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# HCM

## HANDBOOK

### 2022-2023

The essential resource for health & fitness professionals

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**LES MILLS**

FROM THE PUBLISHERS  
OF HCM MAGAZINE

HCMmag.com

# DIAL UP DIGITAL TO DRIVE LIVE FITNESS

**85% of gym members are interested in trying a live group fitness class in their club.**

There is an increased appetite for live fitness experiences, with consumers hungry to get back to working out in groups. Whilst they are interested in live classes, gym members are also twice as likely to use digital fitness options compared to non-members (36% vs 18%).

What does your omnichannel approach to fitness look like for your members?

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[lesmills.com/uk/ultimate](https://lesmills.com/uk/ultimate)

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Live. Virtual. At Home



\*Source: 2021 Global Fitness Report, Les Mills



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# Your country needs you...

As we prepare the HCM Handbook 2022-2023 for print, the COVID situation is looking a whole lot more positive than when we were putting the 2021 edition to bed. This time last year facilities were cautiously reopening after many stop starts, but consumers and businesses alike were nervous about what the future held.

Having weathered months of lockdown, operators found themselves dealing with a pandemic, having to enforce mask wearing and social distancing, keep hygiene standards up, deal with capacity restrictions, make business pivots and rebuild consumer confidence. It's been great to hear reports of how well gym visits have recovered over the past year.

Hopefully we won't have to revisit those times. Ever. In the UK, there is a sense of normality and confidence returning, as we all get used to going into busy indoor environments without masks on and enjoying pre-lockdown pursuits again. As China is only just emerging from a two-month lockdown, it's still too early to consign COVID to history, but it does feel as though – for the first time in a couple of years – we



R. SAMMON

can pause from battling a state of emergency and start looking ahead, as well as taking stock of the havoc of the COVID storm.

This year's HCM Handbook aims to reflect on the way the industry has changed as a result of the pandemic and how this will impact the future. There have been innumerable challenges, but opportunities have arisen.

The spotlight has been put more firmly on health than ever before and more people are now invested in wanting to look after themselves.

For years I have been writing about how the underfunded NHS is struggling to cope, but COVID has dealt it a crushing blow. With two members of my family seriously ill, I have been both frustrated and frightened by its inadequacy. The fitness industry has been advancing towards the healthcare sector for years, but now the time has come to show what the sector can really do to support the health of the nation.

Kath Hudson, editor, HCM Handbook  
@kath\_hudson



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## 05 Editor's letter

*HCM Handbook* editor Kath Hudson introduces the 2022 edition. This year we've taken stock of how the pandemic has changed the industry and the opportunities and challenges that have arisen in this time of change

## 12 Fitness Trends

*HCM magazine* editor Liz Terry and *HCM Handbook* editor Kath Hudson predict key trends, influences and opportunities set to shape the health and fitness sector over the coming year

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### 30 Predictions

Different customers, omnichannel fitness, the need for more data, continued lobbying and to address racism, cost barriers and health inequalities... Liz Clark, Martin Franklin, Dave Stalker, Mike Hill, David Minton, Tara Dillon, Karsten Hollasch and Martyn Allison give their thoughts on the year we've had and what could be coming down the tracks for the health and fitness sector

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The inimitable Emma Barry, author of *Building a Badass Boutique*, gives us the benefit of her insights into customer behaviour and how it will shape trends; including hyper personalisation and micro segmentation

### 46 It's not for me

There are a number of populations who don't feel truly welcomed, or catered for, in fitness settings. Yet it doesn't have to be this way, as the sector teeters on the edge of a reinvention – set to work more closely with the healthcare sector to impact the health of populations – it's important to reach out to all the under-represented markets and make sure offering caters to all needs

### 54 Growing up

If the fitness industry grew its membership base from 1 per cent to 15 per cent of members aged over 65, it would double the size and value of the industry. David Minton presents the business case for targeting mature people



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Predictions: insights into digital fitness

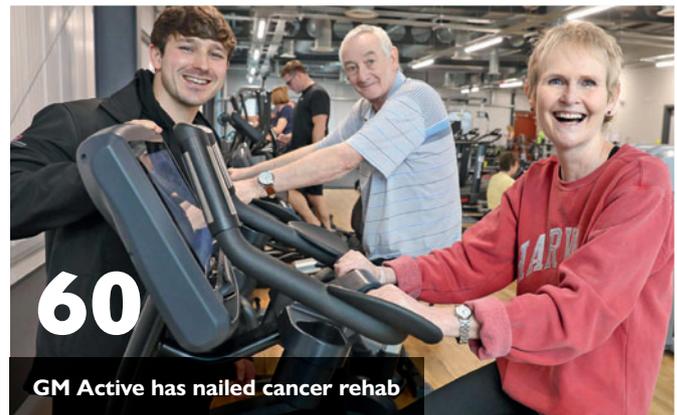
PHOTO: PELTON

**60 Golden opportunity**

As a result of the pandemic, the fitness sector is presented with a massive opportunity to make friends with the healthcare sector to improve the health of the nation and drive up penetration. Kath Hudson reports on what is happening and where the opportunities lie

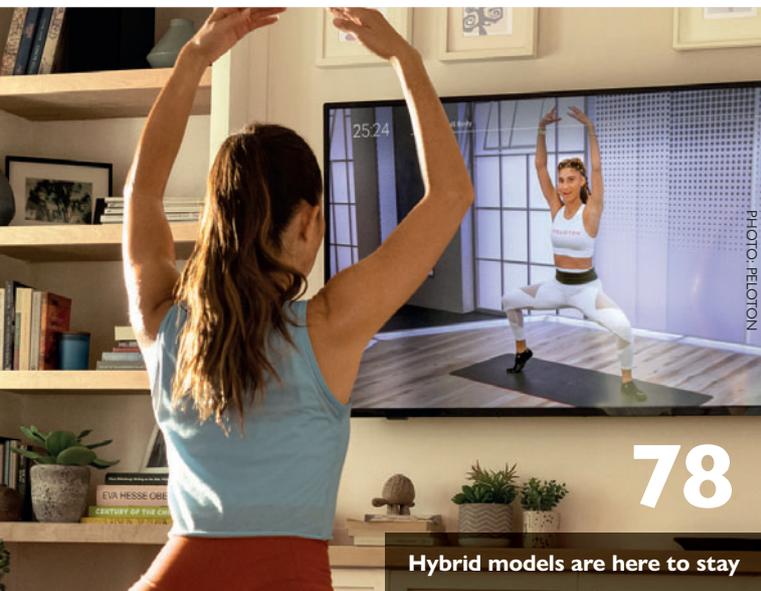
**66 People, places and power**

David Minton argues that planetary health and our personal health are be inextricably linked. As we move forward in the build-back, we shouldn't look to return to the status quo, but should use the same creativity and tenacity shown in the lockdowns to tackle climate change and inactivity



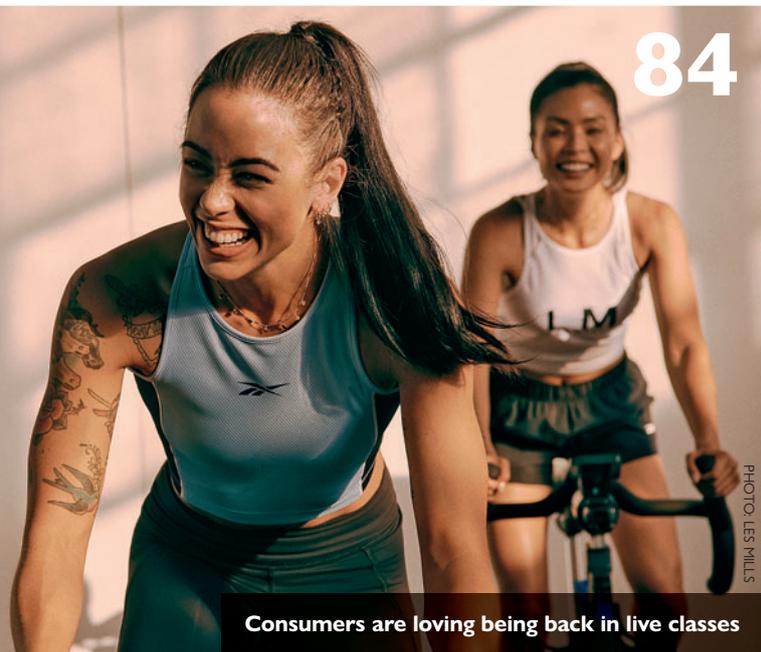
GM Active has nailed cancer rehab

PHOTO: GM ACTIVE



Hybrid models are here to stay

PHOTO: PELOTON



Consumers are loving being back in live classes

PHOTO: LES MILLS

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PHOTO: SPORT ENGLAND



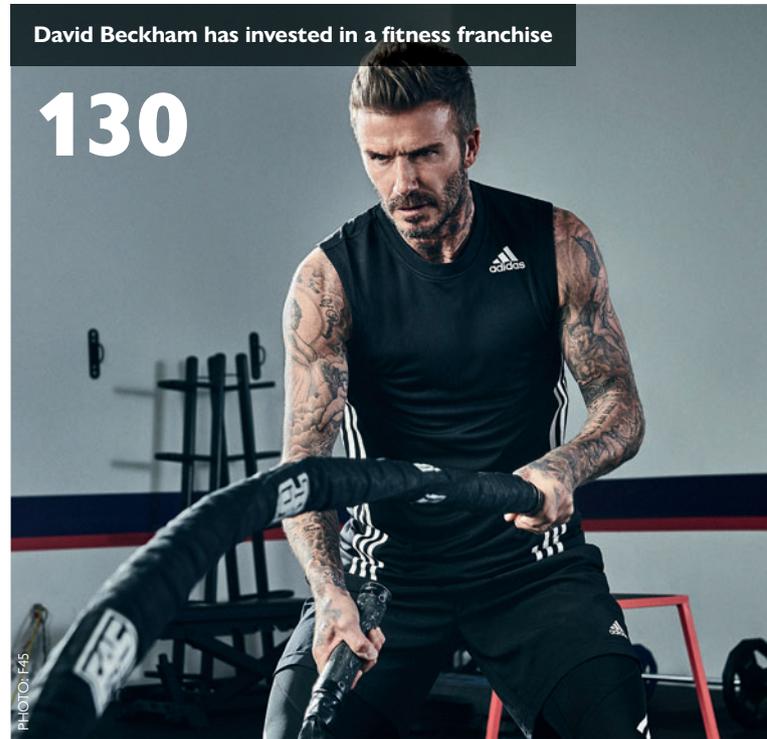
Girls are calling for more fun sporting opportunities

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David Beckham has invested in a fitness franchise

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# HCM HANDBOOK 2022-2023



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# HCM Fitness Trends

**HCM takes a look at the top trends which will impact the industry in 2022 and 2023**

*Numbers do not indicate a ranking*

- 1 ENERGY GENERATION
- 2 WELLNESS CHEFS
- 3 GLUCOSE MONITORING
- 4 WEARABLE TECH
- 5 PLAY
- 6 TRAUMA PROCESSING
- 7 BROADENING MEMBERSHIP
- 8 THE METAVERSE
- 9 MEDICAL COLLABORATION
- 10 HYBRID MODELS
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- 17 AWE WALKING
- 18 FEMALE EMPOWERMENT
- 19 SHAKING UP BOUTIQUES
- 20 LOOKING AFTER STAFF



**Spa resort Six Senses Svart in Norway is off grid. Will health club operators follow?**

## OFF GRID

### 1. ENERGY GENERATION

Even before Russia's invasion of Ukraine, the world was moving away from fossil fuels, but the act of aggression is hastening the acceleration of this trend.

Researchers at the UK's University of Exeter suggest half of the world's fossil fuel assets will be worthless by 2036.

With some notable exceptions, (see our sustainability feature on page 44), the health and fitness sector has been slow to make major investment in

reducing its footprint – despite green kit being available which enables users' efforts to be transformed into energy.

However, with energy prices sky rocketing, we expect to see much more creativity around this issue, with operators going off grid, driving to net zero, or use of surge pricing and energy futures manoeuvres, with operators transacting with energy suppliers to moderate usage at peak periods in exchange for payments.

## NEW PROFESSION

### 2. WELLNESS CHEFS

We expect to see the emergence of a new discipline, the wellness chef, who will overhaul the food offerings in healthy settings. These culinary professionals will be trained in biochemistry, anatomy and physiology, as well as the latest food and soil science. They will understand the effects of micronutrients on the body, as well as the dangers of things such as acrylamide and microplastics in food.

In a move which could be replicated in the health and fitness industry, celebrity chef Rick Stein is supporting an NHS campaign to help people in Cornwall, UK, manage their diabetes.

The Healthier Me Club has been created by a group of GP surgeries who have selected a cohort of patients to receive tuition in cooking to manage their diabetes and support their mental health.

The group will receive one to one support from experts to manage their mental health, become more active, receive healthy eating advice and review their medications. Rick Stein's Cookery School will provide a weekly healthy recipe for the group to cook once a week, culminating in a live cook-along with one of his chefs.

Stein says: "We often forget that we are what we eat and the more healthily we eat, the more healthy we are, physically and mentally, so I really support this local project."

**Wellness chefs: experts in nutrition and food science will emerge**



## SENSORS

### 3. GLUCOSE MONITORING

Maintaining optimal blood glucose is fundamental to good health for both diabetics and non-diabetics alike.

New sensors are being developed by companies such as Biolin and Jagar, which will enable this important measure to be tracked non-invasively. Dexcom has recently made its proprietary systems available to companies such as Garmin, while Apple is thought to be looking to add glucose monitoring to the Apple watch, meaning glucose levels can be tracked in real time, on the move.

We anticipate operators will offer trackers on-site, retail them and use them for diagnostic connections with customers once available.

## HEALTH CARE

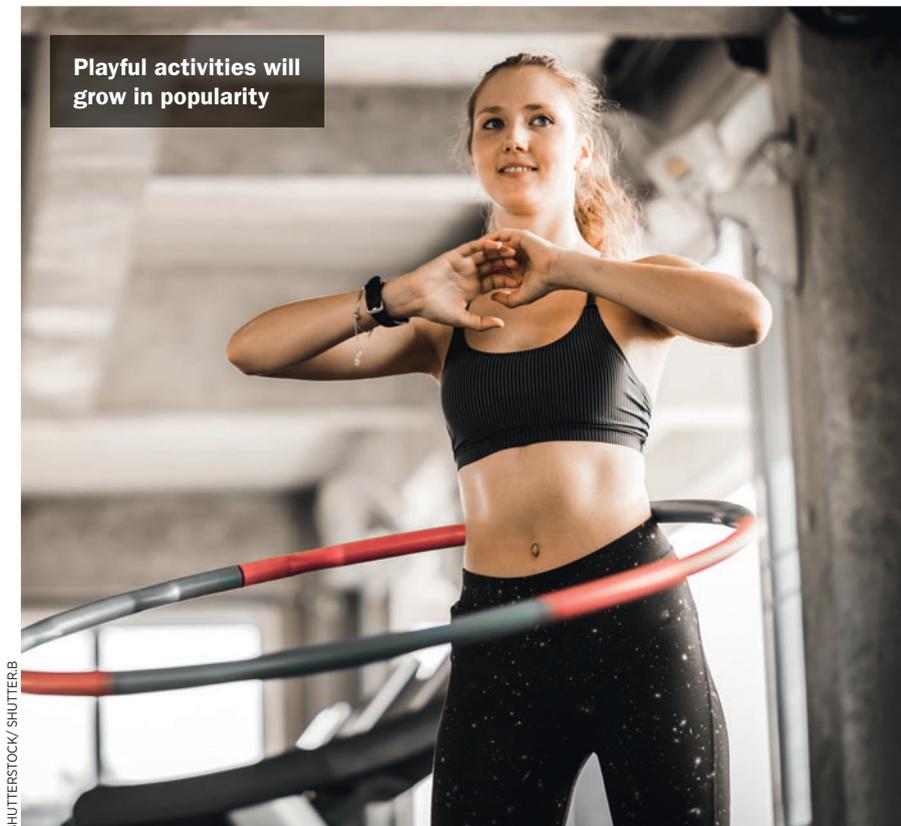
### 4. WEARABLE TECH

Wearable tech has been in the top three trends of ACSM's *Worldwide Survey of Fitness Trends* every year since 2016 and this year it's at the top once again.

This is a consistently evolving industry worth around \$100bn (£81.5bn, €95bn), which has been further boosted by improvements in accuracy.

The latest innovations include blood pressure, oxygen saturation, body temperature and respiratory rate monitoring and electrocardiograms.

Playful activities will grow in popularity



SHUTTERSTOCK/SHUTTERB

## LIGHTEN THE MOOD

### 5. PLAY

Two of the things we all missed during the lockdowns were human connection and play. For children, play is an essential part of development and, for adults, it allows the recapturing of that spirit, with huge benefits for mental and physical health. Play also affords the opportunity for families to bond and be active together, which has huge knock on benefits for children staying active.

As a result, we're expecting to see

more innovation in the industry around providing playful opportunities. For example, Rabble – which has transformed HIIT workouts into immersive, adrenaline-fuelled games including playground favourites such as British bulldog, capture the flag and dodgeball – or ZUU which combines HIIT and primal movements.

Furthermore, we expect to see a proliferation of playful, skill-based concepts like hula hooping and trapeze.

**We expect operators to embrace modalities which release trauma**



## MENTAL HEALTH

### 6. TRAUMA PROCESSING

The global financial crisis, Brexit, the pandemic, Russia's attack on Ukraine: the world has been through a series of shocks in recent years. Everyone has been impacted by these macro events in some way, on top of having to deal with the stresses and losses which inevitably occur in life and create a cumulative burden which can lead to ill health and impact longevity.

As a result, societies are seeing a greater need for services which can

help individuals to let go of trauma held in the body which may be preventing them from changing behaviours or moving forward with their lives.

As the health and fitness sector increasingly adds mindfulness to its suite of services, we expect to see these expanded to help people release trauma.

Trauma expert and author of *The Body Keeps the Score*, Bessel van der Kolk, believes treatment should move

away from talking and drug therapies towards holistic protocols which heal the mind, brain and body.

These can include specific yoga practises, such as restorative yoga – which has a positive impact on the nervous system, – as well as Eye Movement Desensitisation and Reprocessing (EMDR) which helps the brain to create connections in the memory networks which enable it to process trauma. ▶



SHUTTERSTOCK/ZURULETA

**The industry will grow its membership base by being more inclusive**

## EVERYONE WELCOME

### 7. BROADENING MEMBERSHIP

The pandemic widened existing health inequalities and led by Sport England and UK Active, we expect operators to look at ways to narrow this gap by engaging more people beyond the standard 15 per cent of gym goers.

As well as broadening reach and boosting penetration levels, this will raise the profile of the industry and improve the health of the nation, as more under-represented populations feel empowered to join a gym.

In the coming years, we expect the membership base of clubs to broaden to commonly include older people – even in their 70s, 80s and 90s; younger people; greater representation from

the BAME community; more people with disabilities; people from the lower socio-economic groups and those who currently believe their appearance doesn't conform to the gym ideal.

Now is a great time to capitalise. Sport England and UK Active have kicked off a five-year partnership agreement to tackle inequalities within the sport and physical activity sector, with a £5.25m tranche of funding over a five-year period. More people than ever are looking to prioritise their health: according to the *2021 Global Fitness Report*, some 82 per cent of consumers regularly exercise (or soon plan to) and 75 per cent do gym-type activities.

Opportunities proliferate for operators who want to take advantage of this huge potential new market, some of whom might have engaged in some digital fitness during lockdown and just need a little encouragement to overcome their fear of entering a gym.

We expect to see a great deal of creativity and change from operators, which will lead to the image of the health and fitness sector becoming more diverse and inclusive. Organisations will address any cultural bias, change their marketing and recruitment strategies to be more reflective of new markets and look at ways to engage with different populations.



LES MILLS

**Les Mills leapt into the metaverse with the launch of Bodycombat VR**

**GAMIFICATION**

**8. THE METAVERSE**

Cited as a stand out trend of *The Welltodo 2022 Consumer Wellness Trends Report*, exertainment is a mix of fitness, fashion, music and entertainment. The report says it's time for fitness brands to stop thinking about fitness as a siloed offering, but an entertainment lateral, so it can come alive to engage Gen Z.

Part of this trend is fitness gamification which is tipped to take off in 2022, with the success of gamified fitness platforms such as Zwiift and the growing

impact of the metaverse in engaging consumers in alternative worlds.

TRIB3 is collaborating with Olive X to launch a gym in the metaverse, with the ability to drive revenue through NFTs and motivate more people to get active.

Les Mills has launched a VR version of Bodycombat, where players are pitted against martial arts challenges across a variety of levels, spanning intergalactic deserts and neo-city skylines and rewarded with points for effort and technique.

SHUTTERSTOCK/ DREAMSTIME\_XL



**Exercise is medicine**

**GP REFERRALS**

**9. MEDICAL COLLABORATION**

Exercise is Medicine (EIM) is a global health initiative focusing on encouraging primary care physicians and other health care providers, to refer their patients to exercise professionals. Having been accelerated by the pandemic, it's in an exciting phase.

Research is constantly showing how exercise can be beneficial in the treatment of a range of physical and mental illnesses.

We fully expect health and fitness operators to take advantage of this tailwind and create innovative partnerships with healthcare providers. ▶

### IN, OUT AND ONLINE

## 10. HYBRID MODELS

Outdoor, online and in the club. Even though this legacy of the pandemic is a bit last year, it was such a seismic shift which changed the industry for good that it deserves another mention. This trend looks set to keep rolling and gathering momentum.

Most operators have already embraced this holy trinity of models as it is what consumers want, gives the advantage of connecting with members on a number of levels and broadens reach.

Going forward, we are excited to see how operators innovate to fully leverage and differentiate all three training styles.

### HOLISTIC HEALTH

## 11. 360° APPROACHES

Good health is not just about exercise. It's not even about exercise and diet. It's about a whole array of things: good sleep, gut health, adequate rest and recovery, mental wellness, stretching, breathing and tending to stressors such as toxic relationships and damaging habits, like perfectionism, people pleasing and lacking the ability to set boundaries.

Increasingly, we will see the industry bring in experts who will be able to help members in all areas of their life and bring about a much needed balance.



SHUTTERSTOCK/MOTION FILMS

**Eating disorders are rising and the industry must be part of the solution**

### NEXT EPIDEMIC

## 12. EATING DISORDER AWARENESS

We know obesity is a massive problem globally, but we have to be careful we're not so busy looking in one direction that we miss a big danger coming from the opposite side: eating disorders.

They spiralled out of control during lockdown. A report in *The Lancet* said there has been an uptick in Europe, Australia, North America, east and south Asia. In the UK, they are estimated by BEAT to have risen by around 300 per cent.

Isolation, lack of structure and heightened anxiety during the pandemic were all triggers, along with the discourse on social media about having a "glow up".

Even positive messaging about taking daily exercise was often misconstrued by those predisposed to eating disorders.

There's much talk about societies promoting obesity, but for those with eating disorders it's the opposite: they see food labelled as good/healthy or naughty/bad; calories listed on everything; slim and active being presented as the ideal.

People suffering from eating disorders can use gyms as weapons. Our industry must be part of the solution, not add to the problem, which is why it's important for operators to get informed. BEAT offers courses and can arrange bespoke training.

## GOOD VIBRATIONS

### 13. SOUND HEALING

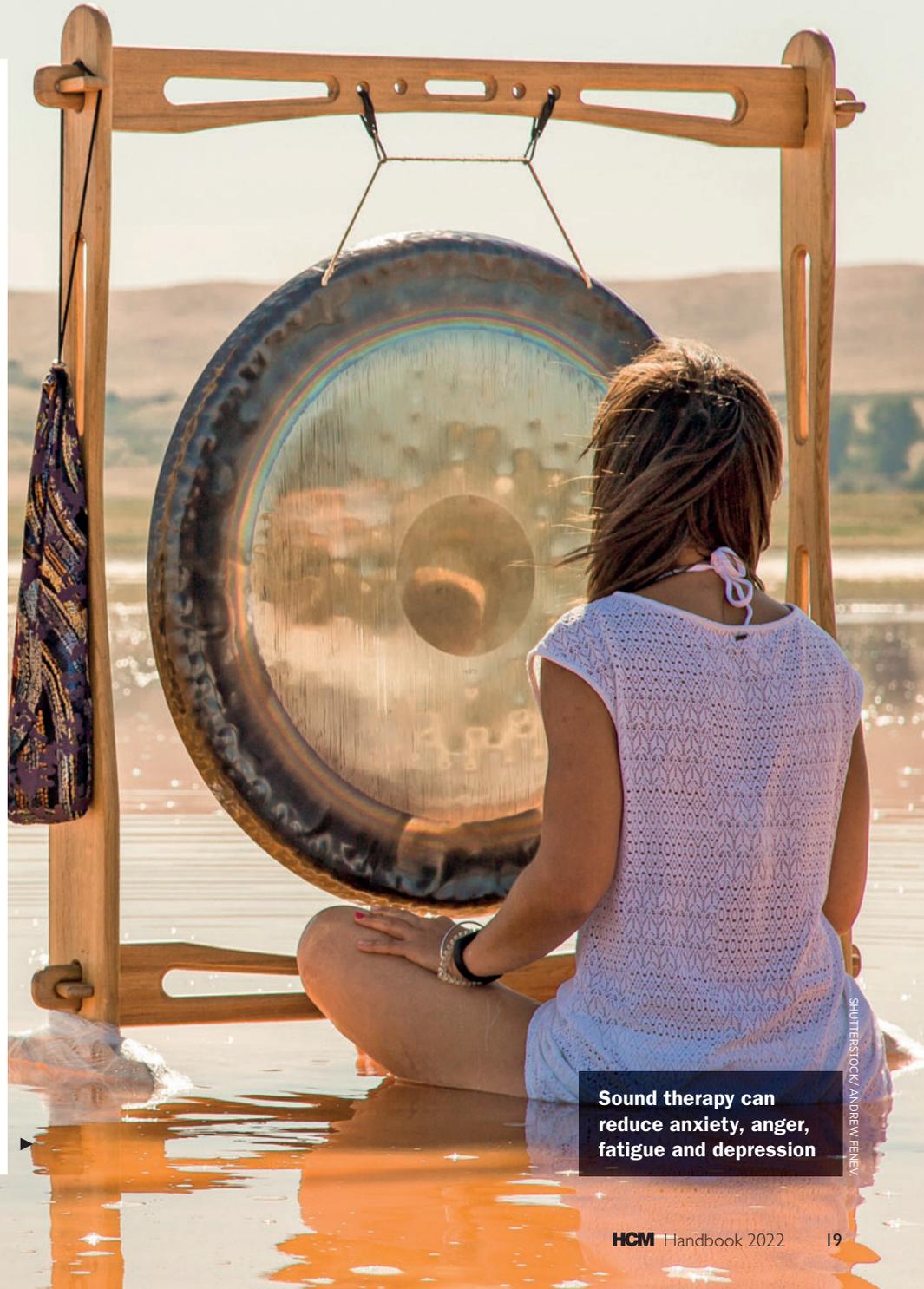
Sound baths – a type of meditation where participants bathe in the healing vibrations of sound from Quartz crystal bowls and gongs tuned to strategic frequencies – is gaining traction and we expect to see more of this added to yoga sessions over the coming years.

According to ticketing and event platform Eventbrite, the number of yoga sessions with sound baths has doubled over the past 12 months and is up 83 per cent from 2019, while the number of attendees to these events have increased by 115 per cent.

Sound therapy interacts with the body's energy frequencies to induce deep states of relaxation. It can offer pain relief, improve sleep and boost mental wellness.

Research published in the *Journal of Evidence-Based Integrative Medicine* found an hour of sound meditation reduced anxiety, anger, fatigue and depression and increased spiritual wellbeing. Researchers from Massachusetts Institute of Technology have used sound and light therapy to reduce the effects of Alzheimer's disease.

As well as being one of the first human responses – from when we are in utero – sound therapy has been around for millennia. Australian aboriginal tribes used the didgeridoo and sound therapy was first used in Tibet in the 12th century.



**Sound therapy can reduce anxiety, anger, fatigue and depression**

SHUTTERSTOCK/ ANDREW FENEY

## FITNESS FORESIGHT

### GENDER NEUTRALITY

#### 14. NON-BINARY

With between 1 and 2 per cent of the population not identifying with their birth gender, the world is becoming less binary and the health and fitness industry needs to follow suit.

The trans population have to risk-assess every outing and many report that the stress of this is often enough to put them off going out.

As a sector we can make this cohort feel welcome by signing up for Trans Awareness training, checking which pronouns members use, reflecting non-binary people in our marketing and offering gender neutral toilets and changing areas.

### SELF CARE

#### 15. AUTOMATICITY

Our habitual approach to teeth brushing is known as automaticity – something we do without going through a conscious decision-making process.

We expect the health and fitness sector to focus on ways to help people develop automaticity to drive adherence to self-care routines, such as exercise, stretching and meditation.

Scientists at the Les Mills Research Institute recommend positive feedback and providing social support. With exercise it is best to focus on frequency, not intensity and enjoyment, not physical results.



SHUTTERSTOCK/IMANIS

**Globally, populations need help in boosting their mental resilience**

### MENTAL HEALTH

#### 16. MINDFULNESS EXPLOSION

Even in 2018, mental health charity Mind estimated that 40 per cent of all UK GP appointments were related to stress, and the Royal College of Psychiatrists has reported that GP appointments related to mental health since the pandemic have risen by 50 per cent. According to the UK's Mental Health Foundation, 10 per cent of children have a diagnosed mental health condition.

That's a lot of NHS time taken up with mental health, which the health and fitness sector could help with, so we expect to see a lot more activity in this area, with mindfulness classes becoming as integral a part of the studio

programme as yoga and pilates and more operators likely to follow the approach of énergie Spain, by offering a specially designed space for mindfulness classes.

Following the success of meditation apps such as Calm during lockdown, we're also seeing a proliferation of new meditation apps and platforms, such as MindLabs, which uses live and on-demand content to help people manage their stress and anxiety.

Meanwhile, Aumio is a sleep, relaxation and meditation app aimed at children. Psychologist and co-founder Jean Ochel says it's the app he wished he had when he was a kid with ADHD.



**Awe walking boosts positive emotions, including compassion**

## NATURE

### 17. AWE WALKING

A study by the University of California has found that people feel positive effects from experiencing awe and this could be applied to everyday life.

Sixty older adults took weekly 15 minute awe walks – where they mindfully noticed their environment, as opposed to chatting or ruminating – for eight weeks. A control group was assigned normal walks.

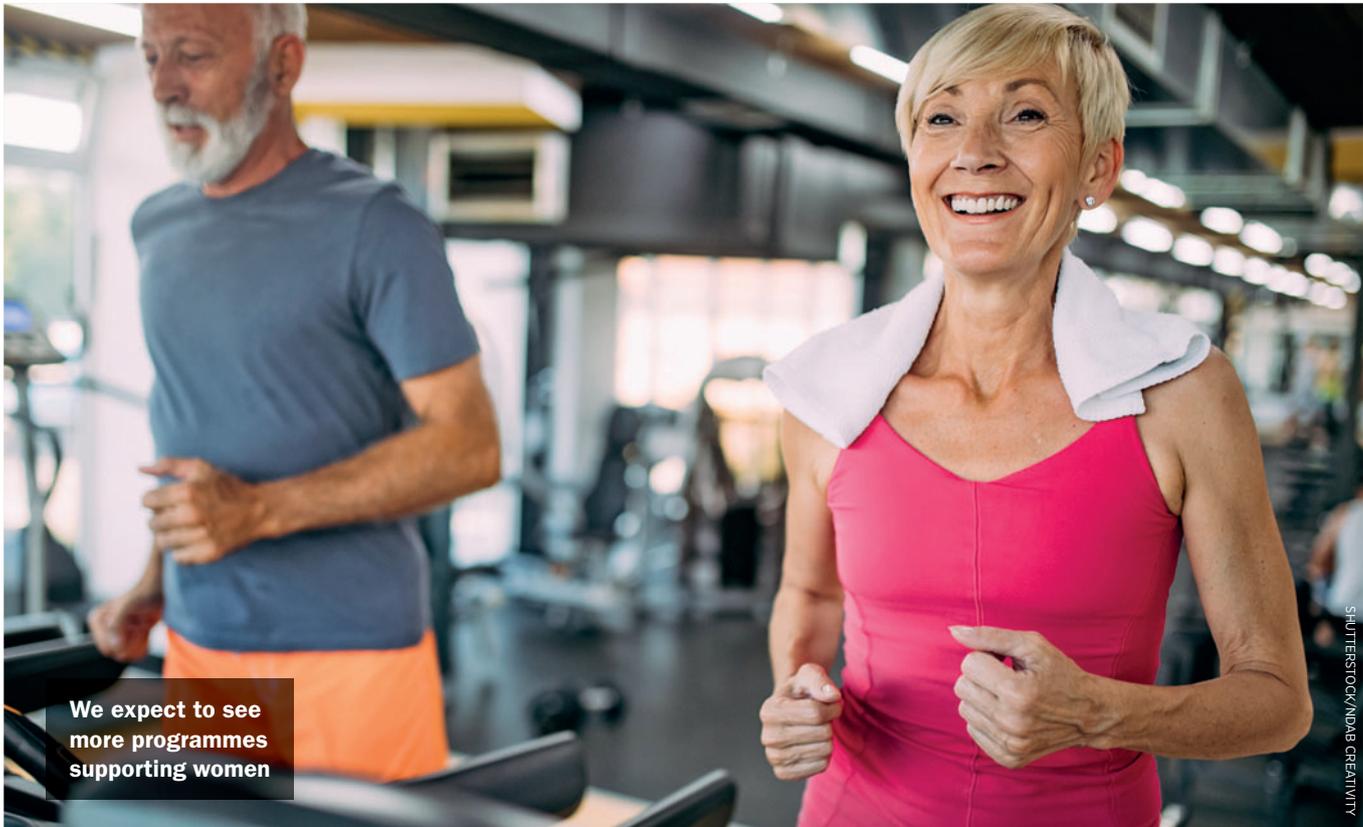
The walks involved seeking out impressive environments in nature, or urban settings, walking mindfully, focusing outwards, varying routes and switching off phones and watches.

The awe group reported boosts to positive emotions such as compassion, gratitude and a growing sense of wonder and appreciation for the world, while the control group were more inwardly focused.

Dr Virginia Sturm said that by shifting attention outwards, awe walks promote a “small self” and

a healthy sense of proportion in relation to one’s place in the world.

Awe walking also complements current trends for gentle exercise, appreciation for nature and mindfulness. As the health and fitness sector looks to broaden its reach and engage with more diverse populations, awe walking could have wide appeal, not just among older people, but also those who might need some gentle encouragement to get over their fear of the gym environment and those who need a mental wellness boost.



We expect to see more programmes supporting women

### MENOPAUSE AND PERIODS

## 18. FEMALE EMPOWERMENT

Natural female bodily processes have traditionally been cloaked in shame. Menopausal women can be the subject of ridicule, while some teenage girls give up sport because of embarrassment around their periods.

By 2025, a billion women in the world will be experiencing menopause, with six million more joining their ranks each year. Female empowerment, coupled with growing affluence and levels of education,

means women are increasingly seeking support which gives them access to active interventions which reduce the effects of peri-menopause and menopause. This work is a perfect fit for health and fitness operators and we expect to see more menopause interventions.

At the other end of the spectrum, we also expect to see creative interventions aimed at supporting teenage girls to be active, for example

operators getting behind Women in Sport's Big Sister campaign (see HCM 2022 issue 5 p76). This partnership with Places Leisure, Places Foundation and Hey Girls CIC aims to create a girl-led support community.

We applaud initiatives such as Jessica Ennis-Hill's Jennis Cyclemapping app which empowers women to train around their menstrual cycle and use this monthly hormone cycle as a superpower.

## CLUB IN CLUB

### 19. BOUTIQUE SHAKE UP

After a decade of flying high, the pandemic was difficult for boutiques with their premium price points, pay as you go models and work from home rules impacting city centre footfall.

IHRSA estimates that 27 per cent of US fitness facilities closed since the start of the pandemic, with boutiques being the hardest hit. However, there's still an appetite for boutique experiences so we are likely to see the concept evolve.

One way is through collaboration: Xponential Fitness has struck a deal with LA Fitness and City Sports Clubs to open its boutique brands – Club Pilates, CycleBar and Row House – within existing clubs.

Affordable boutiques are on their way, with the UK's Coach Gyms an example.



XPNENTIAL FITNESS

**CycleBar sites will be opened within existing LA Fitness and City Sports Clubs**



LES MILLS

**Great staff make a great business**

## STAFFING

### 20. LOOKING AFTER YOUR TEAM

Reprioritisation, Brexit, visa and migration issues have resulted in recruitment challenges for many industries, including health and fitness.

A CIMSPA report found that 85 to 100 per cent of employers are experiencing staff shortages in the UK.

CIMSPA suggests 86 per cent of operators have been forced to close, partially close or suspend services due to staff shortages and this hasn't been helped by the health and fitness sector having to compete with other industries paying higher wages.

As a result, all companies must be mindful about how they treat employees: offer regular training to upskill instructors so they can work across multiple areas and with different populations. This means operators who end up with less staff can pay them more. It will be important to offer flexibility to those on the front line, be honest about job descriptions and value team.

Les Mills research shows rockstar instructors are the most important factor for choosing a live class, so we expect to see special efforts to retain industry talent.

# HCM Fitness Trends archive

## 2021

- GLOBAL MEMBERSHIPS
- MEDICAL
- OUTDOOR FITNESS
- FRANCHISING
- RETAIL LOCATIONS
- CELEB INVESTORS
- LIFETIME VALUE
- HOTEL GYMS
- WILD SWIMMING
- HYBRID EVOLUTION
- INSOURCING
- SUBURBAN GYMS
- OBESITY MANAGEMENT
- RECOVERY
- METABOLIC HEALTH
- LOW INTENSITY EXERCISE
- SNACKABLE WORKOUTS
- MENTAL HEALTH
- UPSELLING
- RUNNING

### ABOUT THE AUTHORS

**Liz Terry** has been writing about and analysing the global leisure industries since 1983. She's CEO of Leisure Media, which includes HCM in its portfolio of digital feeds, magazines and websites. Find out more at: [www.leisuremedia.com](http://www.leisuremedia.com) [www.fittechglobal.com](http://www.fittechglobal.com)



**Kath Hudson** is a freelance journalist and copywriter, specialising in health and leisure, who has been writing across the Leisure Media titles since 1993.

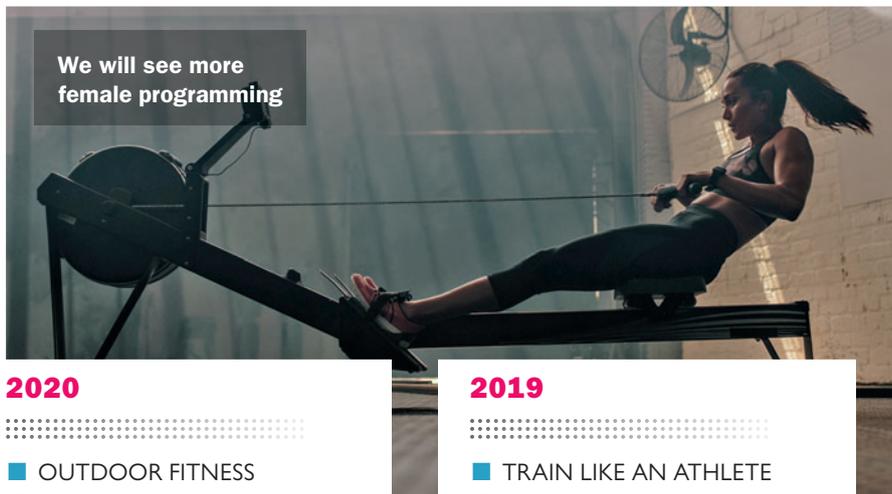


PHOTO: SHUTTERSTOCK/JACOB LUND

## 2020

- OUTDOOR FITNESS
- PPE
- DIVERSIFICATION
- HYGIENE
- FIT TECH
- DISTANCING CONTROL
- BUTT WORKOUTS
- STRENGTH TRAINING
- PE
- PANDEMIC INSURANCE
- MENTAL HEALTH SUPPORT
- ELIMINATING MALE BIAS
- SWIMMING
- POST-EXERCISE HEAT
- CATERING FOR INTROVERTS
- TRIM TRAILS
- ECSOD
- OUTDOOR GYMS
- SENOLYTICS

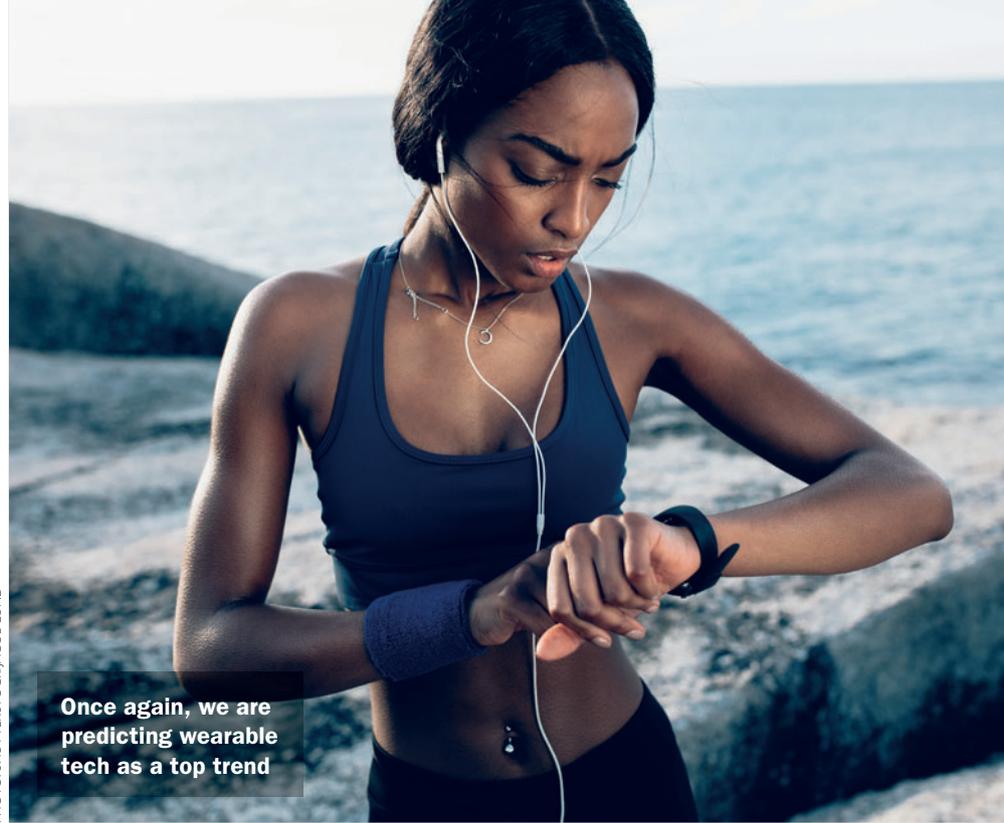
## 2019

- TRAIN LIKE AN ATHLETE
- FRANCHISING
- LIVE STREAMING
- BOXING
- ASSISTED STRETCHING
- BONE LOADING
- ALTITUDE TRAINING
- MENTAL HEALTH SUPPORT
- REVERSE AGEING
- HOME FITNESS
- BALANCE TRAINING
- VEGAN GYMS
- BOUTIQUES
- LAST IMPRESSIONS
- EMS
- RUNNING AND PARACHUTE
- DIAGNOSTICS
- CLIMBING
- AGGREGATORS
- BLOCKCHAIN

## 2018

- AUGMENTED REALITY
- EXERCISE SUPPLEMENTS
- FASCIA RELEASE
- SENSORY DEPRIVATION
- MENTAL FITNESS
- PT MEDICAL TRAINING
- EQUIPMENT HOME DELIVERY
- EXPERT EXERCISERS
- IN-HOUSE INJURY RECOVERY
- CHAKRA WORKOUTS
- CHILD-LED EXERCISE
- LEISURE CENTRE LUXE
- NATURAL ENHANCERS
- FREE GYMS
- ACTIVE EDUCATION

PHOTO: SHUTTERSTOCK/JACOB LUND



Once again, we are predicting wearable tech as a top trend

## 2017

- MENTAL HEALTH
- EPIGENETICS
- VIRTUAL DESIGN
- INSECT DIET
- RECOVERY
- BREATHING
- CLEAN EATING
- NON-GYM MEMBERSHIPS
- FITNESS AS ENTERTAINMENT
- ARTIFICIAL INTELLIGENCE
- MEDITATION SPACES
- FLUID GYM FLOORS
- TAILORED MEMBERSHIPS
- ACTIVE COMMUTING
- GROUP EXERCISE

## 2016

- INVISIBLES
- DNA TESTING
- BEACON TECHNOLOGY
- AROUND THE CLOCK FITNESS
- BUSINESS WITH A PURPOSE
- BIOMIMICRY
- CONTINUOUS UPGRADES
- CREATING EXPERIENCES
- AN END TO CONTRACTS?
- HAEMOGLOBIN TESTING
- FITNESS NIGHTS OUT
- GROWTH OF TRAMPOLINING
- CONSOLIDATION OF THE SECTOR
- AGE-FRIENDLY DESIGN
- AT-HOME FITNESS

## 2015

- MENTAL HEALTH
- CHARITABLE THINKING
- WELLNESS CITIES
- MAKING FITNESS FUN
- EVIDENCE & DATA
- CELLULAR HEALTH
- OVER-NOURISHMENT
- FATS & CARBS
- ACTIVITY TRACKING
- VIRTUAL OFFERINGS
- LONELINESS
- CIRCADIAN AWARE
- HARDCORE FITNESS
- NEUROPLASTICITY
- OIL, GAS AND SOLAR

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# INSIGHTS

# HCM

## HANDBOOK

### 2022–2023

## INDUSTRY INSIGHTS

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# THE BUILD BACK

**After a crazy couple of years we've reached the endemic stage, giving us the chance to take stock of the impact COVID has had. So what's new, different, better and what still remains a challenge? We ask industry experts for their thoughts...**

Liz Clark

President & CEO  
IHRSA

The past two years have been a wild ride for our industry. While we are on the road to recovery, a lot of questions remain, but we have learned some phenomenal lessons along the way. The fitness industry learned how important it is to be nimble, embrace technology, have critical relationships with landlords, be flexible with staff, unify our voice with lawmakers, and so much more.

Everything has changed. We will never operate exactly as we did before – but before what? The industry was already evolving and the pandemic just expedited its evolution.

On the technology side, we are seeing an unprecedented number of fitness apps, hybrid offerings, at-home training and increased options for consumers, which creates a more competitive market.

On the other hand, US states such as California – which lost 39 per cent of operators – and New York, where 31 per cent of facilities closed permanently, provide fertile ground for opportunities.

PHOTO: STEPHEN GOSLING



**When we look at what has changed in our industry, the answer is ... everything**

For some, COVID-19 brought only the virus and quarantines, but others were discovering new passions, such as painting, reading, cooking, and, yes, exercising! Participation skyrocketed in sports such as golf, skiing, paddle sports, and kayaking. More people than ever went outside to be active and those people actually got healthier during the pandemic. This provided a deeper



PHOTO: SHUTTERSTOCK/MILADEN ZIVKOVIC

Home offerings broadened the reach and competition



During the pandemic SUP boards were even harder to find than toilet roll

PHOTO: SHUTTERSTOCK/YURAKRASIL

appreciation for exercise and a more permanent focus on wellness, mental health, family time and overall life balance.

We find ourselves in a new world of opportunity to recruit an entirely different kind of customer. Perhaps it's due to our short attention spans, but there has been a convergence of fitness, music, sports, fashion, gaming, technology and more. This is attracting a younger and more diverse generation to our products and services, and providing us with an opportunity to invite more people into the fitness lifestyle.

Finding talent is still providing a challenge; whether it's friendly front-desk workers, exhausted from being on the front lines of mask and vaccine enforcement, or quality trainers, who left the employ of facilities to start their own home businesses. Facilities



## *We find ourselves in a new world of opportunity to recruit an entirely different kind of customer*

which rely heavily on ancillary services such as salons, dieticians and private lessons are slower to return to financial health. And, unfortunately, gymtimidation continues for novice exercisers, and with more home exercise options on the market, recruiting this wary population remains a challenge.

A year ago, we thought the pandemic would be well behind us and that we would be in full recovery mode. The COVID variants set us back – and it didn't help that the most recent one coincided with January, traditionally the busiest month.

But despite that, the appetite of consumers to return to the gym is back! On average, our member capacity rates are around 85 per cent and increasing by the day.

Operators should proceed with caution, learn from peers and don't hang onto the past. It's important to know your audience and recognise that what is right for one region might not be right for another. It's also critical we maintain the unity the industry exhibited during the crisis and use it to make positive change. That's our goal at IHRSA. ●

## INDUSTRY INSIGHTS

### ► Martin Franklin

CEO Europe

Les Mills International

With health high on the public agenda and consumers keen for live fitness experiences, 2022 has already seen a rise in consumers focusing more on their wellbeing. According to the *2021 Global Fitness Report*, 82 per cent of consumers regularly exercise, or soon plan to, while 75 per cent of this group also take part in specific gym-type activities – making fitness the world’s biggest sport.

Looking back at the pandemic-driven boom in digital fitness, with tech giants such as Apple and Google making bold fitness moves, it’s clear we’re still in the midst of a massive shift in consumer mindset. The virtual reality space has vastly grown – in 2021 there were reportedly more sales of Quest 2 headsets than Microsoft Xbox consoles. Les Mills has recently made waves in this space by launching a Bodycombat VR app which takes the world’s most popular martial arts workout into the metaverse for a thrilling gamified workout.

Members are continuing to incorporate digital workouts, with the majority of consumers in the *2021 Global Fitness Report* expressing a preference for a 60:40 split between the gym and home for their workouts going forward. As we enter the age of omnichannel fitness, operators have a golden opportunity to truly own the member journey beyond the four walls of their facilities, as well as to expand their reach and drive growth by attracting fresh faces through their doors, albeit online or in person.

Considerable time spent at home



PHOTO: LES MILLS

**Bodycombat VR makes martial arts into a thrilling gamified workout**

globally has led to an increased appetite for sociable and live fitness experiences. Some markets, such as China and the Middle East, are even reporting group fitness attendances that exceed pre-COVID levels. As clubs continue to rebuild their member base communities, providing social connection will be key to their success.

The exciting news for the sector is that 27 per cent of regular exercisers are now describing themselves as absolute beginners, with a new pool of rookie fitness fans who have taken their first steps into fitness during the pandemic. This is a massive opportunity for growth across fitness providers, especially when understanding the barriers they may face and what they want from a fitness experience. The ability to reach beyond your existing membership and attract fresh faces into facilities will be key to long-term growth; a welcoming force and establishing routes for beginners to find intrinsic motivation to exercise, will be key to their long-term adherence. ●



PHOTO: LES MILLS

**As we enter the age of omnichannel fitness, operators have a golden opportunity to truly own the member journey beyond the four walls of their facilities**

PHOTO: JOHN HOOPER



*The industry has just been handed its biggest ever opportunity – not an easy one – but certainly the biggest*

**Dave Stalker**

**President  
Europe Active**

There's no doubt the pandemic has left a deep mark on every business and some are showing that mark far more than others. The industry is starting to segment neatly into two camps. First, those who mourn the seeming normality of some kind of pre-COVID past yet appear frozen in the pain of their current reality. And the second camp, who have recognised that far from emerging into a new normal, we have emerged into an age of never normal, where it is going to take energy, bravery and commitment to evolve in order to thrive.

It's in the hands of those who fall in the second camp to build the next future of our great industry and those from whom all of us can draw energy and inspiration.

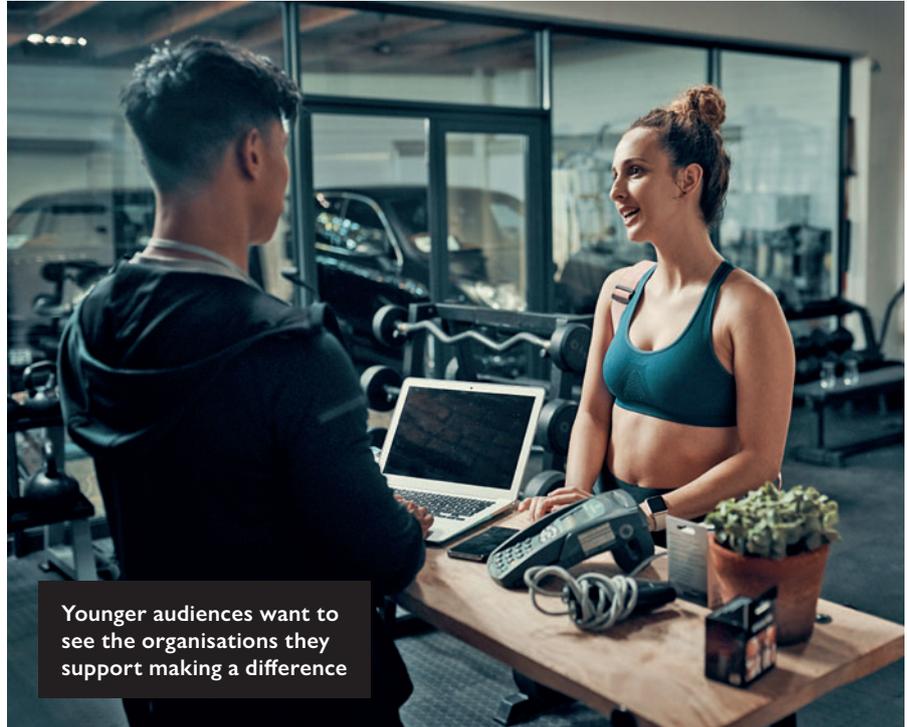


PHOTO: SHUTTERSTOCK/PEOPLEIMAGES.COM - YURI A

**Younger audiences want to see the organisations they support making a difference**

Whatever you do, make sure that you personally and your organisation fall into the second group, because the acceleration of the Darwinian evolution brought about by the pandemic will not take any prisoners.

A lot of people would have preferred there to have been no change. Change is difficult, it's even harder when it's not part of the plan and enforced – and speedy change is terrifying. However, the change has happened and we have no choice but to change too. The industry has just been handed its biggest ever opportunity – not an easy one – but certainly the biggest.

It would be a shame if operators fell back into the old pattern of just selling memberships rather than embracing this opportunity to move from being

fitness people to being health delivery partners. For the first time we can categorically say that what we do makes a difference to people living and dying. The world is listening, because they've been terrified by this incredible experience.

Going forward, operators should think laterally and be excited, not terrified. Our industry is there to make a difference and the younger generation want to support organisations which they see making a difference to this world. We can't fool them and we need to respond by getting serious about our environmental practises, by owning our communities, knowing our members, embracing digital and making sure staff are at the cutting edge of standards. This is a great opportunity. ● ▶

## INDUSTRY INSIGHTS

Mike Hill

Director

Leisure-net Solutions

The last two years have not only been a time of unprecedented challenge for the sport and physical activity sector, but one of fast change and adaptation. It is to the credit of the industry, its leaders and all those working within the sector that these challenges have been met and managed in an extremely positive and agile way.

After seeing how we contributed to the national COVID-19 effort by successfully running vaccination centres and providing locations for testing and suchlike, health providers and local authorities now have a greater appreciation of the professionalism of our teams, which will be beneficial going forward.

There is also a much better understanding of the role health and fitness can play in reducing the impact of this and future pandemics. One of the reasons the UK was so badly affected by COVID-19 is thought to be due to our relative lack of fitness and the population's high levels of obesity compared with the rest of Europe.

While challenging, the pandemic also presented opportunities and was responsible for accelerating the growth of the online offer in the sector in particular. Operators turned to technology to keep their customers engaged and, to a certain extent, maintain their memberships, book slots, provide cashless transactions, generate useful data and widen their community outreach. The use of technology was truly innovative and inspirational and is here to stay.

Driven by the sector's need to produce



PHOTO: SHUTTERSTOCK/MONKEY BUSINESS IMAGES



PHOTO: LEISURE-NET SOLUTIONS



Demand for catch-up swimming lessons has been hampered by a shortage of teachers

*The pandemic has further increased disparities in health between the advantaged and disadvantaged*

evidence for both national and local government – about the size and value of the industry and the contribution it makes to activity levels and therefore wider public health – we certainly have better data.

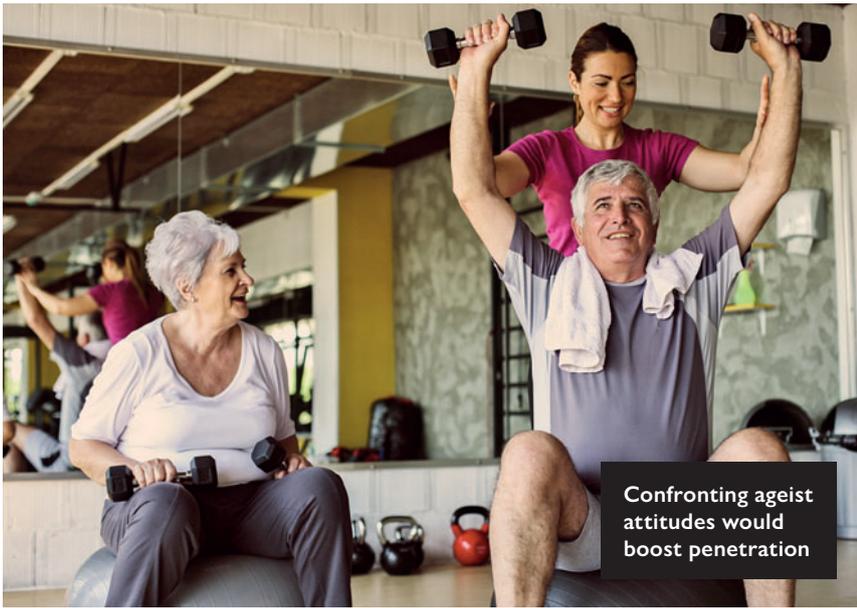
The pandemic has further increased disparities in health between the advantaged and disadvantaged. Local leisure centres and health clubs can and do play a critical role in helping to address these inequalities, but it's imperative that we have the data to prove it.

According to data from Swim England, more than two million youngsters missed out on the chance to go swimming during the pandemic and as a consequence there

is now enormous demand for 'catch-up' lessons. This is good news for the sector, although managing that demand with the current shortage of swimming teachers presents another challenge.

The pandemic also forced operators to engage with their inactive members – those who paid their fees but didn't use the facilities. As a result, operators are generally more confident about communicating with these members.

General gym sessions are yet to return to their pre-COVID levels, but the initial data is positive. The second quarter of 2022 will be vital in getting a complete picture of how the sector is building back. ●



Confronting ageist attitudes would boost penetration

## David Minton

### Director

#### The Leisure Database Company

This uncertain era is being viewed by academics as the greatest paradigm shift in the history of many key sectors. Society rarely has the opportunity to rethink and reset whole industries. But the number of scholarly articles for rethinking education, social care, transport, work and the environment out-number the articles on fitness and daily exercise by a million to one. The fitness industry is trying to persuade governments without hard data, without academic articles, without the openness and transparency of peer review and without the capacity for experimental evaluation.

No aggregated hard data or numbers existed across the industry which government and other agencies could relate to during the pandemic. In a year in which making sense of the numbers became a

matter of life and death the industry had no data to share. The UK government had hard numbers on age-standardised mortality rates by age and vaccination status, but fitness levels, membership and frequency of visits weren't linked: the numbers would have been desperately unreliable.

COVID-19 hit the oldest hardest, increasing significantly from 60-69, 70-79, then a big jump for 80-89 and 90+. However, there was no breakdown of what percentage of the UK's 10.4 million health club members were in these four key age groups. The industry has a role to play in improving the health of the nation, but to move from around 15 per cent penetration to 50 per cent, or higher, means a total rethink of ageist attitudes.

Last year more than 10 billion fitness workouts were viewed on YouTube, TikTok, Facebook and Amazon and connected fitness channels like Peloton logged in excess of 200 million workouts in 2021. Like social media channels, connected fitness suppliers know a lot



PHOTO: THE LEISURE DATABASE COMPANY

*To move from around 15 per cent penetration to 50 per cent, or higher, means a total rethink on product to combat ageism*

more about their users than just their age and are prepared to be transparent about participation and activation.

In 2021 the fitness industry was not fit for purpose, but bigger industries learn from their mistakes and I believe the fitness sector will too. ●

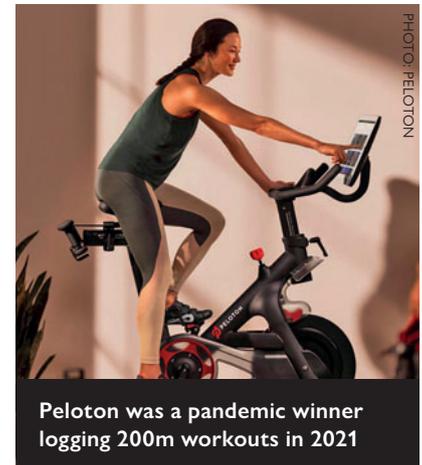


PHOTO: PELOTON

Peloton was a pandemic winner logging 200m workouts in 2021

## INDUSTRY INSIGHTS

Tara Dillon

CEO  
CIMSPA

**C** OVID has presented challenges to society, but as the immediate crisis recedes, our sector could be part of the solution. There is undoubtedly now a wider recognition of the role this sector can play in improving people's lives. Not just through physical activity and fitness, but the accompanying benefits to mental health and the way that sport and physical activity can bring communities together.

I believe the commercial side of the sector will recover well. We have a really dynamic and competitive private sector in the UK, which drives

up innovation and quality, to the ultimate benefit of the consumer.

In public leisure, there are different, and urgent, challenges when it comes to the investment that's needed to reopen and maintain facilities which provide essential services to communities. This ultimately requires strong and innovative leadership and targeted investment from central and local government.

Despite some of the frustrations we had with how the sector seemed to be viewed during lockdown, I do see encouraging signs that politicians and healthcare professionals are really starting

PHOTO: CIMSPA



***As a sector, we need to keep lobbying and educating politicians, and earning the confidence of health professionals***

to understand the potential of what we do; moving us out of the "gyms and running around" box and into a place much more closely aligned to the wider health system.

The creation of the Office for Health Improvements and Disparities is one of those signs and, given its focus on prevention, could be a very positive step forward this year. This could start to really harness the potential of our sector to keep the population healthier and attract the much-needed commitment and investment from government to unleash our extraordinary ability to create change for generations. The publication of the *Levelling Up White Paper* signalled some recognition of this.



PHOTO: SHUTTERSTOCKFRAME STOCK FOOTAGE

**The industry needs to keep working to train and develop high quality staff**



PHOTO: SHUTTERSTOCK/UDERINA

The pandemic has shifted the way the industry is viewed by many people

The implementation of Integrated Care Systems, due this year, is another development which has great potential for empowering our sector to play a bigger role in the nation's health, and to forge closer partnerships with the NHS, local councils and others. We need real political will, focus and investment to make all of this happen and as a sector, we need to keep lobbying and educating politicians and earning the confidence of health professionals.

A key part of that is demonstrating our people are the highly-skilled and qualified professionals we know them to be. We all need to work together to continue developing professional standards, offering



*I do see encouraging signs that politicians and healthcare professionals are really starting to understand the potential of what we do*

high-quality training and development, attracting good people into the sector and creating clear pathways through it. At CIMSPA we will certainly continue to play our part in all of that, working with our fantastic partners and members.

While cognisant of the immediate challenges, I am positive about this sector's commercial future and the impact we can have on society. But this can only truly be realised at scale if that potential is matched by the political will to change how the sector is viewed and invested in, with a genuine recognition across government of the breadth of services we offer and the huge social and economic benefits we can deliver. ●

## INDUSTRY INSIGHTS

### Karsten Hollasch

Global private equity leader  
Deloitte

**A**s in many other industries, the pandemic had a major impact on the development of the fitness and health industry over the past two years. The closure of clubs in spring 2020 across almost all European countries hit the heart of the fitness sector when memberships of existing customers had to be frozen and no new customers could be attracted. In the *European Health & Fitness Market Report 2021*, Europe Active and Deloitte quantify the revenue and membership decrease of European brick-and-mortar club operators in 2020 at -32.9 per cent and -15.4 per cent, respectively.

To sustain their sports and fitness routines, two major trends – digitally enhanced and at-home fitness – gained attention among fitness practitioners. Health and fitness apps experienced an unprecedented surge in demand. Even

PHOTO: DELOITTE



**Europe Active and Deloitte quantify the revenue and membership decrease of European brick-and-mortar club operators in 2020 at -32.9 per cent and -15.4 per cent, respectively**



**Digitally enhanced and at-home fitness are trends sparked by the pandemic**



**Outdoor fitness became popular during lockdown**

PHOTO: SHUTTERSTOCK/CREATISTA

if monetisation stays a key challenge, the European market for fitness and meditation apps was predicted to more than double its revenues in 2021 (€2.6bn) compared with the pre-pandemic year 2019 (€1.2bn) according to the *Statista Digital Market Outlook*. For the trending home fitness market, equipment manufacturers achieved record sales based on the sales of home trainers, exercising mats or dumbbells to private customers. Also, connected-home fitness providers like Peloton, Tonal or Mirror, which combine digital and home fitness, experienced a surge in usage and attention.

After most operators had to cope with



PHOTO: PHEOTON



PHOTO: SHUTTERSTOCK/GUTEA

Fitness enthusiasts are coming back to clubs for equipment and instructors



*The pandemic has shown that boundaries between the different areas of the fitness ecosystem become increasingly blurred, leading to a seamless integration of a variety of fitness offerings*

another period of club closures in winter 2020/21, European gyms started to re-open between April and June 2021. The relatively fast return to fitness clubs shows fitness enthusiasts appreciate the social interaction and the availability of professional equipment in brick-and-mortar clubs.

In this context, countries with comparatively light restrictions on fitness offerings like the UK – further driven by a relatively high share of short-term contracts – experienced the strongest rebound effect, indicating that valid restrictions increase the hurdle for on-site workouts.

At the same time, a decrease in demand for (digital) home gym equipment

could be noted for the first time since the beginning of the pandemic, after the re-opening of clubs in 2021.

A number of challenges remain for the full recovery of the fitness operator segment, as fitness clubs have to compete against home fitness and connected home products, as well as outdoor exercise, which all became extremely popular during times of club closures. In this context, the emerging trend of digitalisation should be seen as an opportunity to enhance the fitness experience of customers.

When these challenges can be overcome, fitness clubs will remain the centrepiece of the fitness ecosystem in the future.

The pandemic has shown that boundaries between the different areas of the fitness ecosystem become increasingly blurred, leading to a seamless integration of a variety of fitness offerings.

Also, the high level of innovation and competition will give fitness practitioners the opportunity to customise their fitness experience based on individual preferences.

More insights on the development of the European fitness market, including an in-depth Europe Active consumer behaviour study among 11,000 consumers in 19 European countries, are portrayed in the *European Health & Fitness Market Report 2022*. ●

## INDUSTRY INSIGHTS

### Martyn Allison

National advisor culture and sport  
Local Government  
Initiative Department

Following the pandemic there is undoubtedly a far greater awareness of the need to do things differently and a real desire to tackle the inequalities in our offers from grassroots to elite sport. However, as we saw from the Yorkshire Cricket Club debacle, racism goes deep in our culture and although women's sport is now getting more profile, misogyny is still rife. We are nowhere near addressing these deep-seated beliefs and behaviours in most of our organisations and the diversity of our workforce and governance structures remains outdated and biased.

Access to opportunity by those living in, or with, poverty remains a huge and growing problem. A recent cricket story showed young people needed to pay £1,000 a year to access the sport in many clubs. In public facilities and private gyms membership prices still often present a barrier.

The longer term economic impact of the pandemic is becoming more definable.



PHOTO: SHUTTERSTOCK/CHRISVANLENNEPHOTO

Cost is still a barrier to physical activity: cricket clubs are costly to join



PHOTO: MARTYN ALLISON



*As we saw from the Yorkshire Cricket Club debacle, racism goes deep in our culture and although women's sport is now getting more profile, misogyny is still rife*

Sports clubs continue to struggle with membership levels, some private gyms and leisure clubs have not survived and most councils are re-evaluating how they deliver sport and leisure.

The sector's leadership is now facing two fundamental, interconnected dilemmas. First, we cannot deliver real health benefits – particularly to those who need better health the most – without the injection of more public money. Without such investment our only route to survival is more commercialisation and income



PHOTO: SHUTTERSTOCK/CHRISANLENNERPHOTO

**Bias, discrimination and misogyny need to be rooted out of all industry organisations**

generation, greater business efficiency and more reliance on digital, which will result in narrower consumer access and more exclusion. This public investment can only come from three sources: direct from government including through agencies like Sport England; through councils; through the new Integrated Care Systems, or through all three.

To access more public money the sector will need to show it is fit for purpose to deliver the right health and wellbeing outcomes and can provide evidence of impact and value for money. More importantly, it must have the structures and competency to operate with others at a place level and the leadership capacity to influence policy and funding decisions made in political and quasi-political settings. I don't believe it can do this without fundamental shifts in understanding, behaviours and culture.



## **Sports clubs continue to struggle with membership levels, some private gyms and leisure clubs have not survived and most councils are re-evaluating how they deliver sport and leisure**

Secondly, in order to create this cultural shift, the sector has to address equality barriers so it can deliver better health outcomes to those in need and currently excluded. This will require investment in new knowledge and skills, management and leadership development and major shifts in workforce planning, recruitment and education and training. It will also require greater professionalisation and the tackling of pay and conditions. All this will itself need significant additional funding.

And there we have the dilemma: the real life chicken and egg conundrum. The sector has to fundamentally change what it is and how it works before it will be able to access greater public funding, but how can it do this without greater public funding?

Already the sector seems to be falling back into the same patterns, as it rushes to recreate the old normal, but if we don't start now on a major process of change, I fear we will continue to face the same problems all over again in the future. ●

# THE GOOD, THE BAD, AND THE META

*Whatever your health and fitness background, you will have felt significant shifts in underlying consumer behaviour over the last year.*

*Emma Barry shares her original viewpoint on where we've been and where we're going...*



In 2020 we traversed a health crisis, financial meltdown, civil rights movement, supply-chain challenges and political unrest. 2021 bedded in those changes and added rising inflation and fuel prices to the mix.

An extended at-home sabbatical changed our behaviours. Stress exerted itself at both ends of the continuum: distressed businesses and those in hyper-growth. Well-backed brands are now backfilling the 30 per cent of shuttered brick-and-mortar businesses.

## MENTAL WELLNESS

COVID was tougher on some metabolisms than others, but the extra kilos played second fiddle to our collective mental meltdown. There's no point in living longer if it's not with vitality, and there's no point in having vitality if all our faculties aren't intact. So therein lies the freshly

The future is about content, community and engagement

PHOTO: LES MILLS



Les Mills has raised the bar again with BODYCOMBAT VR

*“It’s out with the ‘harder, faster, leave it on the floor’ and in with the invitational, all-inclusive, behavioural goal setting”*

dusted-off definition of the health trifecta: longevity, vitality and mental fitness.

We embraced a new narrative, finally figuring out that programming the body starts with programming the mind. The most progressive fitness brands are engaging neural science at their core. Out with the “harder, faster, leave it on the floor” and in with the invitational, all-inclusive, behavioural goal setting.

We rifled through the rainbow of emotions. We languished. We sought enough structure to feel secure, but sufficient chaos to feel like we were still making choices. We struggled to make sense of the metaverse suddenly coming online. Time slipped and dragged simultaneously and we all suffered too much screen time.

Omnichannel got good. We can now cruise into NIKE in Santa Monica, be greeted at the door as our phone pings

with our latest browse - Air Jordans – we head upstairs to be greeted by name and our size. When we arrive home, we receive a digital workout, highly rated by other Air Jordan owners. Slam. Dunk.

We rekindled our love affair with nature and, at member request, many businesses have retained an outdoor element.

### ESSENTIAL INDUSTRY

We tried new things and made new friends. We upgraded our fortress at home, and our screens finally got good, like 8K good. Industry associations linked their well-intentioned arms to take on the politicians, and competitors jumped into the trenches to fight for survival. Competition has become less about the folks across the street and more about raising the health and fitness flag as essential.

Personalisation became more personal. Technology and our neighbours in retail

intensified as technology and comparative sectors weighed in, providing more personalised goods and services – be it food delivery services, beauty regimes, buying a custom Tesla or 24/7 wearables.

We self-managed. With a hospital and a gym on our wrist or in our boxers, a patch on our skin, or a sensor on our phone, we are suddenly okay with a digital doctor, joining a virtual line, deciphering our medical-grade diagnostics and being fed our daily predictive activities based on what we already have in the tank. Are we there yet? Of course not, but it’s approaching like a freight train.

The fitness pie got bigger and the slices got smaller. As fitness has burgeoned into the broader ecosphere of wellness and started cross-breeding with adjacent sectors, hyper-personalisation has spawned micro-segmentation. The more we expect things a certain way, ▶

## INDUSTRY INSIGHTS

- ▶ the more particular we are. Getting it wrong for customers in the future will be annoying, expensive and ultimately fatal.

The customer and candidate are in charge. The big quit has resulted in a hot labour market. With so many leaving we all must realign workplace priorities. Flexibility, wellness and mental health support are expected in packages today. We are an inherently good and passionate sector, so expect an influx who need training.

Recovery is the new black and the holy grail of Super Bowl Champions and NBA stars – the extended elite careers of Tom Brady and LeBron James stand testament. Wearables have tightened the clasp on being both a motivator and a diagnostic tool. Percussive therapies, hot and cold treatments, compression and the meteoric rise in meditation and mindfulness apps and sleep-tech brands like Eight Sleep promote sleep fitness by leveraging technology and personal biometrics.

### OPTICS ON 2022

Expect “new” normalcy. This is predicted to settle around Q4 2022 to Q1 2023,

**“The fitness pie got bigger and the slices got smaller. As fitness has started cross-breeding with adjacent sectors, hyper-personalisation has spawned micro-segmentation”**

with “long covid” expected to linger in some businesses and their owners.

The tailwinds of change will spark more consolidation, including a graveyard of digital platforms as the demands of both the cost of acquiring customers and keeping up with the feature set compound. HVLP clubs will continue to print money as the market floods back, acutely conscious of cost and convenience. Cue Planet Fitness, Pure Gym and Basic-Fit.

Brands will buddy up for efficiencies. Cue Xponential, United Fitness Brands, International Franchise Association. The big-box model is now spread down the strip mall for these brands. Triple-digit

connected fitness growth followed by an alarming decline will steady as demand and supply settle. Similar pressures are being felt in some clubs with a mass exodus of personal trainers who have made hay in the new remote regime where they keep the entire take.

### ALL ABOUT COLLABORATION

The future is pairing, partnering and an open API. A royal rollup as we enter the age of collaboration. Pipes and platforms, funnels and clicks – all roads lead to an elegant user experience – an easy, one-click wonder, and Apple knows it.

The future is a buffet. If 2020 was the moment for athleisure: from Barre to boardroom with “Mirror, mirror on the Lululemon leggings wall,” 2021 met us where we were (omnichannel), and 2022 is positioned to be the year we embrace the varied routine: multi-modal movement and mindfulness from one or several brands we love.

The future is tech. The tech titans GAMMA (Google, Amazon, Meta, Microsoft, Apple) are yet to flex the full force of their resources. Names we’ve never heard of are coming.

Augmented Reality (AR) should change the game within three years, and Virtual Reality (VR) is a compelling training simulator for high-risk jobs like



PHOTO: LES MILLS



PHOTO: SHUTTERSTOCK/HANNANRKO.STUDIO

Pilates, breathwork and yoga will see double to triple digit growth

flying a plane or conducting open-heart surgery and fitness gaming like the highly-rated BODYCOMBAT-VR. And we, the fitness industry, will enjoy the tagalong development benefits of both.

The future is female. With Chief reaching unicorn status as a women’s leadership platform and prompted by the shameful gaps in female clinical studies, it’s time for women who control the family purse and healthcare decisions to close the knowledge and contribution gap. Femtech, boosted by the rise of the majority of female founders, tackles taboo topics and addresses health concerns directly

affecting over half the world’s population.

The future is vital. Fitness is fortifying. Strength of mind, body and community. Jumping up the trends this year, we recognise activist times and double to triple-digit growth of Pilates, breathwork and yoga.

The future is a triple threat. Future-proofed brands overperform in three components. First, content is king – think LesMills+. The content train is relentless and must deliver fresh quality consistently. Second, community is queen – think Strava. People leave businesses, they don’t leave friends. Third, personalisation

**FINAL THOUGHTS**

**For the head:**

- Some will do live-only experiences. Some will do digital-only. Most will do both. Determine how you will show up in that ecosystem in ways that matter to your members.
- Obsess over a small set of critical customer-centric metrics and lead with engagement.
- Be ok with more touchpoints but fewer visits.
- Go for continuous, personalised, actionable data.

**For the heart:**

- Create joy for the people you serve.
- Measure happiness.
- Differentiate yourself through your user experience.
- Eradicate barriers of judgement as you build walls to protect your health.
- Generate FOMO for live experiences by selling the sizzle of being there.
- Be ubiquitous for your members.
- Partner with complementary others to exponentially deliver more delight.

is ace – think Whoop. Wearable technology meets personalised coaching. The future is human. At the centre of sustainable success sits a real human heart. You can purchase a list, but you can’t buy engagement. That has to be earned. Our mandate is clear. As the best industry in the world: regroup. Run a tight ship. Be ready for anything. Do better live and digital experiences. Test and retest. Constantly. Raise others. Innovate or die. ●

# NOT FOR ME

The pandemic made health inequalities worse, but Sport England and UK Active have partnered up to tackle it. Which demographic groups are losing out and what can the health and fitness sector do to include them? Kath Hudson reports...



According to CEO Tim Hollingsworth, Sport England wants to get everyone active: “We know certain groups – such as women, people with long-term health conditions, disabled people, people from ethnically diverse communities and lower socio-economic groups – are more likely to be inactive. We can only innovate and tackle inequalities effectively by thinking about long term change.”

As a result, Sport England and UK Active have signed a five-year partnership agreement to tackle these inequalities, backed by a £5.25m funding package.

Currently, those from the BAME community, the lower socio-economic groups, people with disabilities and deconditioned people are under represented in gyms. They are missing out on the mental and physical benefits of

activity: inactivity is in the top 10 causes of ill health in the UK and the failure to engage widely with these populations is limiting the gym industry’s penetration.

Barriers for not engaging are frequently complex, but commonly include a lack of representation, cost and a feeling that the gym environment is not for people like them. It is very important for operators to show these prospective members that you respect them and welcome them to your facility.

This includes using diverse imagery across all marketing channels, employing people from these communities and consulting with them about what they want and then following through so they feel comfortable at your facility.

Upskilling your staff, including discrimination training, is something to aim for. Most importantly, as you move

towards a more diverse and inclusive environment, steer clear of tokenism and falling into patronising behaviour.

## RACE MATTERS

According to Sport England research, black, Asian and Chinese adults are the least active ethnic groups. People of colour lack representation in the health and fitness industry and even when they are employed there is not necessarily a culture of inclusion.

Swimming in particular has been called out as failing to meet the needs of black people. Research by the Black Swimming Association found that 95 per cent of black adults, 80 per cent of black children, 93 per cent of Asian adults and 79 per cent of Asian children in England either can’t or don’t swim.

Between 2016 and 2019, of the 10 per

Alice Dearing made history at Tokyo 2020 by being Team GB's first black swimmer

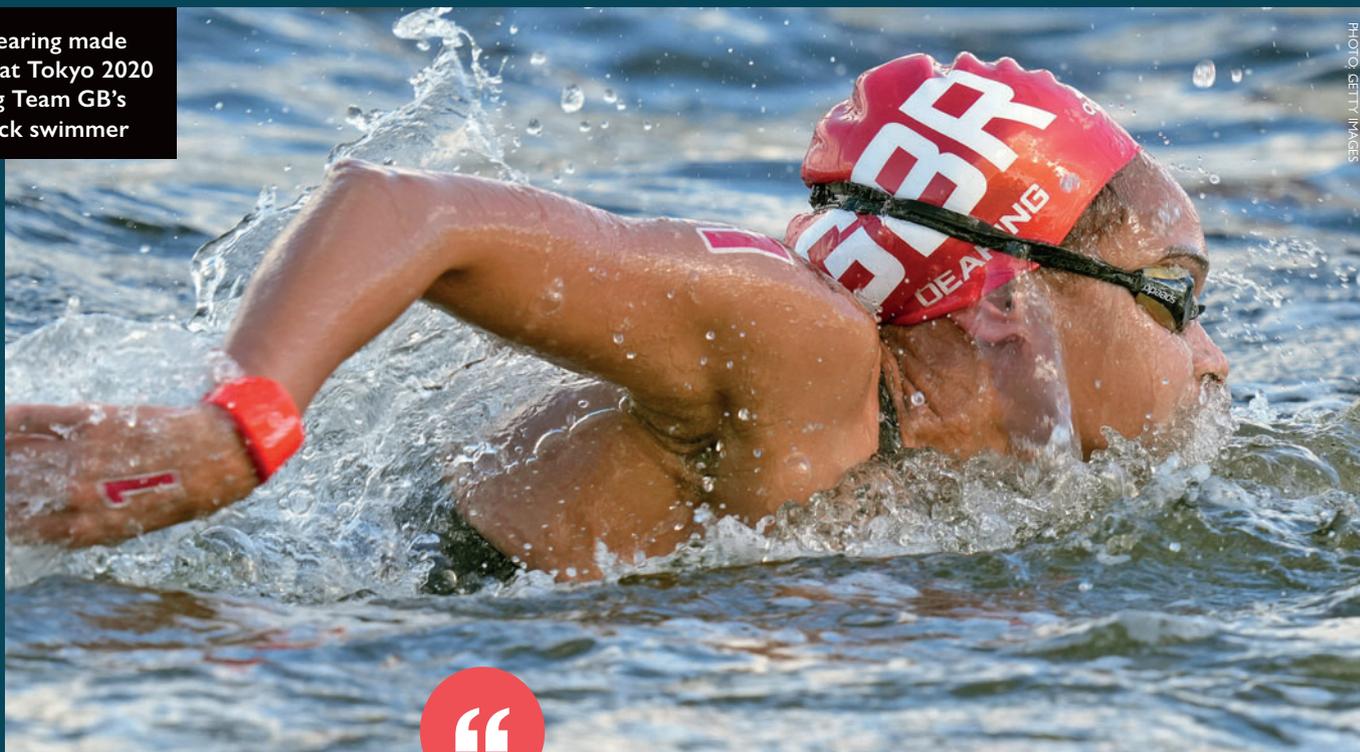


PHOTO: GETTY IMAGES

PHOTO: SHUTTERSTOCK/WATERKNEEDIA

“

cent of athletes funded by UK Sport who were of Asian, black and mixed heritage, only 1 per cent were black. Among the aquatic workforce only 3 per cent of lifeguards are of African, Caribbean and Asian heritage. There is no representation at senior leadership or board level.

According to Danielle Obe, chair of the Black Swimming Association, inclusion and diversity in aquatics can't be taken forward without tackling inherent systemic and institutional inequalities: "This isn't a simple boardroom activity or quick fix, neither is it a one-size-fits all approach, the sector must take a systematic, long-term and integrated approach to change."

Obe says change has to start with community engagement, research and collaboration and calls for operators to appeal to this cohort through direct community engagement,

**95 per cent of black adults, 80 per cent of black children, 93 per cent of Asian adults and 79 per cent of Asian children in England either can't or don't swim**

messaging campaigns, research and collaboration with the BSA.

The industry is aware of the problem. Last year, the Swimming Teachers' Association (STA) and UK Active commissioned the *Inclusion in the Swimming Industry* report. This found swimming teachers believe those being excluded include people from low socio-economic backgrounds, some religious groups, ethnically diverse

communities and people with disabilities.

STA chief executive Dave Candler says the organisation is deeply committed to change: "This study was important for us to understand perceptions, incentives and motivations and how, as an organisation, we can represent and support the industry at this time of increased introspection. The study identifies areas for improvement – the crucial elements for furthering the inclusion agenda." ●

# ALL ABOUT THE MONEY

**L**ower socio-economic status (SES) is a determinant of many of the health problems which emerge at older ages, according to research published in 2020, led by Professor Andrew Steptoe from University College London. The study also found low SES is associated with a faster decline in age-related functions, including grip strength and gait speed, sensory function, physiological function, cognitive performance, emotional wellbeing and social function.

Those with lower SES are at increased risk of premature mortality; the development of serious conditions such as coronary heart disease, diabetes and depression, disability and dementia, as a result of chronic allostatic load (the cumulative burden of chronic stress and life events); sustained inflammation and lifestyle factors, including smoking and sedentary behaviour.

*The Next Fitness Consumer* report found affluent people are more likely to exercise than those in lower socio-economic groups. American

households with incomes of at least \$150,000 (£144,000, €136,000) a year are more likely to be active than those from households with an income of less than \$50,000 (£38,000, €45,000) a year.

These stats are also borne out in the UK, where Sport England's *Active Lives* survey shows a significant disparity between different socio-economic groups and their engagement in sport and physical activity. Lower socio-economic groups are the most likely to be inactive (33 per cent) and the least likely to be active (54 per cent).

## EMPOWER COMMUNITIES

In its report *Understanding and addressing inequalities in physical activity*, Public Health England recommends diversity training which challenges bias should be mandatory for all workforces and that a range of accessible communication tools are needed across all languages, braille and sign language. Best practice should then be shared across communities, regions, organisations and sectors.



Young people look for a positive social environment and fun



**Lower socio-economic groups are the most likely to be inactive (33 per cent) and the least likely to be active (54 per cent)**

The report said interventions for younger children should focus on encouraging a positive social environment for physical activity and adolescents should be involved in designing interventions. Partnership working with families is important – showing, rather than telling, families how to change behaviours – and designing interventions which help with engagement.

Providing a fun and social taster session for families could be a good starting point, ideally offering a variety of activities and being as low cost as possible, for example peer-to-peer support, free swimming programmes and family-based walks.

It is important that solutions are sought in partnership with communities, so they are needs-driven and individuals can take ownership of what is being delivered. In order to empower communities and foster autonomy, there should be opportunities for role models and peer to peer influencing.

## AGENTS OF CHANGE

A good example of this is Street Games, which takes sport into disadvantaged areas and engages communities to get active. Working in partnership with an open network of more than 1,500 locally trusted organisations, Street Games puts young people at the centre of their work, empowering them to be leaders and amplifying their voices. They have given access to activity in more than 4,000 poverty-hit localities across the UK.

The organisation is set to receive £10.5m from Sport England over the next five years to co-deliver change at local and national level. Sport England CEO Tim Hollingsworth says this is about long term change and Street Games is one of many partners helping to do this.

Street Games' CEO, Mark Lawrie, says opportunities to get involved in sport and activity are currently too dependent on background, gender, bank balance and postcode.

“As we continue to build back from the impact of the pandemic, it is more important than ever that young people in underserved communities are given the chance to access the many benefits which sport and physical activity brings,” he says. “Key to achieving this is working with partners to develop a greater understanding of what young people in these communities want and how to cater for their needs.”

## MANCHESTER PROJECT

Nuffield Health has teamed up with Access Sport in a ground-breaking project to tackle the stark health inequalities across Greater Manchester. The partners are combining resources and expertise to improve the lives of 15,000 disadvantaged local young people and their families over the next two years.

The partnership aims to bring young people into community sport and provide access to Nuffield Health's Manchester Institute of Health & Performance to allow them to experience sporting opportunities, learn to cycle and inspire the next generation of community leaders.

Compared with the rest of England, Manchester has almost double the number of children under 16 living in poverty and a significantly higher percentage of children aged 10 to 11 who have excess weight.

The partnership will build upon Access Sport's community sport development model while utilising Nuffield Health's facilities, experts and educational resources.

Helen Rowbotham, CEO of Access Sport, said this will reach many young people who are currently excluded from community sport. Nuffield Health's head of charity, Brendan Street, says improving health inequalities will also lead to better employability skills and social mobility. ●



PHOTO: ACCESS SPORT/NUFFIELD

Nuffield Health and  
Access Sport are  
working together

# ANY BODY WELCOME



Gyms can be intimidating for wheelchair users

A recent study by The Activity Alliance showed twice as many disabled people felt COVID greatly reduced their ability to do sport or physical activity (27 per cent) compared with non-disabled people (13 per cent). And although 70 per cent of people with disabilities say they want to be more active, they are put off by the physical, logistical and psychological barriers.

Hal Hargrave, CEO of The Perfect Step, says there are many barriers to entry for people with disabilities: fear of making symptoms or conditions worse and the unpredictability of the condition, motivation, time, lack of support and cost, as well as concerns about navigating around the facility and being able to use the equipment.

“In the gym environment self-consciousness is a significant barrier,” he says. “And this is compounded by the fact that physical activity messaging and imagery is often still geared towards communicating structured sport and exercise, using people who look very fit and are dressed in sportswear, which turns off people who don’t relate to this.”

Hargrave says gym staff don’t need to be an expert in numerous conditions and impairments to be able to support this audience. “It can simply be about asking the right questions and listening to the person,” he says.

Currently, only 67 of Britain’s 7,500-strong gym estate is accredited by the Activity Alliance’s Inclusive Fitness Initiative: less than 1 per cent. Many have accessible entrances, but have not given any thought to how disabled

people will use the equipment, as many wheelchair users need gym equipment which allows them to stay in wheelchairs. Some blind people need voice-activated equipment. People with learning disabilities may need extra time with a coach so they can learn how to use the kit.

## NEGATIVE ATTITUDES

According to Kamran Mallick, CEO of Disability Rights UK, negative attitudes are a big barrier. “We hear from our



Less than 1 per cent of gyms are inclusive

PHOTO: SHUTTERSTOCK/JUAN ALGAR

“

**Although 70 per cent of people with disabilities say they want to be more active, they are put off by the physical, logistical and psychological barriers**

**Casey Newton would like more accessible gyms**



PHOTO: CG YOGA AND NUTRITION

community that negative attitudes towards their impairment, or being treated like an afterthought or burden can dishearten even the most confident person.

“But the purple pound is worth around £249bn in the UK alone, so the fitness industry must stop treating disabled people as an afterthought. Engage with this population, ensure your workforce is as diverse as the community you serve and always design inclusively.”

No stranger to the gym environment, founder of CG Yoga and Nutrition Casey Newton found going back to the gym after a mountain bike accident a daunting and difficult experience, citing the many barriers around space and equipment.

“Moveable seats on gym equipment so wheelchair users can use kit from the chair, or adapted gym equipment would be helpful,” she says. “And it would make me feel confident if gym staff are able to help me, because currently I can’t go to the gym on my own. Wider spaces to allow wheelchairs to be manoeuvred between the equipment and dedicated floor space for wheelchair users with easy access to the weight rack, would all make life easier.”

With its sector-wide consultation,

Everyone Can, UK Active has recognised the problem and made a commitment to improve inclusivity and accessibility. It will be working to raise awareness, develop collaborative partnerships with the disability sector and share learnings and evidence. This year began with a series of roundtables bringing members together with organisations from the disability sector to progress the conversation.

UK Active chair, Tanni Grey-Thompson, says: “Over the coming year we will deliver insights specific to fitness and leisure, including the needs and motivations of disabled people and the recommended solutions for the sector to implement.”

### **STARTING THE CHANGE**

For operators wanting to improve their offering for people with disabilities, both The Activity Alliance and We are Undefeatable are good places to start for resources and support.

Disability charity Aspire has also released three guides to support the industry to attract more disabled people to the workforce. Employability Leisure aims to create more accessible and inclusive training and workplaces, following

the successful Instructability programme which helped hundreds of disabled people to qualify as fitness professionals.

Ray Ashley, director of partnerships for Activity Alliance, says gyms have a huge responsibility to ensure facilities are both inviting and accessible and involve disabled people in the decision making.

“There are so many ways facilities can support disabled people to be active and make it a meaningful experience,” he says. “Ensuring they have considered the space and equipment’s accessibility is an important part, but so is actively engaging with disabled people within the local community.”

For facilities to be genuinely inclusive and welcoming, more disabled people must be part of the decision-making and consulted throughout. We cannot continue to ignore a large proportion of our society within the leisure industry if we want to tackle deep-rooted inequalities.” ●

# ONE SIZE DOESN'T FIT ALL

**A**ccording to The American Council on Exercise (ACE), research indicates that fitness experts can often exhibit weight bias. As a result, the organisation is campaigning for exercise professionals to create a more inclusive fitness environment.

Speaking for ACE, Tasha Edwards says there is a lot of judgement around weight, for example – fitness professionals can make assumptions about an individual's skill level or commitment based on their body, or assume they want to lose weight. "Health, wellness, endurance and strength are not determined by size," she says.

"In order to create an inclusive environment, it is important for owners and operators to first identify and address their own biases, as this is the root cause of how cultures are created. Employ management, support staff, trainers and instructors of all ages, sizes and colours."

Edwards also says avoid adverts which only portray one type of body and stop using phrases like

"bikini body" and "do this to get six pack abs". Choose not to do weight loss challenges, or sell products marketed as weight loss products.

Also, remove anything which draws attention to weight, such as scales and BMI charts. Know the weight limits of equipment and have a variety of equipment, so people don't feel shame if they can't "fit" into a narrow weight bench or closed chest press machine.

ACE has launched a new course to counter bias in the sector; Equity, Diversity and Inclusion in the Fitness Industry. This lays the foundation for

health and exercise professionals to start building a more inclusive environment.

Topics include the proper terminology, tone, exercises and modifications to employ so clients and prospective clients feel comfortable knowing trainers are properly equipped on how to approach weight bias and stigma in the fitness space.

"For too long, inclusion just hasn't been a priority of the fitness industry," says ACE CEO, Scott Goudeseune. "This course will help exercise professionals and health coaches provide effective services to communities that have felt left out of health and fitness spaces." ●



PHOTO: SHUTTERSTOCK/NOHAD\_SOUL



Real people are frequently absent from imagery

*In order to create an inclusive environment, it is important for owners and operators to first identify and address their own biases*

# GET WITH THE TIMES

The world is still catching up with the fact that gender is in the head, not between the legs. In the meantime, 40 per cent of trans people and 50 per cent of non-binary people adjust the way they dress because of fear of harassment or discrimination.

Alarming, 85 per cent of trans people consider suicide and 41 per cent attempt it. A world without prejudice, where people are accepted as being humans, as opposed to having to be classified as a gender, would impact these figures and the health and fitness sector could be part of the change.

The size of this demographic is still relatively unknown, however, The Williams Institute at the UCLA School of Law estimates 11 per cent of LGBTQ+ adults in the US – approximately 1.2 million people – identify as non-binary.

## TRANS AWARENESS

According to Keri Blue, co-founder of Be Trans Aware, which runs a Trans Awareness training course, non-binary and trans people have to risk assess every outing: “The shops we enter, whether there are individual fitting rooms and toilets – sometimes it can cause too much anxiety to do the things we would like to do.”



*Alarming, 85 per cent of trans people consider suicide and 41 per cent attempt it*

However, there are some easy fixes facilities can make which would immediately make this cohort feel more comfortable and respected.

Ask which pronouns people use, send staff on the Trans Awareness training course and promote staff awareness so that the company ethos is to be inclusive to everyone. Display the transgender flag/symbol on your website so this community knows your facility is a safe place.

Audit marketing across all channels, so it is inclusive and diverse, with images of different genders, sexual preferences, races, disabilities and sizes. A longer term, but very important move, is to offer gender neutral options for changing and showering, in the meantime, consider adding sanitary bins to the male changing areas. ●

Non-binary people have to risk assess every outing

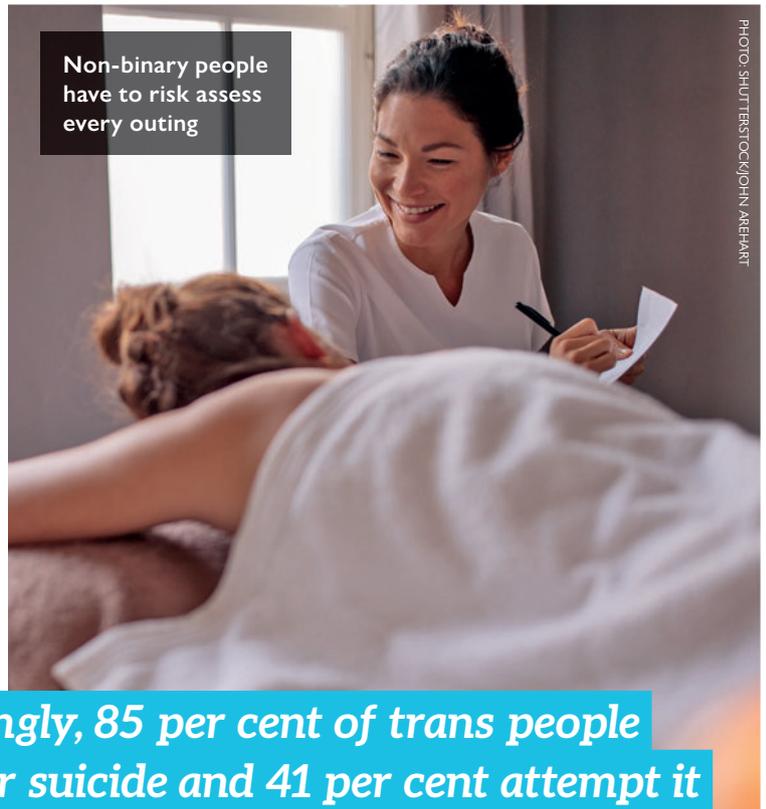


PHOTO: SHUTTERSTOCK/JOHN AREHART

The world is no longer binary



PHOTO: SHUTTERSTOCK/JACOB LUND

# GROWING UP

**The UK's care bill is growing and the pandemic has impacted the activity levels of older people which will result in reduced health down the line. It's time for the sector to step up. David Minton reports...**

I wrote my first article on active ageing in 2006 and concluded the research was there to build the case for doing more for the ageing population. Unfortunately, the fitness industry hasn't changed that much since then, but health providers have, meaning we're not keeping up.

The Kings Fund estimates the UK government spends around £22bn a year on adult social care, on behalf of around 850,000 people who are either living in care homes or being supported to live independently at home. Around 1.5 million people work in the care sector and it's estimated unpaid caregivers save the state around £10bn a year.

Financially, the care sector is four times larger than the fitness industry and yet it's generally ignored by the sector in spite of the fact that social prescribing, care homes and care packages are multi-billion pound opportunities for the fitness industry.

## Reduce the care burden

There is an abundance of research showing the older you get the more likely you are to be inactive, but it doesn't have to be that way. Declining muscle mass is part of ageing, but that doesn't mean it can't be stopped. Research presented at the cardiology conference, ESC Congress 2021, from a study of 33,576 patients with an average age of 62, showed it's never too late to start exercising to reduce the risk of dying from heart disease.

In February 2021, the Department of Health and Social Care published the White Paper, *Integration and Innovation: working together to improve health and social care for all*. This outlined plans to focus on improving lifestyle in older people, to reduce the burden of ill health. The government has yet to announce the details of how these new funds will be allocated, but the potential savings are becoming obvious.



PHOTO: THE LEISURE DATABASE COMPANY

The UK National Institute for Health and Care Excellence has stated that if people lose weight, drink less alcohol and become more active it could save up to £3bn a year on the care budget.

If the fitness industry grew its membership base from the current 1 per cent to 15 per cent of members aged over 65, it would double the value and size of the industry. It would also become a major partner in local care provision. Are training providers ready to upskill the workforce to optimise this generational gold mine, at the point where health and activity merge?

## Training staff

With more than 15 million people living with at least one long-term health condition, social prescribing presents a huge opportunity for the industry and Active IQ's Level 3 Diploma in working with clients with long-term conditions – devised in partnership with Nuffield Health ▶



*Financially, the care sector is four times larger than the fitness industry and yet it's generally ignored by the sector*

Only 1 per cent of the industry's membership base is over 65

## INDUSTRY INSIGHTS



PHOTO: AMAZON

HALO produces personalised programming of everyday movements

- – brings the latest thinking and current best practice into this new qualification. It's good to see PTs will have a more advanced set of skills and deeper understanding to support this growing client group.

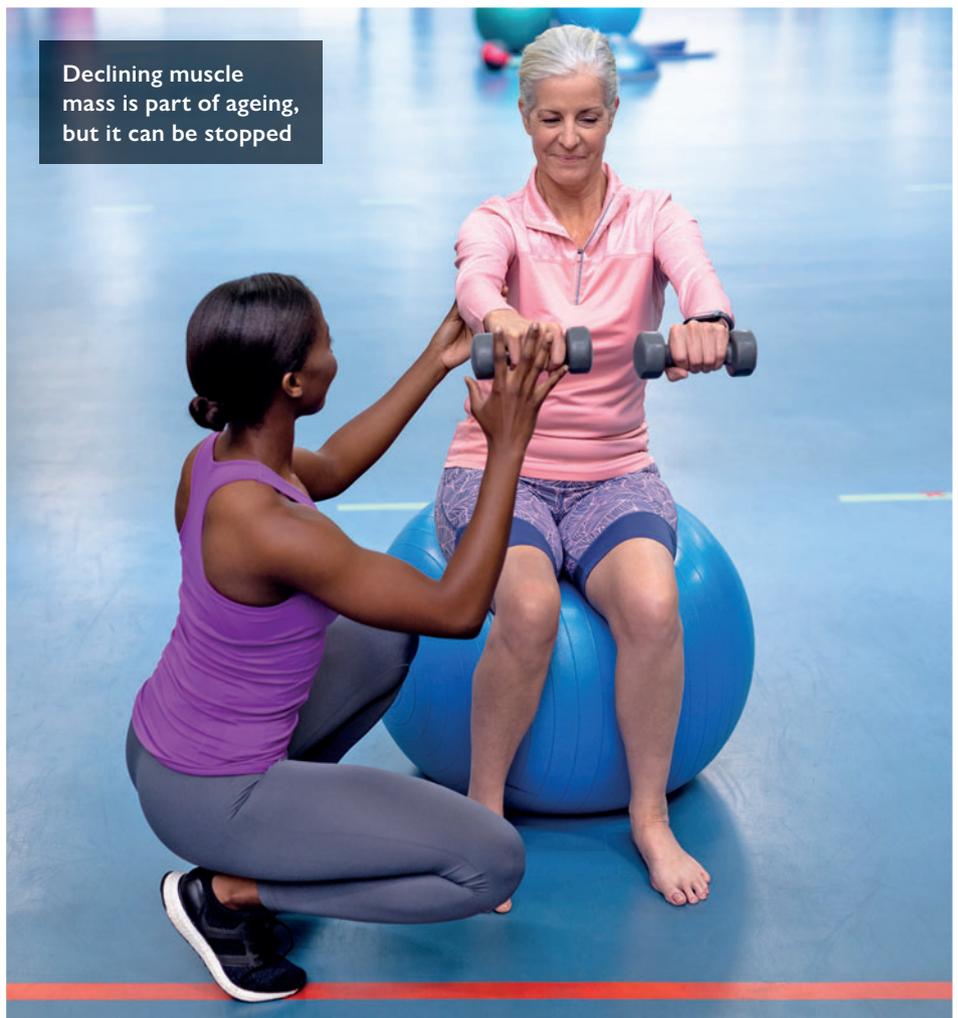
New partnerships and qualifications will also help move the national conversation on following the pandemic. Some of the most important conversations the industry needs to be having are around how we can age better and how we can liberate the fitness industry from its ageism.

### Octogenarian triathletes

Some sports, such as triathlon, are organised by age group categories in five-year age bands up to 80+ and divided by gender. Hiromu Inada from Chiba prefecture in Japan became the oldest finisher of the Ironman World Championship at the age of 85 and at 87 years of age, he won a Guinness World Record for being the oldest person to compete. Marie Dorothy Buder is the female oldest finisher aged 82.

Edwina Brockleby became the oldest British woman to complete an Ironman

PHOTO: SHUTTERSTOCK/WAVEBREAKMEDIA



triathlon aged 74. She's also the founder of Silverfit, a charity dedicated to the promotion of the healthy benefits of physical activity for older people.

Sport England distributes up to £10m of National Lottery money supporting projects encouraging inactive older people to move a little more each day. The aim of Ramblers Walking for Health, for example, is for everyone to have access to short, free and friendly healthy walks to help people become and

stay more active. Oomph! – one of 20 funded projects – is a wellbeing business for older adults, providing training for care home staff in delivering exercise, activity classes and healthy movement.

### Healthy movement

Analysts at Fitt Insider estimate 'healthy movement' is a trillion dollar business, around 10 times bigger than fitness and so prioritising healthy, balanced movement has become the focus of



## ***If the fitness industry grew its membership base from the current 1 per cent to 15 per cent of members aged over 65, it would double the value and size of the industry***

both the largest companies in the world and countless start ups.

Amazon has introduced Movement Health as a new feature on HALO, its wrist-worn health and activity tracker. This combines artificial intelligence, computer vision and machine learning to produce personalised programming of everyday movements we mostly take for granted and do without thinking.

Ageing is now the predominant cause of disease worldwide and yet it remains poorly understood. The Institute of Healthy Ageing at University College London is the centre of excellence for research on the biology of ageing and ageing-related diseases – one of the most important challenges in biomedical research today.

Harvard Health and the American Society for Bone and Mineral Research have worked with fitness suppliers, Keiser and Power Plate, to publish a considerable amount of research on older

adult fitness, including fall prevention, increasing bone density, preventing and controlling osteoporosis and increasing strength and muscle mass, to name a few, so our knowledge is increasing.

The NHS encourages some type of physical activity every day and the more you do, the better. However, these guidelines – along with the retirement age of 66 in the UK – perpetuate the myth that 65 is old, when it's not. Like me, the majority of my fellow Boomers are still working and staying active. In 10 years' time, 27 per cent of the UK population will be aged 70 plus. It's never too late to start exercising and for many, 70 will be the new 60 and 60 the new 50. ●



**The fitness industry could benefit from interrogating its ageist attitude**

### **Strength training is key**

Ensure strength training is part of your offering for older people. A recent study has found that older women who engaged in 12 weeks of high speed bodyweight resistance training saw amazing improvements, from improving power to reducing their risk of falls. Ageing adults who incorporate high-speed resistance training can improve their functional capacity to perform daily tasks.

### The case is there to get more older people active, but what does this cohort want from the fitness industry? UK Active's *Life in Our Years* report asked them...

**F**ocusing on ability rather than age in both the delivery and marketing of activities – as well as making exercise easy, accessible and social – in order to incentivise people to take part with friends, was a key takeaway of UK Active's report, published in June 2021. Based on evidence gathered by the UK Active Research Institute, *Life In Our Years* is the most comprehensive consultation ever undertaken for the over-55s. More than 100 adults – aged 55 to 90 years of age – took part in focus groups, where they were asked what would incentivise them to exercise more in the nation's health and fitness facilities.

#### Low activity

Only 54 per cent of adults over the age of 55 complete the World Health Organization's recommended 150 minutes of moderate intensity physical activity per week, with just over a third (34 per cent) doing less than 30 minutes a week, which classifies them as 'inactive'.

Sport England's latest Active Lives Survey bears out this trend, showing

that the number of adults aged 55 to 74 achieving the recommended activity levels fell by 1.3 per cent between November 2019 and November 2020, while those aged 75 and over were logged as having a decrease in activity levels of 2.9 per cent.

UK Active chief executive, Huw Edwards, says in the wake of the pandemic it is time for the sector to grasp the opportunity to improve our offering to those aged over 55, arguing that fitness and leisure facilities have an essential role to play in reducing the burden on health systems.

#### The way forward

The main themes to emerge from the research were the importance of accessibility, atmosphere, social interaction, workforce engagement, promotion, the categorisation of programmes and class offerings and long-term physical health support following the pandemic.

Based on these six themes, nine recommendations have been made to enable operators to improve participation levels among older adults and improve their health and wellbeing.



Older people want activities to be fun, social and ability based



The UK government spends around £22bn a year on adult social care

## *In the wake of the pandemic it is time for the sector to grasp the opportunity to improve our offering to those aged over 55*

### **Recommendations**

- 1.** Make activity easy and accessible and hone your offer through customer feedback.
- 2.** Focus on strength training as early as possible to enable people to maintain their independence.
- 3.** Build an inclusive and welcoming atmosphere to foster a sense of community, which will increase the likelihood of repeat usage.
- 4.** Make activity more social.
- 5.** Prepare the workforce to support health needs specific to older people: developing communication skills and knowledge of common health conditions.
- 6.** Categorise activities by ability or intensity, not age.
- 7.** Make communication and promotion clear to help build consumer

confidence and enable people to make informed activity decisions.

**8.** Consider the changed physical and mental health needs of older adults following COVID.

**9.** Build an evidence base to understand the impact the sector is having on older adults' health, to attract investment into the sector.

**10.** Continue a digital-hybrid approach. ●

*Life In Our Years* has been published by UK Active in partnership with Egym. Download a copy here: [www.HCMmag.com/lifeinouryears](http://www.HCMmag.com/lifeinouryears)

# GOLDEN OPPORTUNITY

**Following the COVID shakedown, the UK health and fitness sector is presented with the biggest opportunity in its history to impact the health of the nation and drive up penetration rates. Is this the time to link up with the NHS? Kath Hudson reports...**

**T**he pandemic brought about some stark realisations. The NHS would have ceased functioning without the lockdowns and anyone who has tried accessing services since will be aware of quite how under resourced it is now. COVID also exacerbated the serious health inequalities which already existed in the UK. According to Sir Michael Marmot's review at the end of 2020, health inequality across the UK has worsened during the last 10 years.

However, COVID has given many people a sharp wake up call that they need to start taking more responsibility for their health and wellbeing. The creation of the Office for Health Promotion and the £100m obesity fund suggests there could be some political will to get behind the public mood.

Advisor to Public Health England, Muir Gray, says the health and fitness sector represents a huge untapped

resource of a 50,000-strong workforce which is technically competent and highly skilled, with condition-specific qualifications, who could really help to ease the burden on the NHS.

Gray argues the country needs a National Activity Therapy Service, delivered locally by the sector's excellent professionals: "We need to establish a routine of prescribing and dispensing activity in primary care and get activity therapy funded – just like drug or psychological therapy. The NHS desperately needs help to deal with the effects of long-term conditions, especially the approximately 12 million people who don't reach the specialist NHS rehabilitation services."

The CEO of UK Active, Huw Edwards, echoes this: "As our health service comes under even greater pressures and the backlog for treatment grows,

it's essential we look differently at how healthcare-related physical activity could be delivered in gyms and leisure centres within our communities."

## THE TIME IS NOW

In many ways, the health and fitness sector has been building to this point for several years and is well placed to take this reality forward. Through the monitoring evaluation of the Leisure Recovery Fund, the sector will have consistent data for the first time.

The *Benefits Outweigh the Risk* report, a follow-up to the 2015 research study, *Exercise, the Miracle Cure*, builds on the body of evidence which shows exercise is an effective intervention to many diseases and the risk of participation is very low. This removes a hefty barrier, as 46 per cent of healthcare professionals had previously reported not knowing





PHOTO: SHUTTERSTOCK/ROBERT KNECHKE

The sector could be a huge support to the health service

how to advise patients on how to safely take part in physical activity.

Tara Dillon, chief executive of CIMSPA, says much of the necessary work to remove the prescribing barriers has already been done and the industry is now match fit: "In 2016, CIMSPA facilitated a meeting of all the Royal Colleges and said to them we have a highly trained workforce, where would you like us to intervene? They acknowledged the power of our sector and the evidence base, but overwhelmingly said they didn't understand our workforce. They wanted us to be more like them in order to give them confidence to refer.

"We have since given them this, by creating chartered practitioner status for those exercise professionals who have bolted on specialisms to their qualifications – such as stroke rehabilitation, cancer prehab and rehab. ▶

***"The health and fitness sector represents a huge untapped resource of a 50,000-strong workforce which is technically competent and highly skilled, with condition-specific qualifications, who could really help to ease the burden on the NHS"***

## INDUSTRY INSIGHTS

- We also had to educate the healthcare professionals that this has happened, as physical activity as a preventative measure isn't taught at med school. In response, Sport England has funded the Moving Healthcare Professionals Programme, to educate healthcare professionals in the benefits of exercise."

### WHERE ARE THE OPPORTUNITIES?

There is a lot of hype around the subject, but are there actually opportunities to tie up with the NHS and access funding? Gray believes so, citing The Additional Roles Reimbursement Service and the Elective Recovery Fund as new funding pathways which the industry might be able to tap into.

Other sources of funding are also available: the Somerset Activity and Sports Partnership is running a programme financed by a community renewal fund, which encourages those who are out of work and with certain health issues, to use physical activity to improve their health, self esteem and therefore employment potential.

"The individuals we will be targeting for this programme may have high BMIs, hypertension, low mood, anxiety, or be new mums," says Jane Knowles, chief executive of Somerset Activity and Sports Partnerships. "As part of this programme health care assistants from surgeries will accompany patients into the leisure centre to meet the exercise professionals and to help overcome the intimidation barrier."

GLL is working with the NHS Trusts in Cumbria to co-locate their musculoskeletal physiotherapy services from hospitals into leisure settings. GLL regional and health intervention manager Lynn Almond



The industry has a vast amount of resource to share with the NHS

PHOTO: SHUTTERSTOCK/ANDREY

says: "There are more opportunities than before for operators to work with the NHS, for example, the provision of weight management programmes and support for COVID recovery. It's anticipated it will take three to five years to clear the waiting lists for medical treatments, so it will be important for the NHS teams to redesign patient pathways to increase their capacity."

### SOCIAL PRESCRIBING

Working alongside GPs, social prescribing connects people to activities such as

fitness groups, swimming, walking, running and dancing and is an area in which UK Active believes the sector could add value. It has called on the government to encourage more social prescribing to ease pressures on the NHS, and make it easier for health care professionals to refer people to fitness facilities.

James Sanderson, CEO of the National Academy of Social Prescribing, says that at least 20 per cent of GP appointments are about wider social needs, rather than medical issues, and so social

**“Everything currently happens at local level, so it still comes down to a postcode lottery. Ideally we need a national strategy which can be delivered locally”**



**This Girl Can has had great results changing perceptions of exercise**

PHOTO: SPORT ENGLAND

prescribing could provide the answer.

He believes social prescribing will be a key tool in pandemic recovery: “The programme not only helps us to address health inequalities, but also wider determinants of health, such as stress and loneliness.”

In the coming months and years, Sanderson expects to see more green social prescribing, such as walking schemes, community gardening projects, green gyms, forest bathing and outdoor art activities.

### **THE CHALLENGES**

“Although there are opportunities on the horizon, the question is how we can seize them,” says Kirsty Cumming, chief executive of Community Leisure UK (CLUK). “Everything currently happens at local level, so it still comes down to a postcode lottery. Ideally we need a national strategy which can be delivered locally. CLUK is working on this, strengthening the links between the health and fitness sector and healthcare and sharing best practice among members.

Dillon says the sector needs actual political will, not just plaudits and promises. “There are some signs this is starting to happen,” she says. “The House of Lords Select Committee for Sport, Physical Activity and Recreation published its findings in December, recommending that physical activity and sport fits under the Department of Health and Social Care, not the Department of Culture, Media and Sport. It also called for a minister to be appointed who has a specific responsibility for health and wellbeing and for a national plan which is legislated to deliver.”

Despite all the efforts which organisations like CIMSPA, UK Active and Sport England have made, there is still reticence towards the health and fitness sector from the medical community.

Knowles says a language barrier currently exists between the healthcare and health and fitness sectors.

“The healthcare circles often don’t understand or don’t recognise the level of qualification which health professionals have and they’re not always fully aware

of the benefits of physical activity,” she says. “In its defence, the primary care network is working way beyond its capacity, so there is no time or energy from that side to form new relationships.”

### **THE WAY FORWARD**

NHS workers are overstretched, so it will be up to our sector to build the relationships. As Cumming says: “Our sector will have to be proactive. We must go to the healthcare sector with a very clear case, so it’s easy for them to look at it and say yes, this is an opportunity for us to work together.”

Consultant John Oxley says it is important to show humility when building rapport with new partners: “Don’t barge in with an oven-ready solution, but enquire and explore opportunities to become an established part of a health care system. This opportunity requires us to think more broadly, get a grasp of a new language and expose ourselves to building new relationships in unfamiliar environments.”

Almond says for the sector to raise

*“It’s anticipated it will take three to five years to clear the waiting lists for medical treatments, so it will be important for the NHS teams to redesign patient pathways to increase their capacity.”*

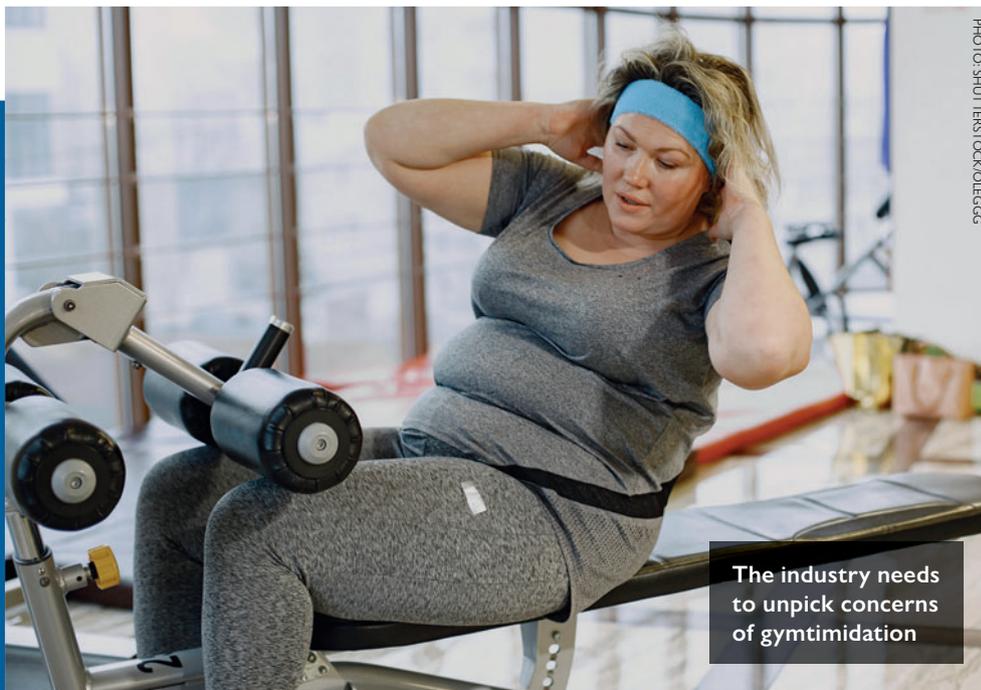


PHOTO: SHUTTERSTOCK/OLEGG

The industry needs to unpick concerns of gymtimidation

- ▶ its profile, networking is key and it takes time, confidence and persistence. “It’s all about relationship building and proving what we, as a sector, are able to do,” she says. “Establish what your local health system has outlined as a priority for the community, then consider how your services could support this. Using available research, build a case for how your offering could support these priorities, particularly outlining the long-term benefits and cost saving.”

Andy King, chief executive of GM Active, which runs Prehab4Cancer, says training is key: “It’s not enough to simply train your staff to various level 3 and 4 qualifications. You need to train your leaders to be part of the system more generally.” GM Active is creating a leadership programme which builds on its Prehab4cancer learnings and system leadership theories.

### CULTURE CHANGE

To move closer to the healthcare sector, the health and fitness industry might have to change some of its practices, especially around its messaging.

“Language is key to this campaign,” says Gray. “The word fitness is associated with youth and lycra in the minds of many people, whereas health and wellbeing is a powerful term, which may be politically useful.

“While we are at it, we need to discontinue the term leisure!”

Knowles stresses the point that gymtimidation does still exist, especially among the cohort which the industry will be targeting with these types of programmes: “While leisure centres are certainly an untapped resource for primary care, the image of the industry is still not entirely friendly.

“To those who have never exercised, health clubs seem to be full of skinny, beautiful people.

“This cohort needs a lot of handholding and one to one guidance to unpick the barriers which have led them to where they are in terms of their physical and mental health.

“Campaigns like This Girl Can are helping to change this perception, but it would be helpful for the industry to present more real people in their marketing and social media and emphasise the benefits of how exercise makes you feel, rather than how it makes you look.

Dillon echoes the point that the industry needs to consider how its services are marketed: “We must appear accessible enough to help whole communities and look at integrated collaborative initiatives, rather than chasing a membership line.” ●



GM Active is seeing great results with Prehab4Cancer

PHOTO: GM ACTIVE

CASE STUDY

## GM ACTIVE

Following a successful two-year rollout across Greater Manchester, GM Active's Prehab4Cancer (P4C) is being expanded into east and mid-Cheshire. The result of a partnership between GM Cancer Alliance and GM Active, P4C is one of the first prehabilitation and recovery programmes for cancer patients in the UK

**A** pioneering exercise, nutrition and wellbeing programme, P4C supports cancer patients before and after treatment with exercise and nutrition and wellbeing interventions.

The programme is reporting significant results in terms of improving surgical outcomes. Patients who have been through the programme spend an average of 36 hours less in hospital, 10 hours less in critical care. Bed days released by prehab patients covered the entire annual cost involved in setting up and delivering the P4C programme.

A 10-strong team, consisting mainly of exercise and fitness specialists, guide patients through their programmes. Face-to-face sessions are delivered in leisure centres run by GM Active members in Greater Manchester and Everybody Sport and Leisure and Brio Leisure in Cheshire.

The programme also has a remote model, incorporating tailored home exercise programmes, online exercise classes and 12 live exercise classes per week. In order to build and optimise muscle, there is a lot of strength training, as good muscular strength

supports function and independence following surgery and treatment.

After prehab, patients are reassessed to see what gains they have made before they go for surgery or treatment. They are then invited back around six weeks after their intervention for a three-month rehabilitation. After this, patients are discharged into community programmes, often at the leisure centres where they did their prehab, but also directed to community and volunteer organisations, such as allotment societies or walking groups. ●

# PEOPLE, PLANET, POWER

Planetary health and our personal health need to become inextricably linked in the years to come. David Minton reports...

Climate scientists estimate the world adds around 50bn tonnes of greenhouse gases to the atmosphere each year, most of them believe we need to be aiming for zero tonnes. Even when the world came to a virtual halt, scientists estimated greenhouse gas emissions dropped by only around 5bn tonnes, so even if we give up flying and driving, it's a long way to get to zero.

Almost every major health organisation in the world recommends 150 minutes of moderate-intensity activity a week for adults aged 19 to 64 years of age, yet despite the widely reported benefits of exercise, most adults do not meet these recommendations.

In the US, Harvard Health estimates 80 per cent of the population are not

meeting the guidelines. In the UK, the NHS estimates around 36 per cent are doing zero activity. The Academy of Royal Colleges estimates more than 40 per cent fail to do even 30 minutes a week.

## The big hitters

Prioritising healthy, balanced movement has become the focus of both the largest companies in the world and countless start-ups hoping to emulate the success of meditation apps Calm – with its US\$2bn valuation – and Headspace which has had some 65 million downloads. Both are rapidly gaining acceptance as part of the thriving wellbeing economy.

Some companies are using their size and scale to make a difference to both planetary and personal health.

Set on a 175-acre campus, planted with 7,000 trees, Apple has promised to become fully carbon neutral by 2030, including the entire supply chain and lifecycle of its products.

Since its debut, the Apple Watch has been positioned as a tool to help improve health and in 2020 had around 55 per cent of the global smartwatch market, according to Statista. The launch of Fitness+, powered by the Apple Watch, has deepened the company's commitment.

Combining expertise in artificial intelligence, computer vision and machine learning, Amazon's Movement Health – its wrist-worn health and fitness tracker – will produce a personalised programme of exercises to improve everyday movements, such as walking.

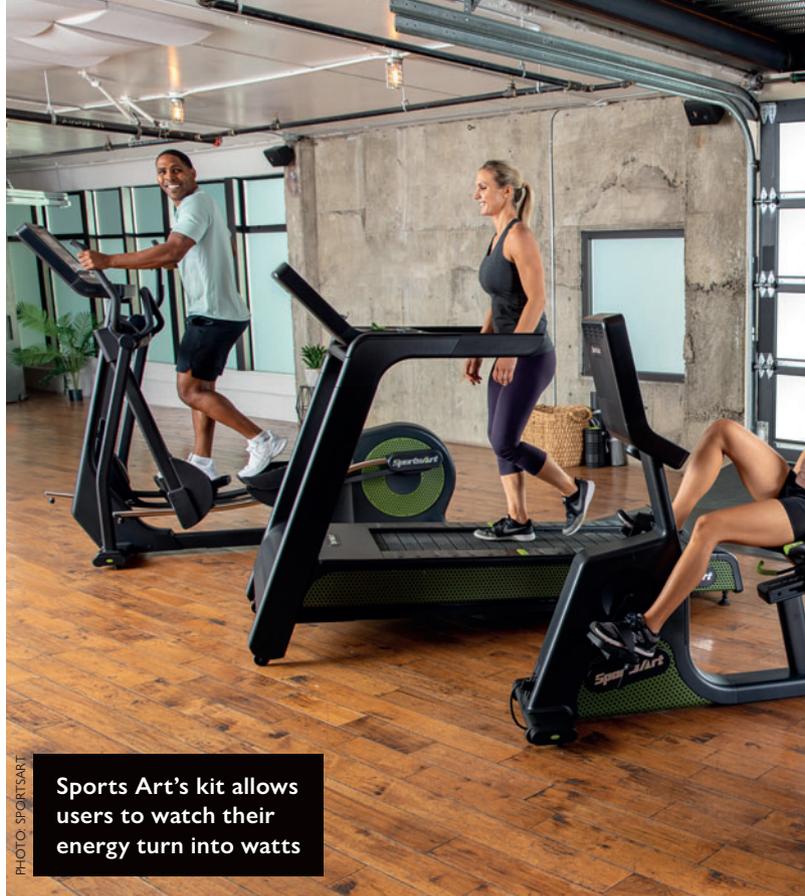


PHOTO: SPORTSART

Sports Art's kit allows users to watch their energy turn into watts



Amazon has also co-funded The Climate Pledge, a commitment to be 100 per cent renewable by 2030 and net-zero across all its businesses by 2040 – 10 years ahead of the Paris Agreement.

Google is interested in the US\$3.5tr US healthcare market and has purchased Fitbit for around US\$2bn and invested in more than 60 health-related start-ups. Google is also aiming to be carbon-free by 2030, while Microsoft plans to become carbon negative by 2030.

### Change is coming

More people searched for 'How to live a more sustainable lifestyle' in 2020 than ever before and both large and small companies are realising that shareholder activism is on the rise. Environmental,



Apple's 175-acre campus is planted with 7,000 trees

PHOTO: SHUTTERSTOCK/DRENEANDY

***“More people searched for ‘How to live a more sustainable lifestyle’ in 2020 than ever before and companies are realising that shareholder activism is on the rise”***

Social and Governance interventions (ESG) are becoming the focus. The investment workforce is increasingly made up of Millennials for whom ESG is seen as vital to both the planet and workforce health.

The Harvard Business Review found companies are being held accountable by shareholders for ESG performance, with an ever-growing number of environmental and social shareholder resolutions being filed. Climate Action 100+, which includes more than 320 investors (representing US\$32tr under investment), is lobbying the largest

greenhouse gas emitters to address climate change and set targets to cut emissions.

Former governor of the Bank of England, Mark Carney, is now the United Nations envoy for climate action and finance, tasked with persuading policymakers, CEOs, bankers and investors to focus on the environment. Developing standards and reliable systems to measure ESG performance will become more common as external reporting becomes accepted practice.

The UK Sport Think Tank recently



**Marina company MDL Fitness has moved into green gyms**

▶ revealed that 69 per cent of sports fans aged 16-24 support action against climate change. According to Global Web Index, young people also believe sport should do more to act sustainably and help the community.

Perhaps the current popularity of outdoor activities, gyms, functional training and sustainable exercise is young people sending a message about their attitudes: the number of outdoor walks logged on Strava and Apple Health trebled in 2020.

**The fitness sector**

The Gym Group has stated the importance of its ESG policies. Its first low-carbon gym at Beverley in

Yorkshire, uses an air-sourced heat pump and air conditioning, lighting and water are on sensors to improve efficiency. Where the company controls the electricity supply, it has a green contract for all sites.

GLL, the largest charitable social enterprise in the UK, with more than 58 million visitors across 270 leisure centres, achieved zero waste to landfill in 2019 and uses renewable energy from 51 sources, including 46 solar installations, four biomass boilers and an air source heat pump.

New sustainable and eco fitness operators are emerging. MDL Fitness – a subsidiary of MDL Marina – launched its first eco gym in the UK in

September 2021. The company already has green credentials, having installed solar panels generating 150,000kWh from April 2020 to February 2021 – the equivalent of planting 1,500 trees per year. Its proposed chain of green gyms will be powered by solar panels and will offer fitness equipment from Sports Art, which converts human kinetic energy into electricity.

Sports Art's equipment is also installed at SO51 Fitness, Romsey. The club was the silver winner of the Futureproofing and Innovation Award 2020 and 74 per cent of the energy created by members during their workout is converted into utility-grade electricity.

***“A society rebounding from COVID should not return to the status quo – the same spirit of tenacity and creativity we saw in the pandemic lockdowns needs to be relit”***

Members can watch on screen as their workouts are turned into watts and uploaded to the grid. They can also monitor their position on a ‘Green Member’ leaderboard. Three levels of ‘green’ memberships are available – indoor, outdoor and online – putting personal health at the heart of planetary health.

The Gold’s Gym campus in Berlin, Germany – developed by new owner RSG – is a 55,000sq ft flagship site with a focus on sustainability. The cardio area has 10m high trees which filter pollutants, training floors made from recycled car tyres and wall tiles made from recycled computer monitors, while electricity is generated by 150 bicycle ergometers. A solar ‘flower’ saves solar energy and the heat and power plant runs on biogas. It’s quite possibly the greenest gym in the world and is CO<sub>2</sub>- and climate-neutral.

My own Energym exercise bike harnesses my energy, converting it into electrical power, which then powers my home office. While I’m training, the personal power meter displays my Functional Threshold Power (FTP), using a five-colour display to show how well I’m doing. ▶



PHOTO: RSG GROUP

**Gold’s Gym’s Berlin site has a focus on sustainability**



PHOTO: RSG GROUP

## INDUSTRY INSIGHTS

- ▶ If all 10.4 million fitness members in the UK used Energym power, it would generate 200 watts of clean energy per person per workout, which would power an estimated 250,000 homes each day.

### All aboard

Climate change has driven a growing global movement led by young people, such as Greta Thunberg. More than a million people regularly demonstrate in their thousands in 'strikes for climate' events in more than 100 countries on Fridays as a result and her influence, leading to her winning many awards and accolades – including three consecutive nominations for the Nobel Peace Prize in 2019-2021.

Climate change has many other official and unofficial envoys who have an impact, including Al Gore and David Attenborough; special US presidential envoy, John Kerry; the UN Race to Zero campaign and the Global Earth Challenge.

Climate change is a concern for

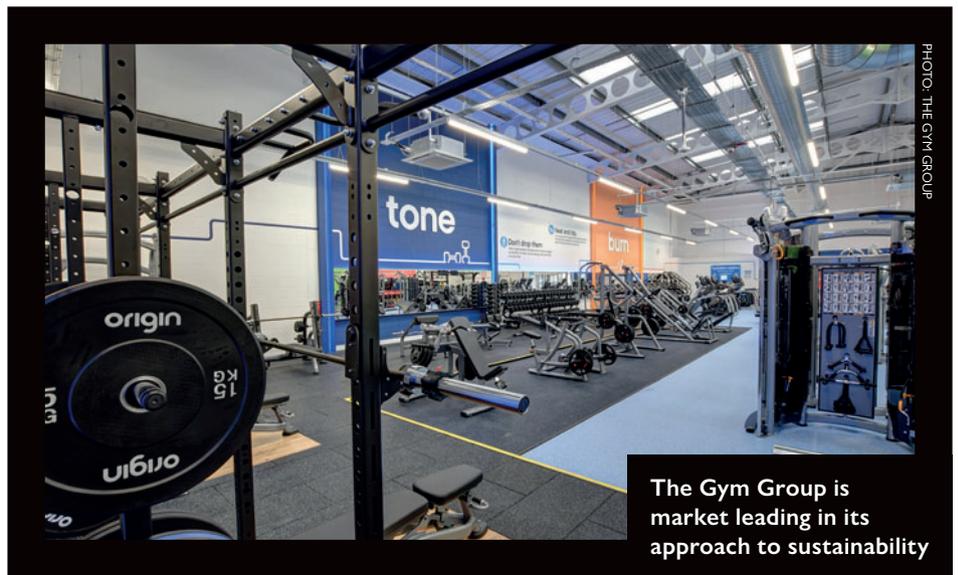


PHOTO: THE GYM GROUP

*“Unlike with climate change, there is no social movement driving change to inspire people to commit to engaging in movement on a regular basis”*



**Greta Thunberg: the face of climate change protest**

everyone and rightly so, but although there is huge concern to drive the agenda for planetary health, there is no comparative level of concern to improve the health of individuals and by default, the health of nations.

The World Health Organization, along with every medical organisation in the world, says we should move more but there is a huge gap between what is recommended and what actually happens.

Unlike with climate change, there's no social movement driving change to inspire people to commit to engaging in healthy balanced movement on a regular basis.

Movement needs a broader perspective than just returning to previous direct debit

and health club membership club numbers. A society rebounding from COVID should not return to the status quo – the same spirit of tenacity and creativity we saw in the face of extreme uncertainty during the pandemic lockdowns needs to be relit.

Given the urgent need to reduce demand for energy across the economy, the leisure and activity sector needs a decarbonisation plan with a deadline. Currently, we have no pledges to deliver this.

As a result, I have co-founded a new platform for debate and we got the subject moving at the first Evolve conference in September 2021. Evolve aims to be the Y Combinator for health, putting planetary health at the heart of personal health. ●

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RESEARCH

# HCM

HANDBOOK  
2022–2023

## RESEARCH ROUND-UP

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*The trend of market consolidation by financial and strategic investors continued despite the influence of the pandemic*

# EURO VISION

Deloitte and Europe Active have published the ninth edition of the *European Health and Fitness Market Report*. Karsten Hollasch writes...



This year's *European Health and Fitness Market Report* found the European fitness market was strongly impacted by club closures and operational restrictions in 2021, for the second consecutive year. Many operators tried to overcome this situation through the development of innovative solutions to enable fitness practitioners to either work out in a safe environment, or in a virtual environment when fitness clubs were closed.

## Beyond the health club

For the report, 11,000 consumers from 19 countries were asked about their fitness routines in a representative survey in terms of gender, age and urbanisation. Even if

the survey results show the pandemic had a negative impact on fitness behaviour in many European countries (in 14 of the 19 countries, the number of consumers who cut back their fitness routines during the pandemic exceeds those who increased their exercise frequency), the consumer sentiment indicates an increase in physical activity beyond pre-COVID levels might occur once exercise becomes, and remains, possible in a safe, largely unrestricted setting.

After the sharp decline of fitness market KPIs in 2020, the number of European fitness clubs (63,173) and overall memberships (56.3 million) in 2021 increased slightly by 0.2 per cent and 2.0 per cent, respectively.

A further reduction was prevented mainly through the strong rebound in memberships in the UK and Spain – two of the biggest European markets – as well as through the continued expansion of larger fitness operators.

The situation is different for total revenues, which decreased by 11.4 per cent to €17.1bn (US\$17.9bn, £14.8bn). Gyms in many European countries had to close for several months in 2021 so from an accounting perspective, no revenues could be realised during these periods.

## Regional variations

However, contrary to what these overall values suggest, the European fitness market does not exist, but is





Supermarket chain Colruyt acquired Jims Fitness clubs in Belgium

PHOTO: YANN BERTRAND/COLUYT GROUP

the aggregation of various, often highly heterogeneous, markets which are not moving in a uniform direction. The two largest European fitness markets, Germany and the UK, stand representative of this.

As fitness club operations in Germany were subject to comparatively strict, pandemic-related measures (including club closures for almost half of the year) in 2021, revenues dropped by 46.4 per cent

to €2.23bn (US\$2.3bn, £1.9bn). UK gym operators benefited from comparatively early club re-openings, combined with the lifting of restrictions and experienced a strong membership rebound, resulting in a revenue increase of 34.4 per cent to €3.56bn (US\$3.7bn, £3bn). This means that last year's revenue development in these two countries – when total revenues in the UK (-51.9 per cent)

dropped by a larger share than in Germany (-24.5 per cent) – has been reversed.

Despite the overall revenue decrease in the European market, the Top 15 operators were able to increase their revenues by 1.8 per cent to a cumulated value of €3.1bn (US\$3.2bn, £2.7bn) in 2021. In particular, leading fitness chains from the UK, such as David Lloyd Leisure (56 per cent, including government payments), ►



**Signs from the market are very encouraging. Basic-Fit increased membership by 18 per cent in the first quarter of 2022, compared with the end of last year**

- PureGym (21 per cent – Deloitte estimate based on companies' Q3 2021 revenues), GLL (11 per cent) and The Gym Group (39 per cent) regained momentum.

Also, in terms of membership, the leading European operators were able to outperform the market. The above-average membership growth of the top operators is strongly related to new club openings. The most aggressive expansion strategy is pursued by Basic-Fit which opened 110 new gyms in 2021 and plans to enter the German market in 2022.

### Mergers and acquisitions

With 19 M&A deals in which a minimum of four gyms, as well as at least 50 per cent of the target's shares, were acquired, the number of European brick-and-mortar M&A transactions in 2021 settled at a constantly high level. The figures show that the trend of market consolidation

by financial and strategic investors (ie other fitness club operators) continued despite the influence of the pandemic.

The largest transaction by number of clubs took place at the beginning of the year when Svenska N'ergy AB, which operates fitness clubs under the STC brand, acquired 94 gyms from the Swedish franchise fitness company, Puls and Träning.

Also, Spanish concession operator Forus, continued its growth with the acquisition of 10 Spanish Holmes Place clubs and 18 sport facilities in Italy.

The expansion was enabled by an investment from finance houses JP Morgan Asset Management and Ben Oldman Partners earlier in the year.

In Poland, fitness intermediary Medicover acquired 45 gyms in the course of four different transactions. Similar to its Polish competitor, Benefit Systems, Medicover pursues a strategy

of vertical integration by owning a network of different fitness operators.

An interesting out-of-the-box transaction was the arrival of Colruyt (a Belgian supermarket chain) which entered the health and fitness market with the acquisition of 27 Belgian Jims Fitness clubs. Through the acquisition, Colruyt wants to combine nutrition and exercise competence for a powerful consumer experience.

### Fitness behaviour

Although it's difficult to predict how quickly the European fitness industry will return to its pre-pandemic level, signs from the market in 2022 – with no or only a few limitations for gym operations – are very encouraging. As one example, Basic-Fit increased memberships by 18 per cent in the first quarter of 2022, compared with the end of the previous year.



**Social interaction will keep clubs central to fitness ecosystems**

The relatively fast return to fitness clubs not only underlines the advantages of professional equipment and social interaction, but also indicates that gyms will stay as centrepieces of the fitness ecosystem. Nevertheless, smaller operators will need more time to fully recover from the pandemic.

At the same time, new fitness solutions have been established to support fitness practitioners during their workouts outside the fitness club, most of them focusing on digitally enhanced or at-home fitness. Those new offerings enrich the variety of opportunities from which a consumer can choose to build their own fitness experience based on individual preferences. ●



**Professional equipment is one of the reasons members have returned**



# Rethink & reset

After a hiatus due to the pandemic, LeisureDB has updated its *State of the Fitness Industry Report* for 2022, as David Minton reports

New openings during the pandemic so far have largely offset closures



PHOTO: THE LEISURE DATABASE

David Minton



## Our sample of operators has bounced back to somewhere between 2018 and 2019

I've commented many times on how trend data from the Leisure Database shows the industry to have been recession-proof during 1980/81 and 1990/91 and also the crash of 2008/09. However, our research has found that the first global pandemic in our lifetime has dwarfed any recession.

Results from our 2022 full audit of direct debit members of our entire database of 7,000-plus sites shows this part of the industry overall has already bounced back to somewhere between 2018 and 2019, but as always, the devil is in the detail.

After three months' work which included more than 4,000 hours of research and contact with all health and fitness locations in the UK, *The State of the Fitness Industry Report*, 20th edition, provides a very detailed, yet mixed picture from around the UK.

The headline figures show a drop in the total number of sites, with a knock-on effect on membership, market value

and penetration rate, along with the highest rate of closures in 2020 since records began. This should not come as a surprise, so let me give you the facts.

Re-reading my forward in *The State of the Fitness Industry Report* 19th edition (2019), nothing could have prepared the industry – that was having a 'golden moment' – for the sudden about-turn ([www.hcmmag.com/goldenage](http://www.hcmmag.com/goldenage)). There are now fewer sites – down 2.43 per cent to 7,063 – while membership has dropped 4.7 per cent to 9,890,985, market value is down by 4.3 per cent and penetration rate is back to 14.6 per cent, losing one whole percentage point. Closures have doubled in the past two years – we found that 631 sites have closed, with more than 50 per cent of those sites closing in the first year COVID hit, although this has been offset by growth, with 455 new sites opening, leaving a net loss of 176 sites over the 27-month period. [*LeisureDB does not survey aggregator or pay-as-you-go activity – Ed*]

PHOTO: SHUTTERSTOCK/ALPA PROD



Local authorities and partners are opening facilities that appeal to a wider audience

### THE WAY FORWARD

Over the past two years, there have been some alarmist pronouncements on possible closures which didn't happen and also public statements that said demand was 'back to normal', but which also proved unfounded in some cases.

Statements were also made to say how much the industry saves the NHS, but these lack hard evidence. In addition, whatever you think the levels of fitness activity have been, our research has discovered that it has been lower.

There's good news too – some brands have expanded, particularly those in the eye of the media, which is comforting news in these times, while some local authorities and their funding and management partners have also been opening new facilities that are more innovative, energy-efficient and appealing to a wider audience, such as St Sidwell's Point in Exeter.

In addition, the majority of sites fall into the 70 per cent mid-market bracket – if

*During the last two years, in which making sense of the numbers became a matter of life and death for operators, the industry had huge gaps in the data it had to share*

► we use a finance measure, as opposed to a value-for-money criteria. This is a part of the sector that could grow if low-cost operators put up prices to cover their increased costs (see my article in HCM on the size of the mid-market at [www.hcmmag.com/midmarket](http://www.hcmmag.com/midmarket)).

If cost of living increases begin to bite, low-cost brands that are able to maintain their value-for-money advantage could gain from consumers needing to reduce outgoings.

### MORE DATA NEEDED

Now in its third decade, LeisureDB has an estimated billion data points that have been built up over time, yielding anecdotal evidence, granular latent demand modelling and lots of trend data.

However, as an industry, we have very little collective knowledge and no aggregated hard data about a whole slew of vital industry metrics that government and other agencies could have referred to during the worst days of the pandemic. During the last two years, in which making sense of the numbers became a matter of life and death for operators, the industry had huge gaps in the data it had to share.

The UK government had hard numbers on age-standardised mortality rates by age and vaccination status, but fitness levels, membership and frequency of visits to facilities weren't linked to this –

for good reason – the numbers would have been desperately unreliable.

There were 10 pre-existing health conditions known to cause COVID-19 deaths – conditions that are not collected or held in a format that could be usefully accessed by health agencies.

The virus hit the oldest hardest, with deaths increasing significantly from 60- to 69-years-of-age to 70-79, then with a big jump for 80- to 89-year-olds and the 90+ age group, however, we have no breakdown to show what percentage of the 10.4 million direct debit members of UK health clubs were in each of these four key age groups, or how they've fared during the pandemic so far.

The industry has a role to play in improving the health of the nation, but this future flies in the face of the historical axis of 18- to 35-year-olds and the so called low hanging fruit, known as Gen Z.

To move from the c.14.6 per cent of the population who are touched by the fitness industry through direct debit membership to 50 per cent or even closer to 100 per cent for the industry means a total rethink on product, training, promotion, collaboration with other sectors and also data collection. I sometimes wonder if we need divine help to turn things in a new direction or simply disruption from outside the sector, but it's clear that major change is needed.

### COMPARING SECTORS

There's increasing competition from outside the fitness facilities sector for the attention of consumers – last year over a billion workouts were logged on the top three fitness channels on YouTube and it's estimated that fitness workouts on YouTube, TikTok, Facebook and Amazon totalled more than 10 billion.

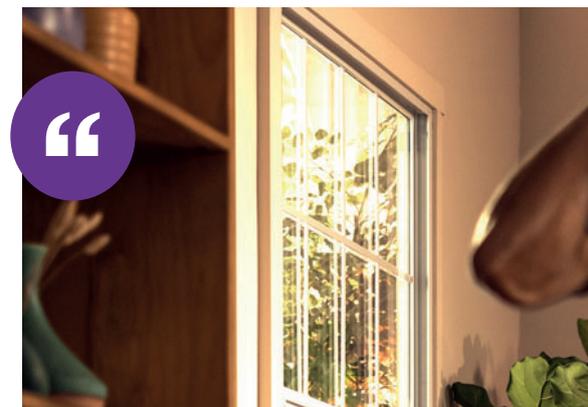
Peloton logged more than 200 million workouts in 2021 and has been offering 20 exercise events per month, with 99 per cent of customers renewing their subscription each month.

In line with many other brands, Peloton's prices have just gone up with a £5 increase in monthly subscriptions. The company says this has only had a 'modest' impact on that 99 per cent figure.

Connected fitness providers, such as social media channels, know a lot more about exercisers than just their age and they continue to be transparent about participation and activation numbers, as their funding depends on it. This transparency continued even though they saw a fall in use after gyms reopened.

### RETHINKING AND RESETTING

Society rarely has the opportunity to rethink and reset whole industries, but the build back era is being viewed by academics as the greatest paradigm shift in the history of many key sectors.



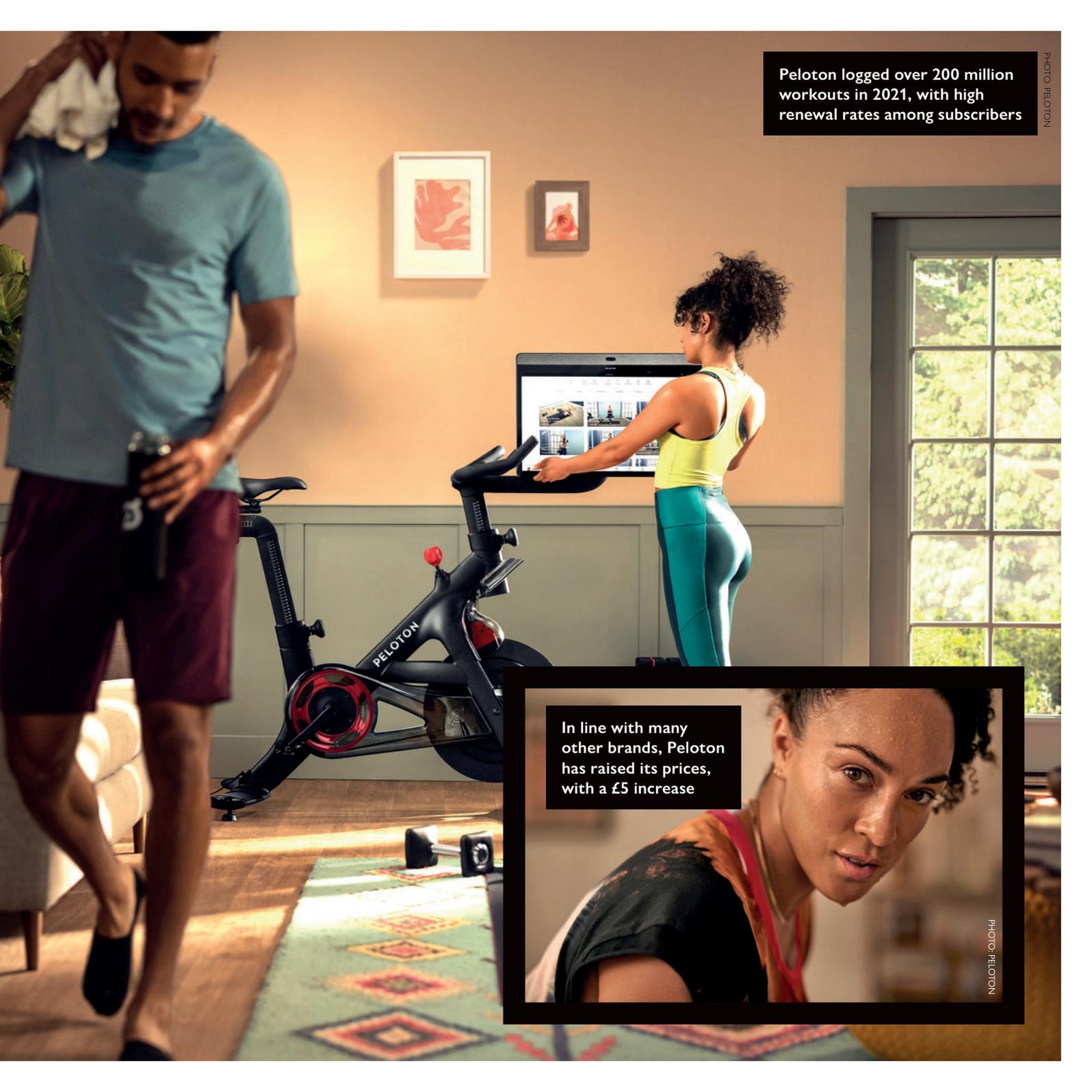


PHOTO: PELOTON

Peloton logged over 200 million workouts in 2021, with high renewal rates among subscribers



PHOTO: PELOTON

In line with many other brands, Peloton has raised its prices, with a £5 increase

## STATE OF THE FITNESS INDUSTRY

### 2019 – 2022 COMPARISON

#### TOPLINE NUMBERS

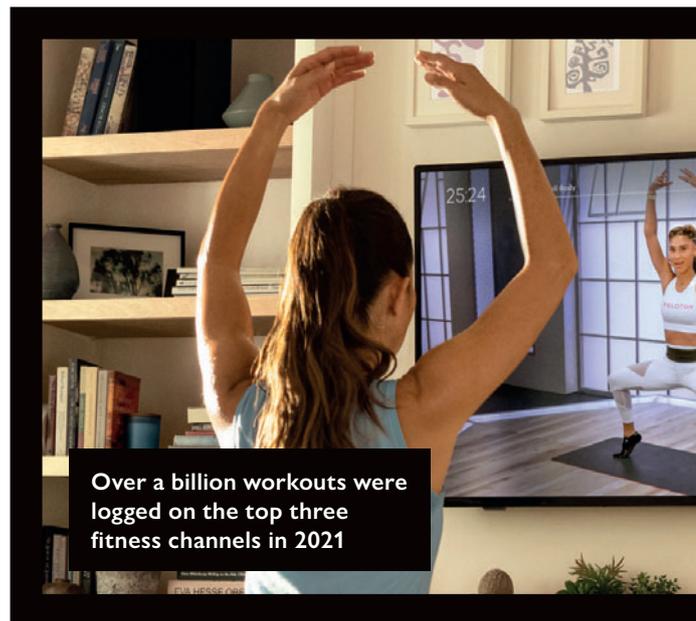
**Number of clubs** – Down **2.43%** to **7,063**

**Membership** – Down **4.7%** to **9,890,985**

**Market value** – Down **4.3%**

**Penetration rate** – Down to **14.6%** from **15.6%**

**Permanent closures** – **631** (with 455 opening)



Over a billion workouts were logged on the top three fitness channels in 2021

- ▶ Yet the leaders of the fitness industry – not just in the UK, but worldwide – are trying to persuade governments that the sector can help them reduce costs and save lives without offering any hard data to support this case.

The number of scholarly articles published in relation to rethinking areas such as education, social care, transport, work and the environment, currently outnumber articles on fitness and daily exercise by a million to one. But without academic articles, without the openness and transparency of peer review and without the capacity for experimental evaluation, the fitness sector will fail to make its case.

Governments and private equity investors now have rough benchmarks with which to understand connected fitness, which still has some of the highest customer ratings and lowest churn rates, while even companies such as WW (Weight Watchers) and start-ups such as Fit20 can and do provide evidence of improvements. The fitness industry now needs to

prove that regular ‘doses’ of activity can save money and lives, and that people who belong to health clubs on monthly direct debits are fitter and healthier than the average member of society.

The pandemic also ensured that the industry’s issues with both sleepers and attrition were suddenly out in the open for all to see and we now need to be more transparent about the starting points for understanding our sector when it comes to age breakdown, monthly activity events, improvements in strength, flexibility, balance and cardio among individuals.

#### MORE CHANGE NEEDED

The industry has a choice on how it uses the ‘mixed dividend’ from COVID. Understanding the ‘dose’ of activity needed to address individuals’ personal needs is mandatory. Upskilling of front line staff is a given.

Closer links to integrated services will show how our industry can dovetail with a market for healthy movement

which is 10 times bigger than ours.

In 2020/21 the fitness industry was not fit for purpose, but hey, in 2008 the banking sector wasn’t either. Bigger industries learn from their mistakes and failings and my huge levels of in-built optimism convince me that the fitness sector will do the same – particularly if there are enough counter-arguments against the current thinking.

The positives to come out of the pandemic include a greater level of interest in health among consumers and a commitment to a common prosperity policy by government and in my article on active ageing (page 52) I’ve shown how the industry could double in size over the next few years as a result of these macro trends.

In our fourth decade, the LeisureDB team intends to collect more data, more often, to aid this collective knowledge and the ‘measurement of effect’ for our sector. We believe that if we do this in normal times, we can play our part in times of need. ●



PHOTO: PELOTT

Competition for fitness consumers from outside the sector is growing

PHOTO: SHUTTERSTOCK/JACOB LUND



*To move from the c.14.6 per cent of the population who are touched by the industry to 50 per cent or even closer to 100 per cent, means a total rethink*

# LIVE REVIVAL

The *Les Mills 2021 Global Fitness Report* explored how the pandemic has changed fitness habits and spotlights the trends which will shape workouts in the years to come. Jak Phillips reports...



Les Mills research finds gyms around the world are recovering well

LES MILLS  
UNCOVER GREATNESS

PHOTO: LES MILLS

“

**Nearly 60% of exercisers favour a 60:40 split between gym and home workouts**

**The pandemic has prompted more people to prioritise health**

PHOTO: LES MILLS

**T**he bounce back is on according to research from Les Mills, which has found gyms around the world are experiencing a live revival, with fitness fans proving eager to get back to working out in gyms.

The study spanned the USA, Brazil, the UK, Germany, Norway, Sweden, Finland, Denmark, Saudi Arabia, the UAE, China, Japan, Russia, Australia and India and discovered seven key trends.

### **1. The new fitness industry landscape**

The pandemic forced all businesses to re-think their go-to-market strategies, but gyms worldwide are making strong recoveries in terms of member returns

and financials. Many operators have used the pandemic as a catalyst for a completely new approach to meeting people's fitness needs, while it has prompted consumers to prioritise their health: 50 per cent of the sample focused more on their wellbeing in 2021 than previously, while 82 per cent regularly exercise (or soon plan to).

Of those who exercise, 75 per cent do gym-related activities, making fitness the world's biggest sport.

The report finds clubs worldwide have made strong recoveries since reopening and in markets where restrictions have lifted, operators are reporting increased member activity compared with pre-COVID levels, and decisive eagerness among new joiners.

### **2. Live revival**

The report found class attendances to be at 120 per cent of pre-COVID levels in markets where restrictions had been lifted. Despite fears the home fitness boom would spell the end for fitness facilities, research suggests social live fitness experiences are driving club recovery, with 85 per cent of gym goers stating they're interested in trying live classes in their health club.

After a year of enforced home workouts, appetite for live fitness experiences in groups is soaring. Two-thirds of gym members (67 per cent) say they prefer working out in groups, while live classes in clubs are nearly twice as popular as doing livestream classes at home (favoured by

## RESEARCH

### KEY FINDINGS

**84%** of gym members also **work out at home**

**Gym members** are more than **twice as likely** to use **at-home fitness options** when compared with non-gym goers

**86%** of group fitness participants are **doing a branded class**

On average, **27%** of fitness consumers consider themselves **absolute beginners**. This ranges from **69%** in **Japan** to **14%** in the **Middle East**

**67%** of beginners say they prefer to **work out alone**

**35%** of the sample **exercise to reduce stress**

**59%** of those who have access to **fitness and wellness services through their employer** make use of them

**59%** of people surveyed favour a split of **60:40** between **gym and at-home workouts**

Social connections are a key driver to bringing people back to gyms



PHOTO: LES MILLS

- ▶ 44 per cent of members vs 23 per cent).

Les Mills founder and executive director, Phillip Mills, says people were making up for lost time in social settings: “Many people had missed the thrill of a busy class and the extra motivation you get from working out with others while being led by a rockstar instructor.”

### 3. The human factor

Two-thirds of gym members prefer working out and strong consumer demand for social connection is driving the live revival.

Great instructors are identified as the single most important factor when choosing a live class, favoured by 28 per cent, ahead of the quality of music (24 per cent) and type of class (21 per cent).

Having great people is particularly important for winning new members: 30 per cent of club prospects say a good atmosphere is a key factor in choosing a gym, while 59 per cent say staff are also a consideration.

“Despite the digital advances made during the pandemic, it’s our people who drove members to join clubs in the first place and as you’ll see in this report, it’s our people who are proving the key to bringing them back,” says Mills.

### 4. The secret sauce

Although 80 per cent of gym members plan to continue using digital workouts, live classes are more than twice as appealing as livestream options at home.

Striking the perfect balance of live and digital workouts is a question taxing many club operators currently. Omnichannel fitness – a blend of in-gym and digital home workouts – is tipped to gain traction, with the majority of exercisers (59 per cent) favouring a 60:40 split between gym and home workouts. Far from being simple stop-gaps to tide the industry over during the pandemic, livestream and on-demand have become vital additions to clubs’ long-term offerings, with 80 per cent of members planning to continue using them.



**Class occupancy has reached 120% of pre-pandemic levels in markets where capacity restrictions have been lifted**

Seamlessly linking live and digital will be key to club success. High-class digital offerings can help clubs win new fans online, build brand affinity and convert them to becoming full members.

### 5. HIIT is still hot

Having dominated most of the last decade, HIIT is still the most popular fitness class, favoured by 32 per cent of participants, closely followed by indoor cycling at 30 per cent and dance classes at 29 per cent and stretching and mobility at 28 per cent.

Thirty two per cent of consumers list HIIT as their favourite class format. But it's not just HIIT-heads who are loyal – 58 per cent of members say they would likely cancel their membership if their gym took away their favourite class, regardless of the genre.

Participants are also highly discerning, with 86 per cent choosing to do branded classes and 62 per cent stating the presence of quality elements (the quality of the music, instructors,

equipment and choreography) are key to deciding which classes they attend.

In a world of endless quantity, it has never been more vital to focus on quality, particularly from a digital perspective.

With YouTube chock-full of free, average fitness content, clubs need to ensure they're providing world-class content to keep their members engaged and willing to pay.



PHOTO: LES MILLS

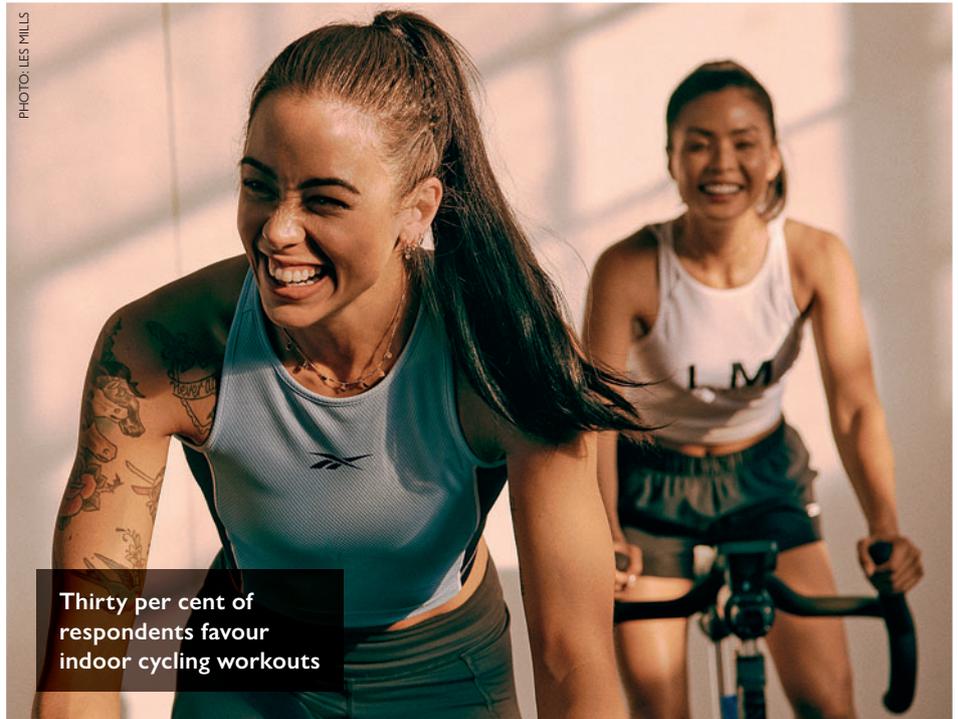
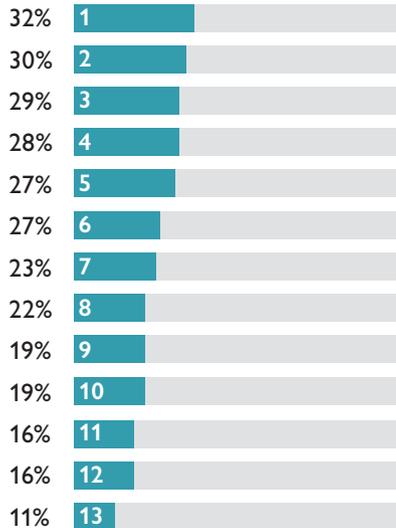
### 6. Beginners are embracing fitness

Lockdowns have also spawned a new generation of fitness fans, with 27 per cent of regular exercisers describing themselves as absolute beginners. Who are these new market entrants and what do they want from a fitness experience?

Opportunities abound for the health

## RESEARCH

### Most popular fitness class



Thirty per cent of respondents favour indoor cycling workouts

- 1 HIIT
- 2 Indoor cycling
- 3 Dance
- 4 Stretching / mobility
- 5 Core conditioning
- 6 Step aerobics
- 7 Strength training
- 8 Other cardio / aerobics
- 9 Pilates
- 10 Martial arts
- 11 Yoga
- 12 Boxing
- 13 Functional circuit training

► and fitness operators who can appeal to these groups and understand the unique barriers to exercise they face. Although 81 per cent of beginners are interested in group activities, 66 per cent say they currently prefer to exercise alone, suggesting a confidence chasm which needs to be bridged before newbies feel fully comfortable.

Instructors and wider staff have a key role to play in ensuring they feel welcome, while helping beginners find intrinsic motivation to exercise will be key to their long-term adherence.

### 7. Total fitness transcendence

The workplace wellness market is opening up new opportunities for health club operators.

As home-working becomes more prevalent and the boundaries between work and play are blurred,

so too are the distinctions around the provision of fitness services, creating significant opportunities for clubs.

Employers are increasingly recognising the benefits of an active workforce and their responsibility to support this, while employees are gravitating towards companies which care, so the offer of quality fitness services is becoming a key differentiator.

The impact that wellness offerings can have on both work performance and employee health is also accelerating their prevalence, creating lucrative opportunities for omnichannel fitness providers to reach lucrative new audiences.

For clubs, the ability to demonstrate the scientifically proven impact of workouts will place you in a strong position to succeed in the workplace wellness market, where return on investment carries great weight among decision-makers. ●



# JOIN US

*networking for the active leisure sector*

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**active-net Scotland**

7th Sep 2022

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**active-net**

23rd & 24th March 2023

Eastwood Hall

**FIND OUT MORE**





PHOTO: SPORT ENGLAND

Disengagement from sport and exercise is much higher among girls than boys. The key dropout points are starting and then leaving secondary school. What more can the industry do to keep females active or encourage them to start participating?

**93 per cent of girls understand the benefits of exercise, they experience a disconnect between desire and enjoyment**



According to research by the Women's Sport Foundation, this generation of teenage girls is experiencing worrying mental health issues and report lacking confidence about their appearance. Girls are far less likely to take part in team sport than boys and are more prone to losing their love of exercise. The pandemic has amplified these issues, leading to adolescent girls giving up exercise in droves.

*Reframing Sport for Teenage Girls* questioned 4,000 adolescents aged between 11 and 18. It identified a participation dip post-primary and then again at 17/18, once school sport is no longer compulsory.

Thirty five per cent of girls say they are very regularly active, compared with 54 per cent of boys, while 16 per cent avoid exercise, compared with 9 per cent of boys.

Although 93 per cent of girls understand the benefits of exercise, they experience a disconnect between desire and enjoyment. Only 47 per cent find it easy to motivate themselves and just 27 per cent enjoy

it, compared with 44 per cent of boys.

There are numerous complex barriers which influence girls' participation and enjoyment, including body image and the fear of being judged. The 43 per cent who used to consider themselves sporty could potentially be re-engaged, but understanding the barriers is key to providing more targeted and effective solutions.

### **PARTICIPATION BARRIERS**

Common reasons for drop out include feeling self-conscious about being watched, feeling judged and not feeling good enough. Some said they don't like getting hot and sweaty, that there is nothing they want to do, they don't belong, don't have the right body shape, or are too busy with schoolwork.

Puberty has a major impact on girls, with even the sporty ones needing more

**To engage girls in sport, operators need to dial up the fun element**



PHOTO: SPORT ENGLAND

### **WHY DO GIRLS DISENGAGE WITH EXERCISE?**

- 32%** *lacked motivation*
- 27%** *too busy with schoolwork*
- 25%** *no longer found it important*
- 24%** *found it got too competitive*
- 23%** *lacked opportunities to take part*

support. It can affect self-belief, capability and body image concerns. Seventy per cent said they avoid being active when menstruating because of pain, fear of leakage, tiredness or self-consciousness.

The research also showed father figures could play a powerful role in getting their

## RESEARCH

- ▶ daughters active. Evidence shows boys get more support from their dads: 50 per cent, compared with 31 per cent for girls.

The report says options to take part at the right level are important: “Girls lack the opportunities to play sport unless they are really good and therefore feel a sense of failure in a competitive environment where they will never thrive. It loses the fun factor.”

Girls will engage in competition in the right context, but mostly they want a wider variety of fun, exciting and accessible opportunities.

### HOW TO SUPPORT THEM

Telling girls to be active is not going to change behaviour – they already know

exercise is good for them – they need to be inspired with innovative offers to get active with friends and family.

There needs to be a wider range of positive experiences, in and out of school, which are free from judgment, which focus on fun, enjoyment and building confidence in them and their abilities.

It is also important to identify and target girls with interventions before they reach their teens and around the key dropout times of starting and leaving secondary school. Key influencers, including their dads, should be leveraged from an early age, to encourage and support them.

Some girls reported that sport and exercise became too rigid and less enjoyable, so the opportunities need

to grow with them and there should be opportunities to participate, even if they're not good enough to make a team.

There also needs to be more practical and emotional support to help them stay active during puberty and to reinforce body confidence, as well as sustain their interest through progression and new skills.

Women in Sport has developed eight principles to minimise barriers to participation, to take the pressure off performance and put the onus on playing. Make activity exciting by creating a sense of adventure. Reframe achievements to be about moments of pride, rather than winning, so each session gives an emotional reward. Redefine sport as more than school sport. Tap into existing behaviours in other spheres. Give the girls a voice and choice. Champion what's in it for them and create relatable and inspiring role models.

### THE 51 PER CENT

UK Active has worked in partnership with Sport England's This Girl Can to create

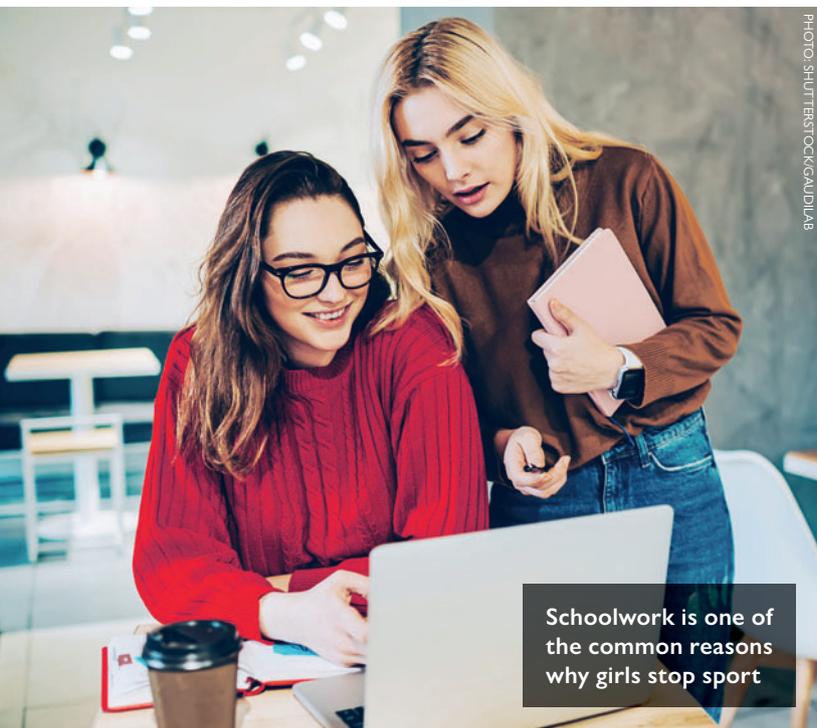


PHOTO: SHUTTERSTOCK/ADILAB

Schoolwork is one of the common reasons why girls stop sport

### WHAT WOULD MAKE GIRLS TAKE PART?

- 48%** would take part if their friends did
- 47%** would take part if it was more fun/exciting/adventurous
- 36%** if it was less serious/competitive
- 27%** if they saw more who look like them
- 23%** if they could fit it more easily into their lives
- 21%** if it was easier to find options nearby
- 19%** if there were more opportunities outside of school

## Puberty has a major impact on girls, with even the sporty ones needing more support. It can affect self-belief, capability and body image concerns



a guide to give health clubs, gyms and leisure centres in the UK insights into how to attract more women and girls and to encourage them to get physically active.

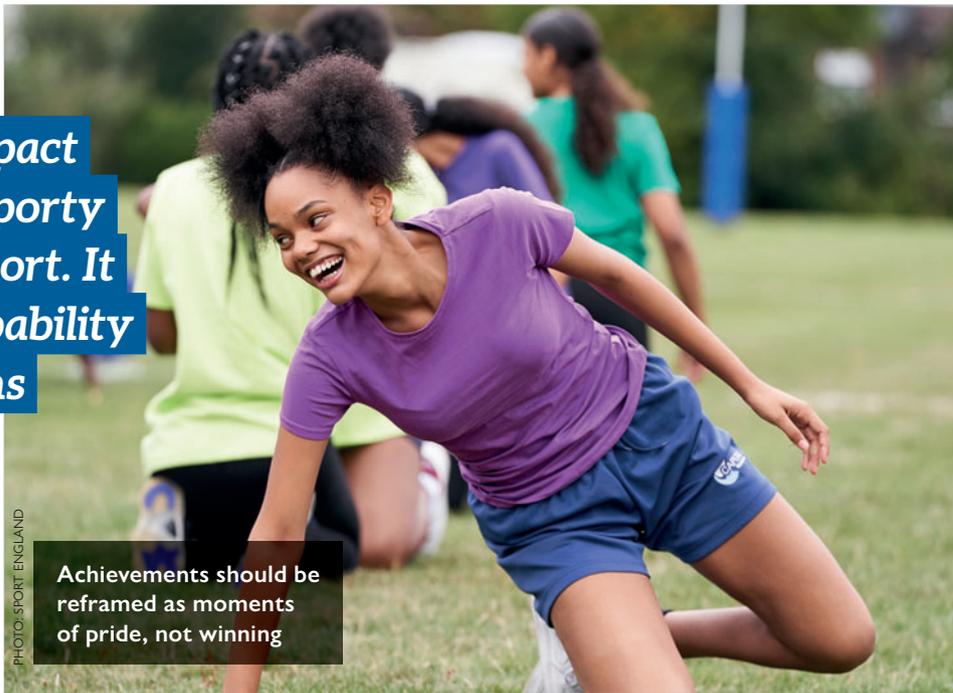
*How to improve your services for women and girls, as told by the 51%* has been designed to provide tangible solutions to bring down the barriers experienced by many females.

It highlights the importance of increasing awareness of the overall health benefits of being active for a female audience and offers advice on robust policies to tackle personal safety fears.

The guide includes case studies from both public and private operators outlining successful strategies to improve services for women and girls, including staff training, flexible programming and the introduction of specialist equipment.

### **COST AND SAFETY**

The guide also highlights the biggest concerns which prevent women and girls from visiting health clubs and leisure centres. These include fear of judgement, the cost, worries about personal safety, knowledge about using equipment and



**Achievements should be reframed as moments of pride, not winning**

images of women used in marketing materials which are unrelatable and make women feel negative about themselves.

Forty five per cent of women say a member of staff showing them how to perform exercises/activities and use equipment would encourage them to participate in more activity within fitness and leisure centres.

Cost is most often identified as a barrier to participation: 32 per cent of respondents who have attended a fitness and leisure centre in the past three years say it is too expensive.

Thirteen per cent of women say they worry about the risk or threat of sexual harassment, intimidation or embarrassment at health clubs.

Huw Edwards, CEO of UK Active, says there's a huge opportunity for the sector to engage many more females: "Reducing the barriers to female participation is a fundamental challenge for our sector, with

our research showing clear demand from more women and girls to be able to enjoy these facilities," he says. "We believe this practical guide will be a crucial tool to help improve services for women and girls."

Rebecca Passmore, MD of Pure Gym, says it's really important for women to feel safe, empowered and a sense of belonging at gyms: "Through the work done by UK Active and Sport England we now have a clearer picture of women's concerns about exercising at the gym, which is vital in our ability to start breaking down the barriers.

"At Pure Gym we are already working hard to address these challenges, but seeing as these are industry-wide issues, we need an industry-wide response to make a real difference.

"The launch of this guide will aid our collective efforts to make facilities more inclusive and welcoming environments, and to empower women to start their health and fitness journeys." ●

# ALL IN THE MIND

*Mental health was declining even before COVID, but the pandemic has left a tsunami of mental health issues in its wake.*

*While health care systems struggle to cope, the fitness industry could help...*

**A**ccording to the Office of National Statistics, around one in six (17 per cent) of adults aged 16 years and over in the UK experienced some form of depression in the summer of 2021. This is a 7 per cent leap from the year pre-COVID (July 2019 to March 2020), when 10 per cent of adults experienced some form of depression.

In the US, Johns Hopkins Medicine estimates that 26 per cent of adults suffer from some form of mental illness. The US Centers for Disease Control and Prevention reckons that percentage has doubled since the start of the pandemic.

The pandemic affected mental health in two ways. People rely on connectivity and coping skills to support their

Many studies prove how important moving is for good mental health

**Fig 1 Dual continuum model of mental wellness and mental illness**

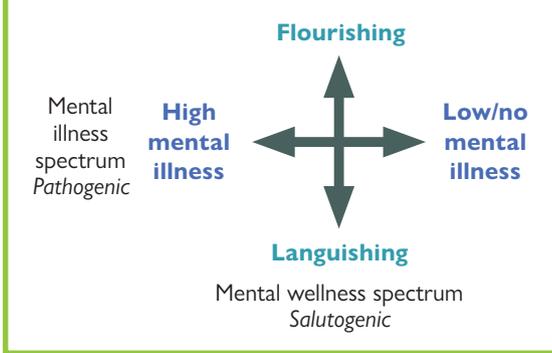


PHOTO: SHUTTERSTOCK/PIKSELSTOCK

**A mix of cardio and strength is optimum for mental health support**



**Routinely moving our bodies helps us to build mental and emotional wellbeing and is indisputably associated with mental health benefits**

mental wellness, but COVID imposed isolation, which sometimes led to loneliness and cut off access to many of the activities and amenities which people use to maintain their mental health.

According to the findings of the John W Brick Mental Health Foundation’s *Move Your Mental Health Report*, which analysed 1,000 scientific studies published over the last 30 years on the link between exercise and mental health, routinely moving our bodies helps us to build mental and emotional wellbeing and is indisputably associated with mental health benefits.

**A NEW APPROACH**

Traditionally, mental health has been thought of as a horizontal continuum, with little or no mental illness at one end, mild mental illness in the middle, and severe (high) levels of mental illness at the other. The main forms of treatment in this model are medication, psychoanalysis and institutionalisation.

However, in the new Dual Continuum Model, developed by the Global Wellness Institute, (as shown in Fig 1) there are two continuum. The first is the traditional

‘horizontal’ approach which treats mental health issues as being pathogenic in nature and deals with the ‘disease’ of mental illness. This approach is focused more on the physiology of the condition and involves conventional clinical care.

The second, vertical continuum is salutogenic in nature – an approach which focuses on health rather than the disease and involves more holistic approaches, such as self-care. This

model ranges from ‘languishing’ at the bottom to ‘flourishing’ at the top.

A person can struggle with mental health issues (languishing) due to external factors such as poor lifestyle choices, external stress and life events, even though they don’t have a clinical mental illness.

Conversely, a person can be flourishing even if they have a clinical mental illness. For example, if they have a good diet, exercise regularly and have manageable



*Those suffering from mild depression should be offered exercise, mindfulness, talking therapy or meditation before medication*



- ▶ stress in their life, they can be happy and productive, even while having a mental illness such as schizophrenia.

#### **LANGUISHING MEMBERS**

As exercise and physical activity are salutogenic – about wellness and self-care – the health club industry has an essential part to play in the vertical continuum.

Most health club members who are suffering from mental health issues will be languishing because of external factors and/or poor self-care, not because of clinically diagnosed mental health issues. These are the people who will benefit from exercise the most.

The *Move Your Mental Health Report* found research overwhelmingly supports the beneficial role of exercise and physical activity in addressing mental health issues, particularly depression and anxiety – the two conditions which have been most exacerbated by the pandemic.

In the UK, the National Institute for Health and Care Excellence (NICE)

We can expect to see more mental health gyms, such as Mind Labs

has echoed the need for exercise to be considered for mild mental health issues. In draft guidance released last year, the organisation recommended that a “menu of treatment options” – including physical activity – should be offered to all patients before medication is considered. Ideally, those suffering from mild depression should be offered exercise, mindfulness, talking therapy or meditation before medication.

Dr Paul Chrisp, director of the centre for guidelines at NICE, said: “People with depression deserve and expect the best treatment from the NHS which is why this guideline is urgently required.

“The COVID-19 pandemic has shown us the impact depression has had on the nation’s mental health. People with depression need these evidence-based guideline recommendations available to the NHS, without delay.”

### MINDFUL START-UP

Mind Labs is one start-up which has already stepped into this place, with a £7.99 per month app. This new mental health platform hopes to make looking after mental health “as normal as going to the gym” and empower everyone with the tools to take better care of their minds.

A mental wellness platform backed by neuroscience, Mind Labs uses live and on-demand content to help people manage stress, anxiety and low mood and to help improve their sleep patterns, by helping users to rewire their brains.

It utilises expert knowledge from mindfulness practitioners and experts who have skills ranging from breathwork, neuroscience and clinical psychology.

Co-founder and CEO of Mind Labs, Adnan Ebrahim, said: “For far too long, we’ve neglected taking care of our minds in the same way we take care of our physical selves. We’ve been ashamed to

Enforced isolation during COVID interrupted usual coping strategies

PHOTO: SHUTTERSTOCK/FIZIKES



“

***A person can struggle with mental health issues due to external factors, even though they don't have a clinical mental illness***

speak openly about this, mislabelling mental vulnerability as weakness and approaching practices such as mindfulness with caution, worried about its scientific vigour.

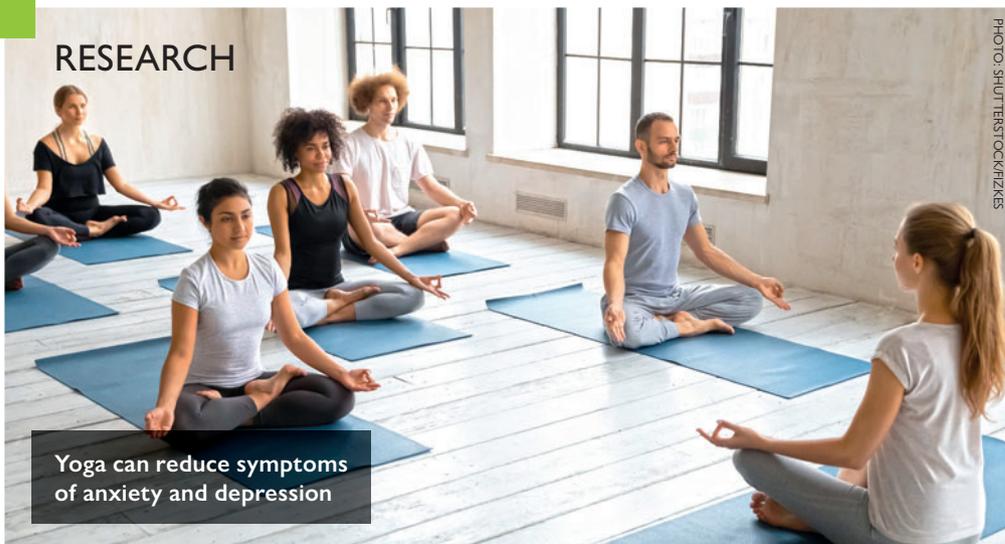
Ebrahim says Mind Labs is excited to be the new face of change: “Our team of neuroscience and mindfulness experts lead classes based on research, making techniques which previously felt out of reach, practicable and understandable. It’s time for us to reclaim mental wellness and bring tools such as meditation

and breathwork into the mainstream with a science-first approach.

Mind Labs’s head of mindfulness, Anne-Sophie Fluri, says: “Video content gives us the opportunity to truly connect with users, even when we’re not in the same physical environment.

“Mind Labs is a daily tool to strengthen neural pathways which lead to better concentration, improved presence and self-awareness and more positive thinking patterns.” ● ▶

## RESEARCH



Yoga can reduce symptoms of anxiety and depression

## IMPLEMENTING CHANGE

What are the implications of the *Move Your Mental Health Report* and how can you implement change to support your members and teams?

### EXPLAIN THE MODEL TO THE TEAM

- Hold a team meeting to educate your team on the growing mental health crisis and the role health clubs can play in mitigating it.
- Discuss the dual continuum model and the essential role exercise and movement plays in the salutogenic/wellness continuum. Emphasise the importance of positive stress in improving physical and mental wellbeing – understanding that positive stress is different for each individual. Too little stress is as undermining as too much stress.

### CONNECT WITH YOUR MEMBERS

- Promote individual and group personal training as a mental health benefit to members, not just as an effective way to get in shape.
- Offer a wide variety of shorter classes – 30 to 45 minutes – to encourage

more frequent visits and workouts.

Lack of time is usually given as the main reason for not exercising.

- Combine cardio with strength training by utilising interval training in shorter cardio workouts, combined with appropriate moderate to strenuous strength workouts. It's possible to get a very good workout in 12-15 minutes on a piece of cardio, employing proper interval training techniques based on heart rate. Circuit training is also an effective way to combine cardio and strength training in a short, efficient workout.

### PROMOTE RECOVERY DAYS

- A proper schedule of workout days and complete rest days is important, as the gains are made in recovery. Sometimes, it's important to do nothing.
- Be keenly aware of the role of rest and recovery in maintaining good mental

health. Encourage members and your team to include yin activities such as stretching, yoga, pilates and Tai Chi in their exercise routine, as well as yang activities such as cardio, strength training and swimming.

- No matter where people are on the mental health spectrum, they can move themselves toward greater mental wellness by creating an ecosystem of mental wellness that includes the interlocking 'building blocks' they need to build their mental and emotional resilience. Among many other factors, these include regular exercise, a social support network and a well balanced diet. The more building blocks are added, the more people find themselves moving toward greater mental resilience and emotional wellbeing. ●

A person is running on a grassy hill at sunset. The sky is filled with soft, golden light and scattered clouds. The person is in silhouette, running towards the right side of the frame. The foreground is a field of tall grass with some small yellow flowers.

“

*Vigorous exercise has been shown to be the equivalent of an entry-level dose of an antidepressant such as sertraline*

**Movement and nature are both powerful stress relievers**

## KEY TAKEAWAYS FROM JOHN W BRICK REPORT

- Exercise is strongly associated with general mental and emotional wellbeing, including reduced stress and improved mood and quality of life.
- Evidence strongly supports cardiovascular/ aerobic exercise for reducing depression.
- Yoga and other mindful exercises such as Tai Chi and Qigong show strong evidence for reducing symptoms of anxiety and depression.
- Frequency is more important than duration. Three to five 30-45 minute moderate to vigorous exercise sessions per week appear to deliver optimal results. The key words are 'moderate to vigorous', as this supports the concept of positive stress.
- Too much exercise can increase anxiety. People who exercise three to five times per week show better mental health than those who exercise less than three or those who exercise more than five.
- High intensity exercise is generally more effective than low intensity in improving state of mind and enhancing mental health.
- Vigorous exercise has been shown to be the equivalent of an entry-level dose of an antidepressant such as sertraline.
- Cardio is the best individual form of exercise for depression and anxiety, but a combination of cardio and strength is even more effective.
- Initially, individual instruction is most effective for improving mental health but over time group training can be just as beneficial due to the increased connectivity of being part of a group.
- Mindfulness-based activities such as yoga and Tai Chi deliver more mental health benefits than walking.
- Team sports, cycling, aerobic or gym-based exercise are the top three forms of exercise associated with more than 20 per cent fewer 'poor mental health' days per month.

A photograph showing a man sitting on a white table in a clinical setting. He is wearing a grey t-shirt and shorts. A physical therapist, a man with red hair wearing a light blue polo shirt, is standing behind him, holding an orange dumbbell with both hands and assisting the patient in lifting it. The background shows a window with blinds.

# EXERCISE is medicine

Research has shown exercise is able to shrink tumours and lead to an improved quality of life during treatment...

In a UK study funded by the Guy's and St Thomas' NHS Foundation Trust, the first evidence has been discovered which proves structured exercise intervention during pre-surgical chemotherapy enhances tumour regression. The study specifically examined the role of exercise prehabilitation in oesophageal cancer treatment.

Patients on the trial showed encouraging results, including a strengthening of the immune system; a partial reversal of chemo-related deconditioning and loss of muscle mass and function, leading to an improvement in quality of life during treatment.

The team behind the study, published in the *British Journal of Sports Medicine*, said it was an extremely encouraging moment to observe an improved response to chemotherapy treatment in cancer patients following an exercise intervention.

A new study from London hospitals shows exciting results

PHOTO: SHUTTERSTOCK/PRESMASTER



*This is the first time a relationship between exercise and chemotherapy response has been shown in a human trial and opens up the possibility of benefitting patients with other types of cancer and those in palliative as well as curative settings*



PHOTO: SHUTTERSTOCK/PA PRODU

The research boosts the fitness sector's case to work alongside the NHS

### POWER OF PREHAB

The team compared two groups of oesophageal cancer patients undergoing chemotherapy prior to surgery. Twenty-one patients were assigned to a structured prehabilitation exercise intervention for 16 weeks, while a second group of 19 patients followed standard care without structured exercise.

The exercise intervention programme was moderate intensity, in line with World Health Organization and UK Chief Medical Officer guidelines for physical activity. It included 150 minutes of moderate-intensity aerobic exercise (ie, walking) and two strength sessions per week.

Biochemical and body composition

analyses were performed at multiple times prior to starting, during and following chemotherapy, as well as prior to and following surgery, to measure radiological and pathological markers of disease regression.

The results showed the exercise group demonstrated higher rates of tumour regression and downstaging, as well as improved immune function, reduced inflammation and a reduction in chemotherapy-related reductions in muscle mass and physical deconditioning.

### PROTECT THE NHS

Prehabilitation is increasingly seen as a key part of supporting cancer patients

during treatment. Andrew Davies, consultant surgeon at Guy's and St Thomas, and lead author of the study, says the results are exciting: "This is the first time a relationship between exercise and chemotherapy response has been shown in a human trial. It opens up the possibility of benefitting patients with other types of cancer and those in palliative as well as curative settings."

As the health and fitness sector looks to move closer to the healthcare sector, prehabilitation is one service which could certainly be offered in gyms and leisure centres, such as GM Active's Prehab4Cancer programme – see NHS feature in this issue. ●



*Exercise increases the natural secretion of the body's own cannabis-type substances, which can have a positive impact on many health conditions*

# EXERCISE HIGH

A study has shown that exercise reduces inflammation and could potentially help treat conditions like arthritis, cancer and heart disease...

**A** team of researchers at the UK's University of Nottingham has found exercise increases the levels of cannabis-like substances produced by the human body, called endocannabinoids, which have numerous health benefits.

The study involved 78 people with arthritis; 38 of them carried out 15 minutes of muscle-strengthening exercises every day for six weeks and 40 did nothing.

Those who exercised experienced reduced pain and had more microbes

PHOTO: SHUTTERSTOCK/FLANINGO IMAGES

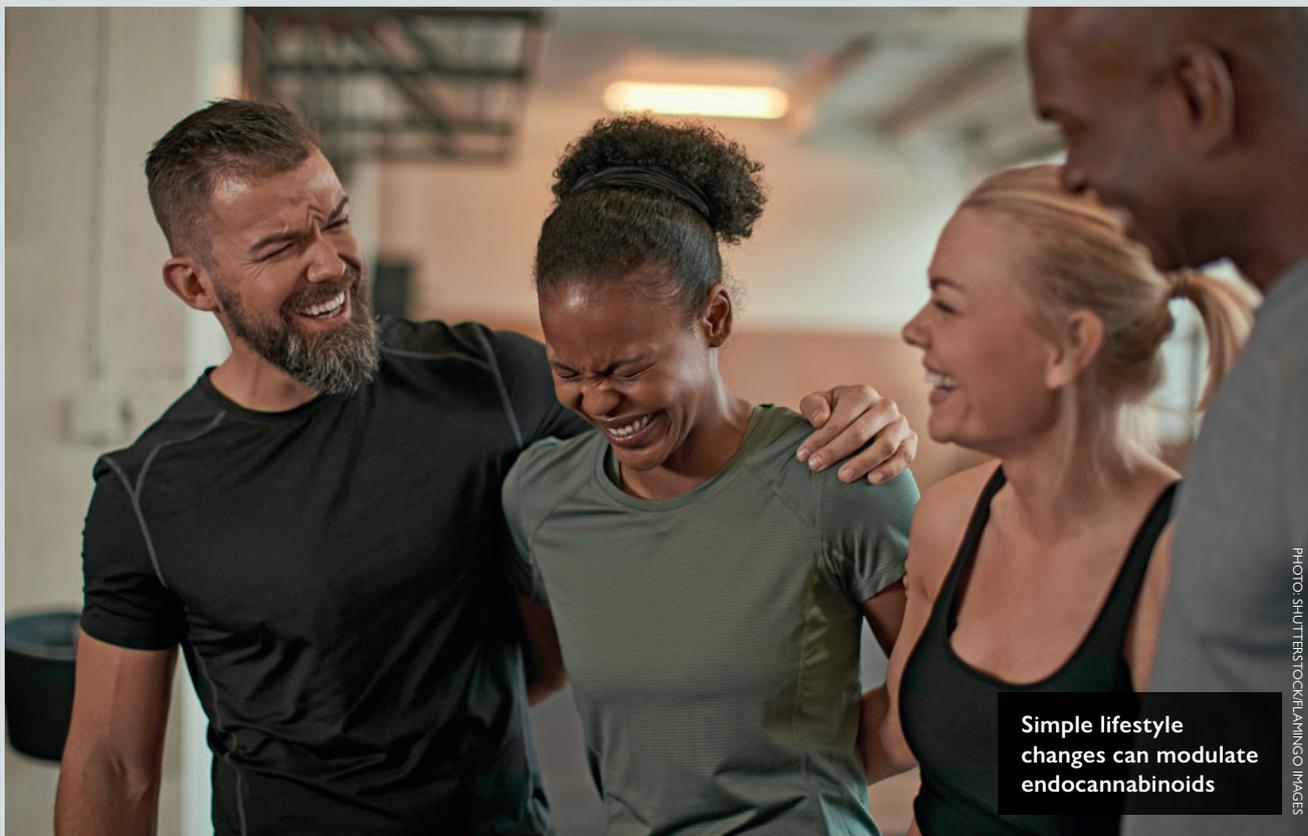


PHOTO: SHUTTERSTOCK/FLAMINGO IMAGES

Simple lifestyle changes can modulate endocannabinoids

in their guts which produce anti-inflammatory substances, reduce levels of cytokines in the body and increase levels of endocannabinoid.

The increase in endocannabinoids was strongly linked to changes in the gut microbes and anti-inflammatory substances produced by gut microbes called short chain fatty acids. The study found at least one-third of the anti-inflammatory effects created by changes in the gut microbiome were due to the increase in endocannabinoids.

### **Cannabis-type substances**

The findings were published in a report titled *The anti-inflammatory effect of bacterial short chain fatty acids is partially mediated by endocannabinoids*, which was published in the journal *Gut Microbes*.

Dr Amrita Vijay, a research fellow in the university's School of Medicine and first author of the paper, said: "Our study clearly shows that exercise increases the natural secretion of the body's own cannabis-type substances, which can have a positive impact on many health conditions.

"As interest in cannabidiol oil and other supplements increases, it is important to know that simple lifestyle interventions, such as exercise, can also modulate endocannabinoids."

While the secretion of endocannabinoids by the body is a natural metabolic process, the use of medical and recreational cannabis is known to suppress the natural secretion of endocannabinoids by removing the need for the body to produce it, making people more dependent. ●



**WHO'S WHO**

# HCM

HANDBOOK  
2022–2023

## WHO'S WHO

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UK operators.....p106

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# HCM

## HANDBOOK

### WHO'S WHO UK operators

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

#### 1Life

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

**Tel** +44 (0)1480 484 250  
**Email** [businessdevelopmentgroup@1Life.co.uk](mailto:businessdevelopmentgroup@1Life.co.uk)  
**Web** [www.1Life.co.uk](http://www.1Life.co.uk)  
**Twitter** @1LifeUK  
**Facebook** 1LifeUK

#### Company profile

1Life believe it's time to revisit the playbook when it comes to local authority provision. We want to partner with local authorities that want to challenge the status quo and push and innovate their provision.

#### Number of sites

23 sites.

#### Plans for 2022/3

We have successfully navigated through the pandemic and are in a stronger position than ever before. We have the right resources and formula to effectively market, motivate and encourage more people into local leisure facilities than ever before and impact their health and wellbeing.

#### MD: Mark Braithwaite



#### Professional background

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

Previously regional director, I 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?

It's all about having the right people on board. Without the right team you will never achieve your goals.

#### Fun fact...

I played whiff whaff against Boris Johnson. And won.

## 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

128 sites across the UK and Ireland.

### Plans for 2022/3

We are looking to increase our estate through contract wins and acquisitions. Now we are at pre-pandemic levels, we are focussed on further driving memberships.

### Managing director: Paul Ramsay



3D LEISURE

### Professional background

I started as a fitness instructor with 3d 25 years ago. I was operations director for 17 years before taking on my current role in 2019. We have a team of two operations directors and six regional managers who work together to drive performance within our clubs and support our clients.

### The best piece of advice you've ever been given?

Employ people who are better than you and look after them.

### Fun fact...

In my first job, I left a pool on backwash and 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 major chronic diseases.

### Number of sites

21 venues.

### Plans for 2022/3

The charity is on a very exciting pathway to increase the influence we have over activity rates in the UK, both in terms of adding more venues to our portfolio and our digital reach with our On Demand product.

### MD: Stuart Martin



ACTIVE NATION

### 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.

### The best piece of advice you've ever been given?

Simplify, simplify, simplify.

### Fun fact...

I do two hours of indoor cycling every morning at 5am. At Active Nation we practise what we preach!

## Anytime Fitness UK

Unit 14, Building 6, Croxley Business Park,  
Hatters Lane, Watford, WD18 8YF

**Tel** +44 (0)330 3322 361

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

185+ sites open across the UK and Ireland. More than 4,000 globally in 36 countries including the US, Canada, Japan, Australia, New Zealand and Mexico.

### Plans for 2022/3

We will surpass 200 clubs across the UK and Ireland and will further develop our omni-channel offering, as well as enhancing the training and support our franchisees receive by strengthening our Support Office team.

### CEO: Neil Randall



ANYTIME FITNESS

### Professional background

Over the last 20 years, I've worked across three main private health and fitness brands, spanning all roles at club level, but also many of the key functions at HQ including marketing, sales and operations.

### Best piece of advice?

Coach, engage and nurture your team, include them as much as possible in your strategy. Strong teams will do likewise for your customers and build a great business.

### Fun fact...

When I was a PT, a client was the voice of Yoda!

## The Bannatyne Group

Power House, Haughton Road, Darlington, DL1 1ST

**Tel** +44 (0)1325 356 677

**Email** [kimcrowther@bannatyne.co.uk](mailto:kimcrowther@bannatyne.co.uk)

**Web** [www.bannatyne.co.uk](http://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 at all levels of ability. The health clubs have Les Mills and internal group exercise classes, swimming pools, saunas, steamrooms and spas. The spas are partnered with Elemis.

### Number of sites

70 health clubs, 47 spas and four hotels.

### Plans for 2022/3

Focused on recovery with membership, together with hybridisation, improved CX strategy, automation of processes and better engagement with our audience across the estate.

### Executive chair: Duncan Bannatyne



BANNATYNE GROUP

### 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.

### Fun fact...

I practise yoga daily to aid my wellbeing.

## BH Live

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

**Tel** +44 (0)1202 055555  
**Email** enquiries@bhlive.org.uk  
**Web** www.bhlive.org.uk  
**Facebook** SocialEnterpriseBHLive  
**Twitter** @BHLIVE\_UK

### Company profile

A charitable social enterprise and leading operator of leisure and event venues in Dorset, Hampshire and London delivering engaging experiences to promote better community health and wellbeing. Specialists in physical activity, sport, arts, culture, entertainment, ticketing, hospitality, conferences, exhibits and events.

### Number of sites

16 sites, including leisure centres, sporting venues, theatres, high profile entertainment, conference and exhibition facilities, play, bounce and climbing attractions, cafés, bars.

### Plans for 2022/3

Digital investment to improve the customer journey. Health and wellbeing product and venue development.

### CEO: Chris Symons



ADAM LINK PHOTOGRAPHY

### Professional background

More than 30 years' experience in leisure – primarily growth and strategy in the local authority and charity sectors. An alumni of the London Business School, I hold an Executive MBA and am a trustee of Colombo Sports Centre Trust.

### Best piece of advice you've ever been given

Learn something new every day.

### Fun fact...

I climbed Kilimanjaro a few years ago and am looking for a bucket list challenge.

## 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 five sites.

### Plans for 2022/3

Continuing our successful recovery from the lockdowns and investing in new services, capital and equipment. Focusing on growing and developing our teams.

### CEO: Mark Crutchley



CIRCADIAN TRUST

### Professional background

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

### Best piece of advice you've ever been given

Don't let what you can't do stop you from doing what you can do.

### Fun fact...

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

## David Lloyd Leisure

The Hangar, Mosquito Way, Hatfield Business Park, Hatfield, Hertfordshire, AL10 9AX

**Tel** +44 (0)300 303 9531

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

### Company profile

Europe's largest health, fitness and wellness group, David Lloyd Leisure comprises David Lloyd Clubs, Harbour Clubs and David Lloyd Meridian (Germany). Owned by TDR Capital, David Lloyd Leisure has more than 710,000 members and 10,000 staff.

### Number of sites

100 sites in the UK and 26 internationally.

### Plans for 2021

Continued expansion across the UK and rest of Europe.

### Chair: Russell Barnes

#### Professional background

My career has always been with the leisure sector. I previously worked at Merlin Entertainments before moving to DLL in 2015 and taking over as chair this year. My focus has always been on creating value-driven people cultures which deliver strong results through empowered and talented teams. A clear strategy, which balances the ongoing improvement of the core product with customer insight, will drive continual customer satisfaction, allowing the business to manage its income streams proactively. Work should also be fun and exciting!



STEVE DUNLOP

## Edinburgh Leisure

Craiglockhart Leisure & Tennis Centre,  
177 Colinton Rd, Edinburgh EH14 1BZ

**Email** [askus@edinburghleisure.co.uk](mailto:askus@edinburghleisure.co.uk)

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

### Company profile

Established in 1998, Edinburgh Leisure is a charity dedicated to making a positive difference, we passionately believe in the positive impact physical activity and sport can have on health and wellbeing.

### Number of sites

30+ sites: 10 pools and six golf clubs, 14 gyms, one climbing centre, 141 sports pitches, 32 tennis courts. Manage community access to sports facilities in 22 of Edinburgh Council's high schools.

### Plans for 2022/3

Continue to transform lives and communities through physical activity and open the Meadowbank Sports Centre: the biggest investment in Edinburgh's sport estate in years.

### 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

Stay true to yourself.

#### Fun fact...

I started wild swimming in the Firth of Forth during lockdown and have kept it going through the winter months!



EDINBURGH LEISURE

## Empowered Brands

**Tel** 03330 151 865  
**Email** info@energjecentral.com  
**Web** www.energiefitness.com

### Company profile

Empowered Brands is a fitness franchise incubator which owns énergie Fitness franchise, one of the fastest growing fitness franchises in the UK and is the master franchiser for UK and Ireland for UBX, an Australian boxing boutique brand. For our brands, value and service rank highly alongside budget and affordability.

### Number of sites

101 clubs

### Plans for 2022/3

We plan to acquire more health and fitness brands and roll out UBX boxing boutiques across the UK and Ireland and expect a strong presence within a year.

### MD: Peter Croney



EMPOWERED BRANDS

### Professional background

I am an entrepreneur with a track record of building successful businesses in the corporate, retail and leisure sectors and have more than a decade of franchising expertise.

### Best piece of advice you've ever been given

Avoid distraction and keep focused on the one key objective which could maximise profit and ROI.

### Fun fact...

I have represented England in international football on seven occasions.

## Everybody Sport and Recreation

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

**Email** support@everybody.freshdesk.com  
**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 16 leisure facilities, including the brand new Everybody@Alderley Park facility, the Everybody Academy training provider and in-house catering and hospitality arm, Taste for Life.

### Number of sites

16 sites.

### Plans for 2022/3

We will continue to work alongside partners such as Cheshire East Council to deliver Town Investment Schemes and support the NHS and Cheshire East Public Health teams with targeted health and wellbeing initiatives.

### CEO: Thomas Barton



EVERYBODY SPORT & RECREATION

### Professional background

I was part of the senior management team to set up the Everybody Charity in 2014 and have been responsible for delivering on large town partnership investment projects including the development of Holmes Chapel Community Centre and Everybody@Alderley Park.

### Best piece of advice you've ever been given

Never mistake politeness for weakness.

### Fun fact...

I'm the world's biggest *Only Fools and Horses* fan, so much so that our wedding car was a yellow three-wheel van.

## Everyone Active

2 Watling Drive, Sketchley Meadows, Hinckley, LE10 3EY

**Tel** +44 (0)1455 890508

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

### 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.

### Number of sites

220+ leisure facilities managed in partnership with more than 60 local authorities.

### Plans for 2022/3

We will continue to work closely with our local authority partners and NGBs to support the physical and mental wellbeing of people in local communities, both in-centre and through our digital operations.

### MD: David Bibby



EVERYONE ACTIVE

### Professional background

I'm a chartered accountant and joined Everyone Active as finance director in 1992 and was promoted to MD in 2006. It has been highly rewarding to see the brand develop.

### Best piece of advice you've ever been given

See the bigger picture.

### Fun fact...

Other than football, skiing off-piste is my favourite sport.

## Fitness First

Whelco Place, Enfield Street Industrial Estate, Pemberton, Wigan, Greater Manchester, WN5 8DB

**Tel** +44 (0)30 056 4210

**Email** [info@fitnessfirst.co.uk](mailto:info@fitnessfirst.co.uk)

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

### Company profile

Launched in the 1990s, Fitness First has 45 clubs across the UK offering classes, equipment, PT and customised workouts.

### Number of sites

45 sites.

### Plans for 2022/3

Like last year, our focus will be on our members' experience, delivering outstanding fitness spaces and programmes both in clubs and digitally. We're looking for full recovery of our London city clubs following COVID.

### MD: Lee Matthews



FITNESS FIRST

### Professional background

I qualified as a PT more than 20 years ago and after some time with local and national gym chains, joined Fitness First and worked my way up the ranks.

### Best piece of advice you've ever been given

Truly listen. Too many people don't listen, they're just waiting for a turn to speak.

### Fun fact...

I qualified as a PT and came into the industry after falling short in my dream to become a professional footballer.

## Fusion Lifestyle

Minerva House, 5 Montague Close, London SE19BB

**Tel** +44 (0)20 7740 7500  
**Email** info@fusion-lifestyle.com  
**Web** www.fusion-lifestyle.com

### Company profile

Established in 2000, Fusion Lifestyle is a registered charity created to promote the benefits of healthy lifestyles and encourage participation in sport and physical activity. We work in partnership with local authorities and public sector organisations to deliver choice and value to customers.

### Number of sites

Around 60.

### Plans for 2022/3

This will be a period of consolidation after lockdown. We have a number of exciting redevelopment plans in the pipeline at centres across the country, ensuring we offer the best possible facilities for all of our customers.

### CEO: Anthony Cawley



FUSION LIFESTYLE

### Professional background

I joined Fusion in 2009 as head of facilities management and was made CEO in 2021. Previous to joining Fusion, I worked in various roles from property management to engineering.

### Best piece of advice you've ever been given

My parents gave the best advice: get a job. I haven't looked back since!

### Fun fact...

I once completed a 10k race but came last due to a delayed flight.

## 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

The UK's foremost charitable social enterprise operating leisure and cultural services in partnership with councils, third sector bodies and in wholly-owned mode. In 2020, GLL pivoted to a hybrid model, offering a Better@Home exercise and wellness programme via our rebooted Better UK App, plus inspiration through our Better podcasts.

### Number of sites

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

### Plans for 2022/3

Our priority is to widen our membership base to support the recovery of the wider community in the wake of COVID. Lee Valley legacy facilities such as the Velodrome and White Water Centre will join the GLL family.

### CEO/MD: Mark Sesnan



GLL

### 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.

### Best piece of advice you've ever been given

Never assume someone is taking care of it – they rarely are!

### Fun fact...

I ran my first marathon when I was 60.

## Halo Leisure

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

**Tel** +44 (0)845 241 0340

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

**Twitter** @haloleisure

### Company profile

Halo Leisure is a social enterprise with charitable status managing leisure centres in Herefordshire, Bridgend, Wiltshire and Shropshire. A wholly-owned trading subsidiary oversees consultancy work. It's one of only five social enterprises in the West Midlands to be awarded Flagship status.

### Number of sites

22 leisure centres.

### Plans for 2022/3

Build back and harness the opportunities the challenging environment has thrown up, explore growth opportunities while remaining focused on social enterprise principles.

### CEO and director of operations: Scott Rolfe



HALO LEISURE

### 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.

### Fun fact...

In addition to managing leisure facilities, Halo is also a sector leading supplier of asset management software.

## Impulse Leisure

Head office – Blackshots Leisure Centre,  
Blackshots Lane, Grays, Essex, RM16 2JU

**Tel** +44 (0)7786 733328

**Email** [khayes@impulseleisure.co.uk](mailto:khayes@impulseleisure.co.uk)

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

### 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 four leisure facilities, an entertainment venue and an 18 hole golf course and pitches in Essex.

### Plans for 2022/3

Provide outstanding service while growing our business.

### Managing director: Karl Hayes



IMPULSE LEISURE

### Professional background

I have 34 years' experience in the leisure sector, starting as a lifeguard then broadening my career experience across entertainment, catering and marketing, delivering at every level before becoming the MD of Impulse Leisure.

### Best piece of advice you've ever been given

Don't take it personally, it's just business.

## JD Gyms

Anjou Boulevard, Robin Park, Wigan WN5 0UJ

**Tel** +44 (0)1942 914914

**Web** www.jdgyms.co.uk

**Facebook** JDGyms

**Twitter** @jdgyms

### Company profile

The JD Gyms Group, comprising JD Gyms, Xercise4Less and GymNation now has 75 gyms in the UK, with a further 10 to follow this year. We also have seven gyms in UAE to grow to 12 this year. Our offering combines premium equipment, high quality group exercise provision, impeccable standards and cutting edge interior design.

### Number of sites

82 group wide, plus more than 15 committed for 2022.

### Plans for 2022/3

Continue to grow the estate through further acquisitions and our organic pipeline.

### MD: Alun Peacock



JD GYMS

### Professional Background

My career in the industry has spanned over 20 years with JJB Health Clubs/DW Sports Fitness, progressing to national operations director. I founded my own gym chain, before being head-hunted in 2013 to form JD Gyms.

### Best piece of advice you've ever been given

There's never enough time to do everything, but always enough time to do the most important thing.

### Fun fact...

I'm a former professional Rugby Union player and represented England in the under 21s.

## Jubilee Hall Trust

30 The Piazza, Covent Garden, London WC2E 8BE

**Tel** +44 (0)20 7395 4094

**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 individuals within them. We've remained true to our original aim and have expanded our outreach programmes to activate the most disadvantaged groups.

### Number of sites

4 sites.

### Plans for 2022/3

To rebuild our cash reserves; re-engage our community through outreach and digital pathways including Live, On-demand, social media and Peloton and further build on our unique partnerships.

### CEO: Jonathan Giles



JUBILEE CLUBS

### Professional background

I started off as a basketball coach and lifeguard and then gym instructor in Cannons City. After 20 years in the not for profit sector, I'm now leading an excellent team as CEO of Jubilee Halls Trust.

### Best piece of advice you've ever been given

A journey of 1,000 miles begins with a single step.

### People might be surprised to know that...

I studied at college to be a vet.

## 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](http://www.lifestylefitness.co.uk)

**Facebook** [lifestylefitness.co.uk](https://www.facebook.com/lifestylefitness.co.uk)

### Company profile

With almost 40 years' experience, Lifestyle Fitness has become a leading operator of sports and fitness facilities, primarily in association with local partners, such as colleges, schools, academies and property developers. We offer a high quality fit-out, best in class member experience and flexible commercial revenue-sharing partnerships.

### Number of sites

30 across the UK.

### Plans for 2022/3

Implementing new sites and further developing our pipeline of opportunities.

### MD: James Lawrence



LIFESTYLE FITNESS

### Professional background

Over 10 years' experience in the health and fitness sector. I became MD for Lifestyle Fitness in 2019. Prior to this, I founded two start-up businesses within the leisure sector and gained a first in Economics & Banking.

### Best piece of advice you've ever been given

Customers will never love a company until the employees love it first.

### Fun fact...

I nearly moved to Spain to become a chef.

## Mosaic Spa & Health Clubs

Fitness Express, Park Farm, Hethersett, Norwich, NR9 3DL

**Tel** +44 (0)1603 812 727

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

### Company profile

Mosaic owns The Shrewsbury Club, Holmer Park and Riverhills Health Club & Day Spa. Our contract management division operates health clubs and day spas for hotels under our Imagine and Fitness Express brands, or the hotel's brand. We offer a licence service for BOOST CRM software.

### Number of sites

19 sites.

### Plans for 2022/3

Having enjoyed a strong bounce back from the pandemic, we will be looking to invest and develop our three freehold clubs to improve the range and quality of facilities. We are creating a community tennis centre at one of our clubs.

### MD: Dave Courteen



MOSAIC SPA & HEALTH CLUBS

### Professional background

I set up Mosaic with co-founder Steve Taylor straight from university and have been involved with various industry bodies and spoken at numerous conferences in the spa and health club sector. Currently chair of UK Active's Members Council and chair of the Marches Growth Hub.

### Best piece of advice you've ever been given

Measure twice and cut once.

### Fun fact...

I published a book in 2019 called *More to Gain Than Just the Game* and Judy Murray wrote the foreword.

## Nuffield Health

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

**Tel** +44 (0)20 8329 6200

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

### Company profile

The UK's largest healthcare charity, our experts have been working together to make the nation fitter, healthier, happier and stronger. With no shareholders, Nuffield Health invests all its income back into its vision to build a healthier nation through outstanding day-to-day services through its family of sites and through its flagship programmes to support communities by widening access.

#### Number of sites

37 hospitals, 114 fitness and wellbeing centres, 150+ workplace wellbeing sites, five medical centres and one diagnostic suite.

#### Plans for 2022/3

To rebuild a healthier nation.

### CEO: Steve Gray

#### Professional background

I have over 25 years' experience working primarily in the healthcare sector and spearheaded 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

Surround yourself with the best people and seek their commitment, not compliance.

#### Fun fact...

I used to play professional football in Spain.



NUFFIELD HEALTH

## Parkwood Leisure

3 De Salis Court, Hampton Lovett, Droitwich  
Spa, Worcestershire, WR9 0QE

**Tel** +44 (0)1905 388500

**Web** [www.leisurecentre.com](http://www.leisurecentre.com)  
[www.parkwoodleisure.co.uk](http://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 more than 25 years ago, Parkwood offers bespoke management experience in leisure centres, theatres, golf courses and visitor attraction facilities, including country parks.

#### Number of sites

More than 90 sites, including 60+ gyms.

#### Plans for 2022/3

Drive recovery and future growth with our local authority partners to improve mental and physical wellbeing in the communities we serve.

### MD: Glen Hall

#### Professional background

I have dedicated my entire working career to leisure management and for the last 25 years helping grow Parkwood Leisure from five sites, when I first joined, to more than 90. 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

Ensure attention to detail and never be afraid to make difficult decisions.

#### Fun fact...

My wife swam for England.



PARKWOOD LEISURE

## 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. We're a leading leisure and wellness partner, passionate about all things fitness, sport, health and wellbeing related. We work in partnership to re-imagine community leisure provision and drive social value.

### Number of sites

More than 100 leisure centres and gyms.

### Plans for 2022/3

With a long way to go to reach pre-COVID participation levels, we now face challenges with inflation and the energy crisis, but we are well placed to invest in the right opportunities and are well structured to emerge stronger.

### CEO: Paul McPartlan



PLACES LEISURE

### Professional background

I joined Places Leisure in August 2020. A graduate of Oxford Brookes University, much of my early career was in leisure, hospitality and wellness. Most recently I was national operations director for Nuffield Health.

### Best piece of advice you've ever been given

Always lead with integrity and purpose, ensuring that you treat all who work with you with the utmost respect.

### Fun fact...

As a PT, I worked with Geri Halliwell and Bill Clinton.

## 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

### Company profile

Founded in 2009, Pure Gym pioneered the model for affordable, flexible, high-quality fitness clubs. Pure Gym is now the second largest gym and fitness operator in Europe, providing low-cost and high-quality fitness facilities for over 1.7 million members across 500 sites in the UK, Denmark and Switzerland.

### Number of sites

300+ (UK); 500+ (UK and Europe).

### Plans for 2022/3

Continued expansion: we have set ourselves the target of more than 1,000 clubs globally by 2030, with plans to expand in Europe, South East Asia, China and India.

### CEO: Humphrey Cobbold



PUREGYM

### Professional background

Previously CEO of online cycle and triathlon goods retailer Wiggle. Grew Wiggle's international business in Europe, 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

Beware! Success breeds complacency and complacency is nearly always a prelude to failure... Only the paranoid survive!

## Serco

Lancer House, 38 Scudamore Road, Leicester, Leicestershire, LE3 1UB

**Tel** +44 (0)116 240 7500  
**Email** leisureenquiries@serco.com  
**Web** www.serco.com/uk/sector-expertise/citizens-services/leisure-services

### Company profile

Serco provides leisure services on behalf of community leisure trusts, local authorities and elite national sports centres for Sport England, including Bisham Abbey, Lilleshall and the National Water Sports Centre.

### Number of sites

48 sites.

### Plans for 2022/3

Improve our customer proposition while offering a consistent level of excellence at all our sites. Further develop the suite of employee engagement initiatives we introduced in 2021 to make our workforce feel more listened to and valued than ever before.

### MD: Simon Lane



SERCO

### Professional background

I have worked in the sport and leisure sector for more than 25 years, including senior roles at Merlin Entertainment and Crown Golf, before joining Serco Leisure in May 2021.

### Best piece of advice you've ever been given

Listen to the people on the frontline of your business and find ways to get unfiltered feedback from them on what affects their ability to deliver a quality customer experience, use it to make impactful, strategic decisions.

### People might be surprised to know that...

I have a black belt in two different martial arts.

## 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 provides a diverse range of services to business and public sector clients. Our solutions include food and catering, facilities management, property and technical services and benefits and rewards. These improve the quality of life for those we serve. Within our divisions, we provide health and wellbeing solutions, from the gym to virtual solutions alongside health and wellbeing services.

### Number of sites

40 clubs in the UK and Ireland.

### Plans for 2022/3

Improve the health and wellbeing of all those we serve by providing innovative solutions and improving quality of life.

### Head of Health & Wellbeing UK&I: Alan West



SODEXO (HEALTHWORKS)

### Professional background

Started out as a fitness instructor for Savoy Group, leaving in 1997 as operations manager. Helped launch and operate two award-winning destination spas for private hotel chains before joining Sodexo in 2002 as an account manager.

### Best piece of advice you've ever been given

Surround yourself with dynamic inspirational individuals and make sure you listen to their ideas.

### People might be surprised to know that...

I have not eaten meat since I was 18 years old.

## Tees Active

Redheugh House, Thornaby Place,  
Thornaby, Stockton on Tees, TS17 6SG

**Tel** +44 (0)1642 527 322  
**Email** leon.jones@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 2022/3

Support COVID recovery by developing new opportunities to increase participation and improve the health and wellbeing of local communities.

### CEO/MD: Leon Jones



TEES ACTIVE

### 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

Hard work beats talent when talent doesn't work, so apply yourself 100 per cent to everything you do.

### Fun fact...

My first graduate job was a stone picker.

## The Gym Group

5th Floor, One Croydon, 12-16 Addiscombe Road,  
Croydon, CR0 OXT6

**Tel** +44 (0)20 3319 4823  
**Web** www.thegymgroup.com  
**Facebook** thegymgroup  
**Twitter** @thegymgroup

### Company profile

Founded in 2007, The Gym Group is the pioneer of 24-hour, high quality, low cost gyms in the UK. As a fast growing technology-led business, the company drives cost efficiencies across the business providing great value to members and strong financial returns to shareholders. The company opened 19 new gyms in 2021.

### Number of sites

203 gyms.

### Plans for 2022/3

We have a strong pipeline of new sites and will be accelerating the growth of our gym network to give more people the opportunity to be active.

### CEO: Richard Darwin



THE GYM GROUP

### Professional background

I joined as CFO in 2015 and was promoted to CEO in 2018. I have extensive experience in leisure and FMCG companies and was previously CFO of Essenden plc and Paramount Restaurants. After qualifying as a chartered accountant, I worked with The Rank Group, Hard Rock Cafe International and Diageo.

### Best piece of advice you've ever been given

Be true to yourself.

### Fun fact...

I have no idea if I'm related to Charles Darwin!

## Third Space

16–19 Canada Square, Canary Wharf, London, E14 5ER

**Tel** +44 (0)20 7970 0900

**Web** [www.thirdspace.london](http://www.thirdspace.london)

### Company profile

First opened in 2001 in Soho, Third Space is a ground-breaking group of unique spaces dedicated to training for life, seeing true health as diverse, individual and long term. We combine world-class facilities and expertise with a bespoke approach, catering for every health and fitness need – training, medical, recovery and nutrition.

### Number of sites

Seven.

### Plans for 2022/3

Time to turn off the pause button and take advantage of the roaring 20s. We will be working on the launch of our eighth and ninth sites.

### CEO: Colin Waggett



THIRD SPACE

### Professional background

I have more than 20 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.

### Fun fact...

No surprises. You get what you see.

## West Lothian

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

**Tel** +44 (0)1506 237870

**Email** [tdent@westlothian.com](mailto:tdent@westlothian.com)

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

### Company profile

A not for profit, community sport and leisure trust with a vision for everyone in West Lothian to live a healthier, happier and longer life. We manage leisure centres, pitches, community access in schools, golf courses, outdoor activities and a theatre. We also manage a health and wellbeing referral programme and other NHS funded health intervention programmes.

### Number of sites

19 sites.

### Plans for 2022/3

Business recovery to pre-pandemic levels and scaling up our NHS-funded health and wellbeing programmes.

### CEO: Tim Dent



WEST LOTHIAN

### Professional background

I have more than 30 years' experience in the industry, encompassing operations, strategic and project management. Previously founded and managed a sport and leisure consultancy and held senior roles with EventScotland, Bannatyne Fitness and Midlothian Council.

### Best piece of advice you've ever been given

Treat others how you would like to be treated.

### Fun fact...

Having bragged about my chess prowess, I was recently beaten in 10 moves by a blindfolded member of my team!

## Your Leisure Kent Ltd

Discovery Park, Innovation House, Innovation Way, Sandwich, Kent, CT13 9ND

**Tel** +44 (0)3333 660 661  
**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

7 sites.

### Plans for 2022/3

To continue to rebuild the customer base, to explore collaboration opportunities, to invest in energy saving initiatives and to address recruitment and retention challenges.

### MD: Kevin Fordham

#### Professional background

I have more than 30 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.

#### Fun fact...

I support two Premier League football teams.



YOUR LEISURE KENT LTD

## Your Trust

Floor 3, Number One Riverside, Smith Street

Rochdale, OL16 1XU

**Tel** +44 (0)1706 926 232  
**Web** www.link4life.org  
**Facebook** yourLink4Life

### Company profile

A charity in the heart of the Rochdale Borough community, our vision is to support communities to be active, creative and healthy. We deliver high quality, enjoyable, affordable and accessible culture and leisure.

### Number of sites

9 sites.

### Plans for 2022/23

Launch of our new strategy linked to a new 10 year contract extension with Rochdale Council.

### 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 have held posts with Fitness First, Next Generation and Horsham District Council.

#### Best piece of advice you've ever been given

Don't sweat the small stuff.

#### Fun fact...

I was a drummer in a punk band which won the 1982 televised Battle of the Bands.



YOUR TRUST



# FITFEST

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# HCM

## HANDBOOK

### 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

#### 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 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 2022/3

To keep building membership at our 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 the 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.

#### Fun fact...

I have a physics degree and was a DJ for some time.



ATHLETIC FITNESS

## Basic-Fit

Wegalaan 60, 2131 JC Hoofddorp, the Netherlands

**Tel** +31 23 8901750

**Web** [www.basic-fit.com](http://www.basic-fit.com) / [www.corporate.basic-fit.com](http://www.corporate.basic-fit.com)

### Company profile

With more than two million members and in excess of 6,000 employees, Basic-Fit is the European market leader in the 'value-for-money' fitness market and is active in some of Europe's most attractive markets: the Netherlands, Belgium, Luxembourg, France and Spain. We operate a straightforward membership model and uncomplicated and effective fitness experiences which are accessible anywhere at our Basic-Fit clubs or through our app.

### Number of sites

More than 1,000 clubs and 2.2 million members.

### Plans for 2022/3

Continue our mission to make fitness accessible to all.

### CEO: Rene Moos



BASIC-FIT

### 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 expanded the Basic-Fit club portfolio from 32 clubs to 750 by 2019.

### 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.

## EVO (operated by Fitness Group Nordic AS)

Karenslyst Alle 2, 0278 Oslo, Norway

**Email** [morten.hellevang@fitnessgroup.no](mailto:morten.hellevang@fitnessgroup.no)

**Web** [www.evo.no](http://www.evo.no)

### Company profile

EVO Fitness operates 400-800sq 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

More than 50 clubs in Norway, in addition to clubs in Switzerland, Germany, Austria and Finland.

### Plans for 2022/3

Our ambition is to open 10 clubs in Norway in 2022.

### CEO: Morten Hellevang



EVO

### Professional background

CEO of Fitness Group Nordic since December 2013, I 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 is not final, failure is not fatal, it is the courage to continue which counts.

## RSG Group

Saarbrücker Strasse 38, 10405 Berlin, Germany

**Phone** +49 30 2100 350

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

### Company profile

Founded in 1997 by Rainer Schaller, RSG Group is still owner operated. It has 41,000 employees, including franchisees, and 6.4 million customers. With an emphasis on health and sustainability, RSG Group's portfolio comprises 20 innovative brands, including Gold's Gym, McFit and the John Reed family of clubs, the world's first concept fitness club, Heimat and creative and lifestyle brands, such as Pearl Model Management and Ron Miller. Additionally, RSG Group has investments with dynamic partners in the fitness industry including gym80, Hero Workout and Marcell Von Berlin.

### Number of sites

Around 1.000 sites in 48 countries.

### CEO: Rainer Schaller

#### Professional background

Rainer Schaller is the founder, owner and CEO of the RSG Group, who has turned one open to all gym into a massive global business. He began his career as a retail salesman and took on a franchise from Edeka before opening his first gym in Würzburg, Germany in 1997. In contrast to wellness trends which dominated at the time he pioneered the discount principle with great success. A true entrepreneur he has continually evolved the business through innovation and acquisition, and pushed boundaries to consistently amplify the customer experience.



RSG GROUP

## Mrs.Sporty

Helmholtzstr. 2-9, 10587 Berlin, Germany

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

### Company profile

Mrs.Sporty is a franchise operating smaller community located health and fitness clubs for women of all ages and fitness levels. This unique and women-centered solution for health, fitness, nutrition and regeneration has revolutionised fitness and nutritional coaching. Its club business is assisted by technologies such as Pixformance.

### Number of sites

330 clubs in 5 countries.

### Plans for 2022/3

Opening new franchise-owned and operated clubs. Combining hyper-personalised workouts with group training at our clubs. Further development of our hybrid model with online training and live classes.

### CEO: Niclas Bönström

#### Professional background

Niclas worked at Coca-Cola Sweden, SATS Europe and 24 Hour Fitness, before becoming the CEO & co-founder of Mrs.Sporty. In Germany and Austria, Mrs.Sporty is the market leader in its segment. The company strives towards extending that market leadership in Germany and Austria while extending its presence to become the market leader in all markets where it is present.



MRS.SPORTY

### Best piece of advice you've ever been given

Good things don't grow by themselves.

## Vivafit & Personal20

Rua Elias Garcia 324 Loja D, E&F, 2720-335 Amadora, Portugal

**Tel** +35 1 210 970 651

**Web** www.vivafit.eu, personal20.com, p20method.com

**Facebook** VivafitInternational / Personal20

**Linkedin** Vivafit / Personal20

**Twitter** Vivafit / Personal20

**Instagram** Vivafit

### Company profile

Co-founders Pedro and Constance Ruiz operate and run two fitness franchise concepts: Vivafit and Personal20. Vivafit is a women-only boutique fitness concept with its own exclusive programmes: SBarre and HIIT. Personal20 is an Electro Fitness studio concept operating within fitness facilities and as standalone studios focused on EMS.

### Number of sites

25 Vivafit and 14 Personal20.

### Plans for 2022/3

To further develop our digital platform in collaboration with My Gym, which facilitates live PT and group fitness, as well as on demand classes, SBarre, Burn it and Yoga Fusion.

**CEO: Pedro Ruiz**  
**President: Constance Ruiz**



VIVAFIT & PERSONAL20

### 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.

## TRIB3 International

Unit 3A North Pavilion, Symphony Park, Manchester, M1 7FS

**Email** franchise@trib3.co.uk

**Web** trib3.co.uk/franchise

### Company profile

TRIB3 is a unique boutique fitness concept bringing people together through next-level workout experiences. One 45-minute HIIT session with three elements: treadmills, resistance and intensity, underpinned by performance tracking technology with a custom shake bar and retail offering.

### Number of sites

10 international territories and 16 sites

### Plans for 2022/3

Attack the market at full throttle, with accelerated growth across the UK and with new openings planned in Spain, the Netherlands, mainland Europe and the US.

**CEO: Kevin Yates**



TRIB3 INTERNATIONAL

### Professional background

Since the mid-90s, I've worked across numerous major operators, including Fitness First, creating and growing disruptive concepts in the health and leisure sector. I created TRIB3 in 2016, after being on the founding board of 1Rebel. TRIB3's vision is to deliver a unique and next-level workout experience that brings people together.

### Best piece of advice you've ever been given

People always have a reason, you have to find the why.

### Fun fact...

I read at least a book a week and have crazy adventures.

# FRANCHISES

# HCM

HANDBOOK  
2022–2023

## FRANCHISE SECTOR

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Former England football captain, David Beckham, has invested in F45

# ROLLING OUT

Indoors, outdoors and online there is a lot going on in the franchise sector. Kath Hudson rounds up the latest deals and trends...

PHOTO: ANYTIME FITNESS

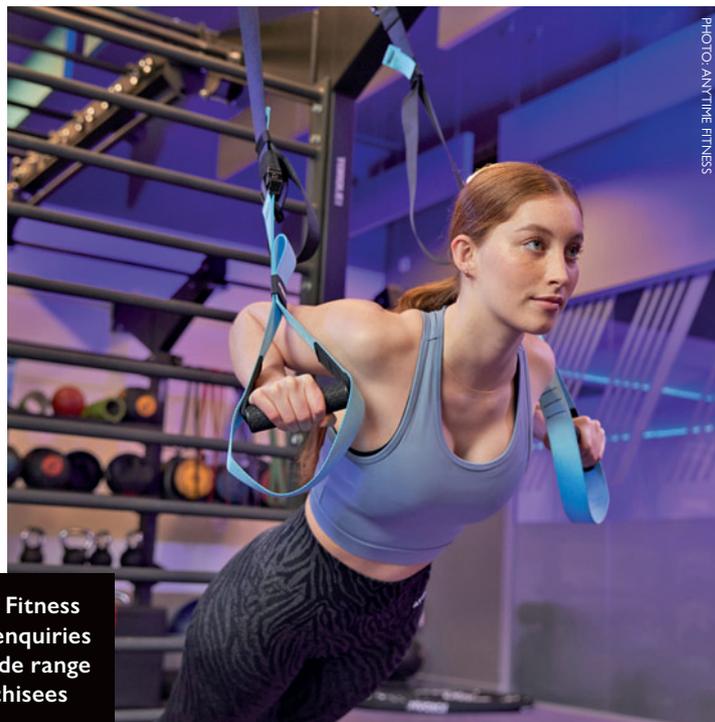


PHOTO: ANYTIME FITNESS

**Anytime Fitness  
is seeing enquiries  
from a wide range  
of franchisees**

**O**ne of the many impacts of COVID has been a change in circumstances and a reassessment of priorities which has led to a great many people exploring their entrepreneurial streak.

Franchising offers the perfect opportunity to buy a good-to-go business and health club franchises offer an appealing work-life balance.

Neil Randall, CEO of Anytime Fitness, says this has resulted in the company seeing enquiries from a wide range of potential franchisees. Even former England football captain David Beckham is getting in on the action with his investment in Australia-born brand, F45 last year and more recently his partnership in a new 3,500sq ft franchised studio in Kensington High Street, west London.

During the build back, the big franchise chains are getting busy. Anytime Fitness opened 16 new clubs during the nine-and-a-half months of 2021 trading and have a target of 25 clubs in 2022, to take the company past its 200-club

***We're excited to be part of a sector which can play a key role in reinvigorating high streets***

**Neil Randall, CEO, Anytime Fitness**



landmark in the UK and Ireland.

"We're excited to be part of a sector which can play a key role in reinvigorating high streets and retail and business parks," says Randall. "Business parks have welcomed employees back to offices and want to support their wellbeing. Having an on-site health club fits very much into that 21st century business community."

Anytime Fitness is also planning to provide wider health support for members beyond exercise. "Physical activity is just one part of leading a healthy lifestyle, we

want our members to be able to access expert guidance, coaching and content across nutrition, rest/sleep, mental wellbeing and their work-life balance," says Randall. "This will be brought to life by enhancing the education available to our club teams, as well as working with several experts in these fields."

#### **DYNAMIC GROWTH**

Millennial brand Trib3 is growing aggressively. Now with studios in UK, Spain, The Netherlands, Ireland and

## FITNESS FRANCHISES



Trib3 has signed a partnership with UGG for Benelux expansion

PHOTO: TRIB3

- Finland, the company has secured franchise deals for more than 60 sites and is making a play for the US market. It also plans to open 10 studios in Greece and Cyprus over the next five years, with the first flagship site set to launch in October 2022.

The brand launched its first London site earlier this year, which will be followed by further studios in Greater London, as well as around the UK in Nottingham, Liverpool, Southampton and Woking.

In June 2021, Trib3 signed a partnership with multi-brand fitness chain, Urban Gym Group (UGG), for a 20-site expansion in Benelux. UGG's co-CEO Jordy Kool said: "I saw straight away the commercial

opportunity yielded by the uniqueness of the Trib3 brand and business model. I am looking forward to this next phase of the partnership and having my team be really hands-on in driving the further international expansion of the concept."

Furthermore, Trib3 has become one of the first fitness operators to establish a presence in the metaverse, making its workouts available in The Sandbox, in a collaboration with OliveX.

Trib3 CEO Kevin Yates says: "People will be able to swap Trib3 Sweat Points they earn in the gym for Dose tokens which can then be spent in the metaverse. Also, when you go for a run,

for example, you'll be able to have your friend running with you as an avatar."

Andy Hall, at OliveX, says the brand lends itself to gamification: "From a customer's very first workout at Trib3, their photo goes on the wall, and they're able to train and work their way up the ranks. After 50 workouts a customer is a Warrior and after 1,000 – a Legend. This lends itself perfectly to the gamification and tokenism which is synonymous with the metaverse."

### STRONG INTEREST

Since the re-opening in April 2021, Énergie, owned by Empowered Brands,



## People will be able to swap points earned in the gym for tokens to be spent in the metaverse

**Kevin Yates, CEO, Trib3**

has opened 17 clubs in the UK and Ireland and one in Spain. Énergie Barcelona St Cugat is operated by industry veterans, Rod Hill and George Houtenbos, who signed a master franchise agreement with Empowered Brands in 2020, to develop 75 clubs in Spain over the next 10 years.

The Spanish clubs will have a slightly different model to the UK: a larger footprint, with three group exercise studios, as well as mindfulness classes in a specially designed space.

“When we signed the master franchise deal, our goal was to design a concept that would be attractive in a post-lockdown world in which members will look for more experiences,” says Hill. “Consumer expectations have changed and the pandemic has accelerated the need for traditional gyms and even low-cost gyms, to re-invent themselves for a different future.”

Empowered Brands also plans to acquire several new fitness and health brands by the end of 2023 and has kicked off its mission by becoming the master franchise for the UK and Ireland of Australian boxing brand, UBX.

John Jempson, managing director of ▶



Inspired by the trend for outdoor workouts, Rise launched in 2021

PHOTO: CLAIRE DOWNES



Empowered Brands will roll UBX out across UK and Ireland

PHOTO: EMPOWERED BRANDS

## FITNESS FRANCHISES

### *Australians will embrace the immersive customer experience at Rumble studios*

Matt Gordin, CEO, Boutique Fitness Studios



Australia is set to see some 100 Rumble boxing studios within five years



PHOTO: RUMBLEXPNENTIAL FITNESS

► UBX UK, said the objective is to open 250 clubs across the UK and Ireland: "The UBX product and experience has been tested over a five-year period in a range of environments and has consistently attracted successful franchisees and members."

Chair of Empowered Brands, Pietro Nicholls, says this furthers the company's ambition to have a powerful brand stable and be the curator of leading and emerging brands in Europe.

"We have hundreds of franchise enquiries every month from people who do not have the capital or appetite to build large fitness clubs and UBX, with its smaller venue requirements and lower cost of entry to the fitness market, is an ideal proven brand to take to a market we believe can only grow," he says.

Boutique boxing brand Rumble, which originated in New York, has signed a master franchise agreement in Australia, which could see at least 100 studios open in the country over the next five years. The deal is with Box X Operations, a subsidiary of Boutique Fitness Studios, which is the existing master franchise partner in Australia for Xponential Fitness.

Matt Gordin, CEO of Boutique Fitness Studios, said: "We're certain Australians will embrace the results-oriented workout and immersive customer experience at Rumble studios."





PHOTO: OUTFIT

Randy Hetrick's latest venture, Outfit, is taking Florida by storm

Xponential Fitness has grown rapidly in recent years, opening 240 sites during 2020. Its portfolio includes Club Pilates, Pure Barre, Cyclebar, Stretch Lab, Row House, Yoga Six, Rumble, AKT and Stride.

Not all expansion is on land: F45 Training has taken to the seas, after signing a partnership with OneSpaWorld to offer its 45-minute functional fitness classes on board cruise ships.

"We're committed to finding new and innovative ways to offer what we consider to be the world's best workout to new and existing F45 members around the world," says Adam Gilchrist, CEO of F45. "With this partnership, we are expanding the reach of F45's fitness offering as we begin

to market to the 30 million passengers who travel on cruise ships each year."

### OUTDOOR CONCEPTS

Exercising outdoor is another strong legacy of the pandemic and a couple of notable franchises emerged during this time. Rise Fitness Franchise launched in mid-2021 and combines outdoor circuits with wearable tech, expert coaching, weekly effort tracking and nutrition advice, blended with online support. Targeting the premium end of the market, the membership is subscription-based.

Currently three locations are operational and Rise will continue to scale into 2022, with three more ready

to get off the starting blocks in Acton, Chigwell and Rushden & Raunds.

In the US, Randy Hetrick – famous for inventing TRX – launched Outfit in April 2021. These mobile vans are kitted out with an array of functional kit which can be set up for a class of up to 40 people in 10 minutes.

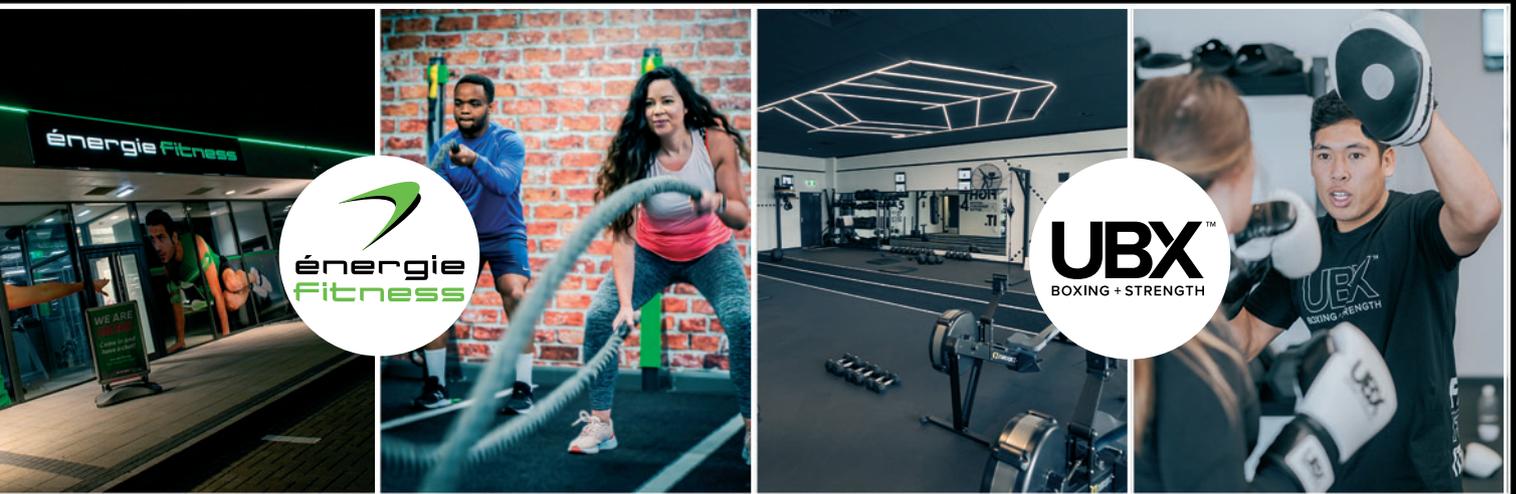
"During our first year, we have built up five corporately-owned and operated platforms in the Fort Lauderdale Metro, serving about 15 different locations," says Hetrick. "By the end of 2022 we expect to have achieved proof of concept and to have raised a Series-A round to begin scaling the business, with a view to selling franchises in Q1 of 2023." ●



# Empowered Brands

**We exist to provide franchisees with the best possible opportunity to succeed.**

Our established and emerging brands enable talented entrepreneurs with a desire to differentiate their service offer to build affordable fitness clubs or to enter the dynamic boutique fitness market in order to grow and prosper. If you have a developed innovative brand that can grow exponentially through franchising, or you simply wish to become our next franchisee with products that transform lives, we welcome a conversation.



**Get in touch**

@ [info@empoweredbrands.co.uk](mailto:info@empoweredbrands.co.uk)

 [www.empoweredbrands.co.uk](http://www.empoweredbrands.co.uk)

# Empowered Brands

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**Empowered**Brands



Rob Wolfe and Trevor Connell,  
The Franchise Team

## About us

Empowered Brands is a fitness franchise incubator that acquired the énergie Fitness Group in 2020. Experts in UK franchising, énergie was ranked number 3 in the Elite Franchise Top 100 UK Franchises for 2021 and has consistently featured in the top 10 UK rankings over the last 5 years. Winner of the British Franchise Association HSBC Award for Brand and Innovation and in the top 6 UK franchises for resilience through the pandemic, énergie provides Empowered Brands with the capacity and strength to leverage new brands across health, wellbeing and fitness. Empowered Brands recent acquisition of the Master Franchise for UBX in Ireland and UK provides the many hundreds of applicants for énergie Fitness club franchises with alternative opportunities to invest in fitness at a lower level of capital requirement. Further brand acquisitions which compliment the Empowered Brands product offer are in the pipeline.

## How much does it cost?

At the top level, a franchisee needs a minimum investment of £120,000 in a franchise fitness club. Empowered Brands can work with the franchisees to

leverage the remaining finances needed to open a full size énergie Fitness Club through bank and lease financing. Initial levels of investment in a UBX boutique, can be as low as £35,000 including franchise fee. New brands coming on stream in 2023 will provide potential franchisees with even greater choice.

## Which consumer group/ demographic is the franchise targeted at?

Empowering people to transform their lives is at the centre of the Empowered Brands mission. At both énergie and UBX, female members make up over 50% of the fitness community. Attracting people of all ages, abilities and fitness levels is a key ingredient of a strategy to appeal to consumers who see service and value as well as affordability as important. It is no surprise, therefore, to find that énergie attracts a wide range of members from people taking their first steps into fitness as well as 'savvy' exercisers.

## What sort of franchisees are you looking for?

We increasingly appeal to entrepreneurs with an ambition and passion to own

multiple sites in large territories across UK, Ireland and, more recently, Spain. Franchisees with experience of retail franchising are increasingly seeing fitness and health as an ethical investment that can make an attractive financial return. Individual franchisees seeking to change their lifestyle and with a passion for fitness also make up a significant proportion of our franchisee community.

## Plans for the next 12 months

The company plans to acquire several new fitness and health brands by the end of 2023. Building a strong recovery from the pandemic across the existing club network remains an important objective. The roll-out of UBX boutiques across UK and Ireland is well underway and, given that UBX are targeting to open at the rate of one per week, we have good reason to anticipate strong growth across towns and cities during the course of the year. With a 3-tier membership across our fitness clubs, we expect value and service to distinguish us from the 'budget only' providers.

## Key personnel

■ Rob Wolfe & Trevor Connell,  
The Franchise Team

**TRIB3**

BOUTIQUE  
WORKOUT  
EXPERIENCE

**READY TO LEAD  
THE WAY IN THE  
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SPAIN

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# TRIB3

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Facebook: <https://www.facebook.com/TRIB3UK/>

[www.trib3.co.uk/franchise](http://www.trib3.co.uk/franchise)



Kevin Yates, CEO  
and Founder

## About us

Established in 2016, TRIB3 is a unique boutique fitness concept bringing people together through next-level workout experiences. One 45-minute HIIT session with three elements: Treadmills, Resistance and Intensity (TRI) underpinned by performance tracking technology, a custom shake bar and retail.

## What's the main USP of your franchise?

TRIB3 was created to bring people together. All our stores have a lounge area and mixology bar where you'll find TRIB3Rs winding down or attending one of our legendary TRIBAL Gatherings. The most special part of the TRIB3 experience is our bespoke journey which celebrates TRIB3Rs individual achievements and milestones.

## What does the franchise package include?

Our franchise package is a true partnership spanning finance, planning and operations with over 150 hours of dedicated training, as well as full property search, negotiation and design. We offer a seamless digital infrastructure alongside extensive sales, marketing and brand support.

## How much does it cost?

You'll need a minimum investment of £130,000 to own your own TRIB3 and we work with several major banks who can provide financing options. The initial franchise fee is £35,000 which covers a multitude of services to get you started including property search. Once your store is open, the franchise fee is 7% including a 1% contribution for marketing.

## How many sites do you have?

TRIB3 currently has 16 stores open, growing to more than 30 by the end of 2022. There are more than 70 franchises sold worldwide across eleven different countries. Earlier this year, TRIB3 signed a deal which will see the first stores launch in Greece and Cyprus.

## What are your expansion plans?

European expansion is still central to growth but TRIB3 is also preparing to enter the US market in late 2022 / early 2023. Central to TRIB3's expansion and growth is the strengthening of the board with Rob Barker and Jordy Kool increasing their shares into the growing franchise business.

At the start of the year, TRIB3

announced a deal which saw it become one of the first fitness brands to launch into the metaverse, meaning users in The Sandbox will be able to earn NFTs through TRIB3's unique workouts.

## Which consumer group/demographic is the franchise targeted at?

Our community is really diverse. We index strongly with females aged 27 to 32, which informs our property search. Our TRIB3Rs are also informed and discerning, looking for a deep, authentic connection with the brand. We are proud to offer one of the most inclusive but results-driven workouts out there.

## What are the characteristics of the franchisee you're looking to work with?

Our current franchisees are amazing, entrepreneurial people with a passion to be part of a booming, exciting industry. We're proud to work with people who are looking to lead the change, be their own boss and have fun along the way.

## Key personnel

- Kevin Yates, CEO and Founder
- Jonathan Fisher, Chairman



# PRODUCTS & SERVICES

# HCM

HANDBOOK  
2022–2023

## PRODUCTS & SERVICES

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1Life works in partnership with a range of hotel and leisure brands and manage private health club facilities such as Wyboston Lakes in Bedfordshire and BP's health and wellbeing centre in Sunbury.

1Life can fuse the practical with the aspirational and the team are successful in creating an inclusive and supportive atmosphere that caters for all levels of health, fitness and wellbeing.

Outsourcing to 1Life offers a stress-free alternative to managing your health, leisure and wellbeing space and services. Our extensive and comprehensive facility management and staffing programmes, promise to deliver quality service which enhance the user experience, increasing your membership base and improving customer engagement and feedback.



We offer:

- Local Authority Management Company
- Private and Corporate Gym Services
- Golf facilities
- Theatre and Arts Venues

*Some of our current partners include*



For more information, please contact [enquiry@1life.co.uk](mailto:enquiry@1life.co.uk)



Uttlesford Leisure Ltd

milton keynes council

bp



# 1Life

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<https://www.1life.co.uk/>



Mark Braithwaite,  
Managing Director

## About us

1Life is an innovative lifestyle and management solutions company that engages with tens of thousands of people daily to enhance lives through health and wellbeing, physical activity, sport, learning and arts.

Partnering with some of the most forward-thinking local authorities, private and corporate partners and brands in the UK, 1Life manages venues nationwide with around 10 million customers per year.

Formerly Leisure Connection, 1Life rebranded in 2014 to reflect a commitment to engaging with communities and enhancing their mental and physical health through exercise. 1Life is now backed by Horsforth Holdings and is managed by a board of senior and experienced professionals from the leisure and health industry.

## Product range and services

1Life manages 20 venues up and down the country, consisting of leisure centres, swimming pools, golf courses, theatres and out local outreach services. 1Life is passionate about the health of the nation and giving people the tools to better themselves both physically and mentally.

A number of 1Life facilities have been recognised nationally as part of UKactive's 'Centre of the Year' award for 2022 and one of its theatres has recently attracted performances from comedy superstars Jimmy Carr and Nish Kumar.

1Life is constantly reviewing how it can offer the best services possible to encourage healthier lifestyles, whether that's by refurbishing and managing gyms at some of the biggest companies in the world or by getting two of Team GB's superstars on board as brand ambassadors.

## Future plans

There are several exciting projects in the pipeline to encourage people of all ages and abilities to invest in a healthier life.

## Aspiring Athletes

Working alongside Max Whitlock OBE and Tom Dean MBE 1Life have launched an initiative to give 50 'Aspiring Athletes' the opportunity to train at its unrivalled facilities for free and support their dreams of a career in elite sport.

The chosen athletes will also have a session with Max and Tom, where they will take part in a live demonstration, workshops and open discussion.

## Health Seekers

Not everyone has aspirations of elite sport and will most likely never join a gym. However a healthy lifestyle is important for everyone, which is why 1Life has partnered with GGFit to launch Health Seekers.

Currently running at a number of pilot sites, former members are invited back for a health check using state-of-the-art InBody kit followed by a consultation with specially trained coaches. The aim of the session is to identify simple areas where people can improve their overall health outside of a gym or leisure centre, whether it's by getting more steps in or drinking more water.

## Corporate Wellness

Away from changing the world of public access leisure provision, 1Life is working with BP and dunnhumby to refurbish and manage private gyms and in turn encourage healthier lifestyles among employees.

## Key personnel

- Mark Braithwaite, Managing Director
- Steve Bambury, Commercial Director
- Ian Hendrie, CFO
- Julian Nichols, Chairman

# Active IQ

As the leading awarding organisation for the physical activity sector we are driven to provide our approved centres and their learners with the highest quality qualifications, resources and services.

Active IQ is more than just an awarding organisation, our diverse portfolio includes: qualifications, educational resources, eLearning, eAssessment, Professional Recognition, Professional Career Development, the Skills Hub and End-point Assessment.

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# Active IQ

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[www.activeiq.co.uk](http://www.activeiq.co.uk)



Jenny Patrickson

## About us

The UK's leading Ofqual-recognised awarding organisation for the physical activity sector, Active IQ offers over 100 accredited qualifications in a variety of disciplines from Entry Level to Level 5. Within the apprenticeship sector, Active IQ offers over 21 End-point Assessments across the leisure, education, facilities management and community sectors. Our experienced assessors and knowledgeable apprenticeship team support apprentices, employers and training delivery teams to achieve the best outcomes.

## Product range and services

As well as offering qualifications across the physical activity sector, business & administration, customer service and functional skills, we offer a highly diverse portfolio of additional products and services including:

- Skills Hub – providing comprehensive support to approved centres, with access to interactive educational webinars, CPD and resources in a variety of subjects.
- Professional Career Development – to qualify as a tutor, assessor or internal verifier and gain understanding of external quality assurance.

- Professional Recognition – a 'kitemark' which encourages training centres to reach high standards
- End-point Assessment - we offer these services for over 21 apprenticeship standards with more in the pipeline. Active IQ also supports a range of learning development initiatives, awards and events from the ukactive Active Uprising conference, Evolve, Elevate, Fit Summit and Dubai Active. We are a founding partner of the #DoingOurBit platform, a free fitness and mental wellbeing platform to support NHS staff.

## Key customers

We work with over 500 approved centres in the UK and globally, including private training providers, employers, leisure service providers, universities, colleges, schools, nursery

settings, prisons, young offender institutes and international centres.

## Future plans

A range of refreshed qualifications will be launched, and we continue to grow our End-point Assessment portfolio. We will also be adding new digital content to our Skills Hub platform providing additional CPD and resources to our customers. We have recently launched the Active IQ Level 2 Fitness Assistant programme of study for international centres as we expand our overseas provision including manuals translated in Arabic.

## Key personnel

- Jenny Patrickson, Managing Director
- James McPherson, Commercial Director
- Gavin Baxter, Head of Business Development

"As an Awarding Organisation, Active IQ is incredibly supportive. Particularly during the pandemic as we have had to adapt in so many ways. It's been difficult at times, but they make everything achievable. Skills Hub really sets Active IQ apart by offering this unmatched resource to bring us up to speed on new qualifications and standards, industry knowledge and essential updates."

*James Luscombe, Managing Director, StudyActive*



allianceleisure

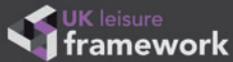


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allianceleisure



Sarah Watts & Paul Cluett

## About us

Alliance Leisure works with Local Authorities, Trusts and leisure operators to deliver transformational projects that create engaging active environments and support healthy, happy, and prosperous communities. Projects range from £100k to £20m+. In addition to development works, award-winning Alliance Leisure also supports leisure operators across the UK in the promotion of their facilities and services through its marketing and training brand TA6. TA6 is focused on creating sustainable revenue streams, investing in staff development and improving the health of local communities.

## Product range and services

Alliance Leisure are the go-to leisure developer for UK-based operators looking to expand, refurbish or build new leisure

facilities. Through comprehensive research and feasibility studies, Alliance Leisure creates active environments that directly address the needs of the community they service; replacing or transforming tired, under-utilised leisure facilities into thriving, energy efficient technology-driven activity hubs that engage all ages and abilities has become a kitemark of the leisure developer. Alliance Leisure is the appointed delivery partner for the UK Leisure Framework, owned and managed by Denbighshire Leisure. The UK Leisure Framework is the only Framework in the UK dedicated to leisure development and provides an end-to-end solution for public sector bodies looking to scope, procure, design and build sustainable leisure facilities, taking advantage of efficiencies and expertise at every level of the supply chain. Alliance Leisure is an environmentally responsible company.

## Key customers

Local Authorities, Leisure Trust, Universities and Colleges

## Future plans

Our company goal as we emerge from the pandemic is to stand side-by-side with partners and not just help the sector recover but truly thrive. We are constantly innovating and are currently exploring new activities, alongside best in class health, leisure and wellbeing solutions. We are committed to continuing to measure the social value created across our developments and use the National Themes Outcomes and Measures (TOMs) Framework.

## Key personnel

- Sarah Watts, CEO
- Paul Cluett, Managing Director
- James Foley, Commercial Director
- Tom Fairey, Development Director
- Paul Woodford, Director of Marketing & Partnerships
- John Leaver, Head of Marketing
- Julia Goddard, Senior Business Development Manager
- Jonny Curley, Senior Business Development Manager

Over the coming years, Denbighshire Leisure will continue to work with Alliance Leisure, breaking down investment barriers to ensure communities across the UK have access to the facilities they need to live more active, health and prosperous lives.”

*Jamie Groves, Managing Director at Denbighshire Leisure*



art of  
cryo



# Art of Cryo

A division of L&R Kältetechnik GmbH & Co.KG

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



Rainer Bolsinger



Andreas Blum

## About us

Art of Cryo is a division of a renowned family business with 30 years' experience in ultra-low temperature equipment, L&R Kältetechnik GmbH & Co KG. A 28-year old legacy of building the best quality solutions for whole-body cryotherapy is the foundation to offer our high performance cryo chambers – The Art of Cryo Vaultz®.

## Product range and services

We offer a wide range of treatment solutions for whole-body cryo.

- single Vaultz® are space-saving solutions. The V1 is the superior, innovative entry-level model. V1 lux is the professional, corner or rectangular version, with an automatic air dehumidification system and optional design stainless steel interior designed by Capristo®.
- vario Vaultz® offers -110°C in a spacious treatment room, with one or two anterooms. The control unit, designed in carbon by Antonio Capristo, houses a 22" display. CCTV, intercom and sound module in the treatment room as standard. Extra large windows give perfect visual contact with guests.
- unical Vaultz® are for the innovative, who like extravagance. They can



## Vaultz® - The High-Performance Cryo-Chambers

be used to deliver special one-off projects for selected customers, like solutions for super yachts.

Art of Cryo products are made to the highest quality standards and are only powered by electricity. They're also extremely efficient and eco-friendly, delivering accurate temperatures. Our technical knowledge has been honed over 30 years and our equipment is designed and manufactured by parent company, L&R Kältetechnik.

## USPs

All products are made in Germany. Refrigeration, control cabinet production and software programming under one roof. Through our partner,

an ideal treatment and marketing software is available, offering individual treatment times for each customer.

## Key customers

We worked for many worldwide top class sports clubs, hotels, clinics and cryo centers for 25 years under another brand. Most recent references of the new Art of Cryo Vaultz® are Cool-Zoone (D), Cryoduct (CH), BeSuperhuman (UK), Medical Sport Stadium (FR), Soho House Rome (IT), Core Spa (KSA), Alpenresort Schwarz (A), UCryo (UAE).

## Future plans

To develop the division Art of Cryo with the brand Vaultz® from quality leader to be the absolute leader in WBC solutions. To offer complete treatment solutions, including advanced diagnostics.

## Key personnel

- Rainer Bolsinger, CSO & CMO;
- Andreas Blum, Dir Sales Hotel & Spa APAC
- Jürgen Cyba, head of service;
- Marco Pantani, head of technical department;
- Robin Melenhorst, head of connectivity

# CORE

HEALTH & FITNESS

StairMaster®  
SCHWINN  
NAUTILUS  
STAR TRAC®  
THROWDOWN



## YOUR FITNESS SOLUTIONS PARTNER!

Whether you're looking to refresh your facility or open a brand new one, our team of industry experts take a consultative approach to understand your unique goals. This approach allows us to take you from concept to installation to industry leading support that keeps you in the know about your equipment, empowering you and your staff to focus on what's most important.

Core Health & Fitness is your complete solutions partner and we'll be here every step of the way.

REQUEST A CONSULTATION AT  
[COREHEALTHANDFITNESS.COM](https://corehealthandfitness.com)

# Core Health & Fitness

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

## CORE HEALTH & FITNESS



Peter Rigg

### About us

Founded in 2010, Core Health & Fitness is a vertically integrated company offering innovative solutions for all your facility needs, providing the highest quality equipment, backed by a support team which will always go the extra mile.

Our manufacturing facility in Xiamen, Fujian, China produces our high-end commercial fitness products. In addition to manufacturing our own products, Core Health & Fitness is the OEM provider for many top tier brands in the industry.

### Product range and services

At Core Health & Fitness we have 5 brands under our product portfolio:

- **StairMaster**<sup>®</sup> knows what it takes to make the toughest workouts, pioneering the stepmill and taking HIIT to the next level. We're a trend forward brand which will continue to lead the way in fitness training with innovative products and our unique style of encouragement that dares you to challenge yourself and push through the pain.
- With historic roots in outdoor cycling, **Schwinn's**<sup>®</sup> focus has always been on authenticity and quality. We brought the

feel of the road to indoor cycling with the same expertise and education which drives the industry forward. Schwinn is an informational and educational source for all things indoor cycling.

■ **Nautilus**<sup>®</sup> invented the entire modern strength training category 50 years ago, and we have been reinventing it ever since. We never innovate for the sake of fads, but to provide a fitness experience which naturally fits human movements.

■ **Star Trac**<sup>®</sup> is with you and your members for every step. We go beyond providing cardio products by developing innovative user-oriented solutions which help to mould lifelong health and fitness habits.

■ **Throwdown**<sup>®</sup> creates opportunities to push boundaries, enabling everyone to reach their peak performance by creating flexible and challenging exercise environments. Our diverse offerings make it easy for trainers and members to mix it up.

### Key customers

Everlast, Energie Fitness, Energie Fitness, Iberia Coach Gym Ltd, Life Leisure, TRIB3, UFC, Holmes Place, Fitness First, Crunch Fitness, Fitness 24 Seven, Fit20.

### Future plans

We have been working hard over the past two years to continue to bring new products to market from all of our brands.

Our new Schwinn Bikes are hitting the market - the configurable console on the Zone Bike gives the instructor a wide range of coaching options to design the class around FTP, Heart Rate, or Cadence for an experience that is never the same twice. Riders can enjoy the group experience together, configured according to their individual performance data and led by intensity level. Plus, it's the only indoor cycle bike in the industry to pair with Apple GymKit on Apple Watch!

Plus don't miss a first look at the brand new StairMaster 8Gx, an evolution of the original StairMaster 8G. Its new design, handrail comfort features, and ultra-quiet drive chain make this stepmill an absolute must-have.

### Key personnel

- **Peter Rigg**, Director of UK Sales
- **Steve Jones**, Director of Distributor Sales Europe

# learner.

## learn. empower. grow.

learner by Excelsior, is a health, wellness and fitness specific learning management system either preloaded with professional development content or customisable with your own brand and education.

learner also features several business management tools that enable easy payment, marketing, scheduling and sharing for an all in one solution that empowers business owners and users alike.

**For more information on how to up-skill your team and create a unique learner management system in just a few simple steps contact [chris@edt.education](mailto:chris@edt.education)**



# Excelsior Development Technology

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

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

<https://www.edt.education>



Chris Rock, Partner

## About us

We develop staff that enhance the culture, experience and reputation of your business which in turn drives adherence and a healthy bottom line.

## Product range and services

We develop staff that enhance the culture, experience and reputation of your business which in turn drives adherence and a healthy bottom line.

We do this in person or through our digital learning platform to amplify the knowledge and skills needed to create lasting behaviour change.

The Excelsior team delivers memorable and motivating learning and development experiences, and we bring everything we've got to each and every session we undertake.

We've a wealth of experience and expertise from the health and fitness industry to draw upon as well as our own personal energy and enthusiasm for doing what we do.

## USPs

Positive experiences that create competitive advantages

We utilise the latest insights from the science of learning and human behaviour to drive meaningful change in your business. We have years of experience presenting globally on a variety of topics that lead our industry forward in its thinking.

By extending our knowledge and interests in this way we are able to bring a level of perception to our work that would otherwise not exist.



This translates into a unique approach tailored to the exact needs of your business and the ability to unlock the competence and confidence required to give your staff the edge.

## Key customers

Origin Fitness; Life Fitness; Escape Fitness; Power Plate; David Lloyd Leisure; Total Fitness; Burnley Leisure; Simply Gym; Serco Leisure; G Fitness, Latvia; Fitness Group, Czech; Fitness Pro, Egypt.

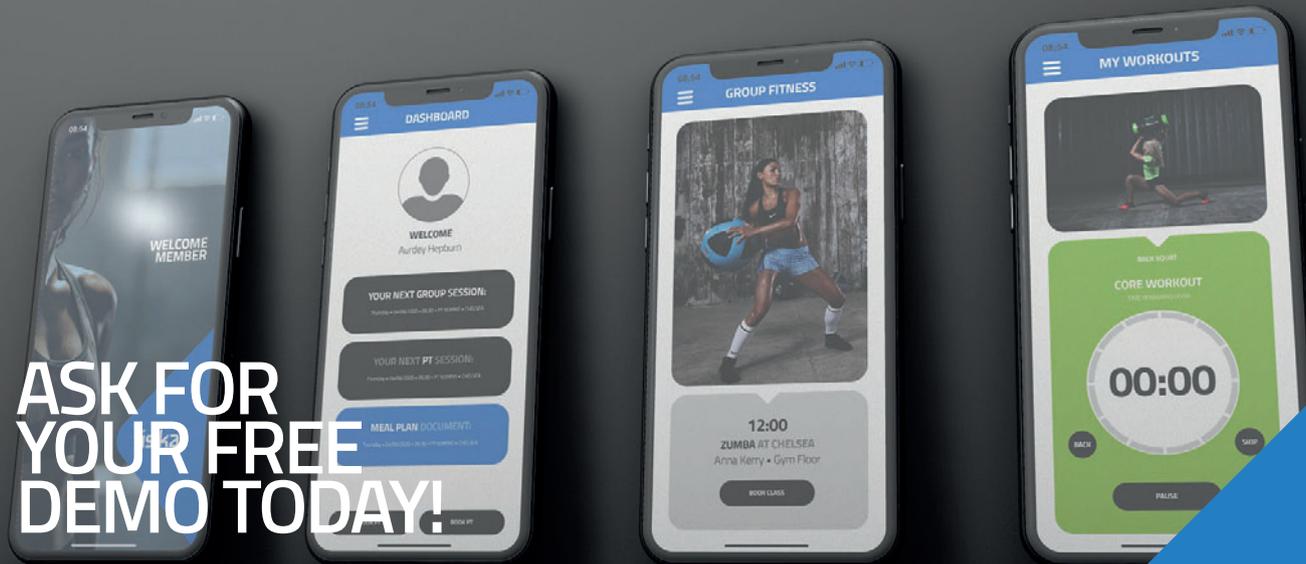
## Key personnel

- Chris Rock, Partner
- Keith Smith, Partner
- Andy Phillips, Development Manager

"It was wonderful to work with Andy, Chris and Keith when organising and delivering this two day workshop. The days significantly increased our team's knowledge and confidence in both completing the lifts themselves and teaching others. We now have a team that is more engaged in the strength and conditioning side of our business and look forward to learning more from the Excelsior team again in the future."

*Richard Rees, Team Rees Gym, UK*

# LET'S GET DIGITAL



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- ▶ LIVE-STREAMING & ON-DEMAND
- ▶ ASSESSMENTS & PROGRAMMING
- ▶ STAFF MANAGEMENT & EDUCATION
- ▶ REPORTING & BUSINESS ANALYSIS
- ▶ INTEGRATIONS & CUSTOM DEVELOPMENT

**fisikal**<sup>®</sup>

[WWW.FISIKAL.COM](http://WWW.FISIKAL.COM)

# Fisikal Ltd

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Rob Lander

## About us

Fisikal is a business management software that gives access to the tools you need to future proof your business, specialising in delivering innovative digital solutions to multi-site operators through its flexible custom branded web and app-based platforms.

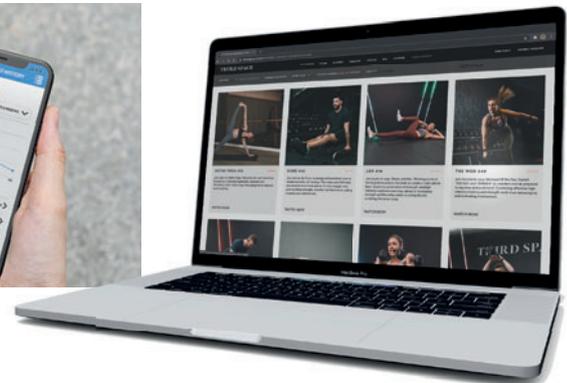
To complement a huge range of functionality that can be switched on and off as required, Fisikal integrates seamlessly with third party providers from CRM, MMS and accounting systems to fitness trackers and payment providers, creating a digital ecosystem of functionality, accessible anytime, anywhere.

## Product range and services

- Realtime Bookings & Payments
- Live Streaming & On Demand
- Assessments & Programming
- Staff Management & Education
- Reporting & Business Analysis
- Integrations & Custom Development

## Key customers

Fitness First UK, Third Space, Frame, DiR, Luxe, Activ, Escape Fitness, Fitpro, Drummond Education, Surge, Club Industry & Bodytec.



## Future plans

To continue to evolve key functionality in line with market needs, creating the optimal business management solution for a broad range of fitness organisations from single to multisite. Delivering a frictionless customer-centric experience whilst optimising business efficiencies will remain at the heart of

our offer, integrating the latest innovations and developments such as AI and machine learning.

## Key personnel

- Rob Lander, CEO
- Emma Excell, COO

“Our partnership with Fisikal has been instrumental in the success of our online PT booking integration. In addition to enhancing the experience for members and trainers, the ability to pull real time reports on an estate-wide level empowers us to make swift operational adjustments that minimise risk and maximise opportunities”

*Keith Shaw, Head of Personal Training, Fitness First UK*

# How Strong is Your Member Connection?

## 3 Ways to Increase Retention



#1



**insight**

### Actionable Customer Feedback

Create tailored feedback, analyse responses, and make smarter business decisions to increase customer satisfaction and drive referrals via TRP's sophisticated NPS software, **'Insight'**.

#2



**digital**

### Effective Communication

Introducing TRP's **'Digital'** software to keep the conversation going when your members are away from your club. Deliver tailored messages to specific member groups automatically with email and SMS customer journeys.

#3



**interact**

### Targeted Face-to-Face Interactions

Improve your level of service by creating an interactive and welcoming gym environment. Get to know all members with TRP's **'Interact'** tool and identify those who are at risk of dropping out to create valuable interactions on the gym floor to motivate members to stay.

## Ready to Increase Your Club's Retention?

Request a Call Back Today via [hello@fitronics.com](mailto:hello@fitronics.com)

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



**trp.**

Powered by **fitronics.**

“ If we can increase usage, we will increase results. Insight allows us to see why people love us or why they leave us – I care what people think about us and if someone's not having a great experience, it helps us create improvements. Interact helps us to recognise those that are in high risk of leaving the gym or have changed their pattern. Our average stay before TRP was around the 6-month mark and in just under 12 months, we've doubled – it's exceptional. ”

**Josh Fairbairn**  
Area Health & Fitness Manager

# Fitronics (TRP)

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



**Daniel Haywood,**  
Managing Director



## About us

Fitronics is the parent company of TRP, CoursePro and Member Experience Awards and is part of the wider Jonas Group of Companies. They develop effective, user-friendly software for the sport, health and fitness industry to improve member retention, elevate member experiences with automated and targeted communications as well, provide interactive software for coaches to deliver, manage and assess their learners from one place.

## Product range and services

**TRP Interact** is where it all began for Fitronics back in 2001. Our research showed then, and continues to show now, that members who are spoken to when they visit have better retention rates. Interact gives a systematic way of managing your staff's gym-floor interactions with members and measuring their effectiveness of retention. Interact's 'Signpost' functionality allows you to target specific member groups for conversation based on their risk-of-dropout, membership type, join date and more! The software encourages a change of culture and

promotes face-to-face communication to develop personable relationships and maintain continuous business.

**TRP Digital** enables operators to build rule-based, automated email and SMS journeys, using member information such as membership type, age groups, and gender to keep members engaged with tailored content when they are away from your facility. Using our exclusive risk-of-dropout algorithm, you can even set up Digital to automatically reach out to members when they become 'high-risk' whilst awarding those who regularly visit the club for their effort. The software allows you to trigger communications right from the on-boarding stage where you can schedule 'welcome' emails to check-in on new members a few days later to gain insight into their experience and develop touch points for assistance to maintain a high level of service.

**TRP Insight** is a Net Promoter Score based member feedback tool built specifically for health and fitness clubs. The user-friendly system allows you to tap into invaluable member feedback at-scale and easily identifies trends

to make informed decisions, improve member experience, and grow revenue through referrals and upsells.

## Key customers

We work with over 300 companies globally representing 1,200 facilities across the sector.

## Future plans

Over the next 12 months, we are dedicated to working with National Governing Bodies to help grow sports participation across the UK, whilst being committed to undertaking industry-led research to provide operators with data insight and opportunities for growth, to ultimately thrive as a sector. Register your interest to receive part 1 of the Fitronics Fitness Membership Potential Report 2022.

## Key personnel

- Daniel Haywood, Managing Director
- Marc Jones, Head of Commercial
- Eddy Graham, Sales Account Manager
- Connah Lloyd, Sales Account Manager
- Tom Doodson, Sales Account Manager

# Omnichannel fitness solutions

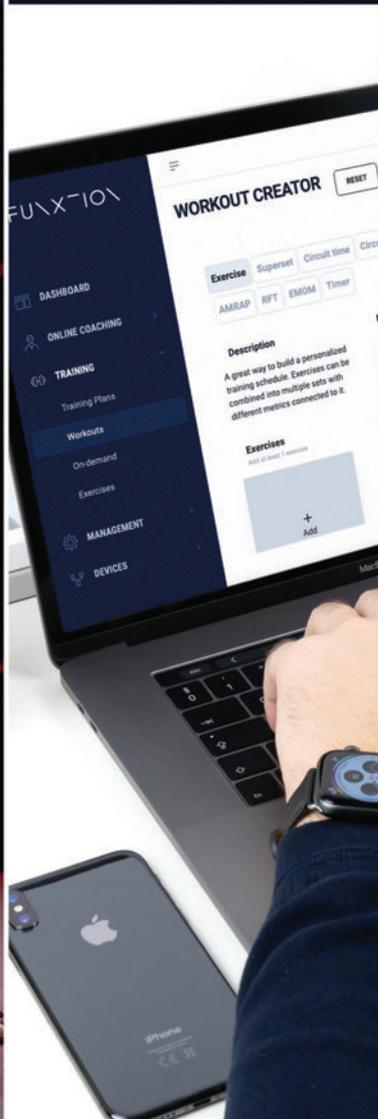
## Smart digital content & delivery



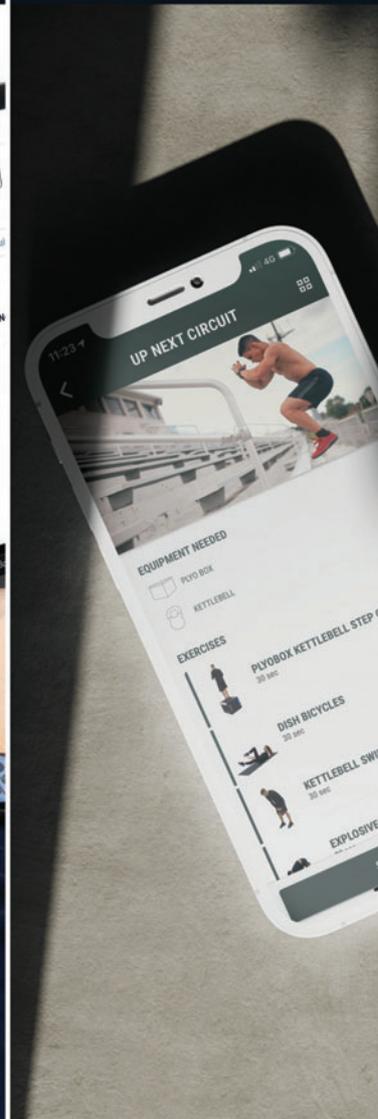
### Content



### Platform



### Delivery



# Funxtion International BV

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**www.funxtion.com**



**Ernst de Neef.**  
CEO Founder

# FUNXTION

## About us

Funxtion is the only independent B2B company that offers a full ecosystem of customizable digital fitness content and omnichannel delivery services, constantly developing its product portfolio in line with evolving market needs and emerging technologies. At the core of the digital solution is the Platform which connects digital fitness content, (Funxtions', customers or third-party) with end-consumer interfaces. Funxtion is known for its innovation and delivery of a complete package of digital fitness content and hybrid delivery methods.

## Product range and services

Their B2B SaaS platform enables businesses to deliver digital fitness content to their customers via multiple channels: 1) in-gym via the Virtual Player and/or MultiScreen Solution, 2) at-home via the White Label Member App, and 3) integrated with third-party membership apps. Funxtion also creates high-quality, white label digital fitness content in the form of Virtual Classes and single exercises that can be combined with an operator's own content to create custom workouts.

## Key customers

Funxtion clients are located across 24 countries and include: Anytime Fitness International, GoodLife Fitness (Canada), PureGym and 1 Rebel (UK), SportCity and Fit For Free (the Netherlands), Fitness First and Sporteve (Germany), FLG Group Australia, and SC Fitness (Portugal).

## Future plans

Funxtion is enhancing its platform to make it easier for brands to attract and retain members using customer-generated data and hyper-targeted content. This new focus amplifies Funxtion's existing 360° vision by facilitating intelligent and user-tailored content across all platforms, not only for their existing partners and businesses in the fitness industry, but also for new markets.



## Key personnel

- Ernst de Neef, CEO Founder
- Mendel Witzhausen, CINO Founder
- Tom de Lange, Head of Product
- Karen Euser, Head of Content
- Tom Post, Head of Sales

"A great digital partner based on the quality of provision, ease of integration, and shared vision on future innovation. I'm confident that working together will enable us to continue to deliver an industry-leading product that enhances the member experience."

*Lucian Weston, PureGym*

## Empower your workforce with scalable training and development solutions.

Whatever your budget, we offer a range of ready to go and bespoke solutions for launching leading education and learning development programmes into your organisation.

We work with you as your Learning & Development partner to identify the best training programmes to meet your business needs and strategic objectives.

## Our Solutions

-  e-Cademy Suites
-  Flex LMS (Learner Management System)
-  Training Courses
-  Mandatory & Essential Training Suite
-  Bespoke Training Solutions

Scan to find out more:



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# Future Fit

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**Blog:** <https://futurefitforbusiness.co.uk/blog>

<https://futurefitforbusiness.co.uk/>



**Rob Johnson,**  
Founder & CEO

**FUTURE FIT**  
FOR BUSINESS

## About us

More than just a training provider, we offer a range of ready to go and bespoke solutions for launching leading education and learning development programmes into organisations across the sport, health & physical activity sectors.

Future Fit was established in 1993 by Rob Johnson in response to the training needs of a largely unskilled workforce. As such, we are committed to raising the standards of health and fitness education across the UK by providing the best-in-class training, service and support.

## Product range and services

As an education & learning development organisation, we offer a range of solutions for organisations across the sector to suit a wide range of budgets.

From Health & Fitness to Leadership & Nutrition, we've got courses to help businesses grow. We offer an extensive library of ready to study training courses covering many topics that support the health and wellbeing of members, individuals, groups, and communities. In addition to our library of training, we have over 30 years of experience creating bespoke learning solutions purpose-built and designed around specific teams. Everything from a complete learning and development strategy to employee training and onboarding, the sky is essentially the limit.

## Key customers

GLL, David Lloyd, Bannatyne, LED Leisure, Lampton Leisure, GM active, Freedom leisure and Places Leisure.

## Future plans

Over the next 12 months we are looking to broaden and strengthen our range of solutions, subjects and delivery options whilst playing our part in supporting our customers to get more people, more active, more often. We're also planning to launch collaborations with key organisations across the sector to support the sector with more valuable training, learning and education solutions.

## Key personnel

- Rob Johnson, Founder & CEO
- Elaine Briggs, Chief Education & Partnerships Officer
- Ian Turley, Operations Director
- Robert Taylor, Marketing Manager
- Hayley Robinson, Client Relationship Manager
- Lewis Thompson, Business Development Manager
- Amie Murphy, Sales & Marketing Executive
- Dan Francis, Business Admin

"Many companies talk of a partnership approach but not that many actually deliver and walk the walk. Future Fit has exceeded GM Active's expectations in this regard and as a result, together we have created some innovative and groundbreaking programmes. Their L&D expertise is second to none and their technical ability is inspiring. Genuine people, with a passion for the industry and a burning desire to serve the sector and contribute. A role model company for others to learn from in my opinion."

*Andy King, CEO GM Active*

## MORE COMFORT & EFFICIENCY DIGITAL CLUB TRANSFORMATION

GANTNER optimizes and simplifies the organization of fitness clubs. Using touchless RFID/NFC credentials (member cards, wristbands, smart phones) GANTNER creates a unique member experience throughout the entire facility. From check-in and access control to electronic locker systems and cashless payment – GANTNER provides an integrated solution, compatible with all common club management software providers. We support you in the automation of daily processes. This allows your members to check in to club services independently without staff.



### Market leader

8 of the 10 leading fitness chains in Europe trust in GANTNER.



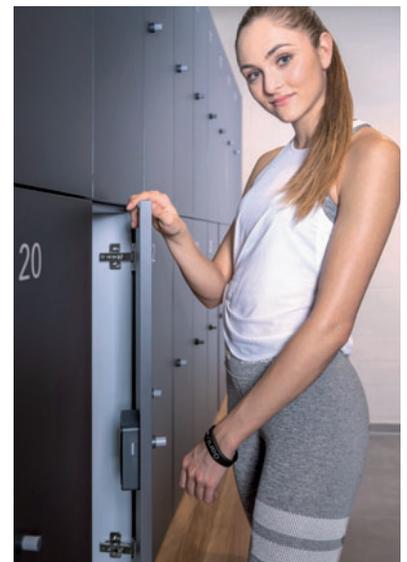
### Integrated system

One credential for all applications.



### More profit

Automation leads to more sales and lower costs.



# GANTNER

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



**Mario Morger,**  
Sales Director Fitness

# Gantner

## About us

GANTNER is the market leader for touchless system solutions in the fitness industry. GANTNER optimizes and simplifies the organisation of fitness clubs. Using touchless RFID/NFC credentials (member cards, wristbands, key tags) GANTNER creates a unique member experience throughout the entire facility. From check-in and access control to electronic locker systems and cashless payment – GANTNER provides an integrated solution.

As an early pioneer in the field of NFC (near-field communications) technology, GANTNER's hardware and software innovations have been transforming the way companies interact with their customers and employees for the past 40 years.

## Product range and services

Check-in and access control for quick and secure identification. From convenient parking to exiting the club – GANTNER offers a unique member experience and supports fitness clubs in the automation of daily processes. GANTNER ensures that check-in and access control are automated, quick, and secure. That

means more time for your members and the assurance that only paying members are in the club. The comfortable and hygienic solution provides members with a superior club experience. It offers operators a precise overview of club activities and attendance.

## Key customers

Virgin Active, Fitness First, PureGym, Jetts, Fresh Fitness, McFit, Health City, Holmes Place, Hard Candy (NeV), Pure JATOMI Fitness, and countless individual clubs worldwide have been satisfied customers for many years.

## Future plans

We will continue to work on consolidating our position as the market leader through innovative solutions and permanent further development, especially in the mobile and cloud areas.

Through solutions for digitalisation, we provide even more convenience and efficiency. Our goal is to optimize and simplify the organisation of clubs so that each individual fitness facility can reduce costs and increase profits.

## Shows attending

IHRSA, Elevate, FIBO, Meet the Top.

## Key personnel

■ Mario Morger, Sales Director Fitness

“Since we had a GANTNER system installed, our processes have been simplified and the workload of our employees has been significantly reduced. Our members are thrilled about the extra level of comfort. It is the perfect solution for us.”

*Magnus Frennmark, CEO Fitness24Seven*

# Gympass

Sponsored by your company

Let's make wellbeing  
universal together.



# Gympass

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Facebook: /Gympass UK

Instagram: /excelsiordevelopment/

LinkedIn: Gympass

<https://site.gympass.com/uk/partners/>

# Gympass



Cesar Carvalho, CEO

## About us

Gympass is a corporate wellbeing platform that ignites and fuels every journey to feel good. We do this by reinventing wellbeing, making it universal, engaging and accessible. Worldwide companies rely on Gympass' unmatched variety, convenience, and flexibility to support their employees' health and happiness. With over 50,000 fitness partners, 1,300 on-demand classes, 2,000 hours of meditation, weekly 1:1 therapy sessions, and hundreds of personal trainers, Gympass supports every wellbeing journey. We partner with best-in-class wellbeing providers in multiple markets across North America, Latin America, and Europe.

## Product range and services

Gympass is the perfect solution for those looking to exercise and have a better quality of life, as well as for companies that want to attract and retain the best talent in the industry

With a single monthly subscription, people are connected to thousands of partners and can discover the physical activities that best suit their lifestyles including:

- In-person classes
- Personal trainers – in person or remotely at home
- On-demand wellness apps - offering therapy sessions, nutritionist, meditation, and more
- Wellness Coach with access to

specialists to help you achieve high levels of health, through improving your eating habits, managing your stress, and/or encouraging you to exercise.

## Key customers

Thames Water, Centrica, Santander and Barclays.

## Future plans

Reaching 1M paid subscribers globally in 2021 in the midst of a pandemic, with gyms and studios worldwide shut down, was a huge success. Heading into 2022, our plan for the next 12 months is to continue our growth; Gympass is working towards becoming the most complete corporate wellbeing offering in the world, and in order to achieve this, we need to expand our partner network, and continue to bring success and new visitors to our current partners. Expanding our partner network and improving accessibility is key to fulfilling our mission and making wellbeing universal.

## Key personnel

- Cesar Carvalho, Co-Founder and CEO
- Luke Bullen, CEO, UK & Ireland
- Eamon Lloyd, VP of Fitness Partners, Europe

“Our ethos has always been to provide more people with access to community-led, affordable exercise that helps them both physically and mentally. We know Gympass champions this too, which is why our partnership has gone from strength to strength over the last few years. More and more people are asking their employers to provide wellbeing benefits and Gympass gives them the tools to find true wellness, in a way that suits their lifestyle. We are always very pleased to see Gympass clients using our studios across London and look forward to welcoming many more in the future.”

*Shamir Sidhu, Co-founder and CEO, MoreYoga*

# InBody

Monitor and manage  
**complete health** with  
InBody product solutions



# InBody UK

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

<https://uk.inbody.com/>

## InBody

See what you're made of



Francesca Cooper.  
UK Director

### About us

InBody is dedicated to inspiring and leading people to live a healthier life, providing medically graded commercial and home use products, with the vision that one day health will not be measured by weight but by having an accurate knowledge of the full body composition.

### Product range and services

InBody provides products that are accurate, medically rated holding a CE mark and certified to ISO standards for the medical and health and fitness industry.

The hero products are the body composition analysers, which InBody is synonymous for. InBody also offers blood pressure monitors, digital height

measurement devices, wrist based technology tracking devices and home use body composition scales.

InBody analysers correlate incredibly high to gold standard, DEXA, and are now involved in over 4,800 research studies world-wide. Supporting professionals in fitness, rehabilitation, professional sport, military, and medicine. With an awarded place on the NHS supplier framework, InBody is used for efficiently monitoring patient body composition through a range of medical fields, including – bariatrics, renal, cardiology, paediatrics, oncology, geriatrics, ICU and occupational health, to name a few. Also, a screening tool for GP Surgeries and Pharmacies for accurate and effective

health management and monitoring, so a key solution for fitness facilities supporting GP/Medical Rehabilitation referral programs.

### Key customers

Health & Fitness facilities; military; universities; medical; NHS; corporates.

### Future plans

Working from research and moving that knowledge into real life, InBody continues to grow its product offering, with two new bespoke body composition analysers launched late last year. This ensures that the range remains focused on our companies vision; education focused on health and empowering the individual. As health becomes the global focus, the InBody team are here to support, assist and educate facilities and professionals, through our own learning and knowledge.

### Shows attending

Elevate; FIBO; Active Net; Preform X and all major fitness networking events within the UK.

### Key personnel

■ Francesca Cooper,  
UK Managing Director

“InBody is a fantastic tool that complements the Third Space ethos of ‘Training for Life’. It adds to the professionalism of our PT product, adding credibility and allowing for realistic goal setting and tracking. The vast amount of data points InBody tracks, provides detail that can be gained from every reading, both in performance and health metrics. This adds value to our membership and gives our world-class PT’s a chance to showcase their expertise and upsell our industry-leading PT product. InBody is now a staple of every Third Space club.”

*Sebastian James (ANutr), PT Manager, Third Space*

 **MADE IN  
BRITAIN**

**WE ARE  
INDIGO  
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We specialise in creating intelligent training spaces for health and fitness facilities,  
and the design and manufacture of bespoke training equipment.

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# Indigofitness Ltd

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**Rob Coleman,**  
Managing Director

## About us

**We Create Training Spaces:** We specialise in creating intelligent training spaces for health and fitness facilities, and the design and manufacture of bespoke training equipment. We've gained invaluable experience over almost 30 years, working with hundreds of gyms of all shapes and sizes, in a range of different industries. We understand there is no 'one size fits all' approach and that no two projects are ever the same – that's why we tailor our approach for every client.

**We are a UK manufacturer:** We are very proud of our UK manufacturing heritage. Our in-house design team and manufacturing plant gives us the flexibility to create and deliver tailored strength and functional training solutions.

**We are flooring experts:** We understand there's no 'one size fits all' approach when it comes to flooring - different training methods require different flooring types. With Indigo Fitness, you'll benefit from all our experience and technical know-how, gained from years of creating and installing fitness flooring solutions.

## Product range and services

From gym design and layout, the flooring of your training space to racks and rigs – we've got everything covered for a full facility fit out.

RAZE is our very own brand of strength and conditioning equipment – all designed and engineered from our HQ in the UK. It combines our passion for high quality, functional equipment with our experience in manufacturing. This allows us to offer custom strength and functional training solutions, designed to meet client specifications.

We're also exclusive UK distributors of:

- DuraTRAIN and DuraSOUND flooring tiles
- PaviFLEX turf and flooring tiles
- RAZE strength & conditioning equipment
- Carbon Claw combat gear
- Kenguru Pro – street workout, calisthenics and parkour equipment

## Key customers

Ministry of Defence (MoD), Alliance Leisure, Wasps RFC, Soho House, Strive Gym, Move HQ.

## Future plans

We've just secured back to back contracts with the UK Ministry of Defence. The next 4 years we'll be widely recognised as their go to Strength and Conditioning partner.

The digital world is changing the way we workout and ultimately design a fitness space. We're integrating technology into our gym design and will be seeing this in our future projects.

We'll be continuing to develop our outdoor training solutions bringing them to the wider fitness market. Designed and manufactured in Britain, our outdoor training solutions have already benefitted a wide range of users such as the military, education, and sports clubs – but we are now also getting demand from health clubs and the fitness market.

## Shows attending

FIBO, Perform X, Elevate, PAF, HEEE, NFG.

## Key personnel

- Rob Coleman, Managing Director
- Jamie Taylor, Director
- Gary Oleinik, Sales Director
- Nicola Nixon, Marketing Manager

# JORDAN

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# Jordan Fitness

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# JORDAN



Zak Pitt, MD

## About us

Jordan Fitness are one of the world's most recognised functional fitness providers, specialising in premium quality freeweights, benches, flooring, rigs and racks. For more than 30 years, we have been at the forefront of product design, featuring several registered designs including our Fusion HIIT Bench and Ignite range of Dumbbells, Pump X Studio Barbells, Olympic Discs, and Functional Rigs.

We are continually creating unique free-weights and gym accessories including slam balls, sandbags and plyometric boxes in addition to gym benches and racks, that meet the needs of our ever-growing, international fitness market. With bumpers and flooring available for the eco-conscious, we also specialise in fabricating much of our equipment here in the UK, via our sister company, Jordan Fabrications.

## Product range and services

From free weights and flooring, to functional fitness accessories, benches, rigs, studio equipment, and combat/boxing kit – everything you need is designed and crafted to the highest standard.

If supporting UK manufacturing is important to your brand, we are extremely

proud of our Made in Britain gym equipment range, featuring our Fusion HIIT Bench, a range of gym rigs, benches, and machines, including our Dual Pulley.

For a more personalised, bespoke look and feel, you can also customise your kit. Add your logo and brand colours to our durable Urethane Dumbbells, Barbells and Discs in addition to our HIIT Bench. You can also colour your rigs and racks with our in-house powder coating service, and even design your own functional floor markings with our Activ tiles and premium sprint track turf.

As an education supplier, we also offer a range of fitness instructor courses in Olympic Weightlifting, Indoor Cycling, MMA, and Kettlebell, all available in-house at your convenience.

## Key customers

PureGym, Anytime Fitness, Parkwood, UFC, plus a range of Leisure Centres, Independent gyms, Health Clubs, Boutiques, Sports Clubs

and Universities/Schools across the UK. We also support a number of key clients in our international markets e.g India, the Middle East, Europe and Malaysia/Thailand.

## Future plans

As we continue to expand across the Middle East and Asia, we're excited to launch a new range of UK-made storage racks, benches and gym accessories, all fabricated at our new Norfolk based Fabrications Company. We'll also be upgrading our customisation service, offering a new style of dumbbell with even more durability, plus a new, unique range of Olympic Discs are set to arrive with us in 2023.

## Shows attending

W3 FIT (Oct 2022), Elevate (2023), FIBO (2023).

## Key Personnel

- Zak Pitt, Managing Director
- Scott Lamber, Director of Sales

"It's a match made in heaven. We absolutely love the kit. The custom branding really allows the equipment to have that pop of personalisation, reinforcing the brand identity"

*Dan Lord, Franchise Owner of Anytime Fitness, Kettering*

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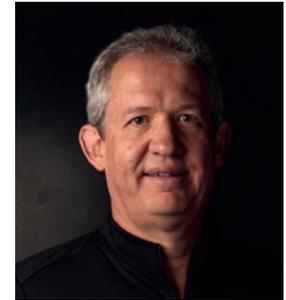
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Robin Gand, VP,  
UK & Europe

## About us

For over 40 years, Keiser has been at the cutting edge of the fitness industry.

## Product range and services

Keiser pneumatic technology and dynamic variable resistance allow the user to build strength at any speed- offering an unrivalled opportunity to work toward any training goal for unmatched results.

Our cardio products are smooth, silent, compact and designed with the user in mind. Built with Bluetooth integrated technology, the simplistic yet striking design offers unmatched user longevity.

Keiser PowerED, our world renowned, research-based educational courses offer the best training tools and information to upskill instructors and elevate your class offering.

PowerED increases class retention, leading to greater results and boosting the bottom line for your business.

We are proud to engineer and manufacture every component of every machine we produce exclusively in the USA. Simply put- Keiser equipment dynamically raises the bar in elevating human performance for everyone.

## Key customers

Major health and fitness chains, independent fitness centres, elite sports teams, national governing bodies, medical facilities, educational, facilities, military and home users.

## Future plans

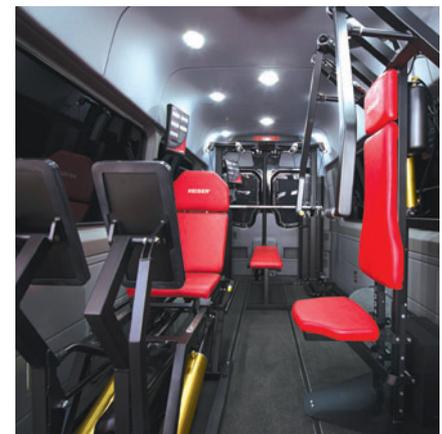
Keiser have a number of concept launches in the pipeline, including our innovative Acceler8 group training concept. In addition to our ongoing partnerships with some of the biggest Health club chains in the UK, we also have several new partnerships to announce plus a very exciting update to the Keiser M Series app to share.

## Shows attending

IHRSA, FIBO, IHRSA, SIBEK, We3Fit, Elevate, Therapy Expo and Leaders in Performance.

## Key personnel

- Robin Gand, VP, UK & Europe
- Hannah Lewin, Marketing & Education Director
- Garry Spreadborough, UK Sales Director



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# Les Mills UK

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# LES MILLS



**Martin Franklin, Les Mills  
CEO Europe**

## About us

For more than 50 years Les Mills has been leading the way in fitness. We produce 22 group fitness programmes, backed by science, to be experienced in club or at home via Les Mills+.

Every week, millions of people get fit in 21,000 clubs, across 100 countries with the help of 140,000 Les Mills instructors, who bring to life programmes such as BODYPUMP™ (the world's most popular barbell workout), BODYCOMBAT™ (martial arts), RPM™ (indoor cycling) and BODYBALANCE™ (new generation yoga).

## Product range and services

After a year of enforced home workouts, appetite for live fitness experiences in groups is soaring. Two-thirds of gym members (67%) say they prefer working out in groups, while live classes in club are nearly twice as popular as doing livestream classes at home (favoured by 44% of members vs 23%), which is why we're continuing to drive fire into the studios of 21,000 clubs globally with 22 world-class live workouts. Meanwhile, class occupancy has reached 120% of pre-COVID levels in markets where capacity restrictions have lifted.

Live classes are well and truly back

however digital is here to stay and is undoubtedly a key component of the new fitness landscape. Virtual and immersive Les Mills studios in-club provide high quality digital experiences with the added benefits of member retention and authentic, human connection. By providing world-class experiences through group workouts and engaging with members inside and outside of their facility, we've helped to support thousands of clubs take the leap into digital fitness alongside a live offering via Les Mills+ and providing the tools for clubs to livestream or build their own video on demand content library with LES MILLS CONTENT.

We offer world class instructor training, with seminars, group discussions, practical workout sessions and teaching practice, assessed by international trainers and presenters, followed up with ongoing development. For our partners, we also offer CIMSPA-accredited Group Fitness Management training at no additional cost – with proven strategies to maximise attendance and delivering the best member experience.

## Future plans

Les Mills will continue to be focused on

supporting all club partners to make their fastest way back to full membership with confidence, bringing live group fitness and digital experiences onto the menu. There's a huge opportunity to engage with new members: 63 per cent of Les Mills+ users are interested in trying a live class.

We are continuing to invest in our instructors with our commitment to training and ongoing development. This includes offering instructors a multitude of platforms to learn from as well as the new launched Les Mills Qualifications which recognises progression in teaching and enables instructors to achieve mastery in the art of group fitness.

We are also constantly innovating and working on ways to enhance programming and raise the bar. Our Les Mills clubs in New Zealand serve as our 'living lab' where we have several exciting pilots running to road-test new programs.

In an industry as trend-driven as the fitness sector, it's vital to keep pace with changing consumer preferences so we're always working on the next big thing that's going to keep our club partners ahead of the curve.

## Key personnel

■ **Martin Franklin, Les Mills CEO, Europe**



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 **ICG**

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# Life Fitness

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Frank van de Ven,  
Chief Commercial Officer

## About us

For 50 years, Life Fitness has worked in collaboration with customers to deliver tailored solutions and experiences for them and their members.

Our mission is to inspire healthier lives, and our strong heritage and family of brands illustrates our commitment to delivering the best products as global industry leaders.

We are driven to inspire business success, lifestyle changes, and personal transformations, and with five decades of learning and growth behind us, we know that innovation is essential to not only excel, but to drive disruption. We're not here to follow the fitness industry, we're here to lead it.

## Product range

The Life Fitness family of brands offers an unrivalled product portfolio, providing customers with access to tailored solutions to target every segment of the fitness market. Life Fitness offers leading edge cardio equipment, groundbreaking group training systems and premium strength training for exercisers of all abilities, while helping facilities to evolve through an extensive product range across our brands: Life Fitness, Hammer Strength,

Indoor Cycling Group (ICG) and Cybex.

Our goal is to connect people emotionally to their fitness journey, and we do this through innovative digital technology, education, and co-creation to continuously improve the customer experience.

## Future plans

We will continue to put our customers at the forefront, evolving and adapting support in-line with their needs as the industry recovers from the pandemic. Our extensive product road map will see exciting new innovations launched, supported by digital content and education to deliver new member experiences.

Collaboration and working in partnership to drive success is in our blood, and this will continue to form an important part of our strategy, extending relationships

with key partners including Williams Racing and the LTA in the meantime, to drive best practice and strengthen our position within our target sectors.

## Key customers

Anytime Fitness, David Lloyd Leisure, UFC Gym, Serco, Total Fitness, Third Space, Gymbox, Fusion, Williams Racing, Parkwood Leisure, Orangetheory, Clever Fit, MAC-Fit, Hard Rock Hotel Ibiza, Marriott Hotels, plus leisure trusts, local authorities, universities and schools, independent gyms and sports teams.

## Key personnel

- Frank van de Ven, Chief Commercial Officer
- Steve Newell, Managing Director – Distributor Business and Key Accounts EMEA

“The relationship with Life Fitness, as a knowledgeable partner, is extremely rewarding. The emphasis of the Hammer Strength Box was really on co-creation. Life Fitness is an excellent, committed partner with a high service level. They offer intelligent solutions and market insights around customer experience. This is becoming increasingly important, especially for younger target groups to feel heard. Life Fitness has been there for us for years and we feel that our relationship is strong and familiar.”

*Gemmy & Jan Schellekens, Owners of True Health Club*

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# Matrix Fitness

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Company blog: [www.matrixfitnessblog.co.uk](https://www.matrixfitnessblog.co.uk)

<http://uk.matrixfitness.com>



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, residential housing, hotels, local authorities, schools, corporate gyms, professional sports teams and the uniformed services.

We also offer a comprehensive backup support service, incorporating 2D and 3D CAD designs, marketing support and competitive warranty and maintenance contracts.

## Product range and services

Matrix Fitness strives to offer equipment that will captivate your members, is easy to maintain and delivers the best return on investment.

This year, Matrix Fitness has launched its Virtual Training Cycle, an immersive training experience that delivers exclusive programmes. There has also been a new digital update, the Community and Engage 360 app, which creates a vibrant virtual fitness community that connects to members wherever they exercise. And at FIBO, the team will be

launching its new Sprint 8 programming, an efficient, fat-burning HIIT workout that gives a complete cardio experience.

New to the strength portfolio, Matrix Fitness have also unveiled the new Go Series Strength units which are ideal for facilities looking to appeal to members new to strength training and circuit programs. The series comprises ten single station machines, each designed with low starting weights, compact footprints and back-to-back configurations that will improve traffic flow and help serve more members when space is at a premium.

## Key customers

PureGym, The Gym Group, ROKO, SNAP, InspireAll, IHG, Accor, Marriott, Abbeycroft Leisure, Halo Leisure, East Riding of Yorkshire Council, University of Durham, University of Bath.

## Future plans

2022 will see Johnson Health Tech expand digital and connected solutions for all markets, including the consumer market, driven by our own product development and manufacturing plants. The new Sprint 8 programming is an exclusive, science-based, 20min HIIT training regime that will maximise the use of the Matrix Fitness cardio range.

## Key personnel

- Matt Pengelly, Managing Director
- Chris Brown, Sales Director
- Karen Seers, Key Account Director

“Snap Fitness has been working closely with Matrix for the last 5 years, they are always willing to go the extra mile and we recognised this in 2019, awarding them exclusivity for the next two years. We see the Matrix team as an extension to our own and together we have designed and opened some amazing clubs together and I’m sure we will continue to go and open many more.”

*Isaac Buchanan, Chief Executive Officer, Snap Fitness United Kingdom & Ireland*

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Lindsay G. Merrithew  
& Moira Merrithew

## About us

Merrithew® is the global leader in mind-body education and equipment. Founded in 1988, the company has trained more than 65,000 instructors worldwide, developed innovative education programs – STOTT PILATES®, ZEN•GA®, Total Barre®, Halo® Training, Merrithew Fascial Movement and CORE™ Athletic Conditioning and Performance Training™ – and produced an extensive line of professional and at-home equipment and accessories for personal and professional use. In 2020, Merrithew launched Merrithew Connect™, a digital streaming platform featuring the latest Pilates, fitness and mind-body workouts and training.

## Product range and services

Recognised as The Professional's Choice™, Merrithew's premium equipment and accessories are crafted for professional and at-home use. Our equipment is designed to be easily customisable and adjustable for every type of client. Some of our bestselling pieces include the CE certified V2 Max Plus™ Reformer, Stability Barre™, Halo® Trainer Plus and dual-purpose Stability Barrel™. We also offer an extensive collection of Reformer accessories, exercise mats, kids' fitness props, yoga and strength

training accessories, massage, agility and rehab tools. With the opening of our first European distribution center, European consumers can now expect faster shipping, better prices, and personalized service.

## Additional services

Merrithew offers in-person and online training options, including certification programs, continuing education credits and professional development workshops. With nearly 200 training centers around the world, keeping your knowledge fresh and up to date has never been easier or more accessible.

Our comprehensive education provides instructors with the practical skills and knowledge needed to immediately incorporate Merrithew programming into any fitness setting, including group fitness, yoga, rehab and personal training. We equip our instructors with the education, tools and support they need to find rewarding careers in fitness, cater to the growing demand for mind-body movement and make a meaningful difference in their clients' lives.

## Key customers

Merrithew caters to and provides



services to a range of markets and clients, including boutique studios, fitness clubs, sports teams, rehab and health care clinics, schools and universities, the hospitality sector, condos and residential developers, and retirement communities.

## Shows attending

IHRSA (Miami), FIBO (Germany), canfitpro world fitness expo (Toronto), IDEA World Convention (Las Vegas). See our full events calendar at [www.merrithew.com/events](http://www.merrithew.com/events).

## Key personnel

- Lindsay G. Merrithew, President & CEO
- Moira Merrithew, Executive Director, Education

A man and a woman are looking at a tablet together in what appears to be a gym or fitness studio. The man is pointing at the screen while the woman looks on. The background is a blurred view of a fitness studio with rows of orange and grey exercise equipment.

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# Mindbody

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[www.mindbodyonline.com/business](http://www.mindbodyonline.com/business)



Josh McCarter

## About us

Mindbody is the leading experience technology platform for the fitness, wellness, and beauty industries.

With the addition of ClassPass – the leading global fitness and wellness membership system – to its portfolio, consumers and wellness businesses are connected through a rich community.

Fitness studios, beauty businesses, and integrative health centres – from entrepreneurs to the largest franchises – use Mindbody’s integrated software and payments platform to run, market, and grow their businesses, while consumers use Mindbody and ClassPass to choose from a range of wellness experiences.

## Product range and services

Mindbody is an all-in-one fitness software which provides first-rate service for your clients and the most effective

business management for your studio, offering a full set of tools to handle your operations, including scheduling, staff management and reporting.

Mindbody’s Marketing Suite will help you acquire new customers, increase visit frequency, get actionable feedback, win back lost clients and generate word-of-mouth marketing... and save time doing it, so you can focus on your business.

Accept payments anywhere, stabilise your cashflow and grow your customer base with monthly memberships. Take payments ahead of time, safely and securely, with stored credit card details and accept in-person payments with our POS hardware, for a completely integrated payments solution.

Fill your empty spots, optimise revenue and gain the awareness of millions of consumers around the world through ClassPass, which is overwhelmingly helpful

to studio growth and increasing revenue – not just through ClassPass bookings, but also through new direct users who discover studios through ClassPass.

On average, businesses that use ClassPass not only fill empty spots, but also find they get new members as well.

## Key customers

Fitness, beauty and wellness businesses around the world, from single locations to some of the world’s biggest brands.

## Future plans

Mindbody will be rolling out integrations within the company’s software that allow customers to access Mindbody and ClassPass metrics in one place.

This is planned to include ClassPass metrics within the core Mindbody software, tools to view excess inventory and revenue (and more) to provide customers with data at their fingertips to make the best decisions for their businesses.

## Key personnel

- Josh McCarter, CEO
- Phil Coxon, Managing Director, EMEA

“It is our top priority to ensure that F45 franchisees have access to market-leading software and systems and the team at Mindbody is uniquely positioned to support F45 now and into the future.”

*Adam Gilchrist, F45 Training Co-founder and CEO*



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---

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# Myzone

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Blog: [www.myzone.org/blog](http://www.myzone.org/blog)

[www.myzone.org](http://www.myzone.org)



Jonathan Monks

## About us

Give more people more ways to move. Myzone is a hardware, software and wearable platform that supports and motivates everyone in being more physically active, increasing member engagement. In-club, outdoors and in water, reward effort over ability with a fitness experience that inspires positive behaviour change, based on World Health Organization guidelines for physical activity. Stay connected, organise challenges and create your own community, no matter where your members are. Myzone exists to partner with everyone, encouraging motivation and inclusivity. Together we will get more people feeling good about physical activity.

## Product range and services

**MZ-Switch:** The world's first interchangeable heart rate monitor for the gym, outdoors or in water. Wearable three ways, switch between the chest, wrist and arm, depending on your choice of physical activity.

**MZ-3:** The most relevant and versatile fitness tracker on the market, using Bluetooth, ANT+ and Analogue

technology to provide real-time feedback on heart rate, calories and effort.

**MZ-1:** Uses Bluetooth technology to provide real-time feedback on heart rate, calories and effort. With no internal memory, it is best used within a Myzone Club where the data can be uploaded to your account immediately.

**MZ-Fitness Test:** Shows you how much your heart rate drops in (beats) within 60 seconds after the exercise portion of the test. A higher score may be indicative of a healthier heart.

**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- Remote:** A full schedule of on-demand and live classes with effort-based feedback, where class

participants never train alone no matter where they choose to workout.

## Key customers

David Lloyd, Bannatyne, Village Hotels, Energie Fitness, Anytime Fitness, Snap Fitness, MOD, Everyone Active, Hilton Livingwell.

## Future plans

New product developments and new offices in Spain and Mexico.

## Shows attending

FIBO, Elevate, IHRSA, W3 Fit.

## Key Personnel

- Dave Wright, Founder & Group CEO
- David Stalker, CEO - EMEA
- Jonathan Monks, Director EMEA

"If you want your members to get results, you need a monitoring system like Myzone. Myzone has better functionality, and it motivates people to increase the effort they put into their workouts, so we recommend that our members use Myzone for each training session. Currently, approximately 50% of our members are actively using the Myzone belt."

*Henrik Gockel, founder and managing director of PRIME TIME fitness*



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# Orbit4

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<https://orbit4.org/>



Daniel Jones. CEO

## About us

Maximising total investment in fitness equipment has never been more important. Not just to optimise member experience, but for simplifying club operations and enhancing enterprise club and franchise value for owners.

Orbit4 is a global first for the commercial fitness industry because it offers an all-in-one asset management system and a fully connected procurement ecosystem.

Our management platform puts the gym operator in full control of their own assets whilst being connected to their incumbent service providers and manufacturer partners. A purely unique offering that provides intelligent data about customers assets so that it can enhance smart future purchasing decisions.

## Product range and services

Orbit4 collates valuable data over the lifespan of the product and will alert gym operators as to when is the best time to trade-in and buy new product. Our connected procurement ecosystem then prescribes the right equipment mix for purchase and bespoke service contracts by product category.

Orbit4 is made up of FitnessCompared, FitnessFinance, WeServiceGymEquipment and WeBuyGymEquipment.

The four platforms are connected and populated with the industry's favourite fitness equipment manufacturers, service providers and used fitness equipment traders. This gives gym operators instant access to the wider market.

The platforms present automatically generated depreciated asset values and live quotations for renewals of new fitness equipment and annual service contracts.

## Asset Management

### - Ticket Raising System:

- Gives you full control of your asset's data.
- Allows performance tracking of your incumbent service providers.
- Track and review service history of every single asset.
- Calculates 'True Cost of Ownership' of your assets by product category allowing prescriptive and informative procurement.
- Automatically triggers the procurement dashboard to alert gym operators to make a purchasing decision at the right time for the specific club.

## Procurement Ecosystem:

- Immediate access to the wider market of over 200 suppliers, service providers and traders.
- Instant depreciated asset valuation of fitness assets by club.
- Automatically generated quotations following a tender process for buying equipment, service contracts and disposal of unwanted equipment.

## Key customers

JD Gyms, GymBox, Anytime Fitness, SATS, Everlast Gyms, Holmes Place, 247 Fitness, Fitness First, Kew Green Hotels, Almarose Hotels, Freedom Leisure, EasyGym.

## Shows attending

FIBO, Elevate, IHRSA, ActiveNet, Physical Activity Forum

## Key personnel

- Daniel Jones, CEO
- Mark Fest, Country Manager – DACH
- Paul Mc Cormick, Southern Europe & Africa Sales Manager
- Jo Weelen, UK Sales Manager
- Kate Fearon, FitnessCompared Consultant
- Mike Caruso, WeBuyGymEquipment USA President



Worldwide Fitness Company

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Worldwide Fitness Company



**Edoardo Panatta,**  
Vice President

## About us

Panatta is a historic fitness brand offering one of the widest ranges of products on the market, across all sectors, ages and types of training. Our mission is to create machines that are aesthetically pleasing, functional and competitive in price that are entirely produced in Italy.

We offer more than 450 products and 2,000 colour combinations to create exclusive, limited edition machines, according to the needs and tastes of each customer. Born from the passion of our founder Rudi Panatta, the company's roots are held in the origins of physical culture. Growing over 6 decades up to become the Italian brand of fitness and body-building recognised all over the world.

## Product news

Our brand focuses on professionals who are training at high levels, offering a huge portfolio of cardio, strength and functional products.

Some of the latest news are:

- 1) Plate-loaded lines:** New plate-loaded line FW Special is a symbol of the best joint biomechanics on the market to apply to high intensity training in total safety and comfort.
- 2) Dual System Line:** high-designed dual-function machines for full training in the minimum space.
- 3) Ecoline** is an exclusive cardio-functional line that is completely energy-free.

## Services

- 3D layout projects
- Panatta Fitness Atelier to customise products with more than 2000 colours combinations
- After sales support: organized network of expert technicians on the territory.

## Key customers

Our key customers are B2B and we work with all the main targets in our sector (particularly independent clubs, but also leisure centres and gym chains). We are also working in some other interesting markets, such as hotel chains, corporate fitness and home fitness.

## Future plans

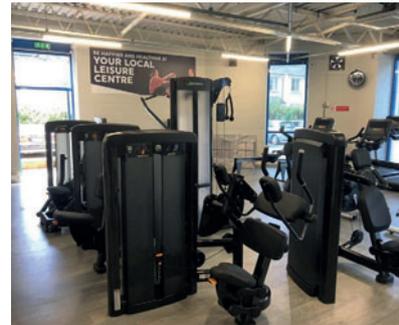
Innovation is always part of our plan. The company never stops investing and stimulating the market with 96 new products launched to the market in 2020-2021.

## Shows attending

FIBO  
IHRSA  
Arnold Classic UK.

"I would recommend Panatta to any type of gym operator, big or small, the key features are the build quality, innovative machines and adjustable correct movements for all user needs. For us Panatta worked closely on the custom design and bespoke finish of the gym/equipment. The biomechanics of the machine is very high and our customers can feel the difference. It makes us stand out!"

*Rob Arnould – Gym Owner – Arnoulds Gym Wirral*



**Parkwood**  
LEISURE

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# Parkwood Leisure

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[www.parkwoodleisure.co.uk](http://www.parkwoodleisure.co.uk)



Glen Hall,  
Managing Director

## About us

Parkwood Leisure is a family-owned leisure management company working with local authority partners across England and Wales. Operating over 90 sites on behalf of more than 30 local authorities, Parkwood offers bespoke management experience in leisure centres, theatres, golf courses, heritage sites and visitor attraction facilities.

Parkwood Leisure's mission is to create strong, lasting partnerships, built on a foundation of efficient and effective delivery to encourage happier and healthier lifestyles within the communities that it serves. Parkwood doesn't look to drive its corporate identity; its leisure facilities operate under the white label 'Leisure Centre' identity.

## Product range and services

Parkwood Leisure offers bespoke management services for a range of leisure facilities. Its unique approach to leisure management is backed by more than 25 years of experience, which has seen the organisation grow to managing more than 90 facilities across England and Wales.

Its leisure centres offer an extensive range of sports and leisure facilities,

with more than 60 gyms in its network. In its role, Parkwood Leisure also works with partner organisations, including national governing bodies and trade associations, as part of its commitment to promoting physical activity and wellbeing and enhancing the local communities within which it operates.

Parkwood also manages six golf courses under its Glendale Golf brand, four theatres, outdoor activity centres and visitor attractions including indoor rainforest zoo Plantasia, and heritage sites Pavilion Gardens in Buxton and Rufford Abbey Country Park.

The organisation also has extensive experience in design, build, operation and maintenance (DBOM) of new-build leisure facilities. Working in partnership with sister company Parkwood Project Management, the company has led

the completed consortia management of 14 new-build projects to date.

## Key customers

More than 30 local authorities and councils across England and Wales including the London Borough of Bexley, Cardiff City, Swansea, High Peak Borough, North Devon, West Berkshire, Vale of Glamorgan, Rushcliffe Borough, North Somerset, Bristol City, Staffordshire Moorlands and Cherwell.

## Future plans

Over the next 12 months, Parkwood Leisure will continue to work collaboratively with its local authority partners to help drive improved mental and physical wellbeing within the communities that it serves.

"We have enjoyed a fantastic partnership with Parkwood Leisure for more than 10 years. They manage all of our leisure facilities including four leisure centres and Edwalton golf course, and the knowledge, expertise and experience they bring is first class."

*David Banks, Executive Manager Neighbourhoods, Rushcliffe Borough Council*

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# Perfect Gym Solutions S.A.

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Peter Croft

## About us

Founded in 2009, Perfect Gym is a multi-national gym management software provider, responsible for cultivating the newest digital fitness trends and transforming technological advances into actionable tools for customers.

## Product range and services

The company offers an all-encompassing solution which elevates fitness, including:

- Club management – easily accessible member, club and employee data to help you make informed decisions.
- Access control – the ability to give or restrict access to specific zones, with door readers based on access rules.
- Marketing and automation – allows our customers to stay connected with their members through personalised communications.
- Mobile app and member profile – features to effortlessly interact with members, from class and PT bookings to payments, push notifications club games.
- Billing and Payments – innovative payment solutions for quick and secure in-person, online and recurring transactions through a multitude of local payment providers.

- CRM – maximise your club's acquisition potential with lead generation tools and convert leads into paying customers.

- BI & Analytics – intelligence-driven processes provide faster data analysis generating actionable information to support your business strategy.

- App integration – we've partnered with third-party apps, such as EGYM, Technogym, Garmin and Strava and provide an open API for further integration.

New features include contactless entry, automated capacity controls and online class streaming.

We offer support on initial implementation and one-to-one training sessions to optimise software to meet customer needs, through to data migration, guaranteeing a seamless transition.

## Key customers

We work with 1,100+ clubs in 55+ countries, from individual gyms to large enterprise chains, as well as public and private leisure operators.

## Future plans

Perfect Gym is continuously working to improve its gym management platform

to stay ahead of the growing digital transformation. We plan to be the first choice of software used by every fitness facility in the world.

We're working towards creating a frictionless fitness experience through automation and digitalisation, so every gym member can purely focus on their fitness journey, elevating the overall experience.

Our goal is to help our customers make the transition from a facility of choice to a brand of choice by providing a whole life experience for their members.

## Key personnel

- Sebastian Szalachowski, CEO and Co-Founder
- Blazej Rychlik, COO
- Peter Croft, Chief Strategy Officer
- Alex Callaby, UK Sales Manager

"The Perfect Gym Software and the knowledge of the Perfect Gym team – with the support they offer – it's absolutely first class!"

*David Prosser, Head of Gold's Gym UAE*

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# Peloton Commercial and Precor Products

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Scott Trinder

## About us

A business built on partnership. The movement that we're building at Peloton Commercial has never been a solo sport. It's never our move, then your move. We move together.

We've made our name connecting millions of people through fitness. And we've learned that commercial fitness only works when we build better connections and better relationships — with exercisers, with each other and, most importantly, with you.

Out of that philosophy came the partnership between Peloton and Precor. The innovative fitness bike brand and the trusted, time-tested commercial fitness equipment brand came together to form Peloton Commercial, the most comprehensive and connected fitness offering out there. It's a partnership

that helps us become better partners with you and your business. Because in the end, you're the ones who move Peloton Commercial — the gyms, hotels, facilities, clubs, properties and universities that have chosen the power of Peloton and Precor. We're just here to help keep your business moving.

## Product range

Peloton Commercial and its Precor products and services span all major fitness equipment categories, including cardio, strength, group training and connected solutions.

## Key customers

Anytime Fitness, Pure Gym, Aberdeen Sports Village, Hilton Hotels, IHG hotels, as well as single site operators, local authorities

and trusts and corporate and educational facilities, such as Red Bull Racing and Adidas and The University of Edinburgh.

## Future plans

Peloton Commercial understands the need for operators to provide members with a seamlessly connected experience and is investing in research and development to deliver just that. We will build on our expertise to deliver motivational experiences to attract and retain members

## Key personnel

- Scott Trinder, UK Sales Leader (Clubs & Other Verticals), Peloton Commercial
- Michele Le Tissier, UK Marketing Manager, Peloton Commercial

"Peloton Commercial offered me a good balance between quality and value for money and Precor's products more than match up to competitors in the market and are much less bulky. I especially rate Precor's half rack — it's a market-leading solution. What excites me is the potential future digital media integrations since Precor's acquisition by Peloton Commercial — the whole fitness industry has a long way to go digitally, and Peloton Commercial is leading the way."

*Tony Chen, Anytime Fitness franchisee*

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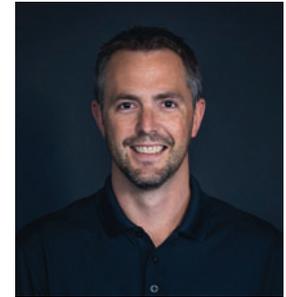
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**PHYSICAL**  
FIRST FOR FITNESS SOLUTIONS



John Halls,  
Managing Director

## About us

Physical's mission statement is 'First for Fitness Solutions' – a statement that reflects the way people now choose to train. With ever larger spaces being allocated to free weights, group exercise, functional and small group training, our expertise has come to the fore: we specialise in everything today's workout spaces should be built around. Hence 'First for Fitness Solutions' – because however large or small your space, we should be your first call.

## Product range and services

Physical is the one-stop-shop for over 1,900 best-in-class products, from commercial strength to studio equipment, functional training to mind-body, flooring to combat to cardio and far more besides – all supported with great customer service. We're continually expanding our own high-quality Physical-branded range (see 'Future plans'), complemented by our exclusive partnerships with industry specialists: BOSU, ViPR, Merrithew, Ecore Athletic and ZIVA, to name but a few. It's a best-in-class approach that allows our customers to cherry-pick the

perfect products for a unique, unrivalled customer experience – all without having to deal with multiple suppliers.

## Key customers

Virgin Active, Bannatyne, Anytime Fitness, Fusion Lifestyle, Village Gyms, Freedom Leisure, GLL, KOBOX, Glasgow Life, Shredquarters, Snap Fitness, SIX3NINE, Edinburgh Leisure, JD Gyms and many more.

## Future plans

The next 12 months will see Physical continue to develop and expand its popular Performance range: high-quality, trusted products that have been redesigned and enhanced around the user experience. First on the list for this year are new Performance Pump sets and Olympic discs.



## Shows attending

Elevate, IHRSA, Physical Activities Forum, W3 Fit.

## Key personnel

- John Halls, Managing Director
- James Anderson, Director of Sales & Marketing

"What really stood out, and the reason we would definitely work with Physical again for future sites, was the customer service. From our first meeting, it was such an easy relationship: the way they handled our account and our needs was so personal and so responsive."

*Dan Baldwin, SIX3NINE*



# RECOVER | REVIVE | RENEW

Power Plate vibration technology delivers the most exclusive and effective health, fitness, wellness, and relaxation experience.

Guests will enjoy mindful movement for faster fitness results, improved wellbeing, accelerated recovery and a lasting feeling of rejuvenation.



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# Power Plate

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Steve Wright,  
Vice President EME

## About us

Power Plate is owned, manufactured and distributed by Northbrook, Ill.-based Performance Health Systems LLC, a global company delivering advanced technology solutions through health and wellness equipment.

## Product range and services

Power Plate vibration technology delivers the most exclusive and effective health, fitness, wellness, and relaxation experience. Through whole body and targeted vibration, guests will enjoy mindful movement for faster fitness results, improved wellbeing, accelerated recovery and a lasting feeling of rejuvenation.

## USPs

Power Plate's whole body and targeted vibration training and therapy helps users feel better by stimulating natural reflexes, increasing muscle activation, and improving circulation. Power Plate delivers accelerated health, fitness and wellness results.

## Key customers

Village Hotels, Bannatyne, Robinsons, Canyon Ranch, Six Senses Resorts



## Enhance wellbeing with mindful movement

& Spas, Marriott, Holmes Place, Runnymede Hotel & Spa.

## Future plans

Within the hotel and spa industry, Power Plate has developed some exciting concepts around in-room

exercise, post workout recovery and partnerships with other wellness brands that will enhance the user experience.

## Key personnel

- Steve Wright, Vice President EME
- Iain Murray, UK Sales Director

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# Pulse Fitness

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Youtube: <https://www.youtube.com/pulsefitnessuk>

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



Chris Johnson

## About us

Pulse Fitness, is the dedicated equipment arm of the Pulse group, an international provider of commercial fitness facilities and leisure solutions.

While Pulse as a company offers operators 360-degree leisure solutions, from after sales to software installations, Pulse Fitness designs and develops technologically advanced equipment for the sector. With an award-winning portfolio of over 450 pieces of cutting-edge, premium fitness equipment, Pulse Fitness is proud to be the only company to research and build equipment of this standard in the UK.

## Product range and services

Pulse Fitness offers a variety of different equipment ranges, from Classic, Club Line and Premium Strength Lines including popular kit such as the Shoulder Press, Abductor and Seated Row machines. The

range also comprises an extensive supply of Cardiovascular equipment.

As well as a range of high-quality strength and cardiovascular machines, Pulse Fitness designs and produces a variety of free weight and functional accessories to supplement any workout, at home or in the gym. This area of the product range comprises popular kit such as dumbbells, kettlebells, Olympic plates, lifting platforms and power racks.

The entirety of the Pulse Fitness range is designed with quality and performance in mind and each product goes through an extensive testing process before being given the final seal of approval. As well as ensuring all products are delivered to a high standard, Pulse Fitness is proud to own the largest range of IFI accredited equipment on the market and continues to work alongside the 'Inclusive Fitness Initiative' in the development of accessible fitness products.

## Future plans

Following an uncertain and turbulent couple of years for the fitness industry, operators are now looking to elevate their offering to retain and re-engage their valued members. To respond to this, 2022 saw the launch of a new division of Pulse, Pulse Resale.

Pulse Resale will enable budget conscious customers to purchase high-quality, fully serviced, pre-owned fitness equipment directly, meaning they can expand their offering to members at a fraction of the cost of new equipment. The new initiative will also include products that will be available to purchase by at-home customers, giving everyone the opportunity to own or rent premium Pulse Fitness equipment.

Pulse Fitness is also looking forward to seeing more of its work come to life through a range of exciting installation projects, which will showcase the incredible work of both Pulse Design & Build and Pulse Fitness.

## Key personnel

- Chris Johnson, Managing Director
- Richard Sheen, Commercial Sales Director

"We have been thoroughly impressed by Pulse Fitness. Their equipment incorporates the very best in British design alongside some of the most innovative and advanced technology from around the world."

*Rob Beale, Fitness Director, Third Space*

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Marc Rocca, CEO

## About us

Rocca. is a tech organisation specialising in sport and physical activity. It works with NGBs in sport, local government and the leisure sector on a global scale. It produces physical activity engagement software and apps and helps leisure organisations to integrate with third party software.

Rocca. has been involved in physical activity engagement since its launch in 2010. In 2015 it worked with the city of Sheffield to engage the public in being more active and it has partnered with key leisure businesses to enhance member engagement.

## Product range and services

Rocca. designs, builds and maintains bespoke websites, software and apps for Physical Activity Engagement, Bookings, Learning and Membership Management. It also integrates with leading membership management platforms such as Sport:80 Gladstone MRM and GoMemberships.

## Key customers

Sheffield City Trust (formerly SIV) Sport Sheffield The University of Sheffield The



University of Birmingham The University of Leeds Blackburn with Darwen Council.

## Future plans

Rocca. is releasing a string of new solutions for the leisure sector and physical activity engagement generally.

These include its Active Challenge app, which motivates employees of businesses to stay active and a new club management platform for small to medium sized gyms.

## Key personnel

■ Marc Rocca, Chief Executive Officer

“Having been introduced to Rocca each meeting was positive in their ability to be adaptive and reactive to the ever changing demands of a National Governing Body, I just wanted to take this opportunity to say an enormous thank you. The amount of effort and work to get the TT Leagues system up and functional is remarkable and we look forward to working further with them as we continue to develop TT Leagues.”

*Sara Sutcliffe, CEO, Table Tennis England*



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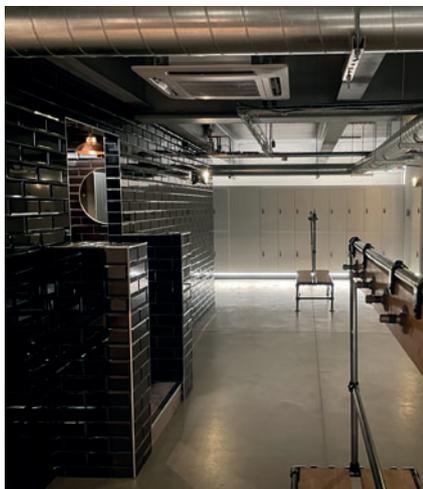
**SAFE SPACE**  
THE CHANGING ROOM EXPERTS



**Dominic Hyett,**  
Managing Director

## About us

Safe Space has more than 25 years of experience in the UK leisure and fitness industry, offering a highly professional and reliable service. Whether you are looking to upgrade a small bank of lockers, refurbish an existing changing area or develop one from concept, we work with you to select from the vast array of locker and washroom fixtures and fittings so that they fit your space, time frame and budget.



## Product range and services

We provide a full turn-key solution for clients from design and consultation, through to bespoke manufacture, installation, aftersales and servicing solutions.

Our products include lockers, benching, dry and wet vanities, shower and toilet cubicles. We also supply all locking mechanisms for clients based on their requirements and specification, including latch, combinations, coin return, digital and RFID technology.

We are also the exclusive distributor of SUITMATE swimsuit water extractors in England, Scotland & Wales.

## Key customers

Nuffield Health, Hilton Hotels, COACH Gyms/Surge Padel, JD Gyms, TRIB3, Everlast Gyms, WV Active, 3D Leisure,

Lifestyle Fitness, Westfield Health, Everyone Active, XCELERATE GYMS, F45, InspireAll Leisure and the Runnymede Hotel & Spa.

## Future plans

We will continue to work on our product development to improve our offering for customers, whilst maintaining the high-quality service delivery that we are known for.

## Shows attending

Elevate, ukactive Active Uprising, ukactive Conference, IHRS 2023, FIBO 2023.

## Key personnel

- Dominic Hyett, Managing Director
- Gregg Rumble, Sales Director
- Gary Hyett, Operations Manager

“Having worked with Safe Space for TRIB3 installations in the UK and Europe, I have no hesitation in recommending them. We’ve continually developed what locker rooms offer through the expansion of TRIB3 and Safe Space were invaluable in offering advice on unique looks we can achieve.”

*Kevin Yates, CEO, TRIB3*



# THE UK'S LEADING GYM EQUIPMENT SERVICE AND REPAIR PROVIDER

## ONE OFF SERVICE



A single  
preventative  
maintenance  
service

## AD HOC REPAIR



80% first-time  
fix for repairs

## ALL INCLUSIVE



Callouts, labour,  
and parts  
included for  
12 months

## AUDIT SERVICE



Full asset  
register and  
health check

## ESTATE MANAGEMENT



Control of your  
assets across  
multiple site  
locations

# ServiceSport (UK) Ltd

ServiceSport House, Unit 1 & 2 Drumhead Road,  
Chorley North Business Park, Chorley, Lancs, PR6 7BX, UK

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Twitter: <https://twitter.com/servicesport>

LinkedIn: [www.linkedin.com/company/servicesport-uk-ltd/](http://www.linkedin.com/company/servicesport-uk-ltd/)

Instagram: [www.instagram.com/servicesport/](http://www.instagram.com/servicesport/)

Facebook: [www.facebook.com/ServicesportUK/](http://www.facebook.com/ServicesportUK/)

[www.servicesport.co.uk](http://www.servicesport.co.uk)



Michael Ellis

## About us

ServiceSport (UK) Ltd is the UK's leading independent service provider for the service, repair, and maintenance of commercial gym equipment. Our mission is to supply gym parts and equipment to the fitness industry and provide independent technical support with an impartial view to maintaining both resistance and cardiovascular equipment.

## Product range and services

ServiceSport (UK) Ltd specialises in servicing and maintaining gym equipment from all the leading manufacturers in the fitness industry. Whether on an ad-hoc basis or all-inclusive cover that also includes complete estate management of gym equipment across multiple sites.

A market leader in the supply of gym equipment parts and spares, stocking more than 50,000 parts from all of the world's leading equipment brands. ServiceSport (UK) Ltd provides operators with an alternative to purchasing brand new gym equipment by refreshing existing gym equipment. This process includes extraction of gym equipment from the site, replacing worn parts,

sandblasting the frame to bare metal, powder coating in a colour of the customer's choice, and installing the kit on site.

Over the years, ServiceSport (UK) Ltd has been recognised as the go-to place for upholstery repairs. Carrying out repairs to worn or torn pads on strength equipment, adjustable multi-benches, and even sofas. This includes a choice of colours and the professional embroidery of a logo or slogan onto the pad too.

To complement the portfolio of services, ServiceSport (UK) Ltd also supplies custom branded workwear including t-shirts, fleeces, blouses, jackets, and hoodies.

## Key customers

The Ministry of Defence, Nuffield Health, Bannatyne Health Club, The Gym Group, JD Gyms, Pure Gym, Parkwood Leisure, Glasgow Life, Edinburgh Life, Live Argyll, Sodexo, CBRE, Manchester United Football Club, Marriott Hotel, Village Hotels, GLL, Wiltshire



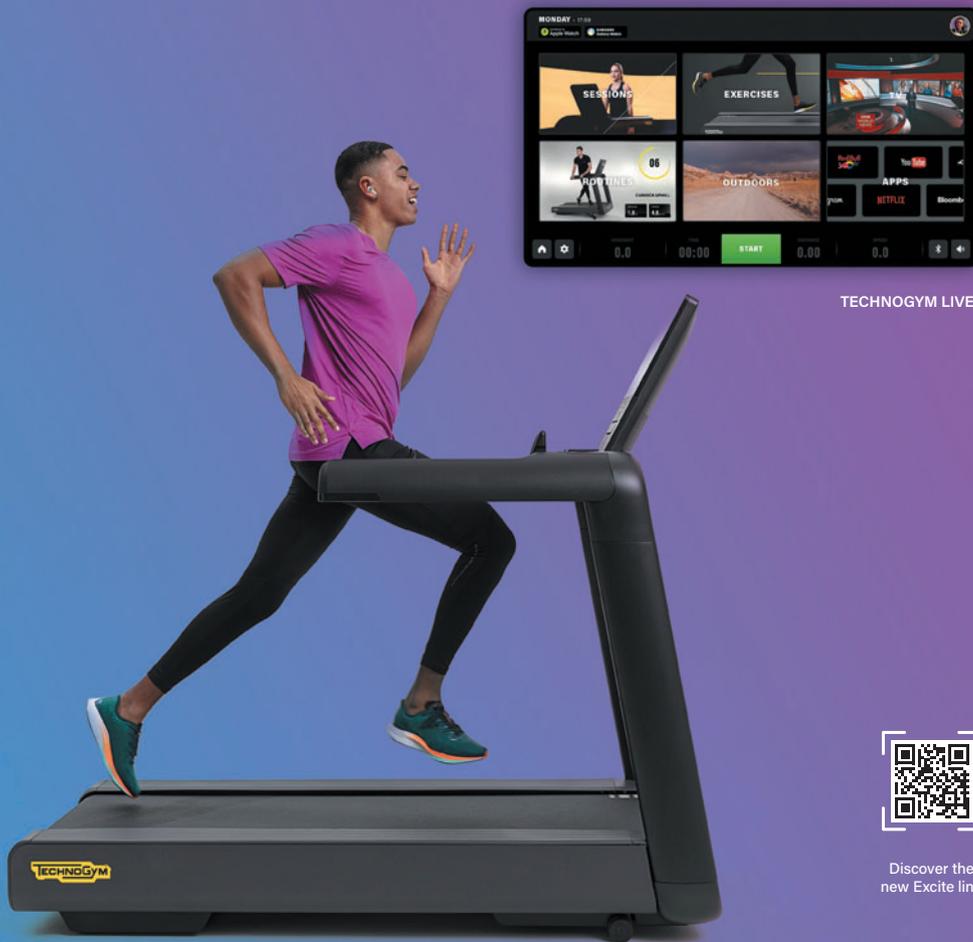
Council, local Government services, schools, colleges and universities.

## Future plans

To continue supporting fitness operators across the UK by prolonging the life of their gym equipment.

## Key personnel

- Colin Marriott, Owner/Founder
- Chris Crane, Operations Director
- Michael Ellis, Commercial Director
- Graham Wood, Chief Finance Officer



TECHNOGYM LIVE



Discover the  
new Excite line

# Precision Training Experience

The new Excite line provides all users with an engaging and tailored exercise experience thanks to the Technogym Live platform.

- **Training variety:** tailored on-demand workouts, and countless entertainment options
- **Mobile connectivity:** personalise your experience by connecting your phone; charge it wirelessly
- **Space-savvy:** the redesigned Excite Run offers -30% footprint and +13% running space
- **Energy-savvy:** the new excite line represents the next generation of sustainable equipment

Discover more on [technogym.com/HCM](https://technogym.com/HCM)

**TECHNOGYM**

# Technogym

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**LinkedIn:** <https://www.linkedin.com/company/technogym>

**Facebook:** <https://www.facebook.com/Technogym>

**[www.technogym.com](http://www.technogym.com)**



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 Tokyo 2020.

## 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.

## Key personnel

- Nerio Alessandri, Founder and President
- Giovanni Simoni, Managing Director, UK
- Paul Morris, Sales Director (Consumer), UK
- Ben Sandham, Sales Director (Health, Corporate & Performance), UK
- Kieran Tracey, Sales Director (Hospitality & Residential), UK
- Greg Haynes, Sales Director (Club), UK
- Tim Clayton, Sales Director (Key Account), UK
- Craig Swyer, Marketing Director, UK

# The UK's exclusive distributor of SPORTEC® products

- ▶ Heavy duty rubber tiles for free weight areas.
- ▶ Sheet rubber and shock pads for functional training zones and studios.
- ▶ Fully customisable sled tracks.
- ▶ Solutions to control structure-borne noise and vibrations.
- ▶ Performance surfaces for indoor and outdoor sports.



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**TVS GROUP**

SPORT | FITNESS | PLAY | ACOUSTICS

T: +44 (0) 1706 260 220  
E: [Sales@TVS-Group.co.uk](mailto:Sales@TVS-Group.co.uk)  
[www.TVS-Group.co.uk](http://www.TVS-Group.co.uk)

# Total Vibration Solutions Ltd (TVS Group)

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Facebook: [www.facebook.com/TotalVibrationSolutions](http://www.facebook.com/TotalVibrationSolutions)

Twitter: [@floors4gyms](https://twitter.com/floors4gyms)

Instagram: [tvs\\_group/](https://www.instagram.com/tvs_group/)

[www.TVS-Group.co.uk](http://www.TVS-Group.co.uk)



Andy Roberts,  
Sales Director

## About us

TVS Group includes TVS Sports Surfaces, TVS Gym Flooring, TVS Play Surfaces and TVS Acoustics. Our business is balanced through a broad portfolio of solutions and a presence across multiple industries. Our strategy focuses on supplying best in class materials, building mutually beneficial partnerships while delivering an outstanding level of service to our customers.

## Product range and services

We are specialist suppliers of noise and vibration control materials and systems for construction, industrial and railway applications. Suppliers and installers of rubber, polyurethane, timber and vinyl surfaces for sporting and physical activities, SPORTEC® gym flooring, along

with EUROFLEX® impact protection flooring and playground accessories.

We are also an exclusive supplier of Robbins Sports Surfaces, enabling us to offer elite-level hardwood sports flooring systems, such as the Robbins MVP and BIO-CHANNEL, in the UK.

## Key customers

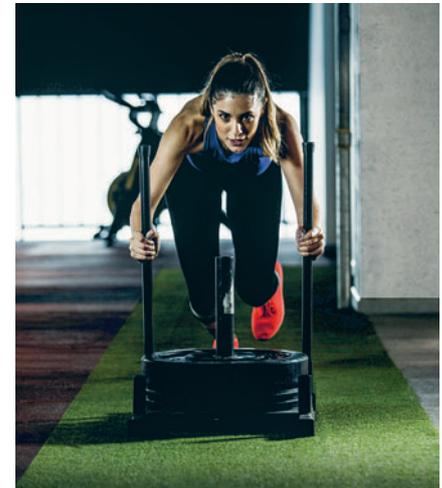
We work with many key customers in both the private and public sectors.

## Future plans

We're evaluating the performance characteristics of a number of new products, including a new impact-resistant acoustic wall panel for indoor sports facilities.

## Shows attending

Next year we're planning to visit the world's largest fitness trade show,



FIBO, and we will also be exhibiting at ELEVATE at the ExCeL in London.

## Key personnel

- Paul Lafone, Managing Director
- Patrick Dent, Technical Director
- Christopher Taylor, Projects Director
- Andy Roberts, Sales Director

This is our first time working with the team at TVS Group and it is safe to say it won't be the last. The installation itself is fabulous and we look forward to many years use of our fantastic new sport facility.

*Vickie Keeling, Trust Director, United Endeavour Trust.*

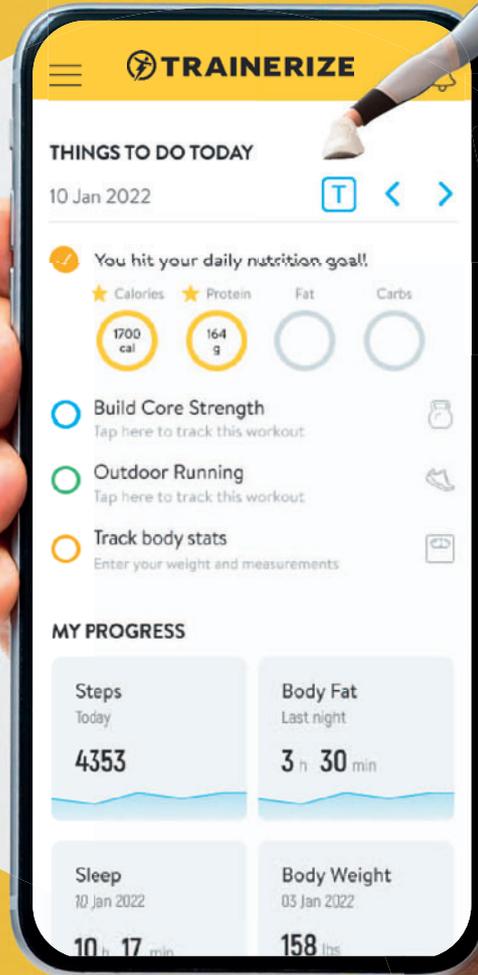
# Digitalize the coaching experience

with fitness, nutrition and habits  
all in one app, your members will love!



Breakfast Lunch Dinner Snacks

Breakfast		
	9:41am	
Hide ^		572
	Avocado raw 1 avocado	90
	Bread rye 2 slice	100
	Fresh Basil 2 tbsp	64
	Sea salt 0,5 tsp	
	Olive oil 1 tablespoon	



# Trainerize

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Facebook: [www.facebook.com/trainerize](http://www.facebook.com/trainerize)

Instagram: <http://instagram.com/trainerize/>

Blog: <https://www.trainerize.com/blog/>

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



Sharad Mohan, Co-founder  
& Managing Director

## About us

Trainerize is the fitness club software making fitness accessible by empowering fitness businesses worldwide to reach, engage, and motivate more people to change their lives for the better. With Trainerize, clubs and coaches can use mobile fitness technology to spark member engagement, build online communities, and tap into the growing market of digital fitness enthusiasts.

By combining workout and nutrition tracking, meal planning, habit coaching, client communication, in-app payments, and access to the world's best fitness and business add-ons, Trainerize is the all-in-one fitness software that allows fitness businesses to extend the experience beyond the gym.

## Product range and services

Since 2012, Trainerize has been living its mission to "make fitness accessible". In 2020, Trainerize was acquired by global premium fitness technology provider ABC Fitness Solutions, backed by the world-class private equity firm, Thoma Bravo.

Trainerize isn't just a workout app – it's fitness, nutrition, and habit coaching app. It's having all those 3 pillars of health and fitness in the same app that really

empowers trainers to truly help their clients build healthy lifestyles that include everything from the little everyday choices they make – such as getting better sleep, to the big finisher workouts, and the food they use to fuel their bodies.

## Key customers

Trainerize customers are so diverse. First and probably our largest segment is our independent trainers. We're seeing a great mix of types of coaches from your classic personal trainers to hybrid trainers, nutrition and wellness coaches, rehab therapists and group exercise instructors! The second big audience are boutique 1-4 location gyms and studios. We've seen a large number of these come in due to a need for online training during COVID but not only. Lastly -

there are larger enterprises, fitness clubs, franchises, box gyms or even corporate wellness providers that see the need for a member engagement solution.

## Future plans

Trainerize is constantly releasing new features and upgrades, expanding the app's already powerful capabilities and helping fitness businesses and professionals engage their clients in new and impactful ways.

Among our most recent releases are nutrition coaching features, and integrations with Garmin and Fitbit.

## Key personnel

- Sharad Mohan, Co-founder & Managing Director at Trainerize. Chief SaaS Officer (CSO) of ABC.

"Trainerize has helped me take my business to a whole other level by adding online and hybrid training to my services. With it, I know my clients are getting a great workout whether I'm with them in the gym or they're working out on their own, and they can contact me anytime they need to. I'm building a community for all my clients and strengthening my trainer-client relationship along the way."

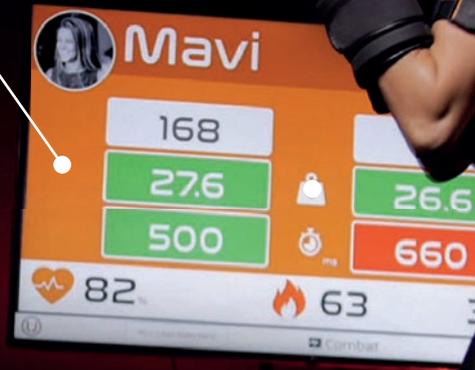
*Michelle Roots, owner Core Conditioning*

# UPTIVO

MATTER OF INTENSITY



heart rate zones,  
calories, Uptivo points



hit count,  
punch speed & power



heart-rate based  
led lights

## MONITOR. ENGAGE. RETAIN.

**ADDICTION ALERT!** The system raises the level of fun and friendly competition within your community, members might not want to leave the gym!

uptivo.fit



info@uptivo.fit

# UPTIVO S.r.l.

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

<https://uptivo.fit/>



Fabrizio Colciago, CEO

## About us

Combining heart-rate monitoring with sport tracking and gamification features, Uptivo provides vertical solutions targeted at functional training, indoor biking, watersports, and combat fitness, bringing fun and motivation to members' workouts. Uptivo feedback on members' training intensity improves their accountability and helps them achieve their fitness goals. By leveraging heart rate, biometrics, and sport-specific data displayed on the screen in real-time, coaches can step in as needed to adjust trainees' effort levels during each session. Trainers can motivate members, reward progress, and build a stimulating environment thanks to Uptivo Levels and customizable Challenges.

## Product range and services

### Heart Rate tracking at the Club and in the open air.

By leveraging the HR frequencies displayed on the screen or on an iPad, coaches can monitor trainees' effort levels during each session and can step in as needed to adjust the lesson's pace. Uptivo tracks club members automatically and monitors them across all areas without the need for manual intervention.

### Live & on-demand.

The platform allows remote training sessions with up to 50 participants, providing a customized and personalized service. Members can also access full workouts or exercise clips via the Uptivo app.

### Easy scheduling and booking.

Uptivo features powerful and flexible scheduling options for on-site and online group classes, for keeping track of personal training session, and FOR publishing wellness and beauty services. Members can browse the operator's activity and service calendars through the Uptivo app to purchase and book what they need.

### Uptivo Lightband

Designed to give visual cues to trainers in real-time in order to adjust the lesson's pace according to each individual heart rate zone, this IP68 water resistant armband stores all heart rate, calories and intensity information on its internal memory and uploads the data after the training, making it the perfect choice for the gym, the open air, and water sports.

### Uptivo Belt D

This chest monitor uses Bluetooth and ANT+ transmission to provide real-time feedback on heart rate, calories, and training intensity.

### Uptivo Boxing Trackers

The wrist-based sensors track left and right punches with power, speed and time information to make Combat classes even more fun and motivating, without requiring the installation of expensive punching bags.

### Free to choose.

Uptivo is an open system compatible with the main heart rate monitor brands.

### Key customers

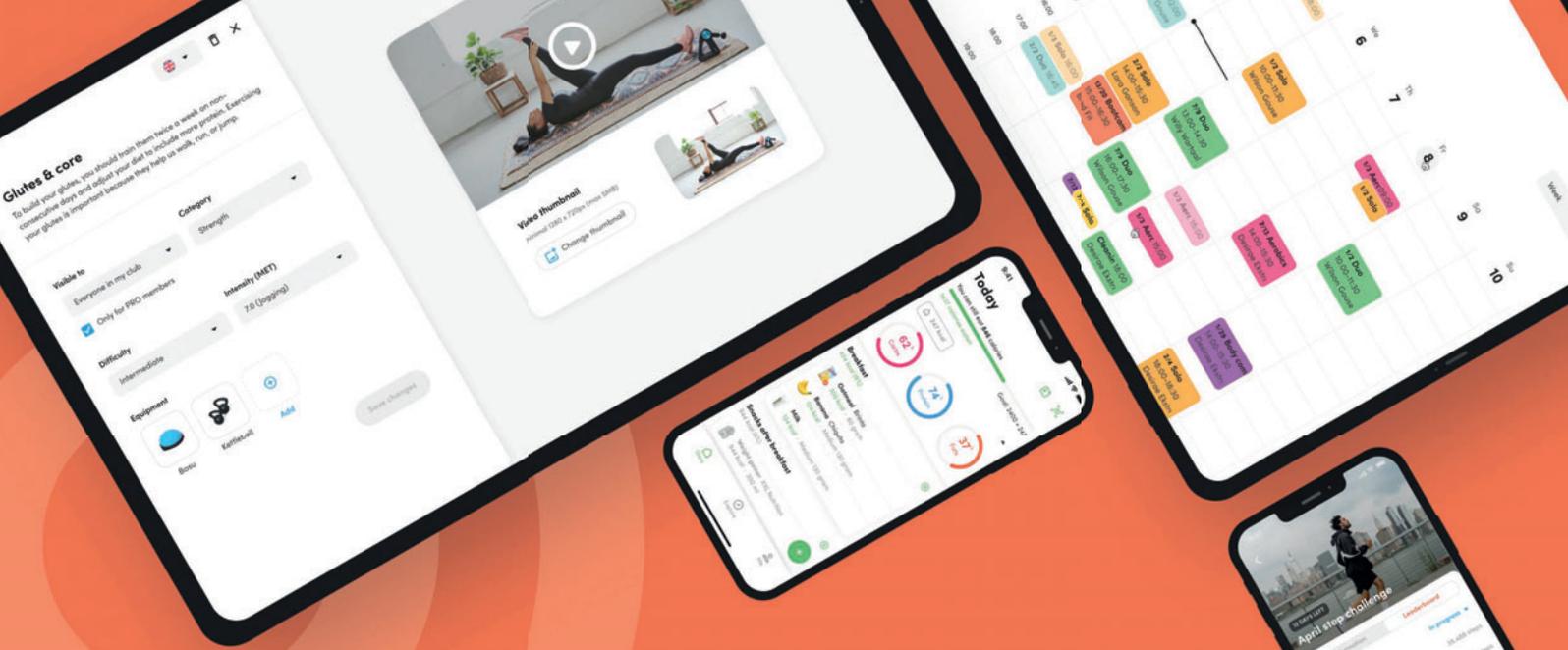
Fitness businesses around the world, from personal training and fitness boutique studios to some of the world's biggest wellness and fitness resorts.

### Shows attending

FIBO 2022 (Cologne, Germany), ELEVATE 2022 (London, UK), IHRSA 2022 (Miami, US), Dubai Active Show 2022 (Dubai, UAE).

### Key personnel

■ Fabrizio Colciago, CEO



# Your Ultimate All-In-One Fitness Software Solution

Manage • Coach • Engage • Grow

9.000+

Businesses

45.000+

Trainers

20 Million+

Consumers

80

Countries



Learn more at [business.virtuagym.com](https://business.virtuagym.com)

# Virtuagym

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Facebook: @Virtuagym

Blog: <https://business.virtuagym.com/blog/>

<https://virtuagym.com>



**Hugo Braam,**  
Co-founder and CEO

## About us

Virtuagym is a global provider of health and fitness technology for management, coaching, and engagement for the fitness industry and corporate wellness.

Virtuagym has a mission to make the world a healthier and happier place through its industry-leading technology solutions, empowering businesses and health professionals to help people create sustainable lifestyle change.

The Virtuagym platform delivers a complete ecosystem of integrated mobile apps with solutions for member management, exercise and nutrition, progress tracking, online coaching, scheduling, video workouts, billing and more.

## Product range and services

Virtuagym's All-In-One solution enables gyms, studios, and personal training

businesses to manage and coach members wherever they are, delivering 24/7 personalised experiences. It also allows them to be more efficient and to focus on business growth, offering a complete integrated ecosystem that seamlessly combines physical and digital services.

This ranges from management software for important areas such as membership management, payments and scheduling, as well as industry-leading exercise and nutrition coaching and engagement solutions like virtual training, meditations, community features, challenges and more. Additional services include an integrated Video Workout Platform and PRO+, a turnkey digital membership and engagement solution.

## Key customers

Virtuagym supports more than 20 million

consumers, over 9,000 fitness businesses, and 45,000+ trainers worldwide. Virtuagym works with fitness businesses and entrepreneurs of all shapes and sizes, as well as corporate wellness providers.

## Future plans

Virtuagym is focused on fueling further innovations in health and fitness technology and supporting health and fitness businesses around the world in seamlessly combining their physical and digital services through its All-In-One solution for club management, coaching and engagement.

## Shows attending

FitNation 2022, W3fit 2022, IRHSA 2022, FIBO 2023, PerformX 2023, FitFair 2023, SaasStr Europe 2023, European Health & Fitness Forum 2023.

## Key personnel

- Hugo Braam, Co-founder & CEO
- Paul Braam, Co-founder & CEO
- Ivan Kooiman, Chief Financial Officer
- Mark Louter, Chief Revenue Officer
- Kelly Heijligenberg, Head of People & Culture
- Thomas Woods, VP of Enterprise Sales

“With Virtuagym’s end-to-end Customer Mobile Solution we’ve vastly improved member communications, retention, sales and business intelligence. This has skyrocketed the continual growth for Jetts UK over the past 18 months.”

*Andy Johnson, Head of Operations at Jetts UK*



# THE UK'S NO.1 & MOST TRUSTED PT MANAGEMENT COMPANY

YOUR Personal Training offers a zero-cost, added value service across the leisure industry, supporting both PT's and health clubs and leisure centres to deliver world-class personal training using a proven success strategy.



[www.yourpersonaltraininguk.co.uk](http://www.yourpersonaltraininguk.co.uk)

 **YOUR**  
Personal Training™

# YOUR Personal Training

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Facebook: [www.facebook.com/YOURpersonaltraining](http://www.facebook.com/YOURpersonaltraining)

[www.yourpersonaltraininguk.co.uk](http://www.yourpersonaltraininguk.co.uk)



**Aaron McCulloch,**  
Managing Director

## About us

YOUR Personal Training is the UK's largest PT Management service, offering a zero-cost, added value service across the leisure industry. Operating since 2008, YOUR Personal Training supports both PT's and facilities to deliver world-class personal training using a proven success strategy.

YPT is passionate about creating careers, not just jobs, and helps PT's to build long-term sustainable businesses, boasting the industry's best length of stay and annual earnings for PT's.

YOUR Personal Training, a CIMSPA employer and Training Provider partner and ukactive partner, supports clubs to deliver a service to be proud of, truly making a difference to their customer base, as well as boosting potential revenue.

In 2022 YOUR Personal Training launches YOUR Academy, providing a complete, full-circle training and education journey for PT's. YOUR Academy has been carefully curated alongside the sector's top educators, coaches to develop a personal trainer educational package, approved by Active IQ, which aims to introduce a higher calibre of industry-ready PTs.

## Product range and services

YOUR Personal Training provides a wide range of secondary wellness services to compliment an operator's existing health and fitness provision, helping them deliver world-class PT services:

### For Operators:

- Improved financial performance and length of stay of PT's, plus secondary revenue opportunities
- Recruitment, placement and onboarding of fully qualified and DBS checked PT's – only recruiting top 5% of applications
- Full management service – including HR, Governance and Compliance (including IR35)
- Fully managed integration of clubs (including staff briefings and manuals) with current health and fitness staff professional development
- A dedicated manager to oversee PT operations and YOUR Personal Training model development.

### For Personal Trainers:

- Comprehensive, 'gold standard' PT qualification and training
- Career development and pathways for high performance PT's

- In-club and online marketing assets for PT's and clubs
- Personal training team education, CIMSPA-endorsed CPD, business support, career development and one-to-one mentoring programme.

## Key customers

GLL/Better, Bannatyne Group, Anytime Fitness, The Waterside Hotel and Leisure Club, Ulster University, Gym partnership in Kuwait City

## Future plans

Helping operators grow secondary spend revenue and customer retention with the launch of YOUR Wellbeing, providing and managing wellness experts.

## Shows attending

ukactive Active Uprising, PAF, Elevate, Sibec, active-net

## Key personnel

- Aaron McCulloch, Managing Director
- James Lorey, Operations Director

# PRODUCT INNOVATION

Emma Canning rounds up the latest product launches in health and fitness

**Schwinn's X & Z Bikes** will strengthen the cycling community, says Ashley Thorne

**C**ore Health and Fitness has announced the arrival of its next generation of indoor cycling bikes – Schwinn X and Z. They are the result of consultation with some of the best indoor cycling coaches in the world to create the ultimate bike for instructors and riders. The resulting bikes have been designed to simplify the user experience while expanding

instructor possibilities.

The Schwinn Z Bike uses colour and light and is the first commercial indoor bike enabled with Gym Kit software to pair with Apple Watch, which can sync data with compatible cardio equipment to provide users with more accurate workout information.

The Z Bike makes the science of intensity-based personal Zone training more accessible for broad-based appeal, allowing all fitness levels to ride as one by personalising their training zones.

An additional feature is the way it amplifies the music by 'colourising' pedal speed.

The Schwinn X Bike, has no console and relies on gym members using fitness apps and virtual content for their ride.

"The X and Z Bikes are visionary in terms of their connectivity, versatility and inclusivity," says Ashley Thorne, director of group cycles and sustainability.



PHOTO: CORE HEALTH & FITNESS

*The X and Z Bikes are visionary in terms of connectivity, versatility and inclusivity.*

Ashley Thorne

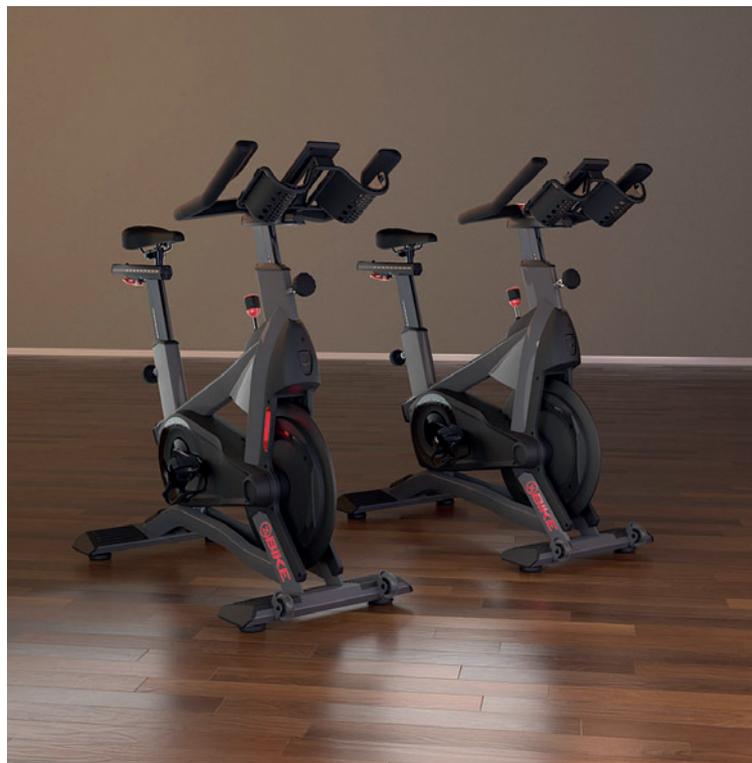


PHOTO: SCHWINN

The Z Bike pairs with Apple Watch, enabling data syncing

[fitness-kit.net](https://fitness-kit.net) KEYWORD **Core Health & Fitness**



The FXD bench features dual-articulation and integrated storage

PHOTO: CORE HEALTH & FITNESS

## The FXD Bench by Throwdown is perfect for group HIIT workouts, says David Parkinson

The FXD Bench by Throwdown is aimed at boutique style studios. The brand noticed a growing demand for members to do quick HIIT style workouts in a group setting. The FXD Bench can be paired with cardio, HIIT, strength or indoor cycling equipment to offer motivating high intensity classes.

This multi-functional bench is designed to allow for efficient use with both live or virtual on-screen instructors, with everything needed to work

every muscle group in the body, including kettlebells, dumbbells, and a slam ball.

The integrated accessory storage creates a single workout station with a wide variety of exercise options. The compact, self-contained size helps to keep facilities clean and organised.

The FXD Bench features dual-articulation, which allows easy transition from horizontal to seated incline to full incline, and every position in between.

“The patent-pending, dual-

articulating feature of the back pad ensures members will always face the instructor regardless of the exercise they are doing, whether it be push or pull related,” says David Parkinson, director of Throwdown & HIIT for Core Health & Fitness.

“Another great feature is the drop-down caser wheel at the flick of a lever, which allows the bench to be moved easily.”

[fitness-kit.net](https://fitness-kit.net) **KEYWORD**  
FXD Bench



PHOTO: CORE HEALTH & FITNESS

**Members will always be facing the instructor, regardless of the exercise**

David Parkinson



The combination of consoles and cardio lines gives a huge range of options

PHOTO: MATRIX

## Matrix Fitness introduces a three tiered cardio range to provide total versatility, explains Matt Pengelly

**M**atrix Fitness is launching a three-tiered cardio offering to make it easier for customers to find specific fitness solutions. The line is compatible with five of the company's consoles, enabling the creation of combinations of performance and technology which can accommodate virtually any facility's budget, space and members.

"With our new cardio series and consoles, we provide versatile options, so facilities can choose the best fit, placing the end user at the centre of their decision," says Matt Pengelly, MD of Matrix Fitness UK.

The Performance Series provides a portfolio of cardio platforms designed for heavy use. Ergonomic touchpoints are positioned to make long, hard workouts comfortable and easy to navigate. The range includes a treadmill, climbmill, ascent trainers, suspension elliptical, hybrid cycle, upright cycle and recumbent cycle.

The Endurance Series was created for heavy use in professional fitness facilities, where space is at a premium and budgets need to stretch further.

Streamlined designs simplify the exercise experience, while still providing a

performance which can challenge cardio enthusiasts.

This series is designed and tested to stand up to tough environments and heavy use and offers the most choices in regards to features, functions and pricing. It includes a treadmill, climbmill, stepper, suspension elliptical, upright cycle and recumbent cycle.

The Lifestyle Series is ideal for light commercial use and features value-conscious design, reliable performance and a unified aesthetic which makes the exercise experience less intimidating.

Simplified operation makes



PHOTO: MATRIX

*We believe choice makes the difference*

**Matt Pengelly**

it easy for virtually anyone to start a workout – even users who are unfamiliar with exercise equipment. This range includes a treadmill, climbmill, suspension elliptical, upright cycle and recumbent cycle.

**fitness-kit.net** KEYWORD **Matrix**

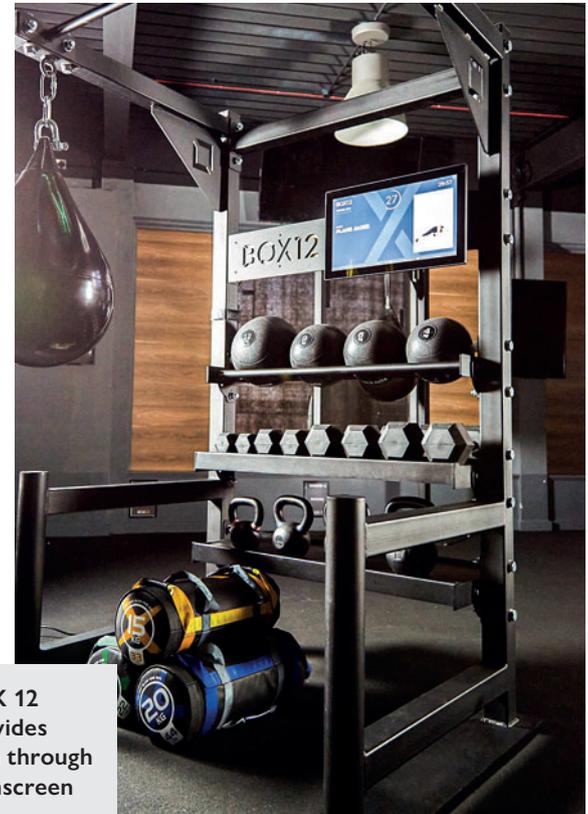


PHOTO: BOX12

The BOX 12 Pod provides guidance through its touchscreen



PHOTO: BOX12

**BOX12 is committed to ensuring we're the go-to company for boxing products**  
 Jamie Cartwright

## BOX12 is evolving its offering with its new Pod, says Jamie Cartwright

The latest product launch from BOX12 is the BOX12 Pod. The free-standing boxing and functional fitness pod is designed to fit into a club or corporate setting. It features an optional touch screen which takes users through a journey of pre-set training programmes. The Pod allows those

who cannot attend a class, or prefer to train solo, to receive guidance and expert instruction. It's fully loaded with functional kit. A consumer Pod is due to be launched in May 2022. BOX12 co-founder Jamie Cartwright says: "The BOX12 product offering is evolving rapidly. As demand for

boxing-for-fitness products expands to suit users' needs, BOX12 is committed to ensuring we're the go-to company for the industry." BOX12 was born in 2019 and is the brainchild of Jamie Cartwright and Jon Eade of Hatton Boxing.

[fitness-kit.net](https://fitness-kit.net) KEYWORD **BOX12**

## Technogym Ride will attract new members from the cycling community, says Nerio Alessandri

**T**echnogym has launched Technogym Ride, a bike featuring a 22-inch screen which provides users with an immersive indoor experience. Technogym Ride is the first bike to offer direct access to the most popular cycling apps, including Zwift, Strava, ROUVY and TrainingPeaks; along with entertainment apps such as Netflix and Eurosport. A range of training programmes and experiences is designed to improve users' performance outdoors on the road.

The bike is designed to simulate an outdoor cycling experience and replicate real-world routes and inclines. The training sessions challenge users to reach the proper power zones on dozens of virtual routes, including some of the world's most legendary climbs.

Alternatively, users can choose the TNT (Technogym Neuromuscular Training) programmes, developed by the Technogym Research Center to improve both metabolic

and neuromuscular qualities, or can set a customised training plan based on their goals. Technogym Ride is equipped with a real gearbox and gives a realistic cycling feeling with a fast reaction time of 0 to 1000 watts in half a second. The bike is also designed to be very quiet.

It offers clubs the chance to attract new members from the ever-growing

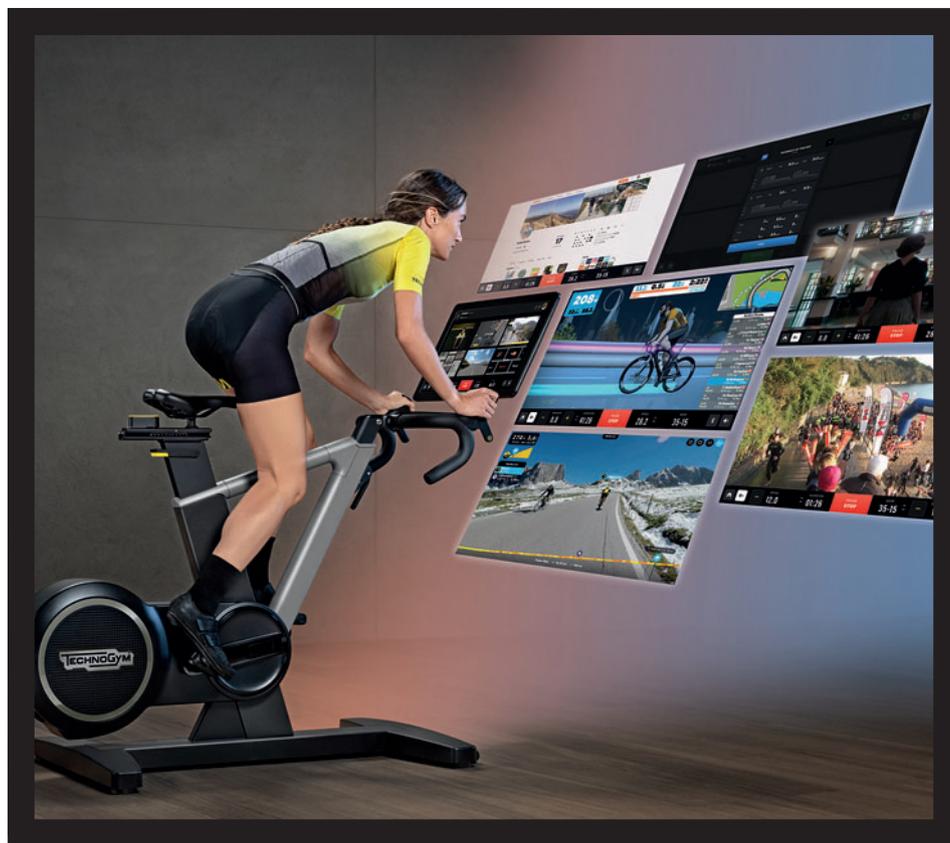


PHOTO: TECHNOGYM



PHOTO: TECHNOGYM

**Technogym has a passion for cycling**  
Nerio Alessandri

Technogym Ride is connected to some of the most popular cycling apps

fitness-kit.net **KEYWORD**  
Technogym



The bootcamps teach instructors how to convey personality and impact

## 1FitLife's new Presenter Bootcamps teach instructors on-camera skills, says Anna Langridge

**D**igital workout specialist 1FitLife is training fitness instructors across the UK to deliver 'rock star' performances on screen.

The one day 'Presenter Bootcamps', which take place at the 1FitLife studios in Bournemouth, teach the specific skills instructors need in order to convey personality online, through tone, pace, pitch and emphasis. This helps instructors to deliver on-brand, impactful classes on demand.

The bootcamps are available to all fitness professionals

wanting to expand their knowledge in this area, and the training can be adjusted to include specific operator brand direction, content and styling requirements.

Anna Langridge, director of production and host of the bootcamps says: "Being a successful group-ex trainer in a club doesn't necessarily make you a good trainer on camera. It's more important than ever that an operator's on-demand offer stands out from its competitors, and should always go above and

beyond what someone could access for free online.

"Being in a film studio is unfamiliar territory for many fitness instructors and our practical workshop is designed to give people the confidence to work successfully with a full film crew in a studio."

Langridge has been in the production and fitness industry for 20 years, and has been directing ondemand workouts for the last seven years.

The new bootcamps combine a mixture of skill learning and practical sessions. ●



PHOTO: ANDREW RARKIN/1FITLIFE

**Our workshop gives people the confidence to work with a film crew**

Anna Langridge

fitness-kit.net KEYWORD 1FitLife



# LISTINGS

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HANDBOOK  
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## LISTINGS

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# 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** A national charity leading the way to provide accessible physical activity and increase participation amongst disabled people.

## American College of Sports Medicine (ACSM)

**Email** publicinfo@acsm.org

**Web** www.acsm.org

**Description** The American College of Sports Medicine (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** BUCS is the national governing body for higher education sport in the UK. It works with its member institutions to get more students active more often, through competitive sport and by providing physical activity opportunities.

## Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

**Email** info@cimspa.co.uk

**Web** www.cimspa.co.uk

**Description** CIMSPA is the professional development body for the UK's sport and physical activity sector. It is committed to supporting, developing and enabling professionals and organisations to succeed.

## Chief Culture & Leisure Officers Association (CLOA)

**Email** info@cloa.org.uk

**Web** https://cloa.org.uk

**Description** CLOA advises on, advocates and champions culture and leisure on behalf of sector professionals, locally, regionally and nationally.

## Club Managers Association of Europe (CMAE)

**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 UK

**Web** https://communityleisureuk.org

**Description** Community Leisure UK is a members' association that specialises in charitable trusts, delivering public leisure and culture services across the UK.

## EuropeActive

**Web** www.europeactive.eu

**Description** EuropeActive is the leading not-for-profit organisation representing the whole of the European health and fitness sector from its head office in Brussels. It aims to raise awareness of the role the fitness sector is playing to support a more active and healthier Europe.

## European Register of Exercise Professionals (EREPS)

**Web** www.ereps.eu

**Description** Launched in 2007, the European Register of Exercise Professionals is an independent process for the registration of all instructors, trainers and teachers working across Europe in the exercise and fitness sector. EREPS recognises the qualifications and skills of exercise professionals and is an important assurance for the public and employers that their instructor or employee holds the appropriate qualifications to perform their role safely and effectively.

## International Health, Racquet and Sportsclub Association (IHRSA)

**Email** [info@ihrsa.org](mailto:info@ihrsa.org)

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

**Description** The International Health, Racquet and Sportsclub Association is a trade association serving the health club and fitness industries worldwide. IHRSA aims to grow, protect and promote the health and fitness industry and provide its members with a wide range of benefits to enable them be even more successful.

## International SPA Association (ISPA)

**Email** [ispa@ispastaff.com](mailto:ispa@ispastaff.com)

**Web** <https://experienceispa.com>

**Description** Since 1991, the International SPA Association has been 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 Exercise Professionals (REPs)

**Email** [info@exerciseregister.org](mailto:info@exerciseregister.org)

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

**Description** REPs – launched in 2002 and under the ownership of UK Coaching since 2016 – 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.

SHUTTERSTOCK/JACOB LUND

This year has seen the health and fitness sector fight back after COVID-19

## Sport and Recreation Alliance

**Email** [info@sportandrecreation.org.uk](mailto:info@sportandrecreation.org.uk)

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

**Description** An umbrella body for sport and recreation in the UK, representing 320 organisations such as the FA, RFU, British Athletics, British Rowing and the Exercise Movement and Dance Partnership.

## Sport England

**Email** [funding@sportengland.org](mailto:funding@sportengland.org)

**Web** [www.sportengland.org](http://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](mailto:info@ukactive.org.uk)

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

**Description** A body existing to serve any organisation in the UK with a role to play in, or benefit to be gained from, getting more people, more active, more often. It serves more than 4,000 members and partners from across the public, private and third sectors, from multinational giants to local voluntary community groups.

## UK Spa Association

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

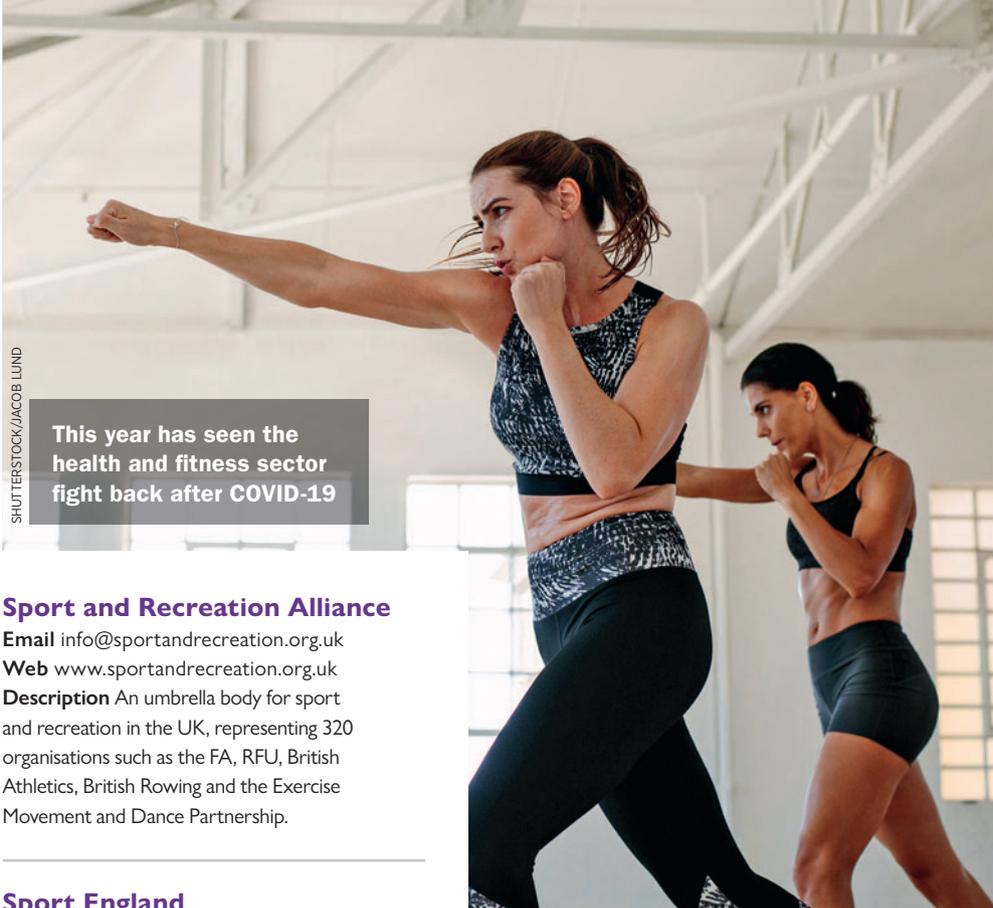
**Description** The UK Spa Association is a not-for-profit, impartial body composed of members and partners from across the UK spa, salon and wellness sector. It aims to provide a platform for members and partners.

## Youth Sport Trust

**Email** [info@youthsporttrust.org](mailto:info@youthsporttrust.org)

**Web** [www.youthsporttrust.org](http://www.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. It reaches around 20,000 schools across the UK.



# Supplier contacts

Contacts for key industry suppliers and service providers

## 1Life

Tel: +44 (0)1480 484250

Email: enquiry@1life.co.uk

<https://www.1life.co.uk/>

## Active IQ

Tel: +44 (0)1480 467950

Email: businessdevelopment@activeiq.co.uk

[www.activeiq.co.uk](http://www.activeiq.co.uk)

## Alliance Leisure

Tel: +44 (0)1458 877558

Email: info@allianceleisure.co.uk

[www.allianceleisure.co.uk](http://www.allianceleisure.co.uk)

## Art of Cryo

Tel: +49 2935 9652 0

Email: contact@artofcryo.com

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

## Core Health & Fitness

Tel: +44 (0)1494 688260

Email: uksales@corehandf.com

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

## Empowered Brands

Tel: 03330 151 865

Email: info@empoweredbrands.co.uk

[www.empoweredbrands.co.uk](http://www.empoweredbrands.co.uk)

## Excelsior Development Technology

Tel: +44 (0)7450 721382

Email: enquiries@edt.education

<https://www.edt.education>

## FIBO Global Fitness

Tel: +49 211 901910

Email: info@fibo.com

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

## Fisikal Limited

Tel: +44 (0)7720285860

Email: info@fisikal.co.uk

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

## Fitronics (TRP)

Tel: 03301280971

Email: hello@fitronics.com

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

## Fit Summit

Tel: +65 8268 9834

Email: day@thefitsummit.com

<https://thefitsummit.com/>

## Funxtion International BV

Tel: +31 (0)20 2135000

Email: info@funxtion.com

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

## Future Fit

Tel: +44 (0)1329756196

Email: forbusiness@futurefit.co.uk

<https://futurefitforbusiness.co.uk/>

## Gantner

Tel: +43 5552 33944

Email: contact@gantner.com

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

## Gympass

<https://site.gympass.com/uk/partners/>

## Global Wellness Summit

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

## InBody UK

Tel: +44 (0)1530 569620

Email: uk@inbody.com

<https://uk.inbody.com/>

## Indigofitness Ltd

Tel: 01455 890 100

Email: info@indigofitness.com

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

## Jordan Fitness

Tel: +44 (0)1553 763285

Email: sales@jordanfitness.co.uk

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

## Keiser UK LTD

Tel: +44 (0) 1666 504710

Email: sales@keiseruk.com

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

## Leisure-Net

Email: info@leisure-net.org

[www.leisure-net.org](http://www.leisure-net.org)

## Les Mills UK

Tel: +44 (0) 207 264 0200

Email: lmuk.clubs@lesmills.com

<https://www.lesmills.com/uk/>

## Life Fitness

Tel: +31 (0)180 646 666

Email: info.emea@lifefitness.com

[www.lifefitnessemea.com/en-eu](http://www.lifefitnessemea.com/en-eu)

## Matrix Fitness

Tel: +44 (0) 1782 644900

Email: info@matrixfitness.co.uk

<https://uk.matrixfitness.com/>

## Merrithew™ - Leaders in Mindful Movement™

Tel: 0800 328 5676

Email: equipment@merrithew.com

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

## Mindbody

Tel: +44 20 3514 1894

Email: sales@mindbodyonline.com

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

## Myzone

Tel: +44 (0)115 777 3333

Email: jonathan.monks@myzone.org

[www.myzone.org](http://www.myzone.org)

## National Fitness Games

Email: info@nationalfitnessgames.com

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

## Orbit4

Tel: +44 (0)7557 365 669

Email: daniel@orbit4.org

<https://orbit4.org/>

## Panatta Srl

Tel: +39 (0)733611824

Email: infouk@panattasport.it

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

### Parkwood Leisure

Tel: +44 (0)1905 388500  
[www.parkwoodleisure.co.uk](http://www.parkwoodleisure.co.uk)

### Perfect Gym Solutions S.A.

Tel: +44 20 3885 9312  
Email: [sales@perfectgym.com](mailto:sales@perfectgym.com)  
[www.perfectgym.com](http://www.perfectgym.com)

### Physical Company

Tel: +44 (0)1494 769 222  
Email: [sales@physicalcompany.co.uk](mailto:sales@physicalcompany.co.uk)  
[www.physicalcompany.co.uk](http://www.physicalcompany.co.uk)

### Powerplate

Tel: +44 (0)20 7317 5000  
Email: [info@powerplate.com](mailto:info@powerplate.com)  
[www.powerplate.com](http://www.powerplate.com)

### Peloton Commercial and Precor Products

Tel: +44 203 1023 9973  
<https://commercial.onepeloton.co.uk/>

### Pulse Fitness

Tel: 01260 294600  
[www.pulsefitness.com](http://www.pulsefitness.com)

### Rocca Creative Thinking Limited

Tel: +44 (0)1142 217711  
Email: [marc@roccacreative.co.uk](mailto:marc@roccacreative.co.uk)  
[www.roccacreative.co.uk](http://www.roccacreative.co.uk)

### Safe Space Lockers

Tel: +44(0)20 3651 1500  
Email: [info@safespacelockers.co.uk](mailto:info@safespacelockers.co.uk)  
<https://safespacelockers.co.uk/>

### ServiceSport (UK) Ltd

Tel: 01257 264 738  
Email: [info@servicesport.co.uk](mailto:info@servicesport.co.uk)  
[www.servicesport.co.uk](http://www.servicesport.co.uk)

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

### Technogym

Tel: +44 (0)1344 300236  
Email: [UK\\_info@technogym.com](mailto:UK_info@technogym.com)  
[www.technogym.com](http://www.technogym.com)

### TRIB3 International Ltd

Email: [franchise@trib3.co.uk](mailto:franchise@trib3.co.uk)  
[www.trib3.co.uk/franchise](http://www.trib3.co.uk/franchise)

### Trainerize

Tel: +1-844-625-1155  
Email: [help@trainerize.com](mailto:help@trainerize.com)  
[www.trainerize.com](http://www.trainerize.com)

### TVS Group

Tel: +44 (0)1706 260 220  
Email: [Sales@TVS-Group.co.uk](mailto:Sales@TVS-Group.co.uk)  
[www.TVS-Group.co.uk](http://www.TVS-Group.co.uk)

### UPTIVO Srl

Email: [info@uptivo.fit](mailto:info@uptivo.fit)  
<https://uptivo.fit/>

### Virtuagym

Tel: +44 (0)20 3885 3926  
Email: [support@virtuagym.com](mailto:support@virtuagym.com)  
<https://virtuagym.com>

### We Work Well

Email: [info@weworkwellevents.com](mailto:info@weworkwellevents.com)  
<http://www.weworkwellevents.com/>

### YOUR Personal Training

Tel: +44 (0)161 971 7099  
Email: [admin@yourpersonaltraininguk.co.uk](mailto:admin@yourpersonaltraininguk.co.uk)  
[www.yourpersonaltraininguk.co.uk](http://www.yourpersonaltraininguk.co.uk)



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



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