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HANDBOOK

2023-2024

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*Source: 2021 Global Fitness Report, Les Mills



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A ray of sunshine

It's possible to be overwhelmed by the challenges the universe has been throwing at us all over the last few years, but among the disruption, the health and fitness industry is offering chinks of light and hopefulness in achievable daily doses.

The growth of group exercise is notable, given people's hunger for social contact and being able to work out together is a huge driver of health club attendance.

Research has shown that feeling awe helps people fight mental illness, while also lengthening lives and working out in a group is one way of experiencing this.

Collective effervescence is its sociological term – that energy and harmony you feel when experiencing something with others.

During the past three years there have been so many contributing factors to the mental illness tsunami we're seeing in societies all around the world, but the lack of face-to-face time and companionship has



R. SAMPSON

certainly made it even harder for many people to cope with the tough times.

Research shows people laugh five times more when they're with others than when they're alone and those little social connections, such as smiling at strangers and exchanging pleasantries with the health club reception team, have been proven to be incredibly important for our

health, wellbeing and longevity. Loneliness kills.

By just offering up the space for people to do communal exercise, the industry is doing a massive service for humankind and one of my top predictions for 2023 and beyond is that group exercise – and the resulting collective effervescence – will be pushed to ever more exciting places. Fast exercise, gentle exercise, walking groups, mindfulness practices, lectures and events... I can't wait to see where it goes.

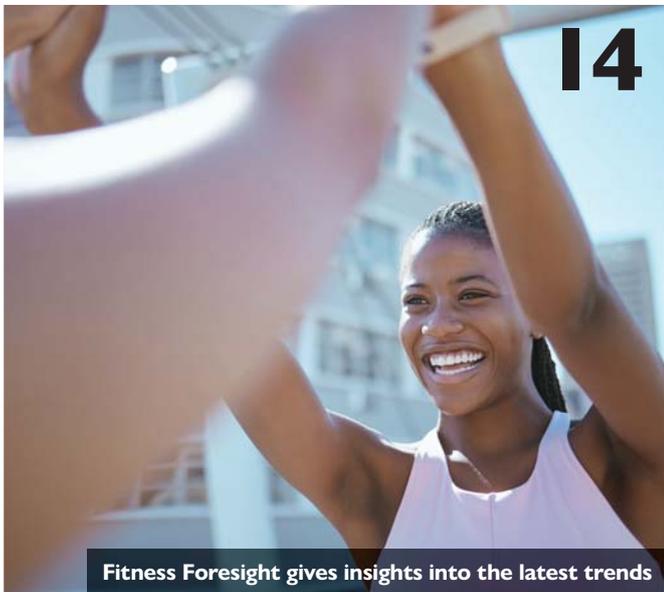
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PHOTO: LES MILLS

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With such a tough economic climate, it's tempting to pass some of the costs on to members. Some operators are already doing so. But will the beleaguered consumer stand it? Julie Allen passes on some interesting insights from Leisure-net's pricing report.

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As the fitness industry moves closer to the healthcare sector, Lyndsey Barrett and Andrew Chapman argue an overhaul is needed in the language used to make sure it's inclusive.

Engaging Gen Z will be key to success over the next decade



PHOTO: SHUTTERSTOCK / PEOPLEIMAGES.COM - YURI A

The case for using more inclusive language



PHOTO: SHUTTERSTOCK / AAZARNIK

Self compassion and heart health

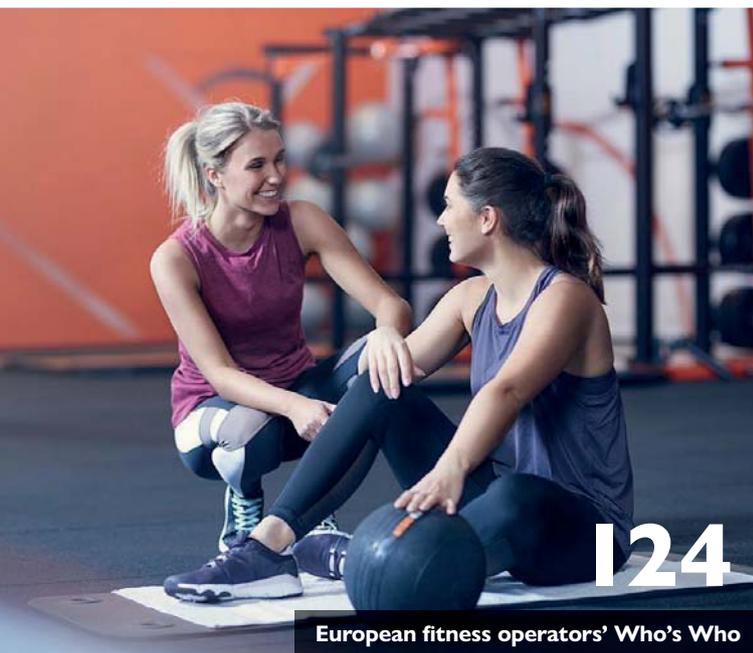


PHOTO: BASICFT

European fitness operators' Who's Who

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Who knew that when you call yourself an idiot for making a small mistake that it impacts the health of your heart? ACE gives a run down on research which shows the surprising link between self compassion and cardiovascular health.

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People might think they're joining the gym to lose weight but according to ACE's Dr Erin Nitschke dig deeper and you find it's actually the other health benefits they want. She and eating disorder expert, Eva Musby, say it's time to step away from diet culture and shift the focus to fun and adopting healthy lifestyle habits.

96 Personal choice

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100 Market share

The market for health and fitness franchises has been growing strongly for the last 20 years, to the point where it's now a substantial part of the sector, drawing in substantial investment and scaling rapidly. Kath Hudson looks at how centralised systems and a mature business model underpin success.



ClubIntel research explores consumer preferences

PHOTO: SHUTTERSTOCK/KIRAZEN ZIGIC

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WIFA wants more focus on equality

PHOTO: PHOTOBAC

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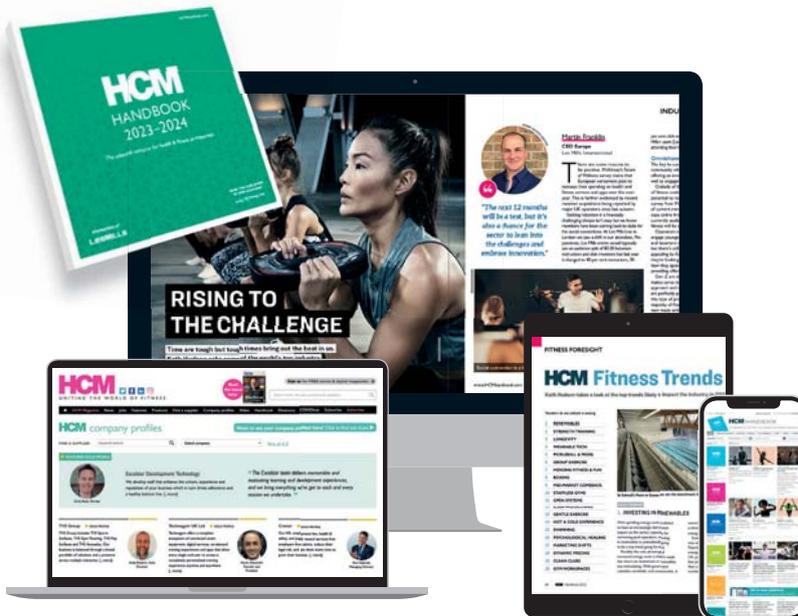
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HCM Fitness Foresight

Kath Hudson and Liz Terry take a look at the top trends impacting the industry in 2023-24

Numbers do not indicate a ranking

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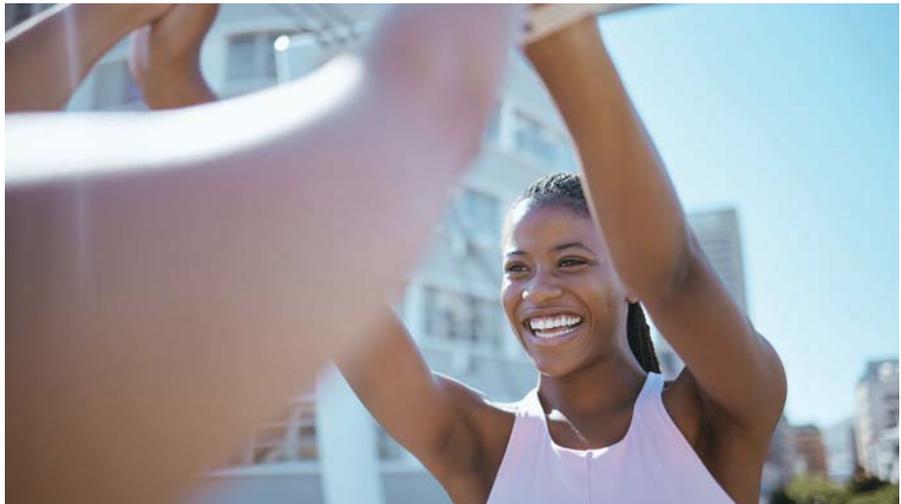


PHOTO: SHUTTERSTOCK/YURI A

New insight into sleepers will change the way we understand the power of membership

NEW INSIGHT

1. SLEEPERS

People who join health clubs and don't use them – sometimes called 'sleepers' – have often been seen as an embarrassment to the sector, however, this has never made sense to *HCM* editor, Liz Terry, who found the whole notion of sleepers difficult to reconcile: why would people spend money they didn't have to, unless they derived some benefit from doing so?

Terry hypothesised that there must be benefits to being a sleeper

in terms of things such as positive self-identify, increased hopefulness, freedom and mental health.

A research collaboration with insight firm Leisure-net, set out to identify what motivates sleepers, with the finding bearing out that belonging to a health club is indeed good for your mental health, sense of self and sense of wellbeing, even if you don't attend. Read more at www.HCMmag.com/sleepers.



Isometric exercise will come to the fore in the prevention of hypertension

HYPERTENSION

2. ISOMETRICS

Many turn to cardio to keep their blood pressure healthy, but new research from the team at Canterbury Christ Church and Leicester Universities in the UK has found isometric exercises, such as wall squats and planking, offer the best results.

The study, published in the *British Journal of Sports Medicine* (BJSM), looked at randomised controlled trials involving

nearly 16,000 people and found that although all types of physical activity – from aerobic exercise and strength training to high-intensity interval training (HIIT) – were “significantly effective” in reducing resting blood pressure, isometric exercise was almost twice as effective when compared to UK government recommended exercise guidelines.

Jamie O’Driscoll, reader in cardiovascular physiology at Canterbury Christ Church University and senior author of the study, said: “The static contractions of isometric

exercises squeeze the vessels that supply blood to the muscles – which reduces the flow of blood during the exercise and, therefore, the oxygen supply to the muscle.

“When the muscle relaxes afterwards, it causes a large flow of blood, triggering improvements in blood flow regulation.”

Following this finding, we expect recommendations regarding exercise interventions for hypertension to be reviewed and for operators to find ways to deliver isometric training for people with all levels of ability and fitness.

PHOTO: SHUTTERSTOCK/WILKOPRIX

TRENDS

AMPLIFIED WORKOUTS

3. PALM COOLING

Palm-cooling can increase the number of reps athletes can compete in a session, while reducing fatigue.

A peer-reviewed study in the *Journal of Strength and Conditioning Research* recorded a 40 per cent increase in bench press work volume in three weeks and a 144 per cent increase in pull-up volume over six weeks when experienced subjects used palm cooling strategies.

It affects the entire body because the palm's surface has a network of blood vessels that connect to arteries, making it a fast way to cool the core. The lower temperature enables muscles to function optimally, reducing fatigue.

MEDICAL COLLABORATION

4. CANCER

Collaboration between the physical activity and medical sectors will increasingly focus on cancer interventions. An *Exercise for Cancer* study from Tel Aviv University found HIIT can reduce the risk of metastatic cancer by up to 72 per cent, while YOCAS yoga has been found to reduce relapse.

The 12-week Prehab4Cancer programme has reduced time spent in hospital by 36 hours, while participants experienced fewer post-operative complications and critical care time was cut by 10 hours.



PHOTO: SHUTTERSTOCK / DAMIANO BUFFO

FUN SPORTS

5. PICKLEBALL AND PADEL TENNIS

Two new racquet sports are taking the sector by storm: pickleball and padel tennis. Both share similarities with other racquet sports, predominantly tennis, but they're much easier, meaning most people can pick up a racquet and have fun.

Both games offer progression, which keeps more able players engaged and as the two gain traction there will be more opportunities to play competitive matches – there's already talk of them

becoming Olympic sports in years to come, with a pro circuit already running.

As health and fitness operators are increasingly looking to engage new audiences and consumers are looking for social and fun ways to get active, we think both are set for rapid growth.

GLL is in the process of rolling padel tennis out across a number of its UK sites, while David Lloyd Leisure has been offering pickleball since 2021.



Healthspan – the number of years lived in good health – will be become the priority

POWER OF WELLNESS

6. HEALTHSPAN

Average life expectancy in 1900 was 40 years. Today this has nearly doubled in the majority of developed countries.

This long-term trend has been driven by improvements in public health, better nutrition, vaccination and an increase in lifespan brought about by modern medical and pharma interventions.

But while a longer lifespan is an aspiration for most, the real aim is living a longer, *healthy* life – closing the gap

between decline and death, so more years are spent in optimum health.

We expect the language around this subject to evolve, with increasing discussion about healthspan rather than lifespan, as everyone from governments to medics and consumers comes to understand that we must move on from the point where we are keeping people alive in poor health through medical interventions, rather than addressing lifestyle disease.

It's time for wellness practices to take their rightful place in this historic continuum of improvements in longevity and with 85 per cent of disease being lifestyle-related, the impact of a switch from 'sick care' to prevention and a focus on healthspan rather than lifespan could transform the lives of millions and the economies of nations.

With the power of AI diagnostics, wearables, DNA testing and bio-hacking, we have the tools we need to make this happen. ►

PHOTO: SHUTTERSTOCK/ALESSANDROBIASCIOLI

FITNESS FORESIGHT

▶ PLAYTIME

7. FUSING FITNESS WITH ATTRACTIONS

We expect to see increasingly blurred lines between fitness and attractions.

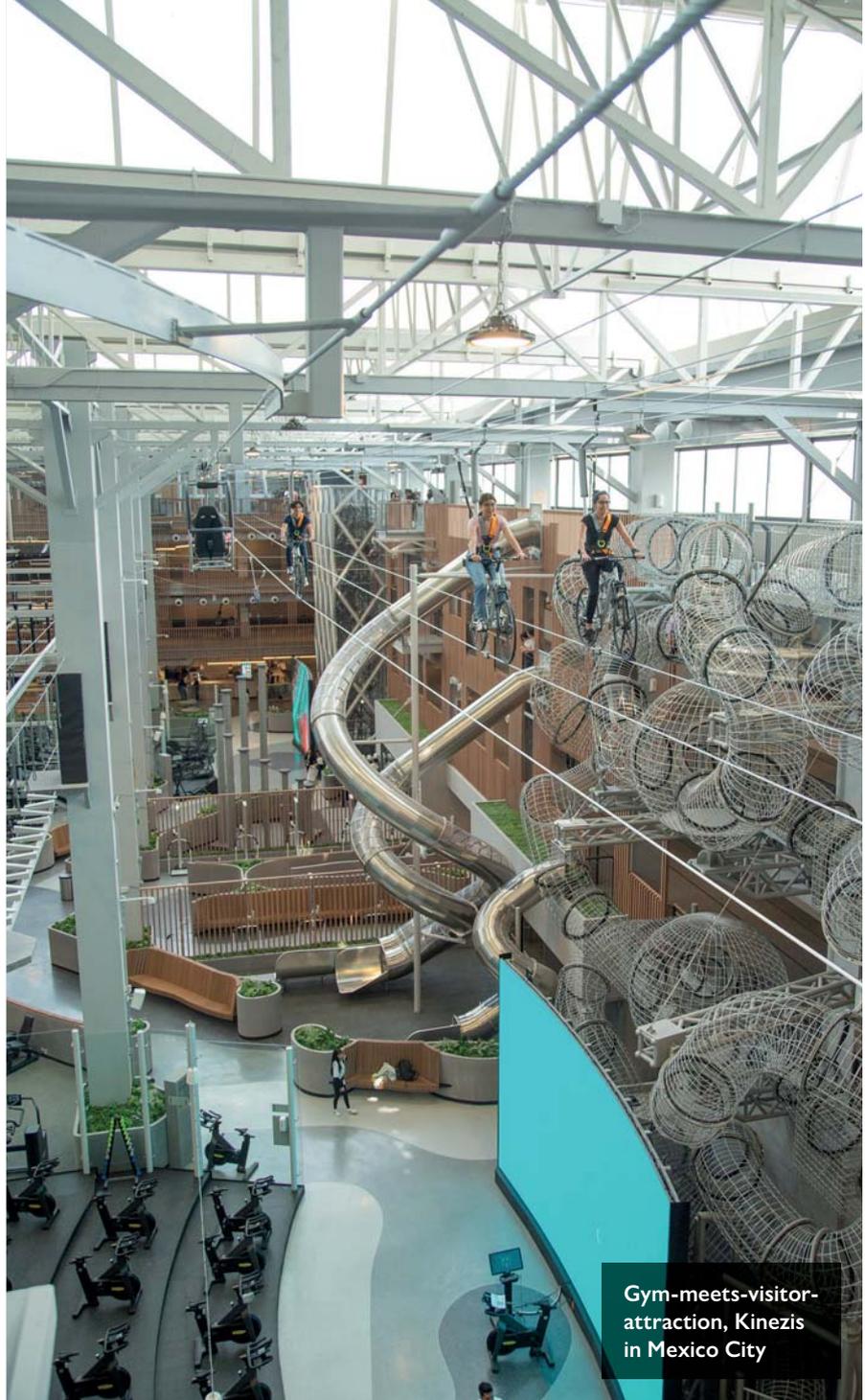
Kinezis in Mexico City is one example. This 6,000sq m fun and fitness utopia has three brands under one roof (see *HCM* issue 5 2023.)

Founded by Xavier López Ancona, the brains behind Kidzania, it has a boutique gym and entertainment park, with six climbing walls, vertical slides, drops and tubes, adult ball pools, an aerial bike course on ropes and a zipwire.

Ancona travelled to 32 countries researching the concept, observing the trend in active entertainment, as well as the desire to live a healthier life, so he decided to bring it all together under one roof. “We wanted to go into wellness and we’re very good at entertainment,” he told *HCM*.

Elsewhere, Portsmouth will be the first UK city to offer Playce, a turbo-charged playground concept designed by Dutch company, Athletic Skills Model, which allows all sorts of activities to take place in one area, including balancing, climbing, throwing and jumping.

Co-founder, René Wormhoudt is a coach to the Dutch Men’s National Football Team and had the idea when watching children playing football in the park. He says the aim is to develop all-round athleticism: “I saw they were good footballers, but not athletes. Focusing on just one sport increases the risk of injuries, overloading and loss of strength. For high-quality development, it’s important to have variety in sport and exercise.”



Gym-meets-visitor-attraction, Kinezis in Mexico City

PHOTO: KINEZIS

PHOTO: BRONX



Marnie Swindells' Bronx boxing concept got backing from Alan Sugar in *The Apprentice*

GROWING SECTOR

8. BOXING BREAKS THROUGH

It was exciting to see the industry take centre stage in the final of the BBC's *The Apprentice 2023* – we spied you there Humphrey Cobbold, Russell Barnes and James Balfour.

Former boxing champion and court advocate, Marnie Swindells and hair salon owner, Rochelle Raye Anthony, were the finalists vying for Alan Sugar's £250,000 and mentorship, with Swindells winning with her boxing gym concept, Bronx.

Swindells, who has previously won two gold medals at Europe's

largest amateur boxing event, took up boxing in 2012 when there were only six women fighting in the UK.

Having secured funding, including from Sport England, prior to the tv series she launched her boxing gym in south London this February, with the aim of making the sport more accessible, Sugar will now invest in rolling out the concept.

With boxing already popular, we expect this plug to give it a boost in both dedicated boxing gyms and mainstream health clubs.

SHUTTERSTOCK_STUDIO ROMANTIC



The aim is to improve wellbeing

WRAP AROUND CARE

9. WEIGHT LOSS DRUGS

The arrival of weight loss drugs presents a complex set of opportunities and threats to the health and fitness sector.

Given they need to be prescribed alongside physical activity and lifestyle counselling, we expect the sector to step up and get involved with their delivery in support of people who've struggled to control their weight in other ways.

Obesity is life-limiting and costs governments vast sums each year in health interventions, so there will increasingly be subsidies and financial incentives available to the sector to fund delivery of these services. ▶

TRENDS

CONVERGENCE

10. TRAINING AS A SPORT

The worlds of sport and health and fitness are blurring, with training increasingly being seen as a sport.

The recent deal between Adidas and Les Mills and Nike's entry into the health and fitness market are both indications of the direction of travel, as training and working out are seen as sports in their own right.

Nike is hiring 1,000 instructors to meld sport and exercise, while Adidas and Les Mills say they're developing joint ventures to "cement training as the biggest sport in the world".

The battle is for Gen Z – born wellness natives and the biggest generation to engage with the sector.

INTEGRATION

11. OPEN SYSTEMS

A world of open systems, which make it seamless for users to switch between equipment, apps and devices, has been brought one step closer since equipment giant, Technogym, made its Mywellness ecosystem accessible on any connected equipment.

We expect to see more of this kind of integration, making equipment more attractive to end users, while also delivering more credible solutions for institutional stakeholders, such as insurance companies, health systems and professionals in the world of medicine.



PHOTO: SHUTTERSTOCK / GENGWIT

There are opportunities for the fitness sector to help people get a good night's sleep

RECOVERY

12. SLEEP PROGRAMMES

The world isn't getting enough sleep and it's another problem that has been exacerbated by the pandemic.

The US Centers for Disease Control and Prevention (CDC) estimates 23m globally people suffer from insomnia and according to NHS Inform, one in three in the UK has trouble sleeping, so it's a common and frequently overlooked condition that can have a long-term and serious health impact.

It can also put pressure on healthcare systems, as the sleep-deprived are five times more likely to suffer from depression.

The CDC has officially declared insufficient sleep a public health problem

and calculates it costs the US economy US\$63bn a year in reduced productivity.

There's an increasing amount of help available, via apps, sleep charities and advice on the internet, but it's also a challenge the fitness sector is increasingly helping with.

We expect to see more sleep-promoting activities, such as restorative yoga, yoga nidra, meditation and pranayama proliferating on timetables, as well as operators taking it one step further and educating their members on sleep-promoting habits with workshops and programmes and – for those who have the capacity – sleep retreats.

Increasingly popular, Pilates can bring a broader membership into gyms



SLOWING DOWN

13. GENTLE EXERCISE

Although HIIT has been popular for years, we predict consumers will be looking for – and operators will be offering – an increasing number of gentle exercise activities from now on, not just established disciplines such as yoga and Pilates, but also new, engaging, low impact workouts which will appeal to those who are new to fitness.

Low impact exercise can be just as powerful as going full tilt, according to a study supported by the American College of Exercise. This found that REHIIT (reduced exertion high-intensity interval training) which does fewer and shorter sprints than a HIIT workout, at a lower intensity, resulted in a longer afterburn effect, leading to more metabolic and training adaptations over time.

At the cutting edge of trends, Les Mills is adding to its non-impact

Thrive programme, which focuses on supporting the muscles used for walking. Head of research at Les Mills, Bryce Hastings, says their research has shown that classes being too intense can be off-putting for newcomers and might put them off returning.

“I’d love to see the industry focus on delivering movement experiences that leave people feeling replenished,” he says. “This has the potential to broaden our industry’s appeal and bring the benefits to everyone.” ▶

PHOTO: BODY BALANCE

TRENDS

BROWN FAT

14. HOT AND COLD

Research shows that contrast bathing – exposing the body to alternating cold and hot – can increase brown adipose tissue, otherwise known as brown fat.

Brown fat changes the body by metabolising blood sugar and fat molecules. Researchers have been working on ways to harness this to treat metabolic disorders, such as obesity and diabetes.

As a result, we expect to see hot and cold experiences entering the mainstream as part of the move to wellness and increasing focus on prevention.

MARKET GROWTH

15. GEN Z

Gen Z will have a bigger impact on the global fitness market than any generation before it, according to new research.

Gen Z Fitness: Cracking the code, from Les Mills found that more than a third (36 per cent) of Gen Z consumers are exercising regularly, while 50 per cent want to start – representing a huge ‘untapped market’ for health clubs. In addition, 30 per cent of Gen Z are already regularly using fitness facilities.

The research combined quantitative and qualitative insights from 4,000 young people aged 16 to 26 across North America, Europe and Asia.



PHOTO: SHUTTERSTOCK / MY JULY

Healing old hurts is essential to laying foundations for sustainable behaviour change

MENTAL HEALTH

16. BEHAVIOUR CHANGE

“You can eat perfectly, do the perfect workouts consistently, get eight hours of sleep, you can get sunlight in the morning, have cold and hot showers, do ice baths and saunas, you can do meditation, you can do it all and you will still suffer and be unhealthy if you don’t learn to process the emotional and mental traumas and triggers which cause you to react in unhealthy ways.” So says Lewis Howes, author of *The Greatest Mindset: Unlock The Power of Your Mind and Live Your Best Life Today*.

There is an increasing dialogue around the subject of behaviour change which shows that trying to make lifestyle changes through willpower alone isn’t sustainable.

Conditions such as obesity, for example, are complex and arise from a number of causes, but one can be emotional overeating, so in these cases, no amount of PT sessions, diet plans and check-ins will make a difference, unless the individual is supported to go back to the root causes and resolve them.

This goes beyond the remit of the industry and even the work of GPs, it requires the input of specialists

We predict operators will increasingly use the services of mental health professionals, such as psychologists, to support their work – and it’s coming: Nuffield Health and Fitness and Kinezis are already on board.



This Girl Can led the way in inclusive marketing campaigns

PHOTO: RACHEL ADAMS/ PAMAPHOTO

GROWTH

17. DEMOCRATISING FITNESS

A few years ago, *HCM* published a feature on gymtimidation (2018 issue 10) and we were surprised when a major industry voice claimed it did not exist, even though there was research to show many women felt put off by the gym environment and penetration numbers showed there were (and still are) a lot of people who don't go to health clubs.

This perceived exclusivity was further heightened by the marketing material which tended to focus on photoshopped buff, young, athletic, people - something we discussed in *HCM* issue 1 2018.

Since then the conversation has changed radically, big thanks to Sport England with This Girl Can for being the trailblazer in showing real women of all sizes, ages and ethnicities, which gave the rest of the industry the confidence to follow suit. It's heartening to see diversity in marketing is becoming the norm.

The next marketing shift will be a move away from losing weight and a preoccupation on aesthetics, to fully celebrating the major benefits exercise can have for mental health.

According to ACE's Dr Erin Nitschke (page 92) most new gym joiners think they want weight loss, but when questioned they really want things such as better sleep, more energy, improved focus and harmonious relationships. Let's start getting the message out about how we can help people achieve these[≠] through exercise.

TRENDS



PHOTO: CLUB PILATES / NOBLE ANDREWS

Xponential has got on board with dynamic pricing

▶ INNOVATION

18. DYNAMIC PRICING

As consumers we're used to dynamic pricing in hospitality and travel, but although ClassPass has been offering it since 2018, it is yet to be widely adopted by health and fitness operators, most of whom stick to a fixed-price model with upsells for more features.

This could be about to change, however, as Xponential Fitness has become one of the first operators to create its own aggregator and dynamic pricing model

with the XPass, which was launched earlier this year (*HCM* issue 3 2023.)

With 2,000 locations in the US and 600 globally and growing fast, Xponential now has sufficient scale to create its own aggregator and the company says XPass is showing great results and within the first few months more than two million minutes of class time was booked and 20 per cent of the customers were new to the company.

XPass has allowed Xponential to bring all its brands together in one offering which targets customers who are seeking a quality boutique experience and means its franchise partners have a steady stream of new customers coming through the doors.

As yield management and AI increasingly impact the world, we expect more health and fitness businesses to explore the use of dynamic pricing

COMPETITION

19. FITNESS RACING

The sport of fitness racing has been growing fast, with an international federation fed by national-level bodies already well established and talk of possible Olympic recognition.

The health and fitness sector has been quick to embrace fitness racing, driven in part by health club members asking for support in training for events.

With a commercial focus, companies such as Hydrox, Spartan, CrossFit and Ironman are developing their business models, with some offering health clubs revenue shares to drive scale.

We expect to see continued growth in the fitness racing sector and increasing involvement from health and fitness and wellness operators.



PHOTO: HYROX

Fitness racing is a growing category with growing influence on the health club sector



PHOTO: THE MINISTRY

The Ministry has workspace for members

WORK: LIFE BALANCE

20. WORK AND WORKOUT

Since standard working hours tend to be outside peak gym-going hours we expect to see more people using their gyms to both work and workout and operators will increasingly respond to this demand.

Kinezis in Mexico City has co-working spaces at the heart of its concept, with dedicated booths, while Equinox in New York has a dedicated co-working operation.

A number of London gyms are also welcoming people to work on-site, such as The Ministry, with its Work and Workout day pass, while new-launch club, Forest House in Watford,

has been designed so members can work out, eat, work and socialise without having to leave the building.

Members of health clubs offering this kind of service report combining workouts with working, client meetings, spa and wellness treatments, meals and snacks and social time.

With more people being asked by their employers to work from home some or all of the time, we expect workspace memberships to flourish with clubs capturing far more of their members' spend in the process.

HCM Fitness Trends archive

2022

- ENERGY GENERATION
- WELLNESS CHEFS
- GLUCOSE MONITORING
- WEARABLE TECH
- PLAY
- TRAUMA PROCESSING
- BROADENING MEMBERSHIPS
- THE METAVERSE
- MEDICAL COLLABORATION
- HYBRID MODELS
- 360 DEGREE APPROACH
- EATING DISORDERS
- SOUND HEALING
- GENDER NEUTRALITY
- AUTOMATICITY
- MINDFULNESS
- AWE WALKING
- FEMALE EMPOWERMENT
- SHAKING UP BOUTIQUES
- LOOKING AFTER STAFF

ABOUT THE AUTHORS

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Home workouts were one of 2020's top trends

PHOTO: LES MILLS

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

2020

- HOME WORKOUTS
- 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

2019

- TRAIN LIKE AN ATHLETE
- FRANCHISING
- LIVE STREAMING
- BOXING
- ASSISTED STRETCHING
- BONE LOADING
- ALTITUDE TRAINING
- MENTAL HEALTH SUPPORT
- REVERSE AGEING
- HOME FITNESS
- BALANCE TRAINING
- EMS
- RUNNING AND PARACHUTE
- AGGREGATORS

PHOTO: SHUTTERSTOCK / LUNA VANDOORNE



Natural enhancers:
a tip from 2018

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
- GROUP EXERCISE

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
- AT-HOME FITNESS

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
- OIL, GAS AND SOLAR



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INSIGHTS

HCM

HANDBOOK

2023–2024

INDUSTRY INSIGHTS

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RISING TO THE CHALLENGE

Times are tough but tough times bring out the best in us.

Kath Hudson asks some of the world's top industry experts where they see the glimpses of blue sky

PHOTO: LES MILLS



PHOTO: STEPHEN GOSLING



“The next 18 months will be a test, but it’s also a chance for the sector to lean into the challenges and embrace innovation”

Martin Franklin
CEO Europe
Les Mills International

There are some reasons to be positive. McKinsey’s *Future of Wellness* survey states that European consumers plan to increase their spending on health and fitness services and apps over the next year. This is further evidenced by record member acquisitions being reported by major UK operators since last autumn.

Tackling retention in a financially challenging climate isn’t easy but we know members have been coming back to clubs for the social connections. At Les Mills Live in London we saw a shift in our attendees. Pre-pandemic, Les Mills events would typically see an audience split of 80:20 between instructors and club members but last year it changed to 40 per cent instructors, 20

per cent club members and 40 per cent Les Mills+ users [Les Mills’ on demand service] attending their first live fitness event.

Omnichannel fitness

The key to success is nurturing a strong community which drives engagement, offering an irresistible club experience, as well as engagement outside the four walls.

Outside of the club space, the evolution of fitness continues to present exciting potential to reach new audiences. A recent survey from Mindbody found 35 per cent of current members tried their current class online first. With the technology currently available, the gamification of fitness will be a natural development.

Operators now need to find ways to engage younger athletes, as millennials and boomers remain loyal members, but there’s still work to be done in appealing to Gen Z. Understanding what they’re looking for in a workout and how they spend their time will be key to providing offerings that catch their eye.

Gen Z are digital natives, so it makes sense to adopt a digital-first approach and omnifitness offerings are perfectly positioned to nurture this type of prospect. We know the majority of financial decisions are now made online, so reaching this cohort where they’re at is crucial.

The next 18 months will be a test; but it’s also a chance for the sector to lean into the challenges and embrace innovation. Creating fitness experiences which capture the imagination and stand out from the crowd is more important than ever. For those who are brave enough to be bold, exploring new ways to engage with members is a key play as we battle through this period of uncertainty. ▶

PHOTO: LES MILLS



Social connection is a big reason for members’ to visit clubs



The sector will play an important role in supporting mental and physical health

PHOTO: SHUTTERSTOCK/NDAB CREATIVITY

PHOTO: UK ACTIVE



“

“Our sector’s role in society can grow again as people continue to face a host of threats to their physical and mental health”

Huw Edwards

CEO
ukactive

While the economic climate has created the harshest operating conditions, our sector has not allowed progress to be halted. We’ve been making inroads on the national health agenda to demonstrate even greater value and potential for our sector to relieve pressure on health and social care services. UK Active’s musculoskeletal (MSK) pilot with operators represents a potentially game-changing contribution to reduce waiting

lists and increase economic productivity by supporting a healthy population.

Alongside this, we’ve seen continued advances in the development of standards across key areas – from improving inclusion and increasing female participation, to operational safety, sustainability, and digital transformation. We remain determined to drive forward sector progress to reduce inequalities and achieve our 2030 mission of bringing more than five million new members into the sector.

Supportive role

As people continue to face a host of threats to their physical and mental health due to the ongoing cost-of-living



The fitness sector thrives when it innovates and is characterised by passion and dedication

crisis and growing health inequalities, our sector's role in society can grow again this year. We must continue to show the evidence for our economic and health contribution and offer the solutions necessary to support the government's ambitions for levelling-up.

The organisations that can seize these opportunities will see the biggest gains. Some are working with us and our partners across new pilots and programmes for activity and rehabilitation, while driving inclusive practices and first-class services.

We'll see the acceleration of further modernisation of services, including digital transformation, inclusive practices, and sustainable energy use.

Based on our consultations and forecasts, the impact of the energy crisis will continue throughout 2023, making commercial sustainability the major priority for many operators in the sector. A living wage increase means managing pay scales will be vital for maintaining margins, and challenges will also remain for recruitment and retention. We will continue to work with our sector partners and the government to ensure the right levers of support and relief.

On a national level, we'll embrace the challenges to public health by integrating our services into health systems and pathways – such as our MSK pilot programme for rehab and prehab, and new opportunities within social prescribing.

The progress made over the past few years has been driven by the commitment of UK Active and its members to share data, evidence, and insights. Going forward, we must maintain this spirit of collaboration and community because we are stronger together.

We have seen our sector thrive when it innovates and knows the leaders and upcoming stars will step into these challenges to evolve business models and operations for the better. Every year at the UK Active Awards we see the incredible passion which epitomises our sector. If one thing is certain in 2023, it is that we will see great new examples of this emerge from every part of our brilliant movement. ►

INDUSTRY INSIGHTS

Karsten Hollasch

**Global private equity leader
financial advisory**
Deloitte

In 2020 and 2021, the European health and fitness industry was greatly impacted by COVID-19-related shutdowns. In 2022, the first year without substantial legislated club closures, brick-and-mortar fitness club operators welcomed members back to the gyms, which led to businesses rebounding at a varying pace depending on geography and market segment.

Some of the industry's largest operators were even able to return to, or exceed, pre-pandemic membership levels with lower priced brands making the fastest recovery.

Partially driven by new club openings and acquisitions, Scandinavian SATS Group reported a record high membership base of 708,000 by the end of September 2022. Netherlands-based Basic-Fit expected the average membership levels of its clubs, across six European countries, to reach pre-COVID-19 levels by December 2022.

LifeFit Group reported a recovery of 86 per cent to 99 per cent for its brands in a like-for-like comparison of November 22 versus February 20, but is now reporting more members than pre-COVID.

Price increases

The home fitness market cooled off compared to its dynamic development under lockdown conditions and sales in the home/B2C segment of connected home and traditional equipment tapered off, whereas the B2B business picked up again.



The market for at-home fitness has cooled, but is still here to stay

Nevertheless, while the exact future split between B2C and B2B equipment sales is difficult to predict, the overall B2C revenue levels of selected home fitness providers suggest the pandemic-induced trend towards customer-oriented equipment may sustainably lift B2C sales above pre-COVID levels.

A number of European operators have raised their membership prices and/or adjusted their operations. German low-cost operator, FitX, increased its monthly membership fees for new members from €20.00 (US\$21.46, £17.65) to €24.00 (US\$25.76, £21.18) in November 2021. In

“Some of the industry’s largest operators were even able to return to, or exceed, pre-pandemic membership levels”



PHOTO: SHUTTERSTOCK/INDAB CREATIVITY



PHOTO: SHUTTERSTOCK/R.CLASSEN

April 2022, McFIT raised its membership price by 25 per cent to €24.90 (US\$26.72, £21.97) for new and existing customers. UK operator, The Gym Group, has increased its average headline price by nine per cent from £19.11 (€21.66, US\$23.25) to £20.89 (€23.68, US\$25.42), mainly driven by fee adjustments for new contracts.

Operators which have implemented energy-saving measures should be well prepared for the challenges which inflation and energy uncertainty are bringing.

GO fit, with clubs in Spain and Portugal, has reduced its water consumption by more than 7 per cent since 2019, by



“The long-term need for a shift towards more sustainable operations is underscored in a recent consumer survey by Deloitte”

changing the flow rates in showers and taps. The long-term need for a shift towards more sustainable operations is underscored in a recent consumer survey by Deloitte, in which about one in four consumers said they consider sustainability in their fitness club selection.

● *The European Health and Fitness Market Report 2023* has been released by EuropeActive and Deloitte and includes information on Europe’s largest operators and country markets, as well as an extensive consumer survey carried out in various European countries. More: www.hcmmag.com/EHFR23

In tough times
you can hunker
down or power
on through



“When times get tough businesses have two options. They can either hunker down and make do with what they’ve got, or they can continue to invest”

Rebecca Passmore UK managing director PureGym

Despite the challenging operating conditions of 2022, we progressed our strategy and ongoing expansion, opening 40 new sites and refurbishing and upgrading 25 existing properties. Given the unexpected COVID challenges we faced at the beginning of the year, overall we’re pleased to have re-built our revenues back to pre-pandemic levels. However, our hopes of a strong and sustained economic recovery were dashed, partly by the conflict in Ukraine and the fallout from this.

Economic forecasts suggested 2023 would be another challenging year, with inflation representing a major challenge. While some of the cost increases can be offset through raising prices, the sort of inflation numbers we’ve been seeing this year mean it’s not possible to offset them all, creating a tough business climate. Those operators with more energy intensive facilities, such as wet facilities, are particularly vulnerable.

Managing costs

With the minimum wage set to rise, inflationary increases expected from service providers and increasing energy costs, managing the cost base is even more important than usual. At



PHOTO: PURE GYM

Operators should be proud about the role they play in the nation's health

PureGym, we've put a concerted effort into analysing how we can structurally reduce energy consumption over the longer-term to make meaningful change within our business.

We'll be investing capital in long-term energy consumption reduction, thereby reducing cost and our environmental impact. We're already making significant changes to the business in order to reduce water, gas and electricity usage.

When times get tough businesses have two options. They can either hunker down and make do with what they've got, or they can continue to invest. Investing in a downturn can drive a much faster recovery and advance market position and being

bold during times like these separates the innovators from the conformists.

This downturn will be the impetus for exciting innovations. We're already seeing this with organisations looking at their energy consumption. If energy prices return to normal levels over the longer term, PureGym will have a lower cost base than before the energy crisis, which would be a very positive outcome.

It's an exciting time to be in this dynamic sector, which provides increasingly varied careers. Our industry also stands alone in providing a cherished product for users and has a profound impact on health and wellbeing. We have an important role to play in creating a happier, healthier nation and this mission should continue to motivate us. ▶

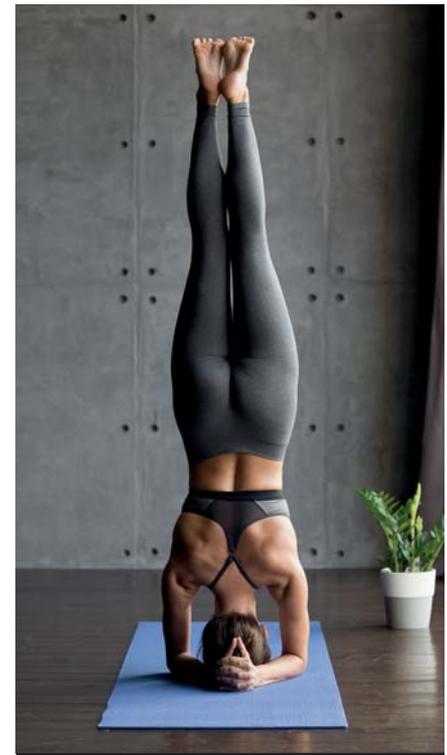


PHOTO: SHUTTERSTOCK/FIZKES

Being bold separates the innovators from the conformists

INDUSTRY INSIGHTS



“We need to get clear on what it is we promise to deliver to employees, beyond the usual and imitable”

Sophie Lawler

CEO

Total Fitness

I hope those businesses that have doubled down on their people focus will endure more sustainably as we push further into 2023. One of the toughest challenges for the sector is our ability to attract and retain talent. Despite our noble purpose, the reality of working in fitness can be disappointing, particularly for fitness fanatics. We need to get clear on what it is we promise to deliver to employees, beyond the usual.

AI and digital/tech-enabled functions will doubtless continue to command

the headlines, however I'm not sure tech-driven solutions are the sole route to and root of innovation. For me, innovation is an approach to thinking about your business: cultural rather than functional. Product innovation occurs when you start with a question, identify a real problem – one which is based in emotion/customer pain – and develop a product which solves it. That solution is not always an equipment or digital-led answer and I'd love to see a more holistic view of innovation in our industry.

Getting specific

Notwithstanding the uncertainty of 2022 and some of the common frustrations we all feel, we had an amazing year at Total Fitness. We got to grips with our Employee Value Proposition; developed our first proprietary product and conceptualised the next; completed reams of rich listening and insights; tidied up our IT infrastructure; kicked off our homegrown GM programme and appointed five of our own; delivered five personal leadership programmes and launched and delivered our proprietary coaching with strengths personal development programme in partnership with Gallup research.

In 2023, we're addressing the needs of a specific segment of our membership base: women. Having spent a great deal of time understanding the problems females experience and how we might solve them, we are now looking forward to exploring the specific needs of other segments.

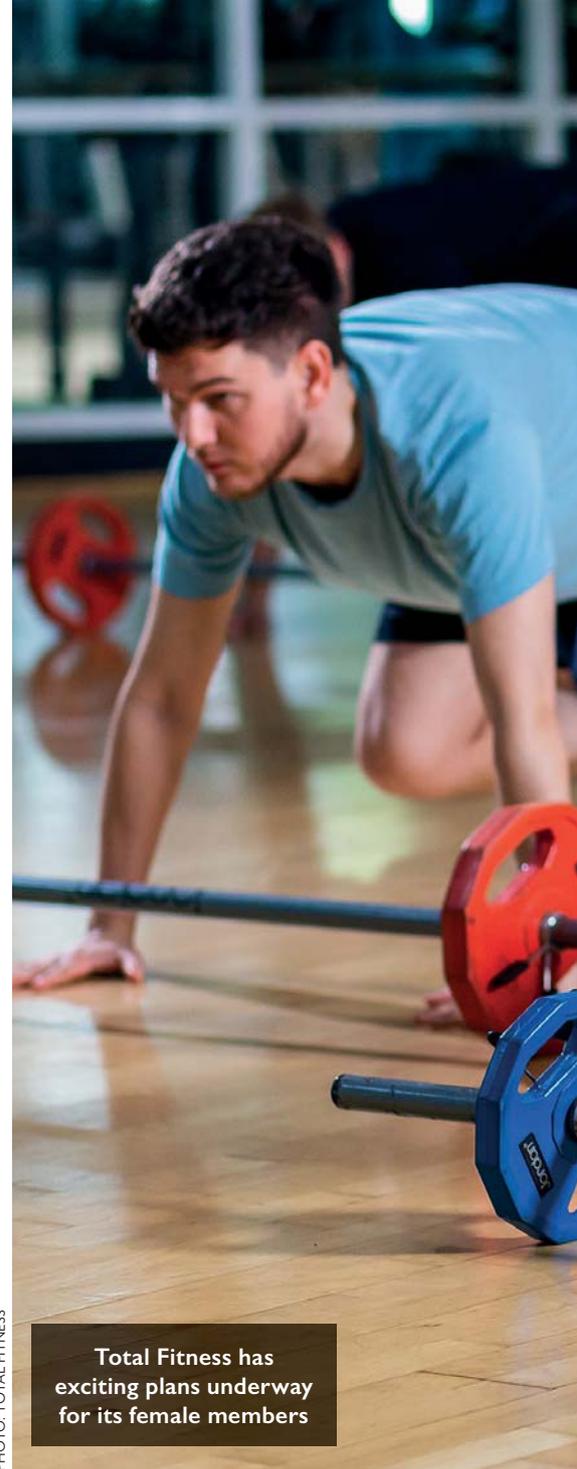


PHOTO: TOTAL FITNESS

Total Fitness has exciting plans underway for its female members



INDUSTRY INSIGHTS

Dr Cedric Bryant

**President and chief science officer
American Council of Exercise**

In the US fitness sector we are cautiously optimistic. There are some encouraging signs we are starting to move in a more positive direction. In 2022 it was heartening to see more organisations working together to encourage people to become more physically active and to get physical activity embedded into the healthcare system, working together to effect policy changes and get physical activity referred, such as the Active People Healthy Nation initiative to get 27 million people to move more.

A hidden blessing from the pandemic was that it made people more conscious



“We will see more fitness professionals upskilling themselves to help people more effectively with behaviour change”

about looking after their health. The more active people - who were on top of stress management, nutrition and their sleep - tended to be less at risk of contracting the virus and fared better when they caught it. It has also prompted people to look at health and physical activity differently: instead of being so focused on working out to lose weight and look better, they are taking a more holistic view around stress management and improving their overall health and wellbeing.

Understand your members

Going forward, operators should work towards understanding the needs and desires of their member base, coming up with strategies to make members part of the solution. For example, we're starting to see clubs setting up member

People have taken more care of their health since the pandemic



PHOTO: SHUTTERSTOCK/TOM WANG

PHOTO: SHUTTERSTOCK/JILCO JULIA AMARAL

Helping with behaviour change is tipped to be a hot topic going forward

councils to involve members in the identification of programming and services.

I predict we will see more fitness professionals upskilling themselves to help people more effectively with behaviour change. Most people would agree exercise is beneficial, but many of them can't put that desire into action. It's a complex challenge which requires multiple approaches, but I think our industry will increasingly find ways to help people navigate that difficult process, looking into the science of behaviour change and new habit formation.



“Equality, diversity and inclusion will be pushed higher up the agenda, to make sure we are welcoming to everyone”

Fitness professionals will take a more individualised approach, talking to their clients about what has and hasn't worked in the past and working with the client to create a change process.

Equality, diversity and inclusion will be pushed higher up the agenda, to make sure we are welcoming to everyone and that our services offer equal access to all the community.

One of the hidden blessings of a challenge is that we have to reimagine how we do things, so I believe this will be a fruitful time for innovation. ▶

INDUSTRY INSIGHTS



PHOTO: ACTIVITY ALLIANCE

PHOTO: ACTIVITY ALLIANCE

Greater diversity in the workforce will lead to a more diverse membership



“Understanding and talking to disabled people about their wants, needs and values is key”

Adam Blaze CEO Activity Alliance

In March 2022, Activity Alliance secured a long-term funding commitment from Sport England which will help us to deliver our vision of fairness for disabled people in sport and activity. This funding highlights Sport England’s ambition to truly put millions of disabled people at the heart of its strategy, *Uniting the Movement*.

However, there’s still a lot of work to be done in terms of inclusion. Our Annual

Disability and Activity Survey for 2021-22 showed slow progress in engaging disabled people after the pandemic. Disabled people remain the least active in society, even though 8 in 10 want to be more active. Research by Scope also revealed the cost-of-living crisis is having a disproportionate impact on disabled people.

Awareness not action

Although health and fitness operators are showing more awareness when it comes to inclusive practices this isn’t automatically translating into implementing meaningful changes.

While many operators say they want to be inclusive, the change is slow



PHOTO: ACTIVITY ALLIANCE

Many disabled people feel a significant number of people within the workforce do not understand their needs and that activity spaces aren't fully accessible.

However, our research showed there's a strong desire among operators to provide more inclusive activities and improve experiences for disabled participants. We've also seen increased interest in our

online customer service resources and The Tackling Inequalities in Leisure Standard which helps leisure operators to provide more inclusive and accessible physical activity opportunities for people from a range of under-represented groups.

Talking to disabled people about their wants, needs and values is key. In such a challenging economic situation, with

limited resources, it is vital that what is available is used in a way which includes those who most need the support to get active. Many disabled people feel forgotten and health and fitness operators are facing many challenges, so it is crucial we work together to change attitudes towards disabled people in sport and activity and embed inclusive practice into organisations. ►

INDUSTRY INSIGHTS



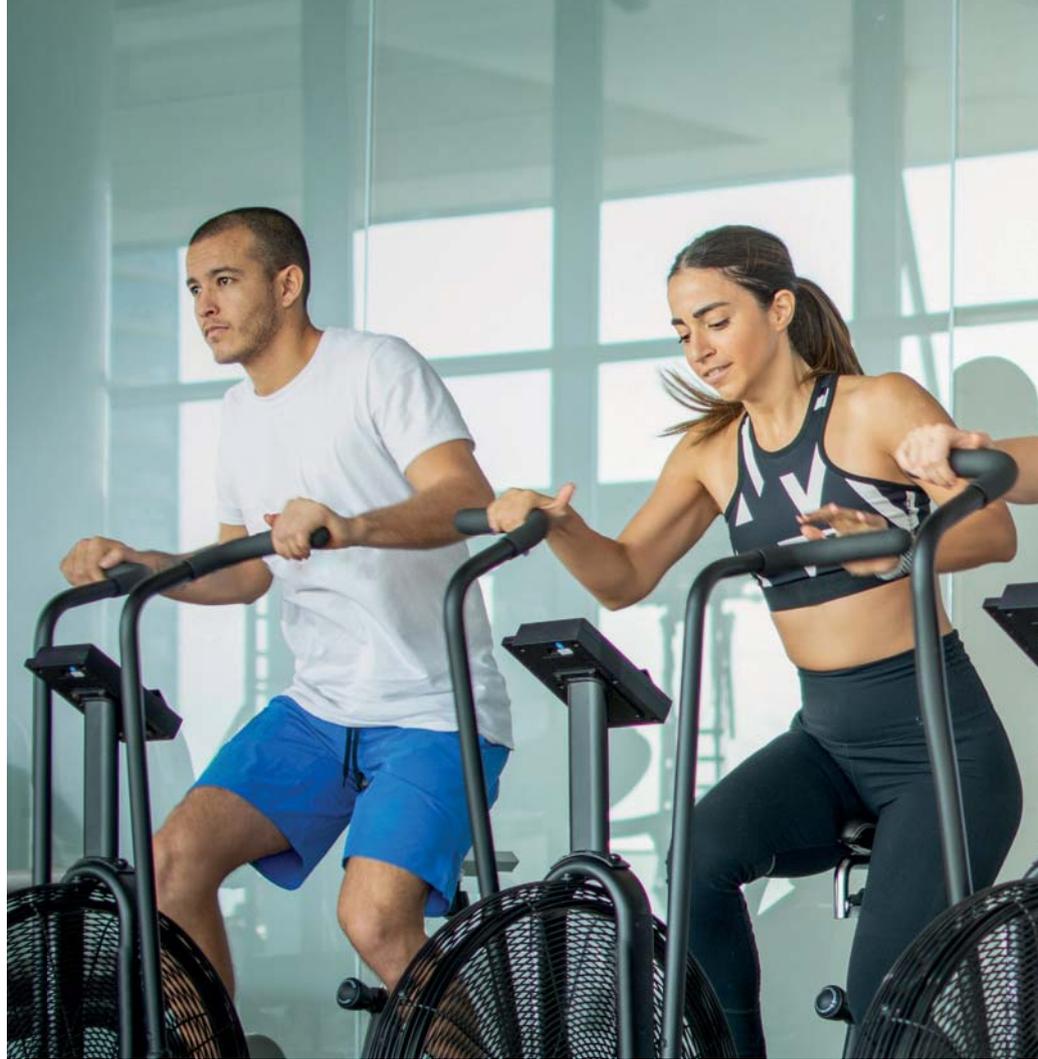
Liz Clark

President & CEO
IHRSA

“Tough times force the best qualities to the forefront, and some of the best invention and innovation have come from the worst of times”

Despite positive growth and opportunity across many parts of the industry, the impacts of pandemic closures and restrictions reverberated into 2022. A quarter of all US clubs had closed permanently and industry jobs and membership are still recovering.

However, IHRSA is developing a robust advocacy programme in the US and internationally and we're continuing to evolve our member services and research to meet industry needs, as well as



refocusing our convention and partnership programmes to shape the industry's future.

I've heard 2023 called the real year of recovery and believe this is true for our industry. We're seeing a flurry of interest and activity in the franchise space, and we continue to see increasing interest from private equity in studios and gyms as in the rest of the health and fitness sector.

At IHRSA we face the challenge of dozens of new Representatives and Senators with whom we will

need to quickly build relationships. We will also continue to be nimble in facing legislative and regulatory action in a number of key states.

Inspiring innovation

Our members face the ongoing crunch of energy costs, together with lingering ripples from the supply chain crisis. And we're all competing for consumer and stakeholder eyeballs and attention in a crowded and noisy climate.



PHOTO: SHUTTERSTOCK/BOJAN MILINKOV

There's huge competition for consumer spend, says Clark

Tough times force the best qualities to the forefront, and some of the best invention and innovation have come from the worst of times. Our industry's innovation continues to inspire me because the mission is simple: helping people be healthier and more fit. Whether in systems, programmes and classes, style or technology – innovation is taking place in every corner of the sector. I'm proud to help share that story at our convention, to key stakeholders and government officials.



“Our mission is simple: helping people be healthier and more fit”

I'm so proud to represent each part of this industry and for the engagement we're seeing in support of IHRSA and our domestic and international alliances.

Consumers are excited to be back in open gyms and studios, to be participating in new programmes, and our members have worked hard to regain stability and upward trajectory, which has enabled them to come together in the association as never before. I'm excited about what the second half of 2023 will bring. ▶

INDUSTRY INSIGHTS

Tara Dillon

CEO
CIMSPA

Without the Chancellor's much needed last minute pledge of £63m to support local authority facilities through the energy crisis, I feared that keeping our doors open would have been one of our biggest challenges this year. But as Sport England's *Active Lives* data suggests, activity levels are reaching pre-pandemic numbers and the sector is stabilising.

This gives us the opportunity to harness the progress we made pre-COVID in promoting health and wellbeing. It's imperative we use this time to look



“Organisations such as CIMSPA, SRA, LGA and UK Active will continue to work together and speak with one voice on behalf of the sector”



Operators are decarbonising to reduce energy expenditure

ahead and ensure our work is fully understood and integrated into cross-departmental thinking within government.

Collective lobbying

Organisations such as CIMSPA, SRA, LGA and UK Active will continue to work together and speak with one voice on behalf of the sector. We must be laser focused on our demands and more courageous in holding government to account. Crucially, other government departments need to hear and understand the health, social and economic impact our sector can have on their portfolios.

Our sector is often accused of having poor data, so we must get better. We



PHOTO: SHUTTERSTOCK/ESB PROFESSIONAL

The industry must ensure it's seen as part of the solution to inactivity

tend to talk in general terms about the impact of the sector, but we need to be more specific with our data. For example, knowing that £1 spent in Wokingham will reduce cases of diabetes by X per cent is much more useful than the generic stats we currently use. We're investing massively in research and data impact assessment and will continue to do so to ensure we don't duplicate and that data is seen, understood and heard.

When local and devolved authorities start planning for future budgets, we must make sure we're part of the solution, along with other agencies. I expect to see more leisure operators focus on developing partnerships and collaborations in their



“Operators are working hard to ensure physical activity is accessible to everyone who might and should benefit from it”

local areas to take health prevention into the community. Operators are working hard to ensure physical activity is accessible to everyone who might and should benefit from it, rather than just being a leisure pastime. We're broadening our remit beyond fitness to promote activity for the benefit of health and wellbeing and the prevention of disease and ill-health.

This sector is brilliant at working under pressure and we know we can innovate with our backs against the wall, however, innovating reactively is not sustainable and does not make for a healthy sector. It's essential government collaborates to proactively innovate across a much wider spectrum. ▶



PHOTO: EVERYONE ACTIVE

“As a nation we need to create a healthy society which is supported and maintained by our sector”

Ben Beevers

**Group development director
Everyone Active**

In 2022 we were hopeful of bouncing back from the pandemic in terms of participation and operations at our facilities. While the pandemic had a major impact on our business, it also gave us the opportunity to digitalise and rationalise what we offer, which aided our strong recovery.

However, we couldn't have predicted the scale of the energy crisis which has destabilised the entire sector. Tripling



PHOTO: EVERYONE ACTIVE

energy costs cannot be sustained by the industry and without support some smaller organisations will struggle to survive and many leisure facilities may close. Everyone Active is doing all we can to mitigate the increased energy costs by reducing energy usage through innovation, investment, and our educational campaign 'Everyone is Reducing Carbon'. In 2023, we will maintain our focus on achieving our net zero ambitions and we will continue investing in innovative solutions to reduce our company's carbon emissions.

Supporting health

The cost of living crisis will continue to impact the industry, as people make difficult decisions on what they spend their money on. Personally, I feel people recognise the paramount importance of leisure facilities to support their mental and physical health and we may feel the effects less than other industries.

Collaboration will be key to tackling the challenges our industry faces. My

hope is the leisure industry will work far more closely with the health sector in 2023. As a nation we need to create a healthy society which is supported and maintained by our sector. This requires an alignment of health and activity sectors outcomes, which will take a while but I hope the building blocks and strategy to make this happen will begin this year.

Innovation has been important over the last few years and will continue to be in the years to come, as the industry moves towards a more sustainable future.

Digital innovation is also pivotal. In 2022, Everyone Active supported UK Active and Sport England as one of the digital leaders for the Digital Futures report, which highlighted the need for fitness and leisure operators to accelerate their digital strategies this year. I believe digital strategies can be part of the solution to tackling the current challenges in the industry. These solutions will come at a financial cost but can help to make leisure facilities sustainable for the future. ●



A GYM FOR

EVERYONE

Everyone Active
has published a new
decarbonisation strategy

This is not a drill

The last year has been a washing machine of chaos, and although there's room for optimism, we can't stand still and as the world changes, so must our industry. Emma Barry gives her view on what's coming and how to face the challenges ahead



All the willpower in the world can't out-muscle the seismic and subtle shifts currently shaking the global stage of fitness as we reconcile change, while expanding our wingspan to include wellness.

There's more going on under the hood than we realise. Overzealous projections by F45 et al, the rollercoaster of crypto and non-fungible tokens, and connected fitness – drafting behind Peloton – made for interesting headlines and funding headwinds. Claims that 30 per cent of our market is being shuttered are only the tip of the iceberg.

Memberships are skewing younger, some members are attending more, others less. High Value, Low Price (HVLP) clubs are experiencing the 'Roaring '20s, well-capitalised brands are scaling, big brands are buddying up and technology is stacking as we carry-on and consolidate. Expectations are transmuted and more organisational carnage will occur before we nestle into a new norm.

Boundaries have blurred. With geopolitical issues bleeding through



Chase change with the same ferocity it seeks you

PHOTO: SHUTTERS TOCK / SHOOTSTOCK



PHOTO: SHUTTERSTOCK / BOJAN MILINKOV

Real life classes have made a comeback over digital, winning out 60 to 40

continents. The work-life balance has melted and gender-fluidity has found a new era of acceptance. Real life experiences are back beating digital classes at a 60/40 split. Equinox is mixing things up with ‘omni-multi-channel’ with 30 per cent of its digital content being consumed by members while inside the clubs.

Atomic habits

As an industry we’re running a marathon, so draw your shoulders back, keep your eyes on the road ahead, carbo-load for the long haul, celebrate your milestones, and remember that tiny changes in foot strike

and mindset can yield remarkable results at the finish line. If you need some pep in your step, inhale the 2021 bestseller, *Atomic Habits* by James Clear to appreciate the impact of little things done daily.

Take the lessons from the last 36 months of high winds and uncertainty. Look beyond the correction of the next 12-24 months. Lean into efficiencies gifted by technology and expect tech to start bringing real change. Modern medicine has extended our life, but we have not extended our health and the former without the latter is an expensive exercise in existing.

Lock arms with your colleagues in

business and industry. Chase change with the same ferocity it seeks you. Unlock latent value to serve your members in new and interesting ways. In the end, we all need to belong, and we all want to matter.

Set your sites on the horizon! If you shoot short, you’ll end up sitting on your meaningless milestone while the rest of the cavalry gallop by.

Turn the page for more insights

● Emma Barry is co-founder of executive search agency Good Soul Hunting and author of *Building a badass boutique – your 10-touch journey to designing a fitness studio*

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Last year, 83 per cent of Americans said they'd prefer to work a four-day week

42 per cent of US workers are at home some of the time

WORKPLACE SHAKE-UP

The gig economy, fractional roles, hybrid and work-from-home are now established. Last year 83 per cent of Americans said they'd prefer to work a four day week – even if that meant longer hours – and 42 per cent of people now work at least some of the time, leaving work culture evolving at a canter. Mass layoffs litter LinkedIn, sending the pendulum back from a candidates' to an employers' market.

Is the chequebook closing on diversity, equity, inclusion and belonging initiatives? Or worse, were they never opened? Are all colours yet represented at the top tables of fitness? Will a white man of a particular age ever be hired again? With so many societal norms under renovation, you wouldn't be alone in feeling as though you're riding a massive ripple in time.

McKinsey's report on future-ready business exemplars treats purpose, values, and culture as supreme, along with radically flattened structures, accelerated learning, turbo-charged decision-making and investment in data-rich tech platforms.

PHOTO: SHUTTERSTOCK/ GREEN ELK

INNOVATION TIME

While we've been toying with third spaces for the last decade, arguably we're becoming a second space and what new variations are emerging to whet our local appetite? Working back from a boutique to a multi-experience facility with additional services, under a membership model? Or big boxes buying in boutiques? Micro-clubs close to home? Asia-style lock and leave digital fitness booths? Budget boutiques?

Good things come from downturns - cue Uber, Airbnb - so expect new brands we haven't heard of to start emerging with great ideas, while the rest of us run in circles debating the recession.

The future is partnerships. If Apple and Strava can do it so can you. If Apple and their US\$3tn can't own the entire ecosystem, neither can you. Look over the wall for inspiration to meet the unmet needs of those you serve. Expect a shift from concepts and relationships being tangentially interesting, to highly relevant.

The rise of neighbourhood micro-gyms is one of many trends shaping the industry



HELLO GEN-ACTIVE

Move over Boomer wallets – there's a new handbag in town as millennials trade money for purpose and Gen Z trade it for freedom. Together they assert their me-first wellness priorities, demand transparent and sustainable practices, hold zero tolerance for corporate BS in favour of peer chat channels, and exercise cancel-culture toward brands which cross their moral threshold.

Kids are yearning for a past they never had and we can't stop talking about how things were. Either way, all roads lead to digital detoxes, going dark on social media and blocking the blue light for scientifically proven, sanity.

Now phones are becoming our digital companion they risk being locked inside other technology to force a tech hiatus. Using technology to limit technology use? When will the irony stop?

Gen Z has me-first wellness priorities

TAKEAWAYS

- Service is the new battleground.
- Build community first, commerce second.
- Move from being transactional to transformative.
- Use tech to personalise, automate and predict future needs.
- There is no silver bullet. There is no perfect playbook. Try stuff.
- Deal in the currency of human connection. Foster love and loyalty.
- Move beyond omnichannel. Don't just recreate an old world in a digital format.
- UX is the differentiator. Experiment with how your club can enhance socialisation.
- Be curious. Invite change.
- Stay in action.
- Stop saying 'best'. It's fleeting. It's finite.
- Play the long-game.
- Adopt an infinite mindset.

PHOTO: SHUTTERSTOCK / KRAKENIMAGES.COM



MARKET SEGMENTS

Pilates is on fire and strength has muscled its way up the rig to be worth its weight in kettlebells buffed up by 'girls who lift'.

Active ageing and exercise for older adults mark the continued investment in Boomers as we breathe quality into extended life expectancy.

Finding the niches and serving the underserved is big business. From Barbara Chancey's architectural team designing CYCED the first indoor cycling studio with customised bikes for riders with physical limitations to, Thomas Drew – cofounder 1and1 Life, focusing on mental health, and Corey and Kiara Johnson creators of Atl Kula serving underserved BIPOC communities in NYC and Atlanta respectively.

The graduating class of NARPS (non-athletic regular people), has become the 80 per cent we struggle to attract. As we find ourselves in the business of motivating the unmotivated it's time to open our arms wider and become non-judgmentally, non-denominationally welcoming.

Girls who lift are driving an upsurge in strength training

PHOTO: SHUTTERSTOCK / PHOTOLOGY1971

WAVES *of* CHANGE

The next few years will be tough, but we could use this as the opportunity for a reset. Martyn Allison asks, do we want to?

A new business model is afoot for public sector leisure

PHOTO: THIS GIRL CAN

During the worst of the pandemic there was a real desire to 'build back better', but somehow that energy drained away. Now we're vulnerable to having change forced on us, in the same way as happened following the economic and social turbulence of the 70s and 80s.

Two things emerged during that time: the birth of sports development and the arrival of Compulsory Competitive Tendering (CCT) for public services. These have shaped the sector and underpin its current challenges and opportunities. How we now re-engineer them will shape our future.

Sports development emerged when the social benefits of sport and

recreation were recognised and the realisation that those who could benefit the most were missing out. Instead of just investing in facilities, councils and national sport bodies invested in people to reach out to marginalised communities and help them participate in sport.

Despite huge investment the changes didn't happen at the desired scale, however. Traditional sport providers found it hard to relate to these communities and were often unwilling to adapt the product enough to make it attractive and accessible.

Only after the 2012 Olympics failed to drive up participation was the focus switched from sport to sport and physical activity, creating a closer alignment with health policy and a focus on inactivity.

Campaigns such as Sport England's This Girl Can and the piloting of place-based working in the Local Delivery Pilots suggested change was happening, but getting the sport and leisure system to behave differently remained an aspiration. It was the pandemic and the after-shocks of the energy and cost of living crisis that finally made us realise we have to fundamentally change the way we work if we are to contribute to reducing the gap in health inequalities by reducing inactivity.

FUNDING CHANGES

Traditional approaches to sports development are now having to change. With declining resources funders are switching from the traditional sports



PHOTO: THIS GIRL CAN



PHOTO: THIS GIRL CAN

The This Girl Can campaign marked a paradigm shift in marketing and inclusivity



PHOTO: THIS GIRL CAN



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We have to fundamentally change the way we work if we are to contribute to reducing the gap in health inequalities by reducing inactivity levels

PHOTO: THIS GIRL CAN

INDUSTRY INSIGHTS



PHOTO: THIS GIRL CAN

Austerity pushed greater commercialism meaning social values suffered



“Our ambition and enthusiasm for greater commercialisation inadvertently created a business model which was harder to deliver on council social priorities.”

- ▶ providers to more diverse organisation- and community-based organisations (called Locally Trusted Organisations) that can reach those with the greatest health needs.

THINKING BACK TO CCT

CCT was brought in by a Conservative government convinced public services could be delivered more efficiently by the private sector when driven by greater commercialism. While it led to huge improvement in management competency and service performance, it also started a trend which made it harder to deliver social objectives, despite councils continuing to subsidise prices to protect access.

The Best Value scheme replaced CCT in the Blair years, refocusing on value, not just cost. Councils were struggling to maintain the subsidies and some were signing up for longer contracts to trigger capital investment from contract operators.

Then austerity struck and massive cuts to council budgets opened up the race to reduce costs and avoid having to pay subsidies altogether, with some contracts even becoming a source of income, enabling councils to use the funds from leisure to pay for other services.

While efficiency improved rapidly, effectiveness in terms of equality and social value declined again. Our ambition and



Olympian Nicola Adams (second from left) supports This Girl Can

PHOTO: THIS GIRL CAN

enthusiasm for greater commercialisation inadvertently created a business model which made it harder to deliver on council social priorities. Many facilities were creating usage patterns which were making health inequalities worse rather than better.

RESTRUCTURING PROVISION

As councils rethink their priorities over the next few years, we'll face a restructuring in the provision of public sport and leisure. Many worn-out facilities will not be replaced and contracts will be put aside as councils and operators redefine their relationships. Some councils will take back direct control of their facilities, especially since they became VAT-free when managed in-house (www.hcmmag.com/NBVAT), while others will be handed to different parties to run themselves.

As we seek to pivot from sport and leisure towards wellbeing, facilities will change. The standard leisure centre, based on a pool and gym, may be superseded as we see more multi-service hubs linked closely to health improvement and prevention. Finding the right business model will not be easy. Commercial models which limit access for those who most need it will no longer be as acceptable to many councils.

These ideas are being discussed across the sector and are presented in the recent publication from Sport England, *Future of Public Sector Leisure* (www.hcmmag.com/FOPL).

The report sets out parameters for changing what we do and how we work. The foundations are correctly defined as aligning better with local health policy and priorities; locally designing services based on places and communities; developing

collaborative leadership and engaging with the challenges of climate change and low carbon emissions. By adopting these four foundations we will find ourselves on common ground with councils.

The report defines seven themes to drive change: improving the quality of our data and insight; digital transformation; better coordination and partnership working; improving the leadership skills of the workforce and creating a more diverse workforce; build local trusting relationships with health and other partners and delivering environmental sustainability.

These are immense challenges, yet there are already many great examples of good practice in the sector. It's not about starting afresh it's about how we transfer existing learning and best practice at scale. ●

THE NEXT PANDEMIC

Mental health has taken a hit during the pandemic and as we move away from COVID we're left dealing with the aftermath. Dr Colin Bryant from ACE says it's time for the industry to address mental, as well as physical health

The second report from the Mental Health Million Project, which encompassed 34 countries and more than 220,000 adults, found a continued decline in mental health across all age groups and genders, with the decline most profound in 18- to 24-year-olds.

Meanwhile, the Centers for Disease Control and Prevention estimated almost 42 per cent of US adults reported experiencing anxiety or depression in late

2020 and early 2021. A survey of 2,000 adults across the United States, conducted by CNN and the Kaiser Family Foundation, revealed some troubling insights. Ninety per cent of respondents believe the US is experiencing a mental health crisis; 20 per cent describe their mental health as being fair or poor; 33 per cent report feeling anxious 'often or always' and 20 per cent report feeling depressed 'often or always'.

Our facilities provide safe places for people to perform physical activity, which yields countless mental health

The last few years have taken their toll on mental health around the world

PHOTO: MAX KEGRE / SHUTTERSTOCK

A woman with her hair in a ponytail, wearing a purple long-sleeved athletic top and leggings, is looking down with a thoughtful expression. The background is a soft, out-of-focus landscape under a clear sky.

“There’s an opportunity for the industry to play an important role in helping to combat mental health issues.”

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Our industry should be at the forefront of the battle against mental illness

How to support your clients' mental health

PHOTO: JACOB LUND / SHUTTERSTOCK

- Emphasize the connection between mental health and exercise in conversations with clients and potential clients.
- Check in with clients frequently to find out what motivates them to exercise. Simply asking, “What inspired you to come to the gym today?” can trigger an important conversation.
- Look for trends in a client’s motivation over time so you can shift your programming as their priorities change.
- Ask clients what strategies they are using to help themselves manage

their stress, then ask how effectively those strategies seem to be working.

- Explain to clients that the mental health benefits of physical activity often manifest much more quickly than the physical ones.
- Take advantage of downtime to mention the mental health benefits of exercise. A client doesn’t have to open up to you about their battle with depression in order for you address mental health during sessions. Planting those seeds can make clients realise that physical activity can be about a lot more than looking better or losing weight.



PHOTO: SABRINA BRACHER / SHUTTERSTOCK

Outdoor exercise boosts the endorphins

Exercise doesn't have to be about pushing to the limits, sometimes slowing down brings more benefits

“There needs to be a shift, both in terms of the way the industry markets itself and the product offering.”

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PHOTO: BASILICO STUDIO STOCK / SHUTTERSTOCK

- ▶ benefits: improved mood, enhanced cognition, better sleep and stress resilience, reductions in the symptoms of anxiety and depression, and overall better quality of life. So there's an opportunity for the industry to play an important role in helping to combat mental health issues and be at the forefront of addressing the world's collective battle with declining mental health.

NEXT STEPS

In order to do this there needs to be a shift, both in terms of the way the

industry markets itself and the product offering. Many clients may believe they need to perform high-intensity workouts to see results, but low-intensity and outdoor exercise provides meaningful mental health benefits.

Adding those types of workouts to your clients' programmes can bring about impactful change, as can adding mindfulness meditation and breathing techniques to individual workouts. The point is, exercise doesn't always have to be about pushing yourself to your limits. Sometimes, it can be about slowing things down, taking

a deep breath and being appreciative of what your body can do for you.

Also, for people working in a service industry, it can be very easy to get caught up in the needs of our clients and lose sight of ourselves and our own wellness. So, be aware of your own – and your colleagues' – stress levels and mental health and be sure to take care of yourself.

Modify your workouts and slow down a bit if that's what your mind and body need. The last thing you want is to drive yourself so hard in your quest to serve others that you miss out on serving yourself. ●

the right price

Would members tolerate increases in health club fees? Julie Allen explains the findings of Leisure-net's pricing study

With hikes in energy prices and some operators still not yet back to pre-pandemic membership levels, it's only a matter of time before some are forced to pass cost increases on to consumers.

Lockdowns have made working out at home a viable option for many and the continued hybrid working model may strengthen the argument for terminating gym contracts if members don't believe they're getting value for money. Armed with this knowledge, some operators are understandably cautious about applying increases to membership fees.

Leisure-net's *Price Rise Sensitivity Report*, undertaken in summer 2022, shows the impact of potential membership fee increases in the UK. Using a

national database and a representative sample, the research provides a steer on how consumers feel towards possible increases.

The research looked at price rise sensitivity by type of club (premium, low-cost, local authority and independent) and also by age, gender, region and exercise frequency. It also examined age and gender combined. Respondents were asked how they would feel about a price rise of either zero, 5, 10, 15 or 20 per cent on their current membership fee.

MIXED REACTION

Overall, 42 per cent of the sample who used public leisure centres did not want a price rise. In the private/independent sector, things were more positive, with the number at only



Julie Allen

PHOTO: LEISURE-NET



40 per cent of gym goers would pay up to 20 per cent more

Members of private and independent health clubs are more likely to support price increases than users of public leisure centres

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Younger men at independent gyms are most likely to accept price rises, while older women at leisure centres are least accepting

- ▶ 33 per cent, with the other 67 per cent saying they would tolerate an increase .

For those who said they would accept an increase, 25 per cent of public/sport centre users felt a 5 per cent increase was acceptable, while forty per cent of independent gym members would be prepared to pay up to 20 per cent more for their membership. Although it's a different picture in Scotland, where nearly half of independent gym members (47 per cent) would not tolerate an increase in membership dues.

Other topline findings show that younger men at independent gyms are most likely to accept price rises, while older women at leisure centres are least accepting of increased costs.

When it comes to leisure centres, a quarter of members living in London said they would be prepared to see their fees increase by 20 per cent. By contrast, 63 per cent of leisure centre members in Wales would not pay any more for their membership.

PHOTO: SRDJAN RANDELOVIC / SHUTTERSTOCK



Younger men at independent gyms are most likely to accept price increases

Women using leisure centres were less keen on price rises



PHOTO: SHUTTERSTOCK/GROUND PICTURE

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67 per cent of private independent gyms/health clubs said they would tolerate a price increase

UNEXPECTED RESULTS

Surprisingly, those members who visit more frequently are not the most pre-disposed towards a price rise. Those who reported attending daily, or a few times per week, were less likely to support an increase of more than 10 per cent, with the majority accepting a 5 per cent increase. Forty one per cent of members who attend daily and 43 per cent of members who attend a few times per week do not support any price increase.

However, users who attend a facility less frequently were more accepting of a 10 per cent price rise. Forty one per cent of independent gym/health clubs users

who visit their facility once a month or so said they were prepared to accept a 10 per cent increase, and 11 per cent of public centre members with the same usage patterns are also happy to pay 10 per cent more for their membership.

This unexpected data presents an opportunity for operators to review their current member experience strategies, as well as their pricing model for pre-paid and pay-as-you-go options.

NURTURE LOYALTY

Unsurprisingly, members of private/independent gyms are more likely to support price increases than users of

public sports and leisure centres, but it's interesting to look at how the two groups differ in terms of their support for a 10 per cent increase in membership fees.

Our insights allows operators to be agile when planning future price rises, but also provides visibility on how much members value their membership.

While people are prepared to work out outside the four walls of a club, members choose to attend their facilities for a reason – an experience. That experience needs to be delivered consistently for value to be felt and loyalty to be nurtured. ●
More: www.leisure-net.org

THE WAY FORWARD

In the light of more people being authentic about their gender identity, how should the health and fitness industry respond? David Minton reports

With the NHS experiencing a huge growth in the number of people expressing a sense of unease because of a mismatch between their biological sex and their gender identity, the fitness sector can no longer ignore the shifting gender norms.

Sex is based on a rigid idea of biological traits, which societies use to assign people as either male or female, while gender is more fluid and determined by what an individual feels and does. Gender identity refers to our sense of who we are and how we see and describe ourselves.

So how should the fitness industry respond? Many operators I have spoken to are unsure about how to cater for the specific needs of this community and some LGBTQ+ people feel a high degree of gymtimidation about entering a health club.

Having developed a QPOC/non-binary/trans-centred community – which is connected through health – during the worst of the pandemic, Ryan Lanji, founder of Not Dead Yet (NDY), is working to bridge this gap (p50).

NDY is working with premium gym spaces in London to promote classes which prioritise gender inclusivity and marginalised communities of colour. Personal trainers and instructors unlearn

their biases by incorporating NDY's ethos. Sites also agree to convert changing room signage to gender neutral for the duration of the NDY's booking. Blok has been one of the first operators to get on board and is working towards building a fully-inclusive community.

Fitness brands need to reimagine how gender appears across the whole company, from market research to survey forms, customer experience, the products on sale and programming.

Gender-inclusive marketing means leaving behind those favoured visuals – which have limited appeal to the wider consumer – and considering those representing a range of fitness products being used by a wider range of members.

Using inclusive language which highlights the benefits of physical activity will broaden appeal and brands which expand their focus to respond to this change could start to recognise the bigger business opportunity in 2023 and beyond.

David Minton is founder of research company Leisure DB

NDY is taking its LGBTQ+ community into health clubs

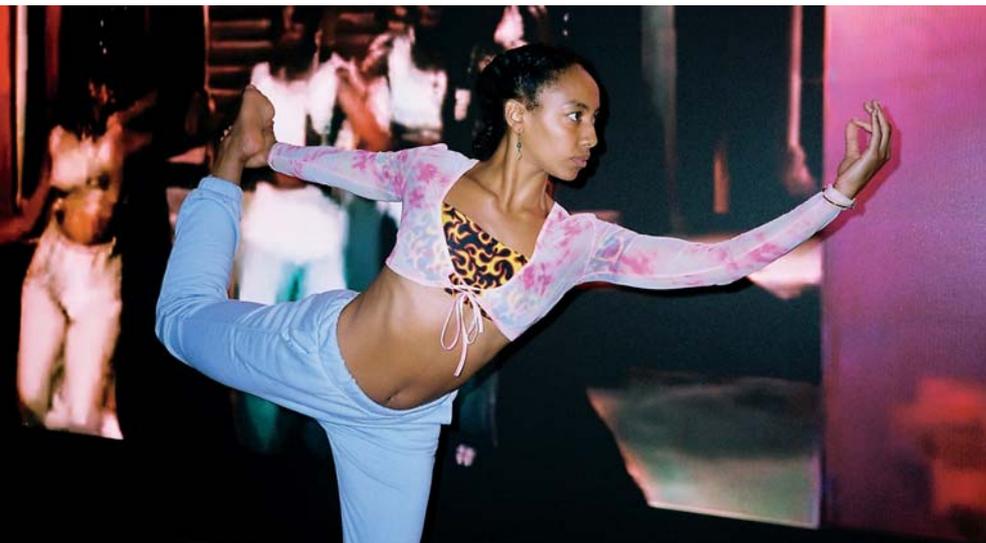


PHOTO: NDY



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Fitness brands need to reimagine how gender appears across the whole company

Gender insight

- Globally, 25 per cent of Gen Zers expect to change their gender identity at least once during their lifetime.
- 5,000 referrals were made to the NHS Gender Identity Development Service in 2021 – twice as many as the previous year.
- According to the Office for National Statistics, 262,000 people – 0.5 per cent of the population – reported their gender identity differed from their sex registered at birth.
- It's estimated that the number of US millennials identifying as transgender or gender non-conforming was 12 per cent in 2020.
- 56 per cent of US Gen Zs know someone who uses a gender-neutral pronoun. (*Harvard Business Review*)
- 59 per cent of Gen Zs believe forms and surveys should include more options. (*Harvard Business Review*)

BOTH PHOTOS: NDV

Language and marketing used by gyms can be alienating to the LGBTQ+ community ▶



PHOTO: NDY

PTs can misgender people, addressing classes as 'guys'



PHOTO: NDY

Ryan Lanji

NOT DEAD YET: founder

How did your fitness community come about?

I did the first lockdown on my own and used the time to focus on my body and mind. To help queer people in the same position, I curated a seven day a week workout schedule.

Monday was a sound bath, followed on Tuesday by a sensual movement class, led

by a pole performer. Weight lifting anything in your house conducted in British Sign Language was on Wednesday and then HIIT, a version of spin, yoga and pranayama on the other days.

DJs from London clubs curated playlists, which provided a way for the queer community to integrate into the fitness community. To make it a fully inclusive, safe space I made sure the trainers were trans, non-binary, of colour or queer. Offered free and promoted on social media, it soon gathered momentum and received 10,000 hits from all over the world.

How have you taken it from an online community into clubs?

I approached gyms to see if we could host some classes. Blok has been really supportive, putting on one class a week and the Adidas gym at Brick Lane allows me to host one class a month. I recruit the instructors and bring the kids. I meet them to provide a familiar face and alleviate any anxieties they have about the environment.

What should operators know about this community?

Queer people need a bit of extra time,

patience and kindness. They might not know how to enter the gym, or the class, or how to lift the weights and lots of them are scared to go into these white, CIS, heterotypical male spaces.

Loads of PTs misgender without realising it: for example addressing the class as "guys". It's better to say team, people, or everybody and it's super important for trainers to say my name is and my pronouns are and I will call you they and them. In the marketing, we need to start seeing a range of bodies.

Do any of the people who come to NDY classes go on to join a gym?

The kids who come regularly feel like they're part of a community. Once they come three or four times they know the receptionist and coach and it gives them a launchpoint to access the fitness industry.

What are your future plans?

I have exciting plans with Adidas to create a city-wide community, with a website and podcasts. I want to work with anyone in the fitness industry who believes in the future of an integrated, healthy world and who wants to be more inclusive.

Blok is working with NDY to make its sites welcoming to all



BOTH PHOTOS: BLOK



We want to create a safe space in the fitness industry to avoid the alienation of queer and trans people



Ed Stanbury

BLOK: founder

Why did BLOK partner with NDY to run these classes?

We want to create a safe space in the fitness industry to avoid the alienation of queer and trans people. Modifying our offering to cater for this community is in line with our founding principles of wanting to be an inclusive and safe space for all communities in which we operate and is in line with our diversity and inclusion strategy.

What were the challenges?

Creating gender neutral changing rooms has been a challenge in our existing sites, as they weren't designed with this in mind, we create them specifically for the NDY classes and schedule classes at times which won't affect our timetable.

Any advice to other operators?

Make this community feel welcome. Represent the LGBTQ+ community in marketing materials, create gender neutral changing rooms and avoid the use of gendered language, such as 'guys'. ●

LOST IN TRANSLATION

As the industry moves towards closer integration with the healthcare sector, we need to ensure the language we use is not unintentionally alienating. Lyndsey Barrett and Andrew Chapman report



Ableism is a bias which many in our sector are not aware they show



PHOTO: SFC

Labels reinforce assumptions and create barriers

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“When language is negative – or could be construed as such – it can act as a barrier, especially if it misrepresents disabled people and their lives”

Although physical activity can play an important role in addressing health inequalities and supporting physical and mental wellbeing, the messaging we’re currently using might be limiting us from harnessing our industry’s full potential to connect with a broader range of people, particularly those with disabilities or health conditions.

Research has shown that inclusive communication is vital to reducing inequalities around participation levels and according to Activity Alliance insight, psychological barriers are the most significant factor preventing disabled people from being active.

When language is negative – or could be construed as such - it can act as a barrier, especially if it misrepresents disabled people and their lives. As well as being disempowering, negative language can create stigma. This can also apply to people living with a health condition who may not necessarily identify as living with a disability.

Mind your language

As our industry fosters a closer working relationship with the health service, we need to be mindful about the language we use. Language and labels can unintentionally lead people to feel a sense of isolation. For example, naming a programme a “mental

INDUSTRY INSIGHTS

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“Beware of using ‘ableist’ language: “sit less, move more” could be replaced with inclusive language, such as “be active, your way.”



A fresh approach to messaging could be transformative

- ▶ health sports group” may prevent people from exploring mainstream activities that aren’t flagged as being as being for a specific population. As fitness professionals, an important question we should ask ourselves is: “is everyone able to identify with the language we’re using?”

Language and labels can also reinforce assumptions and predetermine the type of experience a person is going to have. There are numerous examples of language which suggests being ‘done to’, as well as the removal of choice and implications of inferiority. It’s important to acknowledge that significant numbers of people have had negative experiences of physical activity, so it’s crucial to use language that acknowledges and celebrates differences and demonstrates the positive outcomes that can be gained from increasing activity levels.

Positive descriptions

Words associated with physical activity, often imply that something is to be strived for: ‘weight loss’ or ‘muscle gain’, for example. Or presented as something you work hard at – ‘go for the burn’ and even the term ‘workout’. Many find these terms alienating, while positive words such as belonging, fun, energising and confidence can resonate.

Beware of using ableist language: “sit less, move more” could be replaced with inclusive language such as “be active, your way.”

It’s also important to acknowledge physical activity is not appropriate for everyone. Mental Health charity, Mind, says exercise can aggravate some mental health conditions: in some people it can trigger anxiety, lead to overtraining or be weaponised as part of an eating disorder or obsessive-compulsive disorder. For this reason, using phrases such as ‘exercise is the best medicine’ are not appropriate.

INDUSTRY INSIGHTS



PHOTO: SHUTTERSTOCK / ANNANAVSORN

Positive descriptions such as ‘fun’ and ‘belonging’ are powerful

Going forward, we need to adapt our use of language and communication to ensure we’re demonstrating the full power sport and physical activity can have to change lives and be relevant to everyone, whatever their ability. We can’t adopt language from a medical model and then expect people to develop long-term physical activity habits away from a clinical setting.

We need to choose language which supports people in developing positive associations with physical activity and which demonstrates that opportunities exist outside of labels, diagnoses, short-term projects, programmes and self-punishment. ●



RESEARCH

HCM

HANDBOOK

2023–2024

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RESEARCH

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44% of female fitness leaders say gender inequality in the workplace affects them negatively

Research shows companies with a diverse workforce perform better

EQUAL MEASURES

Despite being a young, dynamic industry, the glass ceiling is still very much in place in the fitness sector, according to a worldwide survey from Sport Alliance and the Women in Fitness Association, who are calling for a change

More men hold leadership roles in the fitness industry than women; there are fewer career opportunities for females; men are less concerned about gender bias and the importance of equality than women and few companies are tackling gender discrimination, according to the *Gender Equality in the Fitness Industry* report.

"Being a boss in 2023 is unfortunately still a male domain," says Artur Jagiello, head of marketing at Sport Alliance. "Men and women face similar obstacles in their career paths as non-executives, but as you climb the career ladder, the gender gap becomes more pronounced, resulting in disadvantages for women."

According to the report, 47 per cent of men have a leadership or senior role when working for a company, compared with 36 per cent of women. Furthermore, self-employed men are more likely to be club owners – 70 per cent – whereas self-employed women tend to be trainers, with only 29 per cent owning a studio.

For women who are in leadership positions, 27 per cent said their path to becoming a leader was more difficult because of their gender. Only 7 per cent of men cite this as a reason.

The major obstacles cited by women included few options for promotion; feeling underestimated and finding it difficult to combine family and work, especially when management roles are often full time and not flexible in terms of working time and conditions.

Forty four per cent of female leaders say gender inequality in the workplace affects them negatively, either by lower salaries, lower chances of promotion and discrimination in everyday working life.

Old boys' club

Often men don't realise there is a gender bias in the workforce, while women are more likely to have experienced it. When asked about gender bias in their company, 20 per cent of men responded that there is none, whereas 36 per cent of women think it's an issue.

The report calls for more decisive action in the industry to create equality and equity, changing the system when it comes to bias and workplace policies.

Some companies have already initiated strategies and actions to address the

RESEARCH

WiFA says there's a glass ceiling in the fitness industry

- ▶ issue, but the main workplace policies holding women back from senior positions are old habits and history; the difficulties in balancing family and a career; part time work; not enough active diverse hiring processes and old stereotypes and role models.

Power of the different

WIFA's COO, Jennifer Halsall, points out that gender equity in the workforce has been studied across other sectors, but not specifically in the fitness industry, and many didn't realise there was a problem.

"When we started scoping this project, many people pushed back with "Haven't we solved the gender equity thing?", she said. "Our perceptions are distorted by our implicit biases. How do you change bias when the problem itself hasn't been investigated? That's the question which prompted our work on this survey."

The report urges companies to evaluate their current policies. Starting with internal surveys asking employees what needs to be done, so they can learn where they stand and understand the challenges of the work environment. It also recommends implementing flexible working policies and unconscious bias training.

Since men are often more confident at putting themselves forward, there may need to be more

PHOTO: SHUTTERSTOCK / PHOTOBAC





***Let us embrace our differences
so that together we can use
the power of the different***

active encouragement of women or mentoring programmes, says Halsall.

Susanne De Schepper, operations director France for Basic-Fit says diverse teams work better, but women should be recognised for their abilities rather than being treated as showcases for diversity and inclusion.

“The power of a team is that individuals bring their respective skills to the collective,” she says. “It’s about setting a company up for success by bringing different people with different perspectives to work towards a common goal. Let’s embrace our differences so that together we can use the power of the different.”

A progressive ethos benefits everyone as it is more appealing to young, dynamic people: men as well as women, found the research.

Kirsten Dehmer, founder of fitforfacts, points out that most clubs have more women members than men, more women take classes than men and women are the main buying group for revenue generators such as clothing and nutrition, so it makes sense for women to be in senior management roles.

Economic advantage

More women leaders makes fiscal sense too. If women participated equally to men in the economy, it would increase the global GDP by US\$28trillion by 2025.

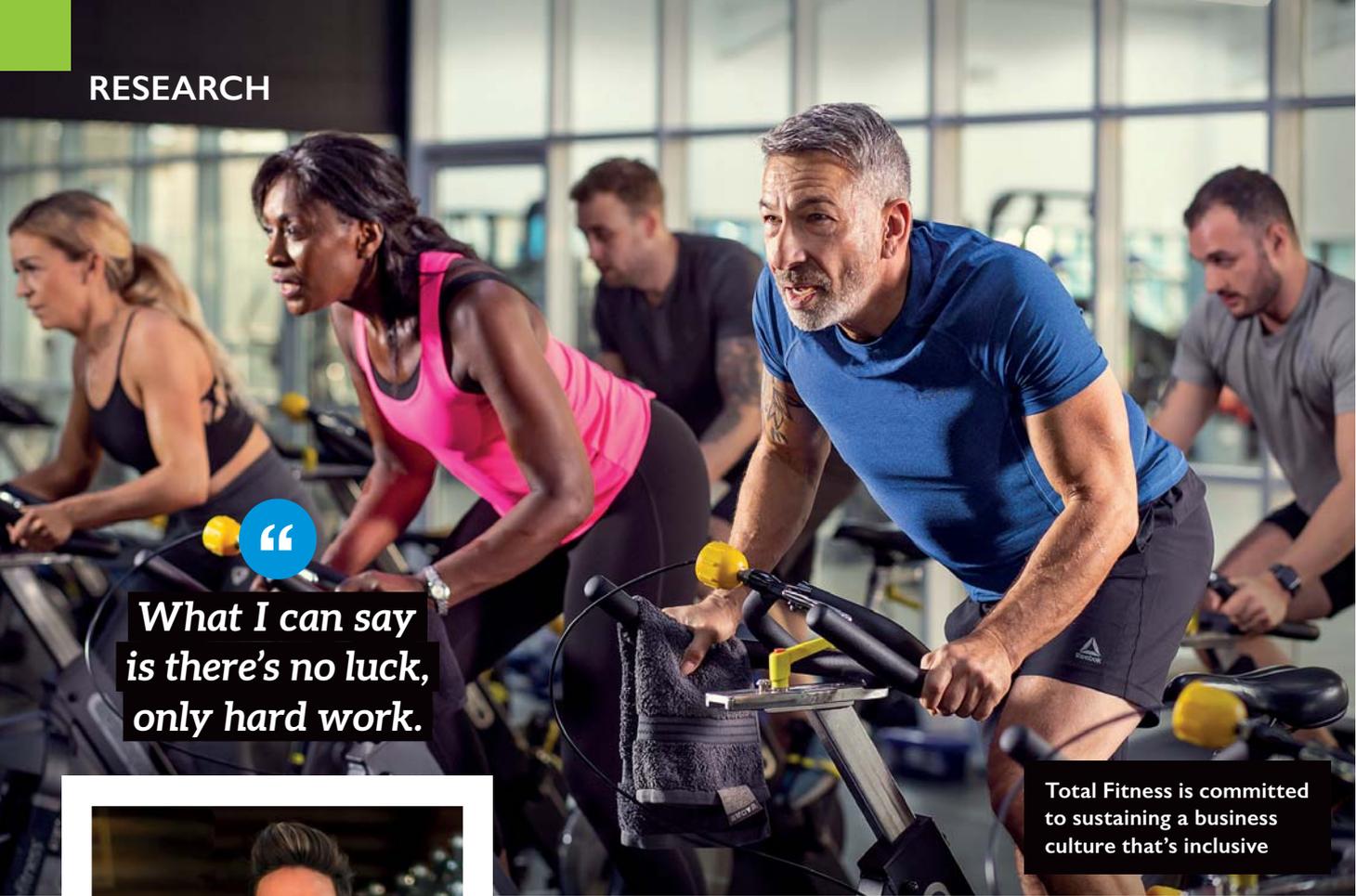
McKinsey research has also found that the most diverse companies are more likely to outperform their less diverse peers.

A 2019 analysis by McKinsey found that companies in the top quartile for gender diversity on executive teams were 25 per cent more likely to have above-average profitability than companies in the bottom quartile.

The greater the representation, the higher the likelihood of outperformance: companies with more than 30 per cent women executives were more likely to outperform companies where this percentage ranged from 10 to 30 and those companies were more likely to outperform those with even fewer women executives, or none at all. The gap is widening, so companies yet to embrace diversity are already shown to be lagging behind when it comes to financial performance.

**Find out more: www.wifa.org
and www.sportalliance.com**





What I can say is there's no luck, only hard work.

Total Fitness is committed to sustaining a business culture that's inclusive

PHOTO: TOTALFITNESS



PHOTO: TOTALFITNESS

Lawler wants everyone to feel empowered at Total Fitness

Sophie Lawler **CEO, TOTAL FITNESS**

On my path to CEO I did encounter challenges, many of which were personal and self-created, rather than imposed.

There is no luck, only hard work. I practise perseverance, which is a balance of tenacity and persistence and when I'm scared about failure or bruising my pride, then I say yes.

I now serve the role of CEO because I earned it and I'm the best person for that job. The fact that I'm a woman is not relevant.

My focus is building a culture where everyone can achieve personal growth, whoever they are and whatever that looks like for them. I believe everyone has their own glass ceiling, or even several and our role is to help our team members understand what theirs is, and what – if anything – they'd like to do about it.

I'm proud to know that overwhelmingly our team members feel Total Fitness is a business with a culture that feels inclusive, diverse and supportive of their growth.



Watts launched her business after spotting a gap in the local authority leisure market

Sarah Watts

CEO, ALLIANCE LEISURE

My background is in public sector leisure and I launched Alliance Leisure Services in 1998, when I saw a gap in the market to sell funding mechanisms to local authorities for their leisure facilities.

Back then the sector was incredibly male dominated, with most of the CEO, finance and legal positions held by men. I'd walk into a meeting with my number two, Paul Cluett, and the clients would automatically ask him the questions.

With three children and a business I've had to make some minor sacrifices along the way: missing some Christmas productions and working at night after my daughters were tucked up in bed. Overall, the sacrifices weren't that great and my daughters say they always felt they were my priority.

My advice for young women is to find something you love: it's easier to be great if you are passionate. Don't feel defeated if you get knocked back. Believe in yourself and your abilities and find a great mentor.



“
My advice for ambitious young women in the fitness sector is to find something you love. It's easier to be great if you're passionate



Surround yourself with positive people, as negative ones will hold you back



Women have pioneered methods such as yoga and group exercise and it only continues.

Liz Clark

CEO, IHRSA

I don't think I had to fight harder as a woman, I just decided to work harder.

In my first job – as a secretary for a trade association – I volunteered for any jobs or work assignments, so quickly received promotions and responsibility.

Every industry I've ever worked in has been male dominated, so I've taken every opportunity to learn from those men, find the seasoned women who wanted to help young hustlers (not all of them did) and surround myself with collaborative and positive colleagues.

If I was overlooked I used the energy to create a new project or initiative where I could shine, excel and be a force to be recognised.

As the first female CEO of IHRSA it feels like equal opportunity has been achieved at the highest level. Although we have a lot of work to do, I believe we're ahead of many industries.

Due to the nature of our sector, there's equal opportunity to join as a trainer and go on to become a manager and ultimately owner. Women have also championed methods such as yoga and group exercise and this only continues.

Surround yourself with positive people, as negative ones will hold you back and say yes to opportunities. Do what you can to make your boss look good and their job easier. As long as they're not a jerk you'll earn reward and recognition and rise above the rest.



My advice to young women in the sector is to pick your spot and go for it.

Dillon didn't let career setbacks derail her route to the top

PHOTO: SHUTTERSTOCK / BOJANI MILINKOV



Tara Dillon

CEO, CIMSPA

I didn't find it particularly hard to progress in my career and have been supported by both men and women throughout. However, for too many years I was one of few female senior managers in the sector and I often felt I had to be part of the 'boys' club'.

The first time I applied for a management position, the job was given to a more junior male colleague. My manager explained it was because he was older and had more life experience than me. I felt crushed at the injustice of losing out to someone who was less qualified for the position. However, the role proved too big a jump for my colleague and I was given the job a few months later.



In another senior role I discovered I was being paid less than my male predecessor. According to management, it was because he had more experience than me, yet we had the same experience.

In my 20s I was convinced I would have one of industry's top jobs by the time I was in my 50s and through long-term planning that's what I've achieved. My advice to young women is to pick your spot and go for it. Look for the limitless opportunities in front of you and set yourself goals. There's only a glass ceiling if you choose to see it.

PHOTO: CIMSPA

A good heart

People can be harder on themselves than they are others, but this can be detrimental to health. Dr Cedric Bryant explains the science behind self-compassion

Self-care has become a priority since the start of the pandemic, as people recognise the importance of taking care of both their body and mind.

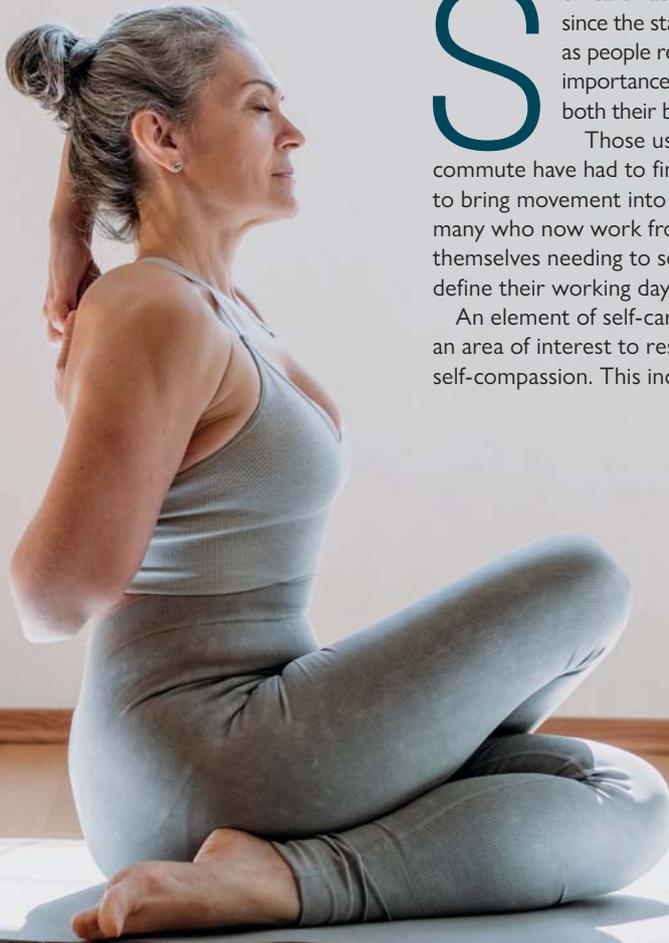
Those used to an active commute have had to find other ways to bring movement into their lives and many who now work from home find themselves needing to set boundaries to define their working day and home life.

An element of self-care that's currently an area of interest to researchers is self-compassion. This incorporates self-

kindness, mindfulness and an awareness of one's connection to a common humanity – or the awareness that difficulties are a universal human experience.

While having positive levels of self-compassion has been associated with positive psychological outcomes in the past, recent research, such as *Self-compassion and sub-clinical cardiovascular disease among mid-life women*, has made the somewhat surprising link between self-compassion and physical health, suggesting there are potential health-related benefits of this important psychological approach

Advising your members not to beat themselves up if they miss a session can be good for their health



Research has shown that self-compassion and self-care can reduce instances of heart disease

that make it relevant to businesses and professionals in the health club industry.

This research study sample included 191 women with an average age of 59. The researchers looked at self-compassion scores and carotid artery thickness, since thicker artery walls indicate a higher risk for cardiovascular disease (CVD).

Researchers found higher self-compassion scores were associated with a lower risk of CVD and this held true even after adjusting for other CVD risk factors, including depressive symptoms, age, ethnicity and education.

It is important to note that this relationship was correlational and not causal, meaning that while there was an association found between those two variables – self-compassion and CVD risk – a change in one does not necessarily directly cause a change in the other, as there are countless other variables at play, such as lifestyle and genetics.

Encouraging change

The first thing to understand is that it shouldn't require something as dramatic as a pandemic to begin to practice self-compassion. Incorporating this approach into daily life can improve mental health by



PHOTO: SHUTTERSTOCK / JACOB LUND

“
**Research has found
a link between
self-compassion
and physical
health, making
this relevant to the
health club industry**

enhancing mood and lowering stress levels. As this research demonstrates, it can also yield important benefits to physical health.

While living a healthy, active life is critical when it comes to overall wellness, forgiving occasional mistakes and lapses along the way is also important. Feeling guilty after missing a workout will only compound negative emotions. Instead, people should be encouraged to show self-compassion: let go of the guilt and allow themselves to enjoy the recovery time.

Two other ways to be compassionate involve having a growth mindset and living with a sense of gratitude. A growth mindset means people view challenges as opportunities rather than as obstacles – they offer a chance to improve and grow ▶

RESEARCH

- ▶ as a person. Feeling grateful rather than focusing on what's lacking enables a calming inner voice focused on joy and positivity.

Finally, it's important to advise people to be mindful in all things. This may take the form of a meditation or structured prayer practice, but it can also mean incorporating an inward focus during physical activity in a way that makes you appreciate what your body can accomplish.

So when people decide to have a 'treat', they need to be advised to take the time to savour it and appreciate that they're enjoying themselves.

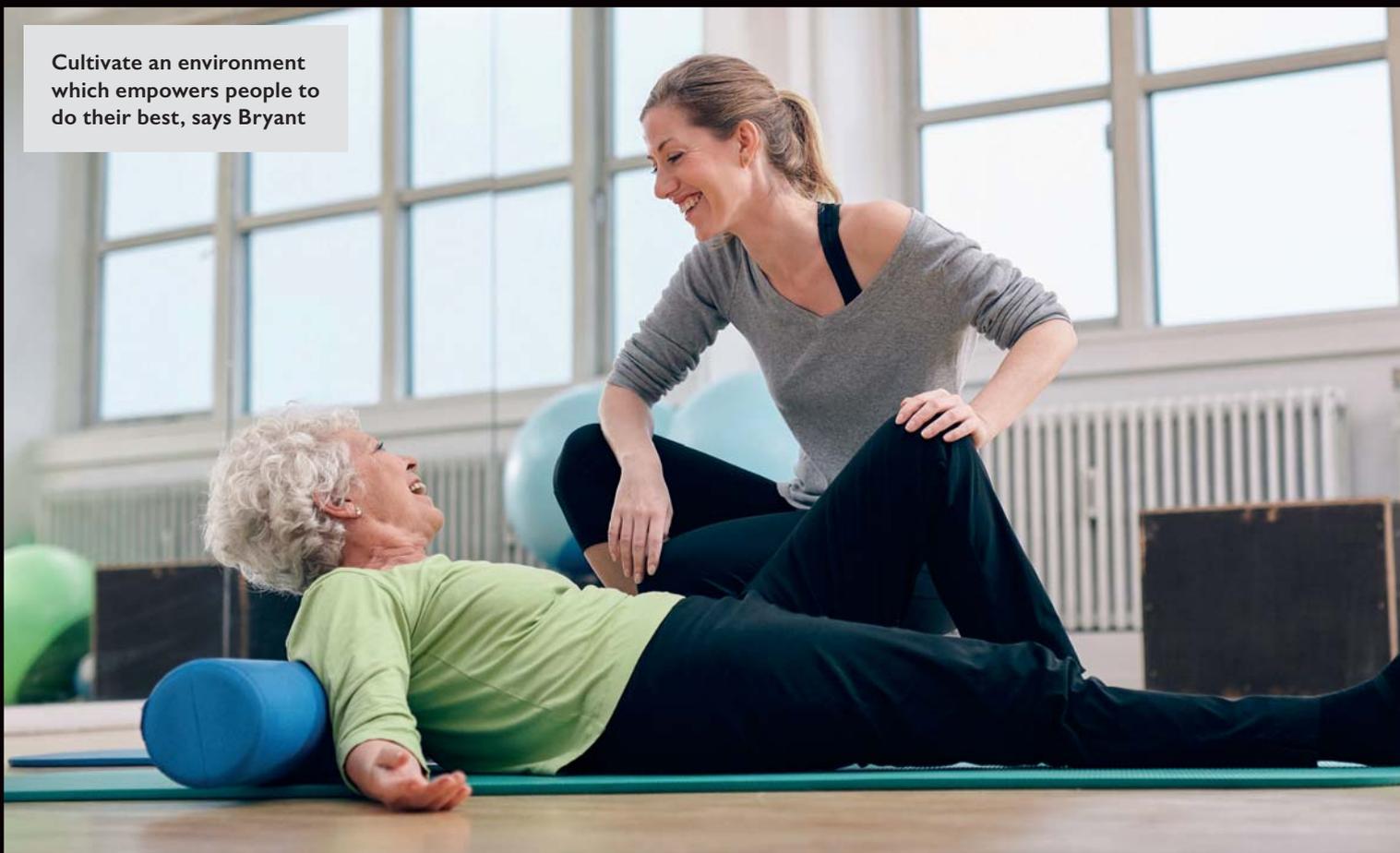
This may help them overcome any feelings of guilt or regret they might otherwise experience.

What it all comes down to is people treating themselves as they would their own child or best friend. Would they berate their child or call their

friend fat or lazy for not being perfect? Of course not. So, encourage them not to talk to themselves that way, either.

Encourage them to understand that living a healthy lifestyle is a journey and that being perfect is an unreasonable expectation. So, they need to do their best and learn to be more compassionate toward themselves – doing so will only enhance the benefits of their healthy lifestyle choices.

Cultivate an environment which empowers people to do their best, says Bryant





*Self-compassion
can show in the
way managers
interact with
employees*

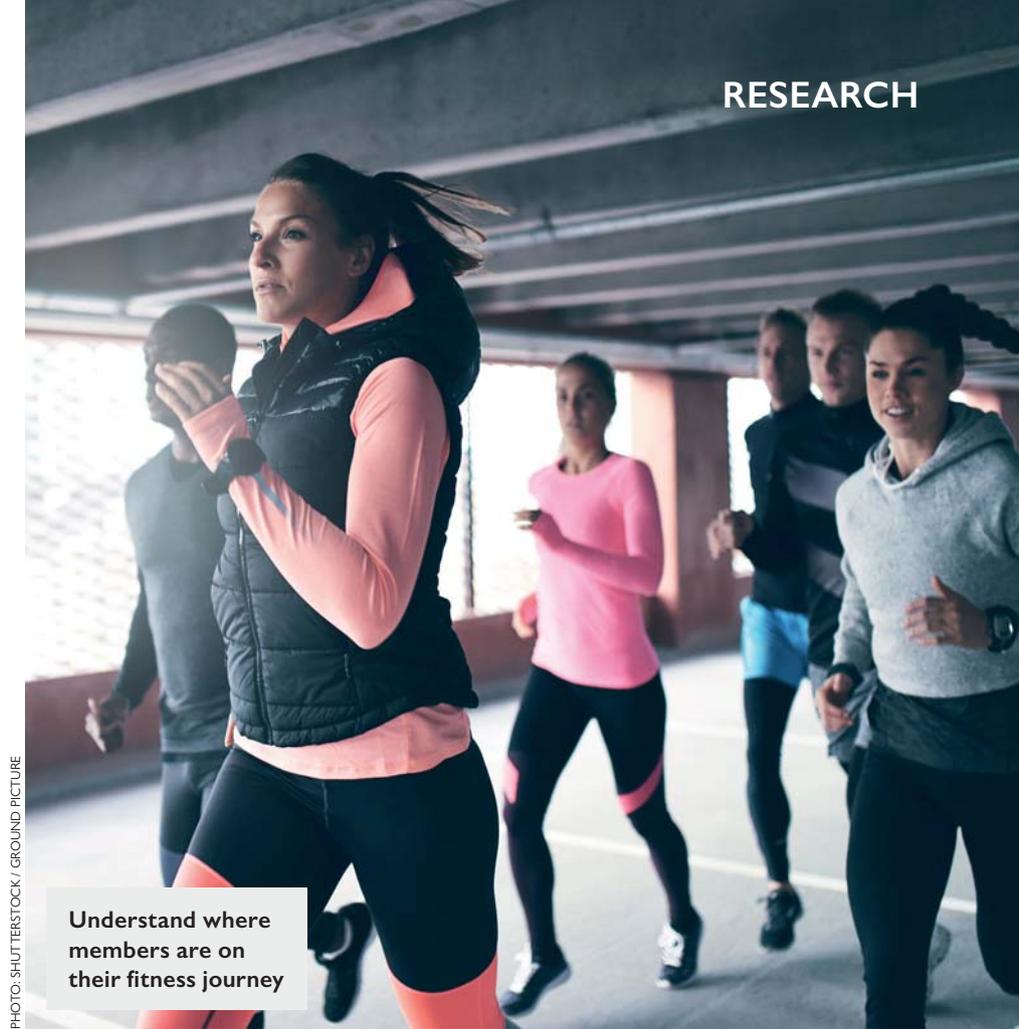


PHOTO: SHUTTERSTOCK / GROUND PICTURE

**Understand where
members are on
their fitness journey**

Abandon perfection

To help your employees and members develop self-compassion, try to cultivate an environment which empowers people to do their best, rather than encouraging the pursuit of perfection.

This can show up in the way employees talk to members when they miss a few sessions or perform the beginner version of a movement during a group fitness class. Interactions should be more about understanding where that person is in their health and fitness journey than about pushing them to do more.

Self-compassion can also show up in the way health club managers interact with employees during quarterly reviews or on a day-to-day basis. Learning more about someone – and encouraging them to take care of themselves, practice self-care and do their best – will go a long way toward building meaningful relationships that support both physical and mental health, resulting in better performance and greater productivity for the individual and the organisation. ●
Dr Cedric X Bryant is president and chief science officer at ACE Fitness

Change the record

It's time to reject diet culture and empower members to build positive lifestyle habits and attitudes around eating and exercise. Kath Hudson reports

Combining nutritional advice with a physical activity programme has been shown to improve health and lifestyle behaviours, according to a study conducted by the Academy of Nutrition and Dietetics.

For those who were overweight or obese, working with exercise as well as nutrition professionals improved their odds of achieving a 5 per cent weight loss, decreased their waist circumference by up to 2.16cms and prompted them to eat more fruits and vegetables.

A total of 472 existing full texts and 31 random controlled trials were analysed. Results showed that when qualified professionals combined physical activity and nutrition interventions their clients had a higher likelihood of increasing their levels of physical activity than people who did not receive these interventions.

“The findings suggest the best intervention is one which focuses on helping clients to change lifestyle habits by harmonising the various components of their lives, which involves what they eat, as well as the physical activity they participate in,” says Dr Erin Nitschke, who was part of the research team.

“Contracting with a certified health coach or dietitian capable of offering tailored interventions may be the additional feature your health club or studio needs to set themselves apart from the average fitness facility.”

Focus on health

However, Nitschke emphasises fitness professionals should not provide dietary recommendations without the oversight of a dietitian: “It's vital that whoever is giving nutritional advice is a dietitian with accredited national certification, ▶



Dietary advice should only be given with the oversight of a dietitian



Diet culture can perpetuate unscientific food rules and create feelings of guilt in relation to food



Many members join for weight loss but actually want something more

PHOTO: SHUTTERSTOCK/GROUND PICTURE

Even with a BMI of 30, when people had healthy habits, their hazard ratio was the same



Workouts should be about fun and moving, not related to weight control

How to help

- Encourage clients to have a good relationship with food.
- Promote positive relationships with bodies.
- Be mindful about language: don't talk about 'burning off the brownie' or getting the body 'summer ready', instead talk about doing some great movement or having fun.
- Change the industry narrative and uncover unconscious bias by talking about this among ourselves.
- Make peace with our own bodies and talk to ourselves kindly.

► who will then work closely with a fitness professional to create a plan which encompasses diet and activity.”

Eating disorder training

Given the way eating disorders have skyrocketed globally since the start of the pandemic, eating disorder expert, Eva Musby, calls for dietitians to also be trained in eating disorders before imparting dietary advice and to approach the subject with the aim of establishing good health behaviours, rather than prioritising weight loss – a focus that can lead some individuals into patterns of disordered eating and exercise.

“Even accredited dietitians are generally not trained in eating disorders and can unintentionally make them worse,” says Musby. “There’s also evidence showing that while diets can lead to immediate weight loss, they’re extremely likely to lead to weight gain within the following five years or so.”

US research, *Healthy lifestyle habits and mortality in overweight and obese individuals*, also shows that putting the focus on building healthy habits is good for both mental and physical health and that healthy behaviours make mortality at higher BMIs the same as those of people of a ‘normal weight’.



Encourage healthy alternatives to alcohol

“Even with a BMI of over 30, when people had four healthy habits, their hazard ratio was the same,” says Musby of the research. “The four habits are eating fruit and vegetables, regular moderate exercise, moderate alcohol consumption and not smoking.”

The frequently made assumption that fat people are unhealthy is obesity stigma and it’s important that gyms don’t perpetuate these assumptions. “It is very wearying for people with weight issues to have everyone assume they’re unhealthy and need to lose weight, or that a health problem they suffer from is due to their high weight and will be fixed with weight loss,” says Musby.

Rejecting diet culture

Nitschke agrees the fitness industry needs to avoid being drawn down the path of diet culture with its black and white thinking and messaging around image and restriction. “A valid, effective, and scientific approach to achieving optimal health is rooted in behaviour change, patience, and finding a harmony between what the body needs and what you enjoy,” she says.

“There are so many dangers and risks associated with diet culture – the way it perpetuates unscientific food rules can create restrictions and guilt in relation to food, which starts the self-shame spiral; how it identifies food into good

and bad foods; or how it pushes the idea of calories in and calories out without taking into account metabolism.

“It can destroy the joy of food and intuitive eating, create food shame, body image issues, self loathing, hyper fixation on food and the cycle of yo-yo dieting.”

Nitschke says the fitness industry should call out diet culture: “We have to acknowledge weight loss, because it’s one of the main challenges clients come to us with. However, when we dig deeper, we usually find what people want is improvements to energy levels, better sleep or improved peace of mind and we can then work with them to achieve this.” ●

PERSONAL CHOICE

ClubIntel, in partnership with Dynata, surveyed 2,000 active adults to find out what US consumers want from their health clubs, gyms and studios and identify key consumer exercise personas

ClubIntel and Dynata, commissioned by ABC Fitness Solutions, surveyed more than 2,000 active US adults about their exercise habits in 2021 and in March 2022, the team followed up with 500 of the original cohort and a further 1,000 adults to produce *The Next Fitness Consumer Report*, primarily to see how the pandemic has been shaping our exercise habits.

It appears consumers now value their health more than pre-pandemic and haven't reverted to 2019 behaviours. Indeed people are getting more active: there was a

5 per cent uptick in activity levels between 2021 and 2022 and seventy one per cent of those surveyed consider themselves active. In addition, 42 per cent said their fitness levels have improved since the onset of the pandemic and 43 per cent work out more than 12 times a month. Those with no interest in being active fell from 9 per cent in 2021 to 4 per cent this year.

WHERE AND HOW

Omnichannel is definitely here to stay, but interest in digital only and free online programmes has waned. There is still strong appetite for gym membership and

AT A GLANCE

- 71 per cent of those surveyed define themselves as active
- 80 per cent of those surveyed twice are active
- 40 per cent work out more than 12 times a month, up 9 per cent from 2021
- 42 per cent say their fitness has improved
- 80 per cent say they're on track to meet their fitness goals
- 53 per cent of active consumers spend less than US\$25 a month on exercise
- 85 per cent experienced mental health issues during the pandemic



Home exercise continues to be popular, with 35 per cent saying it's their favourite workout space

“ Consumers want simplicity and flexibility: to be able to work out for a monthly fee and quit when they want

CONSUMER FITNESS PERSONA

1 Casual Consumers

- 17 per cent of the market
- Exercise is primarily motivated by a big upcoming event, such as a wedding or holiday.
- 53 per cent are 25 to 39 years old
- More than three quarters earn less than US\$100,000
- 27 per cent work out less than four times a month
- 73 per cent want to be generally active

those who like going to the gym have specific requirements, including a social experience and support for mental health.

A good proportion of people (38 per cent) prefer to exercise outdoors, although this is down 5 per cent from 2021 and at-home exercise continues to be popular, with 35 per cent saying this is their workout place of choice. A further 14 per cent cited health clubs as their favourite workout space and 9 per cent said studios.

Big box gym membership rates have increased among active consumers to higher levels than 2021: from 34 per cent to 38 per cent. Solo workouts and group

classes are the most popular, with PT down by 3 per cent. Although 40 per cent say they're not interested in joining a gym, this is still 12 per cent less than in 2021.

ALL ABOUT THE MIND

Losing weight is no longer the primary goal of exercisers and ranks third in the list of priorities, behind 'simply being active' (47 per cent) and 'stress relief' (44 per cent).

An overwhelming number of those surveyed – 85 per cent – said they experienced mental unrest during the pandemic, including stress (39 per cent); anxiety (38 per cent); boredom



“

Forty two per cent said their fitness levels have improved since the onset of the pandemic

Simply being active was cited as the primary reason for exercising

PHOTO: LES MILLS TAKAPUNA

CONSUMER FITNESS PERSONA

2 Fitness Explorers

- 19 per cent of consumers fall into this category
- They are the most likely to have a gym membership
- Love trying new products and services
- 60 per cent prefer to work out outdoors
- 69 per cent spend more than US\$25 a month on exercise
- 63 per cent want to be generally active
- 62 per cent want to maintain mental health

CONSUMER FITNESS PERSONA

3 Routine Lifers

- These account for 34 per cent
- They exercise regularly and stick to a similar workout
- 54 per cent prefer to workout outdoors
- 66 per cent just want to be active
- 61 per cent want to improve their mental health
- 63 per cent spend less than US\$25 a month on exercise

► (35 per cent) and depression (31 per cent). They reported an interest in health clubs providing mental health services.

Fifty eight per cent would like classes on self-improvement, such as mindfulness, while 55 per cent would like a qualified member of staff to oversee mental health programmes and services.

Although many people experienced problems, they also sought help, either turning to exercise or meditation or their doctor. Some talked to friends, while others engaged in therapy. A few self-medicated with alcohol and tobacco.

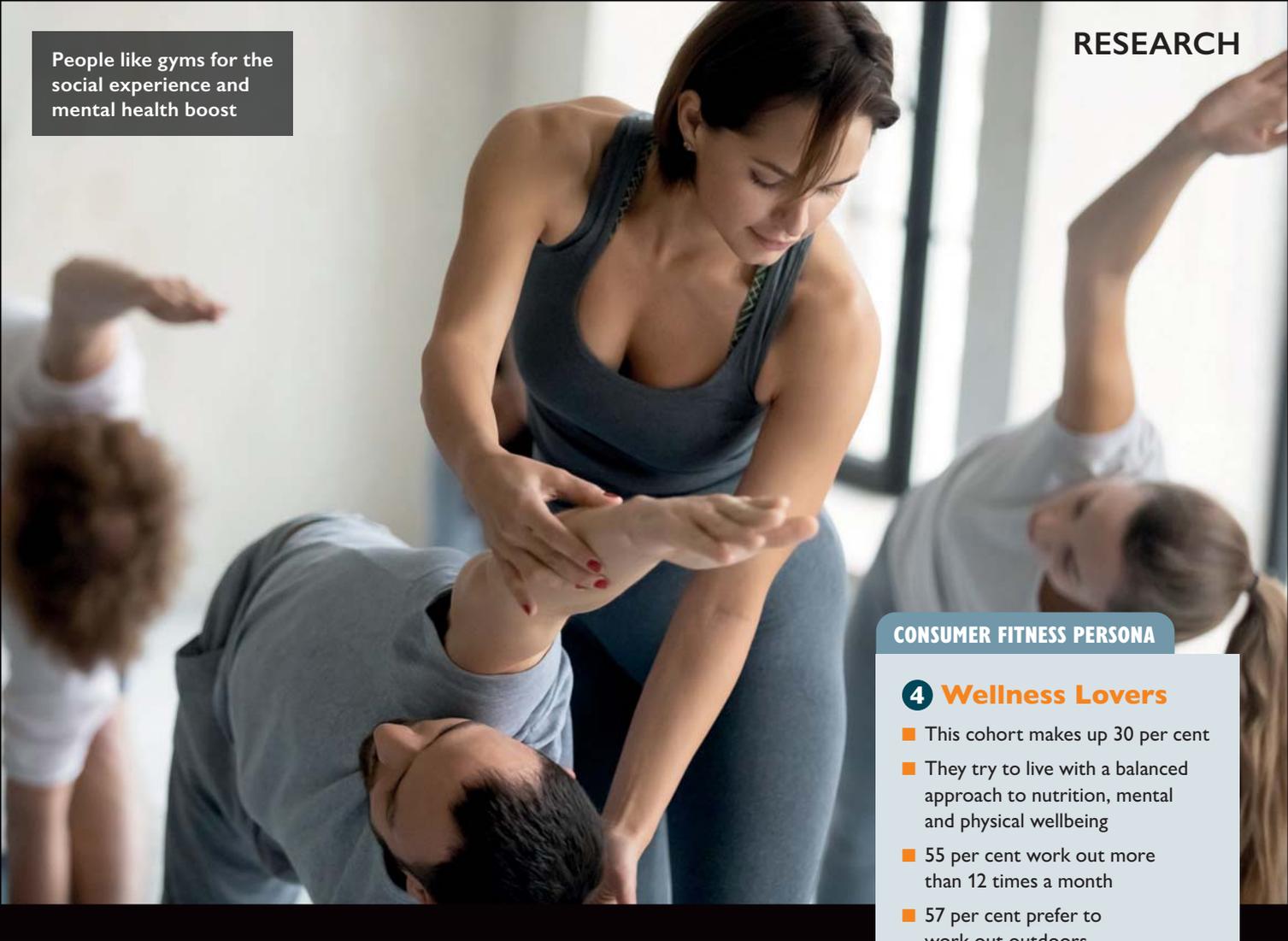
Many said they would like to be able to turn to their health club as a source of support and would like gyms to offer a balanced approach to physical, mental and emotional health.

THE PERFECT HEALTH CLUB

Affordability and convenience are the biggest draws when it comes to choosing a club. People also look for a welcoming environment, where steps have been taken to reduce the intimidation factor. They want the workout spaces to be clean, safe, judgment-free and uncrowded, with

People like gyms for the social experience and mental health boost

RESEARCH



CONSUMER FITNESS PERSONA

4 Wellness Lovers

- This cohort makes up 30 per cent
- They try to live with a balanced approach to nutrition, mental and physical wellbeing
- 55 per cent work out more than 12 times a month
- 57 per cent prefer to work out outdoors
- 42 per cent earn more than US\$100,000
- 56 per cent spend more than US\$25 a month on activity
- 72 per cent want to maintain their mental health
- 69 per cent want to be generally active.

an uplifting, supportive and encouraging atmosphere. Since staff determine the vibe, they need to be caring, attentive, friendly, available, educated and not bothersome.

Of their memberships, consumers want simplicity and flexibility: to be able to work out for a monthly fee and quit when they want. They also called for transparency – with no game-playing or gimmicks – and many would like the opportunity to have a

free trial. Seasonal memberships for winter were also cited as a like-to-have.

There's increased interest in flexibility and stretching, functional training and meal-tracking. The dream health club scenario would offer unlimited classes for a low price; age-related classes to reduce intimidation; at home workout plans; a variety of equipment and classes and focus on both physical and mental wellbeing. ●

FRANCHISING

Xponential Fitness is growing its 10 brands, including Row House, globally

MARKET SHARE

Franchising can be a great way to enter the industry as a business owner: systems are in place, so entrepreneurs can hit the ground running, as Kath Hudson reports

“

Franchising's popularity is down to the way it spreads the load across many shoulders

Franchising has become increasingly popular in recent years, thanks to the systems in place which offer guidance and support to owners.

With a fitness franchise, the business skeleton is already in place, which leaves franchisees free to focus on growing their business.

For those with entrepreneurial flair, the scalability makes franchising an attractive proposition, while the existence of the head office business gives security.

Chief international development officer at Xponential Fitness, John Kersh, says lower risk and proven systems will drive further franchising growth worldwide. “Part of the popularity of franchising is the ability to leverage corporate support, brand equity, resources, and an operating ‘playbook’, so some of the hard work is minimised,” he says. “The future belongs to owners who are committed to doing the work needed to attract and retain members.”

MORE COMPETITION

However, Kersh warns that with more action in the market it will become increasingly competitive, given the growth of successful franchisors and new players entering the sector. “Being a successful franchisor requires immense effort with a laser focus on supporting franchisees to build sustainable unit-level performance,” he says.

“As consumer demand in key categories increases, the franchising space will become even more competitive, with the stronger franchisors acquiring competitors to achieve the largest market share and the weaker ones struggling.

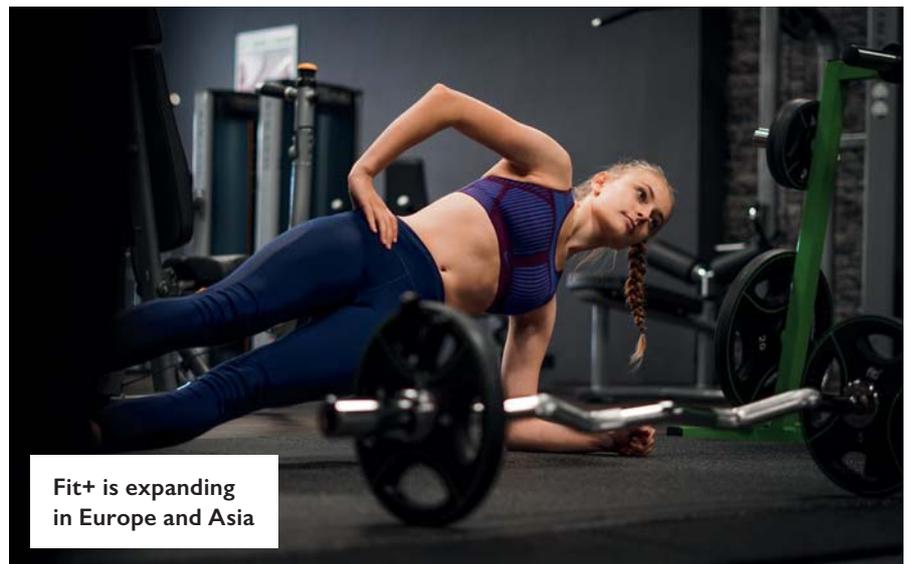
“With more competition, franchisees will expect a high degree of support and resources which will allow the most successful franchisors to thrive.”

Kersh acknowledges there will always be a place for excellent, disciplined independent operators, who are well-connected to their communities, but

believes well-run franchised operations have the advantage – thanks to access to proven systems and best-practice, as well as dedicated support from their franchisor.

Elaine Jobson, CEO of Jetts Fitness says the impact of the pandemic is driving the popularity of franchising, saying. “Many people had a rethink about their careers in the lockdowns and decided they wanted to do something they love, and a lot of people love fitness,” she says.

“We’re also seeing interest from outside the fitness industry and although the fitness industry was heavily impacted



**Fit+ is expanding
in Europe and Asia**

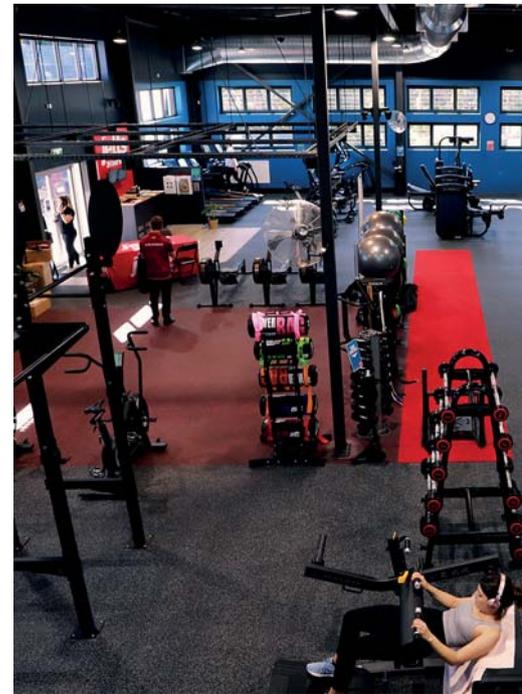
PHOTO: FIT+

FRANCHISING



Australian franchisor, Jettis Fitness, is among those looking for global opportunities

PHOTO: JETTIS



Franchises benefit from brand presence and local knowledge

PHOTO: JETTIS

► by the lockdowns, our recovery was rapid which has been giving people confidence in our industry's resilience."

Jobson believes there are ample opportunities, saying: "Many poorly-run franchise businesses closed during the last few years, meaning these territories can be re-sold with a better product and a more skilful and motivated management team in place."

STRONG DEMAND

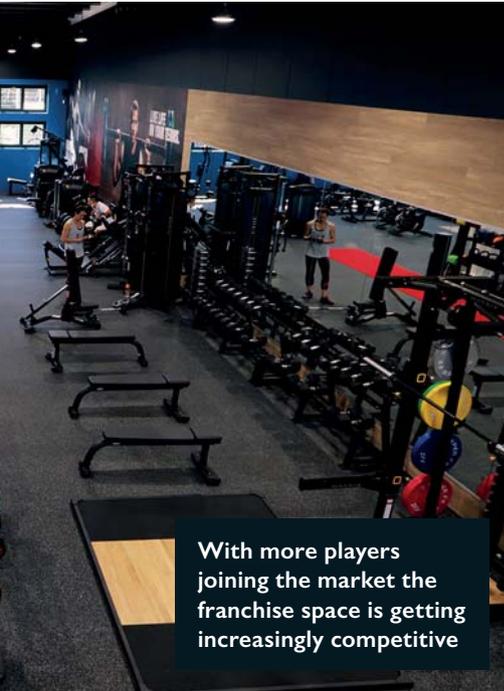
Chief development officer of Anytime Fitness UK, Ben Dixon, says the emergence of new franchise brands shows the level of interest in the health and fitness industry and he predicts interest from entrepreneurs in the industry will continue to drive growth in franchising so it becomes

an integral part of the industry.

"With close links to the local area and an understanding of local markets and nuances, franchise operators can be incredibly agile when adapting to the changing needs of consumers," he says.

Like other franchisors, Anytime Fitness is also experiencing an increased level of enquiries from prospective gym owners. "Although some people are turning their passions into a business, what's really promising is that we're seeing enquiries from people with a broad range of backgrounds, some of whom don't have direct experience of working in the fitness industry," says Dixon.

Anytime clubs are still showing strong membership numbers, so Dixon believes the franchise market will be resilient in the face of any economic turmoil



With more players joining the market the franchise space is getting increasingly competitive

PHOTO: JETTS



Anytime Fitness predicts franchising will continue to grow and become integral to the sector

PHOTO: ANYTIME FITNESS

that occurs, with people seeing their health as an important investment.

Founder of German-based chain, Fit+, Torsten Boorberg, is also experiencing high demand in Europe and Asia. He believes franchising's popularity is down to the way it spreads the load across many shoulders. "With our system, it is easy to build multiple businesses quickly and sustainably," he says.

"We deliver the locations, financing, equipment, software and marketing and the entrepreneur focuses on business and sales. The independence of time, place and personnel makes our system attractive."

Boorberg predicts the franchising market will continue to grow at a fast pace, allowing individual health club operators to slip under the umbrella of the franchise systems and operate their locations more efficiently.



Franchised clubs taking up more of the market will lead the industry down a more service-orientated route

Dixon thinks franchised health clubs taking up more of the market will lead the industry down a more service-orientated and community-driven route and result in higher standards: "Franchising is a combination of committed fitness providers who

know their market and the support, resources and reach of the main franchiser business," he says. "Moving towards a point where there are more franchised health clubs in the market would bring more consistency and higher standards to the industry". ●



WHO'S WHO

HCM

HANDBOOK
2023–2024

WHO'S WHO

UK operators..... p106

European operators..... p124

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

3d Leisure

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Email info@3dleisure.com
Web www.3dleisure.com

Company profile

Owned by Mark Bremner, Andrew Deere, Paul Ramsay and Paul Dickinson and Dan Glue - who all remain active in the day to day operations of the business - 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.

Number of sites

138.

Plans for 2022/3

We are looking to increase our estate through contract wins and acquisitions.

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.

Fun fact...

My life's ambition is to one day beat Stuart Martin's annual MEPs total!

Active Nation

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

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Email stuart.martin@activenation.org.uk
Web www.activenation.org.uk

Company profile

Active Nation is a registered wellbeing charity. We work with local authorities to provide local communities with accessible and affordable activities to improve their health and wellbeing both in venue and on line.

Number of sites

21 venues.

Plans for 2022/3

We are committed to fighting the crisis of inactivity by engaging more supporters. Our plans include actively collaborating to develop partnerships which will take practical action to reduce inactivity. In a digital era our digital technologies are a key focus for increasing engagement and sustainable growth.

MD: Stuart Martin

Professional background

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



Fun fact...

I'm the winner of the 2022 Myzone's Fitness Industry Legend's Challenge with 133,270 MEPs.

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
Facebook AnytimeFitnessUK
Twitter @AnytimeFitUK
Instagram AnytimeFitnessUK

Company profile

A franchise health club operator founded in the USA in 2022, which offers 24/7 access in welcoming and inclusive training environments. Members have universal access to Anytime Fitness clubs worldwide.

Number of sites

190+ sites across the UK and Ireland. More than 5000 locations globally in almost 40 countries including the US, Canada, Japan and Australia.

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: Jason Worthy

Professional background

Over 20 years' experience in the fitness sector, with senior roles within supplier and operator organisations. Previous roles include CEO and president of Life Fitness and vice president of International Business Development for Brunswick Corporation.



ANYTIME FITNESS

Fun fact...

I have been part of teams which have set or broken four world records.

WHO'S WHO

The Bannatyne Group

Power House, Haughton Road, Darlington, DL1 1ST

Tel +44 (0)1325 356 677

Email kimcrowther@bannatyne.co.uk

Web www.bannatyne.co.uk

Company profile

Bannatyne's Health Clubs targets a broad demographic and has a holistic approach to exercise and wellbeing. The brand is designed for people with a passion for living a healthy lifestyle 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

69

Plans for 2023

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

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.



BANNATYNE GROUP

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.

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 2023/4

Working with partners on investment plans to support our vision for healthier and more active communities.

CEO: Jon Workman

Professional background

Qualified as a chartered accountant with KPMG before working for Barclays Bank and then as a finance director in the retail sector for many years. Joined BH Live as director of finance and business support and was promoted to CEO in 2022.



ADAM LINK PHOTOGRAPHY

Fun fact...

As a parent of swimmers, I spend my weekends in leisure centres watching swimming galas.

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 2023/4

Investing in new services and digital integration, looking for new opportunities in the region and building resilience in the face of the energy crisis. Maintaining our focus on developing teams and organisational culture..

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.

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

Company profile

Europe's largest health, fitness and wellness group, David Lloyd Leisure comprises three brands: David Lloyd Clubs, Harbour Clubs and David Lloyd Meridian (Germany). Owned by TDR Capital, David Lloyd Leisure has more than 730,000 members and 10,000 team members.

Number of sites

101 sites in the UK and 29 internationally.

Plans for 2023/4

Continued expansion across the UK and rest of Europe.

CEO: Russell Barnes



STEVE DUNLOP

Professional background

I've always worked in the leisure sector and joined DLL in 2015 from Merlin Entertainments, taking up the role of CEO last year. I am committed to helping our members live life better, with a focus on physical and mental wellbeing and being part of a strong club community. We do this with our positive culture, delivering excellence through empowered and talented teams. A clear strategy which balances product development with customer insight will continually drive member satisfaction, a positive impact on the environment and profitability.

WHO'S WHO

Empowered Brands

Tel 03330 151 865
Email info@energiecentral.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 2023/4

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

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.

Fun fact...

I have represented England in international football on seven occasions.



EMPOWERED BRANDS

Everybody Health & Leisure

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

Email support@everybody.freshdesk.com
Web www.everybody.org.uk

Company profile

Everybody Health & Leisure 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 2023/4

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

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.

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.



EVERYBODY SPORT & RECREATION

Everyone Active

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

Tel +44 (0)1455 890508

Web 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 2023/4

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

Web www.fitnessfirst.co.uk

Company profile

Launched in the 1990s, Fitness First has 39 clubs across the UK offering premium facilities with innovative freeweights and functional areas, classes, PT, swimming rooms, saunas and steamrooms.

Number of sites

39

Plans for 2023/4

Our focus remains on our members, delivering outstanding fitness experiences in an inspiring environment.

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.

Fun fact...

I qualified as a PT and came into the industry after falling short in my dream to become a professional footballer.

WHO'S WHO

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 2023/4

Hoping the sector survives the energy crisis.

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.

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, libraries and cultural services in partnership with local authorities, public sector organisations and third sector bodies to deliver accessible and affordable services to improve the lives of local communities. GLL is owned by its workforce and operates services through its Better brand.

Number of sites

242 leisure & sports facilities, 115 libraries, 10 children's centres.

Plans for 2023/4

To provide great customer service, increase our social impact and mitigate rising energy costs, as well as launch our new five year forward plan.

CEO: Peter Bunday



GLL

Professional background

I have worked in the sport, leisure and cultural sector for more than 37 years, including 26 with GLL. I have presented industry evidence to the UK Parliamentary Select Committees at the House of Commons during sessions on the Olympic and Paralympic Games and social enterprise within the public sector.

Fun fact...

In 2012 I climbed Mount Kilimanjaro to celebrate my 50th birthday and raise funds for CRUK.

The Gym Group

Email hello@thegymgroup.com

Instagram @thegymgroup

Company profile

Founded in 2008, The Gym Group is the lowest cost, 24/7 nationwide gym, offering high quality facilities in a welcoming and inclusive gym environment, committed to breaking down barriers to fitness. A sector leader in sustainability, The Gym Group is the UK's first carbon neutral gym chain.

Number of sites

More than 225.

Plans for 2023/4

The Gym Group will continue its ambitious rollout plan, targeting 300+ sites by 2025, giving even more people the opportunity to access flexible and affordable fitness.

Executive Chair: John Treharne



Professional background

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

Fun fact...

I hold a Guinness World Record for playing racquetball.

Halo Leisure

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

Tel +44 (0)1432 842075

Email info@haloleisure.org.uk

Company profile

Halo Leisure is an award winning social enterprise and registered charity managing leisure facilities in Herefordshire, Bridgend County, Shropshire, Wiltshire and Gloucester. With a mission of Creating Healthier Communities, Halo is passionate about breaking down barriers to participation.

Number of sites

22

Plans for 2023/4

To address the challenges of pandemic recovery and utility tariffs while focusing on core product and working with health partners.

CEO: 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.

WHO'S WHO

Horizon Leisure

Web <https://horizonlc.com>

Company profile

Horizon Leisure Centres is an award-winning, not-for-profit organisation, operating both Havant and Waterlooville Leisure Centres on behalf of Havant Borough Council.

Number of sites

2

Plans for 2023/4

The charity is preparing to open its new health, fitness and wellbeing facility in Guildford in the summer, following a multi-million pound refurbishment. In the spring a specialist wellness hub will be launched in a local shopping centre to bring leisure and wellbeing into the community.

CEO: Mike Lyons



Professional background

I have extensive experience in senior leadership roles across the leisure, culture, hospitality and adult social care sectors. This has included director roles at BH Live and Wigan Leisure and Culture Trust and, more recently, managing director at the Affordable Housing and Healthcare Group.

Fun fact...

I taught a mean step aerobics class in the 90s. But that's another story...

Impulse Leisure

Head office – Blackshots Leisure Centre,
Blackshots Lane, Grays, Essex, RM16 2JU

Tel +44 (0)7786 733328

Email khayes@impulseleisure.co.uk

Web 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 2023/4

Provide outstanding service while growing our business.

Managing director: Karl Hayes



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, GymNation and Swim! now extends to 90 gyms and 10 bespoke children's learn to swim centres. Our award winning formula is centred around premium equipment provision, high quality group exercise, always striving for impeccable standards and challenging norms through cutting edge interior design.

Number of sites

100, plus more than 15 committed for 2023.

Plans for 2023/4

Continue to grow the estate through further acquisitions and our organic pipeline.

MD: Alun Peacock

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.



JD GYMS

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 2023/4

To ensure our strategy on our community, culture and cash is realised with each avenue doing equally well. The energy crisis has had an impact on all three and we must consider new ways of working through strategic partnerships and innovation.

CEO: Jonathan Giles

Professional background

Twenty seven years in the sports and leisure sector with private and not for profit backgrounds. Working the ground up from lifeguard and gym instructor, through duty and club manager onto having the privilege to steer Jubilee Hall Trust out of COVID and through the energy crisis.

Best piece of advice you've ever been given

Grant me the serenity to accept things I cannot change. Courage to change the things I can and the wisdom to know the difference.



JUBILEE CLUBS

WHO'S WHO

Lifestyle Fitness

Competition Line (UK) Ltd, 91 East Mount Road,
Darlington, Co. Durham, DL1 1LA

Tel +44 (0)1325 529800

Web www.lifestylefitness.co.uk

Facebook [lifestylefitness.co.uk](https://www.facebook.com/lifestylefitness.co.uk)

Company profile

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

24

Plans for 2023/4

To invest in our people, carry out club enhancements and grow new club 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

Company profile

Founded in 1987, Mosaic has always focused on operating friendly health clubs which are fun to belong to. Currently Mosaic owns three independent and unique health clubs and day spas and contract manages health clubs and day spas.

Number of sites

16

Plans for 2023/4

We are continuing to invest in our owned clubs to enhance the offering and increase both our yield and member/guest enjoyment.

MD: Dave Courteen



MOSAIC SPA & HEALTH CLUBS

Professional background

I set up Mosaic with co-founder Steve Taylor straight from university and have remained passionate about developing our industry. I currently sit as chair of UK Active Membership Council and am on the organisation's main board. I am also a board member of the Marches LEP and am their Small Business Champion.

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

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 2023/4

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.



NUFFIELD HEALTH

Fun fact...

I used to play professional football in Spain.

Parkwood Leisure

3 De Salis Court, Hampton Lovett, Droitwich
Spa, Worcestershire, WR9 0QE

Tel +44 (0)1905 388500

Web www.leisurecentre.com
www.parkwoodleisure.co.uk

Company profile

Parkwood Leisure is a family owned leisure management company working with local authority partners across England and Wales. Established 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 2023/4

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

WHO'S WHO

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 Places for People. A leading leisure and wellness partner, passionate about creating healthy communities.

Number of sites

80 leisure centres and gyms.

Plans for 2023/4

Implementing a new strategy to establish the company as a leading health and wellbeing enabler, changing lives by creating active places. A greater focus on delivery in communities and a collaborative approach to educate customers about health and wellbeing.

CEO: Oliver Lee

Professional background

On graduating from Jesus College, Cambridge, I spent 18 years in the Royal Marines and left in 2014 to become CEO of the award winning social enterprise The Challenge. I joined Places Leisure in July 2022.



PLACES LEISURE

Fun fact...

My great, great grandfather, John Lee, was once the Prime Minister of New Zealand.

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 2023/4

Expansion plans in MENA and USA.

CEO: Humphrey Cobbold

Professional background

Previously CEO of Wiggle, with extensive business experience via management consultancy with McKinsey & Co, private equity with Candover, director of strategic development at Trinity Mirror. Joined Pure Gym in 2015 when it had 84 gyms.



PUREGYM

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

41.

Plans for 2023/4

After a successful 12 months, plans to work towards achieving extensions for several key current contracts and add exciting new contracts to the portfolio.

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.

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 2023/4

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.

WHO'S WHO

South Downs Leisure

Field Place Manor House, The Boulevard,
Worthing, West Sussex, BN13 1NP

Tel +44 (0)1903 905050
Email duncan.anderson@southdownsleisure.co.uk
Web www.southdownsleisure.co.uk

Company profile

South Downs Leisure is a registered charity which has a mission to get more people more active more often while maintaining local leisure facilities to a high standard and driving down our carbon footprint.

To achieve this, we focus on the triple bottom line of People, Planet, Profit. We employ over 400 staff.

Number of sites

Nine locations, including the new Sea Lanes lido in Brighton and Worthing and Splashpoint Leisure Centres.

Plans for 2023/4

We want to continue with our push on reducing our impact on the environment while looking at potential new opportunities for growth.

MD: Duncan Anderson



SOUTH DOWNS LEISURE

Professional background

I began my career in 1989 as a Lifeguard at Bitterne Leisure Centre. Had a scholarship to Malaysia in

2000 and was the founder CEO of South Downs Leisure in 2015, taking on new contracts after the pandemic and opening Sea Lanes in Brighton.

Best piece of advice you've ever been given

Build a strong team around you and look after them.

People might be surprised to know that...

I turned on the Christmas lights in Southampton dressed as Postman Pat, my mum was so proud.

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 2023/4

Continue to work closely with the local authority to support communities physical and mental health and develop new opportunities to grow and improve services.

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.

Third Space

16–19 Canada Square, Canary Wharf, London, E14 5ER

Tel +44 (0)20 7970 0900

Web www.thirdspace.london

Company profile

First opened in 2001 in 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

8

Plans for 2023/4

Continue expansion with four more clubs already in the pipeline.

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.

Topnotch Health Clubs

1 Park Corner Road, Hartley, Wintney, Hook, Hampshire RG27 8PT

Email info@topnotchgym.co.uk

Web www.topnotchgym.co.uk

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

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

Company profile

Topnotch Gyms is a mid-market boutique brand which provides a fresh and urban feel. The flagship Soho club opened in January 2023 and the business is set to expand in the coming years. The ethos is about providing balance and a place for members to achieve training goals, as well as relax and unwind.

Number of sites

1

Plans for 2023/4

To expand the business within the UK.

MD: Stuart Rosenberg



Professional background

Started in the industry as a graduate trainee more than 20 years ago, and has been managing health clubs for 10 years. Worked for a number of leading operators and started Affordable Fitness which owns and operates four Fitness4Less clubs.

People might be surprised to know that...

I nearly became a professional boxer.

WHO'S WHO

Total Fitness

Web www.totalfitness.co.uk

Company profile

A leading health club brand operating in the North of England and Wales for 30 years. Facilities include extensive gym floors, more than 70 classes, swimming pools, PT and digital content.

Number of sites

15

Plans for 2023/4

Continue to deliver growth in the core business through membership, yield and new proprietary products and services. The launch of some new services including a women's only gym and a baby swim journey.

MD: Sophie Lawler

Professional background

Twenty five years' of experience, previously with Fitness First both in the UK and internationally. Winner of 2019's National Businesswoman of the Year; one of the top 100 Women in Hospitality and Leisure; role model for inclusion 2023 and Insider's 42 under 42.



Best piece of advice you've ever been given

Sometimes there are only lead bullets, no silvers.

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

8

Plans for 2023/4

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.



YOUR LEISURE KENT LTD

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.



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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

Basic-Fit

Wegalaan 60, 2131 JC Hoofddorp, the Netherlands

Tel +31 23 8901750

Web www.basic-fit.com / www.corporate.basic-fit.com

Company profile

With more than 3.35 million members and in excess of 7,000 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: Germany the Netherlands, Belgium, Luxembourg, France and Spain. It combines a flexible low-cost membership model with high quality fitness equipment, technology, virtual and live group lessons and free usage of the Basic Fit App.

Number of sites

More than 1,200 clubs and 3.35 million members.

Plans for 2023

Continue our mission to make fitness a Basic requirement.

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 50, 0278 Oslo, Norway

Email morten.hellevang@fitnessgroup.no

Web 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

55 clubs in Norway, in addition to clubs in Switzerland, Germany and Austria.

Plans for 2023

To open 10-15 clubs .

CEO: Morten Hellevang



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.

Genae

332 avenue du Général de Gaulle, 69500 Bron, France

Email anthony.barquisseau@genaclub.com

Web www.genaclub.com

Company profile

Anthony Barquisseau and 123 IM bought the company from Genairgy in 2018. Its mission is to make quality fitness accessible to everyone, it offers 150 classes a week, including fitness conditioning, dance and martial arts all with in house programming.

Number of sites

Three Genae clubs and one school

Plans for 2023

Improving club with boutique in the club testing models and leading the charge for green fitness.

CEO: Anthony Barquisseau



Professional background

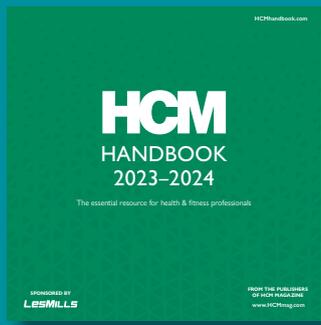
Instrumental in creating sports concepts for Oxylane-Decathlon for 20 years including My Sporteezy and Domyos Club.

Best piece of advice you've ever been given?

You see things and say "why?" but I dream things that never were and say "why not?" (George Bernard Shaw).

People might be surprised to know that...

I played national basketball for 25 years.



www.HCMhandbook.com



www.HCMmag.com



www.fittechglobal.com

LifeFit Group

Web www.lifefit-group.com

Company profile

LifeFit Group is a leading fitness and health platform in Germany which unites several best in class fitness brands in the boutique, premium and full service, best price segments under one roof. Offers inspiring, personalised, purposeful and fun health and fitness experiences. Brands include Fitness First, Fitness First Red & Black, Barrys, FitnessLOFT, Smile X, In Shape, Elbgym, Club Pilates, Pure Barre and The Gym Society.

Number of sites

120 sites in Germany

Plans for 2023

Further growth via club acquisitions and build a franchise platform.

MD: Martin Seibold



Professional background

Industry expert with more than 20 years experience in senior positions in Germany, UK, Benelux, Asia and Australia. Successfully repositioned the Fitness First brand in the UK and Germany by investing in people, simplifying processes, modernising the fitness product and renovating the clubs which enabled further growth. Over the last four years, he and his team have built a multi-brand organisation by acquiring best in class chains and the rights to leading boutique fitness brands. Since COVID they have increased the portfolio by 50 per cent.

RSG Group

Saarbrücker Strasse 38, 10405 Berlin, Germany

Phone +49 30 2100 350

Web 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.

CEOs: Hagen Wingertzahn and Dr Jobst Müller-Trimbusch



RSG GROUP

Professional background

It was with great sadness that the industry learned of the tragic loss of RSG Group's founder and owner, Rainer Schaller last year. The group remained under family ownership, with Wingertzahn and Muller-Trimbusch stepping up to take charge in a new dual leadership role. Wingertzahn has been with the group since 2016 with responsibility for leading and managing the core business for all the fitness brands. Muller-Trimbusch has been part of the management team since 2020.

Mrs.Sporty

Helmholtzstr. 2-9, 10587 Berlin, Germany

Web 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



MRS.SPORTY

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.

Best piece of advice you've ever been given

Good things don't grow by themselves.

WHO'S WHO

VivaFit & Personal20/Balance Co

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 sold their two fitness franchise concepts, VivaFit and Personal20, to Balance Company in July 2023. VivaFit is a women-only boutique fitness concept with its own exclusive programmes: SBarre and HIIT. Personal20 is an EMS Fitness studio concept operating within fitness facilities and as standalone studios.

Number of sites

61, including VivaFit (25) and Personal20 (14), plus Balance Company brands: Balance Club, FitnessFactory, FT30 (22).

Plans for 2023

To invest heavily in franchising, to drive expansion of all five Balance Company brands.

CEO: Pedro Simão

Professional background

A 24-year career in the health and fitness sector, Simão worked in a number of leading operator businesses in Portugal before founding Balance Company in 2017. The company has recently launched a new brand called FT30, which is aiming to 'reinvent the concept of training,' around a 30 minute workout, and is working to grow to 50,000 customers across 70 locations by the end of 2023.



VIVAFIT & PERSONAL20

Best piece of advice you've ever been given

Stay passionate about learning new things.

Urban Gym Group

Web www.urbangymgroup.com

Company profile

Comprising 40 clubs and studios in all major cities across the Netherlands, Urban Gym Group is an industry pioneer within the European wellness and fitness community. The biggest label is Trainmore, TRIB3, Clubsportive, Renaissance and BTY CLB. Based in urban locations, our brands are about community and innovation.

Plans for 2023

Continued growth across the Netherlands through acquisition and building new clubs. Continue to focus on professionalising operations and talent development as well as pushing the corporate vitality programme.

CEO: Neil Randall

Professional background

A progressive career in the fitness and wellbeing sector spanning operations, sales and marketing and business management. He has worked as professional cricketer, personal trainer, regional director of Virgin Active, LA Fitness, Go Mammoth and then COO and CEO for Anytime Fitness in the UK.



URBAN GYM GROUP

Best piece of advice you've ever been given

Nurture your team - strong teams build a great business.

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Presenting the next generation of hosted buyer events connecting attendees through scheduled one-on-one meetings, networking activities, community, and purpose.



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connecting global spa and wellness suppliers with decision-makers from luxury resorts and spas.



W₃ Hospitality

matching like-minded leaders in the hotel procurement industry.



W₃ Fit

bringing together owners and operators from top health, fitness, and leisure clubs with suppliers innovating the industry.

Contact Our Team Today!



COMPANY PROFILES

HCM

HANDBOOK

2023–2024

PRODUCTS & SERVICES

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LinkedIn: [Active IQ](https://www.linkedin.com/company/activeiq)

www.activeiq.co.uk



Jenny Patrickson

Active iQ

About us

The UK's leading Ofqual-recognised awarding organisation for the physical activity sector, we offer over 100 accredited qualifications in a variety of disciplines from Entry-Level to Level 5. Within the apprenticeship sector, we offer 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. In 2022, we were acquired by NCFE, a move that presents significant opportunities to continue our growth and reach. This year also marks an incredible company milestone: our 20th anniversary.

Product range and services

As well as offering qualifications across the physical activity sector, business and administration, customer service and functional skills, we offer a highly diverse portfolio of additional products and services including:

- LMS Platform – 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 22 apprenticeship standards with more in the pipeline
- International Programmes of Study – we offer a growing portfolio of International Programmes of Study including Fitness Assistant, Personal Training and Fitness Instructing. Content and delivery methods are tailored to ensure the programme is fit for purpose in each region.

We also support 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 will be adding new digital content to our LMS Platform providing additional CPD and resources to our customers. We will also be growing our presence internationally with both new and existing training providers from around the world. We have extended our portfolio of international offerings with the Active IQ Personal Training and Fitness Instructor International Programmes of Study offering high quality education to even more learners around the world.

Our goal is to extend our expertise in the UK fitness sector internationally and we're thrilled to have several partners across the Middle East and Africa joining us on this mission.

Key personnel

- Jenny Patrickson, Managing Director
- James McPherson, Commercial Director
- Gavin Baxter, Head of Business Development



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Anytime Fitness UK

Unit 14, Building 6, Croxley Business Park, Watford, WD18 8YH, UK

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www.anytimefitness.co.uk/own-a-gym



Jason Worthy, CEO

About us

Anytime Fitness is the UK's largest fitness franchise and fastest growing gym franchise in the world. Established in 2002 in the US and then 2010 in the UK, the brand has been on a constant growth trajectory and now serves over four million members at over 5,000 clubs across the world.

As a globally recognised brand, Anytime Fitness provides the most comprehensive support structure and training in the fitness industry, giving you the chance to prosper and thrive by owning your own health club.

What's the main USP of your franchise?

Anytime Fitness clubs are uniquely positioned in the mid-market, offering a blend of convenience, community, and coaching. Franchising with Anytime Fitness gives you the opportunity to improve the health and wellbeing of your local community, while positively changing lives.

Becoming an Anytime Fitness franchisee provides a range of benefits, including:

- Reliable, monthly direct debit income
- Competitive financial rates and commercial terms due to Anytime Fitness' established partnerships with market-leading partners, including banks, property

agents and fitness equipment providers

- Fixed franchise fee, regardless of membership numbers and total revenue
- Lean staff structure to maximise profit margins
- Working with a dedicated New Openings Team and Franchise Performance Coach with a wealth of fitness industry experience
- Access to a range of experts across property, construction, operations and marketing
- Great work-life balance

How much does it cost?

On average, it costs around £620k to open your first Anytime Fitness club. This includes an approximate capital investment of £140-£220k. The exact amounts will depend on details specific to your club, including its size, location and fit out.

Anytime Fitness work closely with a number of major banks to fund our projects. Franchisees can arrange for additional funding thanks to support from the UK's leading banks.

Offering our franchisees unmatched finance deals due to our market position and sustained success, often resulting in less personal risk and more appealing business rates.

How many sites do you have?

There are currently 188 Anytime Fitness sites in the UK, with the aim to surpass 200 clubs in 2023. Globally today, we have more than 5,000 clubs, in over 35 countries on all 7 continents, with over 4 million members.

Which consumer group/demographic is the franchise targeted at?

Open 24 hours a day, 365 days a year. Anytime Fitness provides members with convenient and affordable fitness options and leading customer service.

Anytime Fitness stands out from the crowd with our welcoming, open plan facilities, a leading online member digital offering and premium exercise equipment.

Our inclusive and supporting facilities means we can attract a broad demographic / people of all fitness levels and experience.

We have a broad selection of franchisees with a range of different backgrounds. Fitness experience isn't compulsory and many of our franchisees choose to employ an experienced fitness professional to oversee the day-to-day running of their club.

Key personnel

- Jason Worthy, CEO



TEC
SPA
MODULE



art of
cryo



www.artofcryo.com

Art of Cryo

A division of L&R Kältetechnik GmbH & Co.KG

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Instagram: www.instagram.com/artofcryo/

LinkedIn: www.linkedin.com/company/artofcryo

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 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 and combinational treatments.

- single Vaultz® are space-saving solutions with two models, the V1 and V1 lux.
- vario Vaultz® offer -110°C in a spacious treatment room for up to six guests, with one or two anterooms. Extra large windows give perfect visual contact with guests. Two different design control units are available, one in carbon and the other chrome-plated, both designed by luxury car designer Antonio Capristo,
- unical Vaultz® are for the innovative client who likes extravagance. They can be used to deliver special one-off projects for selected customers, like solutions for super yachts.
- Multi Cryo-Hacking System (MCS) is the

ideal complementary treatment to our Vaultz. MCS combines far infrared, two red, two blue, two green lights, an extremely high concentration of NAIs, sophisticated air evacuation system, an aroma therapy module, stereo sound and privacy door.

■ Flow System (FS) is the solution to combine solution to combine customised under pressure with over pressure on the lower body, increasing the overall flow in the body, stimulating metabolism, and strengthening tissue.

USPs

Art of Cryo products are made in Germany 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, with refrigeration, control cabinet production and software programming under one roof. Tec-Spa-Module combines Vaultz, MCS and FS with a body scan and MCRC Vital-X and further measuring devices to create a unique experience for staff and guests. Time and space saving, it is a touchless, systemic, effective, measurable treatment experience, and makes the ideal profit centre or module

for fitness, spa, company health, longevity, or as a stand-alone solution. All essential processes for staff, management and customers are software or app based.

Key customers

We work worldwide with top-class sports clubs, luxury hotels, clinics and cryo centers. Flagship centres are CoolZoone Zurich, Cologne, and Klagenfurt, as well as the Art of Cryo Lab at our headquarters. Recent references are Andreus Resort & Spa in Italy, Discovery Club in India, Medical Sport Stadium in France, Core Spa in KSA, Cryo Race Center Kitzbühl in Austria, and UCryo in the UAE.

Future plans

To develop the division Art of Cryo with the brand Vaultz® to be the absolute leader in whole-body cryo solutions, and to broaden our tec-spa module, with further treatments and monitoring devices.

Key personnel

- Rainer Bolsinger, CSO & CMO;
- Andreas Blum, APAC
- Iulia Plotnikova, MEA
- Isabell Sophie McElroy, USA.

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www.pilates.com



Ken Endelman,
CEO & Founder

About us

Balanced Body is the global leader in Pilates equipment and education. Founded over 47 years ago, we hold 28 patents for product innovation. Working with the highest quality materials and craftsmanship, we pride ourselves on delivering unparalleled customer service. Our Pilates education consists of 400 educators and over 30,000 certified teachers worldwide. Our in-depth experience and expertise within Pilates uniquely position us to partner with clubs, gyms and wellness facilities around the world.

Balanced Body was founded in 1976 by Ken Endelman who continues as Owner & CEO today. Ken was the first to substantially update Joseph Pilates' original equipment, engineering new features to meet the evolving needs of Pilates practitioners. He now holds 28 patents for Pilates-related inventions and employs 250+ people.

Product range and services

Balanced Body represents all things Pilates; equipment, training tools and every prop in between. Our acclaimed Reformers, including the Allegro®, Allegro® 2, Rialto and Studio Reformer®, feature our

patented Signature Springs™, SoftTouch™ rope + loop system, specially engineered wheels, and hallmark smooth carriage ride. Our Pilates apparatus suite includes Reformers, Chairs, Barrels, Cadillacs, and more. For classical Pilates practitioners, we offer the complete Contrology® suite.

We also offer a wide range of proprietary mind body tools including Bodhi Suspension System® – an exclusive 4-point suspension system, MOTR® – a Pilates-inspired portable full body exercise system, CoreAlign® developed for gait, balance and injury rehab, and Oov® – developed to enhance proprioceptive awareness.

Balanced Body is also the leading resource for Pilates and fitness accessories, from custom positioning props to proprietary mats, myofascial release, strength training, and rehab tools.

Key customers

Ten Health & Fitness, 1Rebel, Club Pilates, Lifetime, Equinox, KX Pilates, Frame, LA Fitness

Future plans

This year, we're launching Balanced Body Education® Pilates training for fitness



professionals that upsills existing club staff, empowering them to design and lead effective Pilates and Pilates-inspired classes. Balanced Body® will work to grow the Group Reformer and Pilates market by partnering with UK operators to deliver bespoke movement experiences as well as launch new products later this year.

Shows attending

FIBO, IHRSA, Elevate, APTA-CSM, NATA, IDEA World Fitness and our own Pilates On Tour® global event series.

Key personnel

- Ken Endelman, CEO & Founder
- Joy Puleo, Director of Education
- Chanin Cook, Director of Marketing
- Katherine Ryzhova, Business Development Manager UK



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CoreTx GO is produced by CET, the **leading manufacturers of cold therapy solutions** to elite sports worldwide



www.coretxcooling.com

CET Ltd

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<https://www.cetcryospas.com/index.php>

<https://www.coretxcooling.com/>



Colin Edgar, Founder and Managing Director

About us

CET is the leading manufacturer of CryoSpa Ice Baths and cold therapy solutions, supplying to elite sports clubs and players worldwide.

The recovery and performance benefits of cold therapy have now filtered from professional sport to the mainstream consumer and to cater for this demand CET have added the affordable CryoHome Ice Baths to its product portfolio.

Product range and services

The CoreTx GO is the latest innovation from CET and is used during the rest periods between workout sets by cooling the palms of the hands. Multiple scientific studies, including papers from Stanford University, have shown this simple, localised cooling causes incredible



reductions in fatigue and significantly enhances performance. The device easily integrates into any gym and can cool both palms at the same time.

Key customers

The FA, Manchester United, Arsenal FC, Manchester City, AC Milan, Bayern Munich, Sevilla, Wimbledon (Tennis), Team GB, Toronto Blue Jays, Brooklyn Nets, German, Swiss & Hungarian Olympic Associations and Beijing Sports University.

Future plans

In addition to performance enhancement, CET are exploring the use of CoreTx GO palm cooling for mid-match recovery with elite sports teams.

Key personnel

- Colin Edgar, Founder and Managing Director
- Katalin Geczi, Joint Managing Director of CET Germany
- Karen Patterson, International Business Development Manager
- Russell Bentley, Production Manager.

“The CoreTx GO has been a big hit. Members using the CoreTx have achieved 50% to 117% increase in repetitions in only 4 to 6 sessions. It is a must for performance-based gyms and facilities that want to offer their members the best possible technology, as well as differentiating themselves from the competition.”

Matthew Lawrence, Owner and Head Coach, CrossFit 2012

CORE

HEALTH & FITNESS



INNOVATIVE BRANDS IN MOTION

At Core Health & Fitness, we bring innovative health and fitness solutions to the global market. Our house of brands includes StairMaster, Nautilus, Throwdown, Star Trac, Schwinn, and Wexer. Offering a combination of equipment, trainer education, and digital fitness solutions, we press into the future of fitness to ensure the creation of quality products and programming that meet the needs of an ever-evolving industry. Beyond products installation, customer service, and support, Core can also provide financing options and a variety of partner connections who can build out your entire space, no matter the size.

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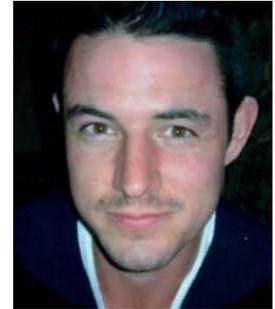
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LinkedIn: www.linkedin.com/company/corehealthandfitness

www.corehandf.com

CORE HEALTH & FITNESS



Graham Peycke

About us

Founded in 2010, Core Health & Fitness is a growing house of the most iconic brands worldwide. With solution-driven innovation, we strive to be the best partner with the most resources. Our Core Values lead us to develop top-quality products, exceptional service, and continuous support. In addition to manufacturing our own products, we are the OEM provider for many top-tier brands in the fitness industry. Core Health & Fitness creates dynamic fitness experiences for the global market with products and programming that meet the needs of an ever-evolving industry.

Product range and services

At Core Health & Fitness, we have 6 brands in our product portfolio:

- **StairMaster®** For forty years, people Own the Summit with StairMaster on equipment like the 8Gx, the 10G with OverDrive, the 4G that makes a big impact with a compact footprint, and Jacobs Ladder for the workout that everyone loves to hate.
- **Schwinn®** Schwinn's focus has always been on authenticity and quality. This focus is built into our Z Bike, X Bike,

IC Classic, AC Sport, and SC5, with education as our constant current.

- **Nautilus®** 50 years ago, Nautilus invented strength training, bringing fitness to the masses. Focusing on biomechanics that complement natural human movements, Nautilus makes strength training approachable to people at all fitness levels.
- **Star Trac®** Rooted in cardio, Star Trac has grown to innovate products that keep people moving and create lifelong health and fitness habits. With dynamic technology and OpenHub connectivity, Star Trac goes the distance to provide fitness solutions.
- **Throwdown®** For 20 years, Throwdown has offered unique workout opportunities, from functional training zones to boxing, mixed martial arts, and more. Throwdown products are the differentiator in any facility.
- **Wexer** Our technology creates a bridge between the digital and physical worlds. We create a premium exercise experience for fitness needs anytime, anywhere.

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 are celebrating StairMaster's 40th anniversary and launching the StairMaster 4G. Designed to fit perfectly into hospitality and multi-housing training centres, the 4G is the StairMaster solution when size matters!

Star Trac launches the Virtual Bike, the most versatile bike, giving the rider an unlimited experience. The Virtual Bike is purpose-built to withstand the rigors of a commercial cardio floor and meet the needs of non-staffed vertical market spaces such as hospitality and multi-housing amenity centers.

Core offers more customisation options with Throwdown rigs that are built-to-fit for a standout piece that optimises space. The total-body workout on the HIIT Ski and HIIT Rower brings the natural mobility of sport to the training zone.

Together with our partners, we create the best fitness offerings with the most recognised brands worldwide. For more information, visit www.corehandf.com.

Key personnel

- **Graham Peycke**, Regional Account Manager
- **Steve Jones**, Director of Distributor Sales Europe

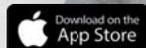
COVERME.

FITNESS

THE APP THAT TAKES CONTROL OF CLASS COVER.

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COVERME.
FITNESS



Nik Leeke, Head of Sales

About us

CoverMe Fitness is an on-demand group exercise cover app that connects qualified and insured instructors with clubs in three easy steps. With reporting to recognise and reward your best instructors, the app helps find and retain talent. CoverMe is a real-time community, streamlining cover provision quickly, reliably and safely. We make sure big-impact, big-fun group exercises classes happen, so your in-house team can focus on growing the business and looking after the member experience.

Product range and services

CoverMe revolutionises studio management by matching inspirational, qualified, insured and vetted freelance instructors with gyms/studios to minimise timetable disruption and keep member experience high. Tested and improved through use in clubs, the app gives operators full management of their existing group exercise instructors and helps source new talent with the ability to post audition requests to recruit new instructors for permanent positions. CoverMe digitalises the matching process, linking venues seeking instructors with a network of talent seeking work. It identifies suitable freelance instructors, factoring in skills, proximity and

availability – in real time – so managers can source and book class cover in three steps and less than 30 seconds. Reward and recognition is built into the app - instructors earn points and badges by being part of the community. All instructors' documents are verified by CoverMe's team, so managers can be assured their group exercise cover is certified, insured and of the highest quality. The app's QR code system lets instructors scan in/out of the club, so managers can track who is teaching and when, and generate reports around class cover. The QR code automatically generates invoices to save time and administration.

Key customers

All venues, from boutique studios to big-box fitness sites. Multi facility clubs have asked us to assist them with the recruitment, retention and cover for other staff including swim coaches, sports coaches and lifeguards.

Future plans

We aim to transform the delivery of group exercise, raise industry standards and create a thriving community of exercise professionals of the highest calibre. Over the next year we will expand across the UK in geographical regions, with the aim of establishing the largest network of group exercise professionals, sports coaches, swim coaches etc of any platform. We also expect to roll out to North America and Canada in the next 12 months.

Shows attending

Elevate, Independent Gyms Summer conference, Independent Gyms Winter conference, FIBO, PerformX.

Key personnel

- Nik Leeke, Head of Sales
- Danica Nicolau, Head of Engagement
- Shey Shehovich, CoverMe Ambassador.

"This is a fantastic concept and exactly what all class operators need to enhance efficiency, member satisfaction levels and avoid the frustration of classes being cancelled or changed at short notice" *John Treharne, The Gym Group founder and Executive Chair and non-executive director, CoverMe*



At Croner, we've been helping businesses for **over 80 years** with their HR, Employment law and Health & Safety needs.

HR Services

Imagine having an HR Department that allows you to do what you do best – run your business. Without worrying about keeping company documents up to date, producing employment contracts and attracting the best talent to your business.

Employment Law Advice

When employment law changes, your business needs to adapt immediately. It only takes one slip-up for you to end up facing potential litigation.

Croner can help you cut the time you spend managing staff, making your work life easier. Our tailored service can help you to reduce your risk of breaking UK employment laws.

We also offer employment tribunal representation and legal expenses insurance if the worst happens.

Health & Safety Services

Our Health & Safety consultants provide businesses with comprehensive health & safety guidance and risk assessments to ensure that you are keeping your workplace safe and healthy.

As one of the most experienced and respected industry specialists, you can rely on our team of experts to help you manage your health & safety responsibilities.

Get in touch with one of our experts here www.croner.co.uk
or call us on **0800 124 4994** to see how we can help your business.

Croner

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<https://croner.co.uk/>



Paul Holcroft,
Managing Director

About us

Croner was founded in 1941, making us the most established and trusted business support service in the UK. In the 2000s, the company acquired an international reach and expanded its offering to include pay & reward and wellbeing services.

Product range and services

Our primary service focuses on HR, employment law, and health & safety for employers and business owners. What really sets us apart from other providers is our 24/7 advice line, accessible 365 days a year. Our clients will always have a team of HR experts and employment law solicitors on the other end of the phone.

We also offer health & safety solutions, to ensure your business is safe, and your employees' wellbeing is protected. This includes access to our advice line, but also on-site visits, risk assessments, audits, and health & safety software to ensure HSE compliance.

Our pay & reward services make sure you stay compliant with current national minimum wage requirements, as well as making your salaries as competitive as possible. Our salary

benchmarking tool will give you the latest pay rates for your roles in your industry. We can also assist you with market rate and pay gap reports.

Our software solutions will help you in all of these areas. Our software partner, BrightHR, has a range of solutions, including holiday planners, payroll navigators, expense trackers, to help you manage HR and pay functions. BrightSafe will assist you with health & safety, including sector-specific safety navigators.

Finally, we have additional services, such as our employee assistance programme (EAP) from our partner company Health Assured. The EAP provides your staff with counselling and support services to boost their wellbeing and provide crisis support. Companies providing their staff with this EAP see a decrease in absence as well as an increase in productivity.

Key customers

Our key customers are employers, business owners, and HR professionals. Our team of solicitors have experience across all industries and professions, so we can support all business, from the smallest start up, to SMEs, and larger multinational corporations.

Future plans

Croner are looking to maintain our growth and we are utilising several outlets to do this. We're in the planning stages of a large-scale advertising campaign, pushing towards the 15,000 customer mark and investing in our workforce. With a circa. 1.5 million pound office refit on the horizon and plans to introduce a graduate scheme, we're looking to the future.

Key personnel

■ Paul Holcroft, Managing Director

"Fantastic Service. I was guided through the necessary processes and given as much time as I needed with the caller. Excellent!"

Rob Archibald, Urdang Academy

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Rob Lander

About us

Fisikal is a flexible business management software specialising in the delivery of innovative digital solutions to multi-site operators through its custom branded app and web-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 accessible anytime, anywhere.

Product range and services

- Digital Fitness Management System
- Real time Bookings & Payments
- Live Streaming & On Demand Content Delivery
- Assessments & Programming
- Staff Management & Education
- Reporting & Business Analysis
- Integrations & Custom Development
- Full Customer Support

Key customers

Activ, Bodytec, DiR, Drummond Education, Everyone Active, Escape Fitness, Fitpro, Fitness First UK, Frame, Surge, Third Space, YMCA USA.



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. Delivering a frictionless customer-centric experience whilst optimising business efficiencies will remain at the heart of our offer,

integrating the latest innovations and developments to deliver an experience that works for both for our clients their members.

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



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fitnessKPI
The power of data



Pablo Viñaspre,
Founder and CEO

About us

FitnessKPI was founded in 2019 by Pablo Viñaspre a consultant and recognised expert in the fitness industry. The Vision of FitnessKPI is to be the best BI for the Fitness industry in the world. The company has 18 employees and works with over 500 clubs in more than 10 countries.

FitnessKPI is the most complete Business Intelligence in the Fitness industry and the only one that collects data, analyses it and converts it into automated actions. Using an AI called ANNA, it is able to analyse the club in less than 5 seconds to identify areas for improvement.

ANNA also makes future predictions on revenue, memberships, new members and cancellations and also predicts which clients are at risk of leaving the club.

FitnessKPI integrates every day in a fully automatic way with all the club's databases, and allows you to access your data from any device at any time.

Product range and services

FitnessKPI, is the perfect technological partner to improve the competitiveness of Fitness centers. Its data, metrics

and indicators are key to improve the decision-making process, and good decisions lead to good results.

FitnessKPI improve Attrition (-27%), LTV (+25%), Sales conversion rate (+26%), Non-dues revenues (+24%) and reduces up to 35 staff hours each month.

Through ANNA, its AI that monitors the business 24/7, we can analyse thousands of data in different areas of the club:

- **Economic-financial:** Revenue, Cost, Operating account, Revenue per member, Cost per square meter, Breakeven point, Lifetime value, Non-dues revenues...
- **Sales:** Acquisition rate, Funnel analysis, CRM module, Sales conversion rate, Visits of new members, Profile of new members...
- **Retention:** Attrition, Adherence, Lost members profile, Members at risk...
- **Product and use:** Bookings, Distribution of visits, Attendance to group activities, PT service, Ranking of activities, Ranking of instructors...
- **Satisfaction:** Customer satisfaction, Work environment, NPS analysis...
- **Predictions:** Monthly and annual predictions in Members, revenues, new members and members lost.

- **Virtual consultant:** monitors the club 24/4 and analyses all the data in less than 5 seconds and recommends actions to improve the KPI's.

- **Benchmarking:** compares your performance with real data from clubs similar to yours.

Future plans

We will continue to develop our AI ANNA and the algorithms that we use because that is one of our pillars.

From a commercial perspective, we expect to keep growing exponentially with new chains and franchises and opening new countries, not only in Europe but also in US, Middle East and Asia.

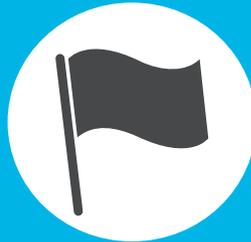
Key personnel

- Pablo Viñaspre, Founder and CEO
- Alejandro Catalina, COO
- Pablo Prieto, CTO
- Jorge Ortega, Customer Success Manager

RETAIN, SUSTAIN AND GROW YOUR MEMBERSHIP



Reduce Attrition -
with **Insight** measure
the likelihood of
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Promote Action -
through **Interact** flag
members at risk of leaving



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www.fitronics.com



Daniel Haywood,
Managing Director

About us

Fitronics is the parent company of TRP, CoursePro, WAM 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 showcasing our newly acquired business, Workflow Asset Management (WAM) to provide our leisure-based customers with an efficient way to manage their assets. WAM's cloud-based software allows businesses to take control of their asset management and make informed decisions to ensure facilities run smoothly.

We will also be hosting our annual summits which will take place on the 3rd and 4th October 2023 in Solihull, West Midlands.

Interested in attending? Contact us via hello@fitronics.com

Key personnel

- Daniel Haywood, Managing Director
- Marc Jones, Head of Customer Experience
- Eddy Graham, Sales Account Manager
- Connah Lloyd, Sales Account Manager
- Peter King, Commercial Sales Manager
- Dave Ling, Regional Account Manager.

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.



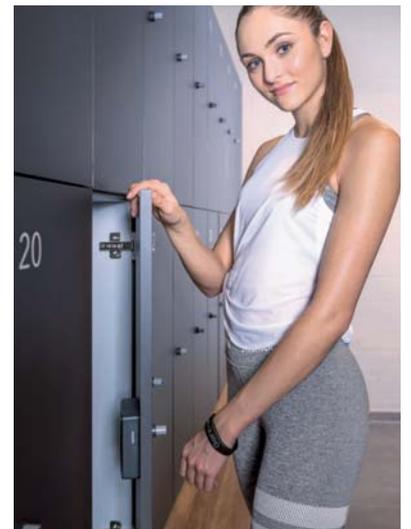
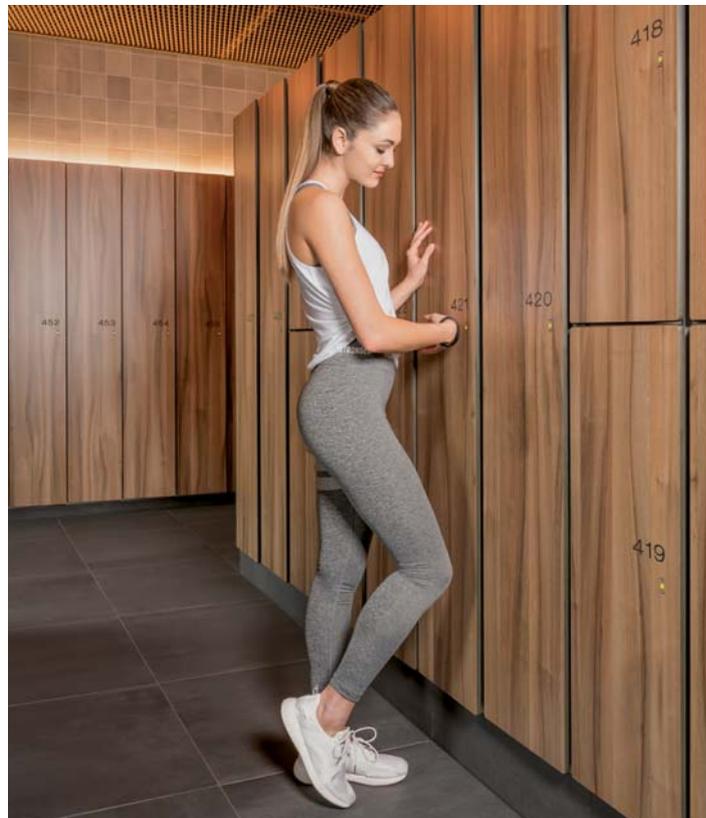
Integrated system

One credential for all applications.



More profit

Automation leads to more sales and lower costs.



GANTNER

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www.gantner.com



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, W3Fit.

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

CELEBRATING 30 YEARS OF STRONGER, HEALTHIER AND HAPPIER COMMUNITIES

Thanks to the strong alliance of our outstanding staff teams, loyal customers and trusted partners, GLL continues to deliver measurable physical, mental and social wellbeing to communities across the country.

THANK YOU FOR BEING A PART OF OUR JOURNEY



GLL CELEBRATING **30** YEARS

GLL

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Peter Bunday,
Chief Executive

About us

We're a Charitable Social Enterprise owned by our staff and founded on our purpose and values to provide a different, fairer and better way of doing business. Our purpose is to improve the physical, mental and social wellbeing of local communities.

As the UK's leading provider of both Leisure Centres and Libraries we operate over 360 locations all helping to make a real difference to local communities and local people.

Every penny that GLL makes is reinvested back into the business to support our social purpose.

Product range and services

GLL operates over leisure, health, libraries and sports development.

GLL's position as sport and leisure's leading charitable social enterprise is built upon a solid foundation of services we provide to partners, key stakeholders and customers.

GLL helps build active and sustainable communities through partnership working. We work to a social agenda and are committed to providing accessible community facilities for all.

We believe in offering value for money.

Our services are wide ranging and offer current and potential partners a range of solutions and options for enhanced service delivery, increased value for money and tangible added value.

USPs

We are the largest charitable leisure social enterprise in the UK, celebrating 30 years in 2023.

We are the UK's largest public pools operator and tennis provider and the UK's largest provider of school swimming lessons. GLL currently manage the largest number of public libraries in the UK.

We operate the UK's largest independent athlete support programme – The GLL Sport Foundation – which has helped over 24,000 athletes on their sporting journey since its inception in 2008, resulting in dozens of medals at international competition including Commonwealth Games, Olympics and Paralympics.

We are rooted in local communities, at the heart of health and wellbeing.

We produce impressive amounts of social value – across a range of measures from physical and mental

health to subjective wellbeing to individual and community development.

Future plans

Expanding our strong post-covid recovery on health and wellbeing impact, reducing barriers to participation and growing increased customer loyalty across all our services.

As part of our 30th year celebrations, we are launching our new landmark five-year business and social action programme that will showcase our values, ambition and future innovations.

Partnering with cross-industry organisations and thought leaders to shape a progressive, resilient and an inclusive future for leisure, libraries, culture, sport, health and public services.

Key personnel

■ Peter Bunday, Chief Executive

InBody

Monitor and manage
complete health with
InBody product solutions



InBody UK

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InBody

See what you're made of



Francesca Cooper.
UK Co 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 5,000 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; Care Homes and Schools; universities; medical; NHS; corporates.

Future plans

Working from research and moving into real life, InBody continues to develop and grow its product offering. This year sees new body composition models, updated app and result parameters, and strength measuring products. With a new added vision of InBody Everywhere, we see no boundaries in where InBody can reach – supporting and educating facilities with their health monitoring services, and to continue to empower individuals everywhere to take control of their own health. As health and wellness become the continued focus for all, InBody team remain focused in making a real difference.

“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*

Shows attending

Elevate; FIBO; Active Net; Perform X and all major fitness networking events within the UK.

Key personnel

- Francesca Cooper,
UK Co Director.



WE ARE INDIGO FITNESS

The UK's Leading Gym Fit-Out Specialists
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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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. We design and manufacture our equipment at our HQ in Warwickshire, and we are very proud of our UK manufacturing heritage.

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), Third Space, Nuffield Health, Alliance Leisure, Soho House, Tottenham Hotspur F.C.

Future plans

Ultimately, we'll be creating training spaces across a multitude of sectors from fitness to education.

Working with the UK Ministry of Defence 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.

Shows attending

PerformX, FIBO, DESI, Elevate, PAF, Independent Gyms, Active-Net.

Key personnel

- Rob Coleman, Managing Director
- Jamie Taylor, Director
- Nicola Nixon, Marketing Manager



innerva
together in motion

An accessible solution for older adults and harder to reach communities

Attract a new customer group that competitors are not serving

Repurpose under-utilised space with strong financial returns

Transform the lives of local communities by delivering significant physical and mental health improvements

Complement existing health, fitness and leisure activities by providing a non-threatening entry point for non-exercisers



[Innerva.com](https://www.innerva.com)



info@innerva.com

Innerva

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Blog: www.innerva.com/news/blog

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Jon Hymus,
Commercial Director

About us

Innerva are a UK manufacturer of 'Power Assisted Exercise' equipment for older adults, those with long-term health conditions and anyone uncomfortable in a traditional gym environment. Unlike conventional exercise equipment, Innerva's electronic power system enables users to work passively or actively, with a focus on improving aerobic fitness, muscular strength, balance, flexibility and social wellbeing. As the user does not have to provide the motive force, they do not have to overcome inertia to use the machines, so it is a perfect choice for anyone new to exercise or those limited by their mobility or health. The vast majority of people who use our equipment would not exercise otherwise.

Product range and services

At Innerva our mission is to create innovative exercise solutions that keep older adults and those living with limited mobility both physically and socially active throughout their lives.

Led by science, our product development team work with academic and university partners to continuously drive innovation and ensure our products

meet the needs of end users. The Innerva circuit model is a range of power assisted exercise machines that provides a full body workout in as little as 30-40 minutes for those who need that extra 'helping hand' to be able to exercise, and to do so in a more social environment.

In addition to attracting a completely new demographic, providing for harder to reach individuals within the local community, and the opportunity to develop long term partnerships with health, social care and other third sector providers, the Innerva solution offers the potential to generate new annual revenue. But more importantly it can support organisations to meet health and community objectives and KPIs, supporting older populations to become and stay more active and helping users retain their independence as they age.

Key customers

Our key customers span leisure (leisure trusts, council, independent and private operators), rehabilitation and therapy centres and care.

Future plans

We are currently working on an exciting project funded by UKRI, partnering with a number of academic and leisure partners which will see us develop the digital aspects of our products and rollout a new customer facing brand for our solution (which will be available to all Innerva customers). At Innerva we are focused on further developing our products so they continue to provide for and support active and healthy ageing, supporting the growth of the ageing population worldwide. We will also be focusing on new market opportunities both in the UK and abroad.

"After 10 years of running its flagship Innerva suite in the UK, Lincs Inspire invested in an additional circuit of power assisted exercise machines to create a Wellness Hub within Grimsby Health & Wellbeing Centre, which now has 22 Innerva machines across three rooms, with over 600 members visiting regularly to improve their health, activity levels and wellbeing." *Ben Frary, Sports and Health Improvement Manager, Lincs Inspire*

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Scott Lamber,
Sales Director

JORDAN

About us

Since 1989, we've been delivering the very best in strength & functional fitness, for you and your members.

We're proud to have become one of the world's most recognised gym equipment manufacturers. Specialists in free weights, benches, functional accessories, gym flooring, rigs and racks. Our investment into the R&D of our product materials and construction for 30+ years means we can guarantee our product quality and stay at the forefront of design while also remaining agile on price.

Internally, our sales team know what it's like to be on the other side of the sale. With many from a PT or Operator background, they have the industry experience needed to work with you to get the most for your budget while also delivering the gym of your dreams.

Product range and services

- Free Weights, Bars & Plates
- Gym Flooring
- Benches, Rigs & Racks
- Functional Accessories
- Hatton Boxing, Studio & Cardio
- Instructor Training Delivered In-House
- Gym Design & Install
- Custom Equipment Design

USPs

Utilising our 90,000 sq ft UK warehouse our operations team works diligently co-ordinating delivery and installation with the shortest lead times in the industry. We are also extremely proud to tell you that we are manufacturing in Britain.

While our original product designs continue to put us on the global fitness map, our extensive customisation and gym design options offer you the unique capability to stamp your brand and personality onto our kit and build a space that represents you.

Build your gym your way, with Jordan Fitness.

Key customers

PureGym, Ultra Flex Gyms, Snap Fitness, énergie Fitness, Anytime Fitness, Parkwood Health and Fitness, Village Hotels, UFC, plus Leisure Centres, Independent Gyms, Health Clubs, Boutiques, Sports Clubs and

Universities/Schools across the UK.

We also support our key clients in our EMEA and Asia-Pacific markets.

Future plans

Our sustainability strategy evolves each year with our eco-friendly bumpers and flooring leading the way. We are committed to giving this increased focus over the coming 12 months and beyond.

Shows attending

Elevate (London), Brighton Fitness Festival (Brighton), W3Fit (Croatia), FIBO (Cologne), PerformX (London) – Book your meeting with our team at our next event!

Key Personnel

- Zak Pitt, Managing Director
- Scott Lamber, Sales Director
- Diana Albuquerque, Reseller Account Manager

"...I'd fully recommend using Jordan Fitness, they've been really outstanding, they've supported me the full journey and they continue to do that. Their equipment is really good quality, it's cost effective, it's competitive, and it's just really hard-wearing."

John Grindrod, Owner of FTC Gym, Ipswich

Engineering Human Performance.

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www.keiseruk.com



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





The complete leisure management software solution

Serving leisure facilities, fitness clubs, and universities across the UK & Ireland

“The fact that our collection rate is consistently over 99% is very impressive. It was an easy decision to move our membership collections and support to Legend. Any additional costs incurred are now more than covered.”

– Richard Gunney, SLL & InspireAll



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Blog: www.legendware.co.uk/blog

www.legendware.co.uk



Antony Davies, Business Development Manager (left) & David Reid, Regional Sales Manager (right)

About us

Legend software is a complete leisure management system combining software with embedded payments and more.

Legend is trusted by leading universities, leisure trusts, leisure management companies, local authorities, and private leisure operators for 20+ years. Legend stands out from other leisure management software solutions in many ways, including:

Digital transformation

Essential to meeting the changing needs of your organisation and members.

We invest heavily in development and work in close collaboration with our customers. So, you can rely on software that's cloud-based, one step ahead, always evolving and improving to meet your changing needs.

Increased access

Legend is integrated with imin's middleware to make use of OpenActive. Your software will let you publish information about available activities,

facilities, and classes online – using open data standards – to make it easy for anyone to find and book. Increase your footfall and revenue, while reaching new audiences.

True partnership

We know that no organisation, leisure centre or university sports department is the same. That's why we partner with you to create the right leisure management system for you. Deliver memorable and engaging experiences with real-time member payments information, attendance and more in one place – making life simple.

We have 24/7 support, and are underpinned by our ISO9001:2015 Quality Management Accreditation.

Trusted credentials

At Legend, we understand you need to know your data is always protected and safe. As well as being fully GDPR compliant, we hold ISO 27001 accreditation, so your information is handled according to stringent processes and standards to reduce risk and keep it secure.

Outstanding member experiences

Legend streamlines the customer journey to help you attract and retain more paid and pay-as-you-go members. Digital member self-service options let members manage their details, bookings, payments and more in one place. All housed on one platform that's easy for members to use and accessible for all. Plus, the branded Legend mobile app makes it even more convenient for members to interact and stay up to date with your facility.

Business intelligence

Stay up to date with your organisation. Legend's reporting tools will help you identify members who are at risk of cancelling, leaving and more. Deep dive into your performance with real time reports and dashboards, helping you identify and address irregular data trends across a range of KPIs.

Partners & Integrations

With Legend being API lead, it leaves you flexible to deliver the best level of service without compromise. From workout equipment to access control hardware, we partner with a wide range of third parties to deliver the integrations you need to run your facilities and provide outstanding member experiences to members.

“Legend was miles ahead of the competition. The possibilities it presented for us were transformational compared to the leisure management software we had previously used.”

Arron Godfrey, Deputy Business Development Manager, University of Bristol

LES MILLS

Live. Virtual. At Home

WINNING THE NEXT GENERATION

LES MILLS Strength Development has been engineered to help clubs engage the next generation of fitness fans. It's a progressive strength training solution that is easy to launch and inspires both Instructors and members through an innovative approach to group training.

80% of all new members are made up of Millennials and GenZ. They are the future of your membership and they expect workout variety, class specialisation and impressive studio design.

How are you transforming your timetable and club to meet the needs of the next generation?

*Source: 2021 Global Fitness Report, Les Mills

Discover the Ultimate Group Fitness Solution

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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 25 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

Gen Z and Millennials account for over 80% of the fitness market, with 87% exercising three or more times per week. Generation Active want power, athleticism, and fitness that serves mental and physical wellbeing. To cater to this generation, Les Mills are innovating with a range of science-backed programmes designed to launch at speed and drive engagement with younger members. Strength Development and Shapes are the first programmes off the block which have launched this year.

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 with live group fitness and digital experiences. There's a huge opportunity to engage with Generation Active through our new innovative group training programmes which will remove the barriers to group fitness for nearly a fifth of all members, resulting in increased participation and engagement and driving activity beyond the studio to the gym floor.

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 which recognises progression in teaching and enables instructors to achieve mastery in the art of group fitness.

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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Frank van de Ven,
Chief Commercial Officer

About us

For 55 years, Life Fitness has worked in collaboration with our customers to deliver tailored solutions and experiences for them and their members.

Our mission is to inspire healthier lives, and our strong heritage and brands illustrate our commitment to delivering the best products as global industry leaders.

We are driven to inspire business success, lifestyle changes and personal transformations. 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

Life Fitness offers leading-edge cardio equipment, groundbreaking group training systems and premium strength training to help exercisers of all abilities to connect physically and emotionally with their fitness journeys. We have an unrivaled portfolio of high-performance products across Life Fitness, Hammer Strength and Indoor Cycle Group (ICG), tailoring customer solutions to target

every segment of the fitness market.

As we innovate for the future of the fitness industry, our road map encompasses beautiful new cardio and strength products – alongside powerful digital content and comprehensive education – designed to meet the expectations of both the health club and the exerciser.

Future plans

We will continue to put our customers at the forefront of our business, evolving and adapting to support a fitness market that is returning to growth. We will do this through innovative digital technologies, inspiring workout spaces and thoughtful co-creation to continuously improve the exerciser experience. Engaging exerciser experiences can

lead to increased acquisition, enhanced retention and ongoing satisfaction, a winning combination for our customers.

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, Vice President & Managing Director, Global Mid/Premium Clubs

“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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For more information, contact the team
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Company blog: www.matrixfitnessblog.co.uk

<http://uk.matrixfitness.com>

MATRIX FITNESS



Matt Pengelly

About us

At Matrix Fitness, our goal is to make innovative commercial fitness equipment that stands out and sets new industry standards. Matrix provides equipment to facilities in all market sectors including private health clubs, 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 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 Sprint 8 GX, combining sprint-cardio, a unique strength component and a mobility module blended into an instructor-led exercise experience. Matrix Fitness continues to promote its Virtual Training Cycle, an immersive training experience that delivers exclusive programmes. There has been a new digital update, the Community and Engage 360 app,

which creates a vibrant and virtual fitness community that connects to members wherever they exercise. Matrix Fitness also has its latest Go Series Strength units which are ideal for facilities looking to appeal to members new to strength training and circuit programmes. 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

2023 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 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 6 years, they are always willing to go the extra mile and we recognised this in 2019, when we awarded 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 and I'm sure we will continue to go an open many more.”

Isaac Buchanan, Chief Executive Officer, Snap Fitness United Kingdom & Ireland

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Mindful movement is about more than Zen. It's about strength, sweat, agility and building healthier people, from the outside in and the inside out. With over 35 years experience developing innovative programs like STOTT PILATES® and over 70,000 instructors trained. Merrithew is The Professional's Choice™. Adding mindful movement to your club can increase revenue, strengthen member retention, attract new clients and provide new training opportunities for staff.

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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 70,000 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 personalised 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

therapie LEIPZIG (Germany), New York Symposium (USA), ChinaFit Convention (China), Elevate (London), IDEA World (Los Angeles). See our full events calendar at <https://www.merrithew.com/events>.

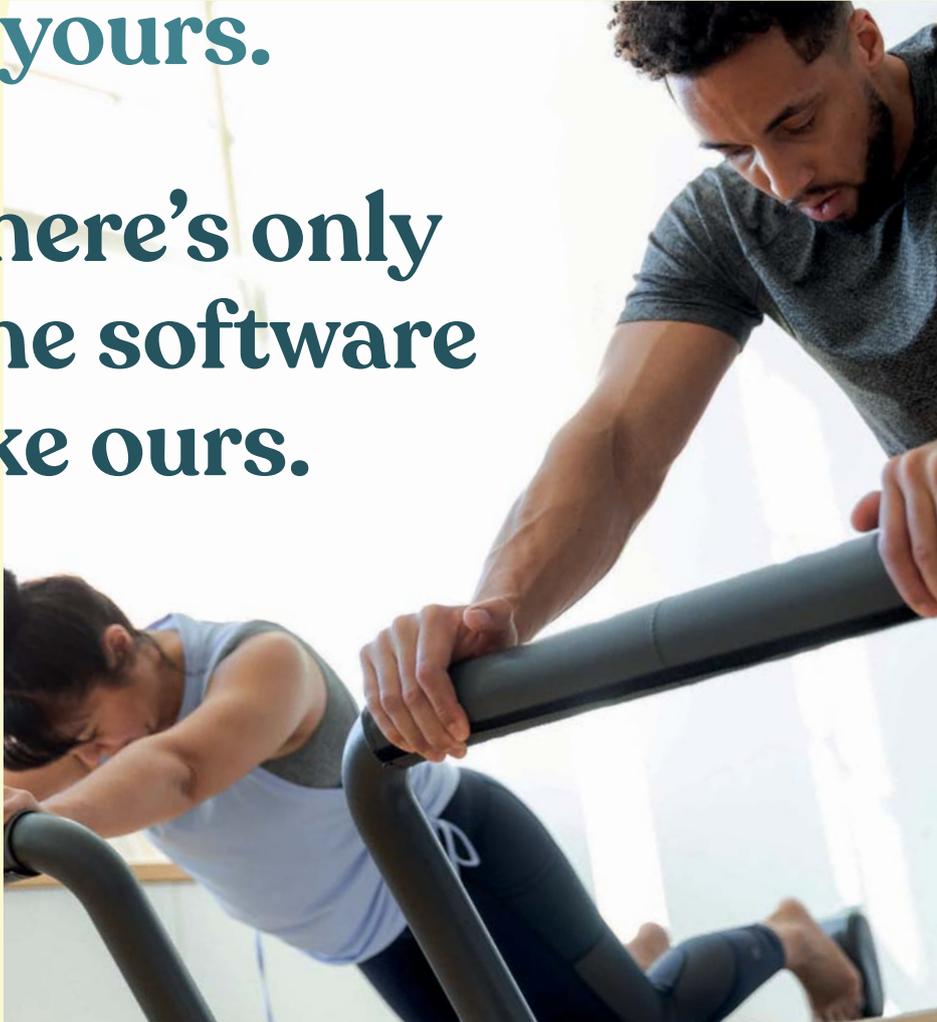
Key personnel

- Lindsay G. Merrithew, President & CEO
- Moira Merrithew, Executive Director, Education

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Fritz Lanman

About us

Mindbody is the leading business management software for the fitness and wellness industries. With the addition of ClassPass, Mindbody is delivering on its mission to power the world's fitness and wellness businesses and connecting them with more consumers, more effectively, than anyone else

Business of all sizes – from local entrepreneurs to the largest global franchises – rely on Mindbody's integrated software and payments platform to run their operations and grow their clientele, while consumers use Mindbody and ClassPass to discover a world of wellness experiences.

Product range and services

Mindbody is a true all-in-one software platform, providing first-rate service for your clients and the most effective

business management for your studio. It offers 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 buzz – and save you time while 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 plug into a millions-strong global network of consumers through ClassPass.

You'll grow booking and revenue not just through ClassPass bookings, but also through new direct users who discover your studio through ClassPass.

Key customers

Fitness and wellness businesses of all sizes, from single locations to some of the world's largest brands including Orangetheory Fitness, F45, barre 3, [solidcore], WellBiz Brands, and iLoveKickboxing.

Future plans

Mindbody is investing heavily in a fully uplevelled software experience that delivers businesses more growth, more clients, and more prosperity – with less time and effort. We're rolling out new features that streamline your day-to-day and put the client info and metrics that matter most to you right at your fingertips, including integrations to surface ClassPass performance metrics within the Mindbody software.

Key personnel

- Fritz Lanman, CEO
- Chloe Ross, SVP, International

"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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Blog: www.myzone.org/blog

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 award-winning chest-based fitness tracker, using Bluetooth, ANT+ and analogue technology to provide real-time

feedback on heart rate, calories and effort.

MZ-Club: Broadcast your own live and pre-recorded classes to all your members, through Myzone's booking diary. Add your pre-recorded content to the community app, meaning your classes are available 24/7.

MZ- Together: Give your members access to Myzone's live classes. Unlock global fitness experiences for your community, delivered by Myzone master trainers at scheduled times.

MZ-On Demand: Give your members access to over 1300+ pre-recorded online classes through the Myzone app. Accessible at any time and anywhere.

MZ-Smart Station: The most efficient circuit training solution. Guide members through their circuit sessions, from exercise to exercise, as they take their Myzone tiles with them on every screen.

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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Steve Ruffell,
Country Manager - UK

About us

Orbit4 is a FitTech brand in the commercial fitness industry offering a comprehensive software solution to help gym operators manage their commercial fitness assets. The company has developed a broad portfolio of solutions that have the potential to revolutionise the way fitness owners manage their club operations. Orbit4's vision is to improve the way fitness facilities can use real-time data to create financial efficiencies and help operators to execute their digital strategy toward operational excellence.

Company headquarters are in the UK. They also have offices across America and Europe. Since 2015 they have been developing and implementing innovative solutions for the fitness industry.

We understand that maximising return on 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.

With an increased understanding of the importance of owning data, gym operators are demanding the ability to own a digital audit trail of fitness assets so that total compliance is adhered to.

Product range and services

Orbit4 offers gyms operators four comprehensive pillars:

Pillar 1: Orbit4 AM - Asset Management, PPM Scheduler and Live Asset Valuation

- Full visibility of all fitness and non-fitness assets
- Asset valuation
- PPM Scheduler
- Asset transfer
- Ability to edit, add and remove assets

Pillar 2: Orbit4 STM - Service Ticket Management

- Connect to incumbent Service Provider(s)
- Mobile app (iOS and Android) to raise service tickets
- Instant message feature
- Real-time SLA management
- Annual service scheduler

Pillar 3: Club Admin Dashboard

- High-level 9-tile dashboard
- Total asset valuation
- Open Ticket Report
- 1st time rate average
- Time to respond average
- Sites using ticketing system
- Sites approaching product maturity

- Total service spend YTD
- Annual service report
- Alert system to trade-in and buy new
- KPI management of internal staff

Pillar 4: Orbit4 Connected Procurement Ecosystem

- Automated alert system to trade-in and buy new product
- Immediate access to the wider-market
- FitnessCompared
- FitnessFinanced
- WeServiceGymEquipment
- WeBuyGymEquipment

Key customers

JD Gyms, GymBox, Third Space, Anytime Fitness, SATS, Everlast Gyms, Halo Leisure, Glasgow Life, Life Leisure, YourTrustRochdale, Freedom Leisure.

Key personnel

- Daniel Jones, CEO
- Steve Ruffell, Country Manager - UK
- Mark Fest, Country Manager - DACH



ROSSOPURO RUN

Rudy

Panatta



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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 500 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 bodybuilding 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.

The main news is:

1) ROSSOPURO RUN: new 100% designed and made in Italy console with 21,5" HD display, for the widest running surface in the fitness market of 160x58 cm and a brand new auto-lubrication system.

2) FREE WEIGHT SPECIAL: A full optional free weight workout icon which expresses the Panatta DNA in all its power: designed to train in the best possible way and in maximum safety using joint biomechanics perfectly. A line that the company enriches every year with new models and biomechanical tips, many of which are true international uniqueness, like the new Super Pendulum Squat, the Super Horizontal Multi Press, the Super Shrug Machine and many others.

Services

- 3D layout projects
- Panatta Fitness Atelier to customise products with more than 2,000 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

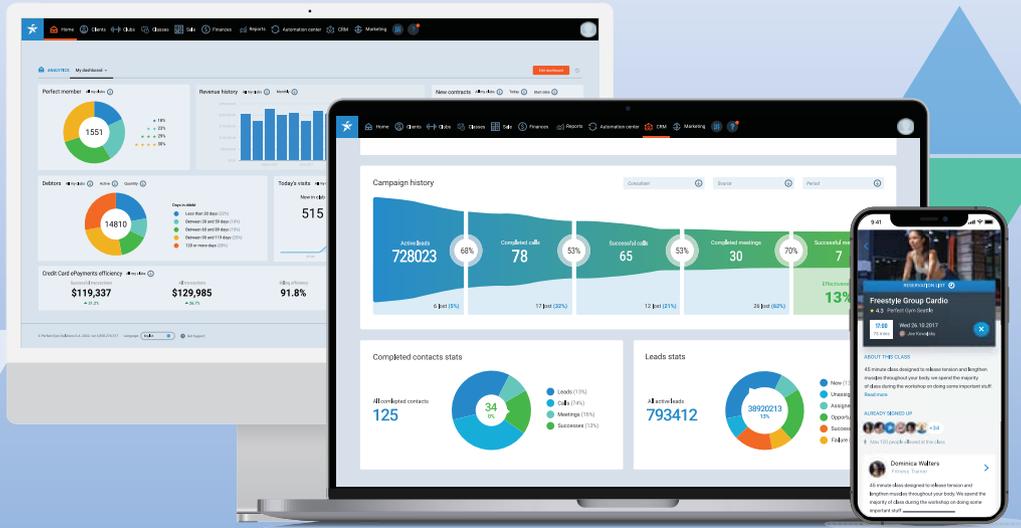
Innovation is always part of our plan. The company never stops investing and stimulating the market with 60 new products launched to the market in 2022 and the first quarter of 2023.

Shows attending

IHRSA
 FIBO – Golden Sponsor
 Rimini Wellness – Golden Sponsor
 Dubai Pro – Golden Sponsor
 Dubai Muscle Show – Golden Sponsor

"We would recommend Panatta to anyone. The service from the very beginning is easy, honest, and flawless. The machines have improved significantly in recent years. Biomechanics are second to none, and they look fantastic. Members are loving them, and we regularly get complimented for having the panatta kit."

Paul Pearson – Gym Owner – One Gym Fitness Chain



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Alex Callaby

About us

Perfect Gym is a global software management provider for fitness and leisure businesses. We deliver innovative solutions by incorporating digital trends and translating technology advancements into practical tools.

Product range and services

Our scalable platform uses an open API to streamline operations, retain members, and drive business growth. With an extensive ecosystem of 50+ technology and payment partners, we simplify and optimise the overall business management experience.

- **Membership Management** – convenient access to member, facility, and employee data for informed decision-making and effective oversight of facility operations.
- **Access Control** – control access to specific zones using door readers based on customisable access rules.
- **Marketing & Automation** – personalised communications to engage and retain members for maximum satisfaction.
- **Mobile App** – effortless interaction with members, from class and

personal training bookings to payments, club games, and more.

- **Client Portal** – easy online access for members and guests to essential information and self-administration capabilities.
- **Billing & Payments** – innovative payment solutions for quick and secure in-person, online, and recurring transactions.
- **CRM** – generate and manage leads to convert them into paying customers for business growth.
- **Business Intelligence & Analytics** – utilise intelligence-driven processes for faster data analysis, generating actionable insights to support your club's business strategy.
- **Ecosystem Integrations** – integrate with smart equipment, hardware, and 3rd parties to enhance your capabilities and provide a holistic member experience.
- **Courses** – run and manage

courses, track progress on specific skills, and provide convenient online access for parents and teachers.

- **Pro App** – a dedicated mobile app for club employees to access and enter data on the go.

Key customers

Perfect Gym serves 1,500+ clubs in 55+ countries. Our clients include individual gyms, enterprise chains, and public/private leisure operators such as 1610, Rubicon Leisure, Club Towers, YMCA St Paul's, Underground Fitness, The Laboratory Spa & Health Club, and NRG Gyms.

Key personnel

- Sebastian Szalachowski, CEO and Co-Founder
- Błażej Rychlik, COO
- Peter Croft, Chief Strategy Officer
- Alex Callaby, UK Sales Manager

“One of our main strategies has been for a digital revolution of the business, and Perfect Gym has been key to this. Rubicon Leisure operates a variety of venues with many different aspects to each of them. Perfect Gym works with us to develop solutions that work for our business as opposed to a one size fits all approach.”

George Doran, Commercial Manager at Rubicon Leisure



PHYSICAL[®]

FIRST FOR FITNESS SOLUTIONS

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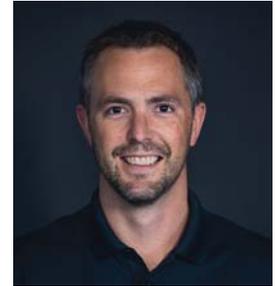
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PHYSICAL
FIRST FOR FITNESS SOLUTIONS



John Halls,
Managing Director

About us

For over three decades, Physical has specialised in functional training, free weights, small group training and group exercise, developing unparalleled expertise in all the forms of training that now dominate our sector. We've also grown without losing the personal touch of our original family business, working in partnership with our customers to really understand their needs – however large or small. It's why we confidently say we are First for Fitness Solutions: because if you want to create exceptional workout experiences, Physical should be your first call.

Product range and services

Our extensive range of commercial grade gym equipment ensures you'll find everything you need in one place – studio equipment, functional kit, mind-body, flooring, strength, combat, cardio and far, far more in our 1,900+ product catalogue. We believe in the power of partnership, too, so alongside our own high-quality, ever-growing Physical range (see Future plans), we also exclusively partner with world-leading specialists such as Airex, BOSU, Ecore Athletic, Merrithew and

ZIVA, among others. It's a best-in-class approach that allows our customers to cherry-pick their perfect blend of products – without having to deal with multiple suppliers – all underpinned by Physical's unbeatable customer service.

Key customers

Virgin Active, Bannatyne, Anytime Fitness, Fusion Lifestyle, Village Gyms, Freedom Leisure, GLL, KOBOX, Glasgow Life, Shredquarters, Snap Fitness, Halo Leisure, Edinburgh Leisure, JD Gyms, Reshape, The Pilates Movement Studio and many more.

Future plans

We continue to expand and evolve our high-quality Physical range, incorporating user feedback and broader trends to reimagine and enhance the products to deliver superior workout experiences. 2023 launches will include two new Pump sets – one rubber, one Performance PU, both with



versatile multi-grip plates – and fantastic PU boxing gloves, as well as Performance bumper plates, Olympic bars and discs.

Shows attending

FIBO, Elevate, IHRSA, Physical Activities Forum, W3 Fit.

Key personnel

- John Halls, Managing Director
- James Anderson, Director of Sales & Marketing

“Physical's customer service has been brilliant: easily accessible whenever I need them, highly responsive and attentive to the detail of our requirements. When you choose a supplier, it isn't always about saving money. Sometimes it's about saving stress. I'm a very happy Physical customer.” *Jeff Waters, Founder, The Pilates Movement Studio*



RELEVANCE | RETENTION | REVENUE

Power Plate's proprietary vibration technology delivers powerful and innovative new ways to offer health, fitness, wellness and recovery.

Combined with different techniques and disciplines, used as an all-in-one training tool or for dedicated recovery, members will enjoy optimised results, increased variety and greater engagement.



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Power Plate

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Iain Murray, vice president
UK & Ireland

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 and wellness experience.

Through whole body, self-powered and targeted vibration, members will enjoy faster fitness results, improved wellbeing and accelerated recovery.

USPs

Power Plate's unrivalled vibration technology helps users feel better whilst stimulating natural reflexes, increasing muscle activation and improving circulation. Power Plate delivers accelerated health, fitness, wellness and recovery results.

Key customers

Everyone Active (SLM), MyTime Active, Fusion Lifestyle, Village Gyms, Bannatynes, DLL, Nuffield, Xcelerate

gyms, Snap Fitness, Anytime Fitness, Energie Fitness, Marriott Hotels, Hilton Hotels, Feel Good Fitness.

Future plans

New for 2023, the global leader in whole body vibration is proud to introduce the Power Plate® REV™; an unparalleled new fitness experience and the first health, fitness and wellness product to deliver the benefits of vibration in a cycling modality. Combined with different techniques and disciplines, used as an all in one training tool or for dedicated recovery, members will enjoy optimised results, increased variety and greater engagements.

Key personnel

- Iain Murray, vice president
UK & Ireland
- Davide Ferreira, head of
Key Accounts UK



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Graham Bertrand,
Managing Director

About us

PSLT are dedicated to offer our clients an unrivalled service across every division of our organisation.

We have a team of over 30 dedicated staff that share our passion to deliver excellence and ensure our client experience is the best it can be.

We have over 30 years of experience in the fitness and service industry, we understand our customers needs and have a culture of over delivering rather than over promising.

Product range and services

PSLT offer a fitness equipment maintenance, repair and on site upholstery service nationwide, with a network of engineers in fully equipped vans to enable a first time fix wherever possible.

PSLT remanufacture all types of gym equipment at its factory in Shropshire where we have our own shot blasting and powder coating facility enabling us to bespoke and tailor kit to our clients requirements in addition, we employ our own logistics team to give us the ability to deliver the equipment, carry out gym re-locations and BUYBACK Second hand gym kit.

Our range of Plate loaded gym kit, CORE GYM EQUIPMENT, is also manufactured in house right her in the UK, we offer a range of plate loaded, benches, and Rigs that can be designed to spec in almost any colour with lead times of under 4 weeks.

PSLT offer in house finance, short and long time kit rentals, we even refresh some of our clients own gym kit bring it back to a like new condition.

Key customers

We are proud to partner to name a few Places leisure, Everyone Active, 1 LIFE, Active Nation, Village hotels and Snap Fitness.

Future plans

We intend to build on our success investing in new technologies making our organisation more efficient and looking at constant improvement to ensure we are always offering our clients best service and best value. We intend to take our CORE range into Europe and beyond, searching for quality partners to represent the brand worldwide.

Our aim is efficiency and a client experience that we can be proud of, we intend to expand our service department taking on newly trained engineers new vehicles and new asset based systems.

Key personnel

- Graham Bertrand, Managing Director
- Hafsa Arif, Financial Director

“We have been working with PSLT for over 3 years. We have an exclusive service contract with them, including on site upholstery which cover over 120 sites. They are a delight to work with and always go the extra mile. They always over deliver instead of over promising like a lot of our historic service providers. I could not recommend them highly enough.”

Sarah Roberts, Head of Fitness and Healthy Communities at PFP

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Pulse Fitness

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Chris Johnson

About us

Pulse Fitness is an international provider of commercial and home fitness facilities. As well as offering operators 360-degree leisure solutions, from after sales to software installations, Pulse Fitness also 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 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 accessible equipment on the market; an important area of the business that is helping to remove barriers to fitness for all.

Future plans

Each year, more and more consumers opt into the digital age of fitness to help keep

them on track with their personal health journey. To ensure we are responding to this customer demand, this year we are continuing to enhance the development of our digital offering, TRAKK.

Dominik Rzadowski, UK Digital Sales Specialist was recently appointed to accelerate the growth of the TRAKK platform and provide a full 360 digital experience to operators and their members. Under Dom's strategic lead, this year we will be enhancing the app with the introduction of features such as a class booking system, superior workout plans and automated account creation.

Looking ahead to the rest of the year, we'll be adding new, market-leading products to our existing ranges and growing our most recent division, Pulse Resale. Resale was launched last year to enable customers to purchase fully serviced, pre-owned fitness equipment at a fraction of the cost and we're looking forward to expanding this offering even further in 2023.

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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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, The Runnymede Hotel & Spa, Hybrid Fitness and LIFTD Design.

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 2023, ukactive Conference, IHRSA, FIBO and Elevate 2024.

Key personnel

- Dominic Hyett, Managing Director
- Gregg Rumble, Sales Director
- Gary Hyett, Operations Manager

“From the initial meeting through to the final install, everyone (at Safe Space) has delivered excellent customer service. The solution that they came up with is perfect for our customers and facility mix, and the quality of the install and finish is first class. Feedback from our customers has been excellent and is showing in our net promoter scores and responses.” *Sean McBurney, Head of Leisure & Wellbeing, WV Active*



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Simon Lane,
Managing Director

About us

Founded in 1988, Serco Leisure Operating Limited is one of the UK's leading national operators of leisure centres, destination venues and elite sporting facilities.

In 2021, we were named ukactive's Outstanding Organisation of the Year.

Working collaboratively with independent charitable trusts, including our national partner More Leisure Community Trust, we operate over 40 facilities on behalf of Local Authority clients and Sport England.

Serco Leisure is part of Serco's UK Citizen Services business, which generates revenues in excess of £350m pa and employs more than 6,000 staff.

Product range and services

We manage Local Authority gyms and pools on behalf of councils in England, Northern Ireland and on the Channel Island of Jersey, but our breadth of experience covers many other areas, including the operation of prestige National Sports Centres such as Bisham Abbey and Lilleshall – venues where elite and community sport come together.

Since 2018, in partnership with More Leisure Community Trust and on behalf of the national charity for wheelchair sport

WheelPower, we have been the proud operator of Stoke Mandeville Stadium, the birthplace of the Paralympic movement.

Our national centres are not just sporting venues. At Lilleshall, we offer a boutique hotel experience in our Main House, and fine dining in Chapters Restaurant, while the National Water Sports Centre in Nottingham offers an award-winning campsite and wide range of all-family activity options including paddleboarding, kayaking, Archery Combat and the Lagoon Wipeout inflatable.

These centres are also home to various major sporting NGBs, including British Gymnastics and England Hockey.

We're the company responsible for the original design and build for Transport for London's successful cycle hire scheme and have provided, maintained and distributed the bikes, since the scheme's launch. In 2022, we added e-bikes to this popular scheme.

In 2021 we launched a cycle hire scheme in the West Midlands, which has 1,500 bikes, comprising 1,350 pedal and 150 e-bikes, available for hire across the region. So far, the scheme has recorded half a million journeys with riders travelling over 1.2 million km collectively.

Key customers

Sport England, WheelPower, Local authorities.

Future plans

2022 was a record-breaking 12 months for Serco Leisure, as we celebrated a set of sales figures even our most optimistic forecasts hadn't predicted. 2023 will see us consolidating those gains, while looking to improve our overall customer offering via the introduction of a Single-Customer-View CRM system, which when launched will allow us to provide customers with a journey that goes far beyond their centre visit and will instead marry up their in-centre experience with engaging digital touchpoints and supportive human interventions.

Shows attending

Elevate 2023, ukactive Conference, IHRSA, FIBO and Elevate 2024.

Key personnel

- Simon Lane, Managing Director
- Steve Nelson, Operations Director
- Sally Kurton, Commercial Director
- Steve Lawrence, Operations Director
- Leigh Brooks, Marketing Director
- Dan Bradbury, Head of Business Development

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Michael Ellis

About us

ServiceSport UK is the UK's leading independent service provider for the service, repair, and maintenance of commercial gym equipment. Our mission is to provide top-quality servicing and maintenance solutions to fitness facilities across the UK. We strive to be the trusted partner for gym owners and operators, offering exceptional customer service, fast response times, and competitive pricing. Our team of experienced technicians is dedicated to ensuring that every piece of equipment we service is safe, reliable, and performing at peak levels. We are committed to delivering value to our customers, helping them achieve their fitness goals and enhancing their members' overall experience.

Product range and services

ServiceSport UK 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 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 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 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, local Government services, schools, colleges and universities.

Future plans

To continue supporting gym owners and operators across the UK by prolonging the life of their equipment.

Key personnel

- Colin Marriott, Owner/Founder
- Chris Crane, Operations Director
- Michael Ellis, Commercial Director
- Graham Wood, Chief Finance Officer

Spivi

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www.spivi.com



Shay Amir, Co-founder and CEO

About us

Spivi is an immersive fitness gamification platform that helps gym operators to achieve better retention by utilizing existing wearables, equipment, and sensors in the club.

Product range and services

The Spivi platform tracks performance data and gamifies the members' fitness journey in an immersive workout experience using avatars and animation, live leaderboards, challenges, milestones, points, awards and visuals to strengthen engagement and brand loyalty. It connects members in the studio and optionally, others from other branches and members at home.

Spivi uses the natural human willingness for improvement and the encouraging environment of group fitness to boost engagement and retention and build community. This powerful

platform enhances all kinds of activities in the gym, such as group fitness classes, indoor cycling, HIIT, and others.

Spivi connects with ANT+, BLE, the Apple Watch, the Samsung Watch, and other Wear OS-compatible devices. It combines performance metrics with personal information and workout history to generate various views, including color-coded visuals, leaderboards, and timers.

For indoor cycling, Spivi offers the most engaging solution - Spivi Studio is a 3D simulator system designed to increase revenue and recruit more customers. This system is installed on existing equipment and is compatible with most bikes and trainers. Spivi Studio collects data such as power, cadence, speed, and heart rate directly from a cyclist's bike and then combines the data with personal information stored on Spivi's cloud service and generates unique visuals and

a virtual gaming experience. It displays real-time 3D animation of group activity, a dynamic leaderboard, color-coded views, and fitness tests and challenges.

Key customers

Some of our key customers from different tiers are Gold's Gym, The YMCA, Crunch Fitness, Digma Fitness, Xcelerate, Mytime Active, Ride45, Evolution Fitness, JCC, Coca-Cola, INEOS, Citi Group, and Nestle.

Future plans

Spivi's loyalty programs are the next-generation tool for member retention based on data, performance tracking, gamification elements, and members management software integration. Loyalty programs have proven themselves as one of the most effective tactics for increasing revenue and inspiring customer loyalty.

Key personnel

- Shay Amir, Co-founder and CEO
- Nir Hasson, Co-founder and CTO
- Alyssa Montagna, Director of Sales

"Our members absolutely love it! Let the instructors fall in love with it and your member will fall in love with it. I think what they like best about it is that they're finding themselves working harder." *Scott Sorkin, Owner, Tone Zone*

STUDY ACTIVE



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Our courses include L2 Gym Instructing, L3 Personal Training, L3 Exercise Referral, L3 Pre & Post Natal as well as Level 4 qualifications in both Advanced PT and Nutrition. We can also provide other fitness qualifications on request so please do check with us for any of your fitness industry training needs.



WHY STUDY ACTIVE?

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James Luscombe,
Managing Director

About us

Study Active is a UK leading provider of health & fitness qualifications. Study Active is an Active IQ approved centre with CIMSPA endorsed Training Provider Partner status. We are also a RSPH accredited centre and offer the prestigious RSPH Level 4 Award in Nutrition. All our qualifications are Ofqual regulated. Study Active prides itself on quality and have been rated "Outstanding" by CIMSPA and "Highly Commended" by UK Active.

Product range and services

Study Active is a UK leading Gym Instructor & Personal Trainer course provider offering Active IQ qualifications which are CIMSPA endorsed and Ofqual regulated. Our L3 Nutrition is AfN accredited whilst our Level 4 Nutrition is accredited by RSPH. Study Active is renowned for its business support, working with top fitness organisations from across the UK to understand their needs and develop their staff. It is always our aim to provide bespoke and holistic solutions to the organisations that we work with. Study Active uses an online/blended learning model of

delivery which includes flexible options to take assessment. To support our learners there is a dedicated team of fitness education tutors providing on demand support via email, phone or Zoom.

Key customers

We work with a range of leading organisations including The NHS, The MoD, The Gym Group, and Everyone Active, amongst other leading organisations. Study Active also works with smaller and more regionalised businesses such as local councils, Colleges and Active Partnerships.

Future plans

Study Active aims to continue to understand the needs of the fitness

sector and to pro-actively engage with a range of stakeholders to ensure that the training they receive is fit for purpose and reflective of the challenges faced within the fitness sector.

Shows attending

Study Active pro-actively engages with the fitness sector via events such as Elevate and the ukactive awards. Study Active is always keen to engage with the sector and see events both large and small as an ideal way to achieve this.

Key personnel

- James Luscombe, Managing Director
- Justine Luscombe, Operations Director
- Kelly Pegler, Fitness Education Manager
- Chris Walsh, Senior Quality Assurer.

"Study Active took the time to engage with us and explore exactly what we needed to move our staff skills development forwards. The training delivered was bespoke to our requirements and included a blend of online learning, tutor led webinars and practical videos thus allowing our staff to acquire skills without having to leave the workplace. The end impact is now that we have a range of staff across the UK that are fully skilled and qualified to expand our delivery."

Stephanie Heath, Fitness Product Development Manager, Everyone Active



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Taylor Made Designs

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TaylorMadeDesigns

Made with care. Since 1993



James Taylor,
Managing Director

About us

Taylor Made Designs (TMD) is a 'leisure specialist' provider of bespoke leisure workwear, plus branded retail and promotional merchandise.

A fully managed 'one stop shop' service meets the needs of every client. A digital e-commerce platform provides the perfect ordering solution for everyone, especially large, multisite and multi departmental organisations looking to take the headache out of uniform ordering and delivery.

Through the 'Leisure Essentials Range', TMD supplies affordable leisure garments. An experienced team fulfil embroidery and print requirements in-house, plus we offer overseas sourcing and manufacture service to capitalise on 'best price sourcing' should it be required.

TMD has a Trade Hub in the Netherlands & The Middle East to streamline Global distribution. The Company launched in 1993

and is owned and managed by brothers James and Ed Taylor.

Product range and services

- A large range of 'off the shelf' uniforms and textiles to suit every need and budget
- A huge selection of customisable retail and promotional merchandise from padlocks to trampoline socks, gym towels and water bottles
- A competitively priced, own label 'Leisure Essentials' range, that can be customised and dispatched quickly and efficiently
- A network of international supply partners to ensure TMD continues to provide access to all the latest fabric and design innovations
- Quality embroidery and printing applied by a team of in-house specialists
- Online ordering system that enables orders to be placed directly by contacts at multiple sites
- Streamlined overseas distribution.

Key customers

GLL, Places Leisure, Parkwood Leisure, Merlin Entertainments, MyTime Active, Saga Cruise Lines, Myzone, Doncaster Leisure & Cultural Trust.

Future plans

To continue to manufacture and supply quality uniforms and merchandise that meets the evolving need of the market.

Investment in new territories like Europe and the Middle East. Technologies and digitalisation remains a focus to ensure TMD optimises efficiencies and delivers a frictionless experience for clients.

Sustainability is an important area. Recently, TMD launched its end of use textile recycling programme, reducing the amount of textile waste that ends up in landfill and reducing carbon emission.

Moving forwards, TMD will continue to explore sustainable practices that protect the business and the planet.

Shows attending

UK Active Summit, W3 Fit.

Key personnel

- James Taylor, Managing Director

"Having sense-checked the market through an official tender process, we have confirmed that Taylor Made Designs are providing the best range of garments for our business at competitive prices." *Laura Lane, Head of People at Places Leisure*



TECHNOALPIN® INDOOR

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www.indoor.technoalpin.com

TECHNOALPIN® INDOOR



Sara Brenninger

Lukas Dusini

About us

Founded in 1990, TechnoAlpin is the world leader for snowmaking systems. With the Indoor snow division, TechnoAlpin combines its fascination for snow with holistic well-being to create something completely unique.

Product range and services

Indoor snow is a special highlight for fitness and health clubs, wellness and spa areas and private luxury real estates – a new way of cooling down that your club members will surely remember.

The SNOWROOM is cooled to -10°C (14°F) and filled with real snow made from only water and air. Fresh snow is made every night, so fresh powder snow is ready every morning.

The stimulus of the cold boosts blood circulation and muscle regeneration, which also promotes metabolism and fat burning. The gentle, but effective, cool down improves the reduction of lactate in the muscles – without having to take a shower and getting wet. A second session can be done immediately without having to dry off.

SNOWSKY is the most sophisticated alternative for cooling down: a

real snowfall in the middle of the room. The falling snow is joined by cold light, revitalising the spirit.

The cold has a pain-relieving effect, strengthens the immune system and reduces stress, which leads to healthy sleep and improved mental health.

Snow is the gentlest version of cooling down and can be enjoyed by both men and women of any age. The benefits of cold therapy are accessible to all, with no shock or dizziness.

Snow offers a gentle and efficient way of cooling down. One litre of water makes five times its volume in snow. Thirty years of know-how in snow production guarantees sophisticated high-tech products for a unique snow experience. The SNOWROOM is not only a visual highlight, but offers a holistic cool down and a resource-saving technology with the possibility of heat recovery.

Key customers

We have supplied more than 120 customers around the world, including health clubs, luxury hotels, cruise ships, public thermal baths, private residences and even retail stores and experience spaces.



Future plans

Our vision is to enable exercise and regeneration in different temperature zones for the greatest health benefits. In this way, snow is an added value for gyms and fitness clubs.

Key personnel

- Sara Brenninger, Product Manager
- Lukas Dusini, International Sales Manager

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Technogym

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www.technogym.com



Nerio Alessandri

About us

Founded in 1983, Technogym is a world leader brand in fitness, wellness, sport and health. With over 2,500 employees Technogym is present in over 100 countries. More than 85,000 Wellness centers and 400,000 private homes in the world are equipped with Technogym. Technogym has been appointed Official Supplier to the Paris 2024 Olympics for the ninth time, after Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012, Rio 2016, Pyeongchang 2018 and Tokyo 2020.

Product range and services

Technogym provides a complete Ecosystem made of connected smart fitness equipment, digital services and training contents for both professional and home use. Thanks to the Mywellness CRM Open Platform operators can engage and interact with users anywhere, improving the customer journey, business efficiency and results by gaining a holistic understanding of individual needs, interests, habits and human performance. 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
- Dinesh Aswani, Home Business Director, 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 (Club Key Account), UK
- Craig Swyer, Marketing Director, UK

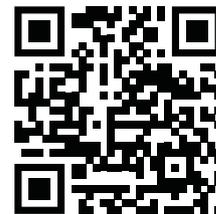
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We have flexible payment options and we always design the training around your operational needs and schedule.

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TRX



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The Fitness Group Education

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www.thefitnessgrp.co.uk



Steven Dick, Director

About us

The Fitness Group is the UK's Leading Fitness Education Training Provider. With our industry-leading 5-Star support our expert team will guide you to grow your career through our wide range of internationally recognised, health and fitness education qualifications.

The Fitness Group Education was launched in 2016 by Steven Dick and Scott Agnew. Prior to this Steve and Scott were already running The Fitness Group, their own 8,000sq ft independent gym.

Product range and services

Our mission is to change life's through the very best fitness education. The Fitness Group partners with some of the leading

organisations in the UK to support their business and their teams grow and develop. We create bespoke learning plans for individuals and businesses.

Key customers

The Ministry Of Defence Police Force, The PFA, The PFA (Scotland), South & East Ayrshire Leisure, League Football Education, Street League, Shaw Trust.

Future plans

In 2023 The Fitness Group will strengthen its range of education packages with the launch of new



qualifications. We will partner with leading organisations across the sector to support their businesses, with the overall mission to strength the education and standards across the industry.

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

- Steven Dick, Co-Founder & Director
- Scott Agnew, Co-Founder & Director
- Harinder Lidher, Head of Education

"Having seen the great work The Fitness Group has done with the likes of the PFA and LAPS, it's exciting to have this partnership up and running. The fitness world is an ever-growing industry and many of our apprentices have gone on to forge successful careers in it, ranging from fully qualified personal trainers to yoga instructors. We now look forward to working closely with The Fitness Group and helping LFE apprentices up and down the country gain the necessary qualifications and tools to be successful within this competitive but rewarding industry"

Anthony Cato, Transition Officer, Football League Education

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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
- Andy Roberts, Sales Director
- Jason Lewis-Lamb, Sports Surfacing Specialist
- Daniel Redman, Sales Executive

"Regarding the floor finishes throughout the entire fitness club, I'm happy with the products and services, provided by TVS Group. I'd certainly be happy to hire them in future" *Oliver Brown, Director, Crow Wood Hotel and Spa Resort*



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Hugo Braam,
Co-founder and CEO

About us

Virtuagym is a global provider of the leading All-in-One health and fitness software solution for the fitness industry and corporate health.

With innovative tools for management, coaching and engagement, Virtuagym helps businesses of all shapes and sizes to grow by enhancing client experiences and business management, supporting retention and saving valuable time and money.

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.

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.

The Virtuagym platform has industry leading software for coaching and management, as well as innovative solutions for payments, nutrition coaching, virtual training, community, challenges and more. As an open platform, it can also be easily integrated with other fitness software and hardware providers, to suit individual customer needs.

Furthermore, Virtuagym develops custom branded mobile applications and provides additional services such as 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 all types of fitness businesses and entrepreneurs, as well as corporate wellness providers.

Future plans

Following new funding in 2022 and with more investment planned, Virtuagym has moved into an important phase of growth. With a focus on enhancing its customisable All-in-One solution and developing new innovative concepts to take its product to the next level, Virtuagym aims to support organisations around the world in seamlessly combining their physical and digital services.

Shows attending

Meet The Top, FIBO 2023, SIBEC 2023, European Health and Fitness Forum 2023, W3fit.

Key personnel

- Hugo Braam, Co-founder & CEO
- Paul Braam, Co-founder & CEO
- Mark Louter, Chief Revenue Officer
- Kelly Heijligenberg, Head of People & Culture
- Wesley Groenendijk, VP of 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." *Andy Johnson, Head of Operations at Jetts UK*

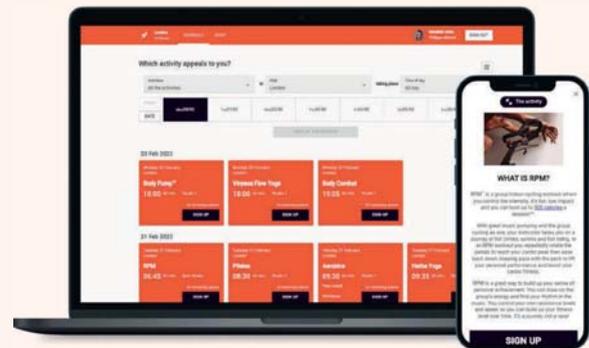


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Mike Garner, Director, Evolution Fitness XL

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Xplor Gym

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Blog: <https://xplorgym.co.uk/blog/>

www.xplorgym.co.uk



Dave Alstead,
Head of Strategic
Account Management

About us

Xplor Gym is an all-in-one gym management software with embedded payments & integrated access control to make running your gym easier and more profitable.

Manage your fitness business from one intuitive solution – less admin, more accuracy & a live 360-degree member view. Offer a standout experience with features putting members in control & driving engagement.

A cloud-based solution, with future-ready flexible tech helps you react rapidly to changes & opportunities. As you evolve, Xplor Gym evolves with you.

Product range and services

Xplor Gym has been purposefully engineered to disrupt the status quo, delivering new levels of speed, responsiveness, and simplicity to its customers. Built with best-in-class, smart performance technology, Xplor Gym has been developed to give fitness club operators exactly what they need to improve operational efficiencies, supercharge member engagement, and grow, all without compromise.

The Key to Agility - API First

Following the last few years, it's critical that our customers can respond to new trends or challenges faster and providing the right technology that is designed for innovation and agility is a fundamental part of that. We have built Xplor Gym with an API first approach, so our customers benefit from true flexibility, scalability, and the ability to adapt fast.

API first means Xplor Gym is an open platform that can seamlessly integrate with the market's leading partners including Technogym, Egym, Gympass, FitQuest, and many more. This level of ultra-customisation enables our customers to build their optimal value proposition, helping them stand out from the competition and easily implement new revenue streams through additional services.

Facilitating a Superior Member Experience

At a time when clubs are struggling to hire and retain staff, automation plays a crucial role in keeping members engaged. Xplor Gym includes advanced multi-channel smart messaging with powerful segmentation ability.

Our intuitive campaign platform is built with usability and simplicity at the forefront and has been designed to significantly reduce the time it takes to create, schedule, and send campaigns. Having this ability to engage members through timely, meaningful communications allows operators to deliver a wrap-around member experience with little effort.

Pioneering a First-Class Payments Experience

Our fully integrated membership payments service automates collections, facilitates a truly flexible payments calendar, and significantly reduces admin. Our expert team can deliver a fully managed and personalised service, including managing member payment queries on our customer's behalf.

Key customers

Xplor Gym has been designed for gym and fitness club operators of all sizes – including chains, franchises, and independents.

PRODUCT INNOVATION

Steph Eaves rounds up the latest product launches in health and fitness



We want to help operators build their business explains **Christian Toetzke**

Hydrox is a fitness racing concept that sees all levels of athletes compete in timed events worldwide. The event requires each competitor to complete 8 x 1km runs with a functional movement between each and every competition has the same set-up which facilitates a global rankings system.

The company's biggest market is the UK where its royalty-based gym affiliation programme increased from 18 gyms to 120 in the last

year. "The gym affiliation programme is exploding," said co-founder and CEO Christian Toetzke, formerly head of development at Ironman Group. "We're aiming for 300-400 by the end of 2023."

Hyrox's affiliated gyms pay a yearly fee which entitles them to use the Hyrox brand name, join an online affiliate map and get training support and access to Hyrox's coaching certifications.

The first live Hyrox competition, held in London in September 2021, hosted 532 participants. In September 2022 the event sold out to 4,500 competitors, while the global race schedule increased from 28 races last year to 45 this year, including new events in the Middle East, Hong Kong and Scandinavia.

The growth target is for 200 live events a year by 2026, with one million participants.



PHOTO: HYROX / SPORTGRAF GMBH & CO



PHOTO: HYROX

We're aiming for 300-400 gym affiliates by the end of 2023

Christian Toetzke

fitness-kit.net KEYWORD **Hyrox**

Hyrox has ambitions to engage a million participants



PHOTO: CET / CORETX GO

Palms are cooled for two minutes between sets

Core Tx Go, is a game-changer for both strength and endurance athletes says **Colin Edgar**

Core Tx Go is a new palm-cooling device that can increase the number of reps an athlete can compete in a session, while reducing fatigue to maximise overall performance.

The machine was developed by Colin Edgar, founder and MD of CET, which manufactures cold therapy solutions for elite sportspeople worldwide, including Team GB, Manchester United and AC Milan.

The company says palm cooling for two minutes

between sets significantly increases the number of reps and workload that can be completed. A peer-reviewed study in the *Journal of Strength and Conditioning Research* – there are further studies with similar results – recorded a 40 per cent increase in bench press work volume in three weeks and a 144 per cent increase in pull-up volume over six weeks when experienced subjects used palm cooling.

“Our latest product, the Core Tx Go, is a game-changer for strength and endurance

athletes,” says Edgar. “Quick and simple applications between sets or during rest massively reduce fatigue, allowing users to increase their workload capability. The benefits of cold therapy are undeniable, and important for athletes seeking to perform at the highest level.”

Palm cooling is a fast way to cool the core and the lower temperature reduces fatigue, enabling muscles to function optimally.



Quick and simple applications between sets or during rest massively reduces fatigue

Colin Edgar

fitness-kit.net KEYWORD **CET**



The curved, organic form is designed to engage outdoor users

PHOTO: AKTIV SOLUTIONS

Operators must deliver content to energise and guide guests, says **Bryan Green**

Aktiv Solutions has partnered with Xponential Fitness on its Gym Rax functional training range to create Xponential+ branded on-demand exercise areas which debuted across the US in early 2023.

The digitally-connected fitness spaces have been designed to provide guided boutique classes in hospitality and high-end residential settings.

“The commercial fitness industry has become increasingly competitive and can no longer simply offer traditional equipment solutions,” said Bryan Green, CEO of Aktiv Solutions. “It must also deliver relevant, innovative training apparatus and content tailored to energise and guide guests.”

To meet the growing demand for exercising outdoors, Aktiv Solutions recently added Ecosystem to its Gym Rax

line. The curved, organic form is designed to engage users in outdoor activity – a free app helps new adopters learn about the equipment and offers a library of body weight and accessory-based exercises.

“Ecosystem creates intention and direction, and an energetic landscape for all to enjoy,” says Green.

fitness-kit.net KEYWORD
Aktiv Solutions



PHOTO: AKTIV SOLUTIONS

Our goal is to create an energetic landscape for all to enjoy

Bryan Green

There are limited opportunities for wheelchair users in mainstream gyms, says **Matt Holland**

Innerva's new access range, comprising the power-assisted Rotary Torso and Torso Dip, addresses the



PHOTO: INNERVA

The range can be used by all gym-goers, not just wheelchair users

Matt Holland

issues caused by prolonged wheelchair use. Innerva's head of product development, Matt Holland, developed the range for gyms and leisure centres. It's a creation that recently won him the Future Leaders Award from Innovate UK, the UK's innovation agency.

"Physical activity is crucial for the mental and physical health of our ageing population and those with long-term health conditions, but there are limited opportunities for wheelchair users in gyms," said Holland. "Manual wheelchair use puts a lot of stress on the

upper body, with many users suffering pain, strains and injuries. The repetitive motion can strengthen specific muscles whilst weakening others. Over time, this can negatively affect people's quality of life."

The Rotary Torso machine engages weakened muscle groups, while the Tricep Dip strengthens upper arm and shoulder muscles, which are important for reaching, and increasing overall strength for propulsion.

fitness-kit.net KEYWORD
Innerva



PHOTO: INNERVA

Weak muscle groups can be better isolated

Our goal is to make biomarkers and insights accessible to everyone reveals **Jason Moore**



PHOTO: SPREN VISION

We extract precise biomarker measurements out of noisy camera images

Jason Moore

Spren Vision transforms smartphone cameras into real-time biomarker sensors. It can connect any app to the human body, opening up new possibilities for app providers across the fitness sector to boost engagement.

It works by using the light and camera from a smartphone to detect changes in blood volume between cardiac cycles, which measures light absorption in the finger via a scan. The launch comes after a decade of R&D involving 20m users,

the processing of over 4bn biomarkers and collaboration with 117 universities. "This has allowed us to create machine learning and signal processing algorithms to extract precise biomarker measurements out of noisy camera images," said Spren Vision founder and CEO, Jason Moore.

"We then add our pattern recognition and insight-generation algorithms which look at changes in heart rate variability, heart rate, respiration, body fat, and



PHOTO: SPREN VISION

The tech can be applied to any health and fitness app

muscle to inform people of their body's stress, recovery, body composition and metabolic health."

fitness-kit.net KEYWORD
Spren Vision

PRODUCTS & SERVICES

“Reaxing products trigger a flood of excitement,” says president, **Gionata D’Alesio**

Reaxing has launched Reax 1001, a training station that integrates four of the company’s products into one.



The design and training options drive people to our brand

Gionata D’Alesio

It includes the Reax Board – a raised platform that tilts during the session, delivering an intense core workout; Reax Run, a treadmill that can perform sudden inclinations in all directions; a functional training zone; and an intelligent lighting system for mental stimulation.

The user can combine cardio- and toning-focused workouts with proprioceptive, cognitive and neurofunctional training in a 4sq m area. “From first sight until the end of the workout, Reaxing products trigger a



The new training station fits in 4sq m

PHOTO: REAXING

flood of excitement,” said president, Gionata D’Alesio. “It doesn’t matter whether it’s the Italian design or the training options that drive people to our brand, what matters is where we can project them to achieve their own goals.”

Cognitive, proprioceptive and neurofunctional training are a part of elite athlete training, but Reaxing aims to bring this higher-level training to amateurs and professionals alike.

fitness-kit.net KEYWORD

Reaxing

“We invested in 3D printers to meet the demand for gym equipment parts,” says **Michael Ellis**

Service Sport’s range of 3D printers can supply health clubs and fitness centres with gym equipment parts.

With supply chain delays causing problems for operators in the industry, Service Sport’s 3D printing solution can reduce turnaround time for parts which can now be designed and printed in hours.

“Service Sport UK has invested in 3D printers to meet the demand for gym equipment parts,” said Michael Ellis, commercial director. “We understand the frustration that can arise as a result of a breakdown in the supply chain.

“3D printing allows Service Sport UK to reduce those lead times and hold stock of a specific range of gym equipment parts without the need to rely on the original manufacturer.”

Printable parts include guide rod inserts, large belt pulleys, battery covers, treadmill joystick levers and J hooks. The parts are tested to ensure they perform to the same standard as the original equipment manufacturer.



3D printing allows us to reduce lead times and hold stock of specific items

Michael Ellis

fitness-kit.net KEYWORD

Service Sport



Some spare parts can be 3D-printed

PHOTO: SERVICE SPORT

Core Health and Fitness has launched a new Stairmaster

“The new Stairmaster has a refreshed look, and an all-new drivetrain,” says **Travis Vaughan**, Core Health and Fitness

Core Health and Fitness has announced the launch of the Stairmaster 8Gx.

Features include a new drivetrain; a deeper, wider step surface; rust-free polypropylene construction; and ergonomic handrails which support multiple climbing positions.

Stair climbing can improve heart and lung function, as well as circulation, and the Stairmaster 8Gx will help users to develop their aerobic and anaerobic capacity, as well as strength.

“We’ve been able to take learnings from our top-of-the-line 10G and apply them to our base commercial model,” said Travis Vaughan, senior director of product management and technology. “The new

8Gx has a modernised look, and smoother, quieter performance.”

The OpenHub consoles offer a touchscreen display that connects with social media networks, heart rate monitoring devices, headphones and entertainment channels. Real-time data sharing

is possible via Apple and Samsung Galaxy watches.

Motivational workouts include the Landmark Challenge programme where users can choose to climb landmarks, such as the Eiffel Tower, Statue of Liberty and Taj Mahal.

fitness-kit.net KEYWORD
Core health and Fitness

The new 8Gx has a modernised look, and smoother, quieter performance

Travis Vaughan



PHOTO: CORE HEALTH AND FITNESS

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.

■ International Health, Racquet and Sportsclub Association (IHRSA)

Email info@ihrsa.org

Web 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.

There is a growing need for the industry to lobby with one voice

PHOTO: SHUTTERSTOCK / OLGA HUKENIUK

■ International SPA Association (ISPA)

Email 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.

■ Sport and Recreation Alliance

Email info@sportandrecreation.org.uk

Web www.sportandrecreation.org.uk

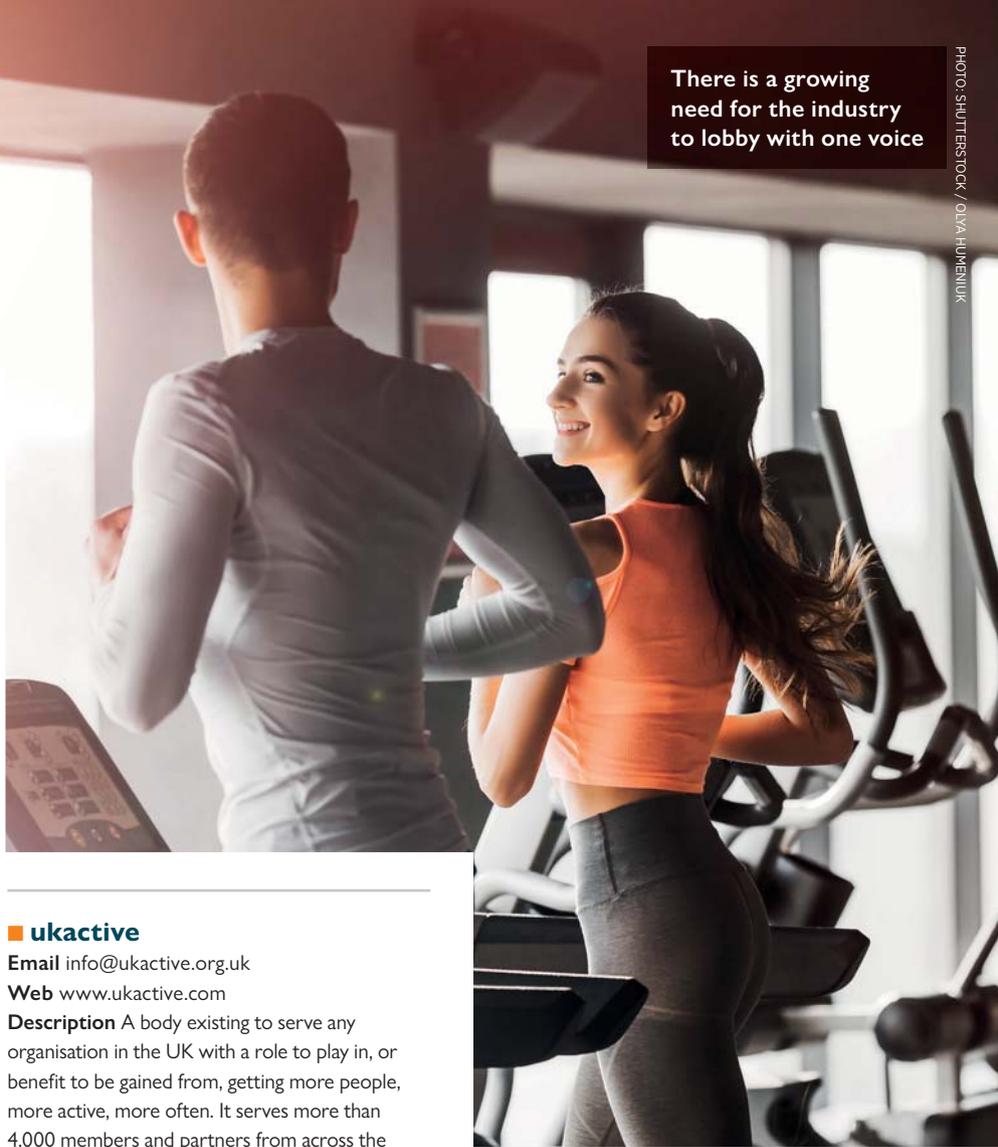
Description An umbrella body for sport and recreation in the UK, representing 320 organisations such as the FA, RFU, British Athletics, British Rowing and the Exercise Movement and Dance Partnership.

■ Sport England

Email funding@sportengland.org

Web www.sportengland.org

Description Sport England works to increase the number of people who take part in sport regularly, and with the new government sport strategy will broaden its focus to encompass other forms of physical activity.



■ ukactive

Email info@ukactive.org.uk

Web www.ukactive.com

Description A body existing to serve any organisation in the 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

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

Web 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

Key contacts for HCM Handbook suppliers and service providers

A

■ Active IQ

Tel: +44 (0)1480 467950

Email: businessdevelopment@activeiq.co.uk

www.activeiq.co.uk

■ Anytime Fitness UK

Tel: +44 (0) 330 332 2361

Email: ownagym@anytimefitness.co.uk

www.anytimefitness.co.uk/own-a-gym

■ Art of Cryo

Tel: +49 2935 9652 0

Email: contact@artofcryo.com

www.artofcryo.com

B

■ Balanced Body

Tel: 0800 014 8207

Email: info@pilates.com

www.pilates.com

C

■ CET Ltd

Tel: 02892 690056

Email: Colin@coretxcooling.com

<https://www.cetcryospas.com>

■ CoverMe

Tel: 07736 398865

Email: hello@covermeapp.co

www.covermeapp.co

■ Core Health & Fitness

Tel: +44 (0)1494 688260

Email: uksales@corehandf.com

www.corehandf.com

■ Croner Group

Tel: 0800 141 3929

Email: marketing@croner.co.uk

<https://croner.co.uk/>

F

■ FIBO Global Fitness

Tel: +49 211 901910

Email: info@fibo.com

www.fibo.com

■ Fisikal Limited

Tel: +44 (0)7720285860

Email: info@fisikal.co.uk

www.fisikal.com

■ Fitness Technologies Sociedad Limitada (Fitness KPI)

Email: comercial@fitness-kpi.com

<https://fitness-kpi.com/>

■ Fitronics (TRP)

Tel: 03301280971

Email: hello@fitronics.com

www.fitronics.com/

■ Fit Summit

Tel: +65 8268 9834

Email: day@thefitsummit.com

<https://thefitsummit.com/>

■ Future Fit

Tel: +44 (0)1329756196

Email: forbusiness@futurefit.co.uk

<https://futurefitforbusiness.co.uk>

G

■ Gantner

Tel: +43 5552 33944
 Email: contact@gantner.com
www.gantner.com

■ Global Wellness Summit

www.globalwellnesssummit.com

■ Greenwich Leisure (GLL)

<https://www.better.org.uk>

I

■ 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

■ Innerva

Tel: 01484 667474
 Email: info@innerva.com
www.innerva.com

J

■ Jordan Fitness

Tel: +44 (0)1553 763285
 Email: sales@jordanfitness.co.uk
www.jordanfitness.com

K

■ Keiser UK LTD

Tel: +44 (0) 1666 504710
 Email: sales@keiseruk.com
www.keiseruk.com

L

■ Leisure-Net/Active Insight

Email: info@leisure-net.org
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

M

■ 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

■ Mindbody

Tel: +44 20 3514 1894
 Email: sales@mindbodyonline.com
www.mindbodyonline.com

■ Myzone

Tel: +44 (0)115 777 3333
 Email: jonathan.monks@myzone.org
www.myzone.org

O

■ Orbit4

Tel: +44 (0)7557 365 669
 Email: daniel@orbit4.org
<https://orbit4.org>

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www.panattasport.com

■ Perfect Gym Solutions S.A.

Tel: +44 20 3885 9312

Email: sales@perfectgym.com

www.perfectgym.com

■ Physical Company

Tel: +44 (0)1494 769 222

Email: sales@physicalcompany.co.uk

www.physicalcompany.co.uk

■ Powerplate

Tel: +44 (0)20 7317 5000

Email: info@powerplate.com

www.powerplate.com

■ PSLT Ltd

Tel: 01282 969616

Email: info@pslt.co.uk

www.pslt.co.uk

■ Pulse Fitness

Tel: 01260 294600

www.pulsefitness.com

S

■ Safe Space Lockers

Tel: +44(0)20 3651 1500

Email: info@safespacelockers.co.uk

<https://safespacelockers.co.uk>

■ Serco

Tel: +44 0116 240 7500

Email: leisuregenenquiries@serco.com

www.serco.com/uk/sector-expertise/citizen-services/leisure-services

■ ServiceSport (UK) Ltd

Tel: 01257 264 738

Email: info@servicesport.co.uk

www.servicesport.co.uk

■ Spivi Inc

Tel: +1-800-900-9917

Email: sales@spivi.com

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■ Study Active

Tel: +44 (0) 345 017 8733

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<https://studyactive.co.uk>

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■ Taylor Made Designs

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www.taylormadedesigns.co.uk

■ Technogym

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www.technogym.com

■ Technoalpin

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Email: info@thefitnessgrp.co.uk

www.thefitnessgrp.co.uk

■ TVS Group

Tel: +44 (0)1706 260 220

Email: Sales@TVS-Group.co.uk

www.TVS-Group.co.uk

V

■ Virtuagym

Tel: +44 (0)20 3885 3926

Email: support@virtuagym.com

<https://virtuagym.com>

W

■ We Work Well

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X

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