment | Gym Design | Installation | Education

Jordan™

+44 (0)1553 763 285

✉ sales@jordanfitness.co.uk 🌐 jordanfitness.com



Jordan Fitness

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Web: www.jordanfitness.com

Twitter: @jordanfitnessuk

Facebook: www.facebook.com/jordanfitnessuk

Jordan™



ZAK PITT

About us

Jordan have been at the forefront of the design, manufacture and supply of functional fitness equipment since its formation in the late 1980s by namesake and company chairman – Neil Jordan.

The company has been built on foundations of four key principles, which are the cornerstones of our success and underpin everything we do.

Promise – to ourselves and to our customers, to deliver outstanding results.

Passion – in everything we do and the industry in which we operate.

People – a mutual respect for ourselves and our colleagues, empowering others with honesty and integrity.

Product – applying innovation in design and exceptional quality control to deliver outstanding solutions.

2018 brings further change and exciting developments for the Jordan brand, with our customers at the forefront of our minds, as we continue to evolve and look to the future of fitness.

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, Education and much more.

Key customers

Various gyms chains including Bannatyne Health and Fitness, Anytime Fitness,

The energie Group, Virgin Active, Nuffield etc, along with a wide range of Independent Gyms, Universities and Schools, Elite Sports Teams and Personal Trainers.

Shows attending in 2018

FIBO, LIW, IHRSA, BodyPower, SIBEC, Elevate.

Key personnel

Zak Pitt

Managing Director

Scott Lamber

Global Trade Sales Manager

Paul Ferreira

Head of UK Direct Sales

Claire Johnston

Head of Marketing, Communications and Brand Partnerships

For more information please contact

TEL: +44 (0)1553 763285

EMAIL: sales@jordanfitness.co.uk

"We have a long and successful working relationship with Jordan Fitness that we look forward to continuing. The company's strength building equipment is an integral part of our ambitious business plan to become the UK's leading health club provider."

STUART BROSTER, UK CEO, ANYTIME FITNESS



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Keiser UK LTD

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Tel: +44 (0)1666 504710

Email: garry.spreadborough@keiseruk.com

Website: www.keiser.com

Twitter: @keiserfitness @keiser_UK



GARRY SPREADBOROUGH

About us

Keiser began its history of visionary sports science leadership over 37 years ago, rejecting the constraints of traditional resistance methods and focusing on the biomechanics and needs of the user. We relentlessly pursue solutions that push the limits of fitness science. **Better science. Better machines. Better results. Better training.**

Product range and services

Keiser Pneumatic Resistance System
With Keiser Pneumatic Technology, the muscles remain active and engaged throughout the entire range of motion and velocities, with reduced shock loading to muscles, connective tissues and joints, which allows for workout regimens that can safely improve physical performance in ways not seen with traditional strength-training methods.

Keiser M Series Cardio – Keiser M Series Indoor Bikes revolutionised the world of group fitness when they came on the market over two decades ago, and have set the standard for the category ever since. The first bike to use eddy current magnetic resistance and an aluminium flywheel, the M Series continues to offer users and

owners innovations that improve the group cycling experience.

Keiser Education – With Keiser PowerED, we provide research-based educational courses from world-renowned Master and International Trainers armed with the best training tools and information to get you certified and take your classes to the next level. PowerED increases class retention, leading to greater results and boosting the bottom line for your business.

Key customers

Major Health and Fitness chains, Independent Fitness Centres, Elite Sports Teams, National Governing Bodies, Medical Facilities, Educational Facilities, Military and Home Users.

What are your plans for 2018

Continue to deliver world class equipment and solutions, development of our technology offering, enhanced education programmes for both M Series and Pneumatic Resistance, and outstanding service agreements.

Shows attending in 2018

IHRSA, FIBO, Sibec Europe, Sibec UK, Leaders in Performance, Elevate.

Key personnel

Garry Spreadborough
UK Key Account Manager

Robin Gand
Vice President: Europe & Africa

“We have worked with Keiser for a number of years and have developed a very positive and productive partnership. Not only do they have great products, but they have taken a proactive approach to continuously improving service delivery. As we have grown as a business they have delivered exactly what has been required, whether it has been providing proposals, delivery and installation or on-going service and maintenance. In addition they have always been open to discussing ideas for new products and innovation. Based on our experiences I would have no hesitation in recommending Keiser.”

MARK TALLEY, EVERYONE ACTIVE



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Tel: +44 (0)1904 529575

Email: info@legendware.co.uk

Website: www.legendware.co.uk

Twitter: @LegendWare

LinkedIn: www.linkedin.com/company/Legend Club Management

Facebook: www.facebook.com/LegendWare



SEAN MAGUIRE

About us

Legend provide the leading software solution for driving improvements in leisure operations. We deliver savings and revenue gains, helping customers improve their business. Our One System/One Solution product fulfils business needs in one streamlined turnkey package. Legend is ISO9001 Quality Management Accredited and ISO27001 Information Security Accredited. Our outstanding 24x7 help desk is included in our standard service.

Product range and services

Legend's ultra-reliable cloud based management software provides our customers a competitive edge. Our revolutionary self-service apps and kiosks are transforming receptions whilst our core applications and BI reporting set the standard in the industry. Our continuously improved and expanded solution offers our customers new ways to increase revenues, reduce costs and improve customer service. Legend is constantly evolving with hundreds of new features delivered in our free upgrades process.

Key customers

We look after facilities of all sizes, from small clubs and gyms to major public leisure and sports complexes. We take pride in what we do and love that nearly 80% of our new customers are referrals from current customers.

What are your plans for 2018

With new features released every six weeks there's lots new in 2018: Umbraco website engine, record keeping software, facial recognition, room bookings and events, and after-school care.

Shows attending in 2018

Active Net, SIBEC UK, Elevate, Ireland Active.

Key personnel

Sean Maguire
Managing Director



"Parkwood Leisure would recommend the Legend system to any other customer... there's always new features, which is great in this industry where things are changing so quickly. It's great that with Legend we can keep up to speed."

LAURA TRIVETT, BUSINESS SYSTEMS MANAGER, PARKWOOD LEISURE



Our mission is to develop fitness solutions
that get the world moving

LifeFitness

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STRENGTH**

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SCIFIT

BRUNSWICK
CORPORATION

life@lifefitness.com

01353 666017

 @lifefitnessuk

Life Fitness

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Twitter: [@LifeFitnessUK](https://twitter.com/LifeFitnessUK)

Facebook: www.facebook.com/LifeFitnessUK

LinkedIn: www.linkedin.com/company/Life-Fitness-UK

Blog: www.lifefitness.co.uk/blog



DANNY OLIVER

About us

For more than 45 years, Life Fitness has been dedicated to creating fitness solutions that benefit both facilities and exercisers. Our mission is to develop the fitness solutions that get the world moving, and our strong heritage and collection of successful brands illustrates our commitment to delivering the best products.

Parent company

Brunswick Corporation.

Product range

The Life Fitness family of brands offers an unrivalled broad and deep product portfolio, allowing facilities access to the equipment they need to target every segment of the fitness market. Life Fitness offers effective cardio equipment, ground-breaking group training systems and premium strength training for exercisers of all abilities, whilst allowing facilities to evolve. Powerful technology allows facilities to maximise business and keep exercisers engaged. Hammer Strength

is rugged performance strength training equipment for athletes of all levels. SCIFIT provides advanced speciality equipment for people of all ages and abilities and is designed for recovery, rehabilitation and active ageing. Cybex produces premium commercial fitness equipment for all types of exercisers, from first-time users to professional athletes. Indoor Cycling Group (ICG) is a leading provider of award-winning indoor cycling equipment and innovative technology.

Additional services

Life Fitness provides extensive consultation to determine the exercise solutions for different categories of training interests, and provide guidance through the choices available. Our digital solutions maximise business by keeping exercisers engaged with workout and entertainment options, whilst providing detailed product data, customisation and communication to the facility. Through Life Fitness Solutions Partners, we can deliver design and build services, finance solutions, management

solutions and membership retention services. Life Fitness Academy delivers exceptional fitness education, globally accredited training courses and offers industry leading qualifications, designed to help trainers build their knowledge and elevate their skills.

Key customers

Anytime Fitness, David Lloyd Leisure, Nuffield Health, Williams Racing, Snap Fitness, Serco, Macdonalds Hotels, Third Space, Newport Live, plus leisure trusts, local authorities, universities and schools, independent gyms and sports teams.

Shows attending in 2018

IHRSA, FIBO, SIBEC, Active Net, Retention Convention.

Key personnel

Danny Oliver, UK Country Manager
For more information please contact
TEL: +44 (0)1353 666017
EMAIL: life@lifefitness.com
WEB: www.lifefitness.co.uk

MATRIX

A TOTAL SOLUTIONS PARTNER

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As a Total Solutions Partner, we believe that providing industry leading fitness equipment to our customers shouldn't be the end of your journey, it's just the beginning.

At Matrix, we can provide your facility with a bespoke package of marketing, training, service and even construction solutions to suit you.

**For more information, contact the
Matrix marketing team on
01782 644900.**



matrixfitness.com

Matrix Fitness

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Web: www.matrixfitness.co.uk

Twitter: [@MatrixFitnessUK](https://twitter.com/MatrixFitnessUK)

Facebook: www.facebook.com/MatrixFitnessUK

MATRIX



MATT PENGELLY

About us

At Matrix Fitness, our goal is to make innovative commercial fitness equipment that stands out and sets new industry standards.

Matrix provides equipment to facilities in all market sectors, including private health clubs, hotels, local authorities, schools, professional sports teams, and the uniformed services. We also offer a comprehensive backup support service, incorporating 2D and 3D CAD designs, marketing support, and competitive warranty and maintenance contracts.

Product range and services

Matrix strives to offer equipment that will captivate your members, is easy to maintain, and delivers the best return on investment.

Intuitive operations on our complete

range of cardio equipment combine technology and entertainment to provide an engaging and challenging workout. Our connected CV equipment offers the most complete connected solution available – from personalised promotions via the console to prescribing personalised workouts for each member. Our connected solution offering enables you to reach your businesses goals whilst aiming to: increase retention, build engagement, enhance differentiation, maximise ROI and boost revenue.

We also offer a full strength range – Ultra, Aura and Magnum products are all of commercial standard – created to address the spectrum of end-user needs, from fixed resistance to plate-loaded equipment. We have some exciting products launching in 2018 – watch this space.

Additional services

As a Total Solutions Partner, Matrix provides a comprehensive range of business solutions and services to help your operation succeed, including facility layout, design and build, finance solutions, training and marketing support.

Key customers

Some of Matrix's customers include: Renault Sport Racing Ltd, Wasps Rugby Club, Abbeycroft Leisure, The Club Company, Bicester Golf & Spa, Cranford Sports & Fitness Club, Handpicked Hotels, Blackpool Council, The Gym Group, City University, University of Bath, Hatton Academy, Eden Fitness, Edgaston Priory, Herts University, Holiday Inn, Marriott Hotels, Pure Gym Ltd, The Swan at Streatley, Reynolds Fitness Spas; Old Thorns Golf & Country Estate, and Staffordshire University.

Shows attending in 2018

IHRSA, FIBO, Elevate, SIBEC UK, Ukactive – Active Uprising, SIBEC Europe, ukactive National Summit.

Key personnel

MATT PENGELLY, Managing Director

“As a prestige golf club we have understandably been selective about who we have partnered with. Matrix have proven themselves as a Total Solutions Partner, not only though unsurpassed service but their equipment is at the leading edge of technology – right where we need to be.

We are delighted with the equipment in the gym and even more so that we are the first to sample Workout Tracking Network and Personal Trainer Portal – both of which have been a huge success in engaging members.”

DOMINIC EAGLE, DIRECTOR OF OPERATIONS, INGREBOURNE LINKS



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Adding mid-body exercise to an existing club is an affordable way to increase revenue, strengthen member retention, attract new clients and provide new training opportunities for staff.

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merrithew™

leaders in mindful movement™



LINDSAY G. MERRITHEW
& MOIRA MERRITHEW

About us

Merrithew™ enriches the lives of others with responsible exercise modalities and innovative, multidisciplinary fitness brands worldwide including STOTT PILATES®, ZEN-GA®, Total Barre™, CORE™ Athletic Conditioning & Performance Training™ and Halo® Training. We've trained more than 50,000 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 Plus and the unique, dual-functionality Stability Barrel™. We also offer an extensive collection of Reformer exercise accessories, mats, yoga accessories, strength and rehab tools.

Additional services

Merrithew provides first-rate education at more than 100 global training centres, offering contemporary courses, workshops, and manuals that provide practical programming options to teach effective group or personal training programs for a range of clientele.



Key customers

Merrithew caters to exercise enthusiasts, fitness professionals, studio and facility owners, athletes as well as health care professionals.

Shows attending in 2018

IHRSA (California), FIBO (Germany), canfitpro world fitness expo (Toronto), IDEA World Convention (California). See our full events calendar at www.merrithew.com/events.

Key personnel

Lindsay G. Merrithew
President & CEO

Moira Merrithew
Executive Director, Education

For more information please contact
TEL: 0800 328 5676
EMAIL: equipment@merrithew.com
Equipment Sales: x 264
Education: x 297



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Gary Teagle, Contract Manager, Everyone Active

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JUSTIN MENDLETON

About us

Move is the online fitness platform where consumers go to get active, and operators collaborate to keep them active for life!

"Movers" can access over 5,500 venues and 35,000+ different activities for one simple monthly fee. They love trying something new from gym, swimming and classes to dancing, climbing and even handstand classes!

Movers are proven to have twice the visit frequency and 4x the lifetime value of traditional gym users, so by listing your activities with Move, you can leverage a high value revenue stream from fitness consumers wanting convenience and variety to keep them active.

Product range and services

You are in complete control over how you promote your business on the Move platform. Whether it's sourcing new leads or securing new members, there is a

flexible configuration to suit all operators and you set your own prices.

Listing with Move allows you to focus on delivering great fitness products and services – whilst relying on our digital marketing expertise to amplify your sales, marketing and retention initiatives.

Your Move portal allows you to run campaigns to boost sales, as well as keep an eye on customer reviews. Payments are processed automatically through the platform and you have full access to reporting on visits and income.

Key partners

Move is live across 22 cities in the UK and current partners include Virgin Active, Livingwell, Energie Fitness, Everyone Active, Parkwood, Places for People and 1,000s of other operators.

Plans for 2018

We have recently launched a new corporate product to help our partners secure more corporate customers in 2018. In addition, we will continue to launch new cities across the UK, delivering more insights and features for our partners to help them get the greatest return from using the Move platform.

Key personnel

Justin Mendleton

Managing Director

Gemma Birkett

National Partner Acquisition Manager

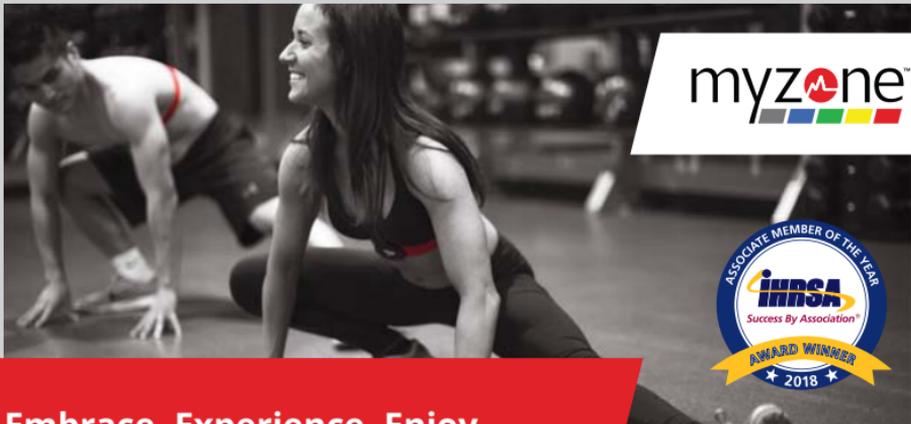
For more information please contact

TEL: 0345 519 6626

EMAIL: partners@movegb.com

"The income generated from MoveGB customers has been outstanding. Highly recommended for any company looking into becoming a partner"

CERES VASSOLER, FRONT OF HOUSE MANAGER, CENTRAL YMCA



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Blog: www.myzone.org/blog



JONATHAN MONKS

About us

At Myzone we reward Effort to solve the pervasive problem of 'diminishing motivation within exercisers' by leveraging the most relevant wearable technology for gym users. The platform achieves its purpose using feedback loops, gamification and social accountability tools. For Health Club Operators, we provide a member engagement system that enhances the fitness experience, and drive revenue.

Product range and services

Myzone Group Display – The club solution developed for the fitness industry, the connected wearable system to enhance your members' experience.
 MZ-3: Accurate to 99.4% of an ECG machine – syncs with the Myzone App and in-club group display systems – Bluetooth, ANT+, Analogue and Memory.

MZ-1: new newest addition to the Myzone family and as accurate as the MZ-3 is designed for class based activities.
 MZ-60: The new watch in the Myzone product range, designed as a retro classic sports watch, for those committed advocates where traditional design with functionality is key for training.

Key customers

David Lloyd, Bannatynes, Mobil, Oxford Brookes University, RAF, F45, PFP Leisure, o2, Telefonica, Fusion lifestyle, llife, Active4less and Blackpool Council.

Plans for 2018

New app developments; additional Myzone products.

Shows attending in 2018

All major global fitness events.

Key Personnel

Dave Wright
 Founder & CEO
Jonathan Monks
 Director EMEA

For more information please contact
 TEL: +44 (0)115 777 3333
 EMAIL: jonathan.monks@myzone.org

"We have incorporated Myzone into every new membership as we see Myzone as an integral part of our members' journey and the significant role Myzone plays in our retention strategy."

GEORGE FLOODS, COO, FITNESS FIRST, MIDDLE EAST

Does your referrals process measure up to new legislation?

Under new GDPR legislation, from May 2018 you'll no longer be able to store details of referred prospects without their permission.



With **Netpulse's club mobile apps**, members can refer friends straight from their phone. And it's fully compliant with GDPR, too.

Find out more at netpulse.com
or emea@netpulse.com

 **Netpulse**

Netpulse

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Twitter: @netpulse

LinkedIn: www.linkedin.com/company/netpulse

Facebook: www.facebook.com/Netpulse

Blog: blog.netpulse.com



ALEX PEACOCK

About us

Founded in 2001, Netpulse is the world's number one provider of branded mobile apps for health clubs and leisure centres. With thousands of customers globally, Netpulse provides the fitness industry's most robust integrated digital platform. Many of the world's largest fitness operators rely on the Netpulse platform to engage members, drive revenue, and enhance the club experience.

Product range and services

Club Mobile Apps are an essential way to stay ahead of the competition. Netpulse apps go much further than just bookings and transactions – offering engaging features such as seamless member referrals, integrated rewards programmes, fitness challenges, PT sales, and much more.

"Since launching our app, I have seen revenue and referrals go up. Our members also love how all of their favourite health apps integrate with our app and how they are able to check-in with their mobile device."

MEL TEMPEST, OWNER OF BALLARAT BODY AND SOUL

Netpulse integrates fully with the leading fitness tracking devices and fitness apps, major cardio brands and member management software.

Key customers

DW Fitness First, Planet Fitness, Virgin Active, énergie fitness, Soho Gyms and 24 Hour Fitness.

Plans for 2018

New native workout tracking, coaching and exercise prescription platform launching in Spring 2018.

Shows attending in 2018

IHRSA, FIBO, Elevate.

Key personnel

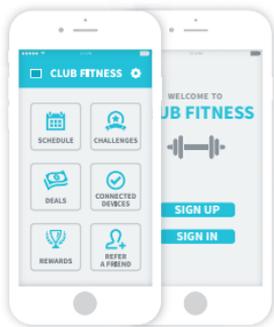
Alex Peacock

Chief Commercial Officer

For more information please contact

TEL: +44 (0)1372 253425

EMAIL: emea@netpulse.com





ZERO-IMPACT. POWERFUL RESULTS.

For maximum impact, fuel your cardio floor with the unmatched zero-impact line-up from Octane Fitness. Challenge members with new ways to exercise and innovative HIIT workouts to spike motivation and generate greater results. Drive new sales and boost retention with exclusive equipment defined by breakthrough features, unsurpassed durability and exceptional performance. Zero in on Octane.

Zero Runner • XT-One • LateralX • XT4700 • XT3700 • xRide • AirDyneX



Octane Fitness UK Ltd

Friary Court, 13-21 High Street, Guildford, GU1 3DL, UK

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Facebook: www.facebook.com/Octanefitness

Blog: www.octanefitness.com/octaneblog



NEIL CAMPBELL

About us

A Nautilus company, Octane Fitness is the global leader in zero-impact cardiovascular equipment, and has redefined exercise with unprecedented breakthroughs, such as the xRide recumbent elliptical, LateralX, XT-One, Zero Runner and AirdyneX. Standout design and innovative programming deliver total-body HIIT and progressive challenges to every level exerciser to drive motivation and results. Committed to superior performance, long-lasting partnerships and superior service, Octane boldly exceeds expectations.

Parent company

Nautilus, Inc.

Product range and services

Octane Fitness provides a range of premium commercial and home zero-impact, total-body cardiovascular equipment, including traditional standing ellipticals, the xRide recumbent elliptical, the LateralX lateral trainer, the XT-One cross-trainer, the Zero Runner zero-impact machine and the AirdyneX air bike. Octane is also known for its programming innovations, including Workout Boosters, CROSS CIRCUIT, advanced training programs like 30:30 Interval and MMA and more.

Key customers

David Lloyd Leisure, Nuffield Health, Everyone Active, Places for People, Parkwood Leisure, Serco Leisure, Village Hotels and Snap Fitness.

Plans for 2018

Octane Fitness is excited to promote its powerful new AirdyneX total-body air bike, along with the innovative and unmatched LateralX and xRide seated x-trainer. The company also is launching an exciting new commercial product at FIBO in 2018 as another effective way to engage in total-body, zero-impact training.

Shows attending in 2018

IHRSA, Fibo, Active Net, Sibec UK, Elevate, BP FTS, Sibec Europe.

Key personnel

Neil Campbell

General Manager

Karen Seers

Commercial Sales Manager

For more information please contact

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EMAIL: sales@octanefitness.com

"David Lloyd Leisure has added Octane Fitness products across the estate. We regard them as both unique and 'best in class'. We evaluate feedback, usage, popularity and service, so Octane was an obvious choice for its increased innovation and variety."

MICHELLE DAND, GROUP HEALTH & FITNESS MANAGER,

DAVID LLOYD LEISURE



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LinkedIn: www.linkedin.com/company/5369586

Blog: www.perfectgym.com/blog



MARGARET GALA

About us

Perfect Gym Solutions is a software as a service (SaaS) solution purpose-built to service the fitness industry, with over 1000 clients servicing over 2 million gym members across 40 countries making Perfect Gym Solutions one of the largest and fastest growing SaaS applications in the fitness industry. Our platform is a comprehensive package of modern modular products for the management of fitness clubs, sports facilities and gyms, an end-to-end solution revolutionising the way that gyms are managed. We are an integrated solution implementing the latest technology and modular architecture encompassing all the critical operations performed by individual clubs, multi-locations clubs and multi-country fitness chains. The comprehensive functionality enables gyms to drive their businesses with precision giving them real-time reports of their

financial data, online payment solutions, their members' attendance and activity plus, group fitness bookings and personal training schedules, including but not limited to an integrated CRM, marketing automation and mobile app.

Product range and services

Perfect Gym is an all-in-one solution providing fitness club and leisure facility owners tools to manage their club more efficiently: Point of Sale, Manager Platform, CRM, Automation Center, Client Portal and a Mobile App.

Key customers

Perfect Gym supports fitness clubs and leisure facilities of all sizes. We also focus on verticals such as Crossfit gyms, martial art studios, swim schools and yoga studios.

Plans for 2018

In 2018 we intend to improve our reporting and data analysis tools via Machine Learning. We will probably be the first to implement AI in gym software.

Shows attending in 2018

BodyPower Mumbai, IHRSA San Diego, ActiFit Asia, FILEX Sydney, FIBO Cologne, ELEVATE UK, Japan IT Week, Cloud Expo IoT NYC, Techcrunch Disrupt, GITEX Dubai, MIOFF Moscow, Fitnessfestivalen Sweden.

Key personnel

Jacek Szlendak
CEO

Sebastian Szałachowski
COO

Margaret Gala
Business Development Director

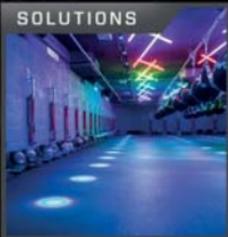
Pawel Mieten
System Architect

Piotr Wojcik
Technical Team Leader

Natalia Repta
Head of Marketing

"Perfect Gym is a really great solution for gyms of all sizes and kinds. We have been using it for the last 4 years and it continuously improves and adds more features. What is very important is that the team is ready to develop extra options according to your needs" **ASPRIA FITNESS**

SOLUTIONS



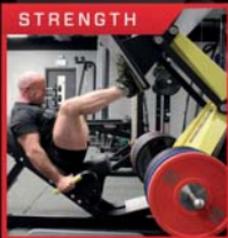
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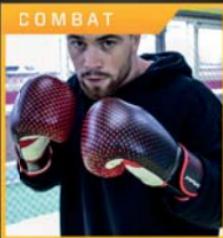
STUDIO



STRENGTH



COMBAT



FLOORING



MIND BODY



SPORT



WELLNESS



Physical Company Ltd

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Email: sales@physicalcompany.co.uk

Web: www.physicalcompany.co.uk

Twitter: @PhysicalCompany

Facebook: www.facebook.com/Physical.Company



JOHN HALLS

About us

Physical Company provides complete fitness solutions. This includes equipment, flooring, gym design, programming and training to individuals and organisations across the UK and Europe. We strive to offer our customers the very best in product quality and take pride in offering a quick, reliable service and exceptional value.

Product range and services

Physical Company supply over 1,900 product lines including some of the most pioneering pieces of kit in the industry. Our strength lines boast rigs, heavy-duty storage solutions, precision engineered bars, exceptional quality dumbbells and weight plates. We also offer impressive wellness, functional sport, combat and studio ranges. We supply industry leading sports and gym flooring by eCore. We also distribute

lines from world leading brands such as: BOSU, TRX, EXIGO, AIREX, REEBOK, STOTT PILATES and TRIGGERPOINT.



Key customers

Virgin Active, Fusion Lifestyle, Village Gyms, Freedom Leisure, GLL, Energie, DW Fitness and Glasgow Life

Plans for 2018

We will continue our equipment innovations and development, including integrating functional fitness products with technology. We are excited to launch the Evo Bench, a multi-functional bench with integrated storage.

Shows attending in 2018

IHRSA, FIBO and ELEVATE.

Key personnel

John Halls

Managing Director

James Anderson

Director of Sales & Marketing

For more information please contact

TEL: +44 (0)1494 769 222

EMAIL: info@physicalcompany.co.uk

"Having one company manage every aspect of the fit out was perfect: when things changed, I just had to make one call instead of several to different suppliers. The process was seamless from start to finish – we couldn't be happier."

JAMES TINDALE, GYM UNIQUE

Create endless **WORKOUTS**



Gym members today are demanding. From wanting HIIT workouts, functional workouts & strength workouts to Spinning® classes. You can fulfil all their needs with our personalised, high quality products and service built on a philosophy of innovation and fitness is foremost.



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- Offer a unique variety of functional circuit classes and build your exercise loving member community through group classes with **Queenax™**.
- Provide a great strength workout to everyone from the newbies to the seasoned lifters with the **Power Rack** and it's functional capabilities.
- Deliver them a fantastic ride with direct power measurement and SpinPower® classes on the **Spinner® Chrono™ Power**.

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STEVE CARTER

About us

For over 35 years, Precor has driven fitness forward, advancing what's possible in design innovation, member experience and service.

Understanding the challenges fitness facilities face, our team of experts from sales and marketing to after-sales support and service will ensure your investment is maximised.

Parent Company

Precor is part of the Amer Sports Corporation, with other internationally recognised brands including Wilson, Atomic, Suunto and Salomon.

Product range

Our portfolio fulfils the needs of today's demanding members, with personalised, high-quality products and service built on a philosophy of innovation and fitness is foremost.

At the vanguard of fitness innovation

and award-winning CV products, Precor invented the cushioned treadmill, launched the Adaptive Motion Trainer (AMT), created the world's first elliptical fitness crosstrainer (EFX) and upgrade to converging CrossRamp®; continuing Precor's 'first to market' trademark.

Combined with Queenax functional training products, our partnership with Assault brings new dimensions to HIIT and group exercise solutions. Our relationship with indoor cycling world leader, Spinning®, saw the Spinner® Chrono Power launch, with direct power measurement that requires no calibration and a battery-free console. Our strength suite grows, while updates to networked fitness continues our fantastic cardio experience offering.

Precor's in-house engineers provide superior service with a 98% first time fix rate, seven days a week cover and guaranteed response time within 48 hours,

resulting in maximum equipment uptime – proven to increase retention.

Key customers

easyGym, Places for People, Parkwood Leisure, The énergie Group, Anytime Fitness, 3d Leisure, DW Sports, Fitness First, Active Nation, Hilton Hotels and Thistle Hotels, plus single site operators, universities and local authorities.

Shows attending in 2018

IHRSA, FIBO, SIBEC, ukactive Flame Conference, active-net, Elevate, Spinning Showcase at the International Fitness Show, Anytime Fitness Conference (UK and US) and Energie Conference.

Key personnel

Steve Carter, UK Managing Director
Samantha Taylor, UK Marketing Manager

"The equipment has been very well received by both customers and staff, with encouraging comments on the range and diversity. Feedback on the Precor Plate-Loaded stations and Queenax functional unit has been extremely positive. Customers like the Preva networked fitness interactive training options. This expansion will allow us to grow with the local community and continue to meet fitness trends, offering a wide range of top-class, specialist equipment to keep everyone motivated and active."

DAVE SOMERS, GENERAL MANAGER, HUTTON MOOR LEISURE CENTRE



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Email: sales-europa@rephouse.com

Web: www.rephouse.com/products/fitness



TENIKA BRINKERS

About us

Rephouse is a leading manufacturer of high performance fitness flooring systems. With its state-of-the-art production technology, ISO 9001:2008 and ISO 14001:2015 certifications, and more than 32 years of hands-on experience in production and installation worldwide, Rephouse can ensure a premium-quality rubber fitness flooring product tailor-made for any facility.

Product range and services

Neoflex® Fitness Flooring is a premium quality rubber floor suitable for cardio and strength areas, High Impact Tiles for free-weight areas, freestyle and group exercise areas, as well as agility and functional zones with in-laid rubber markings. The Neoflex® product range also includes customisable sprint tracks, in-laid logos, and Premium Gym Tiles for crossfit.

Additional services

In addition to providing premium fitness flooring to benefit facilities and users, we offer complete and complimentary design consultations that include 2D plans, 3D visualisations and walk-through videos of any project. Our floor designs fuse fitness concepts, imagery, way-finding and visual communication to create floors that reinforce a fitness facility's brand identity in unprecedented ways.

Key customers

Olympic Games Rio 2016, 2015 Rugby World Cup, Palmeiras Football Club, Virgin Active, Fitness First and a number of other major international fitness chains, clubs, hotels, schools, training facilities, events and competitions.

Key personnel

Michael Brinkers

Global

Tenika Brinkers

UK and Continental Europe

For more information please contact

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EMAIL: sales-europa@rephouse.com

WEB: www.rephouse.com/products/fitness

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Web: www.tac.eu.com

Facebook: www.facebook.com/reservationassistant

LinkedIn: www.linkedin.com/Company/tac-gmbh



GUENTHER POELLABAUER

About us

Since 2001, TAC has stood for practical solutions for international customers of the fitness and wellness market. The corporate philosophy "designed to simplify" is reflected in all products. The modularity of software, possible integration into existing IT infrastructure and TAC's 24/7 support have convinced more than 1,200 customers in 54 countries.

Product range and services

• Club Assistant

– Membership Software

Based on its flexible structure, Club Assistant is suitable for all areas of a modern fitness club such as Check-in, Touch POS, Course Reservations, Lead- and Accounts Receivables Management. Our Webshop, Kiosk and Digital Signage give sales revenue an additional boost.

"With TAC, we found a solution that completely supports our IT infrastructure, which forms the basis for a comprehensive network. With several, partly individual, interfaces, TAC perfectly assists the automatization of our business process. Diverse configuration possibilities enable us to specifically respond to the needs of our customers and create flexible offers."

DANIEL GERBER, HEAD OF LEISURE FACILITIES OF MIGROS BASEL ASSOCIATION

• Reservation Assistant – Spa & Activity Software

Reservation Assistant manages all spa activities and resources with just a single tool – from reservations and membership management to CRM and stock control.

Key customers

Fitness clubs, health clubs, single- and multi-property sites, e.g. Aspria, MIGROS, Rupertus Terme, FIT21, ELEMENTS and Grand Resort Bad Ragaz.

Plans for 2018

Continue to support the fitness and health business with a state-of-the-art software solution; delighting customers with innovative modules and new add-ons for sales and marketing; and providing an excellent resource management software.



Shows attending in 2018

Meet the Top (Spain), ITB Berlin (Germany), Swiss Fitness Day (Switzerland), FIBO (Germany), SpaCamp (Germany), Interbad (Germany).

Key personnel

Thomas Roessler
Managing Director
Guenther Poellabauer
Managing Director

For more information please contact
TEL: +43 3332 6005 990
EMAIL: office@tac.eu.com

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TECHNOGYM

The Wellness Company

Technogym

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Twitter: @Technogym

Facebook: www.facebook.com/Technogym

LinkedIn: www.linkedin.com/company/technogym



The Wellness Company



NERIO ALESSANDRI

About us

Founded in 1983, Technogym is a world leading international supplier of technology and design-driven products and services in the wellness and fitness industry. With over 2,000 employees across 14 branches, Technogym is present in over 100 countries. More than 65,000 wellness centres are equipped with Technogym and 35 million users train every day on Technogym equipment. Technogym was the official supplier for the past seven Olympic Games, from Sydney 2000 to PyeongChang 2018.

Product range and services

Technogym provides a complete range of best-in-class cardiovascular, strength and functional equipment for both professional and home use. We have also developed an ecosystem of smart applications, consoles and networks to help operators engage end-users both inside and outside the gym, and run their facilities more efficiently. Our end-to-end wellness solution includes consultation, training and certification, marketing support, interior design, installation and maintenance, technical support, warranty and service contracts, and financial solutions.

Key customers

Technogym supplies clubs, hotels, spas, rehabilitation centres, corporate gyms, universities, sports facilities, homes and more. We are proud to supply our solutions to some of the world's elite athletes and teams including the Ferrari and McLaren F1 teams; football teams Paris Saint-Germain, AC Milan, Inter Milan and Juventus; and St George's Park, the home of English Football.

Plans for 2018

2018 will see us continue the success of SKILL LINE with the launch of SKILLRUN early in the year, a product leading the way in performance running.

In line with our mission as The Wellness Company, we will launch the fifth edition of our global campaign Let's Move for a Better World in March. The social campaign inspires people to get moving for their community whilst raising awareness of obesity-related problems. The campaign has proved to be an excellent member engagement tool for operators.

Shows attending in 2018

UK Active SWEAT, SWEAT North, IHRSA, FIBO, Rimini Wellness, SIBEC UK, SIBEC EU, Active-Net, ISBA's Annual Conference and BUCS Conference.

Key personnel

Nerio Alessandri

Founder and President

Steve Barton

Managing Director, UK

Paul Morris

Consumer Business Director, UK

Simon Clarke

Sales Director (Key Accounts), UK

Steve Ruffell

Sales Director (Field Sales), UK

Neve Jones

Sales Director (Health, Corporate & Public), UK

Kieran Tracey

Sales Director, (Hospitality & Residential), UK

Craig Swyer

Marketing Director, UK

For more information please contact

TEL: +44 (0)1344 300236

EMAIL: UK_info@technogym.com

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SPORT | FITNESS | PLAY | ACOUSTICS

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TVS Group

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LinkedIn: www.linkedin.com/company/tvs-sports-surfaces

Facebook: www.facebook.com/TVSSportsSurfaces/



TVS GROUP

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ANDY ROBERTS



What year was your company established?

The company was established in 2009 as a specialist supplier of noise and vibration solutions.

What is the name of your parent company

TVS Group comprises four key strategic divisions: TVS Sports Surfaces, TVS Gym Flooring, TVS Play Surfaces and TVS Acoustics. The company name is registered as Total Vibration Solutions Ltd.

What is your product range?

TVS has a broad portfolio of products, including high-performing shock pads, surfaces for sport, fitness and play, as well as highly specialised acoustic materials for noise and vibration control. Our sports and play surfaces are suitable for both indoor and outdoor leisure facilities.

What are your main services?

We provide noise and vibration solutions to many of the UK's leading health club operators.

What additional services do you offer?

Additionally, we provide safe surfacing solutions for children's play areas in nurseries, high-quality shock pads for synthetic sports pitches and resilient floor coverings for use in gyms.

Who are your key customers?

We work with a diverse range of customers across several industries and have experience in both private and public sectors.

Which industry shows/events will you be attending this year?

We will be visiting shows such as ELEVATE and SALTEx plus other networking events hosted by SAPCA and UK Active. This year we will also be attending SIBEX UK at the Belfry on the 23rd/24th May 2018.

Key personnel

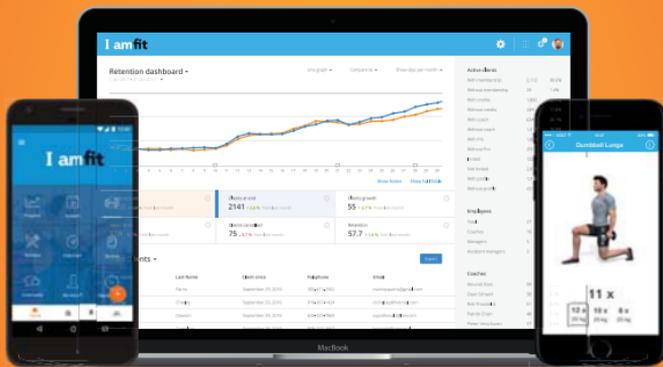
Paul Lafone Managing Director
Andy Roberts Sales Director

For more information please contact
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EMAIL: Sales@TVS-Group.co.uk



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Virtuagym

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Facebook: www.facebook.com/virtuagym

LinkedIn: www.linkedin.com/company/virtuagym

Blog: www.virtuagym.com/blog



HUGO BRAAM

About us

Virtuagym provides a complete software solution for member engagement, coaching and management. With Virtuagym, health clubs and trainers can help members live healthier lives through a branded web platform and best-of-class mobile apps. Thousands of health clubs and trainers use Virtuagym to increase revenue, boost retention, increase efficiency, and offer an unparalleled member experience.

Product range and services

Increase member touch points and boost member retention through a unique online community. Stimulate member interaction through challenges and flexible communication tools. Help members get results through complete exercise and nutrition guidance. Boost revenue via your own webshop with online member sign-up. Reduce hassle with solutions for membership management and scheduling,

and more. Connect your club by integrating with a variety of leading gym equipment brands, wearable devices and other fitness software solutions.

Key customers

Xercise4Less, Absolutely Fitness, Basic-Fit, Snap Fitness, XSport, YMCA, Lemon Gym, Nrl Fitness Norway, HBX France, Trainmore, Team 360 Coaching and Newtown Athletic Club.

Plans for 2018

Expand our core service offering and integrations through open API, focused development of business intelligence, improve the UX of our system, and improve our support for regional differences across the world.

Shows attending in 2018

Elevate, Active Net, Meet the Top, SIBEC, IHRSA US, FIBO, Salon Body



Fitness, Gym Factory, Canfitpro, IHRSA Brazil, IHRSA Mercado, IHRSA European Congress, EHFF, FWTop and FitFair.

Key personnel

Hugo Braam

CEO and co-founder

Thomas Woods

UK Country Manager

"We're seeing higher retention rates than we've ever had and higher visitor numbers than we've ever had. We genuinely feel that's because we are creating more touch points with our members. They're more connected to our brand."

JOHN NASTA, DIRECTOR OF MARKETING, XERCISE4LESS

For more information please contact

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BEN DUGGAN

What year was your company established?

Established in 1988, WaterRower is an industry leading rowing machine manufacturer. Handmade in the USA, the WaterRower offers a low impact total body workout in a stylish package. Widely regarded as the most realistic simulation of on-water rowing, WaterRower is the official water rowing machine of British Rowing.

What is your product range?

Water resistance rowing machines of renowned quality and design. WaterRower rowing machines are available in a range of sustainable hardwood and metal frames to suit any environment. WaterRowers' sister brand NOHRD offers a range of stylish and space saving resistance training equipment including wall bars, hand weights, and an adjustable high/low pulley.

"WaterRower has been absolutely incredible. For us, the rower isn't just part of our program – it's the essential element. It's the core of our workout and our brand. We needed a partner, not a vendor, and that's what we got with WaterRower."

HELAIKE KNAPP, CITY ROW

Who are your key customers?

A wide range of independent gyms and boutique training studios. Various fitness chains including Orange Theory Fitness, Virgin Active and The Bannatyne Group.

Plans for 2018

New performance monitoring hardware, and group exercise training software

Which industry shows/events will you be attending this year?

IPO, FIBO, IHRSA, FILEX, ELEVATE.



Key personnel

Jason Armstrong

Managing Director

Ben Duggan

Head of Sales

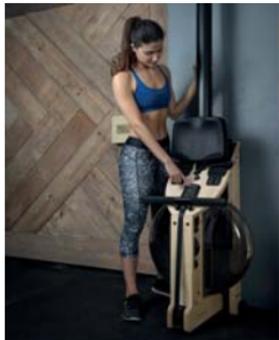
Steve Joy

Operations

For more information please contact

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POLAR
VIEW

CYCLING

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Wattbike

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Twitter: @wattbike

Facebook: www.facebook.com/wattbike

wattbike



STEVE MARSHALL

About us

Wattbike is the creator of the world's premier indoor bikes developed in association with world class athletes. Chosen by everyone from Olympic champions and health clubs to independent studios and personal trainers, the Wattbike's versatility has made it the go-to bike for all indoor cycling needs.

Product range and services

Wattbike Trainer – A low to medium 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 medium to high resistance version of the Wattbike Trainer.

Additional services

Wattbike have transformed bespoke spaces into Wattbike Zones for operators and studios, strengthened with motivating graphics to individualise their spaces. Power Cycling software takes indoor group cycling to a new level, with the ability to record, analyse and share all workouts via the smartphone app.

Key customers

Major health and fitness chains, independent fitness centres, boutique studios, elite sports teams, sports federations, National Governing Bodies, hospitality, home users, schools and universities, medical facilities, military and uniformed services.

Shows attending in 2018

Elevate, FIBO, IHRSA, SIBEC.

Plans for 2018

Wattbike are evolving their digital platform and their technical analysis. With small group training as a focus, users will also be able to gain more insight into their cycling using the all-new pedalling effectiveness score (PES) only available on Wattbikes.

Key personnel

Steve Marshall

UK Sales Manager

Gary Mason

Sales Manager – Military & Uniformed Services

Catherine Lineker

Sales Manager – Central

Rachell Crew

Sales Manager – North, Scotland and NI

Ray Redman

Sales Manager – London and South

Tom Crampton

Marketing Manager

For more information please contact

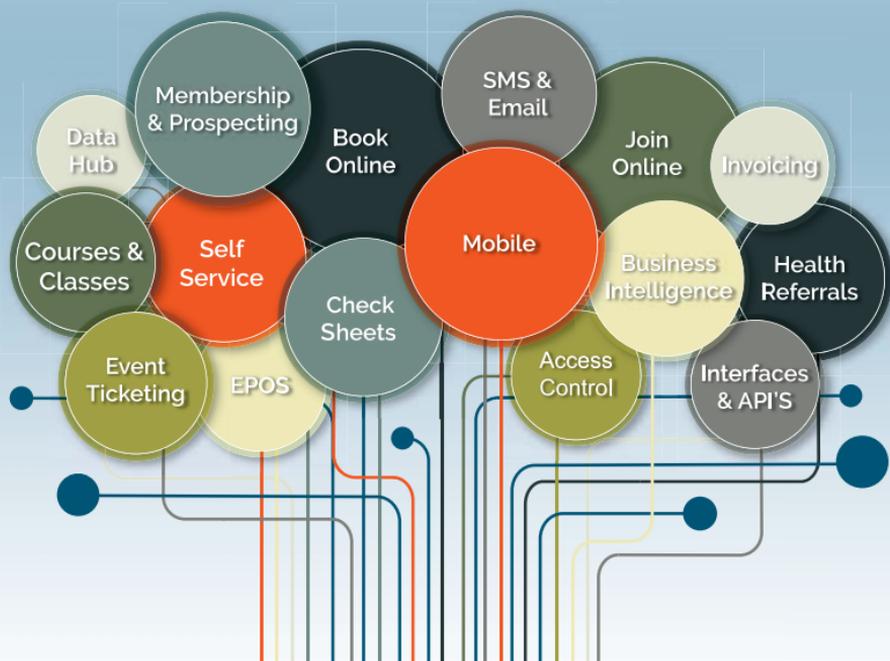
TEL: +44 (0)115 945 5450

EMAIL: sales@wattbike.com

WEB: www.wattbike.com

“We wanted to expand our indoor cycling programme, attract a broader range of customers and bring in different groups. Wattbike has that appeal and the response has been terrific. We say that our fitness proposition is for people who want to get fit, people who want to get fitter and for those who are training for competition. The Wattbike fits into all of those categories perfectly so it's a great partnership.”

JOHN OXLEY, Chief Operating Officer, Places for People Leisure



Making Data the Heartbeat of your Business

Xn Leisure Systems Ltd

85D Park Drive, Milton Park, Abingdon, Oxfordshire, OX14 4RY, UK

Tel: 0870 80 30 700

Email: info@xnleisure.com

Web: www.xnleisure.com

Twitter: [@xnleisure](https://twitter.com/xnleisure)

LinkedIn: [xn-leisure-systems-limited](https://www.linkedin.com/company/xn-leisure-systems-limited)



JASON WATTS

About us

Delivering exceptional service, attracting new members and building a network of loyal repeat customers – the success of your business depends on how well you are able to handle these important responsibilities. Xn make it easy to capture invaluable data needed to enhance the customer experience and create marketing communications that is personal, targeted and relevant.

Xn has multi-channel self-service solutions, fast track kiosks and tablet check ins. Memberships, bookings, event ticketing and payments are available via the web and mobile with customers able to admit themselves into your facility, reducing queues and minimising entry times.

Key customers

Our customers include Local Authorities, Trusts, Facility Management Companies, 24 Hour Low Cost Gyms, Climbing Centres, Ski Centres, Gymnastics Clubs and the Private Sector.

Plans for 2018

Exciting new web self service and Business Intelligence solutions join our portfolio in 2018 as we continually develop, focusing on market and our customers needs. The new solutions will improve customer access to online products, improve self sufficiency, data analysis, customer service and bring about a swift ROI.

Shows attending in 2018

SIBEC UK & EU • CLOA Events Elevate • Active.net Quest NBS and CIMSPA Conference.

Key personnel

Jason Watts
Sales Director

For more information please contact

TEL: 0870 80 30 700

EMAIL: info@xnleisure.com

WEB: www.xnleisure.com

“Whether new or an expanding system you have a great partner to work with at Xn Leisure. In today’s leisure provision, IT is so integrated and relied upon in all facets of the business, real experience and leisure knowledge is a must. The future of the business will be ever changing and Xn are working hard today to develop these ideas and concepts to give the confidence that you have chosen the right system”

PHIL WHITE, HEAD OF IT, PLACES FOR PEOPLE LEISURE

Industry organisations

National and international fitness sector associations listed in alphabetical order

American College of Sports Medicine (ACSM)

Email publicinfo@acsm.org

Web www.acsm.org

Description ACSM is the largest sports medicine and exercise science organisation in the world.

British Association of Sport and Exercise Sciences (BASES)

Email enquiries@bases.org.uk

Web www.bases.org.uk

Description BASES is the professional body for all those with an interest in the science of sport and exercise.

British Universities & Colleges Sport (BUCS)

Email info@bucs.org.uk

Web www.bucs.org.uk

Description The national governing body for higher education sport in the UK, a membership organisation with charitable status.

Capre (Children's Activity Professionals Register)

Email info@skillsactiveregisters.org

Web www.skillsactive.com

Description Capre, owned and operated by SkillsActive, is an independent register for individuals working in the children's physical activity industry.

Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

Email info@cimspa.co.uk

Web www.cimspa.co.uk

Description Launched in 2011, CIMSPA is the professional development body for the UK's sport and physical activity sector.

Chief Culture & Leisure Officers Association (CLOA)

Email info@cloa.org.uk

Web www.cloa.org.uk

Description Exclusively represents senior strategic leaders managing public sector cultural, tourism and sport services.

Club Managers Association of Europe

Email debbie.goddard@cmaleurope.eu

Web www.cmaleurope.org

Description A non-profit making professional association with members involved in the management of sports clubs (golf, tennis, sailing and other sports), health & fitness clubs, leisure, city and dining clubs.

EuropeActive

Web www.europeactive.eu

Description EuropeActive – formerly the European Health and Fitness Association – is the leading not-for-profit organisation representing the whole of the European health and fitness sector in Brussels.



BUCS – more than 50 sports, from archery to ultimate

PHOTO: SHUTTERSTOCK.COM



RAPS drives professionalism in the aquatic sector

European Register of Exercise Professionals (EREPS)

Email membership@ereps.eu

Web www.ereps.eu

Description A pan-European system, EREPS is an independent process for the registering of all instructors, trainers and teachers working across Europe in the exercise and fitness sector.

Inclusive Fitness Initiative (IFI)

Email SBFraser@efds.co.uk

Web www.efds.co.uk

Description Leads the way in providing accessible physical activity and in increasing participation amongst disabled people.

International Health, Racquet and Sportsclub Association (IHRSA)

Email info@ihrsa.org

Web www.ihrsa.org

Description IHRSA is a trade association serving the health club and fitness industries worldwide.

International SPA Association (ISPA)

Email ispa@ispastaff.com

Web www.experienceispa.com

Description Recognised worldwide as the professional organisation and voice of the spa industry, representing health and wellness facilities and providers in more than 70 countries.

Register of Aquatic Professionals (RAPs)

Email info@skillsactiveregisters.org

Web www.aquaticregister.org

Description An independent public register of aquatic professionals, governed in partnership with the ASA, RLSS and STA.

Register of Exercise Professionals (REPs)

Email info@exerciseregister.org

Web www.exerciseregister.org

Description REPs is an independent, public register which recognises the qualifications and expertise of health-enhancing exercise instructors in the UK, providing a system of regulation for instructors and trainers. ▶

► SkillsActive

Web www.skillsactive.com

Description The Sector Skills Council for active leisure, learning and wellbeing, working across the seven sectors of sport, fitness, the outdoors, caravans, playwork, hair and beauty.

sporta

Email info@sporta.org

Web www.sporta.org

Description sporta is a membership association that represents cultural and leisure trusts and social enterprises throughout the UK.

Sport England is building an active nation for everyone



Sport and Recreation Alliance

Email info@sportandrecreation.org.uk

Web www.sportandrecreation.org.uk

Description An umbrella body for sport and recreation in the United Kingdom, representing 320 organisations such as the FA, the RFU, British Athletics, British Rowing and the Exercise Movement and Dance Partnership.

Sport England

Email info@sportengland.org

Web www.sportengland.org

Description Sport England works to increase the number of people who take part in sport regularly, and with the new government sport strategy will broaden its focus to encompass other forms of physical activity.

ukactive

Email info@ukactive.org.uk

Web www.ukactive.com

Description A body existing to serve any organisation in the United Kingdom with a role to play in, or benefit to be gained from getting more people, more active, more often.

UK Spa Association (SPA-UK)

Email info@spa-uk.org

Web www.spa-uk.org

Description SPA-UK supports and advances the spa industry and its employees, representing the entire sector with one voice.

Youth Sport Trust

Email info@youthsporttrust.org

Web www.youthsporttrust.org

Description An independent charity devoted to changing young people's lives through sport.

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Gympass
www.gympass.com

MoveGB
www.movegb.com
payasUgym
www.payasugym.com

ACCESS CONTROL

Nomical
www.nomical.com

AIR CONDITIONING

Big Ass Fan Company
www.bigassfans.com

Daikin Airconditioning UK Ltd
www.daikin.co.uk

Mitsubishi electric europe
www.mitsubishielectric.co.uk

ARCHITECTS/DESIGNERS

Archer Architects
www.archerarchitects.co.uk

The Gym Designer
www.thegymdesigner.co.uk

Mass Designers
www.massdesigners.com

Saturn Projects
www.saturnprojects.com

Zynk Design
www.zynkdesign.com

ASSOCIATIONS/ TRADE BODIES

**Amateur Swimming
Association ASA**
www.swimming.org

Badminton England
www.badmintonengland.co.uk

British Weight Lifting
www.britishweightlifting.org

CIMSPA
www.cimspa.co.uk

**IDEA Health & Fitness
Association**
www.idealift.com

IHRSA
www.ihrsa.org

sporta
www.sporta.org

**The Swimming Teachers
Association STA**
www.sta.co.uk

ukactive
www.ukactive.com

AV/MULTIMEDIA/SOUND

AB Audio Visual
www.abaudiovisual.co.uk

BroadcastVision LLC
www.broadcastvision.com

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

Pellikaan Construction
www.pellikaan.com

Willmott Dixon Limited
www.willmottdixon.co.uk

CATERING SUPPLIES

Equipline Ltd
www.equipline.co.uk

CHILDREN'S FITNESS

Cyber Coach
www.cyber-coach.co.uk

EQ Fitness
www.eqfitness.co.uk

Gymkids
www.veqtor.co.uk

IDEA
www.ideaeactive.com

Teachsport
www.teachsport.org

CLEANING

AddGards Ltd
www.addgards.com

Bonasytems Ltd
www.bonasytems.com

Diversey Care
www.diversey.com

Duplex Cleaning
www.duplex-cleaning.com

Ecosense Cleaning
www.ecosense-cleaning.co.uk

Gojo
www.gojo.com

Gym Guard
www.gymguard.co.uk

Indepth Hygiene Services
www.indepthhygiene.co.uk

Miele Professional
www.miele-professional.co.uk

CLIMBING WALLS

Innovative Leisure
www.innovativeleisure.co.uk

CLOTHING/FOOTWEAR

Blu Leisure Ltd
www.bluleisure.co.uk

Corporate Trends
www.corporatestrends.co.uk

Kylemark
www.kylemarkworkwear.co.uk

Leisureward Direct
www.leisurewarddirect.com

Simon Jersey
www.simonjersey.com

Taylor Made Designs
www.taylormadedesigns.co.uk

CLOUD BASED SOLUTIONS

Nomical
www.nomical.com

COMPUTER SYSTEMS/ SOFTWARE

Book4Time
www.book4time.com

Booker Software
www.booker.com

Cascade3d
www.cascade3d.com

Concept Software Systems
www.csscorporat.com

Delta Computers
www.deltacomputerservices.co.uk

eGym GmbH
www.egym.com

ESP Leisure

www.e-s-p.com

eXerp

www.exerp.com

EZ Runner

www.ez-runner.com

Front Desk Inc

www.frontdeskhq.com

Glofox

www.glofox.com

Green 4 Solutions

www.green4solutions.com

Gumnut Systems International

www.gumnuts.com

iGo Figure Inc

www.igofigure.com

Inta Fitness

www.intafitness.com

Intelligenz Solutions

www.intelligenzsolutions.com

Leisure Safety Link

www.intafitness.com

Mindbody Inc

www.mindbodyonline.com

OF5

www.of5software.biz

Paradigm Shift

www.paradigmshift.com

Perfect Gym

www.perfectgym.com

Planday

www.planday.com

Premier Software Solutions

www.premiersoftware.co.uk

Quinyx

www.quinyx.com

Real Time Leisure

www.realtimeleisure.com

ResortSuite

www.resortsuite.com

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

Xpiron Inc

www.xpiron.com

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www.asic-leisure.com

Clear Innovations Ltd

www.clear-innovations.co.uk

GET Solutions

www.getsolutions.co.uk

GG Fit Ltd

www.ggfit.com

Impact Spa Leisure & Fitness

www.impactslf.co.uk

Leisure-net Solutions Ltd

www.leisure-net.org

Oxygen Consulting

www.oxygen-consulting.co.uk

The Project Network & Co

www.theprojectnetworkandco.com

Right Directions

www.rightdirections.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

FaulknerBrowns Architects

www.faulknerbrowns.co.uk

Resolution Design Ltd

www.resolutiondesign.co.uk

WTS International

www.wtsinternational.co.uk

DISABLED ACCESS**The Active Hands Company**

www.activehands.com

EvacChair International Ltd

www.evachair.co.uk

DRINKS – NON-ALCOHOLIC**A G Barr plc**

www.agbarr.co.uk

Britvic Soft Drinks

www.britvic.com

iPro Sport Distribution

www.iprosport.com

Lucozade Sport / Suntory

www.lucozade.com

Nestle Waters

www.nestle-waters.com

The Red Bull Company Ltd

www.redbull.com

Twinnings Teas

www.twinnings.co.uk

Vita Coco

www.vitacoco.co.uk

Vitapure Drinks Company

www.vitastream.co.uk

ENERGY MANAGEMENT**British Gas Business**

www.britishtgas.co.uk/business

The Energy Desk

www.theenergydesk.co.uk

EvoEnergy

www.evoenergy.co.uk

Powermaster

www.power-master.co.uk

Pure World Energy

www.pureworldenergy.com

RES Renewable

Energy Systems

www.res-group.com

**ENVIRONMENTAL
SERVICES****The Carbon Trust**

www.carbontrust.com

Ozofresh

www.ozofresh.co.uk

EVENT MANAGEMENT**Elevate**

www.elevatearena.com

FIBO

www.fibo.com/en

Forum Events

www.forumevents.co.uk

New Events Ltd

www.neweventsltd.com

SIBEC

www.sibecvents.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

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

Bodystat
www.bodystat.com

Derwent Healthcare Ltd
www.derwenthealthcare.com

Fitech UK
www.fitech.co.uk

fitosophy Inc
www.getfitbook.com

FitQuest
www.mieftquest.com

InBody
www.inbody.com

Leisure Vend
www.leisurevend.co.uk

Myzone
www.myzone.org

POWERbreathe
www.powerbreathe.com

Styku
www.reactfitness.com

Tanita Europe BV
www.tanita.eu

FITNESS EQUIPMENT

Absolute Performance
www.aperformance.co.uk

Airex AG
www.my-airex.com

Align-Pilates
www.align-pilates.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

Concept2 Ltd
www.concept2.co.uk

Core Health and Fitness
www.corehandf.com

Coretex
www.thecoretex.co.uk

Cranlea & Company
www.cranlea.co.uk

CV Gym Services
www.cvgymsservices.co.uk

Cybox International UK Ltd
www.cyboxintl.com

Dance Machine
www.pulsedancemachine.co.uk

Dyaco UK Ltd
www.dyaco.com

Eleiko Sport AB
www.eleikosport.se

Ergo-Fit GmbH
www.ergo-fit.de

Escape Fitness
www.escapefitness.com

ESP Fitness
www.esp-fitness.com

EXF Perform Better Europe
www.xf-fitness.com

Exigo
www.exigostrength.com

The Fit Group
www.thefitgroup.co.uk

Fit4Sale USA Inc
www.fit4sale.com

FitBox Virtual
www.fitboxvirtual.com

FitLinxx UK
www.fitlinxx.net

Fitness Anywhere/TRX
www.trxtraining.com

Fitness Superstore
www.fitness-superstore.co.uk

Fitness Systems Limited
www.fitnesssystems.co.uk

Fitness Warehouse Ltd
www.fitnesswarehouseuk.com

Fitness-Mad
www.fitness-mad.com

FitPro
www.fitpro.com

Fitter International Inc
www.fitter1.com

Flown AB
www.flown.com

FreeMotion Fitness
www.freemotionfitness.co.uk

Gamerize
www.gamerize.net

Gen3 Kinematics
www.gen3kinematics.com/home.php

Gervasport
www.gervasport.bg

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

Icarus
www.icarus.com

Idass

www.idass.com

Indigo Fitness

www.indigofitness.com

Indoor Walking

www.indoorwalking.net

Indoorcycling Group - ICG

www.teamicg.com

Intenza Fitness

www.intenzafitness.com

iRobic Ltd

www.irobicsshop.co.uk

Iron Grip Barbell Company

www.iron Grip.com

Johnson Health Tech UK Ltd

www.johnsonfitness.com

Jordan Fitness

www.jordanfitness.com

Jump rope

www.jump rope.com

Keiser UK Ltd

www.keiseruk.com

Leisure Lines (GB) Ltd

www.leisurelinesgb.co.uk

Les Mills UK

www.lesmillsuk.com

Life Fitness

www.life fitness.com

Mad Dogg Athletics

www.maddogg.com

Marpo Kinetics

www.marpokinetics.com

Marsden Weighing Group

www.marsden-weighing.co.uk

Matrix Fitness Systems Ltd

www.matrixfitness.co.uk

Medimotion

www.medimotion.co.uk

MedX Germany

www.medxonline.co.uk

Merrithew

www.merrithew.com

Milon Fitness

www.milonfitness.co.uk

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

Powerhouse Fitness

www.powerhouse-fitness.co.uk

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

Recreation Fitness

www.recreation-fitness.co.uk

RealRyder International LLC

www.realryder.com

Reaxing

www.reaxing.com

Reiver Fitness

www.reiverfitness.com

Rethink Motion

www.rethinkmotion.com

Rubicon Sports

www.rubiconsports.co.uk

Rugged Interactive

www.rugged-interactive.com

SAQ International

www.saqinternational.com

Schwinn

www.schwinn.com

SCIFIT Ltd (UK)

www.scifit.uk.com

SoloStrength

www.solostrength.com

Speedfitness Ltd

http://www.miha-bodytec.com

Spivitech Ltd

www.spivitech.com

SportsArt

http://gospartsart.com

Stages Cycling

www.stagesindoorcycling.com

Strive Enterprises, Inc

www.strivefit.com

Technogym UK Ltd

www.technogym.com

TEK Fitness Ltd

www.tekfitness.co.uk

Telju Commercial Fitness

www.teljucommercialfitness.com

ThoraxTrainer

www.thoraxtrainer.com

Total Gym Solutions

Tel: +44 (0)115 752 9548

True Fitness Technology

www.truefitness.com

TRX/Fitness Anywhere

www.trxtraining.com

TuffStuff Fitness Equipment

www.tuffstuff.net

Ushomi

www.ushomi.co.uk

Vibrogym UK

www.vibrogymprofessional.co.uk

WaterRower

www.waterrower.co.uk

Wattbike Ltd

www.wattbike.com

WeBuyAnyGym

Equipment.Com

www.webuyanygymequipment.com

Wexer Holdings

www.wexer.com

Woodway GmbH

www.woodway.de

World Sales Alliance

www.wsalliance.com

Xendon AB

www.xendon.com

Yoga-Mad

www.yogamad.com

York Fitness

www.yorkfitness.com

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FITNESS PROGRAMMES**ActivTrax**

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Beachbody, LLC

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Cyberrobics GmbH

www.cyberrobics.com

Everyone Active

www.everyoneactive.com

FitBox

www.fitboxvirtual.com

FITNESS PROGRAMMES

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FitPro

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Future Fit Training

www.futurefit.co.uk

Jekajo Dance

www.jekajodance.com

Les Mills UK

www.lesmillsuk.com

Momentum Business Development

www.momentumbd.co.uk

Nordic Walking/ Exercise Anywhere

www.nordicwalking.co.uk

Running Unlimited

www.runningunlimited.net

SAQ International

www.saqinternational.com

Speedflex Europe Ltd

www.speedflex.com

Spirit Health Clubs

www.spirithealthclubs.com

TRAINFITNESS

www.trainfitness.com

Tube Boxing

www.tubeboxing.co.uk

Ultimateinstability

www.ultimateinstability.com

Wellbeats UK

www.wellbeats.co.uk

Wexer Holdings LLC

www.wexer.com

FITNESS SERVICING

Health Club News

www.healthclubnews.org

Servicesport UK

www.servicesport.co.uk

FLOORING

Ecore

www.ecoreintl.com

Gerflor

www.gerflor.com

Granwood Flooring

www.granwood.co.uk

IDASS Fitness

www.idass.com

Junckers

www.junckers.co.uk

Pavigny

www.pavigny.com

Respol Flooring Solutions

www.respol.co.uk

Total Vibration Solutions

www.totalvibrationsolutions.com

TVS Group

www.tvs-group.co.uk

TVS Sports Surfaces

www.floors4gym.com

FOOD/FOOD SERVICE

Aimia Foods

www.aimiafoods.com

Fresh Fitness Foods

www.freshfitnessfoods.com

Gyms Diner

www.gymsdiner.co.uk

Nestle Professional

www.nestleprofessional.co.uk

FITNESS FRANCHISES

9Round

www.9round.com/fitnessfranchise

ActivKids

www.activkids.co.uk

Anytime Fitness

www.anytimefitness.co.uk

Barry's Bootcamp

www.barrysbootcamp.com

Crunch Fitness

www.crunch.com/franchise

The énergie Group

www.energiefitnessclubs.com

F45

www.f45training.com/own-an-f45

Fitness4less

www.fitness4less.co.uk

Fitness Space

www.fitnessspace.com

Golds Gym

www.goldsgym.co.uk

Jetts

www.jetts.com.au

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

TRIB3

www.trib3.co.uk

truGym.co.uk

www.trugym.co.uk

Vivafit

www.vivafit.eu

World Gym International

www.worldgym.com/franchising

Xtravaganza

www.xtravaganza.uk.com

GYM KIOSKS

Gym Budd-e

www.gymbudde.com

HEALTH/NUTRITION

Bodyfire Ltd

www.jhbodyfire.com

David Health Solutions

www.david.fi

Kinetica Sports

www.kineticsports.com

Maxinutrition

www.maximuscle.com

Mytime Active

www.mytimeactive.co.uk

Supervitality

www.supervitality.me

Ultralife Healthcare Limited

www.ultralifeshop.co.uk

Weightplan Ltd

www.weightplan.com

INSURANCE

Independent Solutions

www.independent-solutions.co.uk

FitPro Insurance

www.fitpro.com

John Ansell & Partners

www.ansell.co.uk

Professional Fitness Insurance

www.professional-fitness.co.uk

Protectivity

www.protectivity.com

LEAD OPTIMISER

Optilead

www.optilead.co.uk

LEGAL SERVICES

Christopher Davidson

Solicitors LLP

www.cdlaw.co.uk

Citation

www.citation.co.uk

LEISURE PRODUCTS

JP Lennard

www.jplennard.com

LIGHTING

Lightmasters UK Ltd

www.lightmasters.co.uk

Sill Lighting

www.sill-uk.com

LOCKERS

Craftsman Lockers Ltd
www.craftsman-quality-lockers.co.uk

Crown Sports Lockers
www.crownsportlockers.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

Prospec
www.prospec.co.uk

Ridgeway Furniture
www.ridgewayfm.com

Safe Space Lockers
www.safespacelockers.co.uk

MEMBERSHIP/RETENTION

Ashbourne Management Services
www.ashbournemanagement.co.uk

Book4Time
www.book4time.com

Booker Software
www.booker.com

Brightlime
www.brightlime.com

Cap2 Solutions
www.cap2solutions.co.uk

Clubwise Software
www.clubwise.com

EZ-Runner Systems
www.ez-runner.com

Fisikal
www.fisikal.com

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.paradigmshift.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

MOBILE MARKETING

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www.netpulse.com

Power2SMS
www.power2sms.co.uk

MUSIC/FILM LICENSING

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www.filmbank.co.uk

PPL
www.ppluk.com

PRS for Music
www.prsformusic.com

MYSTERY SHOPPER

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www.proinsight.org

PRINT SERVICES

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www.innovations4leisure.co.uk

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Human Kinetics
www.humankinetics.com

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www.thefitco.com

Gym-Partners
www.gym-partners.co.uk

SAFETY

Aspect Safety Mirrors ASM
www.aspectsafetymirrors.co.uk

IQL
www.riss.org.uk

RD Health & Safety
www.rdhealthandsafety.co.uk

Action PR
www.actionpr.co.uk

Big Fish PR
www.bigfishpublicrelations.co.uk

Big Wave Media Ltd
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CFM
www.cfm.net

Enjoy Marketing
www.enjoymarketing.co.uk

Fitness Life Marketing
www.fitnesslifemarketing.com

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www.growthfitnessmarketing.com

Hattrick marketing
www.hattrickmarketing.com

Incentivated Ltd
www.incentivated.com

Momentum
www.mbd.today

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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/TEAM

Dalesauna Ltd
www.dalesauna.co.uk

Klafs
www.klafs.com

MagMed Limited
www.magmed.com

Mr Sauna
www.mrsauna.co.uk

SAUNA/STEAM *Continued*

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www.tylolife.co.uk

Unbescheiden

www.unbescheiden.com

Vi Spa Experience Rooms

www.vi-spa.co.uk

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All Right Now Ltd

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Camlock

www.camlock.com

City Lockers

www.citylockers.co.uk

Codelocks

www.codelocks.co.uk

Gantner Technologies

www.gantner.com

ievo Ltd

www.ievoreader.com

Inner Range

www.innerrange.com

Lowe & Fletcher

www.lowe-and-fletcher.co.uk

Ojmar S.A.

www.ojmar.es

Omega Security

www.omegasecuritysystems.co.uk

SAG Schulte Schlagbaum AG

www.sag-schlagbaum.com

Simple Locking Solutions Ltd

www.simplelockingsolutions.co.uk

SERVICE & REPAIR

CV Gym Services

www.cvgymservices.co.uk

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www.horne.co.uk

Kohler Mira/Rada

www.radacontrols.com

Purus

www.purusgroup.com

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www.barrandwray.com

Cheshire Wellness

www.cheshirewellness.co.uk

Dalesauna Ltd

www.dalesauna.co.uk

GeoSpa

www.geospa.de

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www.inviion.com

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www.klafs.com

MillaAquia Ltd

www.millaquia.co.uk

Schletterer

www.schletterer.com

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www.stone-forest.co.uk

Thermarium

www.thermarium.com

Unbescheiden

www.unbescheiden.com

SPORTS DRINKS/ SUPPLEMENTS

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www.bio-synergy.co.uk

Cellucor

www.cellucor.com

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www.forgoodnessshakes.com

GlaxoSmithKline/GSK

www.gsk.com

Inkospor

www.nutritionfirst.uk.com

iPro Sport

www.iprosport.com

Multipower Sportsfood

www.multipoweruk.com

NRG Fuel Sports Nutrition

www.nrgstop.com

Nutrichem diet +

pharma GmbH

www.nutrichem.de

Viva Beverages

www.vivabeverages.com

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66fit Limited

www.66fit.com

Cardinal Sports

www.cardinalsports.co.uk

Ceetex Leisure Ltd

www.ceetex.co.uk

Harrod UK

www.harrod.uk.com

JP Lennard

www.jplennard.com

Kingswood Leisure Services

www.kingswoodleisuredirect.co.uk

Mark Harrod

www.markharrod.com

Mirrors for Training

www.mirrorsfortraining.co.uk

Newitts.com

www.newitts.com

Physique Sports

www.physiquesports.co.uk

SAQ International

www.saqinternational.com

Suunto/Amer Sport

www.amersports.com

Trion:Z

www.trionz.co.uk

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www.koolpak.co.uk

Pepperfit

www.pepperfit.com

PHYSIOLAB

www.physiolab.com

Physique Management Company

www.physique.co.uk

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Shopworks

www.theshopworks.com

Staffmis Limited

www.staffmis.com

Quinix

www.quinix.com

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www.cloakroom.co.uk

SUNBEDS/TANNING

Helionova

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Sunbed & Leisure

Systems (UK) Ltd

www.sunbedandleisure.co.uk

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Schaumstoffwerk

www.berleburger.com

Conica Sports Surfaces

www.conica.bsf.com

Sports Surfaces (UK) Ltd

www.sportsurfacesuk.com

TVS Group

www.tvs-group.co.uk

SWIMMING POOLS

Barr + Wray

www.barrandwray.com

Certikin International

www.certikin.co.uk

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www.cheshirewellness.co.uk

Clearwater Enviro Ltd

www.clearwaterenviro.co.uk

HeatPumpsForPools Ltd

www.heatpumpsforpools.com

JC Leisure Solutions

www.jcleasuresolutions.com

Plastica

www.plasticapools.com

PPF Servicing Ltd

www.ppfservicing.co.uk

SWIMWEAR

Speedo

www.speedo.co.uk

Zoggs International

www.zoggs.com

TILING/CERAMICS

Floor Gres Ceramiche

www.floorgres.it

Johnson Tiles

www.johnson-tiles.com

TRAINING

Active IQ

www.activeiq.co.uk

Active IQ Academy

www.activeiqacademy.com

Amac Training

www.amactraining.co.uk

Becky Adlington's SwimStars

www.beckyadlingtonsswimstars.com

Bodylogic Fitness

www.bodylogic-fitness.com

www.bodylogic-fitness.com

Bucks New University

www.bucks.ac.uk

Class Finder

www.classfinder.org.uk

Clubbercise

www.clubbercise.com

Club Training

www.club-training.com

Discovery Learning

www.discovery.uk.com

Diverse Trainers

www.diversetrainers.co.uk

European Institute of Fitness

www.eifitness.co.uk

FitPro / PTontheNet

www.fitpro.com

Focus Training

www.focus-training.com

Freedom Leisure

www.freedom-leisure.co.uk

Games Education

www.hotspottraining.com

Icon Vocational Training

www.icon-training.com

Leisure Industry

www.leisureindustryacademy.com

Lifetime Training

www.lifetimetraining.co.uk

London Leisure College

www.londonleisurecollege.com

Loughborough College

www.loughcoll.ac.uk

Mbodies Training Academy

www.mbodiesacademy.com

MediFit Corporate Services

www.medifit.com

miha bodytec

www.miha-bodytec.com

Motive8

www.m8group.co.uk

Moulton College

www.moulton.ac.uk

National Studio Cycling Register (NSCR)

www.nscr.co.uk

Origym Centre of Excellence

www.origym.co.uk

Oxford Brookes University

www.brookes.ac.uk

Professional Fitness

& Education Ltd

www.pfetraining.co.uk

Pegasus Training

www.pegasustraining.co.uk

Pilates Training Solutions

www.pilatestrainingsolutions.co.uk

Pocketfit Training

http://pocketfittraining.co.uk

Premier Training

International

www.premierglobal.co.uk

St Mary's University College

www.smuc.ac.uk

Thump Boxing

www.thumpboxing.com

Top Lodge Leisure Ltd

www.top-lodge.co.uk

ukactive

www.ukactive.com

Ushomi

www.ushomi.co.uk

The Wright Foundation

www.wrightfoundation.com

YBfit Training

www.ybfit.co.uk

YMCA Fitness

Industry Training

www.ymcafit.org.uk

Yoga Professionals

www.yogaprofessionals.net

VENDING EQUIPMENT

Hydroplus

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Nestle Professional

www.nestleprofessional.co.uk

VENTILATION

Indepth Hygiene

Services Ltd

www.indepthhygiene.co.uk

WASHROOMS/ BATHROOMS

Venesta Washroom

Systems

www.venesta.co.uk

WATER LEISURE/ WATER TREATMENT

Hanovia

www.hanovia.com

JC Leisure Solutions

www.jcleasuresolutions.com

Topline Electronics

www.topline.uk.net

uwe JetStream

www.uwe.de

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Use the Product Selector (see pages 252-259) to find the item you need and choose a supplier. You can then find contact details for your chosen supplier in this listing

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ACTIVE IQ ACADEMY

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Email: info@activeiqacademy.co.uk
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www.activofitness.com

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www.activtrax.com

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www.allianceandgeneral.co.uk

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www.alterg.com

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www.amactraining.co.uk

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Email: customerservices@swimming.org
www.swimming.org

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www.anytimefitness.co.uk

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www.anytimeleisure.co.uk

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www.archerarchitects.co.uk

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www.ashbourne-memberships.co.uk

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Email: rohun@aslc-leisure.com
www.aslc-leisure.com

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www.authentic8id.com

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BARR & WRAY

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Email: sales@barrandwray.com
www.barrandwray.com

BBE BOXING

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Email: sales@yorkfitness.co.uk
www.bbe-boxing.com

BEACHBODY, LLC

Tel: +1 333 202 3401
 Email: privacy@beachbody.com
 www.beachbody.co.uk

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 info@beckyadlingtonsswimstars.com
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BIG ASS FANS

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 www.bigassfans.com

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 www.bluleisure.co.uk

BODY BIKE INTERNATIONAL A/S

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 www.bodybike.com

BODYFIRE LTD

www.jhbodyfire.com

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BODYPOWER SPORTS PLC

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 www.fitness-superstore.co.uk

BODYSTAT

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BONASYSTEMS LTD

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 www.ansell.co.uk

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 Email: natasha.martin@britishgas.co.uk
 www.britishgas.co.uk/business

BRITISH WEIGHT LIFTING

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 Email:
 enquiries@britishweightlifting.org
 www.britishweightlifting.org

BRITVIC SOFT DRINKS

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 Email: enquiries@brivic.co.uk
 www.brivic.com

BROADCASTVISION LLC

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 www.broadcastvision.com

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 www.camlock.com

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 www.cap2solutions.co.uk

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 Email: customercentre@carbontrust.co.uk
 www.carbontrust.com

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Email: sales@codelocks.co.uk
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CONCEPT2 LTD

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