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Welcome to the HCM Handbook 2019

The gym member penetration rate across the UK is sitting tight at 14.9 per cent, so let's take on the challenge of broadening consumer adoption to hit the 20 per cent mark. One quick fix – making the most of the grey pound.

This growing baby boomer cohort really value their health, now that they're getting older. Armed with the time and finances to join the gym, combined with customer loyalty to fitness brands prioritising their distinct needs, the potential rewards here could be substantial.

A whopping 70 per cent of the nation's wealth is held by the over-50s, yet they account for just 20 per cent of public leisure facility memberships – and usage rates for the over-65s account for only 9 per cent of visits. So there's clear avenues of opportunity for operators to tap more into this growing sector.

Owing to real-time information on millions of older consumer lifestyles and activity habits, the industry is also already prepped to appreciate participation outcomes and social impacts, enabling operators to attract and retain the potential rewards of this ageing population.



Targeted customisation like short 5, 10 and 20-minute workouts, live classes featuring similarly-aged instructors modelling exercises for the older market, meditation pods and breathing chairs being installed for relaxation, friendship tables being set up in dementia-friendly cafés, and education programmes being offered on health, nutrition and self would provide a one-stop shop, encouraging the over-50s to stay active, find new friendship groups and really maintain their health and wellbeing.

Although many providers are on the bandwagon, rolling out accessible and inclusive facilities, activities and pricing strategies, a cumulative nationwide roll out would have a dramatic impact. ukactive and Sport England are on the ball, calling on leisure facilities to be replaced with community-focused wellness hubs.

By combining strategies and working as a team, we'll have real impact, make a real difference and reap the remuneration.

Helen Patenall, editor

HCM Handbook

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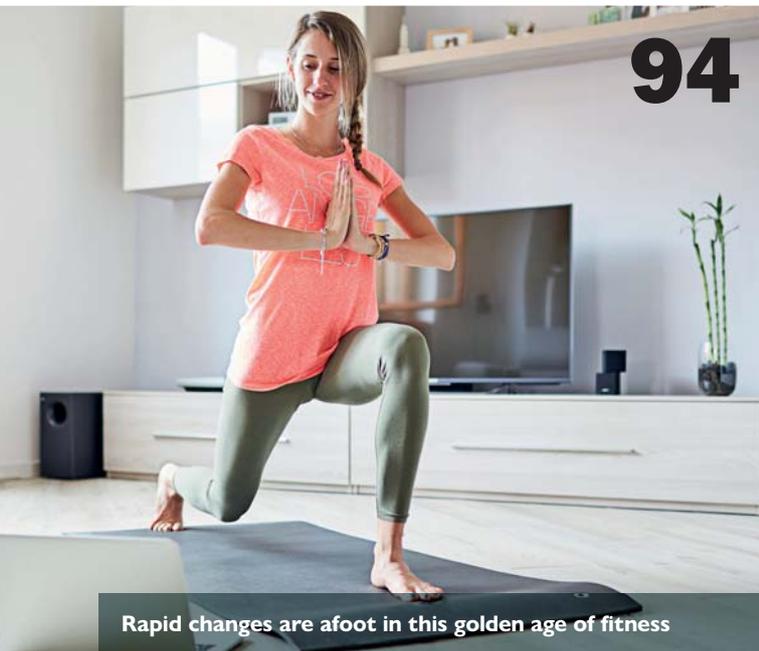
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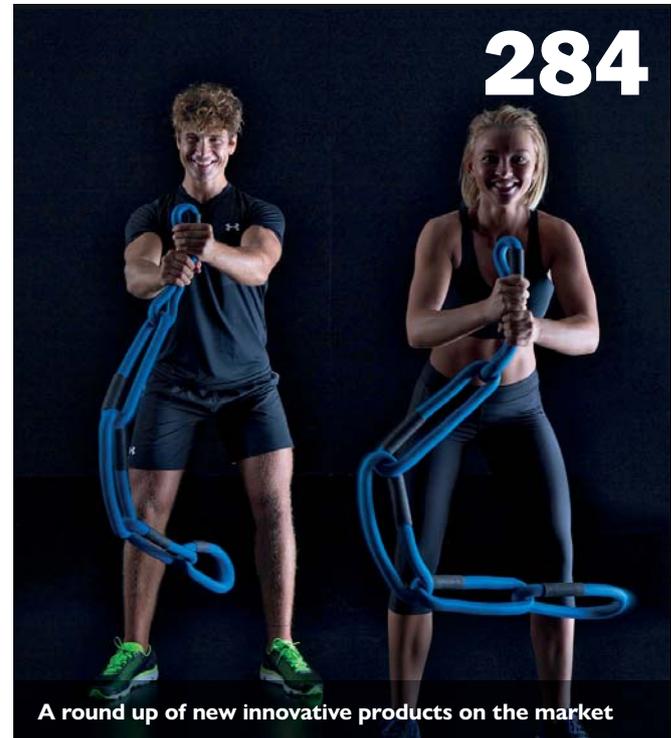


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HCM HANDBOOK 2019

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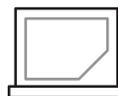
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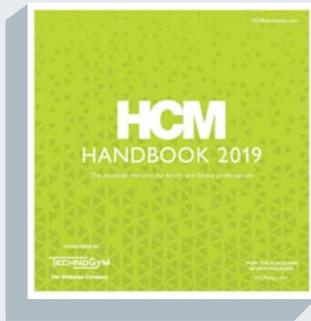
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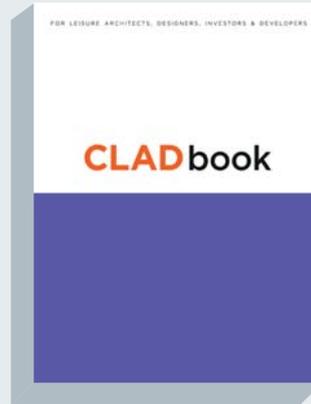
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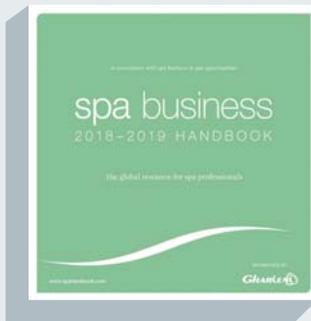
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HCM Fitness Trends 2019

We know things like wearables, HIIT training and functional fitness are hot, but what's coming down the track? Liz Terry looks further ahead for the 2019 edition of HCM Fitness Trends

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Numbers do not indicate a ranking



PHOTO: SHUTTERSTOCK/FLAMINGO IMAGES

Having motivated members raises levels of intensity within the gym for everyone

RAISING THE GAME

1. TRAIN LIKE AN ATHLETE

The explosion of social media, specialist TV and the growing professionalism of sport has given star athletes huge reach, enabling us to understand their training and nutrition programmes and driving a trend we're calling 'Train like an Athlete'.

Ambitious gym members will demand support in ramping up their in-club training regimes to emulate their sporting icons.

The trend will be boosted by the growing expertise of PTs, exercise professionals and

sports scientists who are building careers in the industry, giving members access to support with technique and motivation.

The trend will impact the industry in areas, such as gym floor layout, programming, group classes, the specification of equipment, marketing and endorsements.

It will enable operators to attract more sportspeople into membership and will bring some of the determination, stoicism, discipline and energy of sport into the gym.



PHOTO: X-POENTIAL-CYCLEBAR

Franchising is suited to the current stage of the economic lifecycle for fitness

NEXT PHASE OF GROWTH

2. FRANCHISING

The current stage of the fitness market lifecycle is perfect for franchises, who can identify local markets and new customer groups and build business around these opportunities.

These types of operations suit entrepreneurs, who invest their own money and passion and are committed to delivering a personalised service and really driving the growth of their businesses, as it's challenging for corporates to work at this scale.

It's also a great opportunity for

ambitious PTs who want to develop their careers. Many who started work in the sector during the rapid growth of the industry in the 2000s are now experienced and at a life stage where they need to support a family.

For them, the opportunity to own their own gym is very attractive and the more ambitious and entrepreneurial will be drawn to the many franchise packages which are coming on-stream, creating a strong source of

customers for franchise packages.

This trend is coinciding with changes on the high street where retailers' profits are being undermined by online sales. This is forcing them to reduce the size of their estates and shed prime locations, and is opening up a source of vacant real estate to be repurposed for fitness.

This in turn is creating a good supply of sites which suit the needs of fitness franchise businesses and enable this market to grow. ▶

GYM AS TV STUDIO

3. LIVE STREAMING

Content is king and the fitness market is seeing a battle for domination in the provision of content to be streamed for home and virtual workouts.

This trend is opening up opportunities for operators to partner with tech companies and suppliers to enable live streaming and filming in clubs.

We expect to see more gyms being designed like film studios, with permanent camera mounting points and professional lighting systems to enable regular filming to take place.

We'll also see the development of more in-club televisual, clearly instructed workouts which work on virtual and live streaming, to enable operators to tap into this revenue source and brand-building marketing opportunity.

4. BOXING

It's been a slow burn to get to this point, but we expect boxing-related gym concepts to experience a strong phase of growth over the next three years as more retiring boxing icons make their way into the fitness industry.

The combination of boxers' star pulling power, the TV profile of the sport and the popularity of boxing-based workouts for exercise and stress-relief for all sexes point to this as a potential area of growth – especially at the high end.

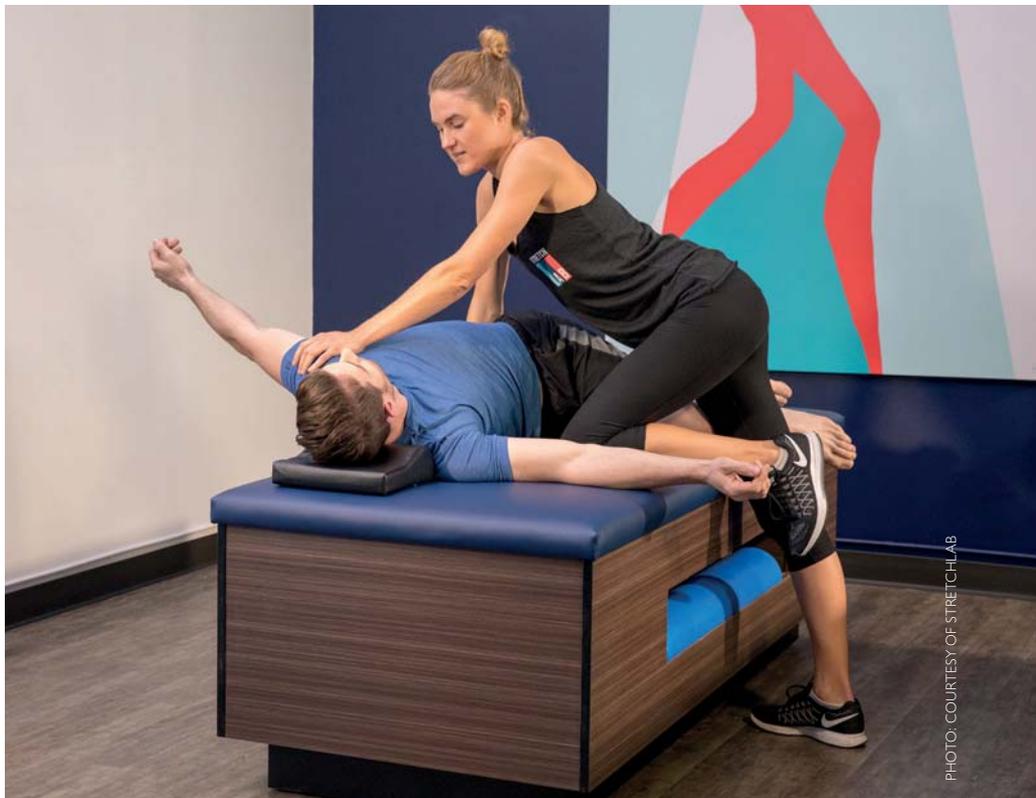


PHOTO: COURTESY OF STRETCHLAB

Being professionally stretched takes flexibility to a new level

STAY MOBILE

5. ASSISTED STRETCHING

Assisted stretching – an effective way to improve performance and mobility and avoid injury – is an emerging concept.

The service is finding a market among both gym goers and athletes.

Being professionally stretched involves one-to-one sessions and gives more powerful results than stretching alone, as muscles can be eased past the point of natural resistance. The aim is for people to leave feeling invigorated, taller and with better posture.

Tight muscles compress joints and can wear them out too soon, while muscle imbalances can create problems and pain.

Stretching every day is one of the key elements of any fitness regime, alongside strength and cardiovascular training, but it's often the most overlooked.

The emergence of assisted stretching as a business model is changing this attitude and opening up useful services for customers and good business for operators.



Adding bone loading exercises to members' workout programmes will benefit their long-term health

AVOIDING OSTEOPOROSIS

6. BONE LOADING

Doing weight bearing activity is vital to good bone health. The stress placed on bones by exercises such as weight lifting stimulates the body to build bone mass.

Impact compresses the bone matrix, triggering it to take in calcium and other minerals and increasing bone density.

The weight bearing needed to get this response is called osteogenic loading – or bone loading – and when it comes to the impact of exercise, scientists measure

activities according to how many multiples of body weight they load onto the skeleton.

A study at the University of Bristol in the UK looked at the loading needed to stimulate mineralisation in teenagers and found it was 4.2 times body weight: if someone weighs 130 pounds, they need to load 546 pounds.

It's important to note that at rest, gravity applies a load that equals our bodyweight.

Activities such as running add a load, but exercises such as weight training, jumping or

plyometrics are needed to achieve four times bodyweight and trigger the process.

Adding bone loading to your repertoire as an operator or PT will enable you to better serve members and customers, as well as enabling them to take steps to improve their long-term health.

While cycling and swimming have excellent health benefits, they 'unload' the bones, so exercisers who focus on these are advised to also do weight bearing activity. ►

AMPLIFY EXERCISE

7. ALTITUDE TRAINING

Altitude training has long been used by elite and professional athletes, but now this powerful amplifier is becoming more available to wider populations and we expect the health and fitness industry to embrace it going forward – for both exercise and active recovery.

Training or recovering in an oxygen depleted environment prompts the body to increase red blood cell count and improve performance. Loughborough University has even opened an on-site hotel with altitude rooms for athletes.

BUILD RESILIENCE

8. MENTAL HEALTH

Exercise is proven to support good mental health and help overcome mental health issues – it's as effective as drugs for treating mild to moderate depression, for example.

We expect more health and fitness operators to launch mental-health-related services and specialist mental health memberships, to support members who need ongoing access to this type of support

Mental health services will be delivered in partnership with specialist organisations who are experienced in this area, to ensure people who need support are looked after by experts.



HCM expects health and fitness operators to offer reverse ageing programmes

LIVE IN A YOUNGER BODY

9. REVERSE AGEING

Although nothing can be done to stop the clock on our chronological age, we now know how to reverse biological ageing, so we literally live in a younger body.

Work by Nobel Prize winner Dr Elizabeth Blackburn and health psychologist Dr Elissa Epel found telomeres – caps at the end of chromosomes, which protect them from deterioration – can be lengthened to reverse physical ageing with good lifestyle – a plant-based diet, sleep and exercise.

We expect Reverse Ageing programmes to increasingly be offered by fitness businesses.

This trend ties in with the industry's move to wellness which is seeing health club operators collaborating with the wellness industry to deliver testing and personalised programmes around nutrition, lifestyle, mind/body and recovery.

The bad guys are obesity, sugar consumption, smoking and too much stress – these speed decline and hasten death.



Fitness in the home is a fast-growing sector for both facilities and equipment

FITNESS LIFESTYLE

10. HOME FITNESS

Home workout brand, Peloton, has built a business with a US\$4bn valuation in just six years.

Now a raft of other suppliers and operators are moving into this market, with the launch of home streaming and equipment concepts.

We expect a blurring of boundaries between in-home and gym-based exercise, as consumers continue to

adopt a more portfolio-based approach to their exercise regimes.

This trend is being driven by apps and wearables, which enable consumers to both aggregate workout data and access cross-platform opportunities: Technogym has worked with major wearables to enable users of its Mywellness Cloud platform to replicate outdoor runs on a

treadmill in terms of times elapsed, gradient and speed, for example.

We expect this trend to lead to more people building home gyms.

Far from being a threat to the industry, this trend towards home fitness adds another layer to the engagement between consumers and operators, and opens opportunities for fitness brands to extend into the home market. ►

FUNDAMENTAL SKILLS

11. BALANCE TRAINING

Having an excellent sense of balance is a fundamental element of good physical literacy – especially as people get older.

We expect balance training to grow in popularity as people increasingly appreciate the benefits of having a strong core and good balance for fitness, sport and the everyday.

The trend will drive growth in yoga and Pilates-related disciplines and also increase the use of balance-based exercise equipment which improves this skill in people of all ages.

ETHICAL CHOICES

12. VEGAN GYMS

As the trend towards veganism continues to develop momentum, the cohort of vegan consumers is reaching a scale which will soon support the creation of vegan gyms.

We expect to see a gym concept emerging which offers facilities that have been developed without the exploitation of animals, for example, with no leather, wool or other animal products present.

They will also have strong vegan F&B and retail offerings. The vegan focus could even be extended to include exercises designed for a vegan lifestyle.



Boutiques will continue to thrive by staying relevant to successive generational types

FIND YOUR TRIBE

13. BOUTIQUES

From sky diving to marathon running, we find our tribe through our leisure-time choices. This fact has never been better demonstrated than in the growth and success of boutique fitness studios.

Boutiques have disrupted the fitness industry by completely redefining the value of the market in terms of the amount consumers are prepared to pay to exercise.

They've done this by offering access to specialist training and equipment and a strong sense of belonging and community.

The business model – innovation, a targeted offer, a major focus on millennials or those with a millennial mindset and a

high price point for high-end service can be applied to a range of modalities, from barre to cycle, making the model very nimble.

Although there are already a significant number of boutique types and hybrids, we expect to see continued innovation, with growth areas including Versaclimber and Gyrotonic studios, competitive running boutiques and EMS studios.

We also expect boutiques to continue to develop by merging modalities from health, fitness, wellbeing, physiotherapy, bodywork, collaborating with hotels, launching into home food delivery and tracking the next two generations to keep the offer relevant.



Giving a great last impression is a powerful prompt to drive customer satisfaction and to improve retention

BOOSTING RETENTION

14. LAST IMPRESSIONS

What can be done to improve retention across the health and fitness sector? It's a real Achilles heel and it would transform our fortunes if we could make even incremental improvements.

Research being applied in the wellness industry by Jeremy McCarthy at Mandarin Oriental Hotel Group, may hold a key to unlocking ways to improve this important area, by changing the customer journey and focusing more on last impressions.

Looking at data from colonoscopies, doctors have found that the point in the procedure where discomfort is experienced has a bearing on the likelihood of the patient returning for a follow-up appointment.

If the discomfort is felt early on, they will return, but if it's felt near the end, they are less likely to – this last impression has an impact on future behaviour.

Apply this to the gym experience and

it's clear that many operators 'front-load' the customer journey, with a greeting, but fail to engage at the end, leaving members with a weak 'last impression'.

Balancing this out and working harder to send someone away having experienced a great last impression, by engaging with them at the end of their time in the club or gym, could have valuable benefits when it comes to improving levels of retention.



EMS training is well established in Germany and now poised for global growth

PHOTO: COURTESY OF MIHA

► INCREASING INTENSITY

15. AMPLIFIED WORKOUTS

A number of workout options are being driven by time-poor consumers looking for fast fitness solutions. These include things such as EMS Training (Electrical Muscle Stimulation), the cooling- and compression-based Vasper System of HIIT workouts and BFR (Bloodflow Restriction Training).

All are ways of amplifying the effects of exercise, meaning sessions are shorter and results faster. Some also need greater levels of supervision, as the stresses they put on the body mean they have to be carefully monitored and are not suitable for everyone's state of health and body type.

In some cases – EMS for example – the frequency of sessions needs to

be managed to give the body time to recover, as the workout raises levels of creatinine in the blood.

EMS sessions take 20 minutes and are said to be the equivalent of a traditional 90-minute workout, while Vasper sessions take 21 minutes and are claimed to increase levels of growth hormones, while reducing cortisol. BFR is claimed to achieve 12-week results in four weeks.

The clinical benefits of EMS are proven due to its extensive use in the German market and a solid body of research into the impacts. There's also a new DIN standard for the training of EMS trainers to ensure safety.

During an EMS session, electrical

stimulation improves deep muscle tone and balances out the symmetry of the body. It also improves lymphatic drainage and circulation in the periphery, making it ideal for use by time-poor customers, athletes and people who need rehabilitation.

Vasper was invented in the US and combines high-intensity exercise with cooling compression cuffs to amplify the effects.

We expect the trend towards amplified workouts to grow in terms of the number of facilities offering these options and the research base to prove their efficacy and optimal use for different populations.

This is all part of the move towards harnessing science to create offers that can be implemented in the wider market.



Parachute training is a fun way to benefit from a running-based workout

ACCELERATING TREND

16. RUNNING AND PARACHUTE TRAINING

Running is growing in popularity as a sport, creating opportunities for gyms to offer running-specific workouts to engage more with the growing running population.

We expect this trend to accelerate as interest grows. We also expect it to develop in new areas such as parachute training, where people run against

resistance by trailing a parachute to increase intensity and load.

Parachute training can be done both indoors and outdoors and is already starting to make an appearance at high end clubs, with a trickle-down effect likely.

We also expect to see more running-based boutiques and franchises launching.



PHOTO: SHUTTERSTOCK/JACOB LUND

Confidential tests stay off-grid

ULTIMATE UPSSELL

17. DIAGNOSTICS

We expect the diagnostics market to grow rapidly over the next ten years, with more new tests coming to market that can be delivered in health clubs.

In addition to being beneficial for tracking health and determining optimum workout and nutrition programmes, people are increasingly looking to do private health tests to avoid results appearing on their official medical records and increasing their insurance or life assurance premiums or invalidating their policies.

This will create business opportunities for the industry. ►

Climbing workouts are low impact and high intensity

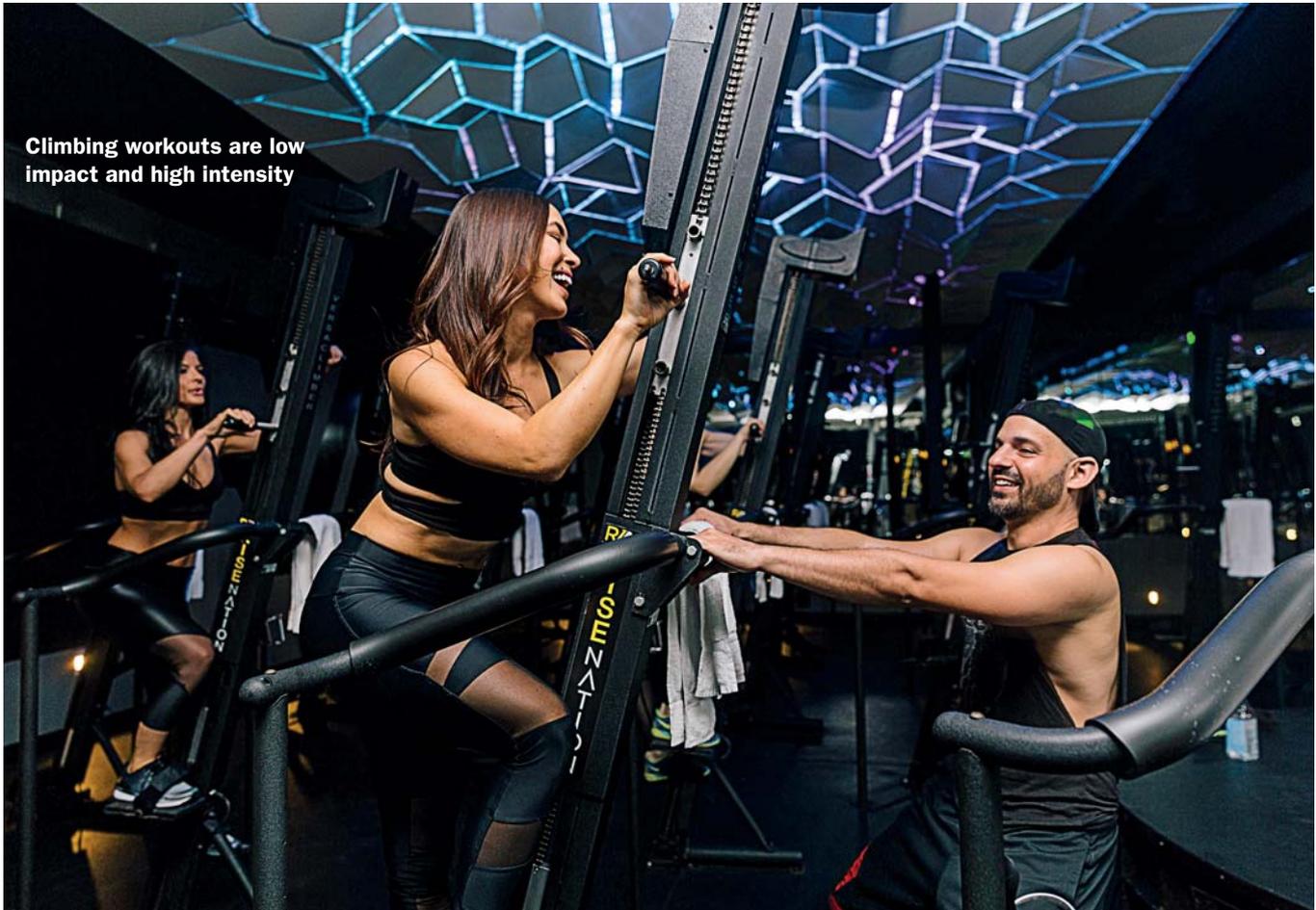


PHOTO: COURTESY OF RISENATION

▶ LOW IMPACT

18. CLIMBING

One of the latest workouts making waves in the US is climbing, with 90s staple the Versaclimber making a comeback and we expect this trend to be picked up internationally over the next year.

Climbing ticks many important boxes as a form of exercise. It's high intensity and

low impact – delivering a HIIT workout without the strain on joints – making it suitable for people of almost any age.

A climbing class delivers a whole body workout, making it an efficient way to exercise for both strength and CV fitness. It's also offers a powerful workout for the

core, making it suitable for people who want to improve posture and back strength.

The growing interest in HIIT climbing workouts is mirrored in the growth of indoor sports climbing, which becomes an Olympic event for the first time at the 2020 Tokyo Olympic games.

BUSINESS OPPORTUNITY

19. AGGREGATORS

All markets – from travel to real estate – now have a layer of aggregation when it comes to the interface with the consumer.

The health and fitness market is no different, with a number of business models being deployed to enable operators to optimise their yield management.

Aggregators' services are here to stay, with some operators embracing them and others approaching them more cautiously.

The future success of the relationship between operators and aggregators will depend on them developing services which are genuinely to their mutual advantage and which empower operators to still enjoy a direct relationship with the consumer.

If this happens, we predict this sector will continue to grow and thrive.

PHOTO: COURTESY BANNATYNE



Aggregators are targeting the fitness market

TOTAL WORKOUT

20. CIRCUIT WARS

We think workout circuits – pre-programmed timed workouts – will gain significant global momentum in the next three years, with competition growing between suppliers.

Circuits tick a lot of boxes for certain population groups, including time-poor and older populations, due to their ease of use, safety and effectiveness in terms of results.

Built-in functionality, such as personalised automatic settings and workout loads appeal for their ease of use, allowing users

to focus on the exercise, rather than grappling with settings and loads.

Where exercisers have a free choice of routine, some tend to opt for the easier options, and this can undermine results and lead to muscle imbalances. Circuits remove this issue, delivering complete workouts.

We expect circuit-based studios to proliferate as part of the boutique boom and to appeal to people who value this exercise option enough to pay a premium rate. ●

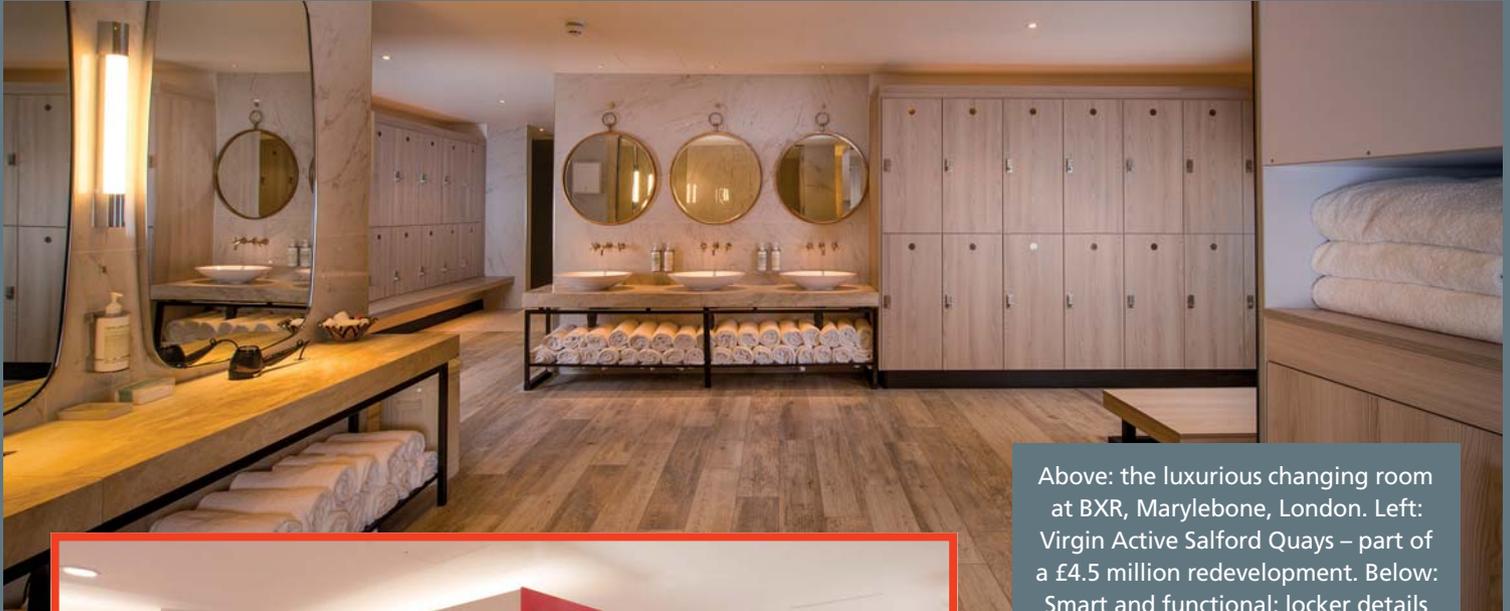


Technogym has launched the Bio Circuit



"2018 was a busy year at Ridgeway; we moved out of two factories and into our new premises, which are just north of London. We're absolutely delighted that industry veteran John Gibbs has joined Ridgeway and we're looking forward to completing projects in both the UK and Europe in the first quarter of 2019"

Mark Cutler, Managing Director, Ridgeway



Above: the luxurious changing room at BXR, Marylebone, London. Left: Virgin Active Salford Quays – part of a £4.5 million redevelopment. Below: Smart and functional; locker details from Virgin Active's 200 Aldersgate club near the Barbican, London.





Main image: the changing rooms at Third Space City Club. Below: images of Fitness First Looker Room.



Ridgeway are specialists in the design and manufacture of bespoke lockers and changing room furniture.

To enhance a changing experience contact the Ridgeway team today.

+44 (0)870 420 7818
sales@ridgewayfm.com

Events CALENDAR

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

MARCH 2019

4 | **SMMEX International** Wembley Stadium, London, UK

A platform to network and strike up partnerships with some of the biggest sports clubs, associations and universities.
www.smmexevent.com

7–10 | **IDEA Personal Trainer Institute – South** Westin Dallas Park Central, Dallas, TX, USA

A must-attend event for personal trainers, fitness professionals, owners and managers aiming to ramp up their successful business.
www.ideafit.com/fitness-conferences

13–16 | **IHRSA International Convention** San Diego Convention Center, San Diego, CA, USA

IHRSA will deliver a complete line-up of leading industry presenters and education on the topics that matter most to health club operators, as well as products.
www.ihrsa.org/events/convention

21–24 | **ACSM International Health & Fitness Summit** Hilton Chicago, Chicago, IL, USA

ACSM's signature fitness conference gives students, fitness enthusiasts, personal



trainers, certified professionals and others the full spectrum of programming from scientific to practical application.
www.acsmsummit.org

22–24 | **International Fitness Showcase** Winter Gardens, Blackpool, UK

The ultimate fitness experience for fitness instructors and enthusiasts, offering three days of dance, aerobics, step, combat, conditioning, lectures, workshops and mind

body sessions designed to motivate.
www.chrysalispromotions.com

27–28 | **Active-net** Eastwood Hall, Nottingham, UK

A networking event aimed at suppliers and operators with a focus on the public leisure sector. Educational seminars and a networking event take place alongside keynote presentations, development seminars and buyer/supplier meetings.
www.active-net.org



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

APRIL 2019

3 | European Health & Fitness Forum (EHFF)

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 6th EHFF, which will be held as the opening event of FIBO 2019.
www.europeactive.eu/events/ehff19

4-7 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

4-7 | IDEA Personal Trainer Institute – East

Hilton Alexandria Mark Center, Alexandria, VA, USA
 IDEA is a must-attend event for personal trainers, fitness professionals, owners and managers aiming to ramp up the success of their fitness business.
www.idealife.com/fitness-conferences

12-14 | Fitness Show Sydney

ICC, Sydney, NSW, Australia
 The Fitness Show in Sydney features three zones – Active, Strength and Industry. Two further expos are held at the Brisbane Convention & Exhibition Centre in Brisbane, Queensland (13-14 July), and at the Melbourne Convention & Exhibition Centre in Melbourne, Victoria (26-27 October), Australia.
<http://fitness-show.com.au>

17-18 | BASES Student Conference

University of Dundee & Abertay University, Dundee, UK
 A trend in sport and exercise science is the clinical application of exercise science.
www.bases.org.uk

24-25 | FUTR Europe Summit

Business Design Centre, London, UK
 Formerly Millennial 20/20, the new FUTR event will gather over 2,000 brands, companies, founders and start-ups to examine the Millennial consumer.
www.futr.today

MAY 2019

2-3 | SIBEC UK

Belfry, Wishaw, Sutton Coldfield, UK
 Businesses in leisure, health and fitness



PHOTO: SHUTTERSTOCK.COM/LUNA VANDOORNE

OM Yoga Show offers free classes, workshops and exhibition stands

► from the local authority, trust and education markets in one-to-one meetings. www.sibecuk.com

8–9 | Elevate ExCeL, London, UK

The UK’s largest physical activity trade show. Elevate features 350+ exhibitors, 300+ speakers and 1,000s of visitors. www.elevatearena.com

10–11 | BodyPower Expo NEC, Birmingham, UK

The show provides a premier visitor experience with international stars and industry renowned experts. www.bodypower.com/uk

11–12 | OM Yoga Show Manchester EventCity, Manchester, UK

The total yoga experience under one roof, including free yoga and pilates classes, workshops, children’s yoga and exhibition stands on yoga, pilates and ayurveda. www.omyogashow.com

28 May–1 June | ACSM Annual Meeting Orange County Convention Center, Orlando, FL, USA

This comprehensive sports medicine and exercise science conference covers the science, practice, public health and policy aspects of sports medicine, exercise science

and physical activity. ACSM attracts more than 6,000 industry professionals from around the globe every year. www.acsmannualmeeting.org

JUNE 2019

6 | Active Uprising Conference Manchester Central, Manchester, UK

ukactive has launched a new multi-day event called Active Uprising to replace the Flame Conference & Awards. Combining keynotes from leaders in business, politics and media with an agenda that includes the return of Ignite and educational leadership workshops for ambitious GMs. www.ukactive.com

19–22 | SPATEC Europe

Grand Hotel Dino, Baveno, Italy

SPATEC EUROPE 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

26–30 | IDEA World Convention Anaheim Convention Center, Anaheim, CA, USA

Claimed to be the world's longest-running international fitness convention and featuring a programme of educational sessions from industry-best presenters.

www.ideafit.com

AUGUST 2019

22–24 | FIBO China National Exhibition & Convention Centre, Shanghai, China

An international platform that connects China's fitness industry to the international development trend, and accelerate and promote the healthy development of the fitness and leisure industry.

www.fibo-china.cn

29–31 | IHRSA Fitness Brasil Transamerica Expo Center, São Paulo, Brazil

The 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

PHOTO: SHUTTERSTOCK.COM/IND3000



SPATEC Europe brings together Europe's most important spa operators

interactive formats: traditional seminars, how-to sessions and best practice.

www.fitnessbrasil.com.br

SEPTEMBER 2019

11–13 | ISPA Conference & Expo The Venetian, Las Vegas, NV, 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 available on the market.

www.experienceispa.com

23–26 | SIBEC North America JW Marriott Turnberry Resort & Spa, FL, USA

Major operators in the health, recreation, sports and fitness organisations meet

with leading executives from national and international supplier companies.

www.sibecna.com

25 | 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. Its aim is to raise awareness of the importance of leading healthier and active lifestyles.

www.nationalfitnessday.com

OCTOBER 2019

9–11 | Club Industry Show Hilton Chicago, Chicago, IL, USA

A three-day 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 health and wellness industry.

www.clubindustryshow.com

10–12 | International Council on Active Aging (ICAA)

Gaylord Palms Resort and Convention Center, Orlando, FL, 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

14–17 | Annual IHRSA European Congress

Clayton Hotel Burlington Road, Dublin, Ireland

IHRSA's 19th European Congress is one of the best networking opportunities in Europe with more than 500 industry professionals in attendance. Seminars help visitors improve their operation and grow their business, and there is the opportunity to meet one-on-one with leading suppliers.

www.ihrsa.org/congress

15–17 | Global Wellness Summit

Grand Hyatt, Hong Kong

The GWS is an invitation-only international gathering that brings together leaders and

visionaries to positively shape the future of the global wellness economy.

www.globalwellnesssummit.com

17–19 | FIBO USA

Miami Beach Convention Center, 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.

www.fibo-usa.com

18–20 | OM Yoga Show London

Alexandra Palace, London, UK

The total yoga experience under one roof, including free yoga and pilates classes, workshops, children's yoga and exhibition stands covering all aspects of yoga.

www.omyogashow.com

31 | ukactive National Summit QEII, London, UK

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

www.ukactive.com

NOVEMBER 2019

5–8 | SIBEC Europe

The Westin Dragonara Resort, St Julians, Malta

This event will bring the UK and Europe's major operators from the private, local authority and trust markets in health, fitness and leisure together with leading



PHOTO: SHUTTERSTOCK.COM/ND3000

ICAA aims to shape the future of wellness

suppliers to participate in a series of one-to-one meetings over two dedicated business days.

www.sibeceu.com

19–20 | BASES Conference
King Power Stadium, Leicester, UK

The BASES conference is a two-day sport and exercise science programme packed with world-leading insight and experience. An expanded programme for 2019 will feature 18 plenary sessions.

www.basesconference.co.uk

21–22 | EuropeActive 2019
International Standards Meeting
Copenhagen, Denmark

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

DECEMBER 2019

12–14 | ACSM Advanced Team Physician Course

Four Seasons Las Vegas, NV, USA

The ACSM event gives primary care, specialist physicians and other healthcare providers core 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

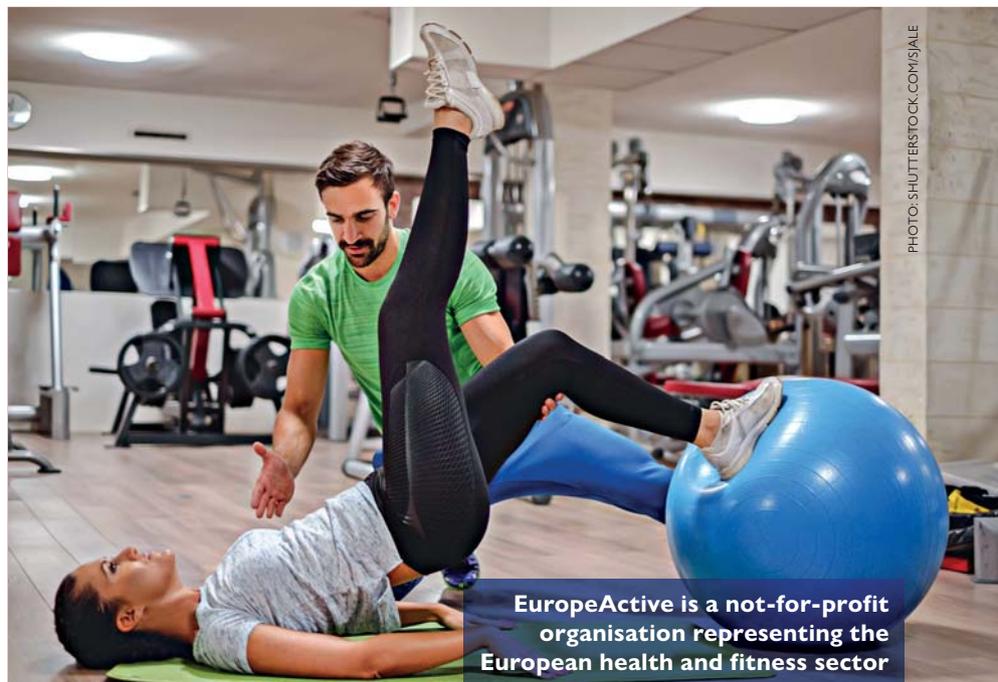


PHOTO: SHUTTERSTOCK.COM/SALE

EuropeActive is a not-for-profit organisation representing the European health and fitness sector

JANUARY 2020

28–30 | SPATEX
Ericsson Exhibition Hall, Ricoh Arena, Coventry, UK

SPATEX is the UK's number one international wet leisure exhibition, representing all sectors of the spa industry from pools, spas and saunas to hydrotherapy, wellness and steamrooms.

www.spatex.co.uk

FEBRUARY 2020

19–21 | ForumClub-Forum Piscine Gallery

Fiera di Bologna, Bologna, Italy

ForumClub is dedicated to the fitness, wellness and aquatics sector. Divided into three days, it features products and services for those who design, build and restore

private, public and commercial fitness clubs, pools, wellness centres and spas.

www.forumclub.it

26–27 | Quest NBS and CIMSPA Conference
Midlands, UK

This will mark the fifth annual joint Quest NBS and CIMSPA Conference and the tenth annual Quest NBS conference.

www.questnbs.org

MARCH 2020

29–30 | Professional Beauty London

ExCeL, London, UK

Professional Beauty is one of the biggest events of its kind in the UK. It includes the Professional Spa & Wellness Convention.

<http://professionalbeauty.co.uk>



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HANDBOOK 2019

INDUSTRY INSIGHTS

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2019 Predictions

What's in store for the fitness and physical activity sector in 2019? We ask our panel of experts

“



People will start to join smaller boutique gyms to make companions

Rob Smyth, Founder/CEO, UN1T

People will always motivate people! What really motivates customers joining in gym classes is the other members taking part.

The fitness industry is booming and gym memberships are now considered a necessity when relocating to a new city. People find a place to live, secure a job and bag a gym membership! This is very powerful. We call it “The UN1T DNA”.

Primarily, gyms offer people a community to help motivate and encourage them to get the best out of themselves in health and fitness classes, but they also offer them a community for support outside of the gym. Joining a gym is a great way to meet like-minded friends or even partners!

Although it's already in motion, more people will start to join smaller boutique gyms not only to get fit but to make



People work harder as a member of a UN1T than when working alone

companions and build relationships. Living in a big city can be mentally challenging and it can be hard to find good friendships, so gyms can offer a strong community service.

We believe a person works harder as a member of a UN1T than when working alone. This is called the UN1T effect! “We Train As One” is printed all over our studio walls. All our classes are team based and we encourage members to communicate with one another to complete the day's programme. This will grow in coming years.

People also need to be made accountable in a class or they'll coast along and not get the results they want. If a “not so fit” member pairs up with a much fitter person, they often exert extra effort, especially at conjunctive tasks. Although this may put the “not so fit” members under pressure, we believe that if you're not challenged, you'll not change. The feeling of working for your partner and out of your comfort zone is amazing and creates a bond between our members, inside and outside of the gym.

PHOTO: JONPAYNEPHOTO



Graduate PTs are spending more time counselling their clients

Greg Slade, Head of Commercial, The Training Room

The way PTs and their clients work together has changed. There is a strong shift towards overall wellness and clients working with PTs on a long-term basis rather than just a six-week programme here and there.

Our research shows that our graduate PTs are working longer hours and spending more time counselling clients – 78 per cent reported that they spend up to five hours a week responding to clients' messages and giving them help and advice outside of their paid for one-to-one sessions.

However, the savvy PTs will use this as an opportunity to build strong connections



We'll see more PTs building their brand and using digital to connect with clients

with their clients, which leads to positive long-term relationships.

In the future, I think we'll see more and more PTs working on building their brand, which would enable them to specialise in certain areas if they wanted to do so.

Social media and the rise of digital platforms such as WhatsApp will certainly help them realise this and facilitate them in growing their client following.

Another major trend will be the increase in digital PT training courses and PTs making more use of digital to connect with their clients and run their businesses.

The Training Room's new platform will be a major force in this, as it delivers a cutting-edge learning environment complete with all the facilities for social interaction that millennials and Gen Z have come to expect.

The future is up for grabs and it will be the creatively, socially and emotionally aware and digital-savvy trainers who will capitalise the most. ▶



► **The commercial world is finally waking up to this important demographic**

**Tony de Leede,
Wellness Entrepreneur**

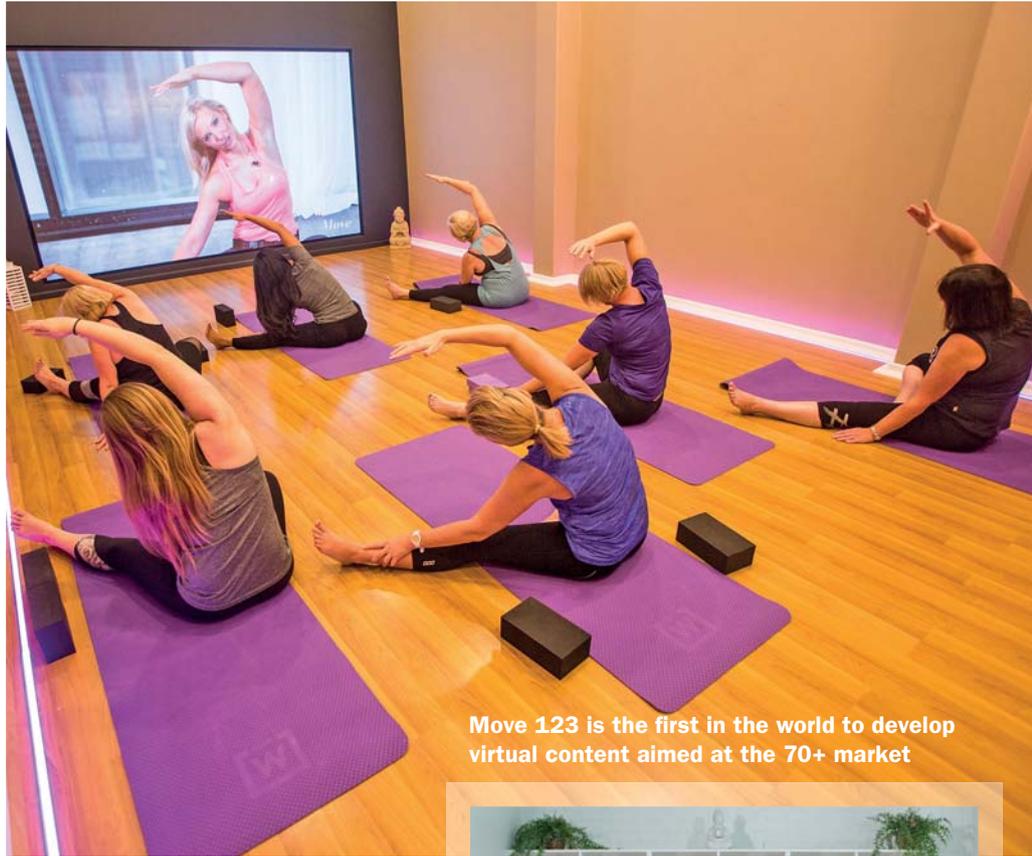
As the world of fitness, health and wellness is rapidly growing and evolving, there's one significant segment of the population that's still being substantially ignored – we're talking about people who are aged 70 and older.

I think we all recognise that not only is this one of the fastest growing demographics in the world, but they also have a disproportionately large amount of money to hopefully enhance their health and wellbeing in what for many of them is the last 10 to 20 years of their lives.

Whereas young people are interested in fitness and looking good, the older generation simply wants to keep moving and feel good. The ideal scenario for these people is to 'die young late in life'.

As aged care/retirement communities around the world are focusing more on the health and wellbeing of these people, we're seeing various businesses now focusing more on this demographic.

One example being Silver Sneakers in the US, who have spent the last two decades catering to this market. More



Move 123 is the first in the world to develop virtual content aimed at the 70+ market

recently, Move 123 is the first in the world to develop virtual/video content specifically aimed at the 70+ market. This virtual/video content comes in small bites – 5, 10 and 20 minutes – which is ideal for this demographic.

There are many other evolving products, like meditation pods and breathing chairs, which are also entering the marketplace. The commercial world is finally waking up to this important demographic.





Shorter workouts make it possible to be in-and-out when you're on-the-go

Sebastian Lagree,
Founder/CEO, Lagree Fitness

In 2019, we're going to see a rise in shorter workouts. The number one reason why people don't work out is a perceived lack of time, so shorter workouts will make it possible to be in-and-out when they're on-the-go.

If six out of seven Americans don't exercise, shorter workouts will provide the opportunity for more people to find their way to a local fitness studio.

The trend for at-home workouts is sequences that offer a full-body workout under half-an-hour. We are going to



The more your mind is engaged, the more you'll want to exercise

see that trend infiltrate the commercial application as well.

It also used to be the case that we'd have one gym membership. We'd try to squeeze in an hour after work to move around

some dumbbells or press a few buttons on a treadmill. Those days are over. Today, we box, we spin, we lift, we Lagree. We don't want memberships to different gyms that look like training facilities for ninjas or Bond villains. We want our fitness à la carte.

Shorter workouts and fitness à la carte lead to increased mental engagement. Mixing and matching favourite workouts keeps your body guessing and your mind engaged. The more your mind is engaged, the more you'll want to exercise.

We want to work out how, when and where we want. Shorter workouts, boutique studios and pay-as-you-go classes make this possible. ●



Asia Pacific

The Asia-Pacific health club market is now worth US\$16.8 billion, according to an exceptional new report. IHRSA's Kristen Walsh shares some of the highlights

China has the most members in Asia at 4.52 million



Driven by the momentum of economic growth, the fitness market in the Asia-Pacific region has shown steady growth, with a positive outlook going forward

Alan MacCharles, Deloitte China

The second edition of the *IHRSA Asia-Pacific Health Club Report* was released recently in collaboration with Deloitte.

It demonstrates that the health and fitness industry in the Asia-Pacific region is in good shape – fueled by growing economies and with significant potential for continued growth.

Deloitte says only two markets in the region are considered mature, these being Australia and New Zealand, which have the highest penetration rates at 15.3 per cent and 13.6 per cent, respectively.

While the fitness market shows signs of rapid growth and professionalisation in terms of penetration rates in Hong Kong (5.85 per cent), Singapore (5.8 per cent), and Japan (3.3 per cent), significant opportunities for growth still remain in less developed markets, such as the

Philippines (0.53 per cent), Thailand (0.5 per cent), Indonesia (0.18 per cent) and India (0.15 per cent).

Along with such growth opportunities come challenges. Real estate costs, limited rental availability, infrastructure underdevelopment, lack of professionalised services and increasing competition are just some of the realities club operators face when working in Asia-Pacific markets. However, a favourable economic outlook, along with increasing health awareness and demand for group exercise and personalised training, are expected to spur expansion.

“Driven by the momentum of economic prosperity, the fitness market in the Asia-Pacific region has shown steady growth, with a positive outlook going forward,” says Alan MacCharles, partner at Deloitte China. “Overall market penetration is on an upward trajectory,

reflecting an increasing awareness of the importance of good health and the role a club membership can play in this.”

According to MacCharles, the region's fitness market remains stratified due to varying stages of development, which can be categorised into three tiers.

TIER 1: AUSTRALIA & NEW ZEALAND

Market penetration rates

Australia: 15.3 per cent

New Zealand: 13.6 per cent

These are relatively established markets, with higher penetration rates than their neighbours. However, the mature and professionalised markets in these countries indicate limited growth potential; labour and real estate costs have also constrained growth here. ▶

► TIER 2: HONG KONG, SINGAPORE, JAPAN & TAIWAN

Market penetration rates

Hong Kong: 5.85 per cent

Singapore: 5.8 per cent

Japan: 3.3 per cent

Taiwan: 3.0 per cent

These locations belong to the fast-expanding and maturing second-tier markets. This segment features gradually professionalising services, expanding consumer bases, and a high concentration of leading players.

With room for growth, already fierce competition is expected to continue in future in the Tier 2 region.

TIER 3: REST OF ASIA-PACIFIC

Market penetration rates

Malaysia: 1.04 per cent

China's top 10 cities: 0.97 per cent

Philippines: 0.53 per cent

Thailand: 0.5 per cent

Vietnam: 0.5 per cent

Indonesia: 0.18 per cent

India: 0.15 per cent

The remaining seven Asia-Pacific markets assessed by Deloitte are still in a comparatively early stage in their lifecycle, as a result of slower economic development and low awareness of personal health as a priority.

The fitness industry in these countries is typically concentrated in the respective capital cities and also the first-tier cities, where markets are mainly led by the larger, commercial fitness club chains. ►

ASIA-PACIFIC IN NUMBERS

NUMBER OF MEMBERS IN MILLIONS

China	4.52
Japan	4.24
South Korea	3.75
Australia	3.73
India	2.01
Taiwan	0.71
New Zealand	0.65
Philippines	0.53
Indonesia	0.47
Vietnam	0.44
Thailand	0.35
Malaysia	0.33
Singapore	0.32

NUMBER OF CLUBS

South Korea	6,950
Japan	4,950
India	3,813
Australia	3,715
China	1,767
Philippines	950
New Zealand	690
Vietnam	640
Thailand	600
Malaysia	375
Indonesia	370
Taiwan	300
Singapore	200
Hong Kong	180

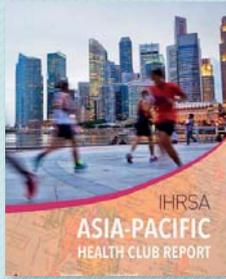
AVERAGE COMMERCIAL CLUB MONTHLY MEMBERSHIP (GROSS) USD

Singapore	76
Hong Kong	68
Japan	57
Australia	57
South Korea	49
Thailand	49
Malaysia	42.5
China	41
Indonesia	40
Taiwan	37
New Zealand	37
Philippines	33
India	29
Vietnam	29

MARKET SIZE IN USD

China	3,944
Japan	3,943
Australia	2,831
South Korea	2,580
India	821
Taiwan	407
New Zealand	405
Hong Kong	396
Singapore	352
Indonesia	271
Philippines	256
Thailand	233
Malaysia	201
Vietnam	186

China has tremendous capacity for growth in both participation and profitability



ACCESS THE REPORT

The full report is available at a price of US\$299 for IHRSA members and US\$599 for non-members from: www.ihrsa.org/publications
Contact: research@ihrsa.org with questions. Perfect Gym sponsored the report.

- ▶ The markets in second-tier cities are dominated by standalone players; mostly lower-end single site, independently owned operators – due to infrastructure underdevelopment, low purchasing power and low awareness of personalised training.

Underdeveloped regions in these countries demonstrate high growth potential, especially as rapid infrastructure development improves their accessibility and connectivity. Laws relating to the way gym contracts are configured also

have an impact on the way each market develops. For example, in New Zealand (Tier 1) up-front payment for a long-term membership is forbidden by law, while in Singapore (Tier 2) some clubs collect one- and two-year contracts up-front. ●

KEY TRENDS IN ASIA-PACIFIC



AUSTRALIA

“The Australian fitness market has experienced rapid expansion in the past three years, led primarily by the growth of fitness franchises. F45 has opened 200 new clubs; Anytime Fitness has added 70; Jetts Fitness has added 60; and Plus Fitness has increased by 45 clubs.”



CHINA

“Independent market research indicates that less than 20 per cent of all clubs in China are profitable, while at least 60 per cent are experiencing losses.”



INDIA

“Retention rates are low in the Indian fitness club market. From a cultural standpoint, members treat fitness as a goal to be achieved and have yet to see it as a lifestyle to be maintained or to act on this as an aspiration.”



INDONESIA

“Because the provision of sidewalks is limited in Jakarta, running outdoors is not a fitness option for people in the city, so fitness centres have become lifestyle destinations for people who want to exercise in safety.”



JAPAN

“The ratio of public to commercial gyms is close to 50:50. In spite of this, public gyms are not seen as competitors to commercial gyms and the two co-exist.”



MALAYSIA

“Fitness activities are typically male-focused in Malaysia, largely for cultural reasons. An estimated 60 per cent of fitness members are male in the capital, Kuala Lumpur, while the level is at least 70 per cent elsewhere.”



NEW ZEALAND

“Growing awareness of the importance of healthy living has led to an increase in the penetration rate, up from 1.38 per cent in 2014 to 13.6 per cent in 2017. 24-hour gyms are the fastest-growing sector.”



THE PHILIPPINES

“The Philippines has achieved one of the highest increases in fitness club penetration over the past three years, due primarily to the rise of affordable gyms which have opened up the market.”



SINGAPORE

“Bulky equipment is being replaced by open space and group exercise is becoming popular. A medium to small gym size suits the cost-saving strategy for operators and also better fits customers’ needs.”



SOUTH KOREA

“Due to high rental costs, fitness clubs are generally smaller in size in South Korea compared to most of the counterparts in other Asia-Pacific countries, excluding Hong Kong and Japan.”



TAIWAN

“The top five players claim 77 per cent of the overall market in terms of number of gyms.”



THAILAND

“Most Thais still prefer to exercise in public parks, at home, or not at all.”



VIETNAM

“The fitness club market was worth US\$186m in 2017, and is expected to expand rapidly in the next three years as Vietnamese investors start focusing on the industry.”

HCM

HANDBOOK 2019

With so much rich content and key contacts you could find your HCM Handbook goes missing, so why not order extra copies for your colleagues.

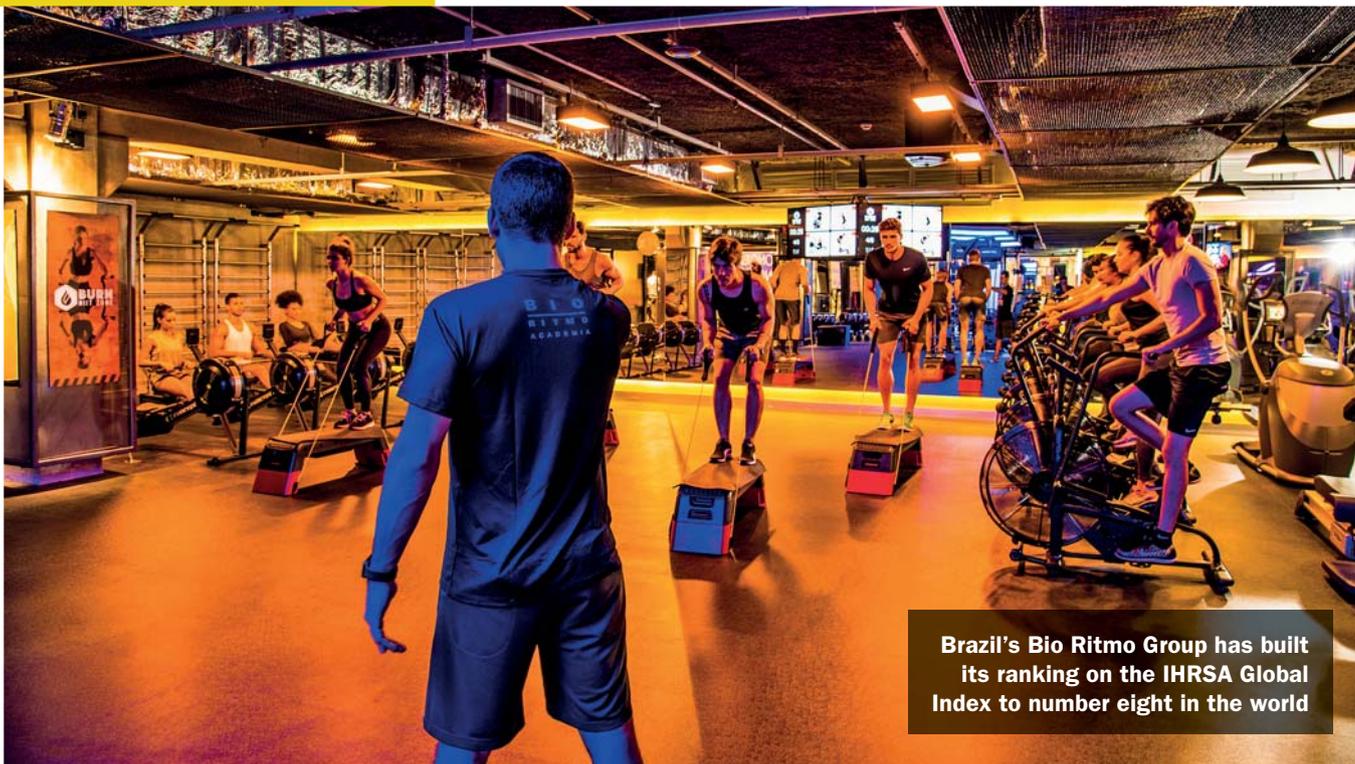
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Brazil's Bio Ritmo Group has built its ranking on the IHRSA Global Index to number eight in the world

The Americas



Kristen Walsh, associate publisher at IHRSA, reveals the top performing health club operators in the US, Canada and Latin America

UNITED STATES

According to IHRSA's latest *Global Report*, revenue, membership and the total number of clubs all increased from 2016 to 2017 in the United States, where the member penetration rate currently stands at 20.3 per cent: the highest in the Americas.

Revenue grew from \$27.6bn to US\$30bn, while membership increased from 57.2m to 60.9m, and the US club count rose from 36,540 locations to 38,477 sites.

Planet Fitness tops this year's IHRSA Global 25 list, in terms of number of members and revenue, at 10.6m and

US\$2.3bn respectively. Anytime Fitness leads in terms of the number of franchises with 3,861 worldwide as of the end of 2017; the company's revenues were US\$1.45bn last year, serving its 3.15m members.

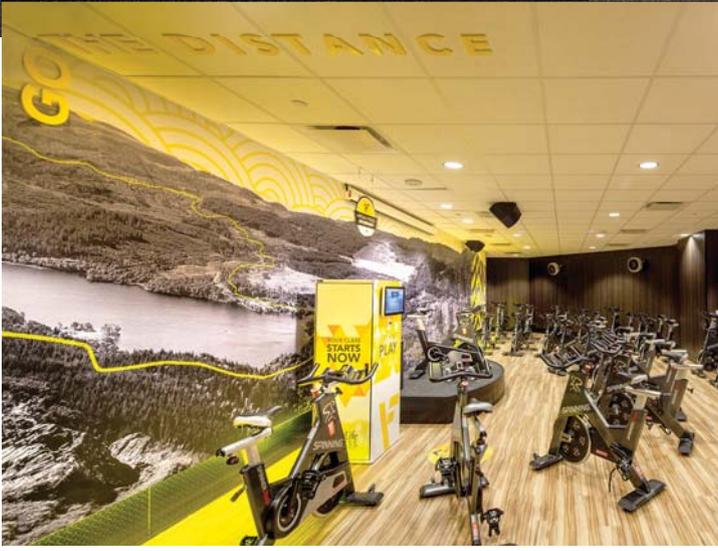
Topping this year's IHRSA Global 25 list in terms of number of facilities owned is

IT DOESN'T GET
EASIER

YOU JUST GET
STRONGER



Goodlife Fitness (above and below) ranks number six in the world and number one in Canada



Anytime has the most franchises, with 3,861





Planet Fitness (above) tops IHRSA's Global list for members and revenue. **Goodlife Fitness (right)** operates out of 404 locations



- ▶ US business Fitness International – which trades as LA Fitness – with 675 clubs. The second spot belongs to the Netherlands' Basic-Fit with 521 clubs, and coming in third is 24 Hour Fitness with 433 units.

CANADA

Some 15.5 per cent of Canadians are health club members, giving the country the second highest penetration rate in the Americas. Canada's 6,000 health clubs serve nearly six million members, generating around US\$2.6bn in revenue each year.

Among companies based in Canada, Goodlife Fitness ranks highest on the IHRSA Global 25 operator list (number six), with well over 1,600,000 members.

Its 404 locations rank it fourth overall on the IHRSA Global 25 list in terms of number of facilities owned.

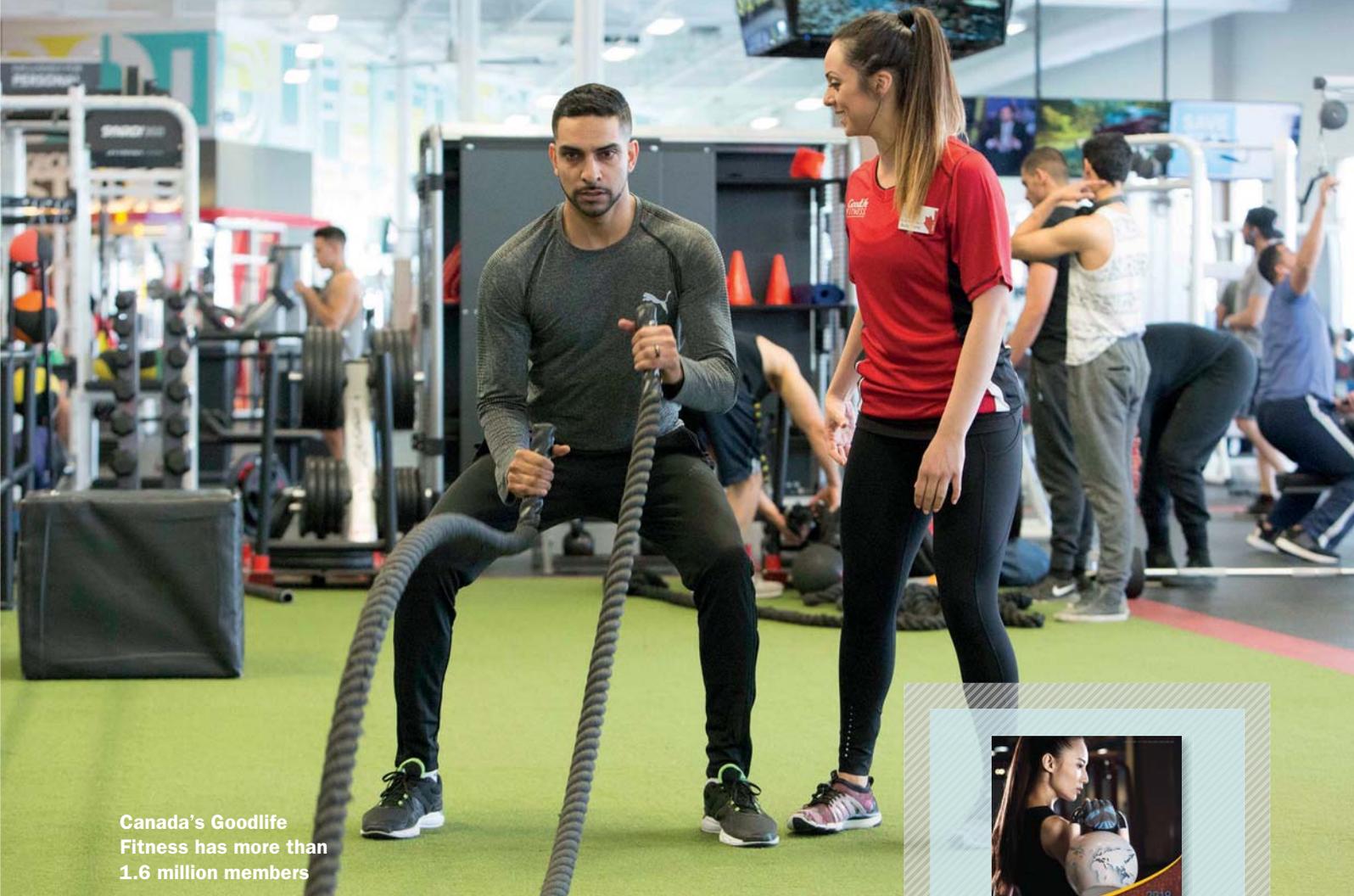
LATIN AMERICA

The Latin American health club market is robust, with potential for growth, as member penetration rates remain low at an average of 2.15 per cent across 18 countries.

Argentina has the highest penetration rate in terms of membership, at 6.75 per cent, followed by Brazil (4.62 per cent), Mexico (3.23 per cent) and in fourth place, Costa Rica (2.81 per cent).

Latin American countries with the lowest membership penetration rates include Nicaragua, where only 0.26 per cent of the population are gym members, El Salvador (0.31 per cent), Honduras (0.36 per cent) and Venezuela (0.54 per cent).

Brazil's 34,000 health clubs – which serve more than nine million members – rank



Canada's Goodlife Fitness has more than 1.6 million members

the country second only to the US among global fitness markets in terms of number of facilities, and rank it fourth in terms of number of members.

Annual industry revenue in Brazil now tops US\$2.1bn, ranking it third globally behind the US and Canada.

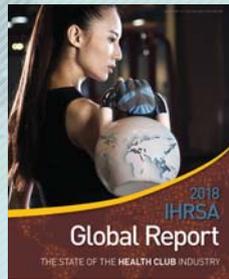
Bio Ritmo Group, which is based in São Paulo, Brazil, generated US\$325m in revenue in 2017 from 482 health clubs. It ranks eighth on the IHRSA Global 25 list in terms of number of members, with 1,508,000 at the end of 2017.

MEXICO

With more than 12,300 clubs, Mexico ranks second in Latin America and third worldwide in terms of number of clubs.

Mexico's US\$1.8bn in industry revenue lands it in fourth place among countries in the Americas, as does its membership penetration rate at 4.1 million.

Mexico's Organización Britania, headquartered in Mexico City, ranks 25th on the IHRSA Global 25 list in terms of number of members among global leaders, with 446,000.



ACCESS THE REPORT

To access the full report please visit:
www.ihrsa.org/research-reports

Kristen Walsh can be reached via email to kwalsh@ihrsa.org

INDUSTRY INSIGHTS

- Columbia's Bodytech SA, based in Bogotá, is the other Latin American company on the IHRSA Global 25 list, landing at number 18 when it comes to the number of facilities owned at the end of 2017, with 132. An additional 34 are franchised, making a total of 166 units.

Some 979,000 Columbians are health club members at 1,752 facilities across the country, generating a total of US\$376m in annual industry revenue. ●



Bio Ritmo ranks eighth on the Global 25 list

THE AMERICAS IN NUMBERS

NUMBER OF CLUBS

United States	38,476
Brazil	34,509
Mexico	12,376
Argentina	7,910
Canada	6,156
Chile	1,969
Colombia	1,752
Peru	1,681
Ecuador	989
Bolivia	957
Dominican Republic	691
Venezuela	668
Paraguay	641
Guatemala	440
Costa Rica	362
Panama	338
Uruguay	308
Honduras	115
El Salvador	89
Nicaragua	68

TOTAL: 110,496

INDUSTRY REVENUE (USD)

United States	\$30,007,722,000
Canada	\$2,561,000,000
Brazil	\$2,100,000,000
Mexico	\$1,800,000,000
Argentina	\$1,000,000,000
Colombia	\$376,000,000
Chile	\$176,000,000
Peru	\$169,000,000
Ecuador	\$78,000,000
Paraguay	\$50,000,000
Costa Rica	\$46,000,000
Bolivia	\$40,000,000
Uruguay	\$38,000,000
Panama	\$34,000,000
Dominican Republic	\$33,000,000
Guatemala	\$27,000,000
Venezuela	\$26,000,000
Honduras	\$7,000,000
El Salvador	\$5,000,000
Nicaragua	\$4,000,000

TOTAL: \$38.6bn

NUMBER OF MEMBERS

United States	60,866,000
Brazil	9,600,000
Canada	5,614,500
Mexico	4,100,000
Argentina	2,800,000
Colombia	979,000
Peru	562,000
Chile	490,000
Ecuador	260,100
Bolivia	189,800
Venezuela	169,800
Paraguay	160,400
Costa Rica	137,600
Dominican Republic	132,700
Guatemala	109,200
Panama	86,900
Uruguay	79,600
Honduras	28,800
El Salvador	19,800
Nicaragua	15,700

TOTAL: 86.4bn

MEMBERSHIP PENETRATION RATES

United States	20.30%
Canada	15.50%
Argentina	6.75%
Brazil	4.62%
Mexico	3.23%
Costa Rica	2.81%
Chile	2.72%
Paraguay	2.36%
Uruguay	2.27%
Panama	2.23%
Colombia	2.08%
Peru	1.80%
Bolivia	1.76%
Ecuador	1.61%
Dominican Republic	1.28%
Guatemala	0.70%
Venezuela	0.54%
Honduras	0.36%
El Salvador	0.31%
Nicaragua	0.26%

HCM

SHARING THE WORLD OF FITNESS

HCM magazine is the industry's favourite read, and with so much packed into each monthly issue it keeps our readers excited and wanting more.

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Boutique BUBBLE



Who are the biggest burners and when do they break a sweat?
Insights manager Lizzie Broughton sums up ukactive's inaugural
***Global Boutique Trends* report**

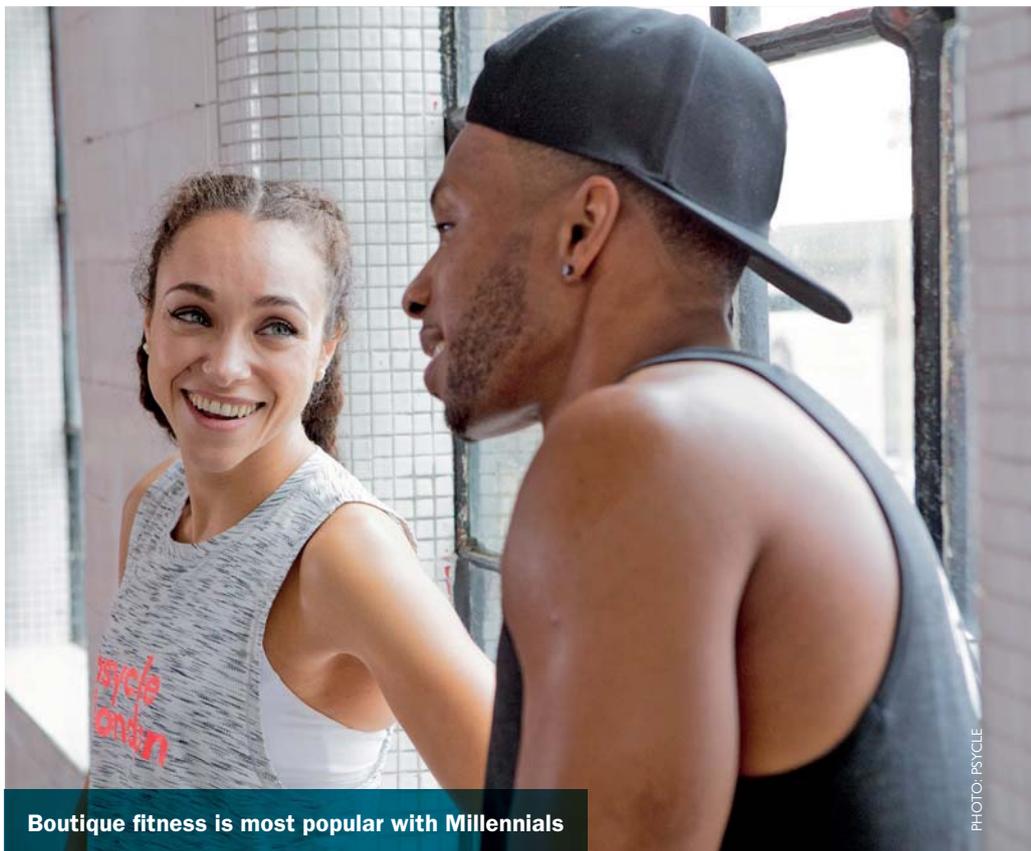
New from ukactive, the *Global Boutique Trends Report* (2018 edition) highlights demographics and behaviours driving the boutique boom in London, New York, Los Angeles and Mexico City.

The report is based on data gathered by booking software company zingfit and analysed by the ukactive Research Institute in London from a sample of one million customers and five million bookings.

The team looked at who attends boutique fitness classes, when they book and attend classes, and where they're from.

Even though the traditional perception of boutiques is of female-dominated environments (think yoga and spin), the extent of women's influence is surprising.

ukactive researchers found that more than 80 per cent of boutique fitness customers are female across three of the four cities in the study – an overwhelming figure, which highlights the strong demand amongst women for boutique fitness classes. In London and New York, women make up 83 per cent of classes booked, while in Los Angeles and Mexico City they make up 81 per cent and 68 per cent of bookings respectively.



Boutique fitness is most popular with Millennials

PHOTO: PSYCLE



ACCESS THE REPORT

To get the *Global Boutique Trends Report* from zingfit and ukactive, in full, go to: http://research.ukactive.com/boutique_trends_2018

INTERNATIONAL CLIENTELE

There's also a clear international demand for boutique fitness in London, attracting customers from across the globe, and the research highlights the growing popularity of boutique exercise classes among inbound visitors to the British capital.

Fifteen cities around the world had more than 50 residents who attended classes in London over the period of the study, including visitors from the USA, Hong Kong and Australia.

LUNCHTIME WORKOUT

The study also identified London as home of the lunchtime workout – with almost 20 per cent of classes in London taking place during lunch, compared to less than five per cent in Mexico City, where workouts before work are preferred.

Boutique fitness has traditionally been seen as a Millennial-driven subset of the fitness market and the *Global Boutique Trends Report* supports that assertion, as less than eight per cent of bookings were made by the over-45s across all the cities, with the average age of those attending boutique classes in London being just under 32-years-of-age.

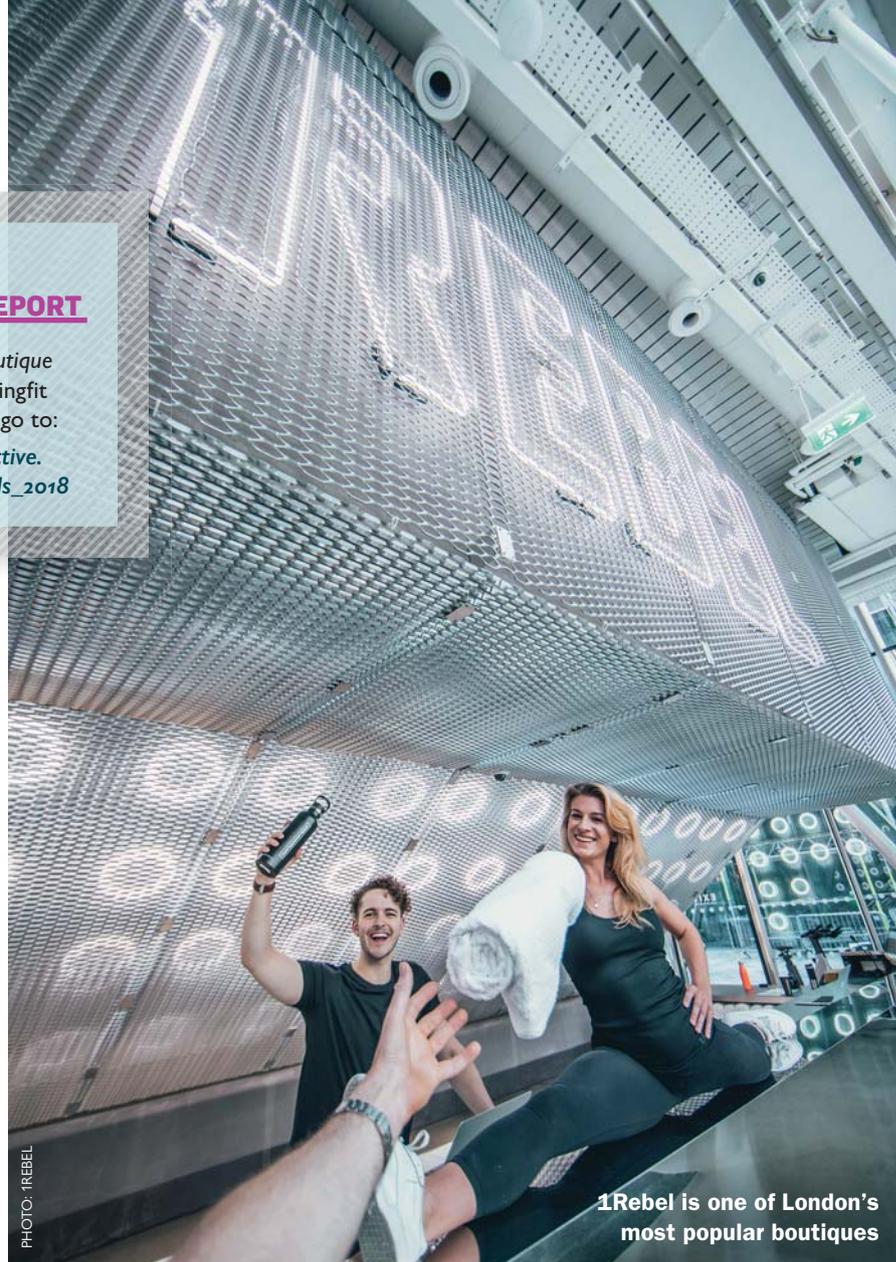


PHOTO: 1REBEL

1Rebel is one of London's most popular boutiques

The report also explored the appetite for advanced bookings and found a clear discrepancy between one city and the others. While more than 65 per cent of customers in Mexico City booked on the day, more than 60 per cent book in advance

in London, New York and Los Angeles. This difference in booking times highlights a trend within the US and the UK for customers to want to plan their fitness week ahead of time, by booking exercise classes around their weekly schedule. ▶

Who's using boutiques?

► Gender split

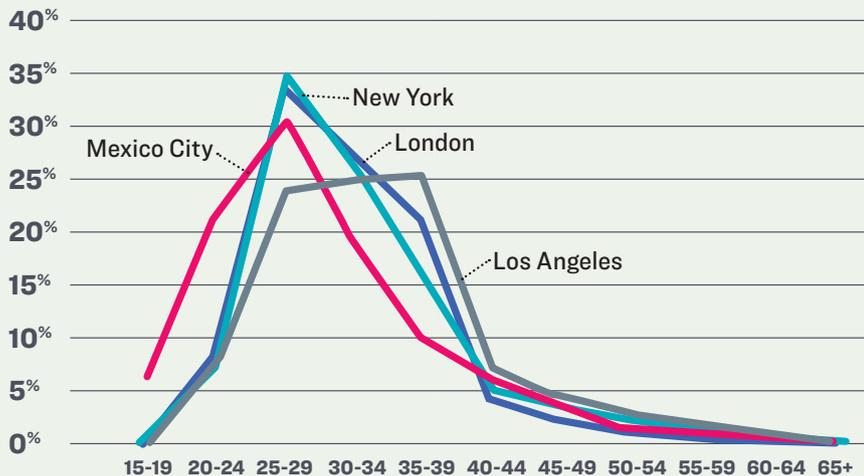
Looking at the registered customers of each studio within each city who supplied their gender, we can see how the breakdown between males and females compares



- Customer data from all four cities showed a clear gender bias towards female customers
- New York and London had identical customer gender splits of **17%** male and **83%** female
- The Los Angeles gender distribution was also similar, at **19%** male
- Mexico City was the city that stood out from the rest, with nearly one third of registered customers being male (**32%**)

Age distribution

Looking at the registered customers of each studio within each city who supplied their date of birth, we can see how the age distribution compares



Average age

LONDON 31 years, 11 months	MEXICO CITY 29 years, 5 months
NEW YORK 32 years, 8 months	LOS ANGELES 34 years, 2 months

- All four locations showed a big skew in the age distribution of their customers towards the younger age groups, with each city having less than **8%** of customers aged **45** and over
- This was most obvious in Mexico City, with half of customers aged **25-34**, and a further **28%** aged **15-24**
- In Los Angeles, the average age was nearly five years older than Mexico City, and LA also had the highest proportion of customers aged **35+**
- New York and London showed very similar age distributions

SOURCE: ZINGFIT

Boutique bookings

There were key differences in the most popular class times, with Mexico City having a much higher percentage of pre-work bookings than any other city

40%

The most popular day for classes was Tuesday in three out of four cities



Lunchtime classes were popular in London, representing

17%

of bookings, but less so elsewhere

Sunday was the least popular day for classes in three out of four cities



BOOKING TYPES

1 in 4 classes in London are booked as part of a package of 10 classes or more

Bulk class purchases comprise 89 per cent of bookings, showing the power of boutiques to foster a sense of loyalty

ClassPass bookings comprise just under 1 in 5 bookings (18 per cent), with introductory offers for new customers counting for 1 in 10 bookings (11 per cent)

Less than 10 per cent of bookings take place more than a week in advance

NO SHOW RATES

(where customers pay, but don't show up)

New York

13%

London

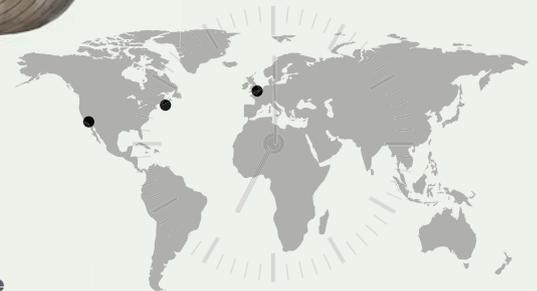
12%

Los Angeles

8%

Mexico City

7%



New York, London and Los Angeles all showed two peak times for class bookings: before work (5-8am) after work (5-7pm)

There are two distinct quiet periods across all cities: afternoon (2-4pm) late evening (8-9pm)

SERVAIS BOOSTEN

CEO & founder of Barcelona Bootcamp talks to HCM about the growth of his luxury fitness holidays in Spain and his plans to expand the five-star experience across Europe

Tell us about the Barcelona Bootcamp, how did you get the idea?

The demand for fitness retreats has been growing quite substantially over the past few years due to the decline in general health among individuals, and the interest in corporate groups looking to take their teams abroad for a “reset”. Barcelona has been one of the most trending locations to visit in Europe. Given the climate and outdoor training possibilities in our area, we saw an excellent opportunity to create the first luxury fitness bootcamp in Barcelona.

As a fitness and outdoor enthusiast, I’ve attended many “luxury” bootcamps and fitness holidays in several countries around Europe. I noticed that none of them really lived up to many of the more important elements that luxury retreat clients are looking for nowadays.

In addition to the very best training, it’s also about offering amazing accommodation, delicious and high-quality cuisine, and paying attention to the health and wellness of every participant. This is really what ensures our participants not only achieve their goals, but have a memorable experience at our bootcamp. We deliver all of these aspects in a beautiful setting, just 25 minutes from Barcelona airport, and 30 minutes from Barcelona city. The location of our



Boosten is a fitness and outdoor enthusiast

bootcamp also provides us with endless opportunities for outdoor training. From mountain hikes to boxing on the beach, our training is never boring or repetitive.

What makes the Barcelona Bootcamp different from any other bootcamp?

Most bootcamps claim to whip their participants into shape with military-style training and intensity. What they ignore are

the incredibly important aspects that set our participants on the path to achieving long term results in their health and wellness.

We offer nutritional seminars and discuss diet regularly throughout the week. By knowing our clients’ individual goals and constantly monitoring their diet, we can best help them to achieve the results they are after, both in the short and long term.

The training itself is also unique at Barcelona Bootcamp. Wellness is a vital piece to our camps, which is why we host voluntary yoga classes in the evenings throughout the week, along with our cooking and nutrition seminars. Our training is functional fitness training, which is ideal for all participants – ensuring that our clients are in the best health possible for everyday life, not just running obstacle courses in the mud.

Who is booking the Barcelona bootcamp?

We generally have seen a 50/50 split between corporate groups and individuals.

Our corporate groups are usually after a week of team building. The luxury appeal of our bootcamp (high quality cuisine and beautiful accommodation) along with the beautiful climate and close proximity to Barcelona airport makes it an obvious choice for many professionals.



The bootcamp has a holistic approach to wellness, with training and relaxation offered alongside nutrition and cooking seminars



The individuals are those interested in an intense fitness week, or those who have decided to make a positive change in their health and wellness. One of the most surprising aspects since we started has been the popularity among all different age groups and fitness levels. We've hosted entire families, fathers and sons, couples, and friends who come in groups to support each other.

No matter if it's a corporate group, or a group of individuals, our ethos, and what we always encourage, is the concept of team work. We always work together, which we find motivates our clients and creates a positive environment for change. The enthusiasm has been present with every group.

How does the future look for Barcelona Bootcamp?

The future looks very bright for Barcelona Bootcamp! Over the past four months we've seen a big jump in demand for our camps,



One of the most surprising aspects since we started has been the popularity among all different age groups and fitness levels.

with many of our clients booking multiple weeks at a time. Since we sold out many of our bootcamps in advance, this allowed us to run the camps weekly throughout the winter and spring. We also have repeat clientele from the winter sessions re-booking for our upcoming spring camps, this is a huge positive indicator for us.

We know when we receive positive reviews and repeat clients that we've made a positive impact on the health and wellbeing of our participants, and if we can help our clients change their lifestyle, we know we've done our job.

Although we're a start-up, with our incredibly experienced team in training,

hospitality, and marketing, we like to think big. Our goal has always been to franchise our bootcamp concept by expanding throughout Europe, and eventually becoming one of the most recognised brands in luxury fitness holidays worldwide.



BARCELONA BOOTCAMP

TEL: +34 664 72 28 29

WEB: www.barcelonabootcamp.com

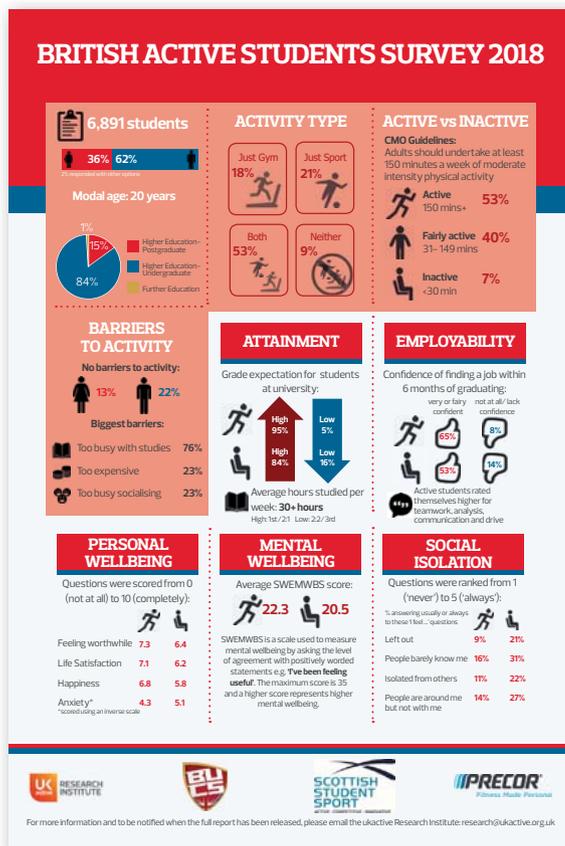
EMAIL: info@barcelonabootcamp.com

Active EDUCATION

Physical activity boosts wellbeing, social inclusion, attainment and employability.
Vince Mayne from the British Universities & Colleges Sport (BUCS) calls for Higher Education to provide more opportunities for students to get active

“**M**ens sana in corpore sano” – a healthy mind in a healthy body is a well-worn and hackneyed phrase but one that couldn't be more true given the results of the British Active Students Survey. According to the 2017-18 report – the biggest of its kind to date, with 6,891 students responding from 104 Higher Education (HE) institutes across the UK – students who are more active through playing sport or using the gym (or even better, by doing both!) have better scores on a host of measures, including better mental wellbeing, perceptions of attainment and employability, and social isolation.

With 2.4 million students at university across the UK, these HE environments can play a key role in encouraging and educating their students to meet the recommended levels of physical activity. This support will shape their activity habits for later life, helping to reduce adulthood



inactivity, alongside associated benefits such as reduced access to primary healthcare, better mental wellbeing and improved long-term employability. Evidence from Sport England's Active People Surveys also shows that those who attend HE have greater lifelong participation levels than those who don't attend university.

Starting university is, of course, a key transition for many people and can also carry its own specific challenges, such as managing one's own finances, cooking and cleaning. These are new experiences for some young people. On top of this, many students may also be away from their traditional support networks of family, friends, teachers or team-mates for the first time – and this can have serious impacts on their ability to cope and consequently their overall sense of wellbeing. This is even more reason for students to improve their wellbeing and feelings of inclusion by playing sport and/or using a gym.



Students who are more active have better scores on a host of measures



HE environments can play a key role in encouraging and educating their students to meet the recommended levels of physical activity

WHAT THE SURVEYS SAY

The Scottish Active Students Survey (SASS) and subsequent British Active Students Survey (BASS) provide strong evidence of the real benefits reaped by physically active students, particularly by participating in sport and going to the gym.

PERSONAL WELLBEING

Promotion of regular physical activity and participation in sport or gym memberships improves the personal wellbeing of students. The highest personal wellbeing scores were

found for those classified as being active or taking part in both sport and attending a gym. Combining sport and gym produced higher personal wellbeing scores than either in isolation. Providing both options increased the opportunity of better personal wellbeing compared with doing neither.

MENTAL WELLBEING

This is one of the most serious challenges facing universities across the UK, and in many other countries. Universities UK, the lead body for HE, has developed a

framework for student wellbeing which includes an audit of what universities are doing to protect and promote good mental wellbeing (#stepchange). Critically, BASS has shown that there's a key role for sport and physical activity in supporting good mental health among students, with the more active students showing higher (better) mental wellbeing scores.

SOCIAL ISOLATION

In an increasingly online society, fear or experience of being socially isolated is a very ►

- real problem for many young people. Being a member of a gym or sports club has a positive impact on feelings of being isolated, as does higher levels of physical activity.

ATTAINMENT

Students' views of their own ability to gain a good degree or get a job after graduating are essential aspects in building self-confidence and this often impacts on their drive to perform well in their academic work. Of those surveyed, 93.7 per cent anticipated gaining a 2:1 or 1st class degree.

Again, higher levels of physical activity correlated with more confidence in attaining a sound degree. Critically, those who were more active did not study any less than those who were less active, so it could also be speculated that active students have great time management skills too.

EMPLOYABILITY

In 2013, British Universities & Colleges Sport (BUCS) produced a report which showed through independent data that, on average, young people who go to university will earn more across their careers than those who do not. Although this is perhaps not surprising, the report also demonstrated that those who go to university and play sport will earn more than those who go to university but don't play sport, by around 18 per cent per year!

According to BASS, students who were physically active on a regular basis rated themselves higher on 8 out of the 10 employability skills measured, with teamwork and drive scoring highest, in addition to the personal skills of communication, leadership and self-promotion.



Gym or sports club membership has a positive impact on feelings of isolation

BUCS IS ONE STEP AHEAD

As the lead body for sport and physical activity in HE, BUCS aims to deliver "the best university sports experience in the world" and drive higher levels of active participation at its 160-member institutions.

This year BUCS celebrates 100 years of inter-university competition, since its first athletics competition at the University of Manchester, and aims to ensure its relevance in the ever-changing HE environment. So, although its competition programme remains core, focus is shifting towards enhancing student wellbeing and promoting the value of sport in a wider context within a tightening financial environment.

In terms of performance, BUCS's Super Rugby programme features the top 10 teams UK-wide in a weekly league format and sends successful teams to the Summer and Winter University Games; the Summer Games is the second largest multi-sport event in the world after the Olympics.

Investment across the sector via sports scholarships and support services of strength and conditioning, sports science, physio and sports therapy are also considerable, providing a pathway for dual-careers as student-athletes, leading to Commonwealth and Olympic success for many (67 per cent of Team GB medals were from current or former HE students).



Higher levels of physical activity correlates with more confidence in attaining a good class of degree

“ *The UNiversal Gym Card scheme gives full members at participating universities complementary use of fitness facilities at other members' clubs*

Within its competition programme, BUCS delivers the largest annual multi-sports event in the UK at its BUCS Nationals event. It also hosts BUCS Big Wednesday – the culmination of the team sports competitive season with 52 finals on one day at one venue; in 2019 this is returning to the University of Nottingham. BUCS has also hosted the largest surfing competition and student rowing regatta in Europe, as well as para-sport events in swimming, athletics and wheelchair tennis.

BUCS also has one of the largest chains of independent fitness clubs in the UK and serves a significant number of members nationwide. Its free UNiversal Gym Card scheme gives full members at participating universities complementary use of fitness facilities at other members' clubs to promote year-round physical activity. So students returning to their parental home in a different location during vacations and university staff travelling around the UK can remain active at no additional cost. ●

ABOUT THE AUTHOR



Vince Mayne is CEO of British Universities & Colleges Sport (BUCS). vince.mayne@bucs.org.uk

More: www.bucs.org.uk

Best in class

University of Warwick

The University of Warwick is investing around £50m in sport and wellness to help deliver their 'active campus' strategy. Warwick has a bold vision of becoming the most active campus in the UK and is using both its facility infrastructure and its campus to deliver this.

The new Sport and Wellness Facility opens in April 2019 to members of the university and the local community.

This provides a clear statement of the importance of health, wellbeing and being physically active on campus as well as the university's role in promoting these topics in the wider community.

The Sport and Wellness Facility showcases a 230-station gym (one of Technogym's premier sites), a 12-court arena, a 12-lane, 25m swimming pool with a moveable floor, an extensive climbing

facility with two speed walls (one of only two facilities in the UK) and more.

The university is sector leading in its participation programmes and recently won the BUCS Participation Programme of the Year award. It's one of 10 HE institutions to receive an externally-verified BUCS Physical Activity Excellence award for its work, as well as an award for its #reshaping sport campaign – to make sport more inclusive.

Warwick has a bold vision of becoming the most active campus in the UK





Students can track their activity on and off campus and receive “reward points” redeemable against many products

Kings College London

At Kings College London, 8,000 people attend its health and fitness facilities. Kings has three gyms across its Campuses (The Strand Gym, London Bridge Gym, Waterloo Gym) and a further two gyms at its Halls of Residences. Conveniently located and offering student-friendly prices, the gyms counteract barriers to being active such as convenience, cost and time.

At Kings, more than 200 classes are offered per week, as well as virtual activity training at some of the facilities. The university also runs an Active Wellness



Scheme that students can be referred to in order to help combat lower-level mental health issues. This has been heralded a great success. An initiative called Kings Move also enables participants (13,000 at

present) to track their activity both on and off campus and receive “reward points” for their activity, redeemable against a range of products. This has seen a huge increase in participation and retention rates. ▶



More than 25,000 students now engage in the university's sport programmes every year

University of Nottingham

► **S**ince the opening of its £40m David Ross Sports Village, the sport and physical activity offer at the University of Nottingham has been transformed.

More than 25,000 students now engage in university sport programmes annually: 7,000 members belong to its 73 sports clubs; 3,000 students sign up to its intramural competitions; and 3,000 students participate in its introduction to sport engagement programme. The facilities offer more than 200 fitness classes a week.

Furthermore, the university is a leading institution for disability and inclusive sport

and physical activity. In 2017/18 it received more than 500 referrals from the disability liaison team, with 477 of those purchasing sports membership to support and aid their physical or mental disabilities and impairments. For those 477 people, 209 supported-fitness sessions were delivered. These sessions aimed to provide a safe and supportive environment in the gym, allowing individuals an opportunity to train with their non-disabled peers.

Four accessibility videos have also been produced to support students and staff before they even visit the facilities in order

to help reduce any feelings of anxiety and improve their overall experience.

This year the University of Nottingham is working with an award-winning partner Parallel, to deliver an inclusive running event catering for all abilities and age groups on its main campus in Nottingham.

The Department of Sport will also be working with a range of partners to deliver a programme that will promote the benefits that sport and physical activity can have on the mental wellbeing of its male student population thanks to contributive funding from BUCS/Sport England.

University of Birmingham Sport

University of Birmingham Sport (UBSport) offers an extensive range of inclusive sport and fitness opportunities for students, staff and the wider community, ranging from beginner to performance sport. Around £65m has been invested in indoor and outdoor sports facilities over the past three years, including the £55m Sport & Fitness club.

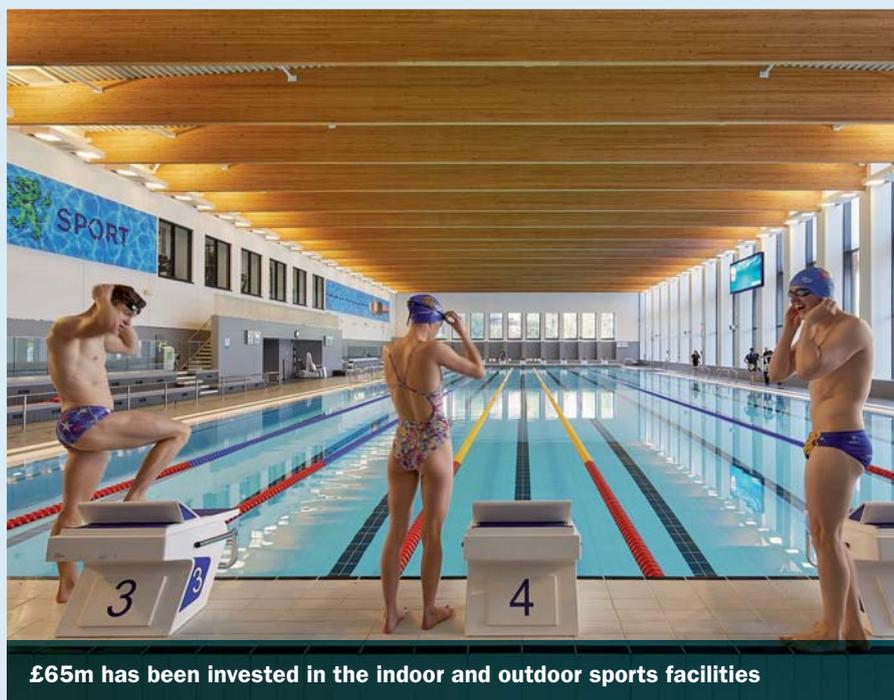
Of the 11,000 Sport & Fitness club members, over 75 per cent use the 200-station gym and almost 60 per cent

use the 50m swimming pool. More than 4,500 class users take part in 180 group exercise classes per week, and almost 2,000 take part in the extensive Campus Sport programme of recreational leagues and one-off events, engaging a broad spectrum of students from across the university.

The Sport & Fitness Club has also enabled the university to significantly expand its junior offer. This includes over 1,000 children and 42 local schools on its swim programme, and the relaunch of its



The Sports & Fitness club offers more than 180 group exercise classes



£65m has been invested in the indoor and outdoor sports facilities

Junior Sports Camps in Easter 2018. In addition to the 3,000 adult community members, around 25 local community clubs and groups use the university's facilities on a weekly basis.

New outdoor facilities include two international-standard hockey pitches, 10 netball/tennis courts, an additional 3G pitch, a gymnastics centre and an athletics track. This investment has enabled UBSport to enhance student participation and quality of experience, as well as significantly expand its existing community offer.

On the competitive sports side, almost 4,500 students are members of 55 student sports clubs, and 75 students are supported by a sports scholarship.

Although facilities at UBSport weren't designed to host major events, they've already attracted a range of big events, including the UK Transplant Games and British Junior Open Squash, as well as being a venue for the 2022 Commonwealth Games for hockey and squash.

Body LANGUAGE

Les Mills™ Virtual group exercise classes are successfully integrating international students into the campus community at the University of Leeds

BALANCING LIFE SURVEY

The University of Leeds has a large international student population, many of whom attend the Business School. However, its location on the outskirts of campus makes it more difficult for them to engage with facility-focused activities at the university's on-campus gym – The Edge.

To identify the activity levels of staff and students, the Sport and Physical Activity department conducts an annual Balancing Life Survey, which looks at the areas of campus where there could be more opportunities for them to get involved.

Engaging international students, especially through activities that support their experience of British culture, was identified as a key area of focus. Similarly, the survey identified the need to build networks and increase the integration of students from different cultural backgrounds. The survey also revealed that there are thousands of students looking to learn new languages and seeking opportunities to incorporate language learning into real-life settings.

As a result of these findings, the Sport and Physical Activity department teamed up with the university's International Office to undertake a pilot scheme aimed at leveraging group exercise classes at The Edge for international students.



Les Mills™ Virtual classes Mandarin at The Edge improve well being

VIRTUAL MANDARIN CLASSES

In partnership with Les Mills, the University of Leeds launched a timetable of Les Mills™ Virtual classes in Mandarin over Christmas 2017 and Easter 2018. With marketing and promotional support led by the International Office, the team was hopeful that Mandarin content could become a permanent fixture on the timetable.

The results of the first Mandarin virtual classes over Christmas yielded impressive results, attracting 155 participants across the two-week holiday.

“Naturally, we see a dip in group exercise over the Christmas period, so to get the volume of people we did was very impressive,” said James Buckley, Physical Activity, Health and Wellbeing Manager at the University of Leeds.

This was replicated over Easter, and the results were even more positive with 244 participants. In fact, the numbers for virtual Mandarin content stood-up favourably against other content in English.

One of the most impressive parts of the programme was how well it highlighted the power of group exercise in reducing isolation and helping students to feel more integrated into The Edge community.

“It’s very common for international students to remain on campus out of term time. With this in mind, various departments work collaboratively to provide a programme of activity to reduce any feelings of isolation that they might have, and foster opportunities to integrate



“ *The programme highlights the power of group exercise in reducing isolation during term time and throughout holiday breaks*

international students with UK students, during term time and holiday breaks.

“Implementation of these Les Mills group exercise classes was a perfect example of this working to full effect,” explains James.

“With more students taking part in Les Mills™ Virtual classes in Mandarin, we’ve seen the positive effect group exercise can have on integrating these classes into the language learning process, building new social groups and looking after well being.

“Feedback from participants clearly showed us what a great product the Les Mills classes are and the demand there is to showcase more of them. The student feedback was overwhelmingly positive.”

LANGUAGE ROLLOUT

The university is now looking to add Les Mills™ Virtual programming in additional languages, expanding the classes to other on-campus venues. This year will also see a new Innovation Centre being opened at the university, offering a virtual exercise studio.

“With the success of the virtual Mandarin programming, the team is looking to expand the offering to other languages. Due to the nature of the product, one of its great strengths is that we can take the virtual offering into residences or into the International Office itself,” added Buckley.

Working as an extension of the team, Les Mills provided invaluable insight into how to incorporate the programming on campus.

Buckley explains: “We wanted to be confident in the quality of the product, and we got that with Les Mills. We could really lean on the team for access to information and this was absolutely critical in helping us make the case for the trial.

“Les Mills was hugely supportive in helping us achieve these results. Quality content coupled with a truly individual approach is what sets them apart. It’s not a pre-set package. It was bespoke.”

The University of Leeds now boasts over 85 per cent occupancy rate across 245 classes per week at The Edge. ●

Fit AS A FIDDLE

Larissa Davies and Themis Kokolakis take a look at the winning relationship of sports participation and mental wellbeing with individual and community development



Cycling for leisure increases the likelihood of achieving a high level of social trust by 25 per cent

SHUTTERSTOCK/DUNCAN ANDISON



Volunteers in sport are more likely to feel good about their community

SHUTTERSTOCK/FOTOKOSTIC

The relationship between sports participation and wellbeing outcomes has become one of the most widely researched areas in sport research over the last decade.

The Sport Industry Research Centre (SIRC) has investigated, for the first time, the relationship between engagement in sport and physical activity and the strategy outcomes of three key areas: mental wellbeing, individual development, and social and community development. Based on Sport England's *Active Lives Adult Survey* (2018), the analysis is set out in the government's *Sporting Future* strategy.

Although we know that sport and physical activity can have a positive impact beyond the physical health benefits derived from increased participation, it's challenging to measure and quantify the wider impact on society. Much current evidence relating to outcomes is qualitative or case-study based. In the *Active Lives Adult Survey*, the outcomes are classified as:

- mental wellbeing: life satisfaction, feeling worthwhile, happiness and anxiety
- individual development: self-efficacy
- social and community development: social trust

IT'S ALL POSITIVE

According to the *Active Lives Adult Survey*, participating in sport and physical activity has a positive impact on mental wellbeing, individual development, and social and community development – and the more intense the activity, the stronger the effect. The survey shows that participants in any sport or physical activity are 57 per cent more likely to experience higher levels of perceived self-efficacy.

Volunteering in sport also has a positive effect on mental wellbeing, individual development, and social and community development – and its effect is more



As activity levels increase from inactive to active, all outcomes of mental wellbeing satisfaction achieve better results

SHUTTERSTOCK/MARINO BOCELLI

“

Sport club members are 35 per cent more likely to achieve very high life satisfaction than those who are not members of a club

- ▶ pronounced in the latter. The survey shows that people who volunteer are also 29 per cent more likely to report social trust than those who do not volunteer.

People who both participated in sport or physical activity and volunteered achieved even better outcomes than those who either took part in sport/physical activity or volunteered (without combining).

Sports club membership on its own has a statistically significant effect on mental wellbeing. The research found that sport club members are 35 per cent more likely to achieve very high life satisfaction than those who are not members of a club.

GET MORE ACTIVE

As activity levels increase from inactive to fairly active and then active, all four outcomes of mental wellbeing (life satisfaction, happiness, worthwhileness and anxiety) achieve progressively better results. The same pattern can be shown to be true in the case of the other three outcomes: anxiety, self-efficacy and social trust. In addition, these relationships were found to be stronger in the case of people with disabilities, illustrating the role that sport and physical activity can play in achieving better wellbeing outcomes for the population as a whole.

VOLUNTEER YOUR TIME

Of those surveyed, people who volunteered reported higher levels of self-efficacy and social trust compared with those who did not. Volunteers are more likely to feel good about their community and, compared with those who have never volunteered in sport, are more likely to report that they trust others in their community. This makes volunteering a particularly effective tool in community development and social integration. Similar associations can be found between volunteering and all four mental wellbeing outcomes (life satisfaction, happiness, worthwhileness and anxiety).

WINNING COMBINATION

Furthermore, the *Active Lives* research shows that all these positive outcomes are stronger when people volunteer (at least twice a year) and participate in sport and physical activity (at least 150 minutes per week). In terms of policy, it makes sense to motivate those who already participate in sport and physical activity to volunteer twice a year, thereby achieving even higher wellbeing outcomes.

KEY DRIVERS LIFE SATISFACTION

Sport-related drivers of life satisfaction that emerged from the results of *Active Lives* showed that people who are moderately active (30-149 minutes per week) are 13 per cent more likely to achieve 'very high' life satisfaction. This probability increases to 32 per cent in the case of walking for leisure and to 35 per cent (maximum) on joining a sports club. The combination of sports activity and social interaction that can be easily achieved within a sports club environment is particularly useful in this regard.

SELF-EFFICACY

Allowing for demographic differences, doing sport or other physical activity twice a month improves the likelihood of achieving a higher level of self-efficacy by 10 per cent (compared with those who do less than 30 minutes a week).

This likelihood increases by 32 per cent among fairly active participants, 39 per cent among volunteers, and by a maximum of 57 per cent in the case of active people (those who undertake at least 150 minutes of exercise per week).



SHUTTERSTOCK/4 PM PRODUCTION

**Physical activity twice a month
boosts self-efficacy by 10 per cent**

SOCIAL TRUST

Being active for at least 150 minutes a week, although very effective in terms of self-efficacy, links to only an 11 per cent increase in the likelihood of achieving a high level of social trust; its highest values are found in cases of volunteering (29 per cent), cycling for leisure (25 per cent) and sporting activities (25 per cent).

CONCLUSION

While modest, the contribution of this research should not be understated. The survey adds credible cross-sectional data analysis and provides a baseline against which to measure progress in relation to the government's strategy outcomes.

In the context of mental wellbeing, traditional tools like sports club

membership and sports volunteering are particularly relevant driving outcomes in life satisfaction and social trust correspondingly. Being active is particularly important for achieving high levels of self-efficacy and also improves the results across the whole set of wellbeing outcomes. ●

ABOUT THE AUTHORS

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1Rebel's spin studio amphitheatre features an instructor platform that ascends and descends during spin classes

Rule BREAKERS

Standing out from the crowd can give you the edge. Editor **Helen Patenall** rounds up the H&F club players breaking new ground and stealing the spotlight from their competitors

TAKE A SOUND SPIN

Alternative fitness operator 1Rebel has opened the world's first spin studio amphitheatre in Victoria, London.

The 7,000sq ft (650sq m) arena at Victoria's Nova – a multi-restaurant development – houses an 86-bike studio over three stories, as well as an instructor platform that ascends and descends during spin classes via a remote control scissor lift.

1Rebel's spin studio is home to a 3D sound system – second only to that at the Sydney Opera House – and a sensory shower system. It's encased in industrial-modern copper piping and white-lacquered exposed brick, with a galvanized steel staircase featuring milky PVC drapery leading up to the changing areas.

Founded three years ago by Giles Dean and James Balfour, 1Rebel has three further sites in London, located at Broadgate, Bayswater and the Southbank.

SPORT TECH HUB START-UPS

From secret music events for fitness to sports heatmaps and AI coaches, 16 innovative start-ups have been selected to launch London's new Sport Tech Hub.

Backed by London Sport, the Mayor of London and Sport England, the hub delivers a 24-week bespoke programme of growth acceleration support for Sport Tech, Fit Tech and Health Tech start-ups to deliver innovative technology-supported physical activity and sport nationwide.

The 16 SportTech, FitTech and HealthTech start-ups range from mass participation and active travel to social engagement and at-home fitness to immersive experiences, supported by partners including Fieldfisher, London & Partners, HubSpot, Crowdcube, RLC Ventures, Sponge Marketing and the Sport Industry Group.

Here's just a few of the newcomers to watch out for. Racefully is the only app that enables you to run with your friends in real time, whenever you want; AktivKidz gets children active through challenges set by celebrities to attain points and prizes; Rabble enables immersive team games in your local community; Sweat & Sound runs secret, immersive fitness events for music lovers and creative spirits; and Return2Play is a concussion management and multi-injury reporting tools aimed at schools, clubs and governing bodies.

Racefully's co-founder, Chris Pointon, explains the inspiration behind his app: "Community is playing an increasing role in the running world, as demonstrated by successful initiatives like Parkrun's informal events. We wanted to extend the support and motivation that comes from running with friends to runners everywhere, regardless of where they or their friends go running."

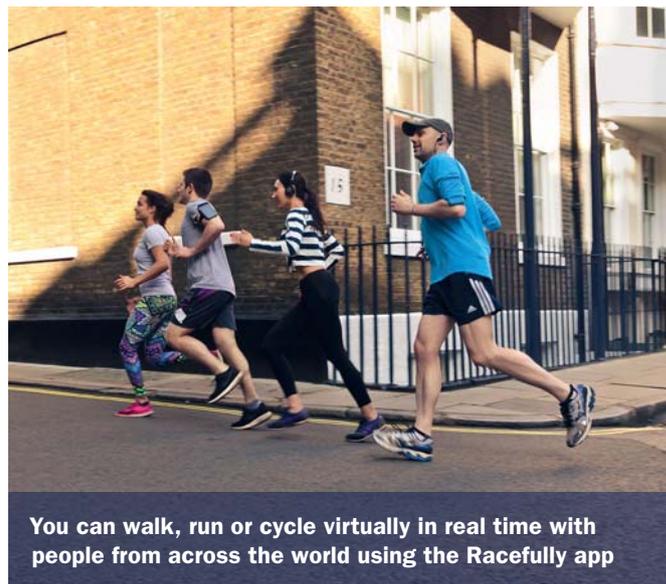
Ariana Alexander-Sefre, founder and CEO of Sweat & Sound, tells us: "Our live music, multi-sensory approach is proving to be

“ The 16 start-ups will deliver technology-supported physical activity and sport nationwide



Sweat & Sound takes a multi-sensory approach to promote mental wellness

beneficial for mental wellness. For example, live music, as opposed to recorded, has been proven to improve the way our brains synchronise! We've also conducted surveys where 96 per cent of participants reported anxiety levels decreasing dramatically after an experience. We'd like to use this research to prove the importance of multi-sensory wellness in schools and disadvantaged areas, and to demonstrate its importance in mainstream media." ▶



You can walk, run or cycle virtually in real time with people from across the world using the Racefully app

Customised and illuminated game lines eliminate any traditional sports line confusion



► FUTURISTIC FLOORING

The University of Oxford is home to Britain's first LED-lit, smart glass floor. Designed by German company ASB GlassFloor and installed in collaboration with FaulkerBrowns and Beard Construction at the university's new Acer Nethercott Sports Centre, the futuristic floor offers flexible underfloor lighting for customised line markings.

Perfectly suited for sports like badminton, basketball, futsal, handball, korfbal, netball and volleyball, the ability to programme and control the floor's markings in an array of LED colours and patterns via a remote touchpad allows players to avoid any of the

confusion that can be caused from having multiple permanent lines painted over one another.

Dean Averies, director of Beard, said: "As specialists in the delivery of sports centres, we believe these smart glass sports floors are the way of the future, offering a sustainable hi-tech solution that outperforms traditional sports flooring."

Christof Babinsky, MD of ASB, added: "ASB MultiSports at Acer is the most advanced and durable sports flooring system in the world – individual game lines illuminated by LEDs (switched on and off at the push of a button) eliminate the confusing game line chaos in traditional sports halls. With a lifetime expectancy of more than 70 years, the system is engineered to last."



Britain's first LED-lit, smart glass floor offers flexible underfloor lighting for customised line markings via a touchpad



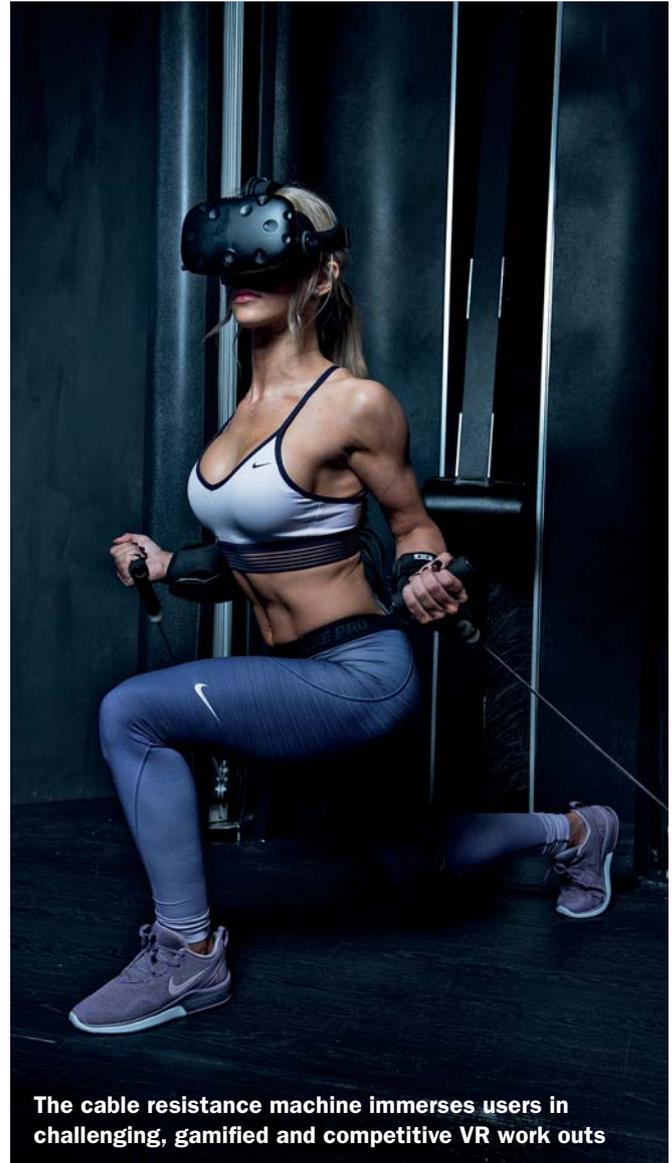
THINK OUTSIDE THE BOX

Virtual reality fitness brand Black Box VR was named a Consumer Technology Association (CES) Innovation Awards Honouree in 2018 for its resistance-based gym technology.

The Black Box VR studio has developed a fully automated cable resistance machine that integrates virtual reality hardware and virtual eSport software.

The system uses an intense, time-dilated, custom workout while immersing users in challenging, gamified and competitive virtual reality fitness experiences, powered by HTC Vive software.

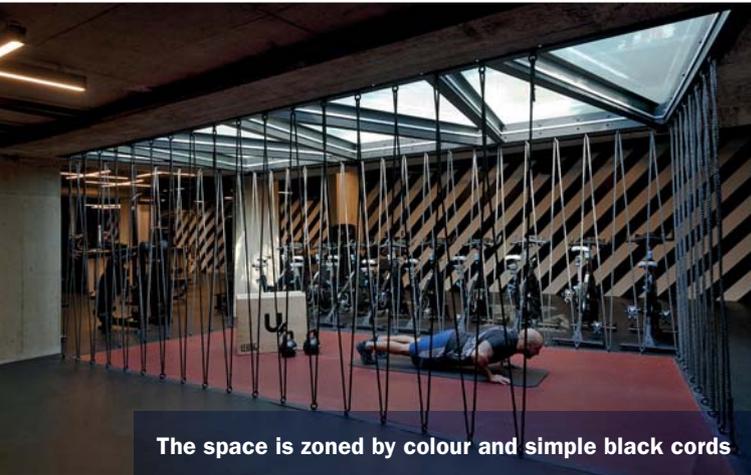
Chief creative officer Preston Lewis explains: "We believe that through innovative engagement mechanics, user personalization, real-time form tracking, coaching artificial intelligence, game mechanics, deep data analysis and artificial intelligence, we will be able to reach a diverse demographic of people. Our core age group focuses on 25-40 year olds who want to improve their health and fitness, have an affinity for games, and want workouts that are data-driven, engaging and time-efficient."



The cable resistance machine immerses users in challenging, gamified and competitive VR work outs

Ryan DeLuca, chief executive of Black Box VR, added: "For nearly two years, our team of veterans from the fitness industry and the gaming industry have collaborated to harness the power of virtual reality to change the landscape of results-driven exercise and competitive eSports."

Black Box VR was founded in 2016 by Lewis and DeLuca, after they had built Bodybuilding.com into a major supplement retailer. ►



The space is zoned by colour and simple black cords

► SHOW YOUR TRUE COLOURS

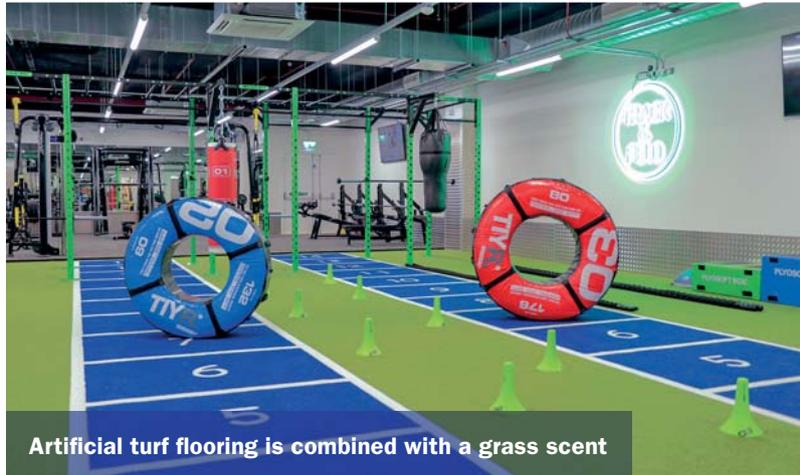
Health club brand U Energy commissioned Rabih Geha Architects to design an underground project as “a place to provide respite from the hectic nature of daily life” in Beirut, Lebanon.

To encourage connection and interaction, the U Energy Beirut gym includes weightlifting areas, a stretching zone and spinning and yoga studios in an almost completely open space, divided by structural concrete pillars, thick black cords and industrial-style equipment. So members can work out with a trainer next to someone stretching, while others are boxing, creating a social space where they can pick up new skills and make new friends.

Taking inspiration from neuropsychologist Kurt Goldstein, who believes that light travels through our neurological pathways and affects the pineal gland in our brains – impacting our body, mind and emotions – the health club features three key colour schemes.

Green has been used to facilitate more enjoyable workouts owing to its healing effect, red to add a feeling of energy to keep-fit sessions thanks to its invigorating effect, and blue features in the weightlifting areas because of its calming effect which boosts productivity. Skylights also allow natural light to filter into the underground space, with parallel neon lighting strips creating invisible dividers by subtly highlighting the different zones.

Geha says: “The result here is an edgy and dynamic, motivational setting conducive to a healthy, energetic and comfortable workout. It is raw and industrial in style, allowing members to focus only on enhancing their wellbeing without the busy distractions of Beirut.”



Artificial turf flooring is combined with a grass scent

BRING THE OUTSIDE IN

Buzz Gym’s latest site heralds its new Track & Field Zone – an area where the “outside is brought inside” thanks to artificial turf flooring, a training rig, sleds, tyres, HIIT equipment and a heart rate tracking system, so members can compete against each other and track their own progress.

A grass scent is also pumped throughout the 18,000sq ft (1,672sq m) facility in Oxford to further emulate the feeling of an outdoor training environment.

Launched on the back of a £1.25m funding package from HSBC, Buzz Gym’s chief executive, Adam Stowell, told *HCM Handbook*: “We’re constantly seeking ways to disrupt the standard gym trends and our Track & Field zone has been very successful. We selected the very best materials to ensure the artificial grass is as real to touch as possible and we even pump in a grass scent to make members feel like they’re training outside.

“The space has some key high-intensity exercise equipment like Sleds, Wattbikes and SPARC Trainers but also boasts a functional rig for suspension training and CrossFit style workouts.”

The Oxford gym is the first new opening since Buzz Gym signed a deal with equipment supplier Life Fitness, which saw the company introduce a “transformed business model” to help with a UK-wide expansion. The chain will invest and install Life Fitness’s premium kit at its sites, as part of plans to combine affordable, no contract gym memberships with a premium fitness equipment offer and high-specification fit-outs.



Every aspect of a user's lifestyle is integrated into the personalised new Baby2Body coaching app

ACTIVELAB'S ACCELERATOR APPS

ukactive's start-up accelerator programme ActiveLab aims to uncover innovations designed to tackle the UK's obesity and inactivity crises. The bespoke 12-week agenda offers fast-track support to develop, connect and scale the best physical activity businesses delivered through workshops, collaboration sessions, 1:1 mentorships, sector expert sessions and events to connect businesses with key stakeholders from throughout the sector.

In 2018, ActiveLab's cohort featured 11 start-ups, selected from 120 applications from across the globe, and included companies from the UK, US, Australia and Belgium.

The 2018 innovations included Walk With Path, which aims to help individuals with Parkinson's to walk more easily and become more active; an app called TopYa that challenges children to compete with friends in a bid to boost activity levels; and a digital wellbeing coach supporting pregnant mothers called Baby2Body.

Melinda Nicci, chief executive and founder of Baby2Body, told *HCM Handbook*: "Baby2Body is the only data-driven and fully

automated platform dedicated to optimising women's health and wellbeing before, during and after pregnancy. What sets us apart is that every aspect of a user's lifestyle is integrated into how we deliver the coaching experience: the growth of her baby, her fitness goals, nutritional needs, wellbeing support, and other personal metrics that we capture to deliver information, tools, and inspiration that is uniquely relevant to each user.

"No matter where she is in the world, as long as she has her Baby2Body app, she's got her fitness and wellness coach by her side."

ukactive CEO Steve Ward said: "These companies prove that technology and innovation can be a force for societal good – helping guide people towards exercise and breaking down barriers to physical activity for vulnerable populations." ●



HCM

HANDBOOK 2019

RESEARCH ROUND-UP

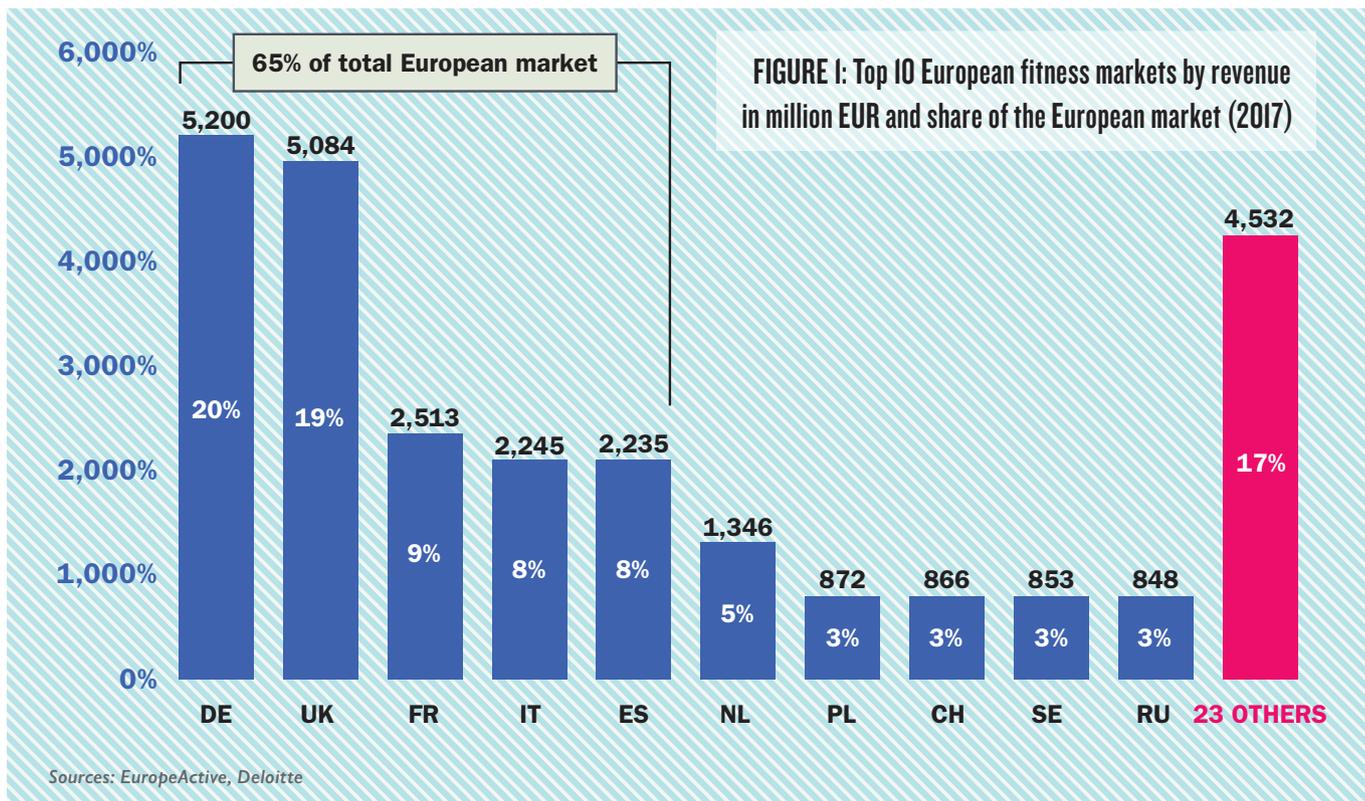
On track	p80
Science snapshots	p88
Breaking barriers	p94
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Adopting aggregators	p104
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John Reed Fitness combines a classic McFIT gym with an unconventional interior design and a strong music focus



ON TRACK

Deloitte's Karsten Hollasch rounds up the *European Health & Fitness Market Report* on strong growth in membership and market value



Health and fitness offerings continue to attract more and more Europeans according to the *European Health & Fitness Market Report 2018* by EuropeActive and Deloitte.

In 2014, EuropeActive adopted a goal of achieving 80 million members of European clubs by 2025 – with about 46 million members reported at the time. The industry remains on track to hit this target.

Deloitte found total membership in the EU, Norway, Russia, Switzerland, Turkey and Ukraine rose by 4.0 per cent in 2017 to about 60 million at the end of the year.

At constant foreign currency exchange rates, the European market size increased by 3.8 per cent in 2017 compared to 2016, largely driven by strong growth in the UK market of +6.8 per cent.



The consistently high number of M&As underlines the notion that health and fitness remains a highly attractive sector for strategic and financial investors alike

Karsten Hollasch

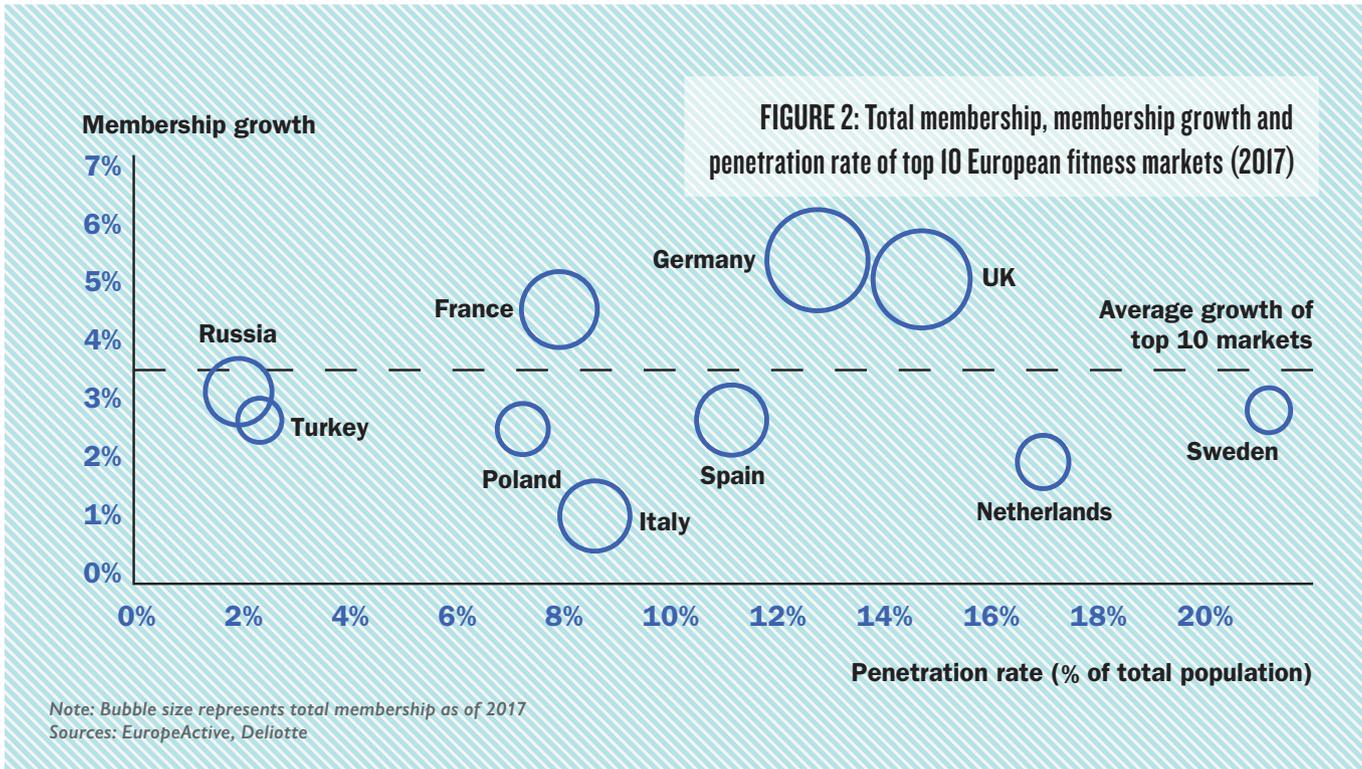
At actual foreign currency exchange rates, year-on-year growth in Euros amounted to 1.9 per cent, due to negative exchange rate effects.

While the low-cost segment continues to grow in most markets, there are also an increasing number of premium-priced boutique fitness clubs and growth in offerings such as functional fitness, personal training and small group training.

These are some of the main findings of the Deloitte report, which was presented at the European Health and Fitness Forum in Cologne in April 2018.

MCFIT AND BASIC-FIT

“The importance and popularity of health and fitness continues to grow throughout Europe and the stationary fitness market meets this demand with innovative concepts ▶



► and an increasingly dense network of clubs,” explains Karsten Hollasch, partner and head of consumer business at Deloitte. “The leading players continue to drive market growth, as evidenced by the fact that the 30 largest operators managed to increase their membership by 9.5 per cent to 14.1 million. However, many smaller chains and independent fitness club operators can distinguish themselves with excellent service and individual customer support.”

Among the leading operators, German discount chain McFIT Group retained its top position in terms of membership, with an estimated 1.73 million members, an increase of 110,000 over the previous year.

The total number of McFIT-branded clubs increased by six from 241 to 247, the

group also operates 15 clubs under the High5 brand and 18 under the John Reed brand, following 12 openings in 2017.

John Reed, which was launched in 2016, has a slogan ‘Not your average gym’, and combines elements of a classic McFIT gym with unconventional interior design and a strong focus on music at monthly membership fees of €25 to €40.

After expanding the John Reed concept to Budapest in Hungary and Prague in the Czech Republic in 2017, the company plans to enter the Swiss market, opening a John Reed in Zurich this May.

In addition, the group’s North American subsidiary 1UP, is expected to open two clubs in Los Angeles and San Francisco by the middle of 2019.

Ranking second in size is Netherlands-based Basic-Fit with 1.52 million members. This low-cost chain generated by far the highest organic membership growth of all operators, with 310,000 additional members. This was largely due to the opening of 87 clubs in France.

British low-cost operator Pure Gym ranks third after increasing its membership by 103,000 to 923,000 in 2017. In February 2018, the Leeds-based company – which was acquired by North American private equity firm Leonard Green & Partners in November 2017 – became the third European fitness operator to reach one million members.

Seven of the top 10 operators by membership can be considered low-cost



Basic-Fit generated the highest organic membership growth, largely owing to opening 87 clubs in France

operators. Following the three market leaders are German franchise operator Clever Fit (fourth), UK-based The Gym Group (fifth), German up-and-comer FitX (eighth) and the Danish market leader, Fitness World (ninth).

Two other top 10 operators – Health & Fitness Nordic and Migros Group – have a low-cost brand in their portfolios.

DLL IS STREAMS AHEAD

While five low-cost operators (McFIT Group, Basic-Fit, Pure Gym, Fitness World and Clever Fit) also rank among the top 10 in terms of revenue, the UK-based premium operator David Lloyd Leisure (DLL) tops the ranking with revenues of €483m. DLL took the lead from fellow premium

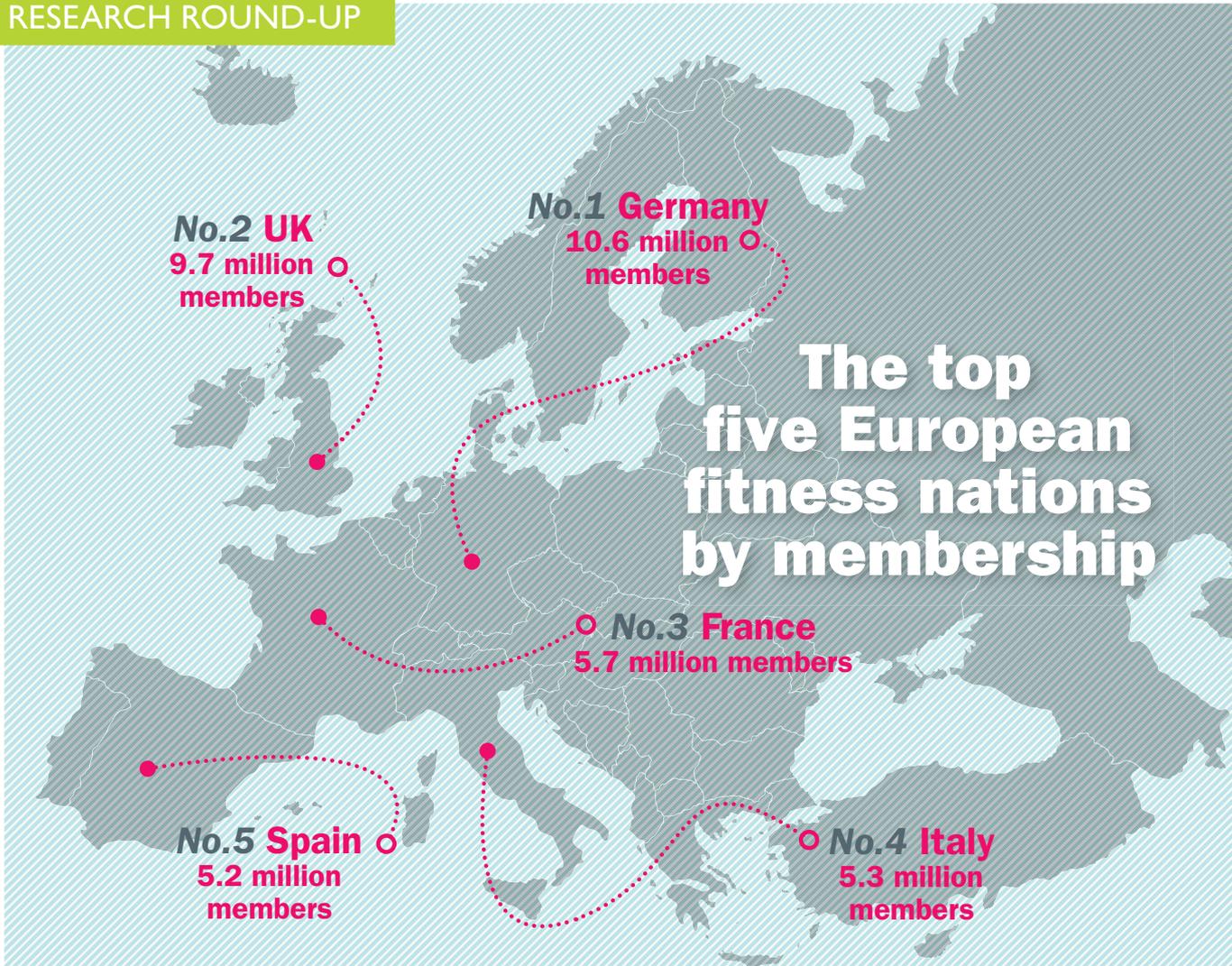


operator Virgin Active, from whom it acquired 14 clubs in the UK in June 2017.

In addition, DLL expanded its international presence in 2017 with the opening of a second Spanish club in Madrid in February 2018, as well as the acquisition of the Malaspina Sporting Club in Milan.

At the end of 2017, DLL operated 112 clubs in six countries – including 99 clubs in the UK – with a total of 580,000 members.

Ranking second in Europe with revenues of €388m is the Swiss fitness conglomerate and social enterprise, Migros Group. At the end of 2017, the Migros cooperatives



- ▶ operated 311 health and fitness facilities with a total of 466,000 members in five different countries.

In Switzerland, Migros Group expanded its market-leading position in May 2017, with the acquisition of Silhouette Wellness (22 gyms under two brands).

At year-end, Migros Group had approximately 230,000 members across 123 clubs under 12 different brands in

Switzerland, of which 98 were part of the Migros FitnessCard network.

The Silhouette clubs were also rebranded and joined the network in 2018. Notably, Migros Group entered the low-cost market in 2017, with the launch of its “Only Fitness” brand in the Swiss capital of Bern.

Meanwhile, Virgin Active dropped to third place in the revenue ranking with estimated revenues of €356m following the

transaction with DLL in the UK, as well as the sale of its entire Iberian business (eight clubs in Spain and four clubs in Portugal) to Holmes Place in October 2017.

At the end of 2017, Virgin Active still operated 76 clubs in Europe: 43 in the UK and 33 in Italy. However, it remains one of the largest chains in the global fitness industry with about 1.4 million members and over 230 clubs across eight countries



Pure Gym was third in Europe to reach one million members in 2018

in Europe, Southeast Asia, Southern Africa and Australia, according to public records.

The major acquisitions undertaken by Pure Gym, David Lloyd Leisure, Migros and Virgin Active are just some examples of recent mergers and acquisitions (M&A) in the European health and fitness market.

In fact, 20 major M&A deals were recorded in 2017, the highest number since the *European Health and Fitness Market*

Report has been published – and an increase of three transactions when compared with the previous year.

“The consistently high number of mergers and acquisitions underlines the notion that health and fitness remains a highly attractive sector for strategic and financial investors alike,” says Karsten Hollasch. “By supporting the expansion of fitness operators, these investors also

help the health and fitness industry to achieve further growth.”

With regards to investor types, 12 of the 20 transactions involved a sale to a strategic investor, i.e. another market participant. In addition, six businesses were sold to financial investors, indicating the interest of financial investors in the fitness industry, while one company was listed on the stock market (Actic Group at Nasdaq Stockholm) ►



McFIT Group retained its top position in terms of membership

- ▶ and another changed hands between private investors. The large number of transactions involving the movement of assets from founders to strategic investors indicates an increasing market consolidation. However, consolidation in the operator market remains low compared to the commercial fitness equipment market, where the four leading companies – Life Fitness, Technogym, Johnson Health Tech and Precor – account for an estimated 72 per cent of global and 85 per cent of European commercial equipment sales.

GERMANY STRIKES HIGH

With a membership growth of 5.3 per cent to 10.6 million members, Germany strengthened its position as the country with the highest membership, ahead of the UK (9.7 million), France (5.7 million), Italy (5.3 million) and Spain (5.2 million).

At the same time, Germany took over first place in terms of revenue for the first time in 2017, with total revenues of €5.2bn according to research conducted by DSSV, DHfPG and Deloitte. However, this was due to negative exchange rate effects in the

UK as that market grew by 6.8 per cent at constant currency compared to a 3.0 per cent growth in the German fitness industry.

Together, the top five countries represent nearly two thirds of the entire European market in terms of both membership and revenues. With penetration rates (ratio of the number of fitness club members to the total population) of about 8-15 per cent, these countries generally offer further market growth potential and are expected to be major drivers towards 80 million total members in Europe by 2025.

While Sweden (21.4 per cent), Norway (20.9 per cent), Denmark (18.3 per cent) and the Netherlands (17.0 per cent) have the highest ratio of fitness club members relative to the total population, Ukraine (2.6 per cent), Turkey (2.4 per cent) and Russia (2.0 per cent) have relatively low penetration rates, which could – in combination with their large populations – indicate potential for future growth.

DIGITAL IS THE WAY AHEAD

“Further growth in the fitness market will be driven by favourable macro-trends such as increasing health awareness, but even more importantly by innovative fitness concepts and business models that meet customer needs,” explains Karsten Hollasch. “The definition of the fitness industry as a purely stationary fitness market is over: existing fitness concepts are being augmented by digital offerings and new market participants are developing entirely new, purely digital concepts.”

Thus, technological innovations such as mobile fitness applications, wearable tracking devices and online gyms, as well as offline activities like outdoor group workouts, provide opportunities to be physically active outside a brick-and-mortar gym and continue to gain popularity in many European markets.

While these offerings might be considered a threat by some fitness club operators, many traditional fitness providers also see opportunities in these trends and have already started to incorporate non-stationary concepts into their own business models.

With regard to EuropeActive’s ambitious goal of 80 million members by 2025,



McFIT also operates under the High5 and John Reed brands

Herman Rutgers, board member at EuropeActive and co-author of the report, remains highly optimistic, saying: “2017 was another year of strong growth in both membership and market value. This shows

the products and services of our sector remain highly attractive to consumers across Europe and makes us confident of reaching the industry goal of 80 million members by 2025.” ●

■ GET THE REPORT

● **The 2019 European Health & Fitness Market Report – the eighth joint publication by EuropeActive and Deloitte – will be presented at the European Health & Fitness Forum on 3 April 2019. From this date forth, the 2019 Report can be ordered online via EuropeActive’s Knowledge Centre:**

www.europeactive.blackboxpublishers.com/en



Exercising more could help reduce risk of glaucoma

Science snapshots

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

SHEDDING LIGHT ON EXERCISE

Glaucoma is a common eye condition that arises from a build-up of fluid in the eye, damaging the optic nerve – a structure that's vital for vision. It most commonly affects those aged over 40, but can strike at any age. As it typically presents without symptoms in its early stages, it's the second leading cause of blindness in the world.

Despite its high incidence, little is known about how to best prevent glaucoma, which has no cure; however, new findings suggest that regular exercise may play a key role.

A team of US researchers, led by Victoria Tseng, analysed data from the National

Health and Nutrition Examination Survey – a large study that has been assessing the health of US adults since the 1960s – to see if the data sheds any light on the link between exercise and eye health.

They began by defining moderate to vigorous activity in real-life terms: taking 7,000 steps a day for seven consecutive days was considered to be the same as doing 30 minutes of moderate-to-vigorous physical activity on at least five days a week.

Tseng and colleagues found that participants' risk of glaucoma fell by six per cent for each 10-unit increase in walking speed and number of steps taken per minute. And glaucoma risk decreased by 25 per cent for every 10-minute increase in moderate-to-vigorous activity per week.

“Our research suggests that it's not only the act of exercising that may be associated with decreased glaucoma risk, but that people who exercise with higher speed and more steps of walking or running may even further decrease their glaucoma risk compared to people who exercise at lower speeds with less steps,” Tseng told *Health Club Management*.

“We know that blood flow to the optic nerve and the front of the eye plays a role in glaucoma development and progression, and we also know that blood flow in the body changes with exercise. Therefore, it is not surprising that the two are associated. Tseng V et al. *Another reason to exercise: protecting your sight. American Academy of Ophthalmology (AAO)*, Nov 2017



Extroverts prefer to exercise with others

IT'S A PERSONAL FIT

The fitness industry has long been focused on finding new ways to attract more people to undertake regular exercise. Yet despite new and exciting initiatives, classes and equipment, many operators struggle to retain their gym members.

New research presented in January 2018 at the British Psychological Society's annual conference of the Division of Occupational Psychology in Stratford-upon-Avon now suggests that personality may play a big role in the way people like to exercise – indicating that this may be a reason why some people do not enjoy going to the gym, regardless of the kit or classes on offer.

In the study, 794 individuals completed an online survey designed to investigate the relationship between personality type, exercise frequency and choice of activity.

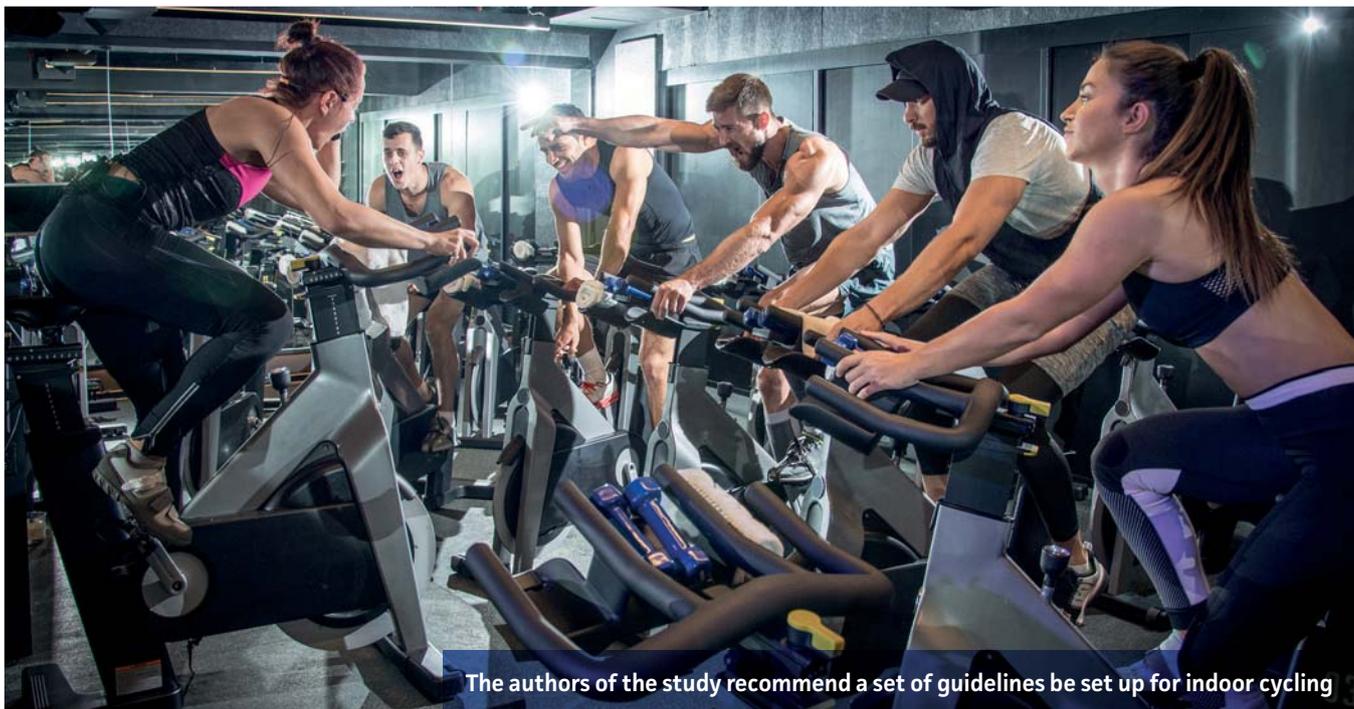
Personality was defined according to the Myers Briggs Type Indicator (MBTI), which covers four areas of personality: introversion versus extroversion; sensing versus intuition; thinking versus feeling; and judging versus perceiving.

The results showed that two aspects of personality – sensing versus intuition and thinking versus feeling – significantly influenced how frequently a person exercises. Specifically, intuitive personalities were more frequent exercisers than people with sensing personalities, and thinkers exercised more frequently than feelers.

Exercise preferences were also found to be in line with the expectations of the researchers, Richard Thompson and John Hackston. For example, the research showed that extroverts displayed a greater preference for exercising at the gym and with other people, whereas introverts had a greater preference for exercising at home when compared with extroverts.

Hackston said: "There can be pressure to follow the crowd to the gym or sign up to the latest exercise fad, but our research suggests it would be more effective to match their personality type to an exercise plan likely to last the test of time."

Thompson C and Hackston J. Personality, exercise, job satisfaction and turnover intention: Are they related. British Psychological Society (BPS), Jan 2018 ▶



The authors of the study recommend a set of guidelines be set up for indoor cycling

► BREAK THE CYCLE

High-intensity indoor cycling classes carry a “significant risk of kidney damage” – especially for first-time participants – according to a recent report.

The study claims that indoor cycling classes, which simulate climbing hills, cycling on flat roads and include sprint cycles, may result in rhabdomyolysis. This is a condition where severe muscle trauma (due to a lack of oxygen) causes muscles to break down and release their contents into the bloodstream.

The syndrome, typically found in victims of a crush injury – such as a result of a car crash – can lead to serious complications, including kidney failure.

According to the report, “Risk factors for the development of rhabdomyolysis are related to the intensity of the exercise, the conditioning of the participant, hydration, and body temperature... Physiology studies have demonstrated that significant numbers of calories are burned, fluid losses are significant and body temperatures increase during indoor cycling classes”.

The study presented details of three “unusual cases of exertional rhabdomyolysis”, each occurring in a patient who had taken part in such a class.

In the first case, rhabdomyolysis developed following 15 minutes of a class. In the second case, it occurred in a young individual who exercises regularly. In the third case, the patient developed “biopsy-proved acute kidney injury”

secondary to exertional rhabdomyolysis and consequently required haemodialysis.

As a result of the study, the authors – a team from the Westchester Medical Center in New York, US – recommended a set of guidelines for indoor cycling to be set up.

“The only way to prevent rhabdomyolysis from indoor cycling is to have safety guidelines set up,” the authors advised.

“Beginners need to know how to gradually increase the time and cadence on the indoor cycle, the importance of staying hydrated and the need to avoid nonsteroidal anti-inflammatory drugs. They need to be informed of the risks.”

Maureen Brogan et al. Freebie Rhabdomyolysis: A Public Health Concern. Spin Class-Induced Rhabdomyolysis. American Journal of Medicine. April 2017. Volume 130, Issue 4

YOUNG AT HEART

People who want to stop the main arteries to the heart from stiffening up need to exercise at least four to five times each week, according to a new report.

Researchers at the Institute for Exercise and Environmental Medicine (IEEM) in Texas, US examined the effect of different doses of lifelong exercise (those who had exercised regularly for more than 25 years) on arterial stiffening – a hallmark of vascular ageing in older adults.

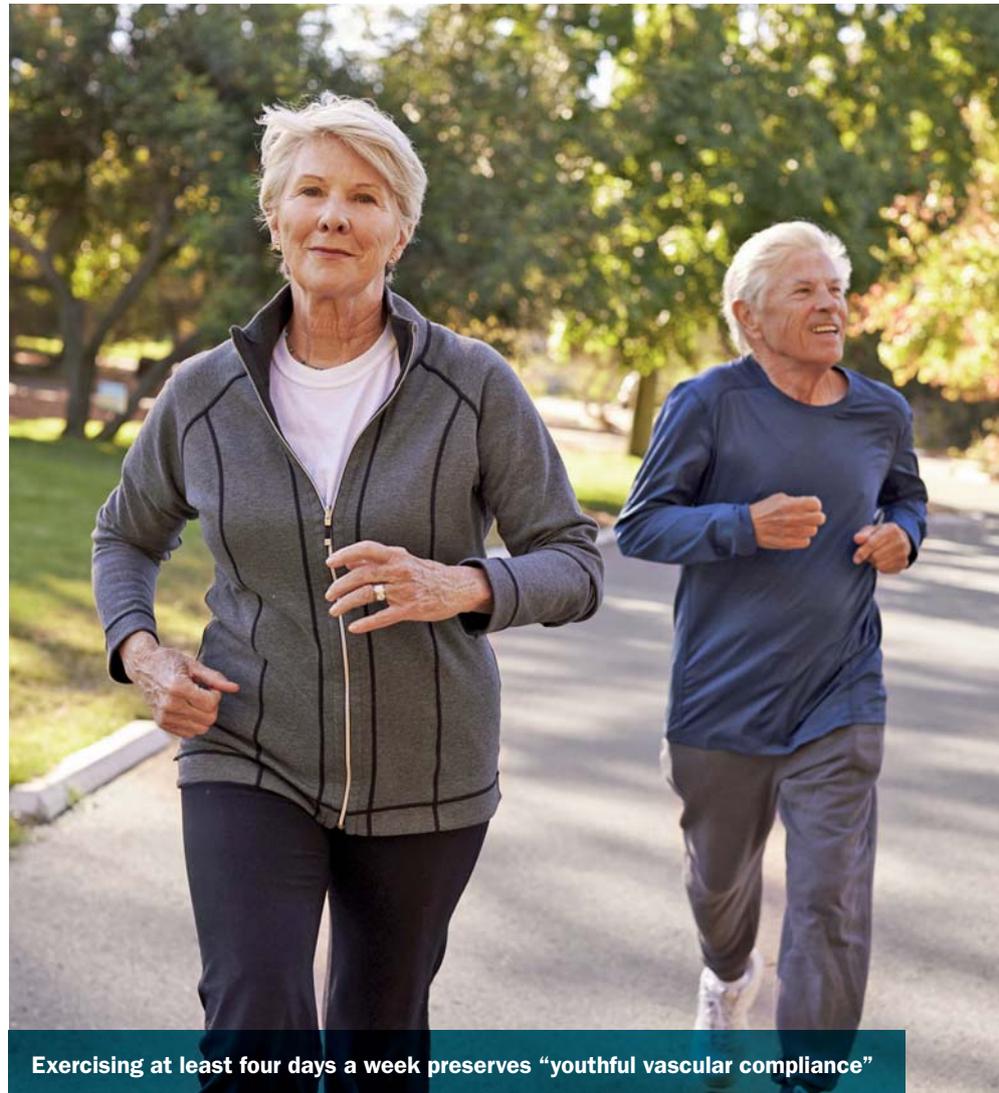
The study – called *The Effect of Lifelong Exercise Frequency on Arterial Stiffness* – found that those who exercised four to five days a week had preserved “youthful vascular compliance”, especially in the large, central arteries.

Two or three exercise sessions a week were also beneficial – but only kept some arteries healthy, the study of 100 people in their 60s found.

The researchers said any form of exercise reduced the risk of heart problems, but that the right amount of exercise at the right time in life could reverse ageing of the heart and blood vessels.

“Given the importance of vascular stiffening to health and clinical outcomes with human aging, it is important to develop strategies to forestall age-related CV diseases,” said Dr Benjamin Levine, lead author from the IEEM.

“Exercise training is one approach. However, the minimal and/or optimal dose of exercise training to preserve or improve vascular structure and function with human aging has yet to be clearly established. The present findings constitute an important



Exercising at least four days a week preserves “youthful vascular compliance”

step in this process by demonstrating the minimal frequency of lifelong exercise required to preserve compliant central arteries in older age.

“Importantly, this minimum exercise frequency is consistent with and

strengthens current recommendations for weekly physical activity – 150 minutes each week.”

Shigeki Shibata et al. The effect of lifelong exercise frequency on arterial stiffness. Journal of Physiology. May 2018

► PIÈCE DE RÉSTANCE

Research by the University of Bath could finally overturn the persistent myth that strenuous exercise suppresses the body's immune system and makes people "more susceptible to infections".

Published in the journal *Frontiers in Immunology*, the research reinterprets scientific findings from the last few decades and argues that exercise – instead of hampering immunity – could be beneficial for immune health.

Research on marathon runners in the 1980s suggested that many competitors had symptoms of infections in the period after races. This led to an understanding that strenuous exercise increases infection risk by suppressing the immune system.

The University of Bath report entitled *Debunking the Myth of Exercise-Induced Immune Suppression: Redefining the Impact of Exercise on Immunological Health Across the Lifespan*, however, turns the tables on those long-held beliefs.

The study looked at the way in which immune cells react to exercise.

During exercise, the number of immune cells in the bloodstream can increase by up to 10 times. In the hours following exercise, the number of peripheral blood lymphocytes – and the functional capacity of the lymphocyte pool – is then decreased below pre-exercise levels. This has led to some to propose that exercise induces a short-term window of immune suppression.

The study suggests that, rather than been "lost", the cells move to other parts of the body which are more likely to become infected – such as the lungs.



Strenuous exercise could be beneficial to immune surveillance and regulation

"The acute and transient lymphopenia, one to two hours after exercise, is beneficial to immune surveillance and regulation," the report states.

"In what appears to be a highly specialised and systematic response, exercise redeploys immune cells to peripheral tissues – such as mucosal surfaces – to conduct immune surveillance.

"This means that there is strong evidence that a reduction in the frequency and function of lymphocytes (and other immune cells) in peripheral blood in the hours following vigorous and prolonged exercise does not reflect immune suppression.

"Instead, the observed lymphopenia represents a heightened state of immune surveillance and immune regulation driven by a preferential mobilisation of cells to peripheral tissues. As such, nutritional interventions, which have been employed to dampen the magnitude of exercise lymphopenia, are unlikely to reduce the incidence of infections, but interventions that augment exercise-induced lymphocyte trafficking may provide benefits."

Campbell J and Turner J. Debunking the myth of exercise-induced immune suppression: redefining the impact of exercise on immunological health across the lifespan. Frontiers in Immunology, April 2018



A single 10-minute period of exertion, like yoga, can yield considerable benefits

JOG YOUR MEMORY

Taking part in light or moderate exercise has an immediate, positive effect on memory function.

In a study of 36 healthy young adults, University California Irvine researchers discovered that a single 10-minute period of mild exertion (such as yoga or walking) can yield considerable cognitive benefits.

Using high-resolution functional magnetic resonance imaging, the team examined subjects' brains shortly after exercise sessions and saw better connectivity between the hippocampal dentate gyrus

and cortical areas linked to detailed memory processing.

"The hippocampus is critical for the creation of new memories; it's one of the first regions of the brain to deteriorate as we get older, and much more severely in Alzheimer's disease. Improving the function of the hippocampus holds much promise for improving memory in everyday settings," said Professor Michael Yassa.

Previous research has centred on how exercise promotes the generation of new brain cells in memory regions, while this study demonstrates a more immediate impact: strengthened communication between memory-focused parts of the brain.

"What we observed is that these 10-minute periods of exercise showed results immediately afterwards," Yassa said.

He stressed that even a "little bit" of physical activity can go a long way.

Yassa and his team are now testing older adults who are at greater risk of age-related mental impairment and by conducting long-term interventions to see if regular, brief, light exercise done daily for several weeks or months can have a positive impact on the brain's structure and function in these subjects.

Kazuya Suwabe et al. Rapid stimulation of human dentate gyrus function with acute mild exercise. PNAS. October 2018 ●

BREAKING barriers

Fitness is not just a growing business, it's a movement. David Minton summarises the key findings from the latest *State of the Fitness Industry Report*

I'm sticking to my prediction that from now until 2020, the health and fitness sector will continue to break all barriers. It is, and will continue to be, a golden period for fitness.

The consistent methodology used in the data audit and the robust database that lie behind the *State of the Fitness Industry Reports* focus on key metrics that continue to be very positive for the industry.

The audit and report for the past six years has highlighted that all key indicators – the number of sites, the number of members and the value of the market – have all been growing.

Now add to that the industry's improved consumer-focused technology – including personalisation, localisation, seamless booking and payment options – and the barriers to participation have been even further eradicated.

For example, just one element of this new consumer-focused technology – online class bookings – jumped from almost zilch five years ago to 46 per cent across the private health and fitness sector today.

Likewise, in the public health and fitness sector, where many operators were quicker to adopt new technology, online bookings now stand at an even more impressive 65 per cent.



London is over-achieving with one in every five people being a member of a gym in the city



PHOTO: SHUTTERSTOCK/MILADEN ZIVKOVIC

The sector must accept that age is no longer a barrier, so ageism must be stamped out

LONDON LEADS THE WAY

The 2018 *State of the Fitness Industry Report* highlights how London is leading the way and setting the pace that other parts of the country should be emulating. The capital is over-achieving with one in every five people being a member of a gym, compared with the UK average of just one in seven.

The key penetration rate across the whole population remains at 14.9 per cent for the second year in a row simply due to an increase in total population numbers. To achieve greater penetration, the challenge



Baby boomers can exhibit loyalty to those brands that appreciate them

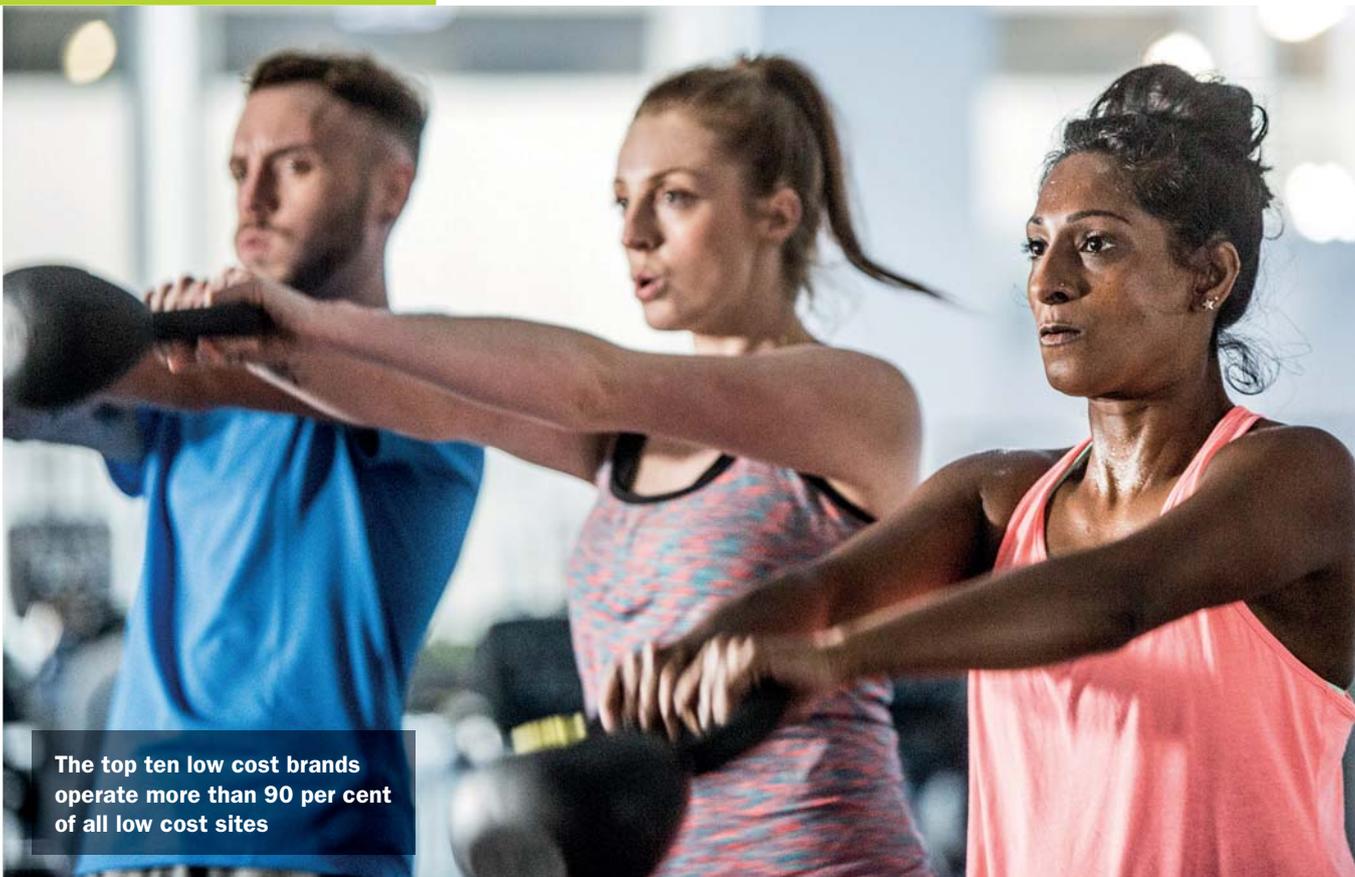
now is to strive for broader consumer adoption, enabling the industry to push the 14.9 per cent to a more naturally achievable 20 per cent, while London can grow to an easy 25 per cent.

AGEISM IS THE BARRIER

The industry also needs to accept that age is no longer a barrier, so ageism needs to

be stamped out. At my age it's something I feel strongly about and, all too often, come across. Gen Z and millennials are merely part of the consumer mix.

The so-called baby boomers are the new demographic cohort that value their health now they're getting older. Often equipped with the time and money, they can exhibit loyalty to the brands that appreciate them. ▶



The top ten low cost brands operate more than 90 per cent of all low cost sites

► JOINING IN

I predicted last year that membership numbers would exceed the 10 million mark, and at 9.9 million they were getting very close. The two per cent gain in 2018 was a decrease from the previous year's whopping 5.1 per cent, but there's nothing to stop growth at the higher figure.

The 2018 report highlights how smaller sites are giving way to newer, bigger and better-equipped sites. The private sector gained 240,000 members from these new sites. The sites that closed had 26 per cent fewer members and 17 per cent fewer stations than the UK average.

LOW COST HIKE

According to the *State of the Fitness Industry Reports* since 2011, low cost brands have grown from securing less than five per cent of private memberships to 38 per cent in 2018, despite accounting for just 14 per cent of the private sector market.

The top ten low cost brands operate more than 90 per cent of all low cost sites. Many of these operators are discovering that the strength of the market allows them to add value and obtain a higher yield by charging over the original £20 threshold. In fact, more than half of the top ten brands

now have an average rack-rate price above £20 and this does not reflect the brands value-added extras.

GO PUBLIC

The public sector had a penetration rate of 5.2 per cent in 2014, 2015 and 2016 but dropped to 5.1 per cent in 2017 and to 5.0 per cent in 2018. So one in every 20 people is a member of a public gym and 84 per cent of the population live within two miles of a site.

The top ten public sector operators are bucking the trend, opening collectively 44 more sites and thereby gaining 83,000



Rapid changes are afoot with the trend for live-streaming and on-demand content to our devices

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We're ushering in a revolution in the way the consumer feels, relates and participates in fitness

members, and they are now responsible for 36 per cent (1.2 million) of all public members. These top ten public operators are responsible for 743 sites, which leaves just less than 2,000 public sites showing signs of some decline – but this is no way terminal or a given.

POSTIVE OUTLOOK

Some operators see fitness as a business, but those that treat it as a movement

will realise it is ushering in a revolution in the way the consumer feels, relates and participates in fitness.

Rapid changes are afoot with the boutique health and fitness market and its new business models, as well as from the growing trend for live-streaming and on-demand content coming from existing and new brands to all our devices, all of the time. Right here, right now really is a golden period for the industry. ●

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The reports cited here are available at:
www.leisuredb.com/publications

Fashionably FIT

Analyst Leonor Stanton reviews Allegra's *Project Fitness UK* report on the thriving domestic fitness market and its future prospects



Active membership numbers only represent 17 per cent of the active UK population



Membership in the South is around £41 versus around £23 in the North

The latest in-depth survey of the UK fitness club market, *Project Fitness UK 2018* by Allegra Strategies, estimates the value of the total UK fitness club market at £5.1bn. It projects a compound annual growth rate of 8.5 per cent in value and circa five per cent in the number of gyms and health clubs over the next five years.

Given that the fitness club market should now be in a mature state of development, and taking into account economic forecasts for the UK, these are impressive estimates.

GROWTH TRENDS TO DATE

Allegra's estimates are based on significant growth to date: 7.1 per cent in value terms over the last five years. Having increased its retail footprint by 15.1 per cent since 2012, the health and leisure centre sector is deemed to have been the UK's fastest growing business over the last five years.

Between 2013 and 2018, private sector clubs increased from 3,269 to 4,400 facilities, although the public sector contracted from 2,750 to 2,680. During the same period, memberships of private health

and fitness clubs increased from 4.7 to 6.9m and of public sector clubs from 3.2 to 3.3m. Together, there are now 10.2m health and fitness club members in the private and public sectors in the UK. However, these active membership numbers only represent 17 per cent of the active UK population.

The growth has been fuelled by increasing awareness, and actual experience, of the benefits of exercise on both physical and mental health.

The rise in obesity, heart disease and diabetes has further highlighted the need to ►



Gym members are more likely to achieve their fitness objectives than those exercising outside a gym setting

► alter sedentary lifestyles, and government initiatives and sporting events have given the industry a further boost, as have technological developments. Importantly, 93 per cent of respondents to Allegra's survey think it's fashionable to be fit.

All these macro trends will continue to provide a positive boost to the industry in the next five years. Most operators contacted by Allegra researchers think future prospects for trading are excellent.

The market has experienced bifurcation between the low-cost and premium operators, resulting in an increasingly squeezed middle market. It's forecast that

the low-cost segment will continue to drive growth, as UK consumers are increasingly motivated by value and convenience.

The low-cost sector is opening an average of 75 new locations each year and attracting some 300,000 new members as a result. At the top end, the boutique fitness sector is expected to build on strong growth over the next five years, with further expansion concentrated in metropolitan areas.

However, whilst the boutique sector is shaping top-end market activity, it is only expected to remain a small niche market outside of London.

According to Jeffrey Young, chief executive and founder of the Allegra Group, there's significant premiumisation in the market, with ever-more specialised and upmarket boutique offerings – and some of the value growth is likely to come from this top sector of the market.

Currently, 40 per cent of all UK health and fitness clubs are located in London and the South East. Not surprisingly, there's a significant difference in average monthly memberships – members in the South pay an average of £41.07 per month, whereas those in the North pay £22.75 for their gym subscription; almost half.



Virgin Active sits in the premium category and now has 33 clubs in the UK

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Those who have allowed their membership to lapse cite it being too expensive and not having enough time to go to the gym as key reasons

CAPITALISING ON GROWTH

Consumers cite location as the most important factor when choosing a gym: 56 per cent of respondents chose their health club due to its location. In the South, this rises to 59 per cent.

Around 22 per cent of respondents use more than one gym or multiple locations of the same brand. Some are prepared to buy multiple memberships or pay more to have the option of working out at varying

locations. This is partly due to convenience (midweek closer to work and weekends closer to home). Other reasons may be to do with the range of equipment and the classes. Convenience is rated as more important than affordability (41 per cent of respondents cited this as a reason for joining their club), while variety of classes came third (19 per cent). Also important are provision of all-weather training, access to equipment and community atmosphere.

THE POTENTIAL

While only 23 per cent of UK consumers regard gym membership as a prerequisite to staying fit, the researchers at Allegra believe gyms can still attract the other 67 per cent of respondents by providing access to equipment not available at home or outside the gym and by providing a variety of classes with expert guidance.

Gym members are more likely to achieve their fitness objectives by exercising ►

► regularly than those who choose to exercise outside a gym setting.

Those who have allowed their membership to lapse cite membership being too expensive (39 per cent) and not having enough time to go to the gym (26 per cent) as the two most important reasons for their decision. Those who have never had a membership also believe that expense is the biggest barrier (57 per cent) followed by the joining fee (27 per cent).

KEY SECTORS TO PURSUE

Demand for support for both physical wellbeing and mental health issues will be

continuing trends, and related to this will be varying opportunities. The researchers identify corporate wellness as an interesting sector for the health and fitness industry to explore over the next two to five years.

In addition, with an ageing population, they believe older baby boomers are a relatively untapped market and that integrating primary healthcare service into clubs and vice versa provides a convenient and valuable service to consumers with age-specific health and fitness needs.

Weight loss is likely to continue to be the main fitness goal for all age ranges, bar those in their 60s and over. Achieving

better health and feeling better are the joint top motivating factors to exercise, according to 41 per cent of consumers.

The study points to further opportunities in the female market. Their findings suggest that millennials are the most likely to experience barriers to exercise, due to self-consciousness. This offers a major opportunity for smaller boutique gyms, which are able to give more reassurance. It could also be broadened to incorporate other groups such as members from different racial and social backgrounds – chains like OMNoire are already capitalising on this in the US.

ALLEGRA HEALTH AND FITNESS CLUB FRAMEWORK STRUCTURE

	AVERAGE MONTHLY CHARGE	TYPICAL SIZE (SQ FT)	FACILITIES AND SERVICES	OPERATORS IN THIS SECTOR AND NUMBER OF LOCATIONS
Low cost	£10 – £35	10,000 - 60,000	Limited, but broad range of equipment	Pure Gym 200, The Gym 130, Energie Fitness 70, Xercise4less 52, Lifestyle Fitness 41, Sports Direct Fitness 29, Easygym 16, 24/7 12, Fitness4Less 12, Simply Gym 8
Leisure (public)	£20 – £70	–	Extensive, family focus	
Mid-market	£35 – £65	10,000 - 60,000	Varies, broad range of equipment	Anytime Fitness 146, DW Fitness First 121, Curves 60, Snap Fitness 51, Livingwell Premier 39, Village Gym 29, Hot Pod Yoga 28, Total Fitness 17, Soho Gyms 10, Pace Health Clubs 8
Premium	£65 – £120	10,000 - 80,000	Full range and high quality	Nuffield Health 113, David Lloyd 97, Bannatyne 71, Virgin Active 33, Fitness Space 19, F45 Training 12, Gymbox 9, Fierce Grace 6, Frame 6, Digma Fitness 4
Boutique	£65 – £250	800 - 3,500	Limited, specialised	
Super-premium	£120 – £700	10,000 - 30,000	Exclusive range	Barrecore Boutique 12, Virgin Collection 10, Heartcore 9, Ten Health & Fitness 8, Bootcamp Pilates 7, Third Space 5, Barry's Bootcamp 4, Boom Cycle 4, 1Rebel 4, The Library 3

Source: Allegra Strategies

LOCATION

Competition for sites has and will continue to be a challenge for the health and fitness industry. *Project Fitness UK 2018* identifies an opportunity for development where there are high street closures.

It also concludes that market saturation is possible in built up urban areas, unless brands manage to achieve sufficient differentiation in their offering.

Jeffrey Young believes the development of the industry is likely to follow population growth along with the trend towards greater urbanisation. Growth at the top of the market is expected primarily in London, slowly percolating to the other big cities throughout the UK.

The researchers suggest that an integrated health and wellbeing model with a core fitness proposition is required to maximise growth opportunities.

Existing and future improvements in technology need to be continuously incorporated into the management of the businesses, in sales and marketing, in understanding each member (data platforms) and thus motivating them to exercise so as to reduce attrition.

Rising use of online and digital technology will continue to drive growth across all market segments by impacting consumer trends and revolutionising the way consumers engage with fitness clubs.

OPPORTUNITIES

Looking at the bigger picture, a number of Allegra's findings point to strong growth opportunities – 81 per cent of all respondents feel that it is important to be fit, but only 39 per cent of respondents are happy with their current fitness levels

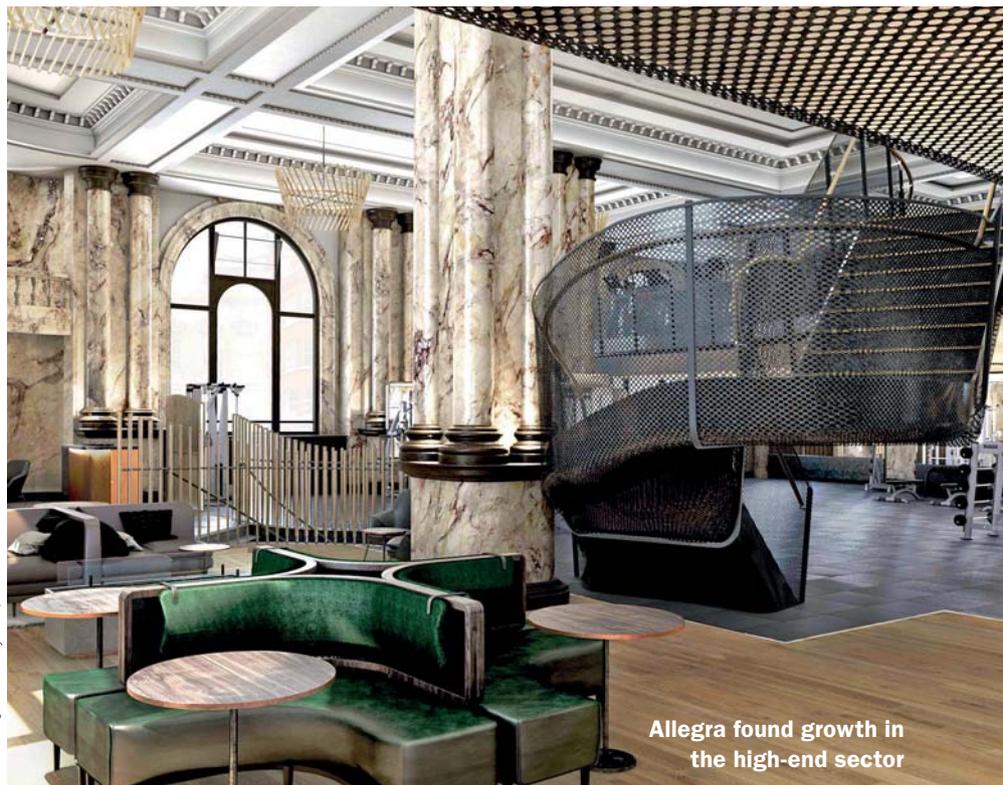


PHOTO: EQUINOX-ST JAMES, LONDON

Allegra found growth in the high-end sector

and only 17 per cent of the active UK population has club membership. The opportunities for the industry are clear.

The industry will continue to face challenges, such as the state of the economy, which will always be a major factor influencing consumer demand.

Other key challenges, such as price sensitivity and increased competition, will continue to be factors, while the need to invest in new facilities and equipment and rising expectations as a result of better informed, more demanding, value-seeking consumers will continue to challenge operators when it comes to funding.

CHALLENGES

Allegra says that development and operational challenges will also shape the future direction of the sector, highlighting

the task of finding optimum sites for new club development, as well as recruiting and retaining qualified and quality fitness professionals to deliver increasingly higher levels of service: these two challenges are expected to continue to challenge the health and fitness industry. ●

ABOUT THE AUTHOR



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More: www.allegrastrategies.com

RESEARCH ROUND-UP



ADOPTING Aggregators

Is the health and fitness industry wise to err on caution in adopting aggregators or should they simply embrace the opportunity? We ask the experts ...

If you've ever used an aggregator service, such as Expedia or lastminute.com, to book a flight or find a holiday, you'll know from a consumer's point of view how useful they can be to both find what you want and get a good deal: they make the information transparent and give the benefit of customer reviews, special offers and consolidated services.

However, the health and fitness industry is very different from travel. One's global, while the other is local. People are motivated to go on holiday, but can be resistant to exercise. Health clubs want to build day-to-day loyalty and relationships, while the travel industry is less concerned with this.

There are a number of other reasons to be cautious, including the fear of losing control of data and the customer base, and concerns about paying a commission to get the same customers or being forced into discounting.

However, if you always do what you always did, you always get what you've always had, so if the industry wants to increase penetration rates, it needs to start looking for different ways to mobilise new audiences.

Aggregators bring extra marketing budgets and new technology to the table, which can translate into different customers being brought into the industry, so they're definitely worth consideration.

If you're thinking about giving aggregators a go, shop around first. There are a number of different choices in terms of business model and you need to know whether they focus on B2C or B2B.

Choose one that cares about growing the market and as Nishal Desai, co-founder of imin, says: "Go forward with your eyes open and hands on the steering wheel. Choose to work with those companies in a way that puts you firmly in control and keeps you there." ▶

Aggregators can bring new audiences into the fitness industry



“It’s too early to say what impact aggregators will have on the health and fitness industry... they need to show more innovation to really get operators interested.”

Peter Fitzboydon MD Parkwood Leisure

I have experience on both sides: being involved with the set up of OpenActive while I was chief executive of London Sport, as well as now running one of the UK’s largest leisure operators.

I’m a massive fan of open data, but that doesn’t mean to say that all of its uses are going to be positive immediately. At the moment I think it’s too early to say what impact aggregators will have on the health and fitness industry, as they still need to show more innovation to really get operators interested.

Health and fitness is a low margin business, so it isn’t viable for aggregators to follow the model of the travel industry by simply offering price comparison websites. Neither will it work if they just appeal to the people who are already active.

For aggregators to gain a foothold they will either need to add value to the customer experience, or start mobilising the inactive population and grow the market for health clubs. If they successfully do this it will be a win-win, but they need to be more creative to make this happen.



“It’s difficult to find the sweet spot, so consumer, operator and aggregator are all happy. Some will find the magic formula ... they’ll survive and thrive”

David Minton director Leisuredb

We all accept and use aggregators to book restaurants, flights and hotels so why not also use them for fitness and sports activities?

Sports, particularly, and fitness – until the low cost brands arrived – were not very transparent to the consumer, so it was only natural that entrepreneurs looked at what was being achieved in other leisure sectors and tried to emulate it.

Most came up with business plans that put them between the consumer and operators, but it’s difficult for the relationship to flourish in an industry where

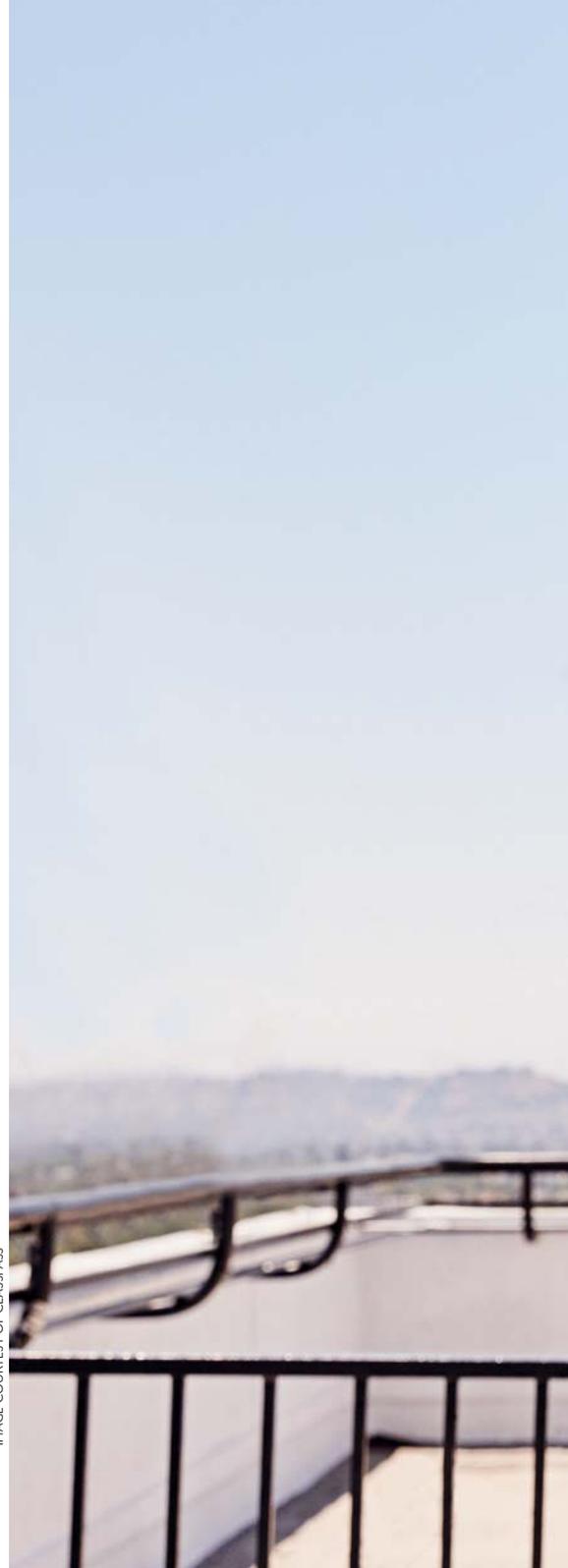
operators don’t often have live inventory feeds or the ability to connect the aggregator into their booking system.

At Leisuredb we’re currently tracking around 20 aggregators and most will either fail or need to change their business plan.

It’s difficult to find the sweet spot, so consumer, operator and aggregator are all happy. Some will find the magic formula, and will help drive new business and in return they’ll survive and thrive.

There needs to be a win-win-win for the consumer, operators and aggregators – and you don’t get that by deep discounting. ▶

IMAGE COURTESY OF CLASSPASS





**Aggregators can create value
for the industry, if operators
can find ways to retain control**



“Aggregators can provide a hugely valuable service in omni-channel marketing thanks to their investment and expertise in digital marketing”

Neil Harmsworth PayAsUGym

The debate around ‘aggregators’ in the fitness sector will continue to be one of the hottest topics of 2019 with advocates and detractors on both sides of the conversation.

Advocates have identified that consumer behaviour has changed, and they work to ensure their brand is seen in every sales channel the customer wishes to shop through. Often described as ‘omni-channel’ marketing, it recognises the fact that in order to be paid by the customer, you must first be seen by the customer. Aggregators can provide a hugely valuable service in this respect thanks to their investment and expertise in digital marketing.

It’s important to note, however, that aggregation exists in many forms and it’s therefore vital to take the time to fully understand the various business models in the market and strategically select those that fit best with your business objectives.

With regard to detractors, it’s often said that those that fear change are those that benefit most from the status quo. This sentiment neatly explains why the leading budget gyms chains continue to be the most vocal detractors of aggregators.

Budget gym chains have established market-leading positions over the last 10 years by cannibalising the mid-market with aggressive price disruption in the

18-40 age group, and by dominating search engines online. Their playing field is about to be levelled thanks to the investment, innovation and digital expertise that aggregators are providing to the rest of the market.

In doing so, a greater range of gym operators will be exposed to a wider online audience through aggregator services. The result will be that consumer narrative will soon shift away from the budget gym marketing mantra of ‘lowest cost’ to focus more on service, facilities and convenience which can only be a positive development for any operator that does not wish to compete on price alone.

“One advantage of aggregators is that they’re thinking creatively about the end user”

Nishal Desai co-founder imin



When compared with other industries, the health and fitness sector is being cautious with its

adoption of aggregators, especially on the public side. This caution is understandable: operators want to avoid becoming powerless and being reduced to only being the supply side of a marketing partnership.

They’re concerned about the cannibalisation of their user base and being moved further away from direct digital interaction with the consumer.

We understand why they feel this way, because the hospitality industry hasn’t necessarily had a good time at the hands of aggregators. Among other things, the price transparency has hurt undifferentiated hotels. While undifferentiated health clubs could potentially be hurt in the same way, the fact that fitness searches are generally hyper local, as opposed to global, means there is possibly less of a threat.

One advantage of aggregators is that they think creatively about the end user, and how to create engagement tools and active online communities. They should be seen as

another marketing channel, to be controlled and measured in the same way. They can help operators to find those people who never go to gyms.

To this end, Public Health England is doing some innovative work around the Change4Life campaign, having launched an activity finder powered by open data and ditching static databases.

We’re at the early stages of finding out what aggregators could do for the industry but, when used correctly, they’ve much potential to create value, as long as operators find ways of staying in control.



To increase penetration rates, the sector must find different ways to mobilise new audiences

“Aggregators are trying to build scale and market share by discounting... distorting the market”

Colin Waggett CEO The Third Space



The advantage of aggregators is that they can bring new people to your front door.

The disadvantage is that they weaken the relationship between club and customer and, through aggressive discounting to acquire customers, dilute the yield, which leads to lower profitability, service and re-investment levels.

Aggregators fit more comfortably with PAYG type models, where customers are more likely to shop around. Here they can add value by offering convenience and value by providing a single booking platform.

There's much talk in our industry about improving retention. At the heart of this lies giving people great value for money and building a relationship with them, not making one-off sales, as with an airline.

As long as the plane goes from A to B, I'm happy to choose the option that best suits me from a price, quality or timing point of view. Here, aggregators add genuine value, by making a complex choice simpler. This isn't the case with health clubs, so the long-term added value of aggregators to the customers is less clear.

The jury is also out on whether aggregators will be profitable in the long

term. As a generalisation, aggregators are trying to build scale and market share by discounting. In doing so, they're actually distorting the market in what's essentially a fixed-cost business.

I doubt many will invest in the fabric of clubs, or the people and talent needed to sustain great experiences for members.

My view on this might change if and when market leaders emerge that charge a consistent level of pricing that reflects the cost of delivery of good service, but net-net, I don't think aggregators are a positive thing for the health and fitness industry. ●

► Outlining the options

We navigate the complex world of aggregators, looking at some of the options available if you want to take the plunge



GymPass works with employees to build wellness programmes for staff using local facilities

GYMPASS

Currently partnering with more than 1,500 fitness facilities in the UK, Gympass is a corporate wellness company that targets inactive people, by engaging with companies that are willing to subsidise fitness activities for their employees to improve their health.

As 80 per cent of Gympass users were not enrolled at a gym or a sports centre up to 12 months before joining, and their visit is subsidised by their employers, this is a good way of attracting new members.

Gympass works with organisations to build wellness programmes that are widely communicated to employees and have been successful in mobilising 30 to 40 per cent of employees.



MoveGB offers 35,000 different activities across 5,500 venues

MOVEGB

Offering 35,000 activities across 5,500 venues, MoveGB offers a wide choice, including activities like climbing, dance, aerial yoga and African drumming.

Founded by Alistair Rollins, the mission was to create new audiences and generate leads. MoveGB has a 99 per cent partner retention rate.

Clubs set their own commercial terms when they list on the MoveGB platform, and retain complete control over how they engage with the service. Listing services on MoveGB is free for operators and the price for customers varies according to location.

By using technology to nudge users to join clubs they've tried, MoveGB also encourages its customers to become health club members.

FIBODO

(Find it. Book it. Do it) is a booking management platform used by fitness professionals (Hosts) such as PTs and sports coaches, as well as club owners who manage multiple Hosts at locations within their portfolios.

Hosts and clubs can take bookings, get paid and grow their business – all in one place. They get fully-customisable apps and web pages that clients can use to book activities and process payments, and confirmation emails are automatically sent – no delays and no admin, even if the booking is later cancelled. Over 50 per cent of bookings are made outside of office hours, so fibodo hosts and clubs never miss out.

Health clubs can also create branded 'Booking Hubs' to aggregate and promote remaining class availability to their audiences; gaining additional revenue streams and engagement.

fibodo is creating partnerships within the employee benefits sector, in particular with the WRKIT platform. Remaining class availability is automatically promoted to more than 200,000 potential new clients, while employees can find, book and do nearby activities. fibodo is also fully integrated with Trustpilot, offering fitness professionals a way to easily build trust in their business.



Aggregators can
bring new people to
your front door

PHOTO: SHUTTERSTOCK/UFABIZPHOTO

INCORPORE

Incorpore runs a programme called GymFlex, working with operators willing to provide low corporate annual membership rates. Employees can buy a membership via a salary-sacrifice scheme, and make savings on their National Insurance payments.

Incorpore serves more than two million employees from 1,000 companies. Clubs benefit from a different type of clientele, employers get a healthier workforce and employees a cheap gym membership.

CLASSPASS

ClassPass has more than 10,000 partners in 50 cities worldwide and a 96 per cent retention rate among partners. It leverages proprietary technology to enable the booking of fitness classes, so clubs can monetise unsold time at a discount on the usual rate. Customers pay a monthly subscription fee, so there's no charge to clubs.

ClassPass says its customers like variety, and are willing to take their chances with not being able to get into a class in return for the option of trying many workouts at a lower rate. The company says it unlocks new markets, as more than half its members are either new or not regular users of clubs.

ClassPass was born in 2013 after Payal Kadakia struggled to find a dance class to take after work in New York. The result: an app that makes booking effortless.

Aggregators won't work if they only appeal to those people who are already active

IMIN

The **imin** service sits between operators and aggregators, enabling operators to find the right aggregator partner.

A real time database, **imin** plugs into booking systems and extracts a live view, which is shared with aggregators.

Operators can see the impact of the aggregators they're working with and have the control to manage and monitor them.

imin is working with around 250 operators, which are offering 1.3 million activities a year. Operators include leisure centres, smaller private clubs, The Good Gym and Our Parks. The service is free to clubs, as aggregators are charged.

PAYASUGYM

PayAsUGym works with more than 2,700 gyms in the UK. It offers customers the variety of going to lots of different gyms – ideal if they move around with work or like to have a choice.

The advantage for gyms is access to high volumes of incremental customers who would not otherwise visit.

There's no fee for clubs to be listed; it works on a success basis via a 20 per cent commission. Prices paid by customers are controlled by the clubs, with membership rates set at a premium. **PayAsUGym** says clubs typically see a 5 to 10 per cent EBITDA growth through using its service.

URBAN SPORTS CLUB

Working with 2,000 venues in 24 cities across Germany, and more than 300 in Paris, **Urban Sports Club** offers consumers a wide range of activities without a long-term commitment. The company works with its operator partners to set an appropriate pricing structure in order to create a win-win-win situation for all parties – the aggregator, the club and the member.

It offers visibility, and reaches new customers through its sales and marketing initiatives, which are targeted at smaller clubs with limited marketing budgets. It also promotes clubs to companies via a corporate offer.

The grey POUND

Adopting physically active lives in the run up to our twilight years will help us to side step a social care crisis. DataHub's Chris Phillips summarises the *Reimagining Ageing* report

The UK's population is ageing, fast. And with ageing comes a growing proliferation of health problems including disease, disability and dementia.

We assume growing older goes hand in hand with a loss of function and resilience but a major new report – *Reimagining Ageing* – produced by not-for-profit health body ukactive with the DataHub and Sheffield Hallam University argues that our twilight years can be healthy, independent and happy, providing one key constituent is in place: physical activity.

When you consider that by 2040 nearly one in four people will be 65 or older, and a quarter of those will be living with a life-limiting long-term condition, ageing is an issue we cannot afford to ignore.

ACTIVE YEARS

Using data collected by the DataHub from more than 500 million individual visits to over 2,000 leisure facilities, ukactive's *Reimagining Ageing* report provides a clear picture of our ageing nation. It demonstrates how, by closing the fitness gap, we have the opportunity to add healthy, independent and active years to lives across the UK. In fact, the experts believe that not only can we slow the rate

of decline often associated with growing old but we can actually reverse it.

"Increased fitness can achieve this at any age, no matter how many long-term conditions the person has," says Professor Sir Muir Gray, former Chief Knowledge Officer for the NHS, who firmly believes living independently and productively into our later years is achievable. "To grasp

this opportunity and improve the national experience of growing old, we need to get older people more active, more often."

There are significant economic advantages too. Seventy per cent of the nation's wealth is currently held by over-50s; as a cohort they spent £320bn in 2017, yet data shows that older adults (over-55s) account for just one in five



Sercos Active Lives programme offers half price access to over-60s



Not only can we slow the rate of decline often associated with growing old but we can reverse it

public leisure facility memberships. The usage rates of those aged over 65 falls even further, accounting for only nine per cent of visits. So how can health and fitness providers use this insight to harness the opportunities and meet these challenges?

STRENGTH IN NUMBERS

The first step is to make better use of data to attract and retain the ageing population. “Historically, our sector has been forced to base business decisions on straw polls, surveys or guesswork,” explains Utku Toprakseven, director of sports intelligence at 4global, which manages the DataHub.

“Now we have real-time information on millions of older consumers’ lifestyles and activity habits, and can put it at the fingertips of decision makers. There is strength in numbers. Operators are already proving how focusing on what their data tells them can deliver commercial returns, participation outcomes and social impacts.”

WELCOME TO WELLNESS

The second step is to embrace accessible activity facilities, which offer an inclusive, welcoming and holistic physical activity experience for everyone, including older adults. ukactive and Sport England are

developing a programme that would see the UK’s ageing leisure stock replaced by community-focused wellness hubs. Bringing together swimming pools, gyms and multi-sport facilities with GP drop-in centres, rehab services, libraries and police stations could have a powerful impact on our local communities’ health and wellbeing.

Existing wellness hubs have already seen increased usage and have offered significant cost-savings to local authorities. The challenge now lies in facilitating a national roll out as, currently, the initiatives broadly exist in isolation and aren’t fulfilling the potential impact of a cumulative approach. ▶

Serco works with Bolton Council and Bolton Hospital to support people in their transition from Phase 3 to 4 Cardiac Rehabilitation



► **A number of operators and providers have embraced schemes to help attract and retain older adults. Here's what they're doing and how...**

SERCO LEISURE

Serco manages more than 60 facilities on behalf of community leisure trusts, local authorities, universities and associations, and has over 90,000 fitness members. It runs a number of programmes to support older adults.

Two examples in Bolton are the Active Lives and Phase 4 Cardiac Rehabilitation programmes. Through Active Lives, older adults are given a leisure card offering

half-price access to those aged 60 and older and free access to those aged 65 and over, enabling them to access programmes such as swim and gym, low-impact circuits, tea dances and indoor bowling.

At its Horwich, Farnworth and Leverhulme sites, Serco has worked with Bolton Council and Bolton Hospital for the past five years to support people in their transition from Phase 3 to Phase 4 Cardiac Rehabilitation. Patients are referred by

doctors to a 10-week exercise programme at Serco Leisure facilities and issued a free leisure card. Once Phase 4 is complete, participants are provided with a discounted leisure programme to continue on their journey of rehabilitation.

In 2017, 194 customers completed the Phase 4 Cardiac Rehabilitation programme in the Horwich, Farnworth and Leverhulme sites and there were 1,450 follow-up visits by those customers.



SHUTTERSTOCK/ILDIRINA



Seventy per cent of the nation's wealth is held by over-50s, yet they account for just 20 per cent of public leisure facility memberships

GRAVES HEALTH & SPORTS CENTRE

At Graves Health & Sports Centre in Sheffield, health professionals work with sport and exercise providers to improve health outcomes by supporting patients like the elderly to be more active.

The centre has swimming and training pools, a gym and strength gym, a Spin studio, tennis courts, a gymnastics and trampolining hall and a dementia-friendly cafe. It's also one of the National Centres

for Sport and Exercise Medicine homes, with 19 consultation rooms.

Graves supports local council and NHS providers to deliver their services, including weight management and diabetes-prevention programmes. This helps tackle barriers to people being physically active, including fear of attending leisure centres and a lack of familiarity, creating inclusivity. After programmes finish, attendees are offered structured opportunities to return

and maintain long-term participation, either on a pay-as-you-go basis or as members.

The co-location of clinical services has had a significant impact on community behaviours. Since January 2018, 65,000 clinical visits have taken place, with tailored exercise interventions prescribed to patients with conditions including cancer, Parkinson's disease and heart disease, with 2,117 people attending cardiac-rehabilitation sessions between January and March 2018. ▶

► NUFFIELD HEALTH

Nuffield Health's CIMSPA-recognised fitness training focuses on helping its fitness professionals engage with a range of clients, including older members. Topics include motivation and coaching, as well as emphasising “member first” programming to ensure individual needs are met.

Within its health MOT training, Nuffield Health develops PTs' understanding of health topics they may encounter when working with older adults, such as cardiovascular disease, obesity and diabetes, and when to seek further input from a medical practitioner. Recovery Plus training increases their applied knowledge on post-surgical rehabilitative programming, enabling them to support people who have undergone procedures like knee surgery.

Since the beginning of 2018, the most frequent gym users, by age band, are those aged 70 to 79; last August they visited, on average, eight times. In comparison, those aged 30 to 39 averaged just six visits.



Nuffield develops PTs' knowledge of post-surgical rehabilitative programming

DANCE TO HEALTH

Aesop's Dance to Health (D2H) programme aims to help older people who have fallen, or are at risk of falling, to improve strength and balance. It offers dance classes tailored to the needs of older people which incorporate the proven exercise programmes PSI/FaME (Falls Management Exercise) and Otago to help rebuild strength and balance.

Evidence from the pilot indicated the initiative can be associated with lower overall cost of managing falls. An expanded Phase 1 is currently running, with an associated study to measure effectiveness, cost-effectiveness, demand and suitability for NHS commissioning.

The programme is being delivered in six community venues such as church and sports halls. Sessions are delivered weekly over six months. In each location, partnership funding and involvement of health partners such as Clinical Commissioning Groups and local authority public health or adult social services is required. For programme delivery, Aesop works with regional dance partners and dance organisations.

Aesop is planning a second phase roll out from October 2019. The aim is to increase participants from 600 to 3,000, and to run a randomised controlled trial with the University of Oxford to better understand its impact on health and wellbeing outcomes.



Dancing boosts strength and balance

PHOTO: HELEN MURRAY



Swim England aims to boost the participation of people living with dementia

SWIM ENGLAND DEMENTIA-FRIENDLY SWIMMING PROJECT

Swim England developed a project supported by the Department of Health and Social Care in collaboration with national agencies, including the Alzheimer's Society, to achieve a sustainable, comprehensive change in practice to boost year-on-year swimming participation numbers for people living with dementia, as well as their carers.

To support this, Swim England modified facilities, education and staff training, and developed service delivery models and resources, to help pools to become truly dementia-friendly and effective in attracting and retaining new customers.

During the project's three years, 102 dementia-friendly pools were created by 48 leisure operators, 895 leisure staff were trained, 531 dementia participants and 745 people with a mix of conditions took part in sessions, alongside 335 carers. In total 1,181 people became Dementia Friends.

Participants said they felt improvements in their psychological and social wellbeing, water confidence, swimming ability and balance, and a reduction in pain. A study using the Model for Estimating the Outcomes and Values in the Economics of Sport estimated the return on investment to the NHS was £1.42 per £1 invested, rising to £2.19 assuming carers participated at the same intensity and duration. ●

ABOUT THE AUTHOR



Chris Phillips heads up the DataHub platform

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HANDBOOK 2019

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HCM

HANDBOOK 2019

WHO'S WHO **UK operators**

**We profile the UK's leading health club operations,
from number of locations to plans for 2019**

1Life

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St Ives, Cambridgeshire, PE27 4AA**

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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 2019

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 2018.

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

79 sites across the UK and Ireland; 6 in Greece.

Plans for 2019

Mobilisation of a number of new sites, plus to continue our growth in the corporate and hospitality sectors.

Operations director: Paul Ramsay



Professional background

I started as a fitness instructor with 3d Leisure 22 years ago and have been operations director for the past 17 years.

I lead a team of six regional managers and am responsible for the support team who work with our clubs on a day-to-day basis.

Best piece of advice you've ever been given

Surround yourself with people who are better than you!

People might be surprised to know that...

As an instructor I once left a pool on backwash overnight and completely emptied it!

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 2019

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. 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 once held a Guinness World Record!
I bet you can't guess what for?!

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

160+ sites currently open in the UK. In total, 4,000+ sites globally in over 30 countries including the US, Canada, Japan, Australia, New Zealand, Mexico, UK and Ireland.

Plans for 2019

To become the biggest health club provider in the UK, switching our focus from offering convenience to coaching our members.

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 2019

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.bhlight.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 cafés and bars, plus hospitality in London's Queen Elizabeth Olympic Park.

Plans for 2019

Develop a group exercise programme focusing on indoor cycling, aquatics and specialist outdoor sports.

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 descendent.

Be Military Fit

**Unit 15, Vision Industrial Park, Kendal Avenue
London, W3 0AF**

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

Company profile

Be Military Fit 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 2019

In 2018, our plans were to reduce inactivity in the UK by motivating people to try our classes. Our 2017 focus was 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 2019

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 2019

Consolidating recent investments whilst building new partnerships with local public health, NHS deliverers and voluntary sector partners to further develop our wellbeing offering and new commissioned services.

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

Bath 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.

Plans for 2019

Investigating suitable acquisitions opportunities as well as progressing with internal developments at some of our existing sites.

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.

Dacorum Sports Trust

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Tel +44 (0)1442 952 259
Email rebecca.hemmant@sportspace.co.uk
Web www.sportspace.co.uk

Company profile

Dacorum Sports Trust (DST) is a local charity that runs Our Gym, XC and Little Hay Golf Complex. DST was established in April 2004. We play a major part in improving the health of our community and in reducing social exclusion through sport. Any surplus that is made is reinvested into our facilities.

Number of sites

Three.

Plans for 2019

To further develop our newly opened gym and other sites, whilst looking for new and exciting opportunities.

MD: Rebecca Hemmant



Professional background

Over 30+ years in the leisure industry in both public and charity sectors, joining DST in 1984, working in various roles including Operations Director and now MD. My drive is to encourage as many people as possible, from all walks of life, to be more active.

Best piece of advice you've ever been given

It's always fine to speak your mind (sometimes!).

People might be surprised to know that...

I have now completed five marathons worldwide and I'm an avid Parkrunner, rarely missing a run, wherever I am!

David Lloyd Leisure

Mosquito Way, Hatfield Business Park, Hatfield, Hertfordshire, AL10 9AX

Tel +44 (0)300 303 9531
Web www.davidlloyd.co.uk

Company profile

Europe's leading premium health, fitness and racquets group, David Lloyd Leisure comprises two brands: David Lloyd Clubs and Harbour Clubs, of which there are three at Chelsea, Kensington and Notting Hill in London. Owned by TDR Capital, David Lloyd Leisure has over 614,000 members and 8,100 employees, including an expert health and fitness team of over 2,000 and 680 tennis professionals.

Number of sites

99 sites in the UK and 15 clubs in mainland Europe.

Plans for 2019

Continued expansion across the UK and rest of Europe.

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, WN5 8DB**

Tel +44 (0)1942 219700
Web www.dwfitnessfirst.com
Twitter /dwfitnessfirst
Instagram /dwfitnessfirst
Facebook /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 2019

To continue to bring the-best-class proposition for our members, provide a great place to work for our teams, and continue our major investment programme.

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

Working at the business is just as important as working in the business.

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 global franchising ambition. Benefiting from a brand that is widely recognised across Europe and beyond, easyGym is targeting multi-site entrepreneurs to join its growing network. easyGym is backed by private equity.

Number of sites

Six sites in the UK.

Six sites in France.

Plans for 2019

To progress our plans for development and expansion, easyGym has 30 new sites in the pipeline.

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 21st anniversary this year. An independent, not-for-profit charitable trust with an income of £21.5m, 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 2019

To meet the known financial challenges, act on the opportunities we have to be better, and continue to inspire Edinburgh to be an active and healthy city.

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

énergie Central, 1 Pitfield, Kiln Farm, Milton Keynes, MK11 3LW

Tel +44 (0)1908 396212

Email info@energiehq.com

Web www.energiefranchise.com

Facebook /effranchiseuk

Company profile

Established in 2003, énergie Fitness is a fast-growing fitness franchise group operating over 100 clubs across the UK and international territories. énergie Fitness has an ambitious growth plan to establish a world-class and globally recognised brand which empowers people to transform their lives.

Number of sites

Over 100 across domestic and international territories.

Plans for 2019

énergie Fitness plans to open 30 new sites in the UK and another 30 internationally; landing the new brand and differentiating our product in the marketplace.

CEO: Neil King



Professional background

I've spent 25 years in the UK and European public and private sectors, becoming MD at ILife in 2013 before joining SLM. I was previously a board member of ukactive and SkillsActive, joining énergie in January 2018 as COO, before being appointed CEO in November the same year.

Best piece of advice you've ever been given

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

People might be surprised to know that...

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

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 2019

In 2018, we started work on a brand new site with a new partner, and commenced 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

First & Second Floor, The George Shopping Centre, Grantham, Lincolnshire NG31 6LN

Email dave@myzone.org

Web www.feelgoodfitness.net & www.voyagefitness.com.au

Company profile

Feelgood Fitness and Voyage Fitness are the first clubs in the world to have the technology system Myzone. They are a mid-market full service offering across two continents designed to cater for everyone. Many sites offer basic 24-hour access, provide ladies-only suites, and group training with a total membership base of 15,000+ members.

Number of sites

Nine sites.

Plans for 2019

The Feelgood Grantham site will be used as the global training centre for Myzone.

CEO/MD: Dave Wright



Professional background

A degree in recreation leadership and marketing with 30+ years focusing on people's behaviours around 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 have personally funded Myzone: it's now in 6,000 gyms in 64 countries with over one million users.

Fitness4Less

East Court, Jubilee Road, Finchampsted, 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 12 sites.

Plans for 2019

Scouting for new sites as well as looking at management contracts within the Trust sector.

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

72 sports, leisure and community centres in the UK.

Plans for 2019

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 0QW

Tel +44 (0)141 287 4350
Email info@glasgowlife.org.uk
Web www.glasgowlife.org.uk

Company profile

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

Number of sites

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.

Plans for 2019

Continuing to grow the Glasgow Club, our health and fitness offering, whilst also increasing our engagement with the disconnected and disengaged.

Director of Sport and Events: Billy Garrett



Professional background

I moved into sports at the Council 10 years ago, just before it adopted charitable status under the Glasgow Life brand, becoming 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...

Relaunching our health and fitness memberships in 2018 saw a high of a 200 per cent increase in year-on-year monthly membership sales.

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

Leisure's leading charitable social enterprise operates facilities and services in partnership with local councils, public, third sector bodies and standalone. 2018 saw the launch of GLL's new 5 Year Corporate Plan, focusing on digital expansion and improving the customer experience. Some £350m returned to communities in social added-value was recognised by GLL winning Social Enterprise of the Year at the UK Business Awards.

Number of sites

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

Plans for 2019

Investing: digital tools, staff development, 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

Make your job easier, surround yourself with good people.

People might be surprised to know that...

I ran my first marathon when I was 60.

The Gym

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

Tel +44 (0)20 3319 4823
Web www.thegymgroup.com
Facebook thegymgroup
Twitter @thegymgroup

Company profile

Founded in 2007 by Founder Director John Treharne, The Gym Group is the pioneer and national operator of 24-hour, high-quality, low-cost gyms, offering highly affordable gym memberships. This technology-led business recently invested in a new member management system and implemented a new Enterprise Resource Planning platform, enabling efficient delivery of back-office processes supporting continued growth of the company.

Number of sites

160 gyms.

Plans for 2019

To roll out 15-20 new sites in 2019.

CEO: Richard Darwin



Professional background

Richard joined as CFO in 2015 and was promoted to CEO in 2018. He has extensive experience in leisure and FMCG companies and was previously CFO of Essenden plc and Paramount Restaurants. After qualifying as a Chartered Accountant, he worked with The Rank Group, Hard Rock Cafe International and Diageo.

Best piece of advice you've ever been given

Be true to yourself.

People might be surprised to know that...

I have no idea whether I am related to Charles Darwin.

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 10 sites in London.

Plans for 2019

To open two new sites and continue to review regional and international markets.

CEO/MD: Marc 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.

gymophobics (Licence) Ltd

The Training Academy, Rickerscote Road,
Stafford, ST17 4EX

Tel +44 (0)1785 227273
Email admin@gymophobics.co.uk
Web www.gymophobics.co.uk

Company profile

Gymophobics 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

48 franchises.

Plans for 2019

A brand new Academy and six 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 Gymophobics 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

24 leisure centres.

Plans for 2019

Develop further growth into current regions and continue our investment to develop our bespoke asset management software for the hospitality market.

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 600 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 handpicked hotels
Twitter /hp_hotels

Company profile

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

Number of sites

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

Plans for 2019

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

Group health club & spa manager:
Lesley Bacon



Professional background

I worked for Esporta as a club manager, European director and south-east regional manager, before joining Holmes Place Health Clubs as a regional manager. I've worked at Hand Picked Hotels for 12 years and recently received the Spa Professional of the Year award at the 2018 Hotel Cateys.

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

Level 17, Dashwood House, 69 Old Broad Street, London, EC2M 1QS

Tel +44 (0)20 7562 8943

Company profile

High Five is a professional and reliable partner in corporate fitness, vitality and sustainable employability. We have specific knowledge of corporate wellness services, behavioural change and tailor-made health and fitness programmes.

Number of sites

11 sites in the UK; total of 50 across the Netherlands, UK, Germany and Belgium. Also a contracted and certified network of 1,500 clubs in the Netherlands.

Plans for 2019

Focus on strengthening our foothold in the UK. Achieve growth of sites 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 5,500 properties including hotels, resorts and timeshare properties consisting of more than 894,000 rooms in 109 countries and territories.

Number of sites

39 LivingWell Health Clubs; 3 LivingWell Fitness sites.

Plans for 2019

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 eight 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 2019

Opening two new Gym Hubs.

CEO: Mike Baden



Professional background

I have 40 years' experience working in the leisure sector, starting as a waiter, everything in between, and then the last 18 years as chief executive of 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...

My mum thinks I'm posh!

Passionately, but pragmatically, I 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 25 clubs currently, with a further 10+ to follow through organic expansion in 2019. JD Gyms' 'seriously stylish, seriously affordable' offering combines premium equipment, high-quality group exercise provision, impeccable standards and cutting-edge interior design.

Number of sites

25 plus 10+ committed for 2019.

Plans for 2019

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

MD: Alun Peacock



Professional Background

My career in the industry has spanned over 20 years with JJB Health Clubs/DW Sports Fitness, progressing from general manager to national operations director. 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 2019

To invest significantly in our Jubilee Hall, Covent Garden, site to create a unique, iconic workout space; and to restore it as an accessible asset for the local community.

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 was a Gamesmaker at the London 2012 Olympics!

Life Leisure

**Life Leisure Head Office, Life Leisure Houldsworth Village,
Broadstone Road, Reddish, Stockport, Cheshire, SK5 7AT**

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

13: 12 in Stockport, 1 in Barrow-in-Furness, Cumbria.

Plans for 2019

Consolidate our position as a leading leisure provider in the North West, developing our newest facility in Barrow.

Group 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

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

28 across the UK.

Plans for 2019

Finding new partners, primarily schools, academies and colleges where we can develop commercial fitness clubs to benefit their students, staff and local communities.

Chair: Tim Curtis



Professional background

After over 20 years as a multichannel retailer, with Boots, Mothercare and Lands End, I joined Lifestyle Fitness at the end of 2016 and have helped the team refocus on our core business of operating high quality fitness clubs in conjunction with local partners and communities.

Best piece of advice you've ever been given

Things are rarely as good, or as bad, as they first seem.

People might be surprised to know that...

As a Para Engineer, I set up the first Bomb Disposal troop with Airborne forces.

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. Our vision is for 'communities that are active, creative and healthy' and we aim to deliver high quality, enjoyable, affordable and accessible culture and leisure provision in the region.

Number of sites

12 sites in Rochdale borough.

Plans for 2019

In 2019, at Link4Life we aim to progress how we integrate health into our core offer; play a leading role in the emerging Greater Manchester agenda; and launch a new investment strategy.

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
Instagram @mattrobertspt / @mattroberts_lifestyle
Facebook /mattrobertspersonaltraining

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, plus studios at The Langley Hotel, Buckinghamshire.

Plans for 2019

Renovate and upgrade current London sites; opening at The Langley Hotel, Buckinghamshire; developing new retreats, gym spaces and operations. In addition, Matt will be releasing his new book, 'Younger, Fitter, Stronger'.

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

35.

Plans for 2019

Further investment in our freehold sites at Shrewsbury and Hereford, plus we have three new contract management sites scheduled to open this year.

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*.

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 are on a mission to improve the wellbeing of the community we work in. Everyone is welcome to join our award-winning programmes and services. We understand people and make it easy for them to access a range of activities, from gyms, golf and swimming to weight management and soft play, in our vibrant, inclusive and social spaces.

Number of sites

22 leisure centres and golf courses.

Plans for 2019

Continue improving our facilities and the customer journey so we can provide an even better service.

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 2019

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.

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 a family owned leisure management company working with local authority partners across England and Wales. Established 25 years ago, Parkwood offers bespoke management experience in leisure centres, theatres and visitor attraction facilities, including country parks.

Number of sites

96 facilities, working in partnership with 33 Local Authorities.

Plans for 2019

Growing the number of partners we work with and enhancing the services we offer.

MD: Glen Hall



Professional background

I have dedicated my entire working career to leisure management and for the last 22 years helping grow Parkwood Leisure from five sites, when I first joined, to nearly 100. I have been a Board Director since 2006 and now lead a dedicated team of like-minded leisure professionals.

Best piece of advice you've ever been given

Pay attention to detail and don't be afraid to make decisions!

People might be surprised to know that...

My wife swam for England.

Places Leisure

**Waters Edge, Riverside Way, Watchmoor Park,
Camberley, Surrey, GU15 3YL**

Tel +44 (0)1276 418 200

Email enquiries@pfleisure.org

Web www.placesleisure.org

Company profile

Places Leisure is a social enterprise owned by the Places for People Group, an award-winning property management company that creates aspirational homes and inspirational places. It specialises in developing and managing leisure facilities on behalf of its local authority partners and has been named Quest's Top Performing Organisation for the last three consecutive years.

Number of sites

More than 100.

Plans for 2019

Exploring opportunities to build new leisure venues that create vibrant, active places for our local communities.

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 CIMSPA and 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 one million+ 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 premium services, additional gyms and member benefits.

Number of sites

220.

Plans for 2019

Innovating with new formats, design ideas and processes while maintaining momentum of UK roll-out of brand.

CEO/MD: 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'm a season ticket-holding Arsenal fan: a labour of love...

RBH

The Mille, 1000 Great West Road, Brentford, TW8 9DW

Web www.rbhmanagement.com

Company profile

RBH, the UK's leading hotel management company with a diverse collection of over 70 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 2019

Hotel management acquisition across the UK and Europe.

Director of Leisure and Spa: Dave Heap



Professional background

Twenty-five years in the leisure industry from leisure attendant to club management in Swallow Hotels, Moathouse Hotels, Fitness Exp, before 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...

I'm a volunteer at a local children's charity which supports children with life-limiting conditions.

Rize

18-20 Scrutton Street, London, EC2A 4RX

Email info@wearerize.co.uk

Web www.wearerize.co.uk

Company profile

Boutique fitness pioneers, previously known as Movers & Shapers; we have recently evolved our brand, created fabulous new studio spaces and redesigned our unique class content and timetable based on feedback from our members. We keep our classes to a size that is sociable, and allows our expert trainers to coach you as you need it. You'll avoid the guesswork of figuring out how to move, and get on with improving your technique and fitness.

Number of sites

Looking for new sites following successful rebrand.

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.

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 2019

Always looking at new site development and continued investment into our assets – our people and our clubs.

MD: Neil Stanton



Professional background

Graduated in business studies and have spent the last 20 years in the hospitality and fitness industry in varied sales, marketing and operational roles at Marston Hotels, Esporta and for the past 11 years at Roko, growing the business from one to five sites.

Best piece of advice you've ever been given

Perspective always depends on where you're standing.

People might be surprised to know that...

I helped project manage the renovation of a derelict 13th-century French chateau into a four-star hotel.

SIV

23 Carbrook Hall Road, Sheffield, S9 2EH

Tel **+44 (0)114 223 3800**

Email andrew.snelling@siv.org.uk

Web www.siv.org.uk

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 2019

Continuing our mission to take health and wellbeing to all the people of Sheffield.

CEO: Andrew Snelling



Professional background

Having trained as a chartered accountant, 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

Always be open and honest with people.

People might be surprised to know that...

Fitness Unlimited is 20 years old this year.

Sodexo (Healthworks)

1 Southampton Row, London, WC1B 5HA

Tel +44 (0)207 4040110

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 2019

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.

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

Having formed in 1987, SLM Ltd is the longest-established leisure contractor in the UK. We offer award-winning facilities and services to local communities across the country on behalf of our Trust and local authority partners, ensuring more people are able to benefit from enjoyable and affordable ways of getting active.

Number of sites

170+ sites in partnership with 50+ local authorities.

Plans for 2019

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 / Everlast Fitness

Unit A, Brook Park East, Shirebrook, NG20 8RY

Web www.sportsdirectfitness.com

Facebook /SportsDirectFitness

Company profile

Sports Direct Fitness and Everlast Gyms comprise 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 2019.

Number of sites

34 sites.

Plans for 2019

Further develop and fulfil the expansion plans in place.

Head of Leisure: Winston Higham

Professional Background

Working with various design agencies in the entertainment industry, before joining the leisure sector; at JJB Sports as design and 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

Never over-promise, always over-deliver by a bit. Never kill an idea in a meeting.

People might be surprised to know that...

I once danced on stage at the Tokyo Music Festival with Frank Sinatra and Raquel Welch.



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 21 years in 2019, 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

24.

Plans for 2019

Deliver more community-focused outcomes targeting improved health, wellbeing and community safety developments. New partnerships and collaborations; manage further community, health and wellness facilities.

MD: Ian Morton

Professional background

Forty years in the leisure industry – 23 years in local government and 17 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 2019

Building a new wet and dry leisure centre in Ingleby Barwick and developing the adventure offer at Tees Barrage international White Water Centre.

CEO/MD: Leon Jones



Professional background

With a passion for sport, I graduated in business and marketing before gaining 20 years' leisure experience in commercial and marketing roles. I've developed a career in private health clubs, within local authorities and leisure trusts, joining Tees Active in 2010 and becoming MD in early 2018.

Best piece of advice you've ever been given

Remember, hard work beats talent when talent doesn't work hard.

People might be surprised to know that...

I restore 70s' and 80s' old school BMXs.

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 2019

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.

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

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 £6.4m 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 2019

Major project to re-model a key facility; and introduce exciting new leisure concepts for the whole family.

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

Twitter /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 2019

In 2018, Virgin active invested in the current estate with refurbishments.

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, leisure, outdoor education and cultural facilities and services on behalf of West Lothian Council for the benefit of the local community, to increase participation and improve health and wellbeing.

Number of sites

21.

Plans for 2019

Restructuring the company, ensuring it's fit for the future, offering even better value; plus refurbishing gyms and investing in new tech to improve customer experiences.

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 peter@xercise4less.co.uk
Web www.xercise4less.co.uk

Company profile

Xercise4Less currently operates 52 clubs across the country and offers the largest range of equipment and facilities in the low-cost sector. Clubs are typically over 30,000sq ft and include large spinning and group exercise studios along with a dedicated ladies-only zone. Known as the people's gym, Xercise4Less prides itself on retaining a team of friendly and welcoming staff in every club.

Number of sites

52 sites.

Plans for 2019

Opening 15 new clubs and launching a new and improved group exercise programme across the estate.

CEO/MD: Peter Wright



Professional background

I've been in the health and fitness sector for over 25 years, starting at industry leader LivingWell health and leisure, before launching Virgin Active as one of the founding directors. Most recently, I've developed the low-cost chain MacFit in Turkey, developing and growing it to 70+ clubs.

Best piece of advice you've ever been given

There's always a way...

People might be surprised to know that...

I raced bicycles competitively for 10 years in South Africa.

You Fit Health & Leisure Clubs (Kew Green Hotels)

1 Towers Place, Richmond, Surrey, TW9 1EG

Tel +44 (0)208 334 4830
Email justin.andrews@kewgreen.co.uk
Web youfitclubs.co.uk / kewgreen.co.uk

Company profile

Kew Green owns and manages full service hotels and is Europe's largest franchise of IHG-branded hotels. Within the UK we have 22 You Fit branded health & leisure clubs with independent membership, all of which include both wet and dry-side facilities.

Number of sites

22 health clubs.
 18 hotel gyms.

Plans for 2019

Increase the portfolio of You Fit health & leisure clubs through hotel acquisition and management contracts.

Director of Leisure: Justin Andrews



Professional background

I worked as a fitness director in New Zealand and held regional/senior management posts in the health club industry before joining Kew Green in 2014 to oversee the strategic direction of its health clubs.

Best piece of advice you've ever been given

Don't act on your immediate emotion; give it time before you make a decision.

People might be surprised to know that...

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

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

Community Benefit Society managing leisure, foreshore, hospitality, entertainment and community services in East Kent, improving the health and wellbeing of residents in the region.

Number of sites

10 sites.

Plans for 2019

To continue to develop and improve Your Leisure's financial performance through investment in our services, facilities and in our people. In addition, we will continue in our mission to make a difference to the lives of local 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!

HCM

HANDBOOK 2019

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**

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 2019

In 2018, opening 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.



Altafit

c/Villanueva no. 24, 30

28001 Madrid, Spain

Web altafitgymclub.com / mystgymclub.com

Facebook /altafitgimnasios

Twitter @Altafit

Instagram @altafitgimnasios

Email hola@altafit.es

Company profile

Altafit is the largest chain of gyms in Spain. The brand embraces the goal of being more than a gym, offering a high quality service at a fair price. Launched in 2012, Altafit created a second premium brand, Myst Gym Club, in 2015. In 2018, the Spanish brand Ifitness, with 14 gyms, was added to the Altafit group, strengthening further the brand's leadership in the country.

Number of sites

56 Altafit Gym Clubs and three Myst Gym Clubs across Spain.

Plans for 2019

To open from eight to 10 new clubs.

MD & Founder: 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.



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 11 straight years. Nearly 4,500 gyms serve 4 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 4,500 gyms are now open in 35 countries.

Plans for 2019

To open 100 new gyms throughout Europe, among a total of 500 new gyms worldwide for the year.

Executive VP of International Development: Raj Kumar



Professional background

With over 24 years' experience in retail consumer goods and franchising, working in-market in Asia, Europe and North America in general management and marketing roles.

Best piece of advice you've ever been given

Be the catalyst to bring everyone along and deliver your desired goal.

People might be surprised to know that...

I've been around the world on a boat large enough to be a cruise ship.

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 2019

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)889 140 264
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

11 clubs.

Plans for 2019

Developing new opportunities and progressing plans for future new clubs.

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's mission is 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 2019

To expand with new clubs and progress opportunities to broaden our services.

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 2019

We're going digital: creating a fully digitised women-only boutique club as a pilot project for Germany.

CEO: Günter Noll



Professional background

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

Best piece of advice you've ever been given

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

People might be surprised to know that...

I pay membership fees despite owning several clubs.

Elements

Baierbrunner Str. 85, 81379 Munich, Germany

Email info@elements.com

Web www.elements.com

Company profile

Elements stands for a first-class fitness and wellness concept in a unique atmosphere. Guests and members receive a structured work-out programme and can exercise independently, in groups or together with a personal trainer. Afterwards, the spa area offers relaxing and exclusive wellness experiences, such as massages.

Number of sites

Seven: three in Munich, three in Frankfurt, one in Stuttgart.

Plans for 2019

To look continuously for new locations in Germany and to enlarge the course programme on offer.

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, 14 in Finland, and 22 in Austria, Germany and Switzerland.

Plans for 2019

Expansion of five new clubs in Norway and similar numbers in Austria, Germany and Switzerland.

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

Success if not final. Failure is not fatal. It is the courage to continue that counts.

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 40,000 members – representing approximately 3.7 per cent of the entire Côte d'Azur population – primarily on direct debit at an average of around €44 a month, with prices varying from €19 to €49. In the Côte d'Azur, this places the brand at the value end of the market. It was founded in 2004, with the first site opening in Mandelieu.

Number of sites

13 clubs.

Plans for 2019

To open five new clubs.

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 World

Egegårdsvej 59-61, 2610 Rødovre, Denmark

Email Info@fitnessworld.dk

Web www.fitnessworld.dk

Company profile

At Fitness World, we train smarter. Denmark's largest fitness chain with 565,000 members across all brands 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 and more active lives.

Number of sites

221 across Fitness World, Urban Gym and Basefit.

Plans for 2019

To strengthen our footprint in Denmark, Poland and Switzerland.

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.

Genae Fitness Club

332 avenue du Général de Gaulle, 69500 Bron, France

Email anthony.barquisseau@genaeclub.com

Web www.genaeclub.com

Company profile

Genairgy 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 2019

To improve our concept and develop further our existing business.

CEO: Anthony Barquisseau



Professional background

I helped create sports concepts for Oxyane-Decathlon for 10 years (My Sporteezy, Domyos Club and so on) and now run Genae Fitness Club to develop the concept.

Best piece of advice you've ever been given

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.

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 corporate fitness, vitality and sustainable employability. We have specific 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

50 across the Netherlands, UK, Germany and Belgium, plus a network of 1,500 clubs in the Netherlands.

Plans for 2019

Strengthening our foothold in the UK, and achieve growth of sites and health programmes in Europe.

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 39 years ago in the UK, Holmes Place is the leading premium health club chain in Europe and Israel. The privately-owned group has leveraged its platforms and expertise in the premium sector with the launch of EVO, a boutique convenience format, and a premium low-cost format ICON.

Number of sites

Europe: 65 Holmes Place Clubs, 15 EVO clubs, 7 ICON
Holmes Place Israel: 33 Holmes Place Clubs, 10 ICON.

Plans for 2019

Continue with further new EVO/ICON openings whilst continuing to explore M&A opportunities.

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 Greece, Israel, Poland and the Czech Republic before being appointed CEO of the group in 2007. I continue to devise and execute a growth strategy based on acquisitions, innovation and digital transformation.

Best piece of advice you've ever been given

Treat success and failure in the same way.

People might be surprised to know that...

I have practised Yoga and meditation daily for 20 years.

Impuls/Lemon gym

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 low-cost 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

28 with over 60,000 members in Lithuania, Latvia and Estonia.

Plans for 2019

Further growth in the low-cost segment, reaching a total of 30 clubs, serving 60,000 members.

CEO: Vidmantas Šiugždinis



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...

As CEO I joined EREPS as a certified fitness instructor.

Just Fit

Ernst-Heinrich-Geist-Str. 3-5, 50226 Frechen, Germany

Tel +49 (0)2234 603790

Email info@justfit-clubs.de

Web www.justfit-clubs.de

Company profile

Founded in 2002, Just Fit is the largest fitness club chain in North-Rhine Westphalia and offers first-class service and personal fitness support to some 60,000 members. Its 23 fitness clubs, including two high-end fitness clubs in Cologne and Dusseldorf, offer fitness and wellness, and feature unique characteristics with their location at the sites of former factories.

Number of sites

23 clubs in North-Rhine Westphalia, Germany.

Plans for 2019

Opening two to three new clubs and to consolidate our market position.

CEO: Frank Böhme



Professional background

With a career spanning more than 30 years, I founded my first fitness club in Cologne, Germany, in 1984.

My comprehensive experience in the industry has been 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), Sulvantie 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 2019

In 2018, 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 2019

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 Llefisa 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 CEO Niclas Bönström in partnership with tennis legend Stefanie Graf.

Number of sites

520 clubs in eight European countries and Bahrain.

Plans for 2019

Converting the last 25 per cent of Mrs.Sporty clubs to Mrs.Sporty functional training clubs in Germany.

CEO: Niclas Bönström



Professional background

Coca-Cola Sweden, SATS Europe, 24 Hour Fitness and co-founder of Mrs.Sporty.

In Germany, Mrs.Sporty is the market leader in its sector and we continue to aim for market leadership in Austria and Switzerland.

We want to achieve this goal in the next five years. In total, we will have opened well over 1,000 clubs in Germany, Austria and Switzerland.

Best piece of advice you've ever been given

Good things don't grow by themselves.

Prime Time Fitness

Prime Time Fitness GmbH, WestendDuo,

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

Ten: 7 in Frankfurt, 2 in Munich, 1 in Hamburg.

Plans for 2019

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...

We're IHRSA European Club Leadership Award winners.

REPEAT

Borups Allé 45, 2200 Copenhagen N, Denmark

Email info@repeat.dk

Web www.repeat.dk

Facebook /repeatfitness.dk

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

Five clubs in Denmark and Sweden.

Plans for 2019

To open three new clubs; expanding further into Sweden.

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.

SATS Group

PO Box 4949 Nydalen, N-0423 Oslo, Norway

Tel +47 23 30 70 00

Web www.healthandfitnessnordic.com

Company profile

SATS Group is the Nordic region's leading provider in the health and fitness sector, with a strong vision to play an important role in our members' health and quality of life, as well as in wider Nordic society. We offer modern training equipment, highly qualified personal trainers and the largest group training offer. We constantly work with trend research and innovation to be the most forward-looking fitness chain.

Number of sites

220 clubs.

Plans for 2019

Expanding to strengthen our positions.

CEO: Sondre Gravir



Professional background

I joined as CEO in October 2018 after being a member for 21 years and strongly believe in our vision of making people healthier and happier. Previously, I headed up Barcelona-based Schibsted's online marketplace business, globally spanning across 19 countries.

Best piece of advice you've ever been given

To handle yourself use your head. To handle others, use your heart.

People might be surprised to know that...

I actually love GX classes...

Strata Holding

Mytnaya ul 30-1-50, Moscow, Russia

Email info@strata.ru

Web www.strata.ru
www.orangeFIT.ru
www.cityfit.ru

Company profile

Strata Holding is 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 2019

In 2018, opening 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

Web www.trainmore.nl
www.highstudios.com
www.clubsportive.nl

Company profile

TrainMore is an innovative fitness chain in the Netherlands aiming to ensure everyone in our society exercises more regularly. 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. TrainMore, pay less. It's more than a membership, it's a lifestyle!

Number of sites

12 TrainMore, one ClubSportive, three HIGH Studios.

Plans for 2019

Opening four TrainMore sites and one HIGH Studio.

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 HIGH Studios, the first boutique fitness club in the Netherlands. I'm a member of the European Roundtables for Executives.

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!

Vivafit & Personal20

**Rua Elias Garcia 324 Loja D, E&F,
2720-335 Amadora, Portugal**

Tel +35 1 210 970 651

Web www.vivafit.com / personal20.com

Facebook VivafitInternational / Personal20

Linkedin Vivafit / Personal20

Twitter Vivafit / Personal20 Instagram vivafit

Company profile

Co-founders Pedro Ruiz and Constance Ruiz are responsible for operating and running two different fitness franchise concepts called Vivafit and Personal20. Vivafit is a women-only boutique fitness concept with its own exclusive programmes: SBarre and HIIT for women. Personal20 is an Electro Fitness studio concept operating both as sites inside fitness facilities as well as standalone studios focusing primarily on EMS.

Number of sites

25 Vivafit and 10 Personal20.

Plans for 2019

New sites planned in Middle East and growing the brand.

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.

VivaGym Group

**Fitness Hut: 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

**VivaGym: Pasaje Compositor Lehmborg Ruiz,
4 2ºF 29007 Málaga**

Web www.vivagym.es

Company profile

VivaGym Group is Iberia's largest club fitness operator with 230,000 members. Its value proposition is anchored on a high-value low-cost service. The axes of such a proposition are: price leadership, long opening hours, premium location, no contract, and a wide range of classes and add-on features, like PT and nutrition; all for an affordable monthly fee.

Number of sites

62 gyms: 27 in Spain, 35 in Portugal.

Plans for 2019

In 2018, Viva planned 22 openings and introduction of new services like HIIT zones, Third Open Studio, PT in Spain.

CEO: Juan del Rio Nieto



Professional background

With more than 20 years' experience with a successful professional career in the retail sector and combining executive functions with own ventures. Has worked intensively in areas of business strategy, serving as CEO at Jenó's Pizza, and Bodytech Colombia.

Best piece of advice you've ever been given

Keep things simple. It's not what you do, but how you do it.

People might be surprised to know that...

I'm a 1 handicap golfer.



2-3 May 2019
The Belfry, Wishaw,
West Midlands, UK
www.sibecuk.com



5-8 November 2019
The Westin Dragonara
Resort, St. Julians, Malta
www.sibeceu.com

What do you get at SIBEC?

- Guaranteed pre-qualified audience of key decision makers
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- Limited competition
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- Unparalleled value for money
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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





The Age of INDEPENDENTS

Outdoor areas, virtual memberships and concepts aimed at different markets

– independent operators are keeping pace with the big boys. Kath Hudson reports

FORGOTTEN GEN

Club W

Entrepreneur and industry veteran Tony de Leede is targeting what he describes as a forgotten generation, with huge potential – women over 50 – with his latest venture, Club W.

The first 400sq m (4,300sq ft) site launched in Sydney, Australia, in March 2018, and now boasts more members over 70 years than under 30. Targeting more mature women, who don't want to train

in the traditional sense but who want to remain in the best health possible, Club W is a place to make friends, be active, find new hobbies and learn how to stay well.

To make people feel at home, staff act like hosts, even accompanying nervous members to classes, while seasoned members are encouraged to buddy up with newbies in return for free memberships, which usually cost AUS\$19.50 a week (€12m, \$14m, £11).

“Club W aims to be a third space where women can immerse themselves in wellness, where they can recharge, restore and connect with others,” says de Leede.

Seasoned members buddy up with newbies in return for free Club W gym memberships

“I refer to it as a second home based on community and activity, where you feel comfortable and safe.”

There are four exercise studios and, to keep an intimate feel, each is limited to 12 people. They are equipped with virtual Wexer screens and LED lighting, while scents are diffused into the room. de Leede has put together a bespoke programme of

Around 200 classes a day, varying in length from just five to 20 minutes, are run on a continuous loop



classes, which vary in length from five to 20 minutes running on a continuous loop, so there are around 200 classes a day, including yoga, pilates, stretch, strength, dance, fight, cardio, meditation and barre.

Other facilities include an education room with treadmills and recumbent bikes,

where educational programmes are played on a wide range of subjects, including health, nutrition, self, relationships, the menopause and children leaving home.

There are also three consultation rooms, where specialists such as naturopaths or massage therapists

can offer their services for free taster sessions. If they are popular, they can pay commission and take a regular slot.

Relaxation is high on the agenda so Club W also has a lounge area equipped with complimentary refreshments. There's also O2CHAIRS, which encourage deep breathing, and climb-in pods for simply chilling out.

"I wanted to create somewhere I could imagine my sister or my mum coming to – a place which offers not only movement but also community and a range of clubs from hobby-based sessions to charity groups," explains Tony de Leede. ▶



“ I wanted to create somewhere I could imagine my sister or my mum coming to

Tony de Leede, entrepreneur

▶ ONE BIG COMMUNITY

Team Rees Gym

“In an evening, when we have four classes going on at the same time, as well as people working out on the gym floor, there’s a massive buzz and it’s really rewarding to see,” says Jon Rees – one of a trio of brothers behind a new club in Caerphilly, Wales.

“We set out to create an ultra modern, results-driven group training facility, involving high interaction with clients and a sense of community.”

The 12,000sq ft (1,100sq m) gym has four areas for classes: the gym floor, a studio, a boxing studio and a state-of-the-art indoor cycling studio. There are 60 pieces of Hammer Strength & Life Fitness equipment and a SYNRGY rig.

Unlimited use of the gym and classes is £35.99 a month (€41, \$47).

All three brothers have strong sporting backgrounds: Martin in football, Richard in cycling and bodybuilding and Jon in rugby. Richard and Jon were PTs, but when they both became so busy that they couldn’t take on any more clients, they decided it was time to open their own facility.

They have established a Team Rees standard to guarantee every class and trainer gives the same quality experience. The team pride themselves on learning members’ names and giving them each a friendly welcome and goodbye. At the heart of its philosophy is community involvement and inclusivity. A kids’ fitness programme is offered, so children can do a class while their parents are working out.



Team Rees prides itself on learning members’ names and giving them a friendly welcome and goodbye



“ The best thing about having your own club is the freedom to go ahead with an idea

Richard Rees, co-founder

“The best thing about having your own club is the freedom to go ahead with an idea: for example, if we want to run a bootcamp with spin bikes, we can,” says Jon. Going forward he says the trio of brothers will continue to work together on

honing the experience for their members: “We’re really proud of how far we have come in 10 months and we are really excited to work closely with Life Fitness in the future to continue to exceed our members’ expectations.”

BARBURNER

Vision Fitness

A derelict farmyard barn, with a corrugated roof, conjured up all sorts of possibilities for former footballer turned PT Ollie Emsden. “It was a lovely big barn just used for storing a tractor and hay when I noticed it,” he says. “I thought it would be great to look out over the fields while running on a treadmill. So I approached the farmer, who eventually agreed.”

Inside, the high ceilings give an airy, spacious feel, while the beams add character and the big windows let in plenty of natural light. Financing the enterprise himself, with his dad giving some business guidance and his mum helping with the interiors, Emsden has created a distinctive gym which stands out from the local competition. The workout facilities are complemented by a juice bar, a beauty salon and a hairdressers.

The 3,000sq ft (280sq m) space is kitted out with Life Fitness cardio and resistance equipment, Jordan-personalised dumbbells and an Ignite functional training rig, plus a group exercise studio.

One of the USPs is the floodlit outdoor training area which, as well as boasting a second rig, has a dead lifting platform, astro strip and a decking for yoga, Pilates and bootcamps. “This has really kept people who like exercising outdoors engaged over the summer,” says Emsden. “It is still in regular use in October and we’re hoping the hardcore will use it over the winter.”

A non-contract membership of £30 a month (\$39, €34) is available, or pay as you



One of the USPs is the floodlit outdoor training area

go costs £7.50 per visit (€9, \$10). The club is currently at around 70 per cent capacity.

Most of Vision Fitness’s members come via word of mouth, as well as some social media and email marketing, and it was featured on a Channel 5 programme as part of a beach body in four weeks series.

“The best thing about launching the club is the sense of pride in creating it,” says Emsden, who would like to open another facility at a later date.



“ I thought it would be great to look out over the fields while running on a treadmill

Ollie Emsden, founder



Vision is a distinctive gym which stands out from local competition

PLACE IN THE SUN

FirstLight Cycle

Watching the sunrise from the 34th floor of a Manhattan hotel gave Mark Anthony the brain wave of launching an exercise concept which incorporates the arc of the sun. Through the use of bespoke films and lighting, the sunrise and sunset has become the USP for FirstLight Cycle, a boutique indoor cycling studio in west London, which launched last October.

Anthony chose to base the club on indoor cycling, after a research trip to the US. He was very impressed with how Flywheel and SoulCycle were getting people to pay close to \$50 per class (£39, €44).

A PT with a background in boutique clubs, Anthony explains: "I saw a shift in the market in around 2012. People were paying £100 an hour (€115, \$129) for a good trainer, and I realised there was the opportunity to offer classes with rock star instructors to give people



Anthony chose indoor cycling after a research trip to the US



“ Most boutiques just go for the 26 to 34-year-olds, but we have four different markets

Mark Anthony, founder



The cycling studio is kitted out with Schwinn bikes

an equally effective workout, but for a quarter of the price."

"Most boutiques just go for the 26 to 34-year-olds, but we have four different markets," says Anthony. "We have the 26 to 35-year-olds; the mums after-school drop off; the 55 to 65-year-olds who are interested in being more healthy and living longer; and then we're also aiming at young people, trying to engage them and move them away from their mobile devices."

The cycling studio, which was kitted out by Schwinn bikes, was joined by two further studios in January 2019. Lightbox, a boxing

studio incorporating the light element, and the Life studio, which will stream live classes, including yoga, strength training, barre, core, upper body and lower body.

Pay as you go classes cost £20 each (€23, \$26), or blocks can be paid for via direct debit at a discounted rate: four a month costs £75 (€86, \$97); the price of eight is £140 (€161, \$180); and 12 cost £195 (€224, \$252), while the online membership will cost £25 (€29, \$32).

Anthony isn't planning more clubs: "Our business plan is linked to live classes, which will be a business within a business." ▶

**FirstLight's business plan
is linked to live classes – a
business within a business**



▶ NO LIMITS

V1be

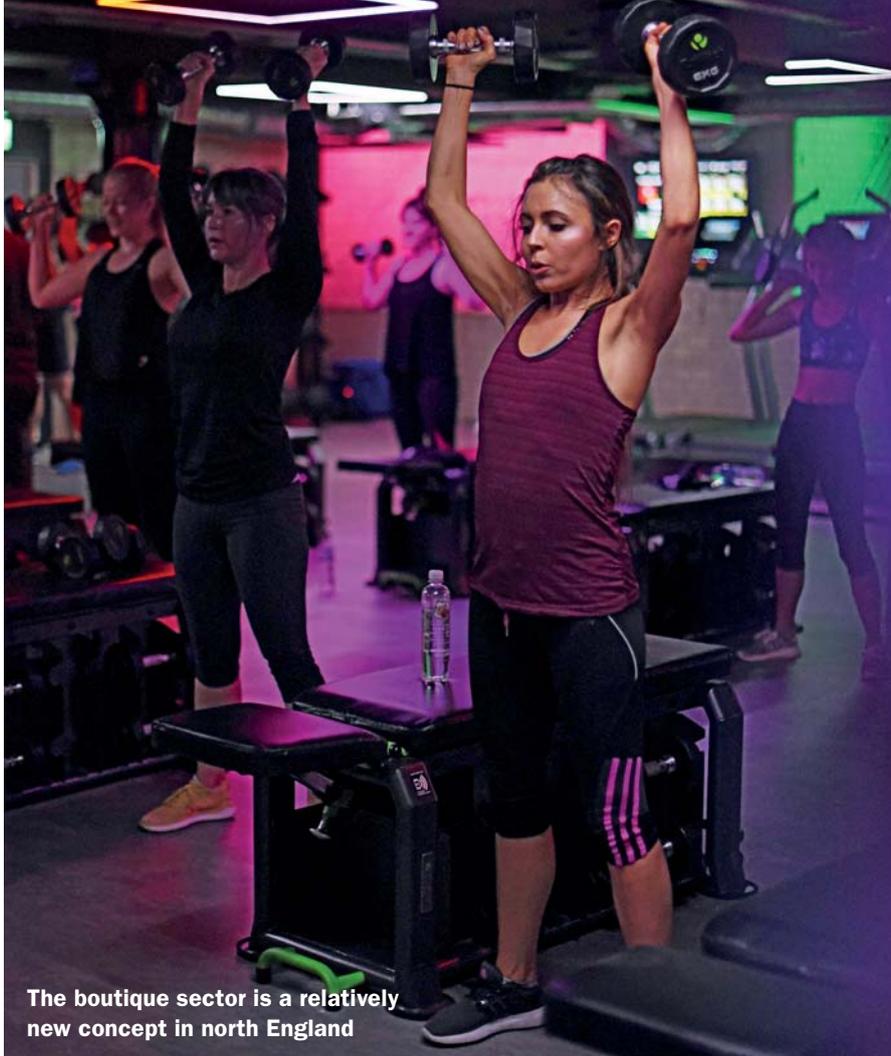
One of the first boutique clubs in Manchester, V1be launched last March, offering a treadmill-based HIIT studio, with music specially designed to fit the workouts.

The former director of Simply Gym, Andy Tee, is behind the project, along with co-director Gareth Evans and Kevin Scott, previously of the Harlands Group. The trio spent a whole year honing the concept and finding the right site.

“I got into budgets at the right time, and now I think it’s the right time for boutiques,” says Tee. “However, often I think boutique studios can be elitist and the workouts are too hard. We are aiming to be as inclusive as possible by using the MyZone fitness tracking belts, so people can measure their own performance and work at an appropriate level.”

Another difference between V1be and other boutiques is that it is operating on a recurring payment model, rather than the usual pay as you go basis. Unlimited use per month costs £95 (€109, \$123). This is a lot more than people are used to paying in Manchester, which initially provided a challenge and some re-education.

“Boutique is a sector which people are generally familiar with in London, but



The boutique sector is a relatively new concept in north England

elsewhere it’s a relatively new concept,” says Tee. “With high-end pricing, the product and service have to be spot on. If people aren’t using and enjoying the experience – not to mention seeing some results – then their payment soon stops!”

The class-based studio runs six or seven times a day. The team plan to extend usage by offering free training and power yoga at quiet times. A second site will be built in Manchester and, longer term, the team hope to franchise the concept. “It has been set up with franchising in mind,” says Tee.

“We also see potential for a club in club scenario. There are traditional clubs out there with spare space and capacity and we’ve already had outline conversations with one or two operators about potentially incorporating a V1BE in club.” ●



“ **Boutique is a sector which people are generally familiar with in London, but elsewhere it’s a relatively new concept**

Andy Tee, co-director

HCM

HANDBOOK 2019

FRANCHISE SECTOR

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Franchise briefing

There's no sign of the UK's franchise fitness sector cooling down. It's not just existing operators looking to add to their burgeoning portfolios – new operators are queueing up to enter the market. Tom Walker reports

The UK fitness industry is now teeming with franchised brands. Ranging in size from niche operators with a handful of sites to giants such as Anytime Fitness (150 clubs) and énergie (106 clubs), a quick count shows that there are close to 30 companies with some franchising element available for entrepreneurs.

The pace of growth has been particularly rapid over the past five years, driven by a number of boutique and budget operators entering the market with ambitious franchising plans. The new entrants include large operators such as Snap Fitness, which is now in the fourth year of an expansion push, aiming to reach 250 clubs.

As well as those with big plans, the franchising model 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 fitness and social brand One Element,



New entrant to the franchising market, Snap Fitness is pushing for 250 clubs



The UK fitness industry is teeming with franchised brands – over the last five years it's been particularly driven by boutique and budget operators



Anytime Fitness aims to have over 300 clubs by 2023 and is prioritising plans to expand to north England

which has revealed plans to use franchising to take its sports-based, outdoor fitness programmes outside of London for the first time since its launch 12 years ago.

FROM OVERSEAS

Some of the biggest players to enter the market have arrived from foreign shores. Australia-based Jetts Fitness has made a solid start to life in the UK, since entering the market in September 2017.

“In just over 12 months, we will have launched seven clubs into what is a fiercely competitive market,” says Jetts Fitness UK director James Garner. Founded in 2007 by husband and wife team Brendon and Cristy

Levenson, Jetts has established itself in the Australian market by expanding rapidly through a franchise model and now has more than 210 sites down under.

Another newcomer with big plans is US-based UFC Gym, which has revealed plans to open 100 fitness clubs across the UK and Ireland. The US-based chain – a brand extension of the world’s largest mixed martial arts organisation, The Ultimate Fighting Championship (UFC) – has signed a 10-year partnership with TD Lifestyle, which will operate the sites.

In March 2018, two other US-based fitness franchises entered the UK with plans to carve out a share of the market. The first

was Omni Fight Club, the cardio kickboxing experience that operates under the slogan ‘Fun Tough Fitness’. The company appointed property specialist Savills to seek its first UK sites as part of the brand’s expansion into Europe.

Omni’s entry was followed by Xponential Fitness, which currently owns a number of franchised boutique brands, including Club Pilates, indoor cycling concept CycleBar, indoor rowing business Row House and StretchLab, which offers personalised stretching services. Xponential said it plans to take its portfolio of brands global through a master franchise strategy it signed with entrepreneur Oliver Chipp. ▶

- Chipp expects to open at least 30 CycleBar studios in UK over the next five years, and the first studio opened in London in 2018.

There could be more on their way too. Fifteen-time boxing world champion Floyd Mayweather Jr. is in the process of setting up a chain of fitness clubs. In July 2018, his venture, Mayweather Boxing + Fitness, revealed details of a franchising and international territory rights programme, which it says will “enable it to expand the brand globally”.

“Our goal is to have Mayweather Boxing + Fitness studios in neighbourhoods all over the world, providing fitness programmes for anyone who wants to train more effectively,” Mayweather says.

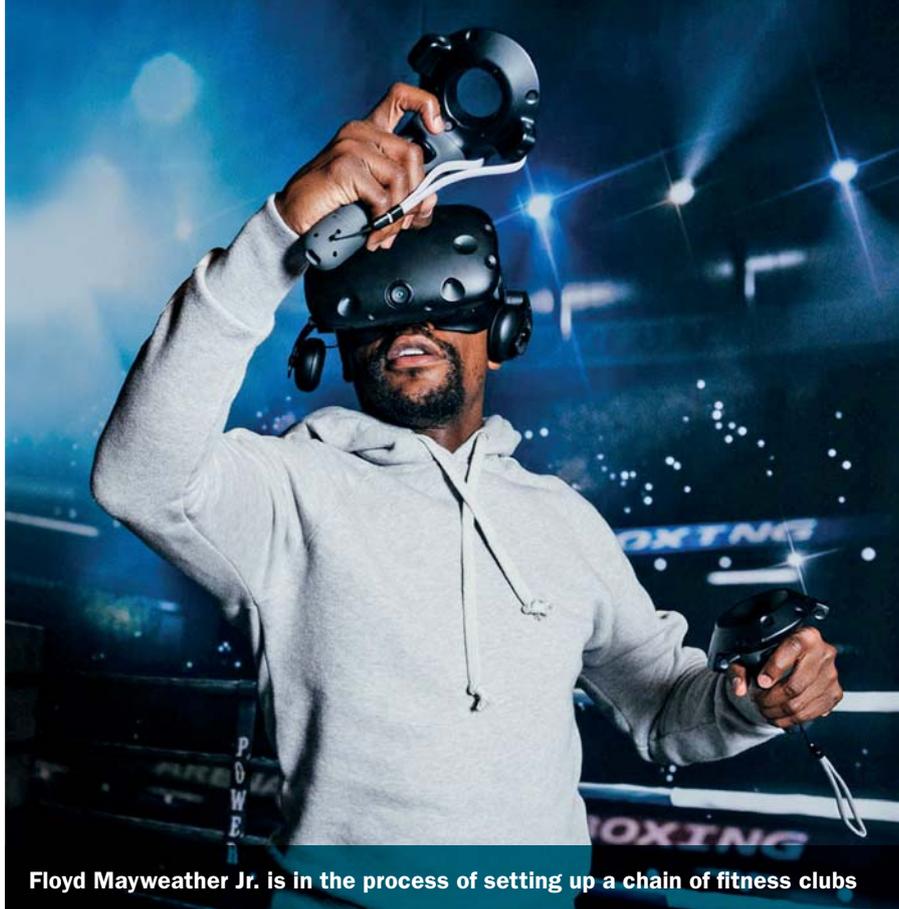
IT'S NOT ALL ABOUT LONDON

While the UK market is attracting a number of new players, there is plenty of activity being undertaken by those with an established footprint. One of the biggest players in the franchise market, énergie Fitness, has a solid pipeline.

“We can comfortably grow anywhere between 30 and 50 new sites a year,” says Jan Spaticchia, énergie’s founder and executive chair.

“We will, over the next two years, get into a comfortable pace of around 45-50 new clubs per year. And we can continue to do that for our five year outlook.”

The UK’s biggest franchise operator Anytime Fitness is still growing too. “Our goal is to have more than 300 clubs by 2023,” says CEO Stuart Broster.



Floyd Mayweather Jr. is in the process of setting up a chain of fitness clubs

He adds that making “greater inroads” to north England, outside of its powerbase in London and the south of England, will be a priority for its expansion plans.

“A lot of the clubs we opened in 2018 were outside of London, so that was a huge positive,” he says. “A lot of what we do is dictated by property availability. With high street retailers feeling the pinch in this current economic climate, we have seen some great opportunities open for us in prime locations.”

Broster also reveals that the company has found securing sites outside London to be a

slightly different experience to the process within the capital.

“The model and club fitout are the same, it’s just about finding the right property,” he explains. “Outside of London, amenities like free parking are more important to the consumer and franchisees. Culture also plays a part. Our ethos of creating community-led clubs has an increased significance outside of cities where people have more time. Members’ dwell time in the clubs is increased and there’s a greater focus on member engagement and owning their local community.”

“

With high street retailers feeling the pinch in this current economic climate, we’ve seen some great opportunities open for us in prime locations



énergie has a solid pipeline but can still grow up to 50 new sites a year

- ▶ One of the new entrants to have accelerated its UK growth plans in 2018 is US-based boutique operator Orangetheory. Following a somewhat slow start in the UK – it initially signed a partnership deal with David Lloyd Leisure in 2013 but only opened three sites – the brand has now signed two master deals for a total of 110 franchised sites, covering all of England.

“We are putting a lot of focus on the UK,” says Dan Adelstein, Orangetheory’s vice president of franchise development.

“We’re looking to open 70 in the southern part of England and a further 40 in the north. Out of those, six were operating by the end of 2018 and we expect to have a total of 12 operating by the end of 2019.”

One of the fastest growing franchised brands in the UK – and the world – is Australia-based F45. It currently has more than 1,300 locations worldwide and has been busy on the European market over the past 12 months. It recently opened its first sites in Switzerland, Finland, the Czech Republic, Lebanon and Israel – with plans also in place to launch in Germany.

“We are now operating in 35 countries, but the focus is very much on the US and UK markets,” says Rob Deutsch.

“In the UK and Europe, we’re aiming to sell 185 franchises during 2019, and a further 350 in 2020. In the UK, our long-term goal is to have a studio in almost every corner of the country. We’ve already expanded significantly in London over the past two years, with almost 30 studios open, and this is still very much the focus.

“Short term, we’re also focusing on inncity hubs outside of the capital.”



Orangetheory has signed two master deals for a total of 110 franchised sites

“ There is plenty of room for growth – especially for those with smaller-format clubs and studios. The boutique format is really taking over the big box

To drive its UK and European plans, F45 launched a UK headquarters in London in August 2018. “Opening our European headquarters in London was a very important and exciting move for us,” Deutsch adds. “London is a strategically important market for the business, as the fitness industry continues to grow in both size and value. The new HQ will play an integral role in helping to expand across new markets and countries.

“It’s also a great way of showcasing our business model to prospective investors; its central location and close proximity to existing UK and European franchisees means that we can offer more support and help them to drive business. It’s given us a

local presence as we are near many of the studios, so investors can come and get a feel for the brand, visit existing F45 studios and try the classes.”

THE FUTURE LOOKS BRIGHT

So how much more growth can the UK fitness market accommodate? Lots, according to the operators.

“We definitely see an opportunity to continue to grow at our current levels”, says énergie’s Spaticchia. “We feel very lucky because we are on the cusp of two very hot markets. The budget fitness space is very hot from an investment point of view but, equally, fitness franchising has never been hotter.



Australia-based F45 is not only one of the fastest growing franchises in the UK, but one of the fastest worldwide

“So while we have to deal with the environment getting more competitive, I think the fact that so many international franchises are heading for the UK has really shown that this is very furtive growth ground.”

Spaticchia adds that there remain plenty of areas to expand into. “Some of our clubs are in populations or towns as small as 20,000 or 25,000 people,” he explains. “For example, our Hoddesdon club is in a population of 20,000 people and yet it has 2,500 members and our franchisee makes annual profits. There are many more towns like Hoddesdon we can go into – and some haven’t got a real level of competition.”

Anytime’s Broster agrees and adds that, as well as the increasing demand from consumers, there’s also growing interest from entrepreneurs for getting involved in the fitness business. “The growth in the market is reflected by the eclectic franchisee network that we have,” he says.

“People are recognising the fitness industry as a sustainable investment and a lot of our franchisees have an existing portfolio of high-street hospitality franchises – such as Costa Coffee and Subway, for example.

“They’ve turned to fitness as it has a number of benefits, including lower staffing models, a smaller focus on attracting new

customers and – as has been shown in the past few years – the fact that the industry is still growing despite the recession.”

For Orangetheory’s Adelstein, there is plenty of room for growth – especially for those with smaller-format clubs and studios. “I definitely see an increased demand for boutique fitness,” he says. “The boutique format is really taking over the big box.

“I feel that people are increasingly looking to spend less time at the gym and not ‘waste time’ – they are looking for results and looking for someone to work with them. But it also has to be reasonably priced. And that’s what we try to accomplish.” ●



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Our international boutique studio concept - TRIB3 - operates across the UK, Spain, Finland, Russia and China, and we're looking to expand to Canada, Australia, Israel, France and Latin America in the near future.

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ROD HILL, PRESIDENT



KEVIN YATES, CEO

About us

First established in Sheffield in January 2016 TRIB3 is a bootcamp boutique studio designed to excite all the senses and a workout to challenge our TRIB3 members and guests.

What's the main USP of your franchise?

A world class experience to challenge every client. Affordable luxury brand with award winning design that creates a total experience each time. World class trainers and workouts designed to create the best results and feeling of achievement. Cutting edge technology that gives constant workout feedback to our clients.

What does the franchise package include?

Franchise package includes full global support package covering real estate support, finance and leasing support from our global providers partnership. Design and build programme for our in house

team, full initial training programme plus personal TRIB3 coach to assist in the opening of your TRIB3 boutique and ongoing day to day operations. Full business planning support and ongoing training included.

How much does it cost?

Initial franchise fee £40,000 which includes site finding and project design. Monthly franchise royalty 6% of total gross revenue. Technology fee £350 per month.

How many sites do you have?

We currently run 9 sites.

What are your expansion plans for 2019?

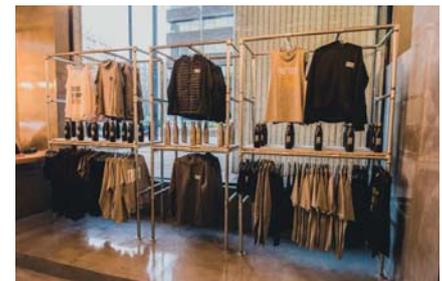
Currently we have clubs open in the UK, Spain, Moscow, Helsinki, Madrid, Barcelona. and Guangzhou China. This year we will really start to accelerate our international expansion with clubs opening in London, China, Spain plus several potential new countries.

Which consumer group/demographic is the franchise targeted at?

Urban professionals 18-35 modern urban fit. We are looking primarily at city centres in highly populated areas of major world cities.

What are the characteristics of the franchisee you're looking to work with?

Entrepreneurs who are passionate about the fitness industry and passionate about developing teams and people within a global franchise network partnership.





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JOHN KERSH

About us

Xponential Fitness is the world's leading franchisor of boutique fitness studios, with a portfolio of pioneering brands in all areas of fitness, including: cycling, Pilates, yoga, rowing, stretching, barre, dance and running. Our first studios were established in 2002.

What's the main USP of your franchise?

We are experts in successful studio operations, and our sole aim is on supporting our franchisees to become proficient and profitable.

What does the franchise package include?

Xponential Fitness is currently seeking qualified master franchise partners in the UK and Western Europe who can successfully launch and grow one or more of our boutique fitness brands. We provide extensive initial support to open the first pilot studio in the market, as well as ongoing support for a successful and sustainable franchise offering.

How much does it cost?

Master franchisees should have access to a first year minimum of US\$1million in capital to support the opening of a pilot studio and the launch of franchise efforts.

How many sites do you have?

1,500 studios open.

What are your expansion plans for 2019?

In 2019, Xponential Fitness will open more than 500 studios in the United States across all eight brands, and will also open our first studios in Europe, Asia and Latin America.

Which consumer group/demographic is the franchise targeted at?

Depending on the brand, the members of Xponential Fitness studios range in age from 14 to 85, and a majority are women. Our members value the sense of community and the outstanding quality of instruction found at our studios.

What are the characteristics of the franchisee you're looking to work with?

Master franchisees should first be passionate about our brands and about helping improve the lives of our franchisees and members. They should also have a strong drive and capacity to grow quickly in a competitive and fast-paced, consumer facing environment.

Key personnel

John Kersh

Chief International Development Officer



NEW
SECTION

HCM

HANDBOOK 2019

EMPLOYERS SECTOR

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Employers briefing

Recruiting great fitness staff is an important retention tool in the health and fitness sector. Tom Walker reports

One of the oft-repeated mantras for achieving successful recruitment is to have the “right person, in the right place, at the right time”. Useful advice, especially if it’s accompanied with further considerations. How cost-effective are your ways of finding staff, for example? What about the time spent on finding the right people? And have you got the best possible partners to work with, when searching for new staff?

Taking the time and effort to develop a recruiting process which continually looks for people with the right skills and motivation will not only find you the people – but could save a lot of time and money.

PLANNING FOR SUCCESS

Recruitment and the way it’s planned is essential to every industry. Getting recruitment right in a service industry such as the health and fitness sector is particularly important. Having the right staff is crucial to build a positive experience for your members. Engaging, motivational people can create a positive atmosphere in a club or studio, which is tangible from



Having the right staff is crucial to build a positive experience for members

PHOTO: SHUTTERSTOCK/NEINCHPUNCH

the very first moment a prospective new member steps inside your facility.

Having great fitness staff is also an important retention tool. According to retention expert Dr Melvyn Hillsdon, if fitness staff actively interact with members, they retain their membership longer than members who receive little interaction.

BUILDING A RESERVE

Finding good, loyal talent can be hard, so ask yourself: Have you made every effort to attract and encourage candidates to apply for your vacancies? Are you clear about your present and future requirements?

Also, at a time when digital record-keeping is getting increasingly important, there’s no reason why you shouldn’t create a talent pool of prospective candidates – acquired, for example, through previous applications

– which enables the selection of the best candidates to suit your specific needs.

There’s no harm in doing some market research. Find out how much competitors pay for the same jobs you’re looking to fill – and the types of benefits they offer – to make sure you’re competitive.

HELP IS AT HAND

The *Leisure Opportunities* recruitment service is the UK’s leading career and recruitment service for the fitness industry. Using the latest technology, it distributes your jobs through printed magazines, websites, digital publications, social media and ezines – so they’re seen by great candidates. Importantly, as each platform is used by industry people to keep up with the latest news, your jobs will be seen by those who aren’t actively jobseeking. ●



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About us

Everyone Active is the UK's longest-established leisure operator and a leader in the field of sports and leisure management. We operate almost 200 leisure and cultural facilities across the country and employ over 13,000 colleagues.

We have a strong reputation for delivering high-quality services and state-of-the-art facilities. Our mission is to create healthier communities by supporting people to become more active.

What kind of roles do you hire for?

Everyone Active offers a wide range of job opportunities for people who are passionate about working in the health and fitness sector.

Roles with us vary as widely as personal trainers, swim teachers and lifeguards, to community engagement officers, sales consultants and duty managers, and every role offers opportunities to progress.

Why work for your organisation, what are the benefits?

Our rapid growth means we are able to offer our colleagues a wealth of development opportunities.

As well as being part of one of the country's leading leisure operators, our colleagues also benefit from free memberships for them and their families, childcare vouchers, a cycle to work scheme, discounts on lunches and discounted services offered by our corporate partners.

What's your company ethos?

Our mission is to get more people more active, with the aim of helping them to achieve 30 minutes of physical activity five times a week. This starts with our team, and we provide colleagues and their families with the tools and time needed to achieve this.

We have a strong culture of supporting talented colleagues to reach their potential and are committed to developing people from within.

Do you have any employee-related accreditations or awards?

Our colleagues are supported to achieve professional accreditations wherever possible, and we work closely with CIMSPA and other organisations to help colleagues develop.

The hard work of our teams is recognised through internal colleague awards and industry events.

Do you offer training? If so, please describe?

All colleagues are given face-to-face and online training when they join us, helping them to understand our mission and their role in achieving it.

We also make training opportunities widely available to employees through our online library of development resources.

What are your plans for 2019?

We will continue to grow and offer a wealth of new job roles and activity opportunities to local communities across the country.

A BETTER CAREER PATHWAY



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GERRY KENDRICK

About us

GLL is the UK's largest leisure and cultural services provider and one of the first and largest leisure social enterprises. Our aim is to get more people, more active, more of the time whilst making leisure and community facilities accessible and affordable.

What kind of roles do you hire for?

We offer careers for everyone across England, Wales and Northern Ireland. Whether your ambitions lie in leisure, sport, libraries, events & catering, culture, health & beauty, corporate support or working with children, you'll be able to find your perfect job at GLL.

Why work for your organisation, what are the benefits?

As a not-for-profit organisation, we're different. Passionate about seeing our communities thrive, we invest back into our facilities, projects and people and are an Investors in People Silver Award employer. At GLL we have a range of benefits including pension schemes,

discounted leisure centre and gym memberships, ride to work scheme and the opportunity to join the GLL Society and have a say in how we're run plus associated social events, trips and parties.

What's your company ethos?

The four pillars are the cornerstones of GLL, Better Business, Better People, Better Service and Better Communities. These are our guiding principles that sit at the heart of our business where each pillar is of equal importance. Through our success, we know that delivering a quality service with exceptional people working to engage the community helps to ultimately deliver a better business. Without one pillar, all would fail. We really believe in living our 'Better People Achieve More' mantra which is about keeping our staff trained and motivated to be the best they can be.

Do you have any employee-related accreditations or awards?

Investors in People Silver Award, Employer of the Year at the Active Training Awards. Disability Confident and Dementia Friendly accredited.

Do you offer training? If so, please describe?

For over twenty years, GLL College has been a pioneering source for training and staffing. We specialise in providing the skills and qualifications to keep you one step ahead in today's cutting-edge sports and leisure industries. What's more, at GLL College we build communities; fostering the environment where professionals can come together to pursue the careers they love.

What are your plans for 2019?

We're focussing on our customer experience be it online or in any of our 350+ facilities. We want to ensure everyone knows, as a charitable social enterprise, what makes us different and what makes us 'Better' – both as an employer and as a business that has a positive impact on the communities we work with.

SO YOU CAN TURN YOUR PASSION INTO YOUR CAREER.



WE ARE HIRING

Finding your fit. It's what The Gym is all about. No matter your shape or size or experience, there's a place for everyone here! Seeing everyone at The Gym grow by taking on amazing development opportunities in a growing business, and trying their arm at new things gives us a warm fuzzy feeling. And we want everyone who comes to us to get a piece of that amazing just-smashed-my-personal-best action. The Gym is where you take yourself to the next level.

- GENERAL MANAGERS
- ASSISTANT GENERAL MANAGERS
- PERSONAL TRAINERS/FITNESS TRAINERS
- CAREERS IN GYM SUPPORT

Come and find your fit at The Gym, head to www.thegymgroup.com/careers.

the
gym.
find your fit

The Gym

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Web: www.thegymgroup.com/careers

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CHARLOTTE MONKHOUSE
RECRUITMENT LEAD

About us

Founded in 2007 The Gym Group, is the original low-cost gym in the UK. Now with over 720,000 members and 160 gyms we are the fastest growing gym business in Europe with over 22% of the UK low cost market. Our 24/7, no contract, low-price offer is a compelling proposition which is transforming the UK health and fitness sector. We passionately believe in our goal to break down the barriers to fitness for all to bring out the very best in people. Especially our amazing teams. Our empire is made up of all kinds of industry backgrounds, and it's the diversity of our makeup that allows us to challenge our limits!

What kind of roles do you hire for?

We're always looking to expand our teams of excited, diverse people with box fresh Personal Trainers and Shiny new Managers, with huge development opportunities. A career in management starts with the role of Assistant General Manager – General Manager – Senior General Manager where you will be leading clusters of sites all the way to Regional Manager to grow and inspire a whole region. To top that we have an epic team running our Gym support central functions. Finding your fit. It's what The Gym is all about.

Why work for your organisation, what are the benefits?

Whether you're a personal trainer, running the whole gym or the digital wizard behind our technology – whatever your background we'll provide a friendly place where you can learn and improve which is flexible to your needs. We push everyone to challenge their limits (sometimes further than they think they can go) because it's how you'll get the most out of your body and your career.

The proof is in the (low calorie, high protein) pudding: we have one of the lowest turnovers of staff of any gym company in the country!

What's your company ethos?

We work hard to give our members the best experience and are always looking to improve in everything we do. That's why our people are critical to our success. Our unique culture helps everyone fulfil their potential and achieve their personal best! We make a very simple promise to our people – Your Gym, Your Purpose, Our Promise. This is critical to how we operate, we believe passionately that the Gym is in the hands of the Manager and their team.

Do you have any employee-related accreditations or awards?

We were the first fitness operator to achieve the Investors in People Gold Standard, an accreditation that we still hold today thanks to our commitment, values, leadership and development opportunities. In 2017 we achieved a star rating from Best Companies and were finalists in the UK Active training awards.

Do you offer training?

We offer a range of training & development for our people, no matter their role. This includes a platform for our Trainers who can benefit from REP's & CIMSPA accredited CPD courses, discounts and offers from industry leading heavyweights. For our Managers and support staff we offer various development workshops including our award-winning emerging talent programme.

What are your plans for 2019?

We have big growth plans aiming to opening between 15 and 20 more gyms each year!

Our mission is to continue breaking down barriers. Challenging limits. Helping our people take the first step. Championing realness and friendliness.

HCM

HANDBOOK 2019

PRODUCTS & SERVICES

Company profiles	p198
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End-point
Assessment

Regulated
Qualifications

We support

We develop

We provide

Skills Hub

Professional
Recognition

Professional
Career Development

Active iQ

Active IQ is a leading Ofqual recognised awarding organisation for the physical activity sector. We design qualifications and high-quality resources that support clear career pathways.

Leading the way in health, wellness and physical activity, and championing industry standards at the highest level, we have evolved to become an awarding organisation with a difference. Our diverse portfolio includes qualifications and supporting resources, the Skills Hub, Professional Recognition and Professional Career Development. We also offer End-point Assessment services for a growing number of apprenticeship standards.

Find out more at:
www.activeiq.co.uk



Active iQ
#beginwithbetter

Active IQ

Dryden House, St Johns Street, Huntingdon, PE29 3NU, UK

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Email: businessdevelopment@activeiq.co.uk

Web: www.activeiq.co.uk

Twitter: @Active__IQ

LinkedIn: Active IQ



JENNY PATRICKSON

About us

Active IQ is the UK's leading awarding organisation for the physical activity sector. We lead the way with dynamic fit-for-purpose qualifications that ensure success, equipping individuals with the knowledge, skills and behaviours they need to kick-start or progress their careers in our vibrant sector.

We have over 100 qualifications, ranging from Entry Level through to Level 5, all of which are supported by eLearning, manuals and lecture packs. All our qualifications are accredited by Ofqual, Qualifications Wales and CCEA in Northern Ireland, and a wide range of programmes are recognised by CIMSPA and REPs.

In 2017, Active IQ became approved as an End-point Assessment Organisation. We offer this service for a growing number of EPA standards.

Product range and services

Active IQ has evolved to become an

awarding organisation with a difference. With a diverse portfolio of additional products and services including, the Skills Hub, Professional Career Development, Professional Recognition and most recently, End-point Assessment.

Key customers

Active IQ works with over 500 approved centres, including private training providers, colleges, employers, leisure service providers, universities, schools, prisons, young offender institutions and international centres.

Plans for 2019

Active IQ will continue to launch new and refreshed qualifications throughout the year, such as the Level 2 Certificate in Group Training and the Level 4 Certificate in Postural Assessment and Corrective Exercise. We will expand our End-point Assessment service with a growing range of apprenticeship standards, and continue

our efforts to support employers to make best use of their Apprenticeship Levy. Throughout the year we will continue to grow and develop our Skills Hub content via an exciting range of interactive webinars and resources in a variety of subject areas.

Shows attending in 2019

FE Week Annual Apprenticeship Conference, Active-net, Elevate, Active Uprising, AoC Apprenticeships Conference, SIBEC Europe, Active Training Conference and Awards, National Apprenticeship Shows.

Key personnel

Jenny Patrickson

Managing Director

Sarah Edmonds

Director of Quality and Standards

Laura Sheasby

Head of Business Development

Steve Conopo

Head of Assessment Services

“Active IQ has an impressive rate of development, with plenty of new qualifications to keep our offering fresh and relevant. Its reputation as an awarding organisation is second to none, so we know our students will be taking qualifications that are highly regarded by employers.” **ALAN JONES, CURRICULUM MANAGER FOR CULTURE, MEDIA AND SPORT, DARLINGTON COLLEGE**



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Instagram: www.instagram.com/basisystems

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Blog: <https://basisystems.com/blog>



About us

BASI is a leading education academy that brings thirty years of Pilates teaching experience to the design of our equipment. We work with Pilates professionals all over the world who strive for strength, athleticism, rehabilitation and the joy of healthy movement. After years of research and development, we introduce BASI Systems equipment as a dynamic vehicle for the Pilates community.

Product range and services

BASI Systems uses the highest quality, environmentally friendly materials to build equipment with bio-mechanical and aesthetic integrity. Each piece is hand crafted with care and state-of-the-art engineering methodologies. We use beech wood for sturdiness, aerospace-grade aluminum for durability and smooth transitions, antibacterial vinyl

to resist wear-and-tear and orthopaedic cushioning for extraordinary comfort. BASI Systems' equipment offers longevity with ergonomic functionality and an expandable design system that can seamlessly fit your needs.

Key customers

Pilates enthusiasts, instructors, personal trainers, studio and facility owners, health clubs, wellness centres.

Shows attending in 2019

FIBO (Germany), LFTL (California), PMA (California). Check out Events Calendar at basisystems.com/events.

Key personnel

Cengiz Han Üçgün

Chair & CEO

Mehmet Küçükonat

Sales Manager



"I approach the equipment like a dance partner; there is a give and take, an ebb and flow of energy. It strikes a perfect balance of form and function and this makes the equipment feel alive in my hands."

RAEL ISACOWITZ, FOUNDER, BASI PILATES



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Web: www.blkboxfitness.com

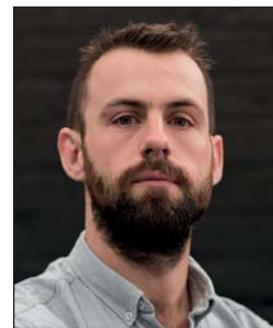
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Blog: www.blkboxfitness.com/blogs/news

BLK BOX



GREGORY BRADLEY

About us

BLK BOX (pronounced 'BLACK BOX') began as specialists in sports equipment and facility design in 2012. We've built the company on a strong sense of purpose – to reject the ordinary and re-define performance. We're staying true to our beliefs; aiming to deliver exceptional performance products and spaces – with unique design twists to showcase our client's brand.

Product range and services

BLK BOX began out of frustration by the lack of imagination and invention in the fitness industry. We've gone from a garage to doing business on a global front from our HQ in Belfast's Titanic Quarter. Our products are for those who won't accept second best. We use the best materials available to create products that outlast, outperform and totally dominate their competition.

Key customers

Arsenal FC, Everton FC, IRFU, Google, LinkedIn, Pure Gym, Gymbox, Sports Scotland, Swiss Rowing, The GAA, Turf Games, Embody Fitness Dubai, W10, UNIT, MyManor, Marchon Athletic, Sports Surgery Clinic.

Plans for 2019

BLK BOX will continue our equipment innovations and development at our Belfast HQ. We will also provide support Pure Gym on their expansion throughout the UK.

Shows attending in 2019

FIBO, SIBEC, BodyPower.

Key personnel

Gregory Bradley

Managing Director

Miles Canning

Head of Product and Brand

"We are delighted to be associated with BLK BOX. We found their service professional from start to finish. The feedback we received regarding the gym has been outstanding."

MAURICE O'MEARA, KERRY GAELIC ATHLETIC ASSOCIATION





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Web: www.brightlime.com

Twitter: [@Bright_Lime](https://twitter.com/Bright_Lime)

LinkedIn: www.linkedin.com/company/brightlime-limited



PHIL MOSS

About us

Whether you are a low-cost gym or a 50+ multi-site multi-national health club, BrightLime manage all operational aspects in a single, flexible core solution. At BrightLime we live for tackling technical problems with a sense of fun and unashamed spark. We work directly with our customers to share ideas and know-how to create solutions and winning remedies to the problems that they face.

Product range and services

BrightLime is powerful, reliable, excellent value with no hidden costs and backed up with outstanding help desk support and customer service. BrightLime enables sales prospecting, online joining, membership administration, member portals, customer engagement, business intelligence, front desk/ access control, event management, direct debit administration and

exceptional native app capability. From a single core solution BrightLime can integrate with Fitness Tracking Technologies, Payment Gateways, Access Control applications and other 3rd party solutions to improve business processes and member experiences.

Key customers

BrightLime works with a variety of leisure industry operators encompassing health clubs, spas, golf and country clubs and trampoline parks both nationally and internationally. Our customers include The Bannatyne Group, The Club Company, Sweat! and Energi.

Plans for 2019

BrightLime's progressive R&D policy produces a substantial number of new features and enhancements on a regular basis, supplied as free upgrades. Get in touch to find out more.

Shows attending in 2019

Active Net, FIBO, Sibec, Elevate and Ireland Active.

Key personnel

Phil Moss

General Manager

“For 15 years BrightLime has allowed us to effectively manage key parts of our business. We have successfully integrated other systems with BrightLime which has provided maximum efficiencies in our business. It is easy to implement with less worry, more productivity.”

RICHARD THEAKER, GROUP IT MANAGER, THE CLUB COMPANY (UK)

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CORE
HEALTH & FITNESS

THE BRANDS MEMBERS ASK FOR BY NAME

Core Health & Fitness is the world's largest marketer and distributor of commercial fitness solutions, offering **top brands for every category**. Our purpose is to **innovate** by sharing our **passion for fitness performance**. To learn more about our portfolio of brands and fitness products visit: corehealthandfitness.com

Core Health & Fitness

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Twitter: @CoreHandF

Facebook: Core Health & Fitness

LinkedIn: www.linkedin.com/company/corehealthandfitness



PETER WEBB

About us

Core Health & Fitness is the world's largest privately-held marketer and distributor of commercial fitness solutions to health clubs, community recreational centres, hotels, government, educational facilities and more. Core markets its products under the iconic brands Star Trac®, StairMaster®, Nautilus® and Schwinn®. Headquartered in Vancouver, Washington, with over 400 employees, Core serves a global customer base. Core maintains sales, engineering and service offices throughout the United States (Vancouver, WA; Lake Forest, CA; Independence, VA) as well as in the United Kingdom (High Wycombe), Germany (Munich), Spain (Barcelona), Poland (Poznan) and Brazil (Sao Paulo).

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

Fitness First, DW Sports, Lifestyle Fitness, Parkwood Leisure, IHG Hotels, Active4Less, University of Kent, Stoke Park Country Club Spa and Hotel, North Lanarkshire Leisure, Bannatyne Health Clubs, Trib3, Leejam and Life Leisure.

Plans for 2019

We launched the Star Trac FreeRunner - an innovative treadmill featuring patent-pending technology designed to absorb impact and reduce injury. Designed to improve both performance and comfort, the FreeRunner features the HexDex System, an aluminium running deck supported by proprietary hexagonal polymer suspension, that offers a supportive surface, as well as significantly increasing the lifespan of the belt and deck.

We have continued to promote OpenHub cardio consoles and have enhanced tracking capabilities by partnering with Apple in releasing GymKit to our main floor cardio options.

We have added the HiiT Rower to

our HiiT range which completes the circuit. Now all of our product range has the HiiT console, which provides performance and enhancement.

Shows attending in 2019

IHRSA, FIBO, SIBEC, HOTECH, Elevate, BodyPower, 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, Europe, Middle East and Africa

Duncan Black

Director of EMEA Distributor Sales

For more information please contact

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EMAIL: uksales@corehandf.com

WEB: www.corehandf.com

A promotional advertisement for CFM. The background features a smiling man and woman in a gym setting. In the foreground, a hand holds a black dumbbell with the CFM logo embossed on it. The text is overlaid on a dark green background in the top right corner.

CFM will bring **new** members
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DEAN GODFREY

About us

CFM was established in 1990 and for 29 years have helped thousands of health clubs across the world increase their membership base.

Product range and services

CFM provide an end to end marketing promotion for health clubs. In a 6 week time period this package incorporates social media advertising; direct mail; onsite professional sales consultants and an effective corporate outreach strategy. This unique sales and marketing programme will generate additional monthly cash flow for your club, helping to make you financially stable, and secure you from any aggressive competitors in your market place.

Key customers

Cottingham Parks Golf & Country Clubs, Astley Sports Village, Choices Health Clubs, Moreton Hall, Mercure Hotels, Hilton Aberdeen, Crowne Plaza Hotels, Best Western Hotels, Champneys Health Spa and many Independent Gyms.

Plans for 2019

Continue to help health clubs across the UK and Ireland recruit new members.

Key personnel

Dean Godfrey

Operations Director

Jonny Packard

Business Development Manager

Harry Ainslie

Business Development Manager

YOUR CAMPAIGN INCLUDES

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-  Print Media Advertising
-  Graphic Design & Video
-  Fitness Marketing Consultants
-  British Call Centre
-  Outdoor Advertising
-  Open Days & Events
-  Guerrilla Marketing
-  Referral Programs



“From the moment the team from CFM walked in to our club we felt comfortable, as though they were part of the team! We never expected to gain so much from doing so little, they literally took care of all the details yet made sure we were kept updated on a daily basis. It literally couldn't have gone any better.”

KYLE TAYLOR, 7 HEALTH & FITNESS, HILTON ABERDEEN

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Twitter: @woodenlockers

Facebook: facebook.com/crownsportslockers

Blog: crownsportslockers.co.uk/blog



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.

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, The Club Company, Psycle, independent hotels, spas, leisure clubs and golf clubs.

Plans for 2019

We plan to attend two exhibitions this year: Elevate and Independent Hotel Show. We are continuing to develop our new Illuminate locker range with internal colour-changing LED lighting and translucent locker doors, which creates a relaxing changing room ambience.

Key personnel

Richard Downing

Managing Director

Spencer Grimwood

Project Manager

Sam Palmer

Project Manager

For more information please contact

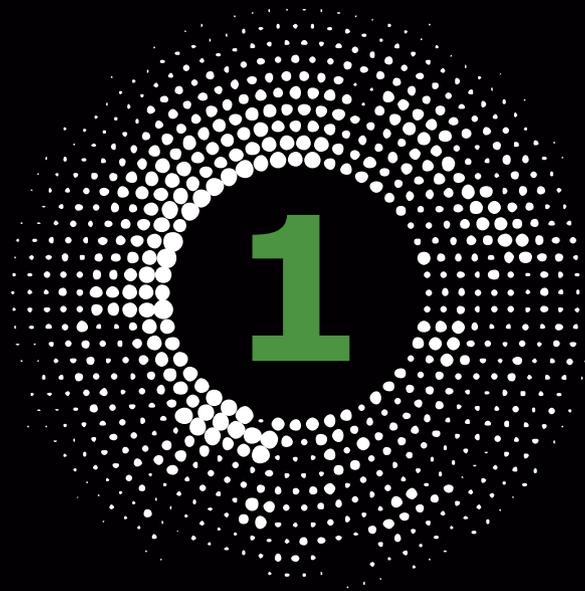
TEL: 01803 555885

EMAIL: sales@crownsportslockers.co.uk

WEB: www.crownsportslockers.co.uk

“Psycle London has specified Crown Sports Lockers for all four of its Spin studios and has enjoyed a close, friendly and helpful working relationship with them since we launched our first site in Mortimer Street in 2014. As a premium boutique fitness brand running extremely busy sites across the capital, we have to ensure changing facilities can stand up to intense use year-round. Crown’s installs have delivered both robustness and style. Dedicated project manager Spencer Grimwood maintains regular contact with us before, during and after each fit-out, fine tuning changing room layouts to exactly match visitor needs.”

HAYLEY CASANOVA, OPERATIONS MANAGER, PSYCLE LONDON



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www2.deloitte.com/uk/mergersandacquisitions

Lead Financial Advisor	 Acquisition of The Club Company by Epiris LLP UK	Deloitte.
Lead Financial Advisor	 Acquisition of Ingesport by Torreal Spain	Deloitte.
Lead Financial Advisor	 Acquisition of Fitness World by FSN Capital Denmark	Deloitte.
Sector Insight	European Health & Fitness market report	Deloitte.

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ALICIA WHISTLECROFT

About us

Deloitte's M&A Advisory team supports a range of clients, from large corporates to owner managed businesses, in executing M&A transactions. Deloitte was ranked No.1 European THL advisor (Mergermarket rankings) by deal count in 2018. The UK M&A Advisory team comprises over 150 professionals led by 32 sector focused partners. It is supported by a global network of financial advisory, transaction support, tax and accounting professionals.

Product range

Deloitte provides advisory services throughout the transaction, including:

- M&A strategy advice, assistance with deal planning, including preparing businesses for sale;
- Providing support in executing deals, including advising on deal structuring;

- Managing transactions, including co-ordinating other advisors and supporting post deal; and
- Supporting raising capital, debt and private equity financing, including support in producing business plans.

The financial advisory team also provides due diligence, tax and other transaction advice, alongside Deloitte's wider services including audit, tax and consulting.

Key customers

Deloitte works with many of the growing and established operators in the health and fitness industry as well as advising institutional investors looking to back companies in the sector.

Shows attending in 2019

FIBO (Cologne), Elevate (London).

Key personnel

Alicia Whistlecroft

Manager in THL Corporate Finance Advisory
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 +44 (0)20 7303 0812

Nigel Bland

Partner in THL Corporate Finance Advisory
nbland@deloitte.co.uk
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For more information please see

Web: www2.deloitte.com/uk/mergersandacquisitions

"I have worked with the Deloitte THL team on several transactions, most recently on the 2018 acquisition of The Club Company. Once again, the team demonstrated their outstanding sector knowledge, and thorough and constructive approach in supporting us in completing the deal."

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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. It's our mission to help you improve your relationships with your customers so that they stay longer. We do this through a commitment to maximise income, streamline administration processes and reduce customer churn for their clients. In short, more time on your accounts hands means less of a hole in your company's pocket. You can leave us to collect your Direct Debits whilst you concentrate on running – and growing – your business.

Parent company

Transaction Services Group.

Product range and services

Our flexible fully managed service efficiently collects Direct Debit payments using traditional paper-based methods or our online portal, FastDD. We manage the Direct Debit process end-to-end with clear default processes in place. Transparent in our approach, we provide easily-accessible real-time reports to our clients.

Key customers

We have happy customers in the majority of leisure sectors, including chains, local authority, trust, budget, hotels and independent health clubs.

Plans for 2019

We are looking to work more closely with private organisations and the independent market. We have also begun to grow our partnerships with hotel chains, spas and child care facilities. Our key differentiator across all markets is that we do more.

Shows attending in 2019

FIBO, active-net, Active Uprising, SIBEC Europe, Elevate, Quest, NBS & CIMSPA Conference.

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 collected, more efficient.

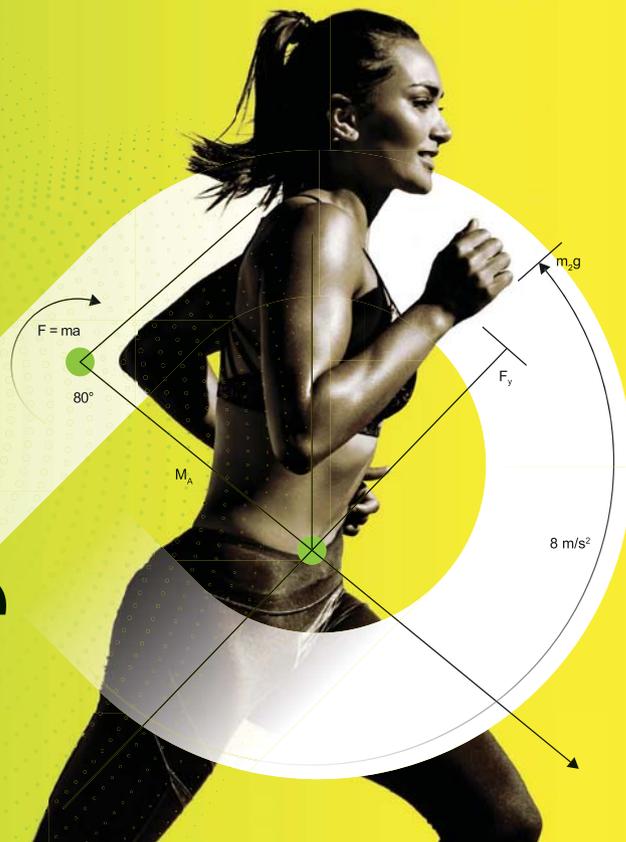
Up until this partnership, Inspiring Healthy Lifestyles (IHL) has most of their members paying by annual memberships or pay as you go, resulting in increased admin time and minimal opportunities for promotion. Luckily, more than 10 years on, the story is slightly different. Christ Derbyshire, head of Business Development at IHL, explains:

“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
INSPIRING HEALTHY LIFESTYLES**

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On the move



Dyaco UK Ltd. offers a versatile range of world-class fitness equipment for the commercial fitness, physical therapy and rehabilitation markets.

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dyaco.co.uk

0800 0293865 sales@dyaco.co.uk

Dyaco UK Ltd

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DYACO



DANIEL CLAYTON

About us

Dyaco UK Limited offers a versatile range of world-class commercial, medical and home fitness equipment from brands including Spirit Fitness, UFC (Ultimate Fighting Championship), Johnny G and gym80. We cater for all markets, aiming to be at the cutting edge of developments in the industry to react accordingly and provide operators and gym users with the equipment they need and want.

Parent company

Dyaco International Inc.

Product range and services

Dyaco owns Spirit Fitness, offering a comprehensive range of commercial CV, medical and rehabilitation equipment. Dyaco also distributes a full commercial line of UFC strength, combat and functional training equipment, as well as Johnny G Spirit bikes and gym80 strength equipment. Most recently, Dyaco announced a global licensing partnership with Philips, the global leader in health technology.

Dyaco will launch a line of Philips medical and rehabilitation fitness equipment to the US market in Q1 of 2019, with further market roll-outs later in the year. In addition, Dyaco offers a wide range of light commercial and home fitness products with brands including Spirit Fitness home, Xterra Fitness, UFC and SOLE.

Key customers

Customers include health and fitness clubs, such as Pump Gyms, Buzz Gyms, The HIIT Hut, 24/7 Fitness and the Functional Training Company; sports teams, including Racing Point FI Team; schools, such as the Battle Abbey School; and the Fire Service, including Oxford Fire and Rescue.

Plans for 2019

We are refreshing our Spirit Fitness commercial cardio equipment with a new black and grey colour way and introducing a new 900 Series Fluid Rower and Airbike. 2019 will also see the official launch of the Johnny G Spirit Bike.

Shows attending in 2019

IHRSA, FIBO, Elevate, ukactive National Summit, ukactive Active Uprising Conference & Awards, FireFit.

Key personnel

Daniel Clayton

UK Director & President of Dyaco Commercial and Medical Division

Andy Loughray

UK Sales Director

Sarah Hitchcock

Commercial Director

Janette Rose

Marketing Manager

Adam Rogers

UK & International Sales

Dan Hodge

Regional Sales Manager

For more information please contact

TEL: 0800 0293865

WEB: www.dyaco.co.uk

eGym

Club Workspace Kennington Park, Office 3.27,
1-3 Brixton Road, London, SW9 6DE, UK

Tel: +44 (0) 7990 072933

Email: marketing-uk@egym.co.uk

Web: www.egym.com/en/business

Twitter: @egymuk

LinkedIn: eGymUK

Facebook: eGymUK



KERSTIN OBENAUER

About us

eGym brings the digital future to fitness with a cloud-connected solution that improves retention and drives acquisition. eGym manufactures the world's most advanced smart connected software and training equipment for gyms and leisure centres. Complemented by eGym-owned NetPulse – the leading custom-branded mobile app provider – and combining eGym's mobile applications with third-party partner integrations, the solution delivers faster results for members, greater profits for operators.

Parent company

eGym GmbH.

Product range and services

eGym strength equipment, training all muscle groups, is integrated with advanced software, including seven fitness goals, five training methods, guidance for optimal repetitions, speed and rest times and maximum strength measurements with automated progressions. All training data is recorded to the eGym Cloud and seamlessly linked to the eGym Trainer App, enabling trainers to provide tailored member support. This is complemented

by the eGym Fitness App, bringing real-time training plans, analysis and social networking to the customer.

Key customers

Parkwood Leisure, Serco, MyTime Active, Inverclyde Leisure, Inspire All, Everybody Sport & Recreation, Broxbourne Borough Council, Wentworth Golf Club, The Hurlingham Club, ESPH Gym and Physio, Change, The King's School Canterbury, eActiv, FTC, Forever Health.

Plans for 2019

Growing the network of UK operator partners and launching eFle-xx in the UK. eFle-xx is a training circuit which incorporates systematic exercises to improve flexibility and mobility.

Shows attending in 2019

FIBO, Elevate, Active Uprising.

Key personnel

Kerstin Obenauer
Country Director UK

For more information please contact
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TEL: +44 (0)7990 072933
WEB: www.egym.com/en/business



“eGym has been the perfect choice. It is intuitive, meaning inexperienced users enjoy a progressive, fully automated and results-driven workout, every visit. The system adapts proven training parameters, such as resistance, repetitions, speed and method, applied by automated periodisation. This delivers results quickly, maintaining motivation.”

KIERAN VANGO, INVERCLYDE LEISURE



THE "ELEIKO FEELING" IS SOMETHING FREQUENTLY ASSOCIATED WITH OUR BARS, BUT TO US, IT IS BIGGER THAN THAT. IT'S WHAT WE STRIVE FOR IN ALL OUR PRODUCTS AND BEST ACHIEVED BY KEEPING THE USER EXPERIENCE AT THE HEART OF EVERYTHING WE DO



ELEIKO

RAISE THE BAR

Eleiko

Kalstorpvagen 18, Halmstad, 30262, Sweden

Tel: 07816757644

Email: sarah.burgess@eleiko.com

Web: www.eleiko.com

Facebook: www.facebook.com/eleikouk

ELEIKO
RAISE THE BAR



SARAH BURGESS

About us

We build upon our 6-decade legacy in weightlifting, fuelled by our unwavering commitment to innovation, quality and performance to develop the future of strength training. We create products that push the boundaries of performance and unlock human potential, products that build strength on and off the lifting platform and enable outstanding performance in sports and in life.

Product range and services

From world famous barbells, to bespoke rigs, to silent platforms, our focus is on innovation, quality and performance. The Eleiko product range also includes the finest dumbbells, kettlebells racks and benches. Aside from strength and functional equipment, Eleiko also provides education to compliment our range of products, from online product training for staff, to hosting specific courses to develop trainers within the business.

Key customers

Eleiko equipment sits well within most sectors, including gym and fitness, hotels, universities, sports performance, military, functional fitness. Customers include

Gymbox, Anytime Fitness, The FA, Starks Fitness, 24 Hour Fitness, Loughborough Uni, Equinox and UKSCA.

Plans for 2019

New, innovative products include the Öppen Deadlift Bar, which solves the troublesome issues common to many trap bars. Eleiko will also be releasing a new range of performance dumbbells.

Shows attending in 2019

CrossFit Strength in Depth, FIBO, Elevate, IHRSA, Salon Mondial.

Key personnel

Dale Beech

Managing Director, Eleiko Sport Ltd

Sarah Burgess

Regional Manager, Eleiko Sport Ltd

For more information please contact

EMAIL: sarah.burgess@eleiko.com

TEL: 07816757644

WEB: www.eleiko.com



“The combination of Eleiko’s excellent consultation process and outstanding equipment made the process of setting up our club much smoother. We chose Eleiko due to its high standards and detail that goes into crafting and engineering their equipment. Eleiko was the only option for us.”

**BRADLEY BATE, CO-OWNER,
ANYTIME FITNESS BELFAST**

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- The Studio
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Email: elevate@quartzltd.com

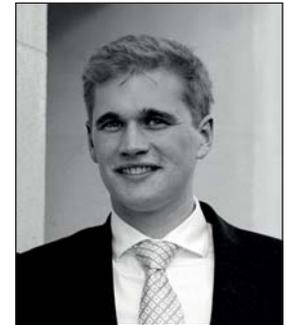
Web: www.elevatearena.com

Twitter: @elevatearena

LinkedIn: [elevate---the-arena-of-exercise-health-and-performance/](https://www.linkedin.com/company/elevate---the-arena-of-exercise-health-and-performance/)

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

Blog: <https://www.elevatearena.com/elevate-news>



MAX QUITTENTON

About us

THE UK'S LEADING TRADE EVENT FOR PHYSICAL ACTIVITY. Elevate is the most cost-effective route to the UK's fitness club market. Over two days 1,000s of senior decision makers from leisure centres, health clubs, independent and multi-site gyms, hotels, sports clubs, schools and universities attend to source the latest equipment from over 350 suppliers, whilst gaining valuable insights from high-level presentations and debates.

Parent company

Quartz Sequoia Events Ltd.

Product range and services

Elevate is now firmly established as the UK's largest gathering of fitness, performance and healthcare professionals. With more exhibitors, new physical activity innovations and expert speakers than ever, make sure you save the dates in your diary now. Highlights include 350 exhibitors from the around the world, free thought-leaders conference, a wide range of seminars, studio demonstrations, the Tech Lab and fantastic networking opportunities. Elevate is free to attend – register for your pass now – www.elevatearena.com

Key customers

Leisure centres, health clubs, independent and multi-site gyms, hotels, sports clubs, schools, universities, physiotherapists, allied healthcare professionals, sport scientists, strength and conditioning experts, personal trainers, elite athletes/ clubs and their support staff.

Plans for 2019

The event in 2019 will be held at ExCeL London on 8-9 May. View the full details and programme of events on our website: www.elevatearena.com

Shows attending in 2019

Elevate COPA Elite Sports Expo.

Key personnel

Max Quittenton

Director

Mike Costain

Development Director

Lucy Findlay

Sales Manager

Jo Tyler

Marketing Director

Frances Frost

Programme Producer

For more information please contact

EMAIL: elevate@quartzltd.com

TEL: +44 (0)1737 855000

WEB: www.elevatearena.com



“Elevate provides an excellent opportunity for brands to meet with a UK audience, as there is no other trade show in the country like this. There is always a high quality of attendees.” **GEMMA BONNETT, MYZONE**

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Facebook: www.facebook.com/exfpb

LinkedIn: www.linkedin.com/in/exf-fitness



DANNY ARMSBY

About us

At EXF, we design and manufacture equipment from our UK base in Suffolk. EXF offer so much more than modular systems and pick and mix installations; we don't stock 'standard' sizes as everything is produced to a bespoke design. Thirty years of experience means we can create high quality fitness experiences in even the most challenging of spaces, providing everything from the flooring, to the equipment, to the storage.

Product range and services

We specialise in offering bespoke functional training rigs, flooring and storage solutions. Our in-house installation team is able to work with the utmost flexibility to suit any schedule. We believe wholeheartedly in premium quality and offer unrivaled guarantees to give you complete piece of mind.

Our flooring products all confirm to EN standards. EXF is a truly British manufacturing option for any company. As well as working with fitness operators, we also specialise in innovative outdoor fitness and combat fitness solutions.

Key customers

Trade supply, industry commercial customers and private customers. Our work can be seen in Third Space, Gymbox, Ministry Does Fitness, Sweat IT and WIT Fitness to name a few. We also work with the Ministry of Defence.

Plans for 2019

To continue to offer the very best in flooring, storage and functional rig solutions. We will also be exploring emerging trends within areas such as boxing and outdoor fitness.

Key personnel

Charles Burch

Managing Director

Clare Burch

Director

Danny Armsby

Business Development Director

For more information please contact

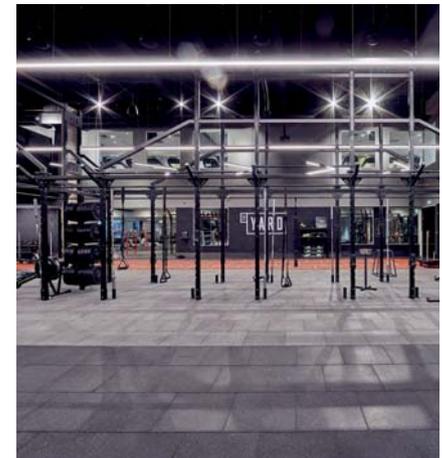
TEL: +44 (0)1473 735 115

EMAIL: sales@exf-fitness.com

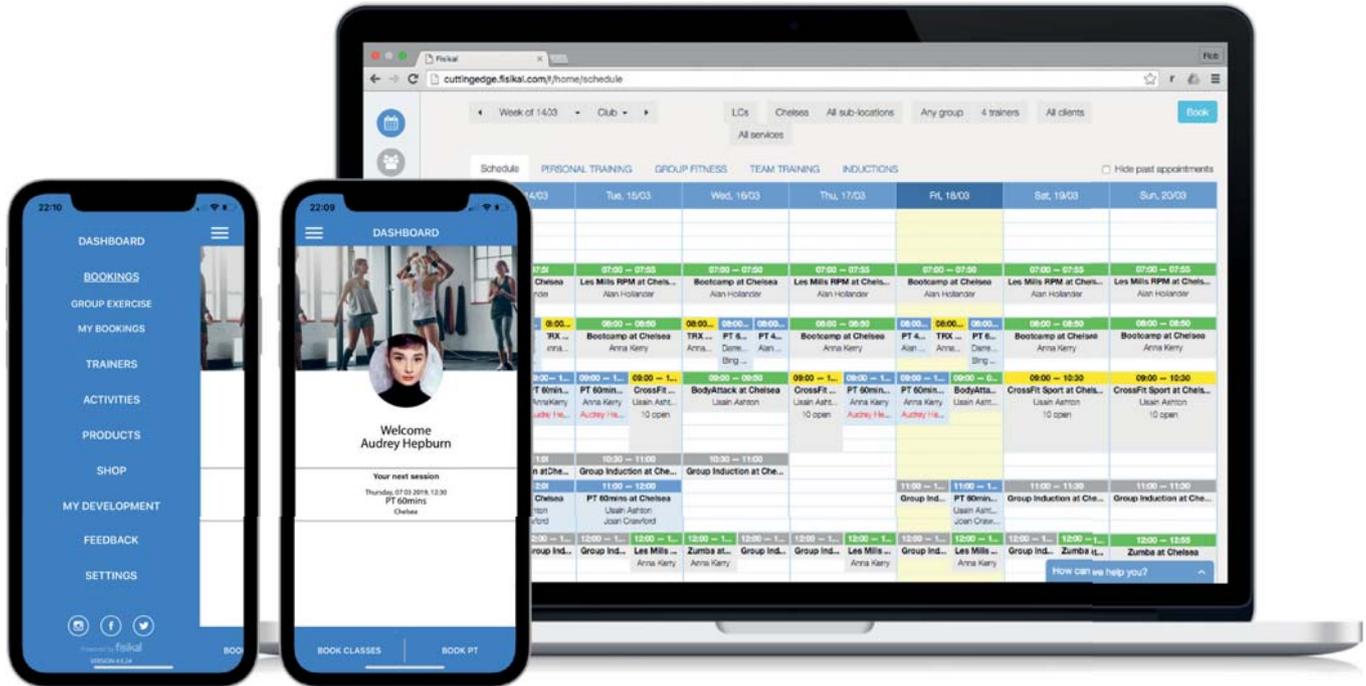
WEB: www.exf-fitness.com

“We have been thoroughly impressed by EXF. The team truly understand the expectations of our members and have created bespoke solutions which enhance our offering. The expertise they have is second to none and we look forward to working with them in the future.”

ROB BEALE, FITNESS DIRECTOR, THIRD SPACE



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Facebook: Fisikal

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ROB LANDER

About us

Fisikal helps fitness professionals, operators and education organisations improve efficiencies and service through its online business management solutions. The custom-built, facility management and product education platforms enable operators to manage their business online or via mobile. Functionality includes: booking and payment solutions, staff management, content delivery and business analysis. Fisikal also improves the customer experience. A mobile app provides anytime access to online bookings and an array of personalised fitness content.

Parent company

Fisikal Limited.

Product range and services

Fisikal offers five core, online business management solutions:

- Clubs – integrated software that

increases profits through a reduction in operational costs and an improvement in customer engagement

- Studios – a complete business management solution, so simple it can be implemented without a physical visit from our team
- Trainers – a complete business, client management system and programme delivery solution
- Brands – software to streamline how content is delivered to commercial and consumer customers
- Academies – paperless business solutions for training providers

Key customers

Operators: Fitness First Middle East, Be Military Fit (BMF), Third Space, DIR. Manufacturers: Matrix Fitness, Escape Fitness, Academies: Drummond, Jordan, British Impact Training Studios: Surge, Bodydesign 121.

Plans for 2019

The launch of the Fisikal self-signup studio product. Simplicity married with comprehensive functionality to improve business efficiencies and enhance customer service.

Shows attending in 2019

FIBO, Elevate.

Key personnel

Rob Lander

CEO

Emma Excell

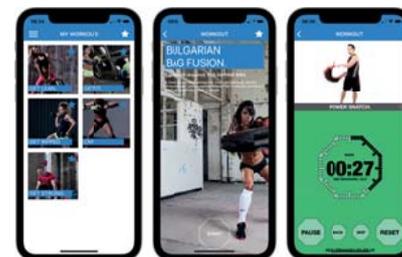
COO

For more information please contact

TEL: +44 (0)7720 285860

EMAIL: info@fisikal.co.uk

WEB: www.fisikal.com



“We selected Fisikal as an online solution to help us create a frictionless booking process for our members. Optimal member experience is our key operational focus and the Fisikal app has enabled us to provide convenience and flexibility in our booking process for Group Exercise and Personal Training.”

GEORGE FLOODS, COO, FITNESS FIRST MIDDLE EAST

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Twitter: @MieFitQuest

LinkedIn: www.linkedin.com/company/mie-fitquest

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, myometry, gait, goniometry, ECG & heart rate variability, providing us with a unique understanding of human physical performance and it's measurement. Our aim is to become the number one human measurement partner by providing accurate, easy-to-use devices that enable individuals to make informed decisions about their health.

Parent company

MiE Medical Research.

Product range and services.

FitQuest brings full bio-mechanical lab technology to the fitness facility to provide scientifically robust fitness

measurement, and full body composition analysis. FitQuest provides an easy to use, intuitive system supported by comprehensive research programmes and product development, which 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, researchers and other organisations across the UK and internationally, including The Gym Group, Better (GLL), GOFit, medicos.AufSchalke, Elements, John Harris, Fitness One, SportPass, Quest Vitality, and SIRA – the Government of Dubai, among others.

Plans for 2019

Throughout 2019, our focus is on product developments which support member engagement to provide insights to users and operators to enable exercisers to better understand how to achieve their goals.

Shows attending in 2019

FitQuest will be attending FIBO Europe and Elevate in 2019.

Key personnel

Brian Firth

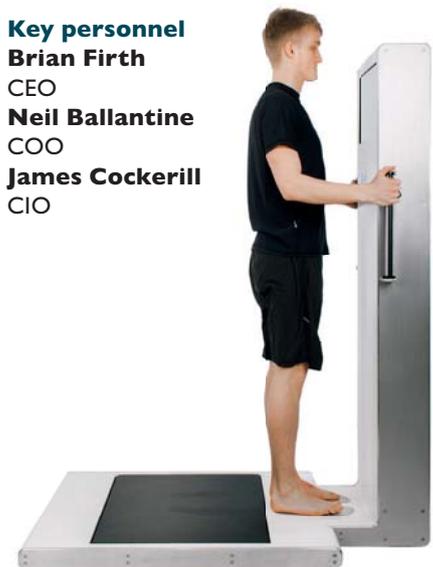
CEO

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

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LinkedIn: www.linkedin.com/company/funxtion-international-bv

Facebook: www.facebook.com/FunXtion/

Blog: <http://www.funxtion.com/en/news/>



RAIMO TREFFERS

About us

FunXtion is an interactive digital fitness company that believes fitness should be engaging, immersive and challenging for exercisers of all skill levels. FunXtion brings functional training to life using a cloud-based, multi-device, open platform which offers digital fitness and virtual coaching that makes functional training safe, effective, accessible and motivational for your members whilst allowing you to connect with them 24/7, save cost and increase profit.

Product range and services.

FunXtion provides consistent world-class fitness content and software. The interactive platform gives you the tools to support your site and your team in delivering a world-class, engaging fitness experience for your members. This experience is delivered through

high-quality coaching, training, and service anytime and anywhere. FunXtion delivers digital tailored fitness solutions that will keep your business fit, benefiting your company by gathering business intelligence that helps you retain members for longer as well as creating additional revenue.

Key customers

Anytime Fitness, DW Sports UK, David Lloyd NL, Jubilee Hall London, Mandarin Oriental Hotel Doha, Icon Fitness Israel, JD Sports UK, Jumpers Germany, SportCity NL, Fit For Free NL, Studiol Spain.

Plans for 2019

FunXtion will reveal the FunXtion Multi-Screen solution, a digital delivery of multiple exercises to numerous screens and the new FunXtion BoxConnect, a fitness solution with flexibility to suit its environment.

Shows attending in 2019

FIBO, IHRSA, Elevate.

Key personnel

Ernst de Neef

CEO

Mendel Witzenhansen

CTO

Raimo Treffers

International Sales Director



“What I particularly like about FunXtion is that it really benefits the coach to simplify the experience, saving them time and standardising the programming so that we can deliver it to our members at a very high level.”

CHUCK RUNYON, CEO OF SELF ESTEEM BRANDS, ANYTIME FITNESS.

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Gerflor Ltd

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Facebook: www.facebook.com/gerfloruk

Blog: www.gym-floors.co.uk

Gerflor[®]
theflooringgroup



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 well-being applications, where safety, comfort and performance are a must.

Product range

Taraflex[®] sports flooring offers excellent shock absorbency and is available in many vibrant colours; bespoke logos and customisation also available for additional site branding.

GTI Max interlocking floor tiles are for heavy-traffic environments, extremely hardwearing and perfect for cardio zones, spin zones and main gym areas. No need to close the premises when installing, saving both time and money.

Powershock 300 vulcanised rubber flooring solution benefits from 26dB sound insulation, ideal for free-weight and heavy weight lifting areas.

Key customers

David Lloyd, Virgin Active, Physical Company, The Gym Group, ProFIT28 Fitness, Snap Fitness, Village Hotels, Nuffield Health (Corporate), Freedom Leisure plus various other Trusts and partners.

Shows attending in 2019

World Spa Wellness, ExCeL, London, 24th-25th February.
ELEVATE, ExCeL, London, 8th-9th May.

Key personnel

Chris Sturgess
Key Account Manager –
Health and Fitness

For more information please contact
TEL: 01926 622 600
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WEB: www.gerflor.co.uk

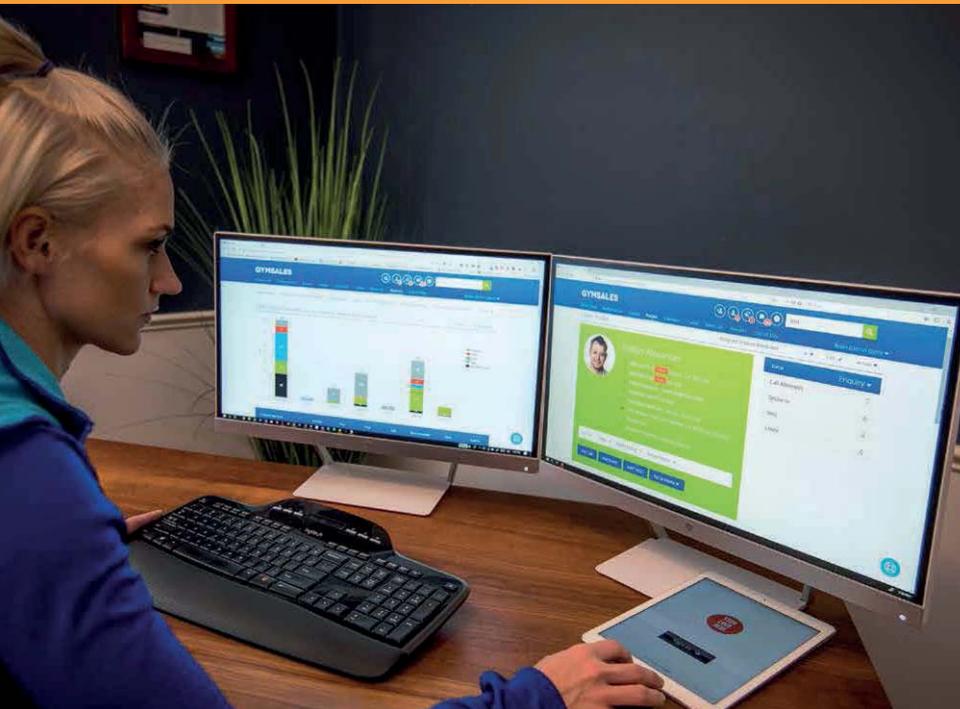


“We chose Gerflor products because they delivered the best aesthetic impact and a longer maintenance-free life. We also selected Gerflor flooring for their range, service and quality of the products and would certainly specify them again.”

WILLIAM RAMSAY, CEO, PROFIT28 FITNESS & WELLBEING CENTRE

Trusted by over 3000 clubs

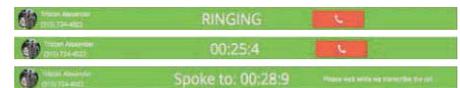
Dial less and sell more with NEW integrated calling



Tools to capture, nurture & convert new members

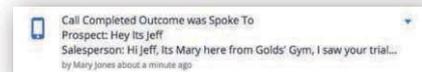
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GymSales

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Tel: (0131) 510 1739 or 07599175932

Email: UK@gymsales.net

Web: www.gymsales.net

LinkedIn: www.linkedin.com/company/gymsales-software-uk/



STEFFIE BRYANT

About us

The smart lead management tool for growing fitness clubs Give your sales team the tools they need to capture, nurture and convert new members. GymSales allows you to plan, implement and monitor a proactive sales strategy that's automated and uniform. Growing your member base will be easier than ever before.

Product range

Lead Management Software.

Key customers

Fitness First, Gold's Gym, Snap Fitness, F45, Total Fitness, Anytime Fitness, Holmes Place.

"Thanks to GymSales, we now communicate with leads efficiently and professionally. This CRM has made the sales process easy and helped us to improve the buying experience for our customers which has been proven via our mystery shop results!"

**LESLEY AITKEN,
TRAFFORD LEISURE**

Plans for 2019

To continue being market leaders in educating business owners within the Health & Fitness Industry on the importance of an effective Lead Management system.

Shows attending in 2019

IHRSA, FIBO, SIBEC EU, Active Net.

Key personnel

Steffie Bryant

Account Manager UK/Europe

For more information please contact
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EMAIL: UK@gymsales.net
WEB: www.gymsales.net

Intuitive tools to capture, nurture, and convert leads

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Website: www.harlandsgroup.eu

LinkedIn: www.linkedin.com/company/Harlands-Group

Blog: <https://www.harlandsgroup.eu/news/>



ROBIN KARN

About us

Harlands Group are the leading global provider of regular billing services in health & fitness and the largest company within Transactional Services Group (TSG). Harlands Group work with more leisure operators than any other DD company in the UK or Europe. Harlands Group are regulated in the UK by The Financial Conduct Authority (FCA); this is a financial regulatory body but operates independently of the UK Government.

Parent company

Transaction Services Group (TSG).

Product range and services

At Harlands Group, we offer clients transparent revenue management services, clear pricing with no hidden charges. Our fully managed service collects payments using our online portal SNAP. We offer a fully managed credit control and default process that allows members to self-serve through our Payflex portal. Harlands integrates with all major software platforms as well as offering additional services such as lead generation, sales pipeline management and sales training.

Key customers

We work with all sectors in the health & fitness industry including national chains, budget gyms, local authority, leisure trusts, hotels and independent gyms.

Plans for 2019

We will continue our full service, local language expansion in Europe. We will also continue to develop client and member self-serve areas.

Shows attending in 2019

CIMSPA Conference, FIBO, Elevate, Rimini Expo, Active Uprising, BUCS Conference, UK Active National Summit, Fitness and Wellness Top (NL), IHRSA European Congress (PT), IHRSA (USA), Europe Active.

Key personnel

Robin Karn

Sales Director



“Harlands has helped us to deliver a smoother joiner journey and we’ve seen a big increase in our web sales. The amount that we have been able to recover has allowed us to continue our reinvestment back into the facilities.”

RACHEL RINKCAVAGE, CORPORATE SALES MANAGER, BPL



HEALTHCHECK SERVICES

PRECISION BODY TRACKING



Northern Area Offices **0161 794 3206** Southern Area Offices **01634 296234**
EMAIL: info@healthcheckservices.co.uk WEB: www.healthcheckservices.co.uk



Healthcheck Services Ltd

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Tel: +44 (0)161 794 3206

Fax: +44 (0)161 794 3205

Email: info@healthcheckservices.co.uk

Web: www.healthcheckservices.co.uk

Twitter: @Corevuekiosk @HealthcheckSL

Facebook: HealthcheckservicesLtd



HEALTHCHECK
SERVICES LTD



ERIC PEAKE

About us

Here at Healthcheck Services, we want to empower you, your clients & your staff to live a healthier, better life. We take pride in being at the forefront of innovation and are constantly investing in research and development to ensure our customers are provided with the latest in weighing machine and blood pressure monitoring technology. This, in turn, will naturally lead to a healthier nation to become more engaged in their health.

Product range and services

Healthcheck Services supply and install leading health kiosks throughout the whole of the UK and also the Republic of Ireland and have been operating for over 30 years – we aim to provide an effective and efficient health solution.

Whilst we believe we have eye-catching and robust health kiosks, we very much view the kiosk as just part of the package, where the additional/wraparound services are critical to any meaningful long-term changes to health and lifestyle improvements.

Key customers

Boots the Chemist, Pure Gym, The Gym Group, Xercise 4 Less, JD Gyms, DW Fitness First, Sports Direct, Bannatynes, Everone Active, 24/7 Fitness, Superdrug, Total Fitness, NHS and many more.

Plans for 2019

We have recently launched the brand of our new innovative Corevue 360 Body Composition Kiosk. We are offering this kiosk on a sales, lease, rental or for selected sites on a profit share basis.

Shows attending in 2019

Body Power, Primary Care and Public Health, Best Practice, Health Care Innovation and Exhibition, Pharmacy Show.

Key personnel

Eric Peake

Director, Healthcheck Services

Kevin Wood

Director, Healthcheck Services

For more information please contact

TEL: +44 (0)161 794 3206

EMAIL: info@healthcheckservices.co.uk

We installed Healthcheck Services weighing machines into hundreds of clubs and they were extremely accurate and reliable. Eric Peake was a pleasure to deal with and no matter what the challenge, he never let me down in over 20 years of business.

GRAEME ROGERS, EX ASSOCIATE DIRECTOR OF JJB CLUBS PLC



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W: www.thejcggroups.com/training-academy

The JC Group

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Tel: +44 (0)1376 513246

Email: nicole@thejcgrouops.com

Web: www.thejcgrouops.com

Blog: www.thejcgrouops.com/blog/



NICOLE O'CALLAGHAN

About us

The JC Group is home to JC Facilities Management, JC Leisure Solutions, JC Water Services, JC Training Academy and the JC Shop.

Product range and services

Our comprehensive portfolio of services include:

- Facilities maintenance (planned & reactive)
- Business compliance services, legionella/water management, fire risk assessments
- Swimming pool/spa service & repair
- Steam room build/refurbs/maintenance
- Consumable product sales
- Staff training: first aid, pool operations, legionella awareness

What makes us unique is our personable service where one size does



certainly not fit all. Our relationship managers take the time to understand your business and what you are trying to achieve. They will then design a turnkey package to add value at every level.

Key customers

Our trusted reputation for seamless communication and effective service

delivery has attracted a portfolio of valued clients, including hotel chains, nationwide health clubs, schools, NHS hospitals leisure trusts, holiday parks, care homes, local authorities, retail outlets, residential and commercial properties and businesses. We are also certified by Legionella Control Association, the leading compliance authority.

Plans for 2019

2019 sees the launch of our training academy centre in Sheffield and the expansion of our compliance services department, incorporating water risk and fire risk services.

Key personnel

Alan Lester

CEO

Nicole O'Callaghan

Business Development Director

Martin Taylor

Training Director

"I would just like to send you an email to say how impressed we are with JC Leisure Solutions; as a company, yourself, your accounts team and the engineer on site have all been superb and so helpful, so much better than the previous company we used."

ADAM KNIGHT, OPERATIONS MANAGER, HERMITAGE AND HOOD PARK LEISURE CENTRES, LEISURE SERVICES TEAM

For more information please contact

TEL: +44 (0)1376 513246

EMAIL: nicole@thejcgrouops.com

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Jordan Fitness

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Web: www.jordanfitness.com

Twitter / Instagram: [@jordanfitnessuk](https://www.instagram.com/@jordanfitnessuk)

LinkedIn: www.linkedin.com/company/jordan-fitness

Facebook: www.facebook.com/jordanfitnessuk

JORDAN



ZAK PITT
MANAGING DIRECTOR

About us

Jordan Fitness have been at the forefront of premium gym design, with a strong reputation for high-quality functional fitness equipment, since it was established in 1989.

Neil Jordan, company founder and chairman, built Jordan Fitness based on a key principle; that customers and clients can receive premium quality at an affordable price. By applying innovation in design and sourcing exceptional quality products, we deliver outstanding fitness solutions. We have remained valued by our clients and at the forefront of the industry for the last 30 years as a result.

Every year we support thousands of businesses, big and small, to deliver everything that a fitness space needs. From free weights to functional fitness accessories and benches, studio equipment through to combat, in addition to flooring – everything is designed and crafted to the highest standard.



Parent company

Jordan Leisure Systems Ltd.

Product range and services

For a more personalised, bespoke look and feel, you can add your logo and brand colours to our durable Urethane Dumbbells, Barbells and Discs. In addition, you can colour your rigs and racks with our in-house powder coating service, and even design your own functional floor space with our Activ tiles.

As an education supplier, we also offer Fitness Instructor courses in Olympic

Weightlifting, Indoor Cycling, MMA and Kettlebell in addition to our new for 2019, Ignite fitness programme series.

Key customers

We are a No. 1 choice for several large gym chains including Pure Gym, energie Fitness and Anytime Fitness. This is in addition to the thousands of independent gyms/boutiques, universities and schools, elite sports teams, luxury spas and hotel chains as well as personal trainers.

Shows attending in 2019

FIBO, Elevate, Active Net, SIBEC UK & EU, Sports and Leisure Forum, SPATEC Middle East.

Key personnel

Zak Pitt

Managing Director

Scott Lamber

Global Trade Sales Manager

Paul Ferreira

Head of Strategic Accounts

Liz Hearmon

Head of Marketing

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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Email: sales@keiseruk.com / garrys@keiseruk.com

Website: www.keiseruk.com

Twitter: @keiserfitness

KEISER®



GARRY SPREADBOROUGH

About us

Keiser began its history of visionary sports science leadership over 40 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.

Plans for 2019

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 2019

IHRSA, FIBO, Sibec Europe, Sibec UK, Leaders in Performance, Elevate.

Key personnel

Garry Spreadborough

Sales Director

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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Twitter: [@legendware](https://twitter.com/legendware)

LinkedIn: www.linkedin.com/company/legend-club-management

Facebook: www.facebook.com/LegendWare



SEAN MAGUIRE

About us

Legend is a leading leisure industry software solution provider. Installed in over 2,000 sites, the secret of our success is how we add value. Customers like that we invest a massive 30% of revenues into customer led R&D, which is delivered in a constant stream of free upgrades. Customers also value our ongoing commitment to sector initiatives like Open Data and accredited standards like ISO 27001 and ISO 9001.

Product range and services

Legend's ultra-reliable cloud-based management software provides our customers with a competitive edge. Our revolutionary apps and kiosks are transforming receptions whilst our core applications and BI reporting set the standard in the industry and save customers money. Our continuously improved solutions offer our customers new ways to increase revenues, reduce costs and improve customer service. Legend pride ourselves on innovation and customer service. Our outstanding 24/7 help desk is included as standard for all.

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.

Plans for 2019

Keep in touch for details of our new online self-service features, updates on our new Active Outcomes Module, Legend Pick & Mix, Open Data and our new Class Attendance App.

Shows attending in 2019

Active Net, PRO Conference, Sibec, Elevate, Ireland Active.

Key personnel

Sean Maguire
Managing Director



"A fantastic product for not only its front end users but also for customers seeking a user-friendly interface. Having worked with a number of other management systems, Legend delivers a superior product, whilst offering a tailored system to suit your business needs."

WILL THROWER, CENTRE MANAGER, BRIDPORT LEISURE



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BY INSPIRING MEMBERS TO FALL IN LOVE WITH THEIR CLUB
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Twitter: @LesMills

LinkedIn: www.linkedin.com/company/les-mills-international

Facebook: www.facebook.com/LesMillsUK

LES MILLS



WENDY COULSON

About us

For over 50 years, Les Mills has led the way in fitness programming. The business creates 20 group fitness programmes that are refreshed quarterly, including BODYPUMP™ (the world's most popular barbell workout), THE TRIP™ (immersive cycling) and LES MILLS GRIT™ (high-intensity interval training). Every week, millions get fit in 20,000 clubs across 100 countries with the help of 130,000 Les Mills instructors. A study, in partnership with ukactive, revealed that attending Les Mills classes impacts length of membership, with those who attended keeping their membership on average nine months longer than those who didn't.

Product range and services

Les Mills is committed to growing healthier businesses through world-class workouts that engage members. This dedication to creating highly-motivating experiences begins with the commitment to training the best instructors through a comprehensive up-skilling process.

Les Mills' premium offering is the live instructor-led cycle workout, THE TRIP™, a fully immersive experience combining a 40-minute multi-peak cycling workout with

a journey through digitally-created worlds. Les Mills also offers "virtual" versions of live workouts, making the most of technology to engage members during off-peak times. LES MILLS™ Virtual brings world-leading content to the big screen, offering a cinematic fitness experience like no other.

Online streaming service LES MILLS™ On Demand provides access to a range of LES MILLS programmes and is the perfect complement to a gym membership and ideal for those looking to work out at home.

Key customers

Les Mills works with a wide range of facilities, from independents to local authorities and budgets to boutiques.

Plans for 2019

Les Mills new Advanced Training platform is designed to help instructors find their personal strengths, achieve longevity in their careers and reach their potential.

Research and development remains high on the agenda for 2019. Partnering with universities, the research team investigates areas of exercise science and tests the effects of LES MILLS programmes on health indicators, such as obesity and heart disease. This focus on creating fitness powered by science ensures club partners and members know LES MILLS programmes are effective and safe.

Shows attending in 2019

FIBO, SIBEC, Active-Net, IHRSA, Elevate.

Key personnel

Wendy Coulson

CEO, Les Mills UK and Ireland

Matt Adey

Customer Experience Director, UK

Jean-ann Marnoch

Instructor Experience Director, UK

Erin Myers

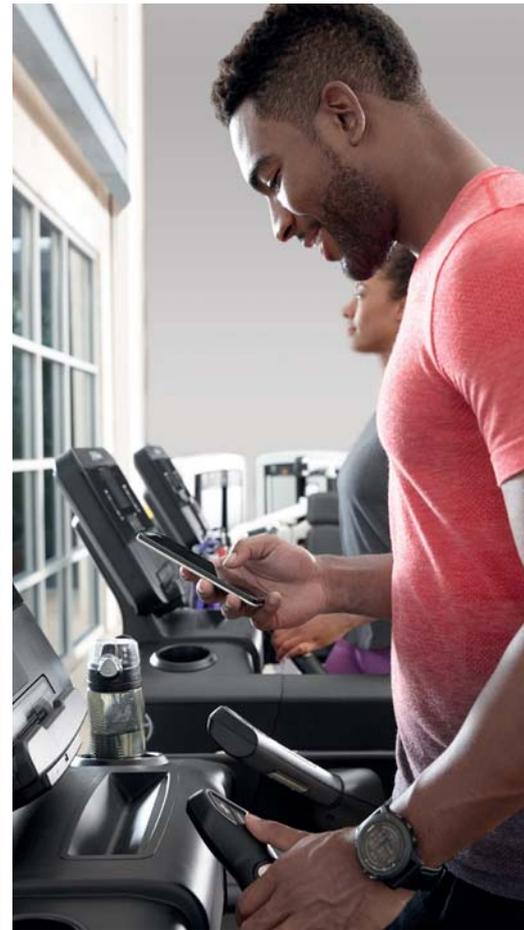
Marketing Director, UK

"Les Mills had a real impact in a very short space of time. We introduced one programme at a small club, membership-wise, of about 3,000. In the space of six months, the usage in the studio went from 300 per week, up to 900 per week, pushing 1,000 per week."

WEST WOOD CLONTARF, GENERAL MANAGER, GRAHAM CLARKE



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Life Fitness

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Twitter: @LifeFitnessUK

Facebook: www.facebook.com/LifeFitnessUK

LinkedIn: www.linkedin.com/Life-Fitness-UK

Blog: www.lifefitness.co.uk/blog




DANNY OLIVER

About us

For 50 years, Life Fitness has been dedicated to working in close collaboration with its customers to deliver tailored solutions for them and their members. Our mission is to inspire healthier lives, and our strong heritage and family of iconic brands illustrates our commitment to delivering the best products as global leaders of our industry.

Parent company

Brunswick Corporation.

Product range

The Life Fitness family of brands offers an unrivalled broad and deep product portfolio, providing customers with

access to tailored solutions they need to target every segment of the fitness market. Life Fitness offers leading-edge cardio equipment, ground-breaking group training systems and premium strength training for exercisers of all abilities, while helping facilities to evolve through an extensive product range across our five brands: Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group (ICG) and SciFit.

Key customers

Anytime Fitness, David Lloyd Leisure, UFC Gym, Serco, Total Fitness, Third Space, Gymbox, Fusion, Williams Racing, Macdonald Hotels, DW Fitness First, Buzz Gym, plus leisure trusts, local

authorities, universities and schools, independent gyms and sports teams.

Shows attending in 2019

IHRSA, FIBO, ukactive strategic partner events, ukactive SWEAT, Active Uprising and a headline partner of ActiveLab.

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

“In my very early conversations with Life Fitness it became apparent that they weren’t just equipment providers, they were solution partners and for us that was very, very important.” **IAN TWITCHEN, HEAD OF PRODUCT, TOTAL FITNESS**








TOTAL SOLUTIONS PARTNER GET MORE WITH MATRIX

There's a reason why Matrix is one of the most trusted and recognised brands in the industry, loved by club members, club owners, trainers and service people alike. That's because when you choose Matrix, you get more than the world's finest fitness equipment. You get the industry's most robust product portfolio, connected technology solutions, facility planning, marketing support, industry-leading warranties, unmatched customer support and so much more. Most importantly, you get a partner who will be there — for your grand opening and every day after. Together, there's no detail of your business that we can't refine, reimagine or reinvent. And that includes your bottom line.

 MatrixFitnessUK

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FOR MORE INFORMATION CONTACT
MATRIX ON 01782 644900.

Matrix Fitness

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Facebook: www.facebook.com/MatrixFitnessUK

LinkedIn: www.linkedin.com/company/matrix-fitness-uk

Blog: www.matrixfitnessblog.co.uk

MATRIX
FITNESS



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.

Parent company

Johnson Health Tech.

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. Our connected CV equipment offers the most complete connected solution available –

from personalised promotions to prescribing personalised workouts, helping you to reach your business goals; increase retention, build engagement, enhance differentiation, maximise ROI and boost revenue. We also offer a full strength range to address the spectrum of end-user needs, from fixed resistance to plate-loaded equipment.

Key customers

PureGym, The Gym Group, ROKO, SNAP Fitness, Four Seasons, Durham University, Bath University.

Plans for 2019

Matrix Ride, our indoor cycling education will launch complementing our new Training Cycles. We'll showcase Connected Solutions which seamlessly combines our console technology with our Workout Tracking Network app.

Shows attending in 2019

FIBO, Elevate, SIBEC UK & EU, ukactive Active Uprising, IHRSA.

Key personnel

Matt Pengelly
Managing Director



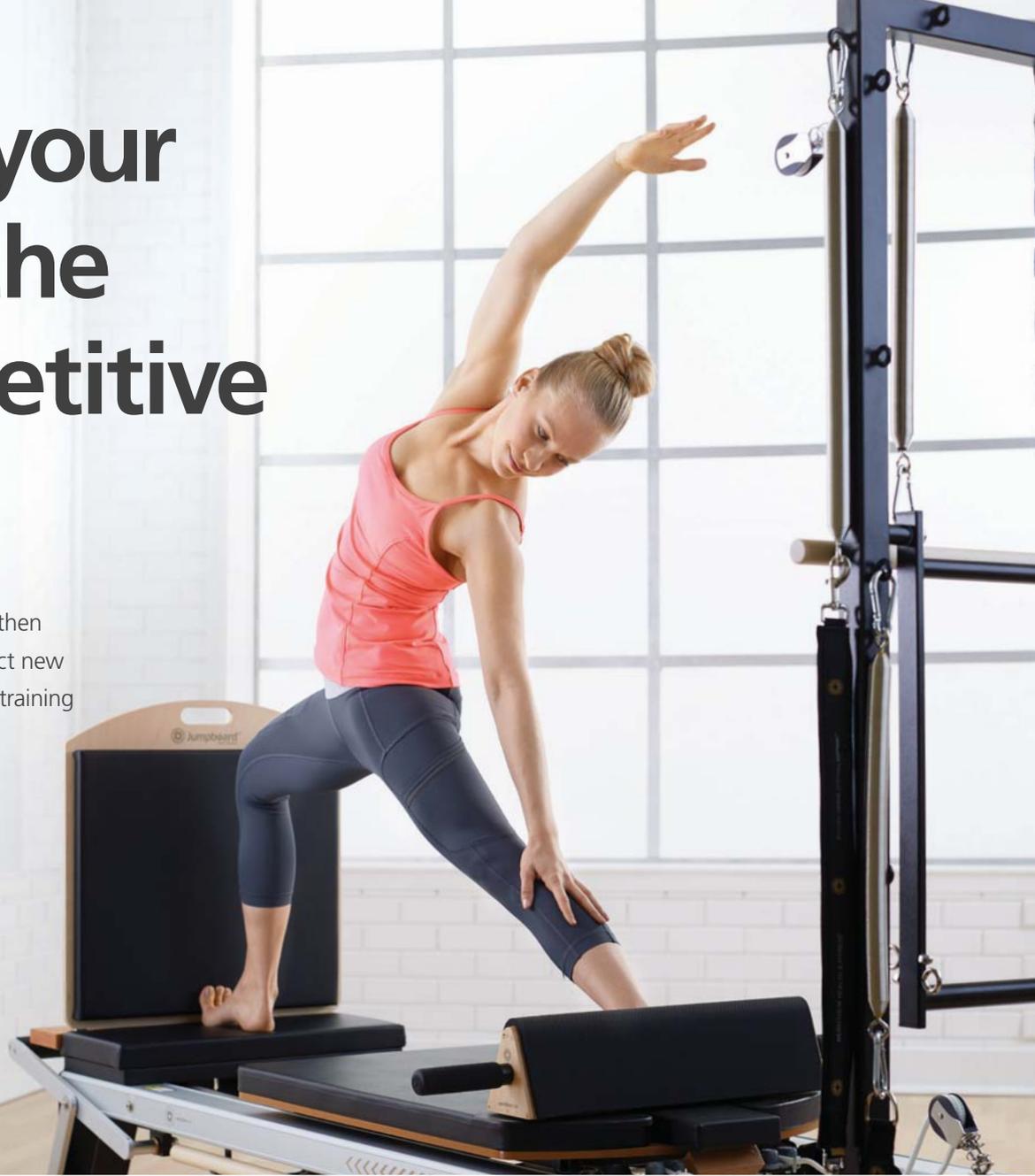
“We've worked with Matrix since 2009 and have seen significant growth in our student membership. Matrix supported us to provide a facility that has met our needs and had positive impact on the experience of our students.”

DAVID CONNELL, DIRECTOR OF SPORT, UNIVERSITY OF HERTFORDSHIRE SPORTS VILLAGE

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LINDSAY G. MERRITHEW
& MOIRA MERRITHEW

About us

Merrithew™ enriches the lives of others with responsible exercise modalities and innovative, multidisciplinary fitness offerings worldwide including STOTT PILATES®, ZEN•GA®, Total Barre™, CORE™ Athletic Conditioning & Performance Training™, Halo® Training and Fascial Movement. We've trained more than 50,000 instructors in over 100 countries.

Product range and services

Recognised 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 programmes 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 2019

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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miha bodytec meets all
requirements of
DIN Standard 33961-5
for EMS training.

miha bodytec is the leading manufacturer of Electro Muscular Stimulation (EMS) training equipment in the fitness market.

In just 20-minutes once per week, EMS training is a full body workout that can help improve muscular definition and weight loss, strength and power output and cardiovascular efficiency.

The EMS market is taking off in the UK, whether in studios, with a mobile coach or as a shop-in-shop concept in the traditional gym. With multiple independent boutiques setting up across the capital, and other providers offering EMS throughout UK counties, the market is primed and ready for EMS.

For more information on EMS training and miha bodytec, visit www.miha-bodytec.com/en
If you want to try a session yourself, get in touch: www.yourownbigthing.com

mihabodytec
made in germany



miha bodytec

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Email: ph@miha-bodytec.com

Web: www.miha-bodytec.com/en/

Twitter: @mihabodytecUK

Instagram: @mihabodytec_uk

LinkedIn: MIHA BODYTEC EMS UK LTD



PHIL HORTON

About us

miha bodytec is the leading manufacturer of Electro Muscular Stimulation (EMS) equipment. Scientifically backed, EMS stimulates agonist and antagonist muscles via electrical impulses. This encourages contractions from deep muscles that individuals might otherwise struggle to target through regular training. In just 20-minute weekly workouts, EMS improves muscular definition, strength, cardiovascular efficiency and rehabilitation. EMS is a time-efficient workout for people who are results driven yet time poor.

Parent company

miha bodytec.

Product range and services

The miha bodytec II device combines innovative technology, comfortable operation and modern design in a unique

system. The miha bodytec i-body® system allows users to feel the benefits of EMS training, engaging up to 98% of muscles, compared to the usual 60% individuals would normally target through other gym workouts. The i-body clothing is designed with the user in mind, ensuring optimum comfort during exercise. Quick to put on, easy to clean and durable, the kit provides all requirements for high-frequency use.

Key customers

PTs, fitness operators, boutiques and spas.

Plans for 2019

miha bodytec is helping to grow the use of EMS Training across the UK market. PTs and independent boutiques are expanding their businesses with several new studio openings planned this year.

Shows attending in 2019

IHRSA, FIBO Cologne, Elevate, BodyPower, Active Uprising, FIBO Miami, ukactive National Summit.

Key personnel

Phil Horton

Country Director UK

Helge Gützlaff

Director of International Business Development

Jürgen Decker

Managing Director

For more information please contact

TEL: +44 (0)208 0680780

EMAIL: ph@miha-bodytec.com



“We chose to work with miha bodytec as they are the leading EMS equipment distributor worldwide. Their equipment is high quality, durable and safe, providing all the requirements for high-frequency commercial use. Their innovative technology ensures our clients receive an effective and comfortable workout.”

MARK HOLLAND, BODYSTREET, MASTER FRANCHISER



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Chris Rinder, Sales Director, Parkwood Leisure

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more yoga

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JUSTIN MENDELTON

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 drive new, high value revenue streams by connecting with Move members looking for convenience and variety.

Product range and services

- Market-leading digital tools to drive leads, sales and retention
- Free marketing and amplification
- Automatic and hassle-free payment processing

- Campaign-running and reporting resources
- Flexible configuration options to suit every operator

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 has a wide range of Partners across the UK including large organisations like Everyone Active, Places for People, Hilton and Anytime Fitness.

Plans for 2019

Continued expansion across the UK, continued and closer collaboration with our Partners.

Key personnel

Justin Mendleton

Commercial Director

Leigh Phillipson

Director of Partnerships

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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increases member club
visits by **33%**

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Myzone Group Ltd

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Twitter: @myzonemoves

Facebook: www.facebook.com/MYZONEmoves

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

MZ-3: designed for class-based activities.

MZ-I: new newest addition to the Myzone family and as accurate as the

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.

MZ-Fitness Test: designed to help

users monitor their fitness over a period. The result is simply the number of beats a users' heart drops within a 1 minute (period) at the end of the test.

MZ-Instruct: promotes engagement with the Myzone screen and allows the instructor to focus on form and class motivation while following a preset class designed by the club or trainer themselves.

MZ-Book: designed for clubs to help manage class bookings and a Myzone class setup in one place.

MZ-20 Home Scale: designed for the consumer, the scale is digital and Bluetooth enabled, and provides seamless live data that helps people to understand their weight, body fat, muscle mass, and many other features.

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.

Key customers

David Lloyd, Bannatynes, Mobil, Oxford Brookes University, RAF, F45, PFP Leisure, o2, Telefonica, Fusion lifestyle, Ilife, Active4less and Blackpool Council.

Plans for 2019

New app developments; additional Myzone products.

Shows attending in 2019

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.”

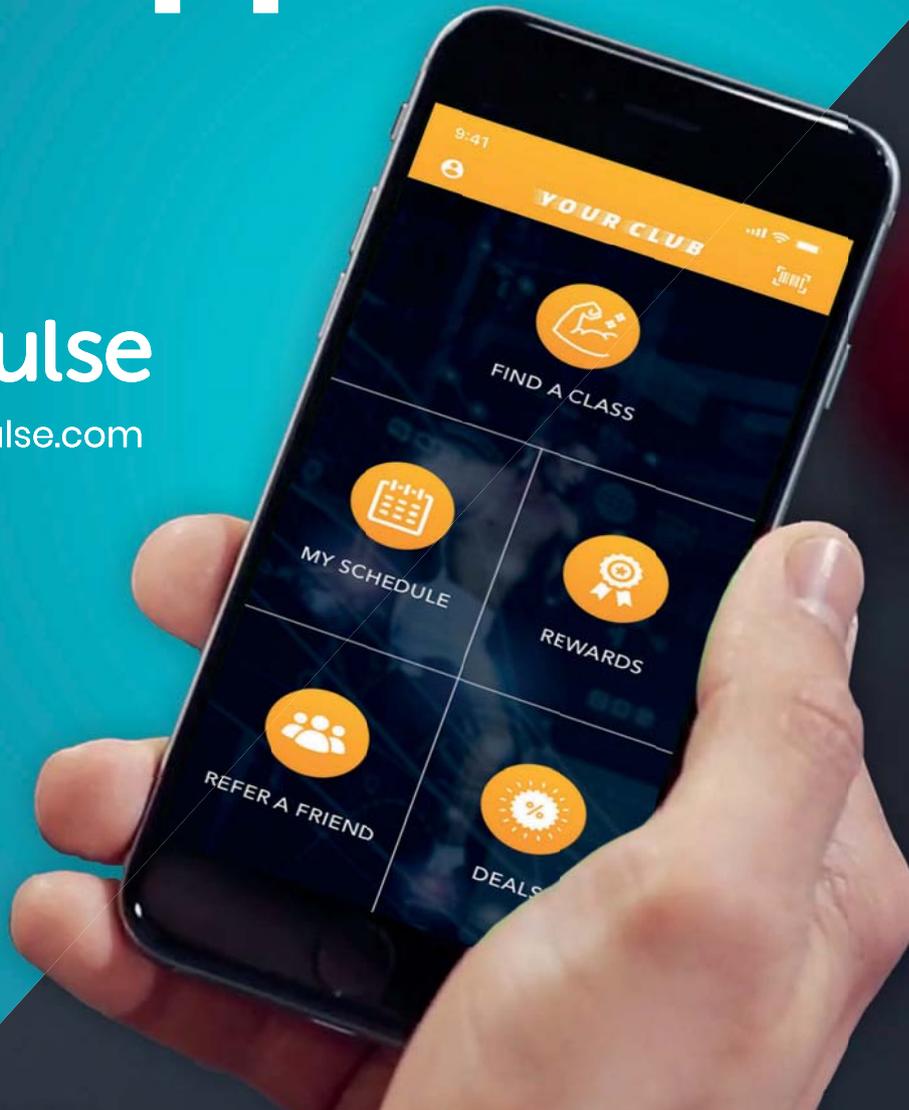
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Facebook: www.facebook.com/Netpulse

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. From digital check-in and guest passes, automated rewards and PT promotions, targeted push notifications and referral programs, workout tracking and fitness challenges, Netpulse provides clubs

with features that their members expect and their operators love. Netpulse integrates fully with the leading fitness tracking devices and fitness apps, major cardio brands and member management software.

Key customers

DW Fitness First, Virgin Active, The Gym Group, Parkwood Leisure, Serco Leisure.

Plans for 2019

Branded Apple Watch Apps and Virtual Fitness Classes will become available during 2019.

Shows attending in 2019

IHRSA, FIBO, Elevate.

Key personnel

Alex Peacock

Chief Executive Officer

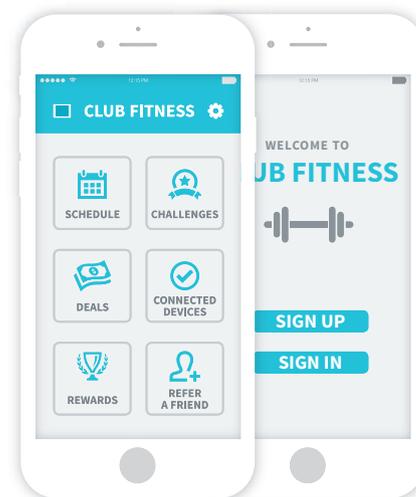
For more information please contact

TEL: +44 (0)1372 253425

EMAIL: emea@netpulse.com

"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, BALLARAT BODY AND SOUL



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Octane Fitness

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NEIL CAMPBELL

About us

A global innovator of high-performance fitness equipment, Octane Fitness, a Nautilus, Inc. brand, continually redefines exercise with unprecedented breakthroughs, such as the Max Trainer, LateralX, XT-One, xRide recumbent elliptical, Zero Runner and AirdyneX. Standout design and innovative programming deliver HIIT and progressive challenges to every level exerciser to drive motivation and results. Committed to exceptional performance, long-lasting partnerships and superior service, Octane boldly exceeds expectations.

Parent company

Nautilus, Inc.

Product range and services

Octane Fitness invents premium commercial and home cardiovascular equipment, including the innovative Max Trainer, the LateralX lateral trainer, the XT-One cross-trainer, the Zero Runner zero-impact machine, the AirdyneX air bike, the xRide recumbent elliptical and several standing ellipticals. Its breakthrough programming includes Workout Boosters, CROSS CIRCUIT, the MaxI4 Interval program and advanced training regimens like 30:30 Interval and MMA.

Key customers

David Lloyd Leisure, Nuffield Health, Everyone Active, Places for People, Parkwood Leisure, Serco Leisure, Village Hotels and Snap Fitness.

Plans for 2019

In 2019, Octane Fitness will promote two popular, expanded product lines: the Max Trainer MTX and new MT8000, and the redesigned xRide6000 and new xR6000S. These unique products meet the needs of different exercisers with a wide range of resistance levels, steady-state and HIIT workouts, total-body effectiveness with optimum comfort and ease of use.

Shows attending in 2019

IHRSA, FIBO, Active Net, Elevate, Sibec UK, Elevate and Sibec Europe.

Key personnel

Neil Campbell

General Manager

Jo Paddon

Key Account Manager

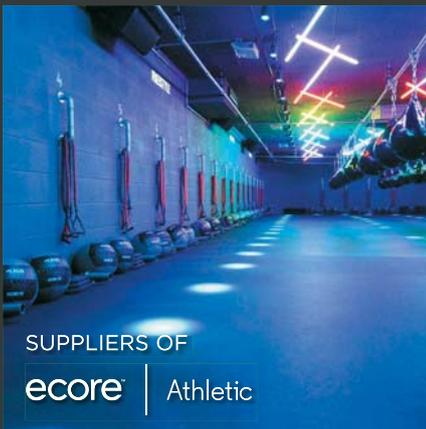
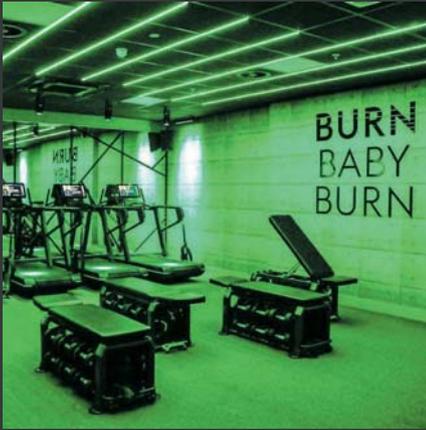
For more information please contact

TEL: +44 (0)203 463 8542

EMAIL: UKsales@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**



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

Instagram: @PhysicalCompany



JOHN HALLS

About us

Physical Company provides specialist 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®, MERRITHEW™ and TRIGGERPOINT™.



Key customers

Virgin Active, Fusion Lifestyle, Village Gyms, Freedom Leisure, GLL, Energie, DW Fitness, KOBOX, Glasgow Life and many more.

Plans for 2019

We will continue our equipment innovations and development, including integrating functional fitness with technology.

Shows attending in 2019

IHRSA, FIBO, ELEVATE, SIBEC EU and SIBEC UK.

Key personnel

John Halls

Managing Director

James Anderson

Director of Sales & Marketing

For more information please contact

TEL: +44 (0)1494 769 222

EMAIL: sales@physicalcompany.co.uk

“It’s so easy working with Physical Company; it’s a one-stop shop for the majority of equipment we need. Their pricing is as good as it gets and the equipment is of the highest quality. There are lots of choices out there but I haven’t found anybody who beats the Physical Company service.” **SHANE COLLINS, FOUNDER, KOBOX**

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STEVE CARTER

About us

For more than 35 years, Precor has driven fitness forward. We continue that heritage every day, by advancing what's possible in design innovation, member experience and service.

We understand the challenges fitness facilities in multiple sectors face and our team of experts from sales and marketing to after-sales support and service will ensure your investment in fitness equipment is maximised.

Product range

Throughout our history, we have been at the vanguard of fitness innovation and award-winning CV products. Inventing the cushioned treadmill and launching the Adaptive Motion Trainer (AMT). Creating the world's first elliptical fitness crosstrainer (EFX) and recent upgrade to a converging CrossRamp®, which continues Precor's 'first to market' innovation trademark.

Our networked fitness offering is constantly updated, featuring an ever expanding range of partners. Now including the ability to network additional spaces within the gym, such as strength, through our partnership with Sony and Advagym.

Our ongoing partnership with Assault brings new dimensions to the HIIT and group exercise training solutions we can offer when combined with Queenax functional fitness training products. We continue our relationship with Spinning®, adding magnetic resistance options with the Spinner® Climb and Chrono Power; the latter of which delivers direct power measurement that requires no calibration and a battery-free console to the industry.

Our in-house engineers provide a superior service, which includes industry-leading first time fix rates and guaranteed response times. All of this results in maximum equipment uptime, which is proven to increase retention.

Key customers

easyGym, Parkwood Leisure, The énergie Group, Anytime Fitness, Active Nation, Hilton Hotels, Edinburgh University, University of East London plus numerous single site operators, education facilities, Local authorities and trusts.

Shows attending in 2019

IHRSA, FIBO, SIBEC UK & EU, ukactive Active Uprising, active-net, Elevate, Spinning Showcase at the International Fitness Show, Anytime Fitness Conference (UK and US), Energie Conference.

Key personnel

Steve Carter, Managing Director
Precor UK

Samantha Taylor, Marketing Manager
Precor UK

"Precor has always been a key part of our fitness offer to provide high quality cardio, strength and functional activity for customers. Our core offer has been complemented with the additional functional training equipment provided by Queenax™, including the Assault AirRunner and AirBike Elite. The new space and equipment allows us to offer real choices and diversity, as well as development of our in-gym training classes and activity." **GREG CHESTERS, SPORT AND LEISURE MANAGER, LEISURE AT THE CHELTENHAM TRUST**



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Facebook: www.facebook.com/reiverfitness

Blog: reiver.life/our-view#



JON JOHNSTON

About us

Reiver is a new multi-brand distributor supplying the UK & Irish market. Delivering some of the world's most innovative premium fitness solutions, which are designed, procured and curated by professionals with the operators' business needs and the end-users' goals firmly in mind.

Product range

We offer gym design, equipment supply, and after-sales services. Our key brands are Synergy Fitness Equipment, Synergy Air Fitness, DraxFitness, Reaxing, Marpo Fitness, Terracore, BKool indoor cycling, FKpro, Stealth Core Trainer, Smartfit, Cardio-Scan, Funxtion and Trainingym.

Key customers

We work with a number of leading gym chains, boutique operators, multi-national corporates, northern and Scottish leisure trusts/local authorities, universities and colleges, golf and country clubs, HNW Home customers, and pro-athletes. We also supply the MOD and uniformed services via our trade partners.

Shows attending in 2019

FIBO, Cologne.

Key personnel

Jon Johnston

Founder/Managing Director



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your key biometrics

SEE

yourself evolve



shapewatch



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Twitter: @shapewatch

Facebook: @shapewatch

LinkedIn: <https://www.linkedin.com/company/shapewatch>

Blog: www.shapewatch.com/news



ALAN LOUDEN

About us

Shapewatch is a 3D body scanner and visualisation solution allowing users to scan their bodies, monitor key biometrics and see their body shape in 3D as well as track progress towards their fitness goals via the Shapewatch app.

Parent company

Global Scanning A/S .



Product range and services

Shapewatch is an automated self-serve solution that provides a discreet, non-invasive body scanning experience. Promoting long-term behaviour change through ongoing comparisons using 3D visualisation, the Shapewatch solution enables health clubs to offer members a detailed and highly visual account of their key biometrics; think of it as the ultimate animated selfie in 3D.

Key customers

Shapewatch is launching into the health and wellness sector with a focus on health clubs and fitness facilities.

Plans for 2019

Shapewatch will be working on API Integrations with clubs and other technology as well as forming partnerships across the industry to promote 3D body scanning as a visualisation tool.



Shows attending in 2019

Shapewatch will be exhibiting at all the major global fitness industry events this year including IWF, IHRSA and FIBO, where the latest 3D body scanning technology will be revealed.

Key personnel

Alan Louden

Sales Director

Jurjen Söhne

Marketing Director

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The Wellness Company

Technogym

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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 Team Luna Rossa Challenge sailing team.

Plans for 2019

2019 will see us continue the success of Skill Line with the complete range, including Skillbike, bringing the best in real gear shift to an indoor bike. As well the focus on Biocircuit, the adaptive training workout to suit all goals.

In line with our mission at The Wellness Company, we launched the sixth 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 2019

UK Active SWEAT, IHRSA, FIBO, Rimini Wellness, SIBEC UK, SIBEC EU, Active-Net, ISBA's Annual Conference, Active Uprising / SWEAT North 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

Nev Jones

Sales Director (Health, Corporate & Performance), UK

Kieran Tracey

Sales Director (Hospitality & Residential), UK

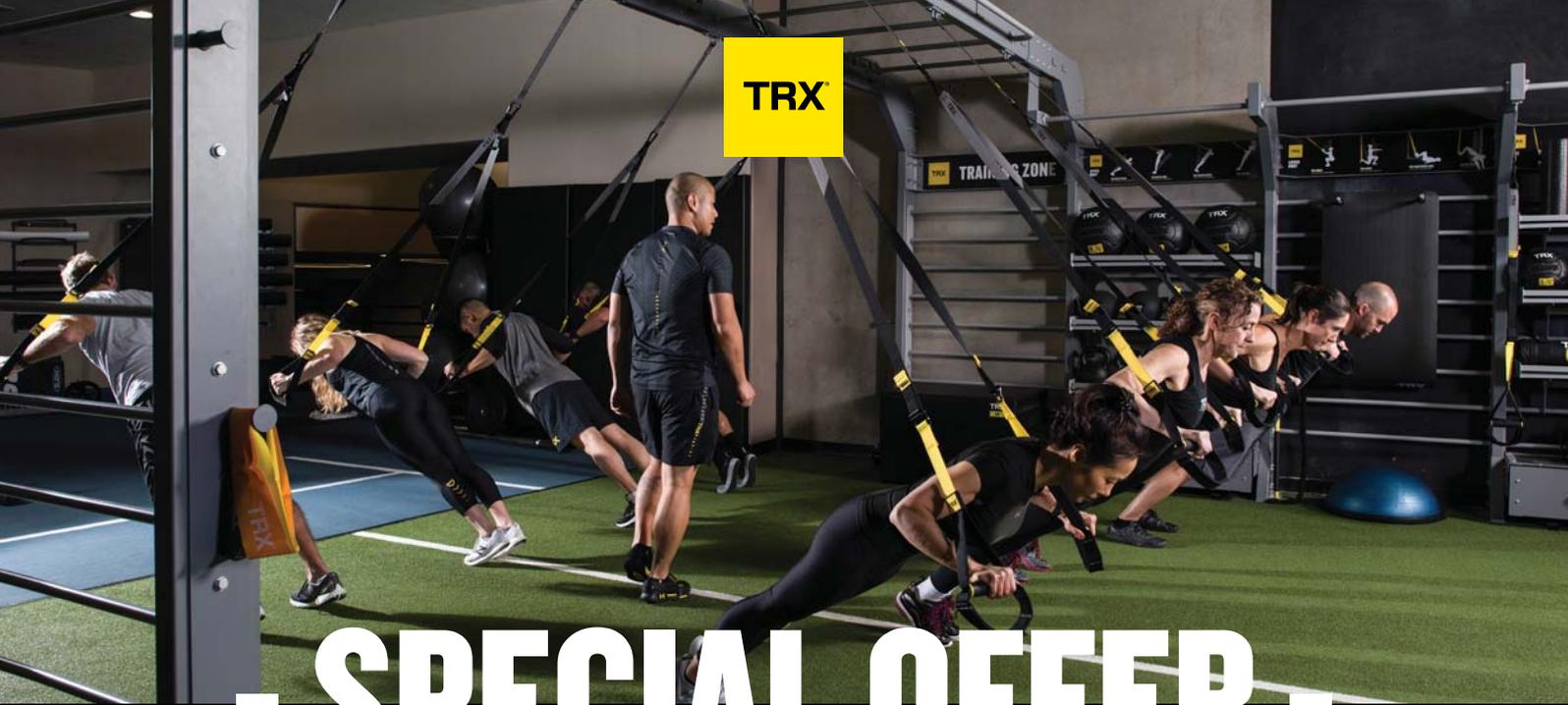
Craig Swyer

Marketing Director, UK

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JULIAN WOOLLEY

About us

TRX provides world-class functional training by offering quality equipment, effective workouts and world-class education capable of transforming full-body health. Whether beginning a fitness journey or pushing towards your summit, TRX Training helps you to move better, feel better and live better. Trusted by premier athletes, professional trainers, enthusiasts and beginners, TRX training is proven to deliver results.

Product range and services

Suspension Training® products include the TRX HOME2 System, the TRX PRO4 System, the TRX Duo Trainer and the TRX Tactical. For rotational, explosive training, TRX provide the TRX RIP Trainer.

We also offer a full range of functional training tools as well as the TRX Studio Line, which creates functional training areas available in various sizes and configurations; TRX Connect, an innovative digital platform; and TRX MAPS, allowing gyms to better connect with members by facilitating movement assessments.

Key customers

Virgin Active, David Lloyd, Nuffield Health, Energie Fitness, Third Space, Heartcore,

KOBOX, Body Machine Performance Studio, Equilibrium, University of Edinburgh, University of Bath, University of Nottingham, Loughborough University.

Plans for 2019

Launching an education partnership with Premier Global, our Sports Medicine Course and an updated TRX MAPS, as well as promoting our Studio line offering unique flexible solutions for all gyms.

Shows attending in 2019

FIBO, Elevate, SIBEC UK, ukactive Active Uprising & SWEAT, BodyPower, IHRSA.

Key personnel

Julian Woolley

Country Manager UK & IRE

Nathan D'Rozario

UK Education & Sales Manager

Alexandra Vicentijevic

Sales & Customer Rep UK & IRE

Bobbie Joseph

National Account Manager

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ANDY ROBERTS

About us

Our company was established in April 2009 and this year marks our 10 year anniversary. We're incredibly proud and privileged to have worked with so many key clients in the sports and leisure industry over the past decade.

Parent company

TVS Group is the trading name of Total Vibration Solutions Limited. The TVS Group comprises four key divisions: TVS Sports Surfaces, TVS Gym Flooring, TVS Play Surfaces and TVS Acoustics.

Product range

We currently offer polyurethane, hardwood, engineered wood, vinyl and SPORTEC rubber sports surfaces; however we're always looking at innovative ways of adding to our existing product ranges. For example, in March 2018 we became the UK's exclusive distributor of Robbins Sports Surfaces, enabling us to offer an elite level FIBA-approved flooring system for basketball.

Our heavy duty, inter-connecting rubber tiles for weightlifting areas remain an extremely popular choice in fitness centres and we now offer a diverse range

of high-performing shock pads which are suitable for outdoor 3G pitches.

Main services

The TVS Group supply and install sports and fitness flooring to a wide range of facilities. We cater for every type of exercise and every level of competition, from recreational to elite level performance.

Additional services

Through our specialist acoustic division we provide solutions to sports and fitness facilities which have acoustic concerns. We also provide acoustic solutions at leisure developments where theatres, cinemas and bowling alleys are installed.

Key customers

We work closely with health club owners, operators and franchisees, including the likes of Virgin Active, Pure Gym, The Gym Group, Xercise4Less, Sports Direct, JD Gyms, Anytime Fitness, Nuffield Health, Energie Fitness, I-Rebel and Orange Theory. We also provide sports surfacing solutions in schools, colleges, universities and elite-level strength and conditioning facilities.

Shows attending in 2019

We're exhibiting at ELEVATE on the 8th and 9th May 2019 at STAND No: P30, where we'll be showcasing our latest range of sports flooring. Throughout the rest of the year our key personnel will be visiting other industry specific trade shows and networking forums.

Key personnel

Paul Lafone: +44(0) 7976 801 735

Andy Roberts: +44(0) 7802 725 265

Jason Lewis-Lamb: +44(0) 7590 849 498

For more information please contact

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EMAIL: Sales@TVS-Group.co.uk



wattbike

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Email: sales@wattbike.com

Web: www.wattbike.com

Twitter: [@wattbike](https://twitter.com/wattbike)

Facebook: www.facebook.com/wattbike




STEVE MARSHALL

About us

Wattbike is the creator of the world's most advanced and innovative indoor bikes, developed in association with world class athletes and scientists. The versatility and reliability of the Wattbike brand has made it the go-to indoor cycling range for all health and fitness needs.

Product range and services

Wattbike Pro/Trainer – the original and undisputed champion of indoor bikes. With over a decade of success under its belt, the Wattbike Pro/Trainer is celebrated for its versatility, accuracy, and adjustability. Unique dual air and magnetic resistance provide the patented Real Ride Feel – where indoor training feels just like riding on the road.

Wattbike Icon – born from the Wattbike Pro/Trainer, the Wattbike Icon features a

high-definition touchscreen performance monitor. The monitor elevates the cycling experience by delivering incredibly accurate performance feedback, and includes workouts, tests, and Wattbike's brand new interval builder.

Wattbike AtomX – the most advanced commercial smart bike. Featuring a high-definition touchscreen performance monitor and integrated shifters, letting you switch seamlessly between ergo and gear mode. All new climb mode enables riders to tackle historic mountain ascents.

All Wattbike products allow for seamless open platform connectivity, enabling riders to connect to all of their favourite training apps.

Additional services

Wattbike transform indoor training

spaces in studios and gyms with bespoke Wattbike Zone graphics, and Wattbike's Power Cycling software takes indoor group cycling to a new level.

Key customers

Health and fitness clubs, studios, elite sport, hospitality, home users, schools and universities, and uniformed services.

Plans for 2019

Wattbike will redefine indoor cycling once again in 2019 as they launch two new products into the market.

Shows attending in 2019

Elevate, FIBO, SIBEC.

Key personnel

Steve Marshall, UK Sales Manager
Chris Maule, Sales Manager - Northern England, Scotland, and Northern Ireland
Amy Walls, Sales Manager - Key Accounts
Ray Redman, Regional Account Manager - London and South of England
Shaun Pyburn, Regional Account Manager - Central England and Wales
Tom Crampton, Commercial Marketing Manager

“At PureGym we want to offer our members a low cost, high-quality training experience. Our members expect quality training equipment, which is why we have teamed up with Wattbike to install Wattbikes at our East Grinstead site. The versatility and innovation of the Wattbikes has provided a great training experience for our members and personal trainers on site, and we look forward to helping our members become healthier, and achieve their goals, whatever they are.”

FRANCINE DAVIS, Commercial and Strategic Director, PureGym East Grinstead



Changing the way leisure operators utilise software since **1976**.

130+

Over 130 customers

850+

Over 850 sites

4m+

Over 4m members using the Xn solution

Xn Leisure Systems Ltd

85D Park Drive, Milton Park, Abingdon, Oxfordshire, OX14 4RY, UK

Tel: 0345 512 0004

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

Xn Leisure is a provider of cutting-edge health and fitness software, offering an exceptional service to facilities in the private and public sector. Our extensive catalogue includes 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 easily admit themselves into your facility, reducing queues and minimising entry times.

Key customers

Our customers include local authorities, trusts, facilities management companies, 24-hour low-cost gyms, climbing centres, ski centres, gymnastics clubs and the private sector.

Plans for 2019

Xn continue to work with customers and the sector to understand and deliver technology to enhance the customer journey. Xn have an exciting product launch in May 2019.

Shows attending in 2019

FIBO, active-net, CLOA events, Active Uprising, SIBEC UK & EU, Elevate, Quest, NBS & CIMSPA Conference.

Key personnel

Jason Watts

Sales Director

For more information please contact

TEL: 0345 512 0004

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 feature of the business will be ever-changing, and Xn Leisure 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

PRODUCT innovation

Lauren Heath-Jones rounds up the latest product launches in health and fitness

Surge Storm takes hydro-inertia training to the next level, says **John Halls**

Physical Company has now launched its Surge® Storm hydro-inertia training system – an updated version of its Surge® system.

The Surge® Storm is designed to destabilise users in order to maximise their training, increase motor skills and optimise movement. It's capable of holding up to 65 lbs (29.4 kg) of water and offers users more training options than the previous model. Users can also create customisable workouts

by adjusting the water levels. It features a number of restructured handles so the user can target different muscle groups by performing

a range of different exercises, including grip overhead lifts, single arm farmer carries and battering rams.

The Surge® Storm boasts a sleek, angular appearance and is available in two colours.

John Halls,
managing
director

at Physical Company, says: "Surge® Storm incorporates innovative design updates that offer new challenges in hydro-inertia training.

"Surge is a bestseller for us. People love the challenge of attempting to resist and control the water as it crashes from end to end. Surge® Storm takes this to the next level and gives greater scope of movement to bring fresh challenges."

fitness-kit.net **KEYWORD**

PHYSICAL COMPANY

Users can customise their workout



Surge® Storm incorporates innovative design updates that offer new challenges in hydro-inertia training

John Halls



Legend Kiosk adds new 'dimension' to self-service, says **Sean Maguire**

Legend Club Management Systems has partnered with 10 Squared to develop the new Legend Fast Track/Fast Payment Kiosk for health and fitness clubs and leisure facilities.

The kiosk, which has already been installed by Greenwich Leisure Ltd (GLL), lets customers book and pay for classes, activities, courts and other services in a single, contactless transaction.

Legend worked closely with retail display engineering firm 10 Squared to create the kiosk's design to combine form with function. The self-service unit is the first solution to offer contactless payment in the UK leisure industry.

The unit can be programmed to work in two different modes: Fast Track or Fast Payment, and operators can switch between the two as needed. It also offers an interchangeable set of modular functions, which are fully customisable.

Sean Maguire, managing director at Legend Club Management Systems, says: "We're very proud to be able to introduce another advancement in self-service



Our new solution offers a whole new dimension to the self-service kiosk proposition

Sean Maguire

technology to help clients further improve their competitiveness."

He adds: "Our new solution offers a whole new dimension to the self-service kiosk proposition."

fitness-kit.net **KEYWORD**

LEGEND



The kiosk can take contactless payments



Incorporating functional movements that are natural for adults and children encourages the family to be active and healthy, as well as teaching children that exercise can be fitness disguised as fun

Daniel Gonzalez



Pavigym’s family programme makes fitness fun, says **Daniel Gonzalez**

Pavigym has revealed a new programming concept for families, incorporating its innovative Prama solution.

Slated as an industry first, and billed as ‘fitness disguised as fun’, the Pavigym’s Kids & Families programme offers mixed sessions for children and parents, and kids-only sessions.

The classes combine circuit training and gamification with Prama, a multi-sensory flooring solution featuring lights and music, and have been designed to get more children active by creating a fun and competitive environment.

“Incorporating functional movements that are natural for adults and children encourages the family to be active and healthy, as well as teaching children that exercise can be fitness disguised as fun,” says Pavigym master trainer and programme creator Daniel Gonzalez.

Adding: “Our programme focuses on games and interactive exercises, with a bit of a twist with some friendly competition. It provides 45 minutes of fun and fitness.”

fitness-kit.net KEYWORD

PAVIGYM



Prama features a multi-sensory flooring solution



SportsArt's Eco-Powr range generates electricity

Eco-Powr line transforms clubs into mini power plants, says **Paul Kuo**

SportsArt has developed a new range of environmentally-friendly fitness equipment that could dramatically reduce a fitness facility's carbon footprint, as well as contributing to lower operational costs.

Named as Best Facility Innovation at the 2018 Elevate Product Innovation awards, Eco-Powr is a range of sustainable cardio fitness machines, including treadmills, bikes and elliptical machines,

that feature a built-in inverter. This harnesses the wattage produced by exercisers during their workouts and converts it into AC Power, before feeding it back into the grid.

The company claims that clubs with an average of 30 pieces of cardio equipment operating for eight hours a day could potentially save more than £15,000 in utility costs by switching over to Eco-Powr.

"Every fitness club has the potential to be a mini power

plant capable of creating clean power – enough to reduce the world's carbon emissions and energy usage significantly," says SportsArt founder Paul Kuo.

"If all the people who visit the gym each day worked out on Eco-Powr equipment – up to 74 per cent of energy spent exercising would be converted into utility-grade electricity and fed back into the power grid."

fitness-kit.net **KEYWORD**

SPORTSART



Every fitness club has the potential to be a mini power plant, capable of creating clean power – enough to reduce the world's carbon emissions and energy usage significantly

Paul Kuo



Personalisation is becoming more and more important. Our new training method has been developed to provide an effective, engaging experience that's tailored for all users

Nerio Alessandri



Technogym's BIOCIRCUIT™ offers a guided circuit training workout, tailored to members' needs, says **Nerio Alessandri**

Technogym has launched BIOCIRCUIT™, a new circuit training solution and method providing a personalised workout to help users achieve their goals in a short amount of time.

The guided programme delivers an engaging experience that requires no adjustments or wait time, as exercises, workload and work:rest ratio and pace have been defined and integrated into the programme.

Based on revolutionary aerospace technology, BIODRIVE is a motor controller that delivers a tailored workout. This patented technology is only found in the BIOSTRENGTH LINE. Different needs require

different programmes. Only BIODRIVE can balance all phases of movement, both concentric and eccentric, to provide each user with a personal programme.

BIODRIVE guarantees the ability to define different intensity profiles to meet the needs of people requiring isotonic resistance, needing to reduce inertia or willing to use viscous resistance.

Whether users just want to complete their reps, define their routine or be guided in a routine based on their needs, BIODRIVE ensures that the workload is constantly controlled. The equipment can also provide assistance if the user needs help completing

a workout – if support is needed, BIODRIVE immediately activates the spotter function to relieve the user.

There is no need for multiple logins or time wasted setting up the equipment – after the initial login and set-up, the programme directs the user to the first station, where the equipment is already adjusted to their specific preferences. Results are automatically tracked with mywellness cloud.

The BIOCIRCUIT format includes equipment with automatic setting after the first user login; consoles that display the programme to the users on each machine; flooring with markings to guide users to the next station; a dedicated UNITY

SELF pedestal that synchronises all equipment and shows where users start and finish their BIOCIRCUIT training; and an external screen connected to the UNITY SELF which provides an engaging experience, with visuals for the group.

Nerio Alessandri, founder and president of Technogym, says: "Personalisation is becoming more and more important. Our new BIOCIRCUIT™ has been carefully developed to provide an effective and engaging experience that is tailored for all users, whatever their goals or needs."

fitness-kit.net **KEYWORD**

TECHNOLOGY



The ReaxChain transforms free weight training into neuromuscular training

The ReaxChain is designed to offer endless training options, says **Gionata D'Alesio**



ReaxChain is the first free weight that is dynamically unpredictable. It's progressive, flexible and soft, with patented technology for highly intensive neuromuscular training

Gionata D'Alesio

Reaxing has developed the ReaxChain, a new type of free weight that uses 'Sudden Dynamic Impulse' technology to destabilise its users.

Part of a new product range that features Reaxing's patented 'Sudden Dynamic Impulse' technology, the ReaxChain is billed as an 'unpredictable and multi-purpose' tool that combines the features of standard free weights with the softness and flexibility of a rope.

Designed to offer endless training options, as well as improved coordination, balance, strength, reactivity, power and proprioception, the ReaxChain

has adjustable flexibility and intensity that – when combined with inertia, dynamics and centrifugal force – transforms free weight training into highly intensive neuromuscular training.

A multi-purpose functional tool, it can act as a kettlebell, dumbbell, barbells, battle rope or Bulgarian bag, depending on the grip that is used, and is available in several different weights and sizes, as well as

one-, two- or five-ring versions.

"ReaxChain is the first free weight that's dynamically unpredictable," says Gionata D'Alesio, chief executive officer at Reaxing.

"It's progressive, flexible and soft, with patented technology to create a series of highly intensive neuromuscular workouts."

fitness-kit.net KEYWORD

REAXING

We're focusing on personalising workouts to suit every individual, says **Anta Pattabiraman**

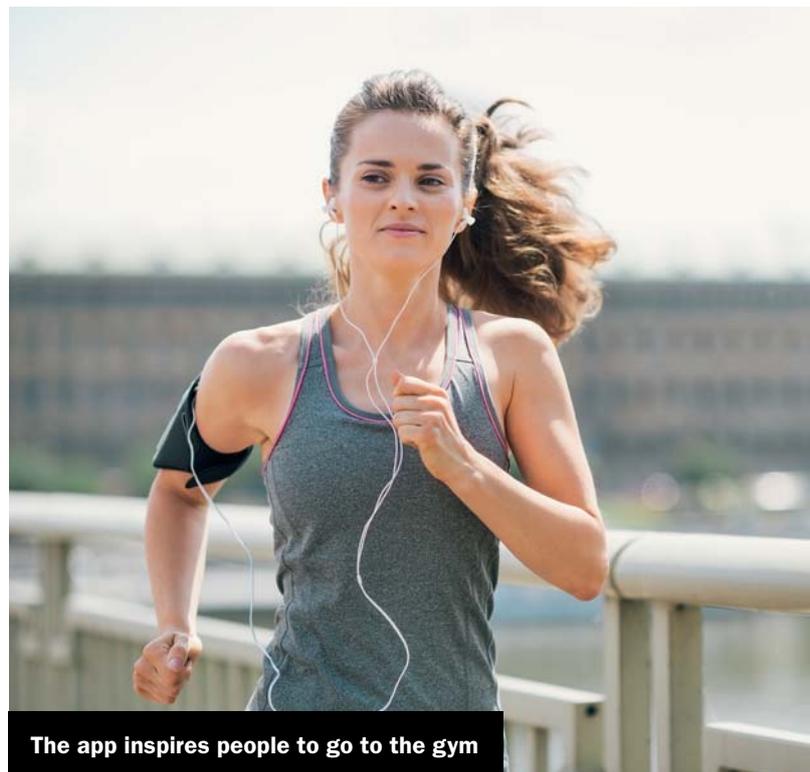
Founded by former Goldman Sachs banker, Anta Pattabiraman, Auro is a subscription-based personal training app that offers audio PT sessions delivered by a number of well-known PTs, including Omar Mansour and Jane Wake.

Billed as an 'impactful, smart and bespoke fitness experience', Auro is designed to make personal training accessible to everyone, not just those who can afford it.



I wanted to build a product that would provide personalised instruction to consumers at scale at an affordable price

Anta Pattabiraman



The app inspires people to go to the gym



Combining PT-created audio programming with data-driven analysis, the app adapts fitness programmes to the needs of the individual, as with a real PT. By creating a connected and motivational experience, it aims to inspire people to attend the gym regularly.

"I wanted to build a product that would provide personalised instruction at scale and at an affordable price," says Pattabiraman.

"When you add all the elements a PT brings, including proven programming, curated music playlists, data-driven

personalisation and a vibrant fitness community you can be a part of, you have an engaging, personalised fitness solution in an app.

"We're focusing on personalising workouts to suit every individual, using technology. We're also building a platform for the future, where the intensity and duration of the classes will be adapted to the user in just the same way as a great PT would adapt fitness programmes for their client."

fitness-kit.net KEYWORD

AURO



When clubs offer innovative equipment like the Les Mills SMART TECH range, they can see a real benefit to their bottom line

Matt Adey



It accommodates 20 per cent more weight plates

Smart tech by **Les Mills** enhances form, results and enjoyment for members

Les Mills has re-engineered its range of SMART TECH fitness equipment. Les Mills SMARTBAR™ and weight set uses cutting-edge technology to ensure smooth transitions.

Enhancing form, results and enjoyment for members, SMARTBAR™ has helped operators increase attendance in their BodyPump classes by 81 per cent. The storage system can accommodate 20 per cent more weight plates than standard, allowing for multiple weight configurations to suit different facilities.

Les Mills SMARTSTEP™ allows users to jump confidently and adjust intensity with ease. It's designed to nest in separate pieces, allowing safe stacking of up to 20 units without a rack, saving studio floor space.

The SMART TECH range also includes the MBX™ Mat and SMART BAND™, both engineered to deliver optimal workout performance and a more comfortable exercise experience.

Matt Adey, customer experience director at Les Mills UK, comments: "We know that over 70 per cent

of members feel the quality of fitness equipment impacts the effectiveness of their workout. Fifty per cent will also be influenced on whether to continue their membership based on the equipment provided for weight-based training classes, like BodyPump.

"When clubs offer innovative equipment like the Les Mills SMART TECH range, they can see a real benefit to their bottom line."

fitness-kit.net KEYWORD

LES MILLS



Industry organisations

National and international fitness sector associations listed in alphabetical order

Activity Alliance

Email Sarah@activityalliance.org.uk

Web www.activityalliance.org.uk

Description Activity Alliance is the new name for the English Federation of Disability Sport. Leading the way in providing accessible physical activity and in increasing participation amongst disabled people.

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@cmaeurope.eu

Web www.cmaeurope.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.

Community Leisure

Web <http://communityleisureuk.org>

Description Community Leisure UK is the association that specialises in charitable leisure trusts across the UK. It protects the trust model by enabling knowledge sharing with peers and external stakeholders.

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.

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.

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 <https://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 The Register of Aquatic Professionals is owned and operated by SkillsActive. It is governed in partnership with the Amateur Swimming Association (ASA), the Royal Life Saving Society (RLSS) and the Swimming Teachers Association (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.

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 funding@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)

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 <https://youthsporttrust.org>

Description A passion for the power of sport and improving children's lives has been at the heart of the Youth Sport Trust, building partnerships to forge a lasting legacy for improving young people's lives.

Use the Product Selector to find the item you need, then choose a supplier. You can turn to Supplier Contacts (see pages 302-316) to find details for your chosen supplier

ACTIVITY MEMBERSHIP

Gympass

www.gympass.com

MoveGB

www.movegb.com

payasUgym

www.payasugym.com

ACCESS CONTROL

All Right Now Ltd

www.allrightnow.co.uk

Gantner Ticketing

www.gantner.be/en

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

www.swimming.org

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

www.ideafit.com

IHRSA

www.ihrsa.org

sporta

www.sporta.org

The Swimming Teachers

www.sta.co.uk

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

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

BOOT CAMP VENUE/ CLASSES

Barcelona Bootcamp

www.barcelonabootcamp.com

BODY ANALYSER

Shapewatch Body Analyser

www.shapewatch.com

BUILDING/CONSTRUCTION

Createability

www.createability.co.uk

Pellikaan Construction

www.pellikaan.com

Willmott Dixon Limited

www.willmott Dixon.co.uk

CATERING SUPPLIES

Equipline Ltd

www.equipline.co.uk

CHILDREN'S FITNESS

Cyber Coach

www.cyber-coach.co.uk

EQ Fitness

www.eqfitness.co.uk

Gymkids

www.veqtor.co.uk

iDEA

www.ideagetactive.com

Teachsport

www.teachsport.org

CLEANING

AddGards Ltd

www.addgards.com

Bonasystems Ltd

www.bonasystems.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.corporatetrends.co.uk

Kylemark

www.kylemarkworkwear.co.uk

Leisurewear Direct

www.leisurewaredirect.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.csscorporate.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

Gantner Ticketing

www.gantner.be/en

Glofox

www.glofox.com

Inta Fitness

www.intafitness.com

Intelligenz Solutions

www.intelligenzsolutions.com

Leisure Safety Link

www.intafitness.com

Mindbody Inc

www.mindbodyonline.com

OFS

www.ofsoftware.biz

Paradigm Shift

www.paradigmshift.com

Perfect Gym

www.perfectgym.com

Planday

www.planday.com

Premier Software Solutions

www.premiersoftware.co.uk

Quinix

www.quinix.com

Real Time Leisure

www.realtimelisure.com

ResortSuite

www.resortsuite.com

SpaSoft

www.springermiller.com

SportSoft UK Ltd

www.sportsoft.co.uk

TAC IT

www.tac.eu.com

Tascomi Ltd

www.tascomi.com

Virtuagym

www.virtuagym.com

Xpiron Inc

www.xpiron.com

CONSULTANCY/ RESEARCH

Asia Spa & Leisure

www.aslc-leisure.com

Consulting ASLC

www.aslc-leisure.com

Clear Innovations Ltd

www.clear-innovations.co.uk

GET Solutions

www.getsolutions.co.uk

GG Fit Ltd

www.ggfit.com

Impact Spa Leisure & Fitness

www.impactslf.co.uk

Leisure-net Solutions Ltd

www.leisure-net.org

Oxygen Consulting

www.oxygen-consulting.co.uk

The Project Network & Co

www.theprojectnetworkand.co

Right Directions

www.rightdirections.co.uk

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

DISABLED ACCESS

The Active Hands Company

www.activehands.com

Evac+Chair International Ltd

www.evacchair.co.uk

DRINKS – NON-ALCOHOLIC

A G Barr plc

www.agbarr.co.uk

Britvic Soft Drinks

www.britvic.com

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

Twinings Teas

www.twinings.co.uk

Vita Coco

www.vitacoco.co.uk

Vitapure Drinks Company

www.vitastream.co.uk

ENERGY MANAGEMENT

British Gas Business

www.britishgas.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 Arena

www.elevatearena.com

FIBO

www.fibo.com/en

Forum Events

www.forumevents.co.uk

New Events Ltd

www.neweventsltd.com

SIBEC

www.sibeevents.com

EVENTS

Global Wellness Summit

www.globalwellnesssummit.com

EXERCISE EQUIPMENT

Basi Systems

www.basisystems.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

www.debitfinance.co.uk

Fiserv

www.fiserv.com

Harlands Service Ltd

www.harlandsgroup.eu

LDF - Fitness Equipment Leasing

www.ldf.co.uk

Moorgate Finance

www.moorgatefinance.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.miefitquest.com

Health Check Services Ltd

www.healthcheckservices.co.uk

InBody

www.inbody.com

Leisure Vend

www.leisurevend.co.uk

Myzone Group Ltd

www.myzone.org

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

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

BLK BOX Fitness

www.blkboxfitness.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.cvgymservices.co.uk

Cybox International UK Ltd

www.cyboxintl.com

Dyaco UK Ltd

www.dyaco.co.uk

Eleiko Sport Ltd

www.eleiko.com

Ergo-Fit GmbH

www.ergo-fit.de

Escape Fitness

www.escapefitness.com

ESP Fitness

www.esp-fitness.com

EXF Perform Better Europe

www.exf-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 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.fitterl.com

Flowin AB

www.flowin.com

FreeMotion Fitness

www.freemotionfitness.co.uk

Gamercize

www.gamercize.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.icaros.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.irobicshop.co.uk

Iron Grip Barbell Company
www.iron Grip.com

Johnson Health Tech UK Ltd
www.johnsonfitness.com

Jordan Fitness
www.jordanfitness.com

Jumprope
www.jumprope.com

Keiser UK Ltd
www.keiseruk.com

Leisure Lines (GB) Ltd
www.leisurelinesgb.co.uk

Les Mills UK + Ireland
www.lesmills.com/uk

Life Fitness
www.lifefitness.co.uk

Mad Dogg Athletics
www.maddogg.com

Marpo Kinetics
www.marpokinetics.com

Marsden Weighing Group
www.marsden-weighing.co.uk

Matrix Fitness
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

Octane Fitness
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

Re:creation 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 Lifestyle Products
www.solostrength.com

Spivitech Ltd
www.spivi.com

SportsArt
http://gosportsart.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.co.uk

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.webuyanygyequipment.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

FITNESS MOBILE APPS

Netpulse
www.netpulse.com

FITNESS PROGRAMMES

ActivTrax
www.activtrax.com

Beachbody, LLC
www.beachbody.co.uk

Cyberrobics GmbH
www.cyberrobics.com

Everyone Active
www.everyoneactive.com

FitBox
www.fitboxvirtual.com

FitPro
www.fitpro.com

Future Fit Training
www.futurefit.co.uk

Jekajo Dance
www.jekajodance.com

FITNESS PROGRAMMES CONTINUED

Les Mills UK + Ireland
www.lesmills.com/uk

**Momentum Business
Development**
www.momentumbd.co.uk

**Nordic Walking/
Exercise Anywhere**
www.nordicwalking.co.uk

Running Unlimited
www.runningunlimited.net

SAQ International
www.saqinternational.com

Speedflex Europe Ltd
www.speedflex.com

Spirit Health Clubs
www.spirithealthclubs.com

TRAINFITNESS
www.train.fitness

Tube Boxing
www.tubeboxing.co.uk

Ultimateinstability
www.ultimatesability.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

Pavigym
www.pavigym.com

Recreational Coatings
www.rec-coatings.co.uk

Respol Flooring Solutions
www.respol.co.uk

Total Vibration Solutions
www.totalvibrationsolutions.com

TVS Group
www.tvs-group.co.uk

TVS Sports Surfaces
www.floors4gyms.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/franchise

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

Gold's 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/franchise

truGym.co.uk
www.trugym.co.uk

Vivafit
www.vivafit.eu

World Gym International
www.worldgym.com/franchising

Xponential Fitness LCC
www.xponential.com

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.kineticasports.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

INTERACTIVE DIGITAL FITNESS

FunXtion International BV
www.funxtion.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

MARKETING/PR

Action PR
www.actionpr.co.uk

Big Fish PR
www.bigfishpublicrelations.co.uk

Big Wave Media Ltd
www.bigwavemedia.co.uk

CFM
www.cfm.net

Enjoy Marketing
www.enjoymarketing.co.uk

Fitness Life Marketing
www.fitnesslifemarketing.com

Growth Fitness Marketing
www.growthfitnessmarketing.com

Hatrick marketing
www.hatrickmarketing.com

Incentivated Ltd
www.incentivated.com

Momentum
www.mbd.today

Premier Business Audio
www.premierba.co.uk

Promote PR Ltd
www.promotepr.com

Sales Makers International
www.salemakersinternational.com

Showoff Media
www.showoffmedia.co.uk

Zoom Media
www.zoommedia.com

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 Ltd
www.fisikal.com

Gladstone Health & Leisure
www.gladstonemrm.com

Gymaround
www.gymaround.com

Gymetrix
www.gymetrix.co.uk

Gympass
www.gympass.com

Legend Club Management Systems
www.legendware.co.uk

LeisureMost
www.leisuremost.com

Memberdrive
www.memberdrive.net

Motionsoft UK
www.motionsoft.net

MoveGB
www.movegb.com

Paradigm Shift
www.paradigmsft.com

payasUgym
www.payasugym.com

Pocket PT
www.pocketpt.co.uk

ResortSuite
www.resortsuite.com

Retention Guru
www.retentionguru.co.uk

Retention Management
www.retentionmanagement.com

The Retention People
www.theretentionpeople.com

TAC IT
www.tac.eu.com

Visual Fitness Planner
www.vfp.us

Xn Leisure Systems Limited
www.xnleisure.com

MOBILE MARKETING

Netpulse
www.netpulse.com

Power2SMS
www.power2sms.co.uk

MUSIC/FILM LICENSING

Filmbank Distributors Ltd
www.filmbank.co.uk

PPL
www.ppluk.com

PRS for Music
www.prsformusic.com

MYSTERY SHOPPER

Proinsight
www.proinsight.org

PRINT SERVICES

UK Point of Sale Group Ltd
www.ukpos.com

PROMOTIONAL ITEMS

Blu Leisure Ltd
www.bluleisure.co.uk

First Editions Ltd
www.firsteditionsltd.com

Innovations 4 Leisure
www.innovations4leisure.co.uk

P81
www.p81.co.uk

Taylor Made Designs
www.taylormadedesigns.co.uk

PUBLISHING

Human Kinetics
www.humankinetics.com

RETAIL

Blu Leisure Ltd
www.bluleisure.co.uk

the fit co
www.thefitco.com

Gym-Partners
www.gym-partners.co.uk

SAFETY

Aspect Safety Mirrors ASM

www.aspectsafetymirrors.co.uk

IQL

www.rlss.org.uk

RD Health & Safety

www.rdhealthandsafety.co.uk

SAUNA/STEAM

Dalesauna Ltd

www.dalesauna.co.uk

Klafs

www.klafs.com

MagMed Limited

www.magmed.com

Mr Sauna

www.mrsauna.co.uk

Tylo

www.tylolife.co.uk

Unbescheiden

www.unbescheiden.com

Vi Spa Experience Rooms

www.vi-spa.co.uk

SECURITY/ACCESS CONTROL

All Right Now Ltd

www.allrightnow.co.uk

Authentic8 ID Solutions

www.authentic8id.com

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

SHOWERS

Horne Engineering Ltd

www.horne.co.uk

Kohler Mira/Rada

www.radacontrols.com

Purus

www.purusgroup.com

SPA/ WELLNESS

Barr + Wray

www.barrandwray.com

Cheshire Wellness

www.cheshirewellness.co.uk

Dalesauna Ltd

www.dalesauna.co.uk

GeoSpa

www.geospa.de

Inviion

www.inviion.com

Klafs

www.klafs.com

MillaQuia Ltd

www.millaquia.co.uk

Stone Forest

www.stone-forest.co.uk

Thermarium

www.thermarium.com

Unbescheiden

www.unbescheiden.com

SPORTS DRINKS/ SUPPLEMENTS

Bio-Synergy Ltd

www.bio-synergy.co.uk

For Goodness Shakes

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

SPORTS EQUIPMENT

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

SPORTS INJURY

Koolpak Ltd

www.koolpak.co.uk

Pepperfit

www.pepperfit.com

PHYSIOLAB

www.physiolab.com

Physique Management

Company

www.physique.co.uk

STAFF MANAGEMENT

Shopworks

www.theshopworks.com

Staffmis Limited

www.staffmis.com

Quinyx

www.quinyx.com

STORAGE SYSTEMS

Cloakroom.co.uk

www.cloakroom.co.uk

SUNBEDS/TANNING

Helionova

www.helionova.com

Sunbed & Leisure

Systems (UK) Ltd

www.sunbedandleisure.co.uk

SURFACES – SPORTS/PLAY

**BSW Berleburger
Schaumstoffwerk**
www.berleburger.com

Conica Sports Surfaces
www.conica.basf.com

Sports Surfaces (UK) Ltd
www.sportssurfacesuk.com

TVS Group
www.tvs-group.co.uk

SWIMMING POOLS

Barr + Wray
www.barrandwray.com

Certikin International
www.certikin.co.uk

Cheshire Wellness
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

Blu Leisure Ltd
www.bluleisure.co.uk

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
Training & Consultancy**
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
Academy - LIA**
www.leisureindustryacademy.com

Lifetime Training
www.lifetimetraining.co.uk

London Leisure College
www.londonleisurecollege.com

Loughborough College
www.loucoll.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.pfettraining.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
www.hydroplus.co.uk

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

Supplier contacts

Use the Product Selector (see pages 294-301) to find the item you need and choose a supplier. You can then find contact details for your chosen supplier in this listing.

4D FITNESS

Tel: +44 (0)800 328 5849
Email: info@4dfitness.com
www.4dfitness.com

66FIT LIMITED

Tel: +44 (0)1775 640972
Email: sales@66fit.co.uk
www.66fit.com

ABC FINANCIAL SERVICES

Tel: +1 501 515 5029
Email: Jenniferhutchinson@abcfinancial.com
www.abcfinancial.com

A G BARR PLC

Tel: +44 (0)1204 664200
Email: info@agbarr.co.uk
www.agbarr.co.uk

AB AUDIO VISUAL

Tel: +44 (0)1945 476973
Email: enquiries@abaudiovisual.co.uk
www.abaudiovisual.co.uk

ABSOLUTE PERFORMANCE

Tel: +44 (0)2920 362664
Email: info@aperformance.co.uk
www.aperformance.co.uk

ACTION PR

Tel: +44 (0)20 7300 7380
Email: dawn@actionpr.co.uk
www.actionpr.co.uk

THE ACTIVE HANDS COMPANY

Tel: +44 (0)121 247 9152
Email: info@activehands.com
www.activehands.com

ACTIVE IQ

Tel: +44 (0)1480 467950
Email: info@activeiq.co.uk
www.activeiq.co.uk

Active IQ

ACTIVE IQ ACADEMY

Tel: +44 (0)1480 410333
Email: info@activeiqacademy.co.uk
www.activeiqacademy.com

ACTIVIO

Tel: 46 (0)8 750 8400
Email: moris@activiofitness.com
www.activiofitness.com

ACTIVKIDS

Tel: +44 (0)844 800 2366
Email: info@activkids.co.uk
www.activkids.co.uk

ACTIVTRAX

Tel: +1 866 879 8729
Email: info@activtrax.com
www.activtrax.com

ADDGARDS LTD

Tel: +353 1214 9833
Email: sales@addgards.com
www.addgards.com

AIMIA FOODS

Tel: +44 (0)1942 408600
Email: info@aimiafoods.com
www.aimiafoods.com

AIREX AG

Tel: +41 41 789 66 66
Email: info@myairex.com
www.my-airex.com

ALIGN-PILATES

Tel: +44 (0)1386 425923
Email: customercare@align-pilates.com
www.align-pilates.com

ALL RIGHT NOW LTD

Tel: +44 (0)1295 660566
Email: stephen@alrightnow.co.uk
www.alrightnow.co.uk

ALLIANCE AND GENERAL LEASING LTD

Tel: +44 (0)24 7622 0000
Email: sales@alliancefinance.co.uk
www.allianceandgeneral.co.uk

ALLIANCE LEISURE SERVICES (DESIGN, BUILD & FUND)

Tel: +44 (0)1278 444944
Email: info@allianceleisure.co.uk
www.allianceleisure.co.uk

ALLIANCE LEISURE SERVICES (DESIGN, MARKETING AND PROJECT MANAGEMENT)

Tel: +44 (0)1278 444944
Email: info@allianceleisure.co.uk
www.allianceleisure.co.uk

ALTER-G

Tel: +1 510 270 5900
www.alterg.com

AMAC TRAINING

Tel: +44 (0)1227 831840
Email: info@amactraining.co.uk
www.amactraining.co.uk

AMATEUR SWIMMING ASSOCIATION ASA

Tel: +44 (0)1509 618700
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