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THE SUN IS SHINING

It's an exciting and inspiring time to be part of the global health and fitness industry, as it grows geographically and increasingly crosses over with the wellbeing and healthcare sectors.

During a challenging economic situation, it's a vote of confidence to hear consistent reports of people prioritising their spend on health, which has boosted the industry back to pre-pandemic levels. McKinsey's latest *Future of Wellness Survey* (page 92) showed that 82 per cent of US consumers now consider wellness a top priority. In the UK it's 73 per cent and China 87 per cent.

Health clubs are increasingly becoming places to socialise and members value the community and sense of belonging. McKinsey found 50 per cent of gym-goers report that working out is integral to their personality.

It's encouraging to see the way the industry is becoming more expansive and taking a holistic view of health and fitness.



R. SAMMONS

With people now joining health clubs for their mental as much as physical health, operators are responding by growing their mindfulness offerings with a range of modalities, such as sound baths, tremouring, EFT tapping and trauma-informed weight lifting, which have huge mental health benefits.

In a world where productivity is celebrated and switching off is challenging, it's exciting to see recovery as a growing trend, with the addition of chill out areas with percussion massage guns, contrast bathing and more. There's also talk of more standalone facilities coming down the tracks.

We're expecting to see a continued focus on the five pillars of health – movement, nutrition, recovery, mindset and environment – as well as the industry addressing consumer pain points, such as sleep and women's health.

Kath Hudson, editor, *HCM Handbook*
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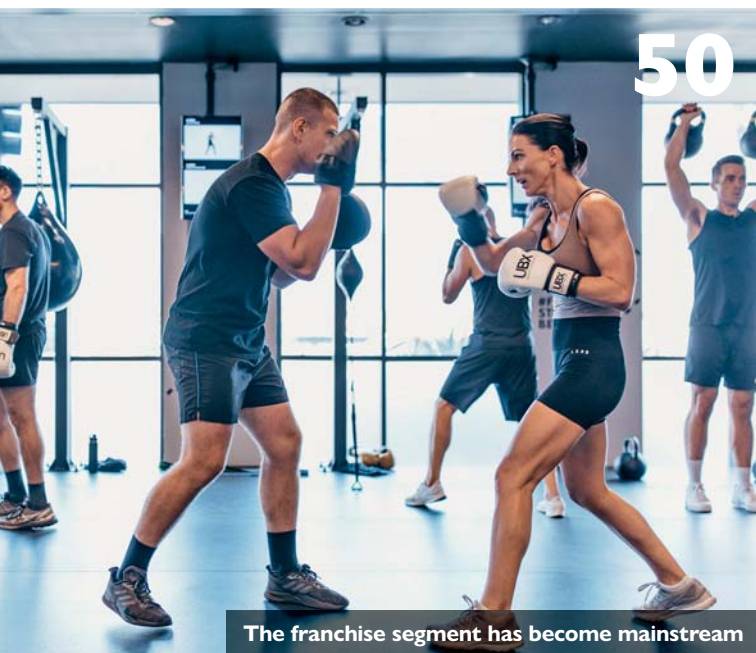
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PHOTO: EMPOWERED



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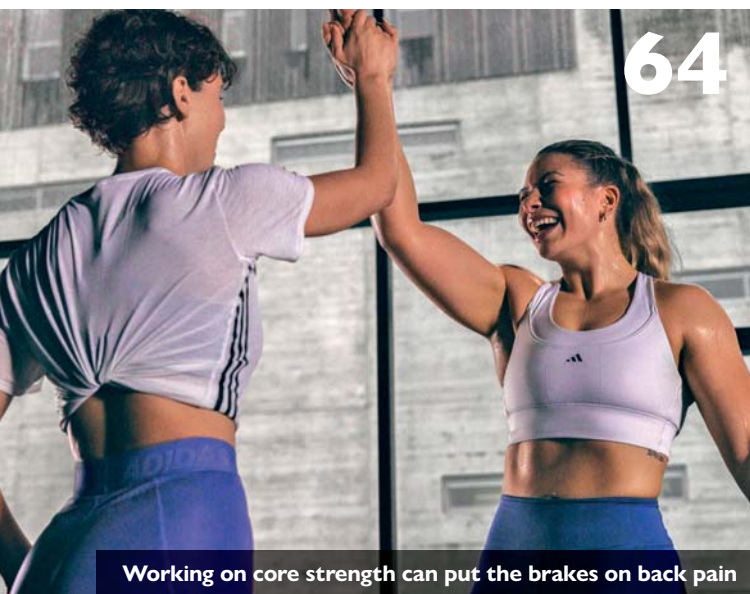
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It's all about healthspan now, not lifespan

PHOTO: SHUTTERSTOCK/PEOPLEIMAGES-YURI A

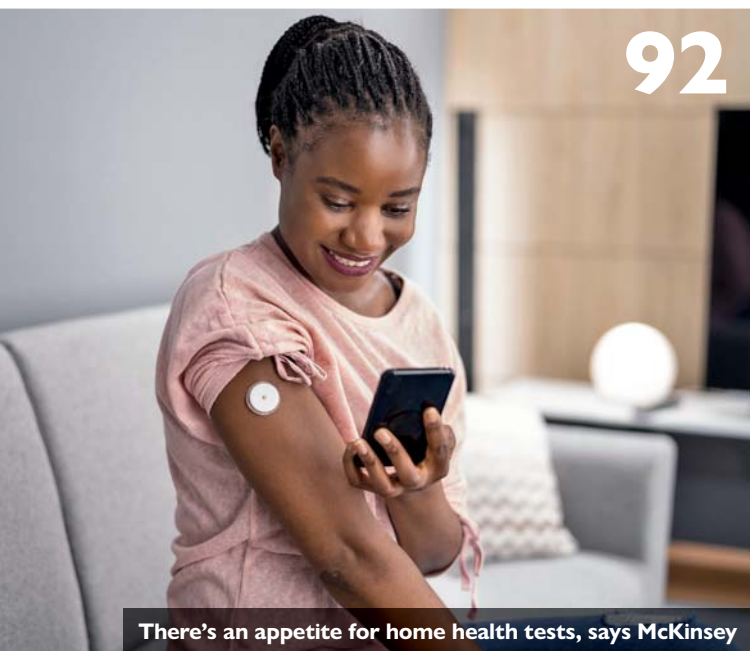
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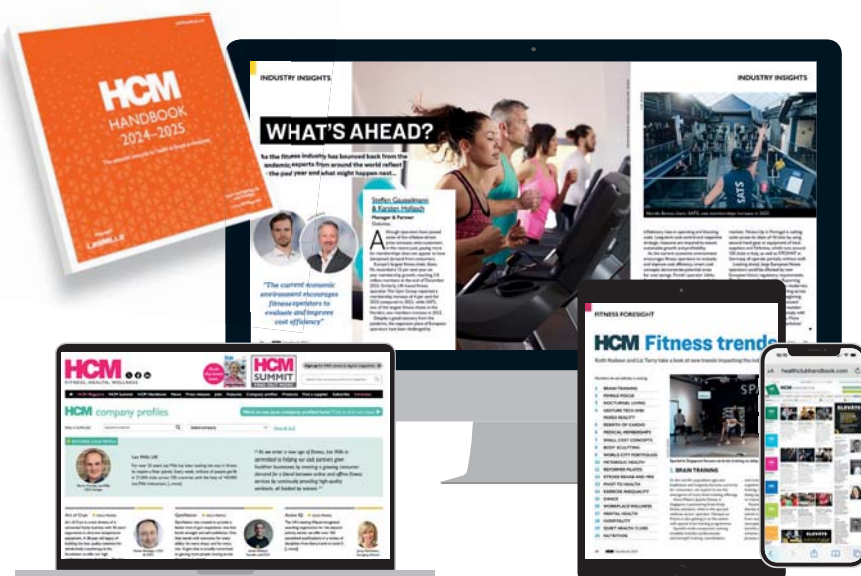
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HCM Fitness trends

Kath Hudson and Liz Terry take a look at new trends impacting the industry

Numbers do not indicate a ranking

- 1 BRAIN TRAINING
- 2 FEMALE FOCUS
- 3 NOCTURNAL LIVING
- 4 GESTURE TECH AND MIXED REALITY
- 5 REBIRTH OF CARDIO
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PHOTO: SPARKD

Sparkd in Singapore focuses on brain training to delay cognitive ageing

1. BRAIN TRAINING

As the world's population ages and healthspan and longevity become a priority for consumers, we expect to see the emergence of more brain training offerings.

Anna Milani's Sparkd Fitness in Singapore is pioneering brain-body fitness solutions, while in the spa and wellness sector, operator Clinique La Prairie is also getting in on the action with special brain training programmes.

Sparkd's multi-component training modality includes cardiovascular and strength training, coordination

and motor-skill training, as well as cognitive motor training or dual-task training. An example might include doing squats while working on maths or memory games on a screen.

Recent studies show dual-tasking – literally doing two things at the same time (which is different from switching attention from one stimuli to another) increases neuroplasticity, which yields brain health benefits in everyday life. Designed to enhance physical and cognitive abilities, the process optimises brain-body performance.

Women are increasingly buying into exercise and physical empowerment



PHOTO: SHUTTERSTOCK/JACOB LUND

2. FEMALE FOCUS

Momentum is building around exercise and female empowerment as health club operators tap into consumer insight that tells them women want more.

Women-only club-in-club concepts are allowing women the space to exercise away from the male gaze – as some see it – while operators are working to better align with current research on cycle-syncing – tailoring workouts to the menstrual cycle – as well as offering things such as

menopause support and specialist pelvic health programmes, which are also finding an audience with and benefiting men.

Women are engaging with the strength training boom, inspired by both fashion and experience as they claim their rightful place in the free weights area.

We expect demand for specialist female-centric offerings to continue to grow as access to these interventions increases and expertise becomes more

widely accessible through organisations such as Baz Moffat's The Well HQ.

There's increasing awareness that the majority of research studies into exercise and also the vast majority of medical studies that exist were conducted on male-only cohorts, even where the studies related to female health. This is now starting to change, so our basis of understanding of women and exercise will improve exponentially going forward. ▶

FITNESS FORESIGHT

► 3. NOCTURNAL LIVING

As global temperatures increase, billions of people are being exposed to heat and humidity so extreme it's life threatening.

As a result, we expect people in some parts of the world to become nocturnal as they adapt to these living conditions and for health club operators to accommodate these trends with things such as 24/7 operations, special cooling rooms, night-time food service and Vitamin D lamps.

With the push to reduce carbon emissions, building designs will also need to be adapted to reduce reliance on conventional air

conditioning, with solar battery powered fans and night air capture systems, as well as moving water being used to cool spaces.

Research undertaken by the Penn State College of Health and Human Development found large parts of the planet, including China, India and Pakistan are likely to experience 'unsurvivable' heatwaves in the near future – humans can cope with temperatures over 50C if there is low humidity, but anything over 35C with high humidity is unsurvivable, as there is no way to cool by sweating.

When global temperatures hit 2C above pre-industrial levels, four billion people in India, China and Africa will experience many hours of heat each year that surpasses human tolerance.

At 3C above, this effect will impact the US – from Florida to New York and Houston to Chicago – as well as South America and Australia.

At 4C, parts of Yemen will get 300 days of unsurvivable heat a year. All nations will be impacted to a degree and people will need to adapt to survive.

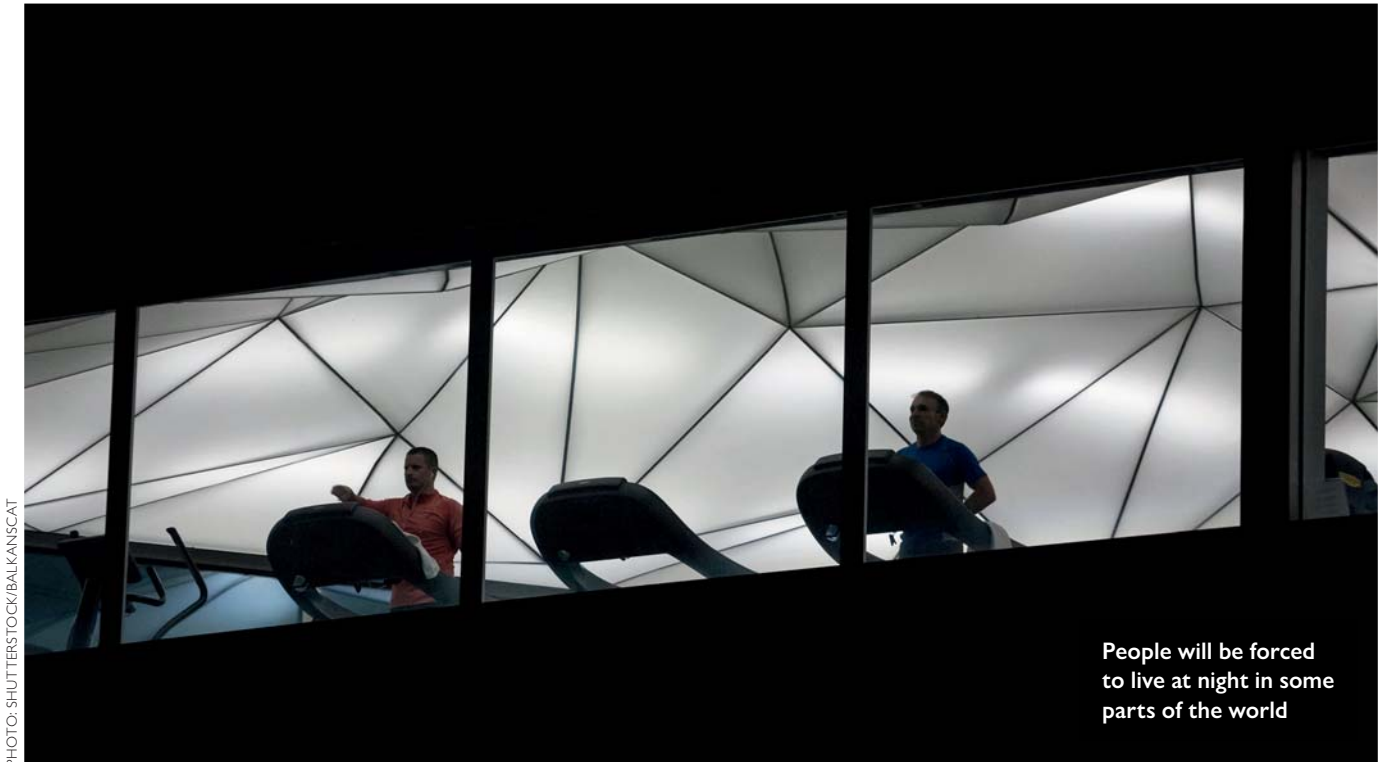


PHOTO: SHUTTERSTOCK/BALKANSCAT

People will be forced to live at night in some parts of the world



PHOTO: MUDRA

The Mudra Band turns the hands and wrists into controllers

4. GESTURE-TECH AND MIXED REALITY

We believe the use of virtual reality, mixed reality and other immersive technologies by consumers in the health and fitness sector will take a leap forward with the development and adoption of gesture-tech.

One example of this emerging technology is the recently-launched Mudra Band for Apple Watch. This 'watch band replacement' uses Surface Nerve Conductance sensors to capture neural signals that are transmitted to the brain from a user's wrist and finger movements. These are then used to

control Apple devices using simple 'air touch' hand and finger gestures.

Gesture-tech will redefine how humans interact with technology, eliminating the need for physical contact and making the experience more fluid and intuitive, while also enhancing the use of virtual and mixed reality applications.

Mixed reality – a blend of physical and digital worlds delivered via a headset – is increasingly being used to create immersive exercise experiences. Les Mills and Odders Lab recently launched Bodycombat XR

and Les Mills Dance XR, for example. However, the current systems still require the use of hand-held controllers, which can limit natural movement.

We expect gesture-tech to eventually replace these controllers, enabling consumers to enjoy a more intuitive experience and anticipate that health club operators will then create experiences for members by designating special immersive studios for use with mixed reality and gesture-tech to create workouts that bring a new dimension to their offering. ▶

▶ 5. REBIRTH OF CARDIO

The strength training boom is leading to a decline in the provision and use of cardio equipment in health clubs, however, we expect this trend to reverse and for operators to begin to ramp up the promotion of cardio as research increasingly shows the importance of cardiovascular and cardiorespiratory health to longevity and the importance of balancing strength and cardio.

Having good levels of cardiorespiratory fitness cuts disease and premature death by 11 to 17 per cent according to new research from the University of South Australia.

Theirs is the first study to collate all the scientific evidence that looks at the link between cardiorespiratory fitness and health outcomes among adults.

Published in *The British Journal of Sports Medicine*, it comprised 26 systematic reviews representing more than 20.9 million observations from 199 unique cohort studies.

The study showed that those with low levels of cardiorespiratory fitness are far more likely to die early or develop chronic conditions, such as heart disease, later in life.

Another study – *Aerobic, resistance, or combined exercise training and cardiovascular risk profile in overweight or obese adults* by Iowa State University found that while strength training gives valuable muscular gains it doesn't give the heart health benefits of aerobic exercise.

The newly-released study, which was published in the *European Heart Journal*, found that either full cardio or 50:50 strength and cardio are the most effective exercise programmes to protect the heart.

Cardio workouts will experience a boom as their value is recognised



Consumers are increasingly interested in tele-health support, creating opportunities for health club operators

6. MEDICAL MEMBERSHIPS

Operators are blurring the lines between health and fitness and the medical sector by offering medical memberships as an up-sell to health club memberships.

They're also branching out with dedicated medical wellness offerings based on prevention, as interest in health continues to grow and consumers find it increasingly difficult to access medical advice – and also guidance on wellness – through more conventional channels.

Examples of early adopters include US operator, Life Time, with its Miora medical wellness offering and UK-based Everyone Active which launched an Everyone Wellness membership with a fee of an additional £20 per month (US\$26 €24). This entitles members to medical advice from qualified doctors via telephone consultations.

Everyone Wellness is being offered via a partnership with tele-health outfit, Health Hero and has had strong take-up.

Health Hero is also known to be working with other health and fitness operators.

We expect to see growth in the up-selling of health and medical services and also wellness services across the sector as operators look for new revenue streams and members see a natural fit between the preventative approach of their health clubs and the access to both preventative and curative medical interventions through partnership agreements and additional, frictionless subscriptions. ▶



PHOTO: FIT+

Small-cost concepts, such as Fit+, will infill in mature markets

► 7. SMALL-COST CONCEPTS

As the market matures, we'll continue to see new business models coming to market in the small-cost space.

Early developers of health clubs in the 1980s had their choice of locations, however, the sector has been built out substantially over the intervening 40 years in some markets and today investors in these locations are getting more creative to continue to grow their market share.

When it comes to finding great locations for health clubs and studios, one of the biggest opportunities will be to develop clubs in rural locations, as well as in areas with low populations

and sites which infill more densely-populated areas. We expect to see increased activity in all these instances.

Succeeding in these locations requires a lower cost base and we anticipate there will be more concepts developed in the small-cost category as a result.

Costs can be reduced by simplifying the fit-out, specifying refurbished rather than new equipment and going staffless or operating with lower staffing levels.

Concepts already emerging in this space include Fitness Up in Portugal, which is cutting costs by using refurbished kit, Fitomat in Germany and FitActive

which runs 100 clubs in Italy – both operating partially without staff and German operator Fit+, which is staffless and rolling out by franchising in a partnership with Empowered Brands.

Major operators such as PureGym are also looking at smaller-footprint models to enable them to enter rural and less populated areas, while most larger scale operators are value-engineering their fit-outs.

We also expect small-costs concepts to find a natural home in corporate wellness settings, as more companies embrace the need to support the wellbeing of their people.



Tracy Anderson's studio at Surrenne in London features her isokinetic band system

8. BODY SCULPTING

While health club operators are largely concerned with delivering strength training, group exercise, cardio and now recovery and Reformer Pilates, we expect a market to emerge for body sculpting exercise.

Modalities which exercise the micro-muscles – also called the accessory muscles – have been around for many decades and been delivered by specialist studios, but their power to change body shape, create greater flexibility and improve power, function and balance makes them attractive to consumers who are currently discovering Reformer Pilates in their droves and open to trying allied disciplines.

New to London this year is wellness club Surrenne at The Emory, which has partnered with renowned specialist, Tracy Anderson, whose Method has transformed the physiques of actors including Gwyneth Paltrow –also now Anderson's business partner – Jennifer Lopez and Robert Downey Jr.

Anderson's studio at Surrenne offers muscular structure choreography, dance cardio classes, and the Tracy Anderson Mymode programme and apparatus, as well as Anderson's patented Super-G floor and isokinetic band system.

Also gaining traction is the Lotte Berk method, which was developed by dancer Lotte Berk in 1959, basing it on 19 movements that use the ballet barre.

Inspired by the method is New York operator Physique 57, while Berk's daughter, Esther Fairfax, is delivering new training courses for the Lotte Berk Method. ▶



RSG's John Reed in London has a high-profile street frontage

9. WORLD CITY PORTFOLIOS

Just as major hotel operators aim to have a flagship property in every world city as part of their portfolio, so we expect the emerging elite of global health club developers and operators to pursue this strategy as they work to establish their premium brands and raise consumer awareness.

Examples include RSG's John Reed, Equinox, Life Time, David Lloyd and Virgin Active's premium locations.

In the hotel sector, high-end health clubs are coming to market in world cities with premium price tags and extensive wellness offerings.

Memberships running into five figures are being reported, covering medical wellness, health and fitness and concierge services, as growing wealth inequality means the very rich expect packages that cover all their health (and networking) needs.

Annual hotel health club membership charges north of US\$30k (£24k €27k) a year are also now commonplace in the hotel health club sector, as operators play to their strengths in delivering luxury and increasingly recognise health and fitness as a strong generator of cashflow.



Lindora's chief medical advisor, Dr Amy Lee, at work

10. METABOLIC HEALTH

With increasing obesity levels, the market for metabolic health services is growing fast, especially in the US, where 42 per cent of the population is obese. We expect this market to increasingly develop adjacent to the health club sector.

Some people come to health clubs to lose weight, so the sector is engaging with a demographic that's responsive and we expect operators to increasingly offer metabolic health services.

US franchise business Xponential Fitness has jumped into the market with two feet, buying metabolic health clinic operator Lindora and integrating it into its wider business as a franchise option.

Lindora offers drug- and surgery-free, medically supervised ketogenic weight loss and education plans based on three pillars, Eat Better, Move More and Stress Less.

The company also offers Zerona laser fat sculpting, weight loss drug programmes and IV hydration therapy.

Another emerging trend will see operators supporting consumers who are using weight loss drugs.

The growing use of these drugs is creating opportunities for the delivery of complementary services in the form of specialist exercise interventions that help consumers avoid the muscle-loss and reductions in heart muscle that are often associated with rapid weight loss.

We also expect to see the emergence of specialist training courses for PTs to equip them to deliver this support. ►



PHOTO: BALANCED BODY

Standards must be maintained to sustain the growth of Pilates

► 11. REFORMER PILATES INSTRUCTOR TRAINING

High levels of demand for Reformer Pilates is seeing operators devoting ever more studio space to this very effective exercise modality, while running waiting lists due to shortages of instructors.

We expect this trend to accelerate as more people experience and enjoy the benefits and spread the word, triggering a boom in the training of Pilates instructors to enable operators to satisfy member demand.

Although Pilates has been around for decades, growth is being driven by both demand- and supply-side factors.

Consumers spent more time sitting during the pandemic, developing back problems and other musculoskeletal disorders that Pilates is effective at unravelling, while social media influencers have amplified this effect.

Classes play to the fact that people love to be coached and also enjoy the social aspects of learning together.

On the supply side, equipment providers have been overcoming operators' pain points and designing equipment that's easier to store and handle, while also delivering new intensive training courses that enable instructors to qualify to teach Pilates more straightforwardly.

All these factors have unlocked the growth potential of this respected modality and the industry must ensure standards remain high to maintain this growth.

12. STROKE REHAB

Globally, around 15 million people will have a stroke in the next 12 months. Five million will die, five million will recover and the other five million will be left permanently impacted, with life-changing disabilities.

Just as swift medical treatment following a stroke can substantially improve the outcome, so rehabilitation, when delivered in a timely way, can help the brain heal and enable people to avoid long-term disability.

The window of opportunity to undertake rehabilitation is short and closes fast and without it people do not recover. The first three to six months are critical.

Health services are failing to deliver the levels of support needed, condemning people to live with permanent brain injury when this is absolutely avoidable.

Two new sets of guidelines lay out clinical best practice for stroke recovery and they are both exercise-related. The National Clinical Guidance for Stroke, published in the UK, recommends six hours of activity a day, to include exercise.

Guidelines from the UK's National Institute for Clinical Excellence (NICE) recommend three hours of exercise a day, however, most patients received minimal rehabilitation, as therapists struggle to meet demand.

The health and fitness industry is well-placed to address this challenge as part of its remit to widen services into health, and technology can help. At the University of Strathclyde, VR treadmills, power-assisted equipment, balance trainers and upper-limb training systems are being used to assist in stroke recovery and we expect the sector to continue to deepen its commitment to delivering stroke interventions in partnership with health services. ▶



PHOTO: STRATHCLYDE TIERG

FITNESS FORESIGHT

► 13. TEEN WELLNESS

We've heard the statistics about the decline in teenage mental health – social media, the pandemic, global warming and an unstable political climate may all have contributed.

An analysis of 29 studies – which included 80,000 young people from across the globe – published between 2020 and 2021 found 20.5 per cent had significant anxiety, with the statistics worse among girls and LGBTQ+ youth.

In the US, a recent survey from the Centers for Disease Control found almost 60 per cent of female students

had experienced persistent feelings of sadness or hopelessness during the past year and nearly 25 per cent had made a suicide plan, while close to 70 per cent of LGBTQ+ students had experienced persistent feelings of sadness or hopelessness and 25 per cent had attempted suicide during the past year.

Exercise is proven to be more effective than drugs in reducing mild to moderate depression, meaning the health and fitness sector has the power to offer support, yet most operators don't welcome teens.

We expect the growing crisis to change this situation and for operators to increasingly skill-up to welcome and support younger teens to get them into good exercise habits and help them improve and maintain both their mental and physical health.

Others are taking note too – Yale's popular Psychology of Happiness course has been retooled for teens, teaching them how to manage stress and engage in evidence-based behaviours that are proven to boost mood.



PHOTO: BAZA PRODUCTION

The sector has a part to play in supporting teens' mental health



PHOTO: SHUTTERSTOCK/POPPYPIX

Governments will use exercise to overcome health inequalities

14. EXERCISE INEQUALITY

Healthy life expectancy – the number of years people live without debilitating disease – can vary by decades, depending on where they live.

We expect governments around the world to increasingly take action to remedy health inequalities, partly because good health is a fundamental human right, partly because unhealthy workforces are a drag on economies and partly due to the healthcare and

social costs associated with supporting those living with long-term ill health.

In the UK, for example, location is correlated with a variance in healthy life expectancy of 17 year and lifespans that are shortened by up to nine years.

People living in some parts of the country are also twice as likely to have a disability or health condition.

Exercise is part of the solution and in the City of Bogota in Colombia,

the government is spending US\$176 million a year to pay 1,600 exercise professionals to deliver physical activity interventions in the community.

In the UK, government quango Sport England is investing £250 million to support local spaces where people can be active, such as facilities, parks and outdoor spaces, with the majority of the funding focused on the 80-100 locations that are most in need. ▶

FITNESS FORESIGHT

15. DANCE

New research, published in the journal *Sports Medicine*, has found that dance – both structured and unstructured – can deliver far-reaching benefits, including reducing health conditions related to sedentary behaviour, alleviating the symptoms of mental health conditions and improving cognition in older adults.

Dance modalities have long been a part of health club programming, but we expect interest in them to experience rapid growth as part of the wild wellness trend, which sees consumers seeking transformative experiences that allow them to connect with their emotions.

Movement-based forms of liberated wellness are gaining popularity too, with transformative workout and wellbeing practice Sanctum capturing the world's imagination. Founded in Amsterdam during the pandemic and led by founder Luuk Melisse, who trained as a dancer, Sanctum merges elements of HIIT and dance with kundalini yoga, martial arts, animalistic flow, breathwork and primal fitness.

Investing in the dance trend on the facilities side is Xponential Fitness, which bought online dance brand Kinrgy at the end of 2023 and is now pivoting it to physical locations with the opening of franchised brick and mortar studios.

PHOTO: KINRGY

The Kinrgy brand is now part of Xponential Fitness and moving from digital to physical





PHOTO: SHUTTERSTOCK/BAZA PRODUCTION

The expansion of the workplace wellness market will buoy up business for health club operators

16. WORKPLACE WELLNESS

Workplace wellness is a market that's been building for decades, however, we expect growth in this sector to rapidly accelerate, bringing new opportunities and energy to the health and fitness facilities market by driving health club usage through corporate membership schemes.

Companies such as Benefit System, Wellhub (formerly Gympass) and Egym's Wellpass – which recently acquired Huddle – are taking on investment and planning accelerated growth

Research done in this sector over the

last two decades has made a clear and irrefutable economic case for the power of workplace wellness to improve the bottom line in multiple ways, including reducing staff turnover and improving presenteeism and absenteeism.

Both have become more challenging since the pandemic, costing companies US\$225.8 billion in the US each year and £10.4 billion in the UK, for example.

Workplace wellness can alter key metrics around employee health, with 78 per cent of companies seeing a

reduction in healthcare spending if they support their employees to exercise.

Ill health among working-age people is increasing dramatically, with an associated economic cost: in the UK, The Health Foundation estimates 7.4m people are struggling with a health condition which limits their work and earning potential.

Providing health-promoting opportunities at work, such as fitness facilities or preventative screenings, can lower insurance costs, increase workplace productivity and improve mental health. ►



Health clubs will increasingly focus on supporting mental health

PHOTO: SHUTTERSTOCK/TZIDO SUN

► 17. MENTAL HEALTH

The pandemic has prompted changes to consumers' aspirations and lifestyle choices, with mental and spiritual health now an important consideration for many.

This change in priorities from 'how I look', to 'how I feel' means a health club membership is now often about mind, body and spirit rather than an obsession with physical perfection.

Operators can support these needs by programming for mental health support with interventions such as therapeutic tremoring, EFT tapping (Emotional Freedom Techniques), Trauma Informed Weight Lifting, roaring, breathwork, shaking, somatic release and chanting, which are all powerful ways to process stress.

Staff training is also evolving to support this direction, with The John W Brick Mental Health Foundation and Mental Health & Exercise Coaching both delivering training courses.

Experts are foreseeing a time when some PTs have psychotherapy training and vice versa, so they can support members with training body and mind.

18. HOSPITALITY

It's notable that a number of health club operators have hired senior executives with hospitality backgrounds in recent months and we expect this to herald the dawn of a new era of elevated service standards in some parts of the sector.

With their low cost of entry, health clubs are always in danger of becoming commoditised, with little to differentiate them and improved service levels would be a powerful way to deliver a point of difference that's highly valued by consumers without necessarily increasing the payroll.

The hospitality sector is characterised by its polish, charm and attention to detail – qualities not often associated with health clubs – and we expect operators to elevate service standards by introducing training and incentives to empower staff to raise their game, or alternatively, by hiring from the hospitality sector. ▶

Health club operators can gain an advantage by training staff to hospitality standards



19. QUIET CLUBS

Not everyone enjoys a pumping bassline when they're working out, or feels uplifted by grunting and smelly feet, yet the typical health club is designed to be always 'up' and super stimulating.

We think there's a gap in the market for a quiet health club brand with a chilled and harmonious atmosphere, subtle fragrances, mood lighting, art on the walls and effective noise management.

We're imagining chill-out rooms, healthy food and the latest high-end, high-tech exercise equipment.

The sector already has thousands of health clubs with harsh lighting, loud music and echoing acoustics. It's time for a new approach.

The concept would be especially valued by introverts and those leading stressful lives who also want a healing place to exercise.

Existing facilities could tune into this trend by offering quiet areas, or by refurbishing a space or studio to create a sanctuary.

A 'quiet club' concept would appeal to introverts and those living with stress



PHOTO: SHUTTERSTOCK/STOCK.ASSOC

Binaural beats can offer many of the benefits of meditation

20. BINAURAL BEATS

With so many studies showing the benefits of regular meditation – including reducing stress and anxiety, as well as slowing down memory loss and helping with concentration – it’s no wonder people are interested in the practice. But meditation can be difficult; it’s hard to sit still, the mind easily wanders, and then there’s the problem of simply finding the time.

Binaural beats – which are essentially two different tones with different frequencies, each of which is heard through one ear via headphones – are said to produce the same brain state as meditation, but much more quickly and in a more passive way, making them ideal for use in health club recovery zones.

Listening to binaural beats creates something of an auditory illusion,

and tricks the brain into processing the difference in the tones.

Benefits can include reduced anxiety, an increase in focus, lowered stress, a boost in creativity and even pain management. There’s also some evidence they can help people fall asleep more quickly.

As research continues on this front, we predict we’ll see more of this auditory illusion being used in health clubs. ●

HCM Fitness Trends archive

2023

- Sleepers
- Isometrics
- Palm cooling
- Cancer
- Pickleball & padel
- Healthspan
- Fitness & attractions
- Boxing
- Weight loss drugs
- Training as a sport
- Open systems
- Sleep programmes
- Gentle exercise
- Hot & Cold experience
- Gen Z
- Behaviour change
- Marketing shifts
- Dynamic pricing
- Fitness racing
- Workspace memberships

ABOUT THE AUTHORS

Liz Terry has been analysing the global leisure industries since 1983. She's CEO of Leisure Media, which includes HCM in its portfolio of digital feeds, magazines and websites.
www.leisuremedia.com



Kath Hudson is head of news at HCM and has been working with Leisure Media and writing about the sector since 1993.



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

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

PHOTO: HPROX



2023: Xponential got on board with dynamic pricing

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
- Active education

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



INSIGHTS

HCM

HANDBOOK

2024–2025

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WHAT'S AHEAD?

As the fitness industry has bounced back from the pandemic, experts from around the world reflect on the past year and what might happen next...



PHOTO: DELOITTE

PHOTO: DELOITTE

“The current economic environment encourages fitness operators to evaluate and improve cost efficiency”

Steffen Gaussele & Karsten Hollasch

Manager & Partner
Deloitte

Although operators have passed some of the inflation-driven price increases onto customers in the recent past, paying more for memberships does not appear to have dampened demand from consumers.

Europe's largest fitness chain, Basic-Fit, recorded a 13 per cent year on year membership growth, reaching 3.8 million members at the end of December 2023. Similarly, UK-based fitness operator The Gym Group reported a membership increase of 4 per cent for 2023 compared to 2022, while SATS, one of the largest fitness chains in the Nordics, saw members increase in 2023.

Despite a good recovery from the pandemic, the expansion plans of European operators have been challenged by

PHOTO: SHUTTERSTOCK / MONKEY BUSINESS IMAGES

PHOTO: SATS



Nordic fitness chain, SATS, saw memberships increase in 2023

Consumers are accepting price increases

inflationary rises in operating and financing costs. Long-term cost control and respective strategic measures are required to ensure sustainable growth and profitability.

As the current economic environment encourages fitness operators to evaluate and improve cost efficiency, smart cost concepts demonstrate potential areas for cost savings. Finnish operator Liikku Kuntokeskus has set an example with its highly efficient club management, a small headquarters team, smart processes and automation for the operation of its 49 clubs. Further expansion of 20 clubs per year in the Finnish market until 2025 has already been announced, which underlines the expected broader market acceptance.

Smart cost concepts have already taken root in several other European

markets. Fitness Up in Portugal is cutting costs across its chain of 43 sites by using second-hand gear or equipment of local suppliers and FitActive, which runs around 120 clubs in Italy, as well as FITOMAT in Germany all operate partially without staff.

Looking ahead, large European fitness operators could be affected by new European Union regulatory requirements. The Corporate Sustainability Reporting Directive (CSRD), which aims to modernise and improve sustainability reporting across the EU, came into force at the beginning of 2023. Fitness operators that exceed certain criteria, for example the number of staff and sales, will need to comply with the new reporting requirements. More details are available in the EuropeActive/ Deloitte report see page 84. ▶



PureGym's growth plans are ambitious



PHOTO: PUREGYM

“We are exploring ways to make our small box format gyms commercially viable in areas with smaller populations”

Rebecca Passmore

Group Chief Operating Officer PureGym

With people prioritising their health and wellbeing like never before the global fitness industry is booming, so we feel optimistic about the year ahead. Customers are clearly more cost-conscious, but this plays to PureGym's strengths and proposition. The value sector has historically proved resilient during times of economic downturn.

Inflation and the increase to National Minimum Wage will continue to put pressure on operators' cost bases. The challenge will be to mitigate these headwinds while finding new ways to continue to unlock value for members. So far we have kept like-for-like costs well under control

and, with fixed utility contracts, have done our best to mitigate rising costs. We remain laser focused on this area.

While the macroeconomic environment is likely to remain challenging, PureGym is in a good position to achieve our growth ambitions. There remains significant opportunity to open new sites in our core markets of the UK and Switzerland, where we are targeting an additional 200 gyms in the next three to four years.

The investment and optimisation of our Danish estate remains ongoing and we are continuing to seek growth through franchising in other areas of the world, with plans progressing in the Middle East – where we have 20 gyms – and North Africa. We are also in active conversations in numerous other territories, including Japan and India. In the US we have recently partnered with RCS Real Estate Advisors for site finding and franchise rollout, trading as Pure Fitness.

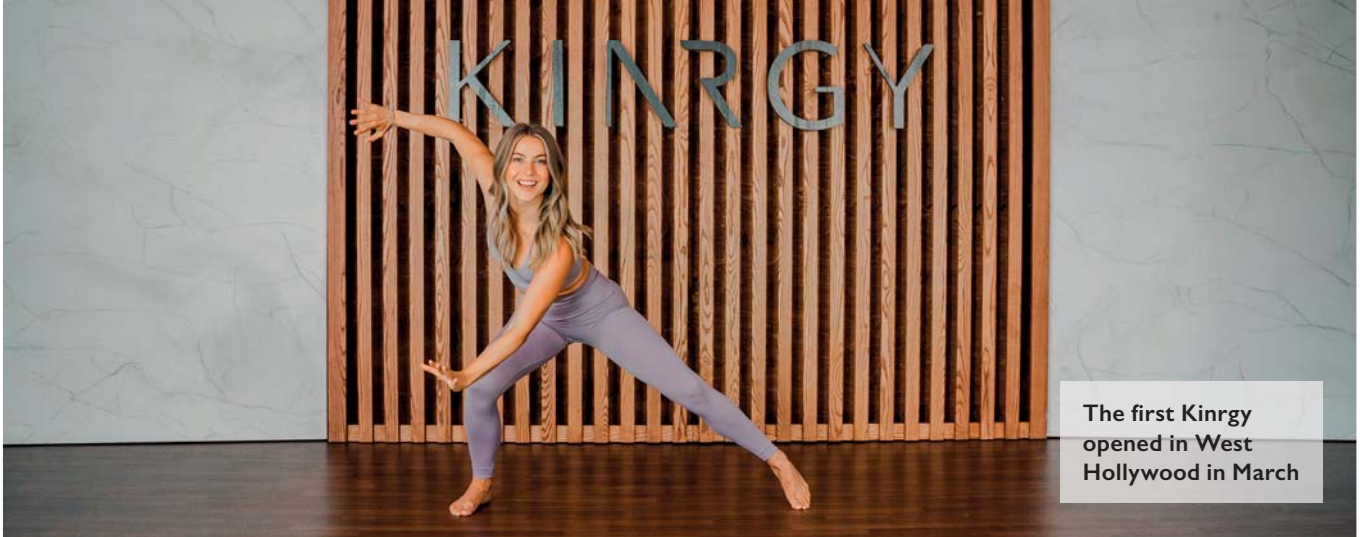


PHOTO: KINRGY



PHOTO: XPONENTIAL

Sarah Luna

**President
Xponential**

Last year, holistic health came through as a trend, which we are continuing to see more of in 2024. People are considering their overall health and are looking to incorporate fitness and wellness into their lifestyle, rather than working out for one hour a day.

“Personalised fitness products are set to be a hot trend, informed by sophisticated and biometric data and possibly driven by AI”

Although people are keen to be a part of community again, digital fitness will remain important and Xponential Fitness is looking at ways to use technology to innovate and keep delivering exceptional workout experiences, regardless of where that might be. The challenge going forward is striking the right balance, and allocating the right resources, between the in person and digital experience.

A move towards personalised fitness is set to be a hot trend, informed by biometric data and possibly driven by AI, which will

allow a customisable experience tailored to individual needs, while being affordable.

Experience-driven fitness is another trend, crossing over with entertainment. People are looking for more than being able to replicate running in the park or doing push-ups on a bench. They’re looking at how they can get community, entertainment and fitness in one place, because everyone is strapped for time.

I’m feeling optimistic. There are so many untapped opportunities and great things our industry can bring to the end consumer. It’s exciting to see where technology can take us, especially with customising fitness and making sure it’s a top-notch experience.

Over the next 12 months, our focus will be on supporting our franchisees to perform strongly. Our new weight management and wellness brand, Lindora, is an exciting addition, as well as the dance-fitness brand, Kinrgy – an online concept we’ve taken into bricks and mortar. Usually we go the other way round, so we’ll use this experience to prove out a new model.



Third Space is now going big on recovery areas

PHOTO: THIRD SPACE

Colin Waggett

CEO
Third Space

In terms of optimism I'm a 10 out of 10! The big tailwinds continue to blow very strongly for us: people prioritising experiences, fitness being a social as well as a health pursuit, fitness being a sport in itself, younger people exercising more, older people exercising more, broadening our appeal and reach... you get the drift.

Despite the foreboding tales of consumer spending meltdown last year, life goes on for most and people are prioritising spending on gyms, so the demand side of our industry is in great shape. Imagine what might happen when

“People are prioritising spending on gyms, so the demand side of our industry is in great shape.”

real incomes start to grow again!

There have been some adjustments around where people spend their time, but people are working from home much less than was predicted. As every month goes by we see new Monday looking more like old Monday and Friday was always a quieter day in the City.

From a training trend perspective, the big news is strength and conditioning and mind and body, with all things recovery and relaxation thrown in. I like the fact that mental health is now the number one driver for visiting a club, bumping losing weight off the top slot. It seems like a more honest and sustainable reason: you will nearly always feel happier after a workout, while achieving sustained weight loss is much harder.



Reception at the Battersea club, a recent launch

Access to capital is still quite hard for our sector and where businesses have emerged with their own form of long COVID – with more debt than they would like and a backlog of investment needs – consumers will be unforgiving and take their business elsewhere.

The 2024 LeisureDB report highlighted that after a reduction in club numbers in 2023, the position has now stabilised this year.

It's very encouraging that, for the second consecutive year, we are seeing good growth in members and even better growth in yield. This shows the strength of underlying demand and I see the growth in pricing continuing, with operators having gained confidence in putting price increases on to members.

The boom in franchising concerns me slightly. Although I'm sure there will be some great stories, I wonder how often the unit economics match the dream sold. Some people will find it tough going, with more expensive capital making it doubly hard. There has been some press around this with regards to the biggest franchise platforms and I expect it will take some years for this to play out. The single category concept can work if they are very local and very low cost, but I've only seen one or two notable exceptions to that.

As Third Space rolls out new clubs we will be rolling out new class programmes and expanding wellness and medical services. The demand from Londoners for our offering has never been higher and I only see that going in one direction.

We are seeing great real estate opportunities as landlords repurpose office and retail space and differentiate their development. This is great news for taking Third Space to new parts of London. It's a busy time, but when the opportunity is there you have to go for it. ►

INDUSTRY INSIGHTS

McFit's fresh, vibrant new look is being rolled out across the estate



We feel optimistic. Last year proved that despite the digital offers, people still like to go to the gym. People want to support their health and the community aspect of training is appealing, especially in a highly individualised society like Germany.

For both men and women, the fitness trend is moving back towards heavy strength training, increasingly involving free weights, such as dumbbells and barbells. Strength training is also becoming more of a focus in group fitness, for example boot camp classes or circuit training. Functional training - holistic full-body training using bodyweight - also remains in vogue.

Reformer Pilates is on the rise and we are starting to offer this at John Reed

Hagen Wingertszahn & Dr Jobst Müller-Trimbusch

Joint CEOs
RSG Group

“There is still a lot of potential in Germany to convince more people to join gyms. At 13 per cent, our penetration rate is still nowhere near as high as other countries”

Fitness. Pilates training on the machine is particularly intensive and efficient, as it trains and stabilises the entire body in a way that is gentle on the joints.

There is still a lot of potential in Germany to convince more people to join gyms. At 13 per cent, our penetration rate is still nowhere near as high as other countries, such as Scandinavia, where it is more than 20 per cent. A combination of aggregators, target groups becoming broader and special interests increasing significantly, creates further opportunities for boutique studios.

RSG Group is currently rolling out the refreshed look of our cult brand, McFIT, the rebrand is aimed at our various target groups, especially Gen Z. ▶



RSG Group is seeing a growth in strength and functional training



PHOTO: THE GYM GROUP

PHOTO: THE GYM GROUP



“The Gym Group is continuing to focus on bringing down barriers to exercise, attracting new audiences and supporting more people to be healthy”

The Gym Group is investing in its estate this year

Will Orr

CEO

The Gym Group

We entered 2024 feeling optimistic for both the industry and The Gym Group. The fundamentals of the UK gym industry, and particularly the low-cost sector, remain strong, with an ever-greater desire from consumers to prioritise their health and wellbeing. With mounting pressure on the NHS, the health and fitness sector continues to have an important role to play in enabling people to build healthy habits and feel good.

People continue to seek more value in their spending and our low-cost, high

quality and flexible memberships offer an ideal solution. Our average membership numbers in 2023 were up by 8 per cent on the prior year. We have now made our offering even more accessible with the introduction of an off-peak membership, starting from £13.99 a month.

The Gym Group has launched our Next Chapter growth strategy, which will see us focus on strengthening the core of our business by continuing to break down barriers to exercise, attract new audiences and support more people to be healthy. More than 50 per cent of the UK population lives within a 15 minute drive of one of our gyms, and we have plans to add 10 to 12 new sites this year. We will also be investing in our current gyms, with refurbishments and kit upgrades.



Exercise for older adults is top of mind

Liz Clark

President & CEO

The Health and Fitness Association

Last year saw the industry get back on a strong footing and charge ahead. I'm optimistic this will continue into 2025 as consumers continue to place value on the physical and mental health benefits of exercise.

2023 was also a year of renewal for industry advocacy. The challenge continues, and although our advocacy efforts have been recognised by media outlets and political leaders for helping to re-establish a strong industry presence, we can't rest on our laurels as we compete with larger, better-funded industries for elected officials' time and focus. As a result, earlier this year we rebranded as the Health and Fitness Association



“Exercise for older adults and exercise to support weight loss drugs are topics that are top of mind”

(HFA), in order to stand out in the lobbying world with a name that is easily recognisable with regards to what we do.

At our 2024 International Convention and Trade Show there were so many buzzworthy products and services. Some of the exciting examples include integrated mental health spaces and

integrated mental health programmes in fitness facilities and workplaces; wellness-related and fitness-related travel; curated exercise and endurance training travel.

Technology continues to evolve in exciting ways. Our members and the industry are engaging consumers at the most local level via wearables, and we are seeing the emergence of AI as a true improvement and efficiency boost to recruitment and onboarding tasks, among other areas.

Exercise for older adults and exercise to support weight-loss drugs are topics that are top of mind among our key audiences and leaders. We are seeing community diversity – from the re-emergence of dance and related exercise programmes, thanks to TikTok and other platforms, to a host of programmes targeted and curated for key ethnic, cultural, and other groups on a local basis. ▶

INDUSTRY INSIGHTS

Huw Edwards

CEO
UK Active

In recent years our industry has survived many challenges through true collaboration – from sharing data to sharing a unified voice on areas of common ground. With the UK approaching a General Election, our sector has huge relevance in providing solutions to the nation's biggest challenges – the economy and health. NHS integration, occupational health and our role in improving mental health can form key pillars of our offer.

Alongside this, our mission to reduce inequalities will see further focus on engaging under-represented groups, such as women and girls, and people from



“Our mission to reduce inequalities will see further focus on engaging under-represented groups, such as women and girls”

under-served communities. There are clear opportunities for organisations of all types and sizes to play a role.

During the next year, we'll be working to ensure the bonds between the health of the nation and its economic growth become even stronger, and that our leaders across industry and government understand this. We'll be undertaking the most comprehensive programme of work yet to showcase and evidence the myriad ways our sector delivers health improvement and subsequently economic improvement.

As well as looking at our contribution to the UK's economy and health landscape, the sector must continue to make strides in its own improvements, by striving to meet higher standards of inclusion and diversity and making spaces as accessible and as inclusive as possible.

The community and camaraderie are driving people back to gyms



PHOTO: SHUTTERSTOCK / MONKEYBUSINESS



People are joining gyms to build their physical and mental strength

To be fit to play our fullest role nationally, we must embrace a renewed focus on inclusion and the expectations of all consumers, to experience a seamless digital service across our facilities, equipment and digital platforms. These fundamental challenges sit alongside environmental sustainability as the biggest areas of risk to our sector overall, and UK Active will be doing everything we can to support members on these journeys of improvement.

We should be optimistic about the future. Our sector has an incredible opportunity to seize the opportunities presented in the UK and globally, powered by the unique energy that flows through our sector and the talent within our teams. This year is a crucial one in

UK Active's Vision 2030 strategy and there's a clear sense of direction and support from across our membership.

Going forward, UK Active will be launching quarterly updates on the research being undertaken in collaboration with insight specialist, Savanta, *the UK Active Consumer Engagement* report. This will provide valuable insights into consumer attitudes and trends and will be used to inform the sector on how to create a more inclusive service with well-informed and targeted campaigns.

Last month the first report was published, which was the result of five waves of polling activity from September 2022 to January 2024, with 10,000 people questioned. The most popular

reason for joining a gym, cited by 82 per cent of respondents, is to improve, or maintain, physical strength and fitness.

This was followed by improving mental health and wellbeing, including managing anxiety or depression (79 per cent.)

Improving overall confidence and improving and maintaining physical appearance both scored 75 per cent, while 67 per cent took out a membership to improve their sleep.

Cost was the main reason for not taking out a gym membership, with 69 per cent still considering it too expensive. And cost was also the main reason for ending a membership; followed by not using the health club enough; the impact of the cost of living crisis; lost motivation and not having enough time. ▶



Les Mills research shows that Gen Z like to choose different workouts

Martin Franklin

CEO Europe

Les Mills International

Operators rose to the challenge of 2023, remaining resilient and resourceful in a perfect storm of global economic conditions, a changing consumer landscape and labour market conditions.

Going forward, I think we'll see operators making increasingly bold plays to stand out in a competitive market. We're hearing that member tenures are skewing shorter, so elevating the member experience to provide an irresistible offer that holds their attention for longer will become table stakes. Talent acquisition and retention will be crucial to elevating the member experience.

The gamification of fitness offers potential to reach consumers and fitness



“Member tenures are skewing shorter, so elevating the member experience to provide an irresistible offer will become table stakes”

novices alike, providing new routes to exercise for those not currently working out. Although we expect to see AI influence what fitness experiences look and feel like, this will not be to the extent that it supplants human connection.

Our own research, the *Gen Z Fitness: Cracking the Code* report, delved deep into younger members' training habits, revealing the size of the opportunity that awaits operators willing to meet the specific needs of this group. Half of Gen Z are ready to start working out and those already exercising have a strong preference for choosing different workouts.

With research showing that 55 per cent of Gen Z average eight hours a day online, operators who acknowledge the power of social media are the ones primed to win. Savvy clubs will harness the power of their own star team members to drive footfall, creating a desirable community.

Les Mills is excited to continue rolling out our Limited Edition Collection - a suite of on-trend programmes providing clubs with boutique-style workouts. We're investing in live events this year, showcasing our Limited Edition programme: Functional Strength, Ceremony and Conquer.



GLL has achieved the Gold Investor in People Award



PHOTO: GLL

Peter Bunday

**Chief executive
GLL**

Our strategies and roadmap are well-shaped. They are based upon our Five-Year Plan launched last year alongside our positive performance and improved social outcomes during 2024. With our ambitious agendas alongside cross-industry evidence, we want to show that our sector is well placed to be at the forefront of societal, economic and environmental change.

We will continue to focus in excellent customer service alongside our social enterprise values and growing our social impact and continue to develop partnerships with national health and wellbeing agencies, engaged with a range of preventative and intervention programmes.

Research shows that community strength, health and mental wellbeing benefit hugely from physical and social connectivity in shared spaces that are truly

inclusive, affordable and accessible. We are delighted to see strong data indicators showing engagement with a diversity of age, demography and levels of activity across our facilities. Our 50/50 split of female / male users, with growing interest in swimming pools and leisure facilities shows the importance of maximising a balance of provision including health, fitness, team sport and social activities.

Our digital focus concentrates on improved customer interaction, wider product appeal and business efficiency. We are seeking to build upon customer endorsement, including being listed as a recommended provider of gyms by the leading consumer magazine *Which?*

Additionally, our recent Gold Investor in People Award and our accreditation by the Living Wage Foundation are recognition and validation that our core principles which strengthen the sector's workforce attractiveness, improve career development and grow industry skills. People are our core resource, and we need them well trained and well rewarded. ●

“We continue to develop partnerships with national health and wellbeing agencies, engaged with a range of preventative and intervention programmes”

“There are ambitions to increase the number of units from 1,000 to 1,350 by 2028”

Ty Menzies, Lift Brands

EXPANSION PLANS

Franchising is now a significant part of the sector, as this market grows and corporate health club operators also use the model to drive expansion.

Kath Hudson takes a look at recent activity

Back at pre-pandemic figures, with membership and same-store sales up 15.5 per cent, Lift Brands CEO, Ty Menzies, recently confirmed to *HCM* that the company – which owns Snap Fitness and Fitness On Demand – is looking for new backers. Current owner, TZP, had intended to back the business for five years before exiting, but has been locked in for 10 years due to COVID.

Menzies has been getting the business in shape with a brand repositioning, refreshing the strategy and management team and laying out expansion plans. “We have a very clear plan, a strong management team and a few possible areas of acquisition, so it’s about finding an investor that wants to buy into this,” he told *HCM* in an interview.

“There are ambitions to increase the number of units from 1,000 to 1,350 by 2028. The expansion will be predominantly in the US, Australia and the UK, with additional growth in Ireland, elsewhere in Europe and APAC.”

Expansion will be focused on the 19 markets the brand currently operates in, with existing franchisees expected to take on additional units. “We sold 77 licences last year, the most since 2012 – 70 per cent to existing franchisees,” said Menzies.

Based on customer feedback, with people saying they want to feel stronger, the configuration of clubs has changed to include more weights, with 20 to 30 per cent less cardio. Wellness and recovery spaces may be added if it can be done within the model of affordable convenience.

EMPOWERED BRANDS

Empowered Brands, owner of énergie Fitness and master franchisor in the UK and Ireland for Australian brand, UBX Boxing + Strength, has recently added staffless concept, Fit+, to its portfolio.

Mark Pinner, CEO, says Empowered Brands will be rolling Fit+ out across the UK and Ireland: “As a digitally-operated and staffless gym brand, Fit+ has lower investment levels than traditional gym franchises and provides a more accessible route for people to own a fitness franchise and open their own gym,” he says.

Another advantage of the model is that it has been designed to serve smaller towns, which means clubs can be opened in rural areas. Pinner says technology to allow unstaffed hours



PHOTO: SNAP FITNESS

offers flexibility and accessibility for members and frees up the franchisee to focus on expanding the business.

TRIB3

HIIT specialist, TRIB3, continues to expand, with more studios recently launched in Helsinki, Finland, when an existing franchisee took on two more sites after a robust performance from an existing studio in the iconic Adlon Theater.

TRIB3 executive chair, Jonathan Fisher, says: “As TRIB3 transitions from franchise start-up to early growth phase, reaching between 30 to 40 studios this year [there are currently 17 sites open], it’s pleasing to see franchise partners electing to open second and third studios in their chosen markets.”

The company launched a second concept, PILAT3S, in February that aims to take Reformer Pilates to a mainstream audience, offering three 50-minute classes – Tone, Align and Power. Urban Gym Group announced in May that it would be the first operator to debut the brand, at ClubSportive in Amsterdam.

CRUNCH FITNESS

Franchising heavyweight, John Kersh, recently left Xponential Fitness and joined Crunch Fitness to head up international development. In his new role, Kersh is responsible for identifying global franchise partners to drive expansion.

President of Crunch Fitness, Chequan Lewis, says: “Having John join our team is another step in the right direction.”

Parent company of Snap Fitness, Lift Brands, is looking for a new investor

“When we look at where our brands can capture strong growth, UAE is top of the list”

Sander van den Born, Self Esteem Brands

- We're keeping a foot on the gas pedal as we look to drive new openings, both domestically and internationally.”

Crunch already has gyms in a number of countries, including Canada, Spain, Portugal and Australia and is looking to expand into new territories. As it celebrates its 35th anniversary, there are 460 gyms and 2.5 million members, with ambitions to reach three million members and 500 clubs by the end of the year.

SELF ESTEEM BRANDS

Having announced a merger with Orangetheory Fitness, to create a US\$3.5 billion, 7,000-site business, Self Esteem Brands has said it's aiming for 10,000 sites worldwide within five years.

The company owns a number of franchise IPs, including Basecamp Fitness, SUMHIIT Fitness, The Bar Method, Waxing the City and Stronger U Nutrition, with Anytime Fitness being its flagship brand.

In recent months, Anytime Fitness has expanded into the UAE with a master franchise deal, backed by emerging-market specialist, Mark Mobius, which will see the launch of the first club in Dubai.

“When we look at the places where our presence and brands can make a meaningful difference and capture strong growth, UAE is top of the list,” says Sander van den Born, executive VP international.

Fast Fitness Japan, which runs 1,100 Anytime Fitness clubs in Japan – and has plans for 1,400 by end of 2027 – acquired the master franchise for the brand in Germany in May. CEO, Kiyooki Yamabe, is ambitious about launching more sites in Japan and Germany, as well as further afield, saying: “We'll continue to work closely with Self Esteem Brands' head office in the US to further accelerate the opening of new clubs in Germany and other countries.”

PUREGYM

PureGym, is the second largest European operator, with more than 600 corporate-owned sites in the UK, Denmark and Switzerland and has just surpassed two million members. The company is rolling out a franchise model with partners who operate 20 sites in the Middle East and also partners in the US.

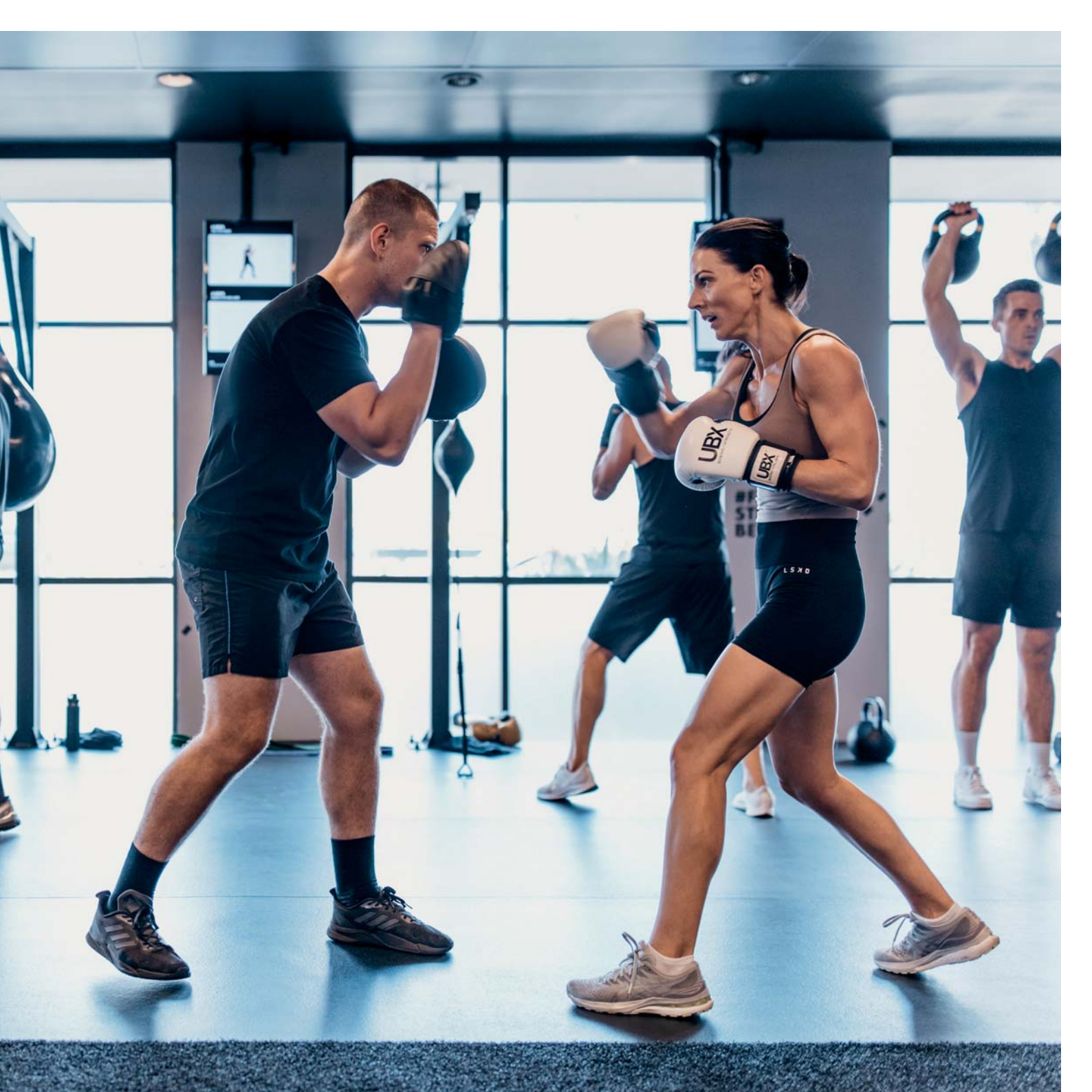
In the next three to four years, PureGym has plans to develop 200 more clubs and after a refinancing deal in the fourth quarter of 2023, is in the financial position to do so. There are plans for 60-70 new sites in 2024, with 15-20 being in the Middle East.

“With our franchise concept now firmly proven, we're actively exploring partnership opportunities to take our affordable, accessible gym proposition to other territories, such as Japan and India” says CEO, Humphrey Cobbold.

PHOTO: EMPOWERED



Empowered Brands will be rolling out UBX as well as the staffless Fit+



FRANCHISE FEATURE

PHOTO: XPONENTAL



Xponential Fitness is taking Kinrgy from online to bricks and mortar



PHOTO: ANYTIME FITNESS

Self Esteem Brands is aiming to reach 10,000 sites worldwide within five years

▶ **XPONENTAL FITNESS**

Xponential Fitness has made a few changes to its estate during the last six months: offloading Stride and Row House and acquiring Kinrgy – Julianne Hough’s on-line dance concept, which is being made into a bricks and mortar brand – as well as metabolic health company, Lindora.

Its Reformer Pilates brand, Club Pilates, which accounts for one-third of the revenue, is the main focus. The brand came to the UK this year and the third studio, in London, has just been announced. There are plans for 50 to 75.

PLANET FITNESS

Planet Fitness, the biggest chain in the US, is aiming for 140 to 150 more sites this year and thinks the US can support 5,000. At the end of 2023, the company had 2,575 stores open in the US, having

launched 165 more last year. There are also plans to enter the Spanish market with an end goal of 300 locations.

When announcing its Q1 results in May, interim CEO, Craig Benson, said the company was pushing its new franchisee growth model, which reduces the capital requirements for opening and gives franchisees additional flexibility to build their portfolios – for example by relaxing remodel requirements from 10 to 12 years and adjusting re-equips from 5-7 to 6-7 years.

BASIC-FIT

Rene Moos, CEO of Basic-Fit has signalled the company is considering growth by franchising. With more than 1,400 locations currently and a record of 202 openings/acquisitions last year, the low-cost operator is targeting 3,000-

3,500 clubs in its existing markets – the Netherlands, France, Germany, Spain and Benelux – by 2030. There are plans to have at least 1,575 sites by the end of 2024.

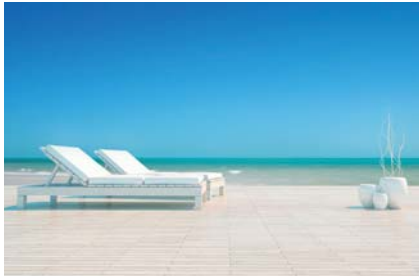
The company acquired 47 clubs from RSG Group earlier this year, in a €50 million deal. The 42 McFit sites are being rebranded to Basic-Fit, but Moos has hinted the five Holmes Place sites might be sold. “We’re currently exploring the options,” he said in a trading update.

Franchising is being considered as a way of growing into new territories, outside Europe. “We’ve initiated a process to determine which approach to franchising would be most suitable to further enhance our company’s growth,” says Moos. “The franchise initiative will cover markets that are not geographically adjacent to our current operations and could enable us to expand into other continents.” ●

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TECH-TONIC SHIFT

It's not about comparing with pre-COVID, it's about getting tooled up for the new narrative, says Emma Barry, which means embracing a world with AI, weight-loss drugs, influencers and science-backed products

Our industry is undergoing generational, technological, and geopolitical change as our fitness fabric is rewoven post-COVID. Consumers are smarter, expect more customisation and know they have a choice, so your USP may need modernising to be relevant in the new order.

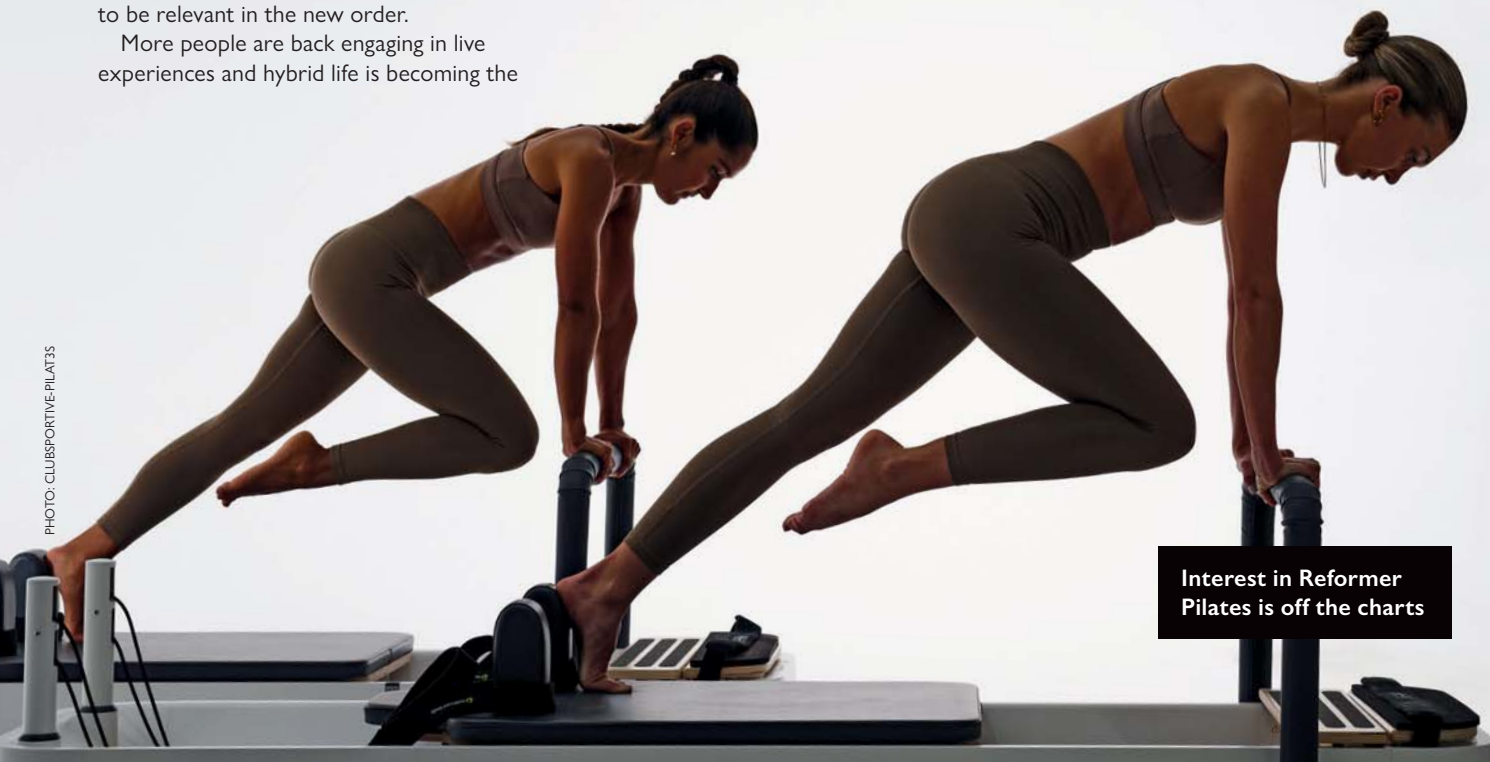
More people are back engaging in live experiences and hybrid life is becoming the

new highway to health. As we transition through the period of hybridised health and fitness offerings into a consolidation and partnership era, wellness is now touting a US\$1.8 trillion value in the US. Headlines scream cold plunges and collagen, Ozempic and peptides.

THE ECOSYSTEM

The last few years have been a battle of the ecosystem. With technology come preferences and then personalisation. Thanks to uber-personalisation, the new, agnostic age of open APIs and good, old fashioned choice, the customer now rules.

PHOTO: CLUBSPORTIVE-PILATIS



Interest in Reformer Pilates is off the charts



Barry says hybrid living is the 'highway to health'

We're in an industry that's been disrupted, but are you also focused on disrupting yourself?

PERSONALISED MARKETING

Gone are the days of corporate power-play advertising as the sole source of influence. Marketing power is in the hands of the user. This includes a continued focus on diversity and representation to reflect the broadening range of consumer identities. As long as it doesn't get banned, TikTok budgets soar as younger generations are ushered in.

BRAND VALUES

The next generation has special radars for corporate BS, so don't waste money telling everyone how great you are, have staff and customers do that for you. The rise of employee influencers enhances brand credibility and relatability internally. User-generated content is the new authenticity.

DON'T GET NICHE-SLAPPED

One-off collabs are being traded for more enduring relationships with brands: cue Chris Hemsworth and Centr; Jennifer Aniston with Pvolve. Who can you trust to carry your torch?



Customers will follow celebrities and influencers they trust

INDUSTRY INSIGHTS

TAKEAWAYS

- We're in the best industry in the world. We bring good to so many people's lives but we must move faster, get out of our own way and partner with others who do what we can't do better
- Stop romanticising about a return to pre-COVID times. Have ChatGPT help you write a new playbook
- Pilates, strength and icebaths have replaced indoor cycling, cardio and sunbeds
- Consider accomplishments, mastery and nudges over just offering leaderboards
- Unearth unmet needs. Listen harder. Watch closer. Dig deeper
- Have psychology meet physiology in your member journeys
- Be data-driven but double down on human moments
- Lift iron to stave off the ravages of time
- Community is gold

Ask yourself this:

Customers listen to other customers and are more likely to follow people they trust, so how do we leverage the creator economy by housing their ecosystem within ours?

How are you using AI so you can devote more creative time to curiosity?

How are you educating, inspiring and supporting better life habits for your customers?

If our scarcest resource is attention, how will you earn yours? And how will you use it for good?

The rise in wellness tourism calls for five star service



PHOTO: SHUTTERSTOCK/GROUNDPICTURE

80 per cent of creative talent uses generative AI for strategic work, leaving more time for creative work

► FIVE STAR SERVICE

It's time to play the five-star game. With travel experience valued at US\$651 billion, according to the Global Wellness Institute, it's time to check the 250 boxes set out by The Fit Guide and introduce hospitality standards to our services, as health-conscious travellers weave their wellness routine into their exploration adventures.

THE TECH-TONIC PLATES ARE SHIFTING

The fourth Industrial Revolution means technology is accelerating. AI is at a tipping point and if you are not using ChatGPT, or one of its cousins, you are not harnessing the strategic and structural frameworks

you could be using to save time that should be spent at the creative edge. According to an Adobe survey, 80 per cent of creative talent uses generative AI for strategic work, leaving more time for creative work.

HEALTHSPAN TRUMPS LIFESPAN

Longevity and living longer in good health are new priorities. There is no point in living longer if we drop off the cliff in the last decade, draining family and society resources and living a half-life that sucks.

THERE'S A PILL FOR THAT (OR AN INJECTION)

Diabetes and obesity drugs are now mainstreaming for public consumption in the



**Wellness and fitness
are merging in a
US\$1.8 trillion industry**

weight loss game. The rise of GLP-1 drugs, at least in the US, has hit the market like the Super Bowl. Many health club brands have jumped on the “if you can’t beat ‘em, join ‘em” bandwagon: you do the treatment and we’ll help you hold onto the new you.

IN OTHER BUZZ

While older generations blindly march towards Alzheimer’s (earned over decades) the next-gen was born with the wellness gene and are demanding a new outcome, way earlier.

GUTS AND BUTTS

Gut health takes the gold medal in the personalised nutrition obsession. Getting jacked on nasty unpronounceable food

narcotics is now being replaced by nature’s own caffeinated alternatives. Meanwhile, “science and data-backed” has triumphed over “clean, organic and green.”

WHAT SHE SAID

Women’s health has been underserved and underfunded as long as women have been misunderstood. A significant portion of women’s lives are spent in one spin cycle or another: preparing to carry life (menstruation), carrying life (pregnancy), or moving beyond the ability to carry life (peri-menopause/post-menopause).

Watches, rings, and trackers are beginning to capture and add value to the nuanced world of women’s cycles.

The taboo around sex is in transition. Sexual health products are having a coming out party from behind the dark counters. Welcome back Woodstock and Glastonbury.

CAUSE A RUCKUS

We’re in an industry that’s been disrupted – are you focused on disrupting yourself? Upgrade that wondrous gift of curiosity and imagination. Don’t just stop at your why? Keep asking why not? Now go cause a ruckus! ●

Emma Barry is a speaker, author and chief of trouble at the Trouble Global consultancy

More: www.troubleglobal.com

INDUSTRY INSIGHTS



THE ENJOYMENT GAP

TikTok's Shy Girl Workout, which has almost half a billion views and counting, indicates females frequently have a different relationship to the gym from men. Kath Hudson reports on how the industry is responding

Young women are the most likely to receive unwanted male attention

Staff need to be confident in supporting women at all their life stages



PHOTO: SHUTTERSTOCK/LOTNYAA

Women are still not exercising as much as men. Sport England's latest *Active Lives Adult Report* showed the gender divide still exists, while Nuffield Health's recent *Healthier Nation Index* revealed that women's fitness levels are going in the wrong direction. Thirty one per cent of the women questioned felt their fitness levels had improved in the last year, but 33 per cent considered themselves less fit. By comparison, 38 per cent of men said they felt fitter in the last year, versus 26 per cent feeling less fit.

Sport England's This Girl Can campaign found that women experience an "enjoyment gap" compared to men when it comes to physical activity. Some of this comes down to safety: a 2022 survey found that 53 per cent of women



Women appreciate a place where they can work out without a stare or comment

reported safety concerns while working out in non-supervised public facilities and 19 per cent in supervised public facilities – which suggests the trend towards staffless clubs will not appeal to half of women.

Research from UK Active and This Girl Can found while only 5 per cent of female gym users reported feeling unsafe in relation to sexual harassment and intimidation within facilities, 42 per cent of women surveyed had experienced some form of sexual harassment or intimidation in their fitness or leisure centre, such as inappropriate

comments, staring, or encroachment of personal space. This increases to 83 per cent for those aged 16 to 24.

Sixty eight per cent never reported it, either because they didn't know who to report it to, or didn't think it was serious enough. However, 76 per cent changed their behaviour as a result, either changing the time they visited facilities, or the way they dressed.

Fifty five per cent of women said it was unclear how to report sexual harassment or intimidation at their fitness or leisure centre.

INDUSTRY INSIGHTS

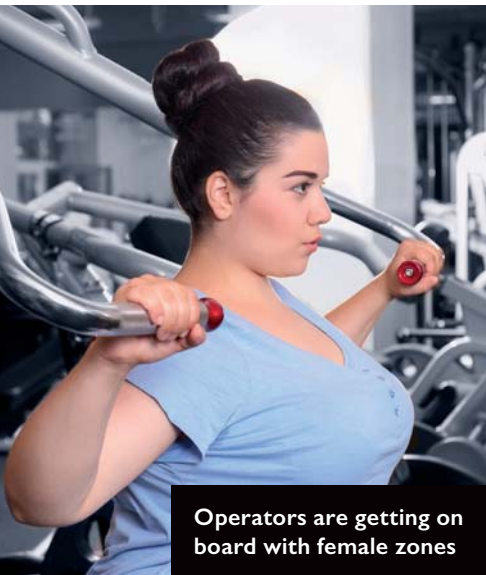
► SAFER SPACES

UK Active and Sport England's This Girl Can team are looking to tackle this with the two-year project, Safer Spaces to Move, which looks to understand the barriers women can face when taking part in physical activity at fitness and leisure facilities. To date, it has produced guides to provide tangible advice and best practice guidance and has created the Safer Spaces to Move Taskforce, as well as The Safer Spaces to Move Hub, which is intended to be a one-stop shop for fitness professionals to learn, upskill and keep up to date with the latest progress, research findings and resources.

One initiative the taskforce ran this year was the Ask for Angela pilot, in London. This nationally-recognised safety campaign was originally designed for licensed venues. People who feel like they are in an unsafe situation ask staff for help by discreetly using the code word "Angela".



More than half of women feel vulnerable in unsupervised gyms



Operators are getting on board with female zones

Staff at each of the 11 participating facilities – operated by Anytime Fitness and Lampton Leisure – were provided with a range of training tools, including a training handbook, and an animated training video developed for the sector, that included advice and information on what behaviour might constitute sexual harassment and intimidation in a gym setting; how to respond when a customer Asks for Angela; when to escalate a matter to senior management and how to embed Ask for Angela alongside existing policies.

Head of campaign activation at This Girl Can, Claire Edwards, said: "Ask for Angela reassures women and girls that they can, and should, seek help or report any situation that has left them feeling uncomfortable and that staff will be on hand to help. The campaign has a proven history in the hospitality sector

and we're confident it will be beneficial to the health and fitness industry."

UPSKILL STAFF

Women's bodies are very different from men's: they go through many different life stages and for menstruating women they can change from one day to the next. Another way gyms can help tackle gymtimidation is by upskilling staff so they are experts in female physiology and then use this expertise as a USP, so women who wouldn't normally set foot inside the gym might think it is for them.

The Well HQ is doing great work to raise awareness of women's physiology, having worked with Adidas to create a free course about menstruation. The Gym Group has been an early adopter and is currently working with The Well HQ to train staff on how to support women who are in mid-life.



Recent research shows that women are still less active than males

WOMEN'S ONLY AREAS

Total Fitness has tackled gymtimidation head on by opening a dedicated gym for women at its club in Whitefield, with a second site about to open. CEO, Sophie Lawler, said: "We listened to thousands of women through our research and have applied what we learned in a very thoughtful way to create a gym that's designed to help them feel at ease while working out. It's a space where women can achieve progression and enjoy a full, uninterrupted workout, no matter the occasion, their frame of mind or life stage."

Urban Gym Group is piloting female zones in some clubs and will conduct a survey to see whether the female members experience better workouts, before deciding whether to roll out more across the estate.



53 per cent of women reported safety concerns while working out in non-supervised public facilities

"Women appreciate a place in which they can work out without a stare or comments," says CEO, Neil Randall. "It is not just about creating a safe space for women – we prioritise this in the entire gym – but making sure the offering tailors the majority of our female members' needs, such as enough room to do your squats, deadlifts and bench presses, with assistance of female instructors who have a deep understanding

of the power of strength training on our physique and mental health."

It's heartening to see the barriers for women are being recognised and tackled. Going forward it will be interesting to see whether more operators create women-only zones, sessions, or even gyms, and whether we will see more women in leadership positions. ●

More: www.ukactive.com

BACK TO WORK

Back pain is a leading source of work place absenteeism in the UK, which costs both the individuals and the economy. Kath Hudson reports on how the fitness industry is making a difference

Low back pain is the leading cause of disability globally. In 2020, according to the World Health Organization (WHO), it impacted around one in 13 people, equating to 619 million people. This is an increase of 60 per cent from 1990 and cases are expected to rise to an estimated 843 million by 2050.

Low back pain (LBP) affects life quality and is associated with co-morbidities and higher mortality risks. Individuals experiencing chronic LBP, especially older people, are more likely to experience poverty, prematurely exit the workforce and accumulate less wealth for retirement. Older people are also more likely to experience adverse events from interventions.

ECONOMIC DRAG

An estimated £4.17 billion is lost in the UK each year as a result of absenteeism. According to *Health and Safety at Work 2022*, 27 per cent is a result of

As many of us sit at desks all day, keeping the core strong is essential



INDUSTRY INSIGHTS



Motion is lotion: reducing sedentary time helps improve the endurance of lower back muscles

musculoskeletal problems. This is a situation where the health and fitness industry can be part of the solution. Wellbeing consultant, Oliver Patrick, says: “Musculoskeletal problems are largely a disease of being sedentary. Improving cardiovascular fitness, movement quality and muscle mass would immediately make an impact on the health of the workforce.”

Stephen Price, managing director of SP&Co Group agrees: “Along with the rise in lifestyle-related disease and in mental wellbeing challenges, the significant rise of musculoskeletal issues, pose a really worrying threat to the already stagnant workforce. Although there are bigger policy plays, the health and fitness industry has an incredible opportunity to play a significant role in workforce wellbeing.

“The medical community are crying out for support in this area, to be able to demedicalise patients that simply shouldn’t be patients and help communities derisk,” he says. “Fitness operators should be playing a major role in supporting the NHS and thereby the health of a nation.” ▶

PHOTO: LES MILLS

INDUSTRY INSIGHTS

► MOTION IS LOTION

The first intervention gyms can make is by keeping the muscles around the lower back strong. Often muscle weakness is a significant contributor to lower back pain, but research suggests that even a short exercise intervention can yield marked improvements in strength.

Dr Gillian Hatfield, associate professor in kinesiology at Canada's University of Fraser Valley, led research into the impact of eight-weeks participation in the Les Mills Core programme. The study found those taking part in bi-weekly gym classes of Les Mills Core for eight weeks saw plank endurance increase by 45 per cent, extensor endurance by 35 per cent and abdominal strength by 14 per cent.

"The fact that people with pre-existing lower back pain saw significant benefits from the core workouts is important," says Hatfield. "People experiencing lower back pain are often prescribed painkillers and told to rest up but, in most cases, motion is lotion. Reducing sedentary time helps improve the endurance of lower back muscles and the increased blood flow and mobility can help reduce pain and stiffness."

Les Mills head of research, Bryce Hastings, says sedentary lifestyles and long periods of sitting are closely linked with back pain and the muscles activated during core training play a vital role in preventing this. "Even people who get the recommended amount of physical activity can also spend a lot of time being sedentary," he says.

"When we're sitting, our postural muscles can get weaker and become less able to support us. If we stay in a slouched position for long periods, our back muscles stretch and prolonged stretching can prevent muscles from firing when we need them to, leading to injury and pain."

PHOTO: SHUTTERSTOCK/BEARFOTOS



Keeping the lower back muscles strong can safeguard against MSK issues


SUPPORTING THE NHS

UK Active's MSK (musculoskeletal) Health Hubs initiative was launched in 2022. Designed and provided in collaboration with Good Boost, Orthopaedic Research UK, ESCAPE-pain and Arthritis Action there are now more than 100 operational sites across the UK.

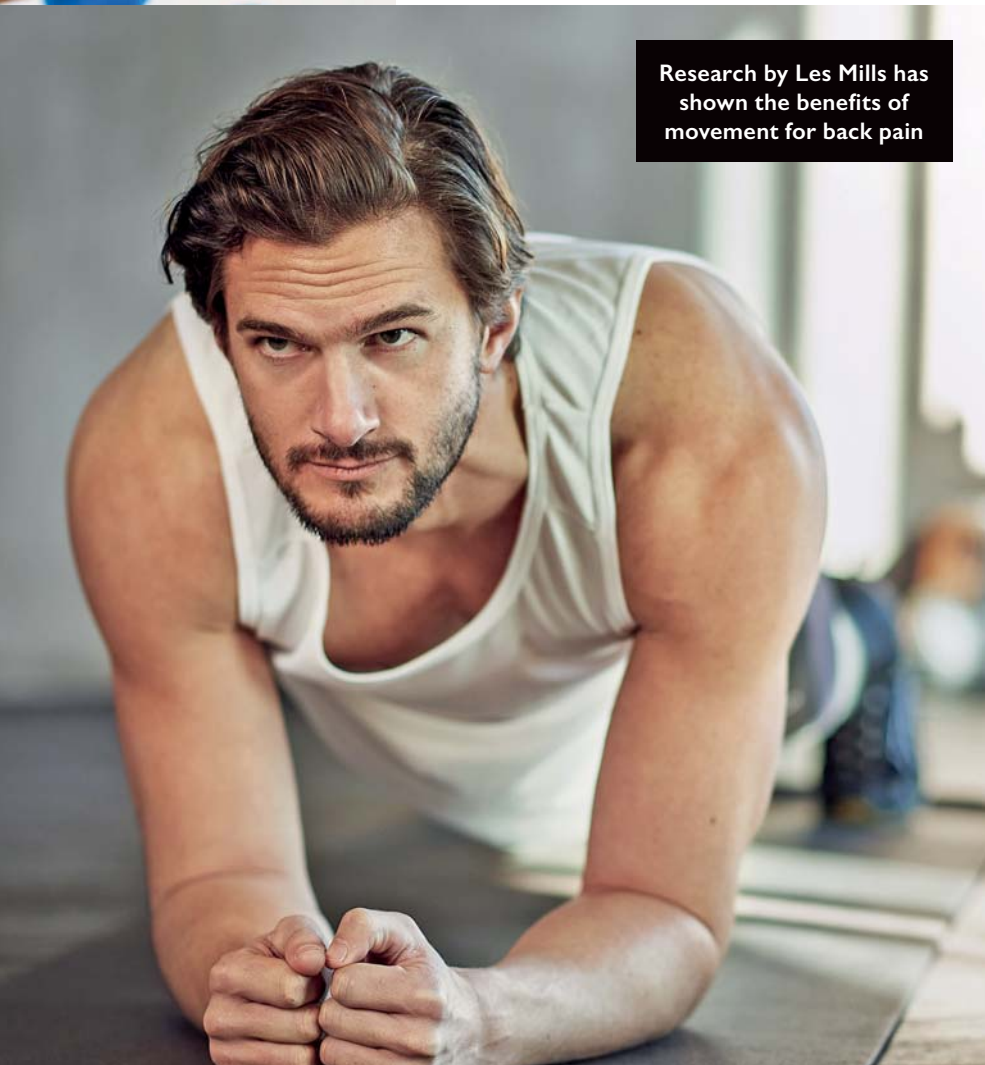
Chair of UK Active, Mike Farrar, says the MSK programme could significantly reduce the burden on the NHS and keep patients out of hospital and surgery. "This is a fantastic opportunity for gyms and

leisure centres to diversify their offer and reach many more people who can benefit from their expertise and services. Given the right conditions and support, we could scale this programme nationwide, which would have a transformative impact on our nation's health, wellbeing and the economy."

UK Active is also involved with another pilot in partnership with London hospital, Guy's and St Thomas's to give physiotherapy patients treatment in three London leisure centres run by Southwark Leisure, Brixton Recreation and Active Lambeth.



“If we stay in a slouched position for long periods, our back muscles stretch and prolonged stretching can prevent muscles from firing.”



Research by Les Mills has shown the benefits of movement for back pain

Around 25,000 patients are expected to benefit from the initiative which is funded by the hospital charity. Half of those attending are suffering from lower back pain, for which regular exercise is the key to recovery. The majority of the others need to improve their fitness and muscle strength, due to underlying conditions, such as injuries, arthritis or fibromyalgia.

Patients benefit from access to the expertise of the hospital's physio team, combined with a much wider range of equipment and space than that on offer in the hospital's gyms.

WINNING PARTNERSHIP

This initiative is allowing physios to see three patients at a time, is cutting wait times and enabling patients to benefit from a social element, which has been shown to improve attendance.

The pilot at Castle Leisure Centre, in Elephant and Castle, is approaching its first anniversary and an average of 150 to 200 patients are now seen weekly.

It is hoped that holding sessions at local gyms will give people the confidence to become members after the programme. As further encouragement they are allowed to use the other facilities – including the pool, sauna and streamrooms – for free when they attend appointments and are given a discounted membership on completion.

Jenny Heal, clinical lead musculoskeletal physiotherapist, hopes this initiative can be rolled out more widely across the Trust: “It’s important to empower patients to be responsible for their own health. By making it easier for them to access physiotherapy close to home, we’re providing support which should lead to a better quality of life, and reduce the burden on the NHS.” ●

PHOTO: SHUTTERSTOCK / PEOPLEIMAGES.COM - YURIA

Asking government for money won't work, we must celebrate our success

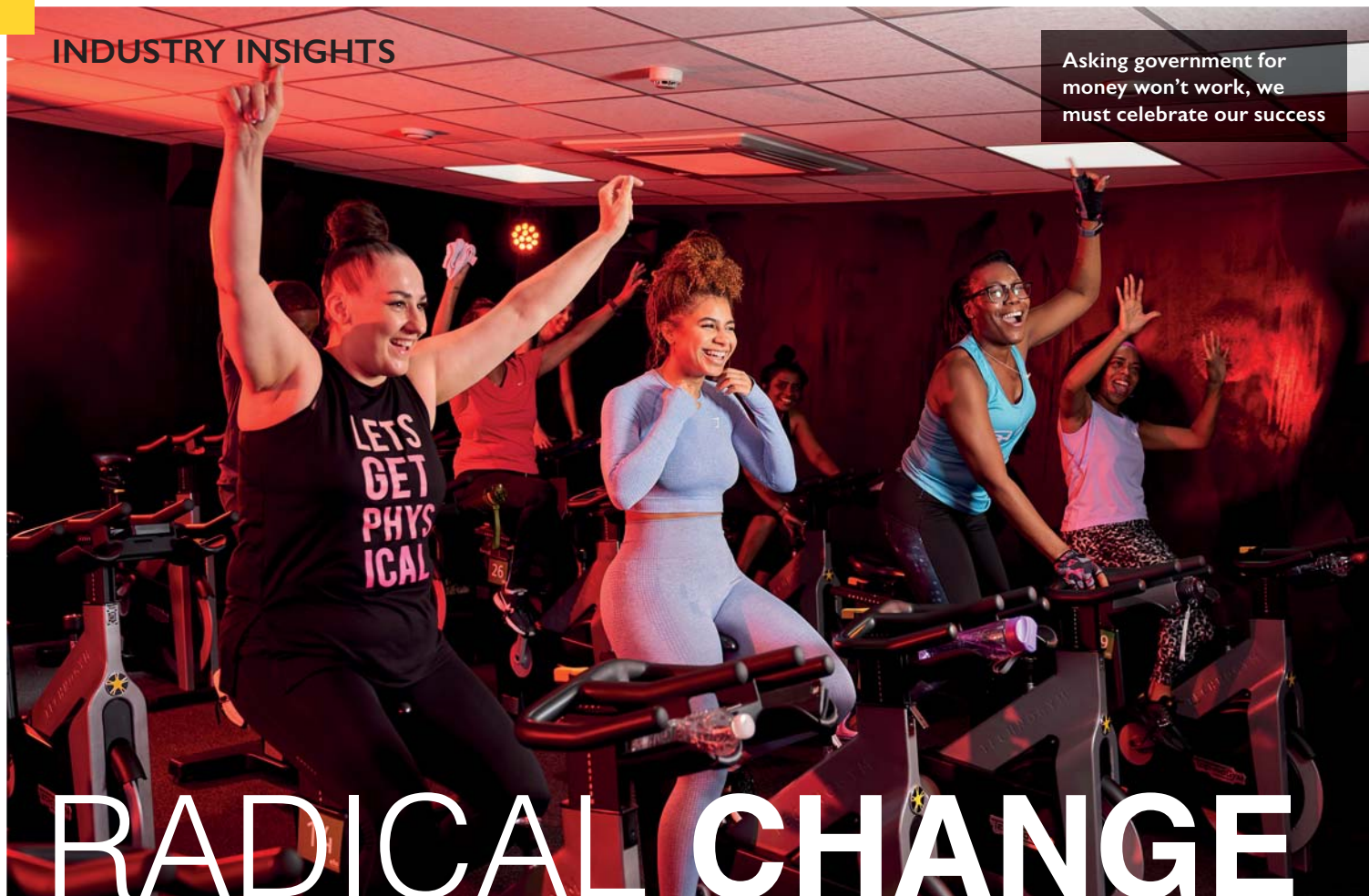


PHOTO: SPORT ENGLAND

RADICAL CHANGE

The sector needs to change before we can expect more government investment, says Martyn Allison. This means leadership development, political influencing and wider collaboration

After a gruelling few years, the downward pressure on most public services is set to continue, irrespective of which party wins the general election. The pressures on councils mean we may be facing the biggest reduction in sport and leisure infrastructure we have seen for 50 years. Health inequalities are widening in many places and the communities who could gain most from our services are being pushed further away from public sport and leisure.

The sector has to realise that to influence change we have to understand both the local and national political context and use these relationships to help shape a positive future for the sector.

Another dimension, which entwines itself through the economic, social and political is the mega-challenge of climate change. It is already having a huge impact on how the sector operates and, going forward, it will drive our costs, affect how our users travel, change habits and affect public and private resources. Unless we develop our



Sport England's place-based investment is aimed at tackling enduring health inequalities

PHOTO: SPORTS ENGLAND



It's been a gruelling time for local authorities with no respite yet in sight

PHOTO: SPORT ENGLAND

understanding of climate change in our future thinking and planning we will miss opportunities or, at worst, face extinction.

SYSTEM LEADERSHIP AND COLLABORATION

While our traditional approach to management and skills development has helped us to deal with our problems to date, they are not enough to cope with the current level of complexity and uncertainty

The challenge is no longer just managing the existing system better, but changing how the system works for the good of everyone. This will require a fundamental shift to system leadership at a place level, a greater focus on collaboration across organisations and a shift in work behaviours. This is the only way we will secure a future for our sector in this increasingly complex world.

Change is already happening driven by Uniting the Movement. The recent Sport England announcement to invest in system change in 100 places, coupled with the roll out of leadership development to support these places, builds on the learning of the Local Delivery Pilots.

Some operators are seriously investing in realigning their business model to better support health and wellbeing and some councils are rationalising and reinvesting in infrastructure, including both places and spaces to support better social outcomes.

Integrated care boards and partnerships are, despite all their financial pressures, starting to see the need to collaborate across places and invest in prevention to address health inequalities, some are also realising that tackling inactivity needs to be part of this. There are many positive signs of real change happening.

INDUSTRY INSIGHTS

PHOTO: SHUTTERSTOCK/NATIMIX

▶ INVEST IN LEADERSHIP DEVELOPMENT

Now is the time to be bolder. We need to see an even bigger scaling up of leadership development for all those managing and working in facilities management, sport clubs and community organisations if they too are to embrace place-based working. Only by investing heavily in a co-ordinated and integrated system leadership development programme across the sector can we create a workforce that can operate effectively in the complexity we currently face.

If we can develop the leadership and the new skills necessary to collaborate across wider systems we may secure a positive future post the election and start to address the inequalities in activity.

However, we cannot ignore the fact that resources are scarce and the redistribution of existing funding alone will not be enough to sustain the scale of change needed. There has to be some new investment at some point soon.

Over the last few years our arguments for funding have not landed well, so repeating the same message does not seem a good idea. We have to get better at our political influencing, both locally and nationally. My main message is that it will be easier to influence if we are already delivering on these agendas and are seeking investment in our success, rather than shouting about our possible demise. Simply asking for more money will fail. Our sector has to change first.

SOLVE THE SOCIAL CARE CRISIS

I think now is the moment to join forces with other professionals to make a composite case to all political parties to solve the social care crisis once and for all. This may seem an extreme solution,



Future generations will lose out if the funding situation is unaddressed



PHOTO: SPORT ENGLAND



PHOTO: SHUTTERSTOCK/RAWPIXEL.COM

Better collaboration and brave decisions are needed to secure future investment

“I remain hopeful that we can survive and reshape a positive future if we can build on the changes already taking place”

but the social care crisis has been directly and indirectly responsible for the growing financial constraints on the sector for many years. It drove many councils to see leisure contracts as a cash cow to subsidise other rising costs and now the burden of social care is partly responsible for the local government funding crisis leading to facility rationalisation.

If the social care burden was removed from councils, in time they would be able to start to reinvest in services that support health and wellbeing and remain popular with their voters. Although we are seeing some Integrated Care Systems starting to lean into the need to invest more in prevention and health inequality,

they too are restricted by the pressure on acute services and the constant need to support social care to relieve the pressures on acute services. If the social care funding pressure was removed we would gradually see ICSs invest in prevention including addressing inactivity.

Despite the challenging context we currently face, I remain hopeful that we can survive and reshape a positive future if we build on some positive changes taking place and embrace even more radical change.

We must focus on understanding the complex context we have to navigate. The traditional management models are no longer capable of coping with the current complexity, so we need to more fully

embrace system leadership and invest at scale in leadership development.

In adopting system change models we can then open up routes to better collaboration with other system partners at a place level and, in doing so, start to address the deep seated inequalities in activity levels. True collaboration will call for some brave decisions which in turn could lever more investment upstream. ●

Martyn Allison is a social change agent and influencer, as well as a hon member of cCLOA. Over his career he has been a chair of trustees of social enterprise company, Big Difference Company and assistant chief executive of Leicester City Council

Group exercise is an effective way to build communities

PHOTO: SPORT ENGLAND

TOGETHERNESS

The Mediterranean diet, religion and exercise are all health-promoting and give a sense of belonging. David Minton talks about the health benefits of community

Many research studies have shown there's a connection between like-minded people who meet regularly: they build up a bond and experience a sense of togetherness. Longitudinal research provides further evidence that these social groupings enjoy improved health and wellness.

Religious faiths have been proven to bolster mental health, wellbeing and happiness. Seventh-day Adventists in California, for example, live up to 10 years longer than average and the largest concentration has been classified as a Blue Zone of longevity.

This church specifically advocates exercise and vegetarianism and

discourages consuming alcohol, tobacco and processed foods.

ROCK-STAR INSTRUCTORS

Religion gives people part of their identity, but could this now also be focused on group exercise? Are religious congregations any more self-selecting than followers of the same GX instructor? All abide by a timetable, format and something special that keeps people coming back.

The rhythm of the indoor cycle class can become hypnotic and reassuringly fun with the added advantage of the endorphin rush. Rock-star instructors, like religious leaders, engender a feeling of belonging that encourages repeat visits.



The pandemic helped to reignite people’s interest in their local community



In the light of the World Health Organization declaring loneliness a pressing global health threat, and with the US surgeon general saying its mortality effects are equivalent to smoking 15 cigarettes a day, both religion and exercise can make an impact and provide the individual with a sense of purpose and positivity.

COMMUNITY IS KEY

The Mediterranean diet first came to prominence in the 1960s and has been extensively studied with respect to its health benefits. However, The Nutrition Society and the United Nations Educational, Scientific and Cultural Organisation say the Mediterranean lifestyle is just as important as the food. The diet itself accounts for around 50 per cent of the benefit, the rest extends to preparation, harvesting, sharing and socialising with family and friends.

Research from The National Lottery Community Fund, the largest funder of community activity in the UK, shows



PHOTO: LEISURE DATABASE

Minton says social groups enjoy improved health and wellness

the pandemic helped to reignite people’s interest in their local community. Across the UK, almost 70 per cent of people now report feeling part of their local community and around one-third feel an increased sense of belonging. The research found priorities included reducing loneliness and isolation, supporting mental health, living healthily and well and community activities.

In the UK, 83.3 per cent of the population now lives within two miles of a physical activity provider, so the demand is there and thousands of research papers show the importance of community to people, so in 2024 and 2025, let’s make community building a priority. ●

David Minton is the founder of LeisureDB

SHARE the LOVE

Behaviour change is an issue which the fitness industry has long been battling. Kath Hudson reports on the approach of using self-love to reprogramme the subconscious mind

Making a new year's resolution, working out with a friend or signing up to a marathon are all methods commonly used by people who want to get more healthy. Occasionally they work, but sometimes they don't because the conscious mind is no match for the subconscious.

As Vince Poscente writes in *The Ant and the Elephant*, the conscious mind fires off an insignificant 1,000 neurons per second, compared to four billion from the subconscious. So in order to bring about real health changes, we have to train our subconscious mind to be our friend and work in our favour.

The desire to change needs to come from deep inside and it starts with loving yourself. This ethos is at the core of The Class concept, a yoga spin-off created by Taryn Toomey: participants are reminded by instructors that you can't hate or shame yourself into being something different, but you can love yourself into evolving.

Wellness expert, Mia Kyricos, founder of Kyricos & Associates promotes love as a business strategy (see *HCM* issue 1 2024, page 48 at www.HCMmag.com/archive) and believes it can also be positive for behaviour change: "Approaching behaviour change from a negative point of view negatively impacts potential success. The best way to make forward progress is by accepting where one is at and then focusing on what's going right, rather than what has historically gone wrong," she says.

How to help clients cultivate a self-compassion practice

- Live with a sense of gratitude – science proves that keeping a gratitude diary helps to form new neural pathways leading to a more positive mindset
- Talk to yourself and treat yourself as you would your best friend
- Train yourself to notice when you talk negatively to yourself, such as "You idiot!" and switch it out
- Let go of guilt, if you don't make the right choice, start again later
- Learn to rest and switch off: a survey by David Lloyd Clubs revealed that 60 per cent of respondents no longer know how to switch off)
- Forgive your mistakes
- Stop people pleasing at the expense of yourself – it creates deep-seated resentment
- Have a growth mindset, viewing challenges as opportunities to grow

SELF-CARE IS HEALTH CARE

There's science around self-compassion. A clinical study published in *Health Psychology Journal* found that women who treated themselves kindly had thinner-walled carotid arteries, which put them at a lower risk for developing cardiovascular disease, even when adjusting for other risk factors.

A further study by Drexel University found self-compassion can help when dieting. When participants who were trying to lose weight showed themselves ▶

New habits start with new neural pathways and new neural pathways start by changing thought patterns

- ▶ self-compassion after lapses they reported better mood and self-control over their eating and exercise behaviour.

Charlotte Hagerman, assistant research professor and lead author said: “This study is a great example of how self-compassion can help people be more successful in meeting their goals. The road to achieving goals, especially with weight loss, is paved with setbacks. Practicing self-compassion helps people cope with self-defeating thoughts and feelings in response to setbacks, so they’re less debilitated by them. In turn, they can more quickly resume pursuing their goals.”

Hagerman says practicing self-compassion is a key strategy for fostering resilience when dieting. So instead of saying: “you have no willpower,” say “you’re trying your best in a world that makes it difficult to lose weight,” this keeps accountability, while giving grace.

New habits start with new neural pathways and new neural pathways start by changing thought patterns. Kyricos says there are several ways to do this, but one of the most successful is by approaching training, or any attempts to develop new health and wellness behaviour, from a place of motivation. “Starting by taking steps to understand the intrinsic motivators of clients will help them to stay on a path to success,” she says.

“For example, most people do not wish to lose weight for the scale itself, or because a doctor told them to. Instead, there’s something deeper going on, such as wanting to have the energy to play with their kids after a long work day, or living long enough to spend quality time with grandkids, or to see the world. These are the motivations that need to be identified and celebrated to motivate clients to make long-lasting behaviour change.” ●

PHOTO: SHUTTERSTOCK/JACOB LUND

“We need to re-learn how to love ourselves and make self-love a habit”

Emma Hartley

PHOTO: NEIL HARTLEY

Practicing self-compassion helps people cope with self-defeating thoughts and feelings in response to setbacks

Founder: ELM Yoga Studio

If you can't commit to yourself then no-one will, so it's important to invest in yourself and that starts with self-love. It is hard to love ourselves, because we're conditioned out of it from a young age and taught to put other people's needs first. We need to re-learn how to love ourselves and make self-love a habit. Encourage your clients to look at themselves in the mirror each day and smile.

During my yoga classes I invite people to set a sankalpa – an intention for the practice – such as “I love and accept myself as I am right now,” or “I am happy, healthy and strong.” Throughout the class I'll keep reminding everyone to listen to how they are talking to themselves and

if they are judging themselves, or being harsh, to switch it out and be kind.

Becoming self-loving is an everyday practice of noticing when you're being mean to yourself. Don't set goals which are too high, start with small steps, maybe just five minutes a day of practising good habits and start to switch out toxic addictions for good habits.

I tell my class to be mindful of their thoughts because that's what your life will become. In the words of Lao Tzu: “Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions; they become habits. Watch your habits; they become character. Watch your character; for it becomes your destiny.”



RESEARCH

HCM

HANDBOOK

2024–2025

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RAISING THE BAR

How is public sector leisure doing compared to last year and what improvements can be made? Mike Hill, director at Active Insight reports on the findings of the 2023 Customer Experience Survey

From June to October 2023, Active Insight collected data from more than 35,000 respondents across 49 operators, spanning 619 sites in 184 local authorities. *The 2023 Customer Experience Survey* is the largest survey of its kind and offers a window into the preferences and behaviours of customers engaging with public leisure facilities, offering invaluable insights for the year ahead, helping to raise standards and demonstrate the value leisure provides.

The survey insights provide a strategic roadmap for the sector, ensuring it remains agile, competitive and poised for long-term success. During this tricky economic period, data-informed decision-making is all the more important.

Here are the top seven insights from the 2023 survey...

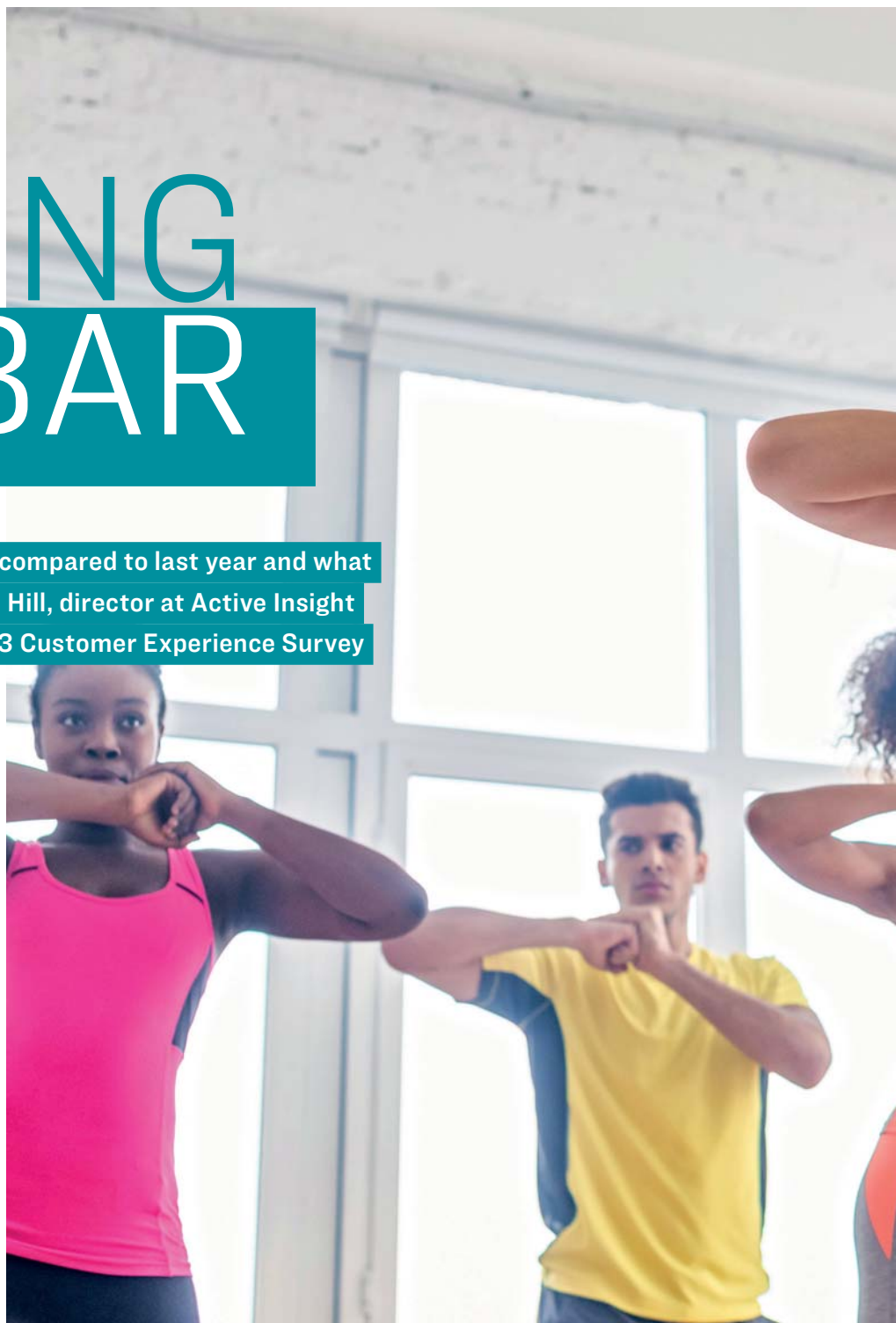




PHOTO: SHUTTERSTOCK/LIGHTFIELD STUDIOS

Group exercise is gaining in popularity with the best NPS scores

1. STRONG APPETITE TO BE PHYSICALLY ACTIVE

Data collated from Active Insight Consumer Insight Panel has consistently shown that 8.5 in 10 people have a desire to be more physically active. It is essential that operators adapt their marketing message away from price-related campaigns to messages that demonstrate the value of physical activity, in order to help bridge the gap between desire and action.

Net Promoter Scores for group activities consistently score higher than for individual ones

2. CONTINUED DESIRE FOR SOCIAL CONNECTION

A need for social connection is believed to be behind the 3 per cent increase in fitness and group exercise participation. Also, Net Promoter Scores for group activities consistently score higher than for individual ones. This presents a significant opportunity for leisure centres to capitalise on the joy of shared activities.

3. THE COST OF LIVING IMPACT

Forty per cent of respondents said the cost-of-living increase had had a significant, or some negative impact, on their ability to be active and 31 per cent said it had had significant, or some negative impact, on their use of sports, leisure and health/fitness facilities. This is further supported by respondents placing more importance on value for money – which increased from 82 per cent to 98 per cent.

RESEARCH

- ▶ More than ever the pressure is on to provide great service and results at the right price.

4. MILLENNIALS HAVE THE HARDEST STANDARDS TO MEET

The 25 to 34 age group saw the biggest decline in satisfaction of club visits: 69 per cent reported being satisfied, compared to 93 per cent among the 85 plus age group. Acknowledging millennials' emphasis on experiences and technology-driven solutions, our research suggests a compelling case for fitness facilities to integrate innovative technologies and personalised training plans.

5. EXERCISE OUTSIDE THE GYM

Variety is the name of the game, with an increasing number of customers complementing what they do in gyms with

other activities. Forty two per cent of members engaged in sport and exercise outside of leisure centres, demonstrating opportunities for fitness centres to extend their reach beyond facilities.

6. NET PROMOTER SCORES AT AN ALL TIME LOW

Our research indicates that the sector average for NPS has fallen into the low 20s, which is the lowest I have seen it in 15 years of measuring this metric. This is particularly being driven by males and the younger age groups, and the sorts of service issues referenced include cleanliness, reduced staffing levels and COVID procedures still being enforced.

Cleanliness satisfaction levels reached industry highs during and immediately post-lockdown, however they have now fallen back to pre-pandemic standards.

Cleanliness is the service element that has the biggest gap between how important it is and how well it is delivered.

7. FROM TRANSACTIONAL TO MEANINGFUL

While there continue to be recruitment challenges, there's been a noticeable shift in the number of operators seeking development for their teams. It is vital all team members understand the role they play in supporting their customers to create new active habits. Delivering positive experiences that lead to return visits will ensure relationships are formed and we typically see higher NPS scores when social connections are made. ●

● *Mike Hill is a director of Active Insight and lead director for surveying elements of Moving Communities*



PHOTO: SHUTTERSTOCK/MICHELLEBRSI

Social connection is a big driver for people coming to health clubs



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“The top 20 fitness operators by membership recorded 17.4 million members by the end of 2023”

BOUNCING BACK

The European fitness sector is thriving and exceeding pre-pandemic membership and revenue levels according to the 11th annual *European Health & Fitness Market Report 2024* from Deloitte and EuropeActive

Following three years of disruption with COVID-19-related restrictions, 2023 marked the first year of clear trading and this was reflected in all key European market indicators: revenues increased by 14 per cent; memberships by 8 per cent and there was a 1 per cent increase in clubs.

Revenues of European brick-and-mortar operators amounted to €31.8 billion, exceeding pre-pandemic record levels for the first time. The two-digit percentage upswing in revenues was primarily

impacted by membership growth and price increases, partially driven by inflation. Most fitness club operators surveyed said they had upped their prices compared to 2022.

By the end of 2023, the European market counted approximately 65,000 clubs and around 67.6 million memberships. The surpassing of pre-pandemic membership levels was primarily driven by the market expansion of large operators and a rebound effect in some countries. However, some countries, such as Germany, were still lagging behind pre-pandemic membership and revenue levels.



PHOTO: PAUL CALVER

PureGym has now reached the two million members milestone

THE BIG HITTERS

The top 20 fitness operators in terms of revenues generated €6.3 billion: a 19 per cent increase and were largely able to exceed pre-pandemic levels. Basic-Fit has the most memberships (3.8 million), followed by RSG Group (2 million) and PureGym (1.9 million in Q3 2023, but has since reached 2 million). These three chains accounted for around 44 per cent of the top 20 members.

In total, the Top 20 fitness operators by membership recorded 17.4 million members by the end of 2023, an increase



of about 13 per cent compared with the previous year. The club network of the 20 largest operators grew by 7 per cent to 6,155 clubs. As a result, the top 20 operators outperformed the aggregated European market across all three KPIs.

CONSUMER BEHAVIOUR

In 2023, the three key fitness settings – at-home, outdoor and in a fitness club – remain complementary environments for consumers who exercise at least once a week. However, the proportion of multi-setting users has decreased slightly,

driven by a noticeable shift away from home fitness towards club-based exercise.

When choosing a health club, the most important factors are price and value for money, followed by quality of equipment, location and opening hours.

Social factors such as community, recommendation or socially/ecologically sustainable practices play a less important role in the selection process. For people who do not exercise regularly (or at all), it is mainly intrinsic reasons, such as motivation or lack of time that prevents them from exercising more frequently.

MERGERS AND ACQUISITIONS

In 2023, a total of 12 merger and acquisition deals (with a minimum of four clubs and at least 50 per cent of targets' shares) were recorded across Europe's brick-and-mortar fitness companies, with 142 clubs changing hands. This is around six deals less than the 10 year average (18 deals), but only one less than 2022.

The top three transactions by deal volume (number of transferred clubs) were the acquisition of the Swiss fitness chain NonStop Gym (31 clubs) by the financial investor Invision AG;

RESEARCH



PHOTO: RSG GROUP

RSG Group is one of the top European operators by membership

- ▶ the sale of Actic Group's 22 clubs in the German-speaking countries to the German fitness operator, ACISO Holding, and the acquisition of 17 Aktiv Trening clubs by the Norwegian company, Norsk Treningshelse AS.

Considering the last five years, the number of deals and deal volume markedly varied, due to increased interest and the influence of individual market participants.

In the last five years, the number of transferred clubs has mainly been driven by a small number of highly relevant deals. In fact, the three largest transactions

have accounted for approximately 50 to 70 per cent of the total clubs transferred in the said time period.

Deal volume greatly peaked in 2020, heavily impacted by the acquisitions of 240 Fitness World clubs by PureGym and 240 Keepcool clubs bought by the holding company Group3S.

During the last two years, M&A activities of four companies headquartered in Poland (Benefit Systems, Medicover) and Germany (BestFit Group, LifeFit Group) made up 40 per cent of the deal quantity in this period (10 of 25 deals)

LOOKING AHEAD

In 2023, the brick-and-mortar fitness sector continued to grow and exceeded pre-pandemic levels on an aggregated European level. However, European fitness operators faced inflationary pressure, resulting in increased membership prices for consumers.

In addition, interest rate rises noticeably impacted M&A deal quantity and volume. In light of the continuous growth of the market and a required future development that would be fairly in line with pre-pandemic growth, EuropeActive continues to target 100 million members by 2030 ●



Deal volume peaked in 2020 when PureGym acquired Fitness World

Key takeaways

- In the first year since 2020 without COVID restrictions, memberships and revenues recovered across Europe
- Revenues at brick and mortar clubs exceeded pre-pandemic levels for many European countries
- Inflationary pressures led to an increase in the price of memberships
- Basic-Fit had the highest number of members, followed by RSG Group and PureGym
- There has been a shift from at-home workouts back to the club
- Customers rate price over environmental factors when choosing a club
- Merger and acquisitions were slightly less than the 10-year average, with interest rates having an impact

PHOTO: PAUL CAVER

The 184-page report *European Health & Fitness Market Report 2024* can be ordered at <https://www2.deloitte.com/de/de/pages/consumer-business/articles/report-european-health-fitness.html>

As well as shedding light on overall market trends and developments, this year's report details information on sustainability regulation in the European Union and comprehensive analyses on the

development of merger and acquisition activities by brick-and-mortar fitness operators during the last five years

There are also insights on equipment suppliers, intermediaries, analyses of consumers' fitness activity and behaviour. For the latter, EuropeActive commissioned Deloitte to conduct an extensive consumer research, comprising 10,840 consumers from 19 European countries.

RESEARCH

37 per cent of disease could be prevented through healthier lifestyle choices

QUALITY and QUANTITY

While life expectancy has increased, the extra years are often not spent in good health. Vitality Research Institute says healthy lifestyle choices earlier in life are the key to change



Healthy choices
when young could
pay dividends later

“Every second person in the UK can now expect to reach 84, compared to every fifth person in the 1980s”

In the UK, life expectancy has grown by more than five years since 1990 and every second person can now expect to reach 84, compared to every fifth person in the 1980s, according to a report from Vitality Research Institute.

However, healthy life expectancy hasn't kept pace. Currently 7.3 million healthy years of life are lost in the UK each year. On average, 16 per cent of a woman's life and 13 per cent of a man's life can now be expected to be spent in poor health.

This is adding to the NHS and social care bills and leading to a loss of productivity in the workforce, especially as largely preventable chronic conditions, such as heart disease are becoming more common.

WEALTH IS HEALTH

Life expectancy between the most deprived and most affluent areas of the country currently differ by as much as 10 years. Health literacy, access to healthcare and issues of cost all play a part.

Eating healthily is challenging on a low-income diet. Research has shown

that the most deprived areas of England have five times more fast-food outlets than the least deprived areas.

Wealthspan and healthspan are set to become an increasing problem, as a result of more people having to retire earlier due to poor health, with insufficient funds saved and living longer with poor health.

HEALTHY CHOICES

While the negative consequences of extended lifespan occur later in life, with the onset of chronic diseases, preventative action needs to happen decades earlier.

With 74 per cent of deaths globally being a result of non-communicable, chronic diseases, this research suggests around 37 per cent of the disease burden could be prevented through healthier lifestyle choices and improved metabolic risk.

Vitality Research Institute advocates a healthy lifestyle: moderate alcohol intake; not smoking; eating five portions of fruit and vegetables a day; adhering to the WHO guidelines for exercise and sleeping for seven to nine hours each night.

The report also argues that physical activity should form the core of a preventative healthcare strategy: it brings mental and physical benefits, while also promoting other positive changes in behaviour, including eating more fruit and vegetables, drinking less alcohol and improved sleep.

CALLS FOR PREVENTATIVE FOCUS

Although the report urges individuals to take responsibility for their own health, it also calls for employers and the government to support them. Since 2014, the UK has seen a reduction in spend, in real terms, on prevention. Existing healthcare strategies have been effective in reducing the severe consequences of disease, but less effective in preventing disease in the first place.

As an example of how this plays out, between 2000 and 2019 the number of years of life lost to cancer decreased by 15 per cent, but the number of years lived with cancer increased by 21 per cent. ●

GROWTH MARKET

McKinsey's 2024 *Future of Wellness* survey identified the trends defining the US\$1.8 trillion global wellness market and shows the sector continues to grow

A ccording to McKinsey's 2024 *Future of Wellness* survey – which questioned 5000 individuals across China, the UK and the US – consumers are taking control of their health, with 58 per cent of US respondents saying they are prioritising their wellness more than they did a year ago.

The US wellness market has reached US\$480bn and is growing at 5 to 10 per cent a year. Eighty two per cent of US consumers consider wellness a top, or important, priority in their lives, compared to 73 per cent in the UK and 87 per cent in China.



Gen Z and millennial customers are the most wellness conscious, buying more products and services than older generations. Appearance is the most popular category, followed by health, fitness, nutrition, sleep and mindfulness.

The pandemic got us all used to home-testing and now consumers are interested in other at-home diagnostic kits for example, for vitamin and mineral deficiencies, cold and flu symptoms and cholesterol. In China some people had even replaced in-person healthcare appointments with tests undertaken at home.

WEARABLE TREND ENDURES

A new era for biomonitors and wearables is here, as the technology evolves with biometric rings to measure sleep quality and continuous glucose monitors that can be applied on the back of the arm. Around half of consumers surveyed have purchased a fitness wearable at some point, 75 per cent are open to using one in the future and one-third are using their devices more.

McKinsey says there is still a gap in the market for wearables to aid with nutrition, weight management, mindfulness and behaviour change. Data privacy and clear

Consumers are embracing wearables and biomonitors to track health

Around half of consumers surveyed have purchased a fitness wearable at some point

AT A GLANCE

- Gen Z and millennials are the most wellness-conscious demographics
- There is an appetite for home-testing
- The enduring trend for wearables and technology, along with AI, will lead to increased personalisation
- Clinically-proven ingredients are now more desirable than natural ones
- Consumers are fed up with healthwashing
- Womens' health products are on the rise, especially for the menopause
- There is increasing interest in longevity
- Weight management is still top of mind, including weight-loss drugs
- Gut-health is becoming a priority
- Mainstream retailers are moving into sexual health products
- Sleep is a pain point and continues to cause challenges

insights are most important, with overly complicated information being offputting.

Technological advancements and first-party data is giving personalisation a new edge. Around 20 per cent of UK consumers and 30 per cent of US and China consumers are looking for personalised products and services which use biometric data to provide recommendations. Artificial intelligence could play a greater role here. ►



PHOTO: SHUTTERSTOCK/YURIA

Womens' health products are on the rise, with the biggest spend being on menopause and pregnancy-related services

Demand for health ageing and longevity products and services are on the rise

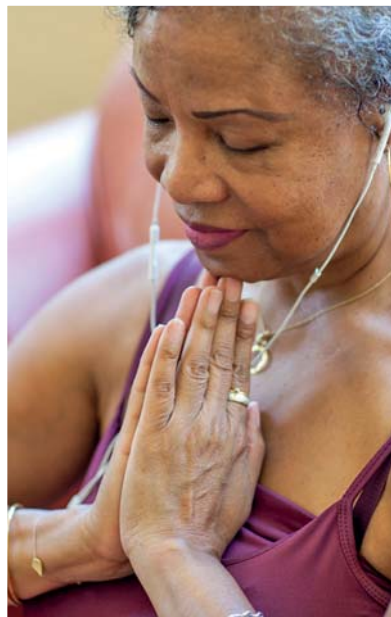


PHOTO: SHUTTERSTOCK/DEBORAH KOLB

- ▶ Last year consumers showed a shift from clean or natural ingredients to clinically proven ones, particularly in over-the-counter medications, vitamins and supplements. Those companies who have built a brand around natural products may want to seek out third-party certifications to substantiate their claims.

Consumers are done with healthwashing (deceptive marketing which positions a product as healthier than it is) and healthcare provider recommendations are rising in importance, especially around mindfulness and sleep.


SEVEN AREAS OF GROWTH

Women's health products are on the rise with the highest spend being on menopause and pregnancy-related products. To date menopause has been an overlooked segment.

Demand for health ageing and longevity products and services are on the rise, propelled by a shift towards preventative medicine. Around 70 per cent of consumers in the UK and US, and 85 per cent in China, have purchased a product in this category over the past year.

By 2030, one in six people in the world will be aged over 60, so there will be a greater focus on healthy ageing going forward, with younger people seeking preventative solutions and older people seeking to improve their longevity.

Weight management is still top of mind, with 60 per cent of US consumers trying to lose weight. Exercise was the most reported intervention, but more than 50 per cent of US consumers are considering prescription medication. Although this was less in the UK and China, with fewer than 30 per cent considering weight loss drugs to be effective. McKinsey says it is too early to say how the use of weight loss drugs will impact the broader wellness market.



Half of gym-goers say that being a gym member is a core part of their identity

PHOTO: SHUTTERSTOCK/VIEW APART

MORE INTEREST AND MORE COMPETITION

Fitness is now a priority for many consumers, with around 50 per cent of gym-goers saying it is a core part of their identity. With more choices, the market is getting more competitive. McKinsey recommends building strong communities with experiences such as retreats, nutritional coaching and personalised workout plans, possibly informed by AI.

Gut health is ascending, with more than 80 per cent of consumers appreciating its importance and more than 50 per cent planning to make it a higher priority in

the next few years. Over-the-counter probiotic supplements are popular, along with probiotic rich foods such as yoghurt, kimchi and kombucha. Two potential areas for growth are at-home microbiome testing and personalised nutrition.

Sexual health products grew during the pandemic, this and an expanded conversation around challenges is leading to more demand. More traditional retailers are selling sexual-health products and there is room for disruptor brands.

Sleep ranks as the second-highest health and wellness priority for

consumers and is also the area with the most unmet needs. Not much has changed since last year, when 37 per cent expressed a desire for more sleep and mindfulness products which address cognitive functioning, stress and anxiety management.

There is yet to be a compelling ecosystem to improve sleep holistically, which means there is also the opportunity to address the pain points: inducing sleep, minimising sleep interruptions, easing wakefulness and improving sleep quality. ●

More: www.mckinsey.com

KEEP ON RUNNING

Although strength training is a growing trend, new research from Iowa State University has proven it's important not to kick out the cardio

Strength training gives valuable muscular gains, but doesn't give the heart health benefits of aerobic exercise, according to research from Iowa State University. The study, *Aerobic, resistance, or combined exercise training and cardiovascular risk profile in overweight or obese adults*, was published in the *European Heart Journal*. A one-year randomised control exercise trial, it included 406 participants aged between 35 and 70.

All met the criteria for being overweight or obese; had slightly elevated blood pressure, but weren't taking medication; were non-smokers and prior to the study were not meeting activity guidelines. The participants were predominantly white and well-educated.

TAILORED WORKOUTS

Participants were randomly assigned one of four groups: no exercise, aerobic only, resistance only, or aerobic and resistance. The exercise groups worked out for one hour, three times a week, for one year.

Workouts were tailored according to fitness levels and health conditions, with built-in progression. Activity and diet data outside of the laboratory was taken into consideration.

At the start of the trial, half-way through and at the end, the researchers measured a number of health indicators, including blood pressure, low-density lipoprotein cholesterol, fasting glucose and body fat percentage, which are all cardiovascular disease risk factors.

At the end of the trial, the percentage of body fat in all three exercise groups had decreased significantly compared to the no-exercise control group. But taking all four cardiovascular disease risk factors into consideration, the aerobic and combined exercise groups had lower composite scores than the control group.

As expected, those in the aerobics-only group saw the greatest improvements in the VO2 max test and the resistance-only group saw the biggest gains in tests for muscular strength.

COMBINED EXERCISE WINS

However, the combination exercise group saw improvements in both aerobic fitness and muscular strength, suggesting that



A growing body of research shows the importance of balanced workouts

a 50/50 mix between strength and cardio is the best way to train.

Researcher Duck-chul Lee said: “Our study shows you can replace half your aerobic workout with strength training to get the same benefits.”

Meta-analysis suggests aerobic or combined exercise is generally superior to resistance training in relation to blood pressure, body fat, glucose metabolism and lipid profile.

Observational studies also suggest that combined exercise provides somewhat larger risk reductions in developing clinical endpoints, such as metabolic syndrome, hypercholesterolaemia, obesity and cardiovascular morbidity or mortality.



Our study shows you can replace half your aerobic workout with strength training to get the same benefits

Duck-chul Lee, Iowa State University

The lean mass gained with strength training makes it appealing for those looking to improve body aesthetics and those who find cardio exercise difficult.

Although the study was designed to induce no, or negligible, weight loss, the findings of -1 per cent body fat reduction

is associated with -3 per cent, -4 per cent and -8 per cent lower risks of developing cardiovascular disease risk factor of hypertension, hypercholesterolaemia and metabolic syndrome respectively. ●

More: www.news.iastate.edu

HIGH HOPES FOR HIIT



According to a pilot study by Yale School of Medicine, exercise doesn't just slow down the neurodegeneration associated with Parkinson's Disease, there is evidence it can reverse it



Parkinson's disease is the most increasingly prevalent neurological disorder and it's estimated it will impact 12 million people by 2040.

The disease has no cure – only medication and therapy to treat the symptoms – however, a new study by Yale University suggests exercise could help to mitigate the enormous personal and economic costs the disease presents.

Two previous clinical trials have shown that engaging in high-intensity exercise, three times a week for six months, is correlated with less severe motor symptoms. However, the Yale study goes one step further, using brain scans for the first time to find evidence of further health benefits.

“High-intensity exercise not only slowed down the neurodegenerative process but helped the dopaminergic system grow healthier.”

PROTECTING THE NEURONS

Parkinson's disease is caused by the misfolding of Alpha-synuclein, a protein, which accumulates within neurons and damages them. As the cells die, the lack of dopamine creates the physical symptoms, particularly motor tremors and slowed movements.

“By the time patients clinically manifest the typical motor symptoms of Parkinson's, you can assume that the

neurodegenerative process actually started much earlier, maybe a decade or two,” says Sue Tinaz, associate professor of neurology and co-principal investigator.

The most common available medication replaces the dopamine, which alleviates the symptoms but doesn't prevent the ongoing neurodegeneration. Long-term use can also cause undesirable side-effects, such as uncontrolled, excessive movements.



PHOTO: SHUTTERSTOCK/STEFANO ERBER

Starting HIIT early in life could safeguard against Parkinson's disease

However, high-intensity aerobic exercise has been shown to preserve the neurons that produce dopamine – the chemical in the brain that helps cells communicate. These brain cells are the most vulnerable to destruction in patients with Parkinson's disease.

REMARKABLE RESULTS

Yale's proof-of-concept study involved 10 patients who had been diagnosed for less than four years and had not lost all their dopamine-producing neurons. At the start of the trial they received MRI and PET scans to measure the amount of neuromelanin found in dopamine-producing neurons and the protein dopamine transporter (DAT) which helps the neurons maintain proper dopamine levels.

After six months of HIIT three times a week, the brain imaging scans showed a significant increase in both the neuromelanin and DAT signals in the substantia nigra. Researchers say this suggests high-intensity exercise not only slowed down the neurodegenerative process but help the dopaminergic system grow healthier.

"Where we would have ordinarily expected to see a decline in the DAT and neuromelanin signals, we saw an increase," says Bart de Laat, the study's first author. "We had hoped to see that the neurodegeneration would not progress as quickly or stop temporarily, but instead we saw an increase in nine out of 10 people."

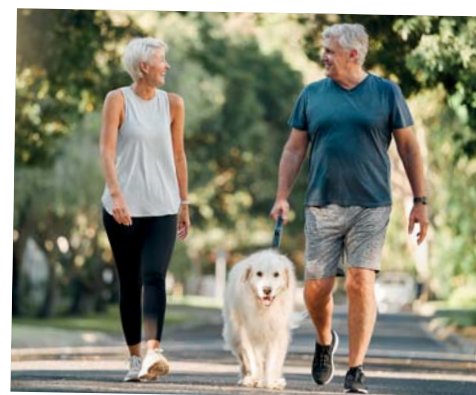


PHOTO: SHUTTERSTOCK/PEOPLEIMAGES.COM - YURI A

Yale has found proof that exercise can roll back the damage from Parkinson's

Tinaz says the study highlights the importance of including an exercise regimen as part of a Parkinson's treatment plan: "Available medications are only for symptomatic treatment and do not change the disease course. "But exercise seems to protect the brain at the neuronal level." ● **More: www.medicine.yale.edu**

STEP COUNT

Recent research has proven that walking can have a significant impact in offsetting the health risks of sedentary behaviour

Although 10,000 a day has long been touted as the number of steps to aim for to derive health benefits, the evidence for this number was scant until research from the University of Sydney was released earlier this year.

Published in *British Journal of Sports Medicine*, the research found that 10,000 steps a day can reduce risk of death by 39 per cent and cardiovascular disease by 21 per cent, even if the rest of the time is spent being sedentary.

Researchers used data on 72,174 individuals (average age 61 and 58 per cent female) from the UK Biobank study – a major biomedical database – who had worn an accelerometer device on their wrist for seven days. The daily step count and time spent being sedentary was calculated and then the health trajectory of the

participants was followed up via hospitalisation data and death records.

The lowest step count of 2,200 steps a day was taken as the comparator for assessing the impact on death and CVD events of increasing step count.

Participants who were sedentary for less than 10.5 hours a day were classified as low sedentary time and those who were sedentary for more than 10.5 hours/day or more were considered to have high sedentary time.

Adjustments were made to eliminate biases, such as excluding participants with poor health, who were underweight,

or had a health event within two years of follow-up. Researchers also took into account factors such as age, gender, ethnicity, education, smoking status, alcohol consumption, diet and parental history of CVD and cancer.

9,000 IS THE MAGIC NUMBER

Over an average 6.9 years follow up, 1,633 deaths and 6,190 CVD events occurred. After taking account of other potential influences, the authors calculated that the optimal number of steps per day to counteract high sedentary time was between 9,000 to 10,000 steps. This



All movement matters and helps to offset sedentary time



Any amount of daily steps above 2,200 is associated with lower mortality and CVD risk regardless of the time spent being sedentary

Researchers are calling for device-based behaviour guidelines

activity lowered premature mortality risk by 39 per cent and incident CVD risk by 21 per cent. In both cases, 50 per cent of the benefit was achieved at between 4,000 and 4,500 steps a day.

Lead author and research fellow, Dr Matthew Ahmadi, says: “This is by no means a get out of jail free card for people who are sedentary for excessive periods of time, however, it does hold an important public health message that all movement matters and that people can, and should, try to offset the health consequences of unavoidable sedentary time by upping their daily step count.”

Senior author, Professor Emmanuel Stamatakis, says: “We hope this evidence will inform the first generation of device-based physical activity and sedentary behaviour guidelines, which should include key recommendations on daily stepping.”

The study had some limitations: it was observational so couldn't establish direct cause and effect and other unmeasured factors may have affected the results.

However, researchers still conclude any amount of daily steps above 2,200 is associated with lower mortality and CVD risk, regardless of the amount of time spent being sedentary. ●



WHO'S WHO

HCM

HANDBOOK
2024–2025

WHO'S WHO

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HCM HANDBOOK

WHO'S WHO UK operators

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

3d Leisure

Peel House, Upper South View, Farnham, Surrey, GU9 7JN

Tel: +44 (0)1252 732 220

Email: info@3dleisure.com

www.3dleisure.com

Company profile

Owned by Mark Bremner, Andrew Deere, Paul Ramsay, 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, workplace, 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

143 sites.

Plans for 2024/5

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 28 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 seven regional managers who work together to drive performance within our clubs and support our clients.

Fun fact...

I'm a Myzone addict and now regularly run to gain points, despite hating it!

Active Nation

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

Email: stuart.martin@activenation.org.uk

www.activenation.org.uk

Company profile

Active Nation's mission is to inspire people to improve their health and wellbeing. We offer a range of activities from indoor and outdoor exercises, to on-demand workouts. As a registered charity, our focus extends beyond the venues we manage and is matched by robust back-office support, including finance, IT and marketing, to ensure expertise to those we serve.

Number of sites

15 sites.

Plans for 2024/5

Expand our supporter base in-venue and through our digital platform, Active Nation Anywhere; enhance our wellbeing products and broaden our client base for back-office support services. Seek new venue opportunities.

Managing director: Stuart Martin



ACTIVE NATION

Professional background

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

Fun fact...

I'm a school governor! My role in marketing the school and shaping wellbeing for kids is incredibly rewarding.

Anytime Fitness UK

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

Tel: +44 (0)330 3322 361

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

X: [@AnytimeFitUK](https://twitter.com/AnytimeFitUK)

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

www.anytimefitness.co.uk

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 5,000 locations globally in almost 40 countries, including the US, Canada, Japan and Australia.

Plans for 2024/5

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.

Head of network development: Daniel Penn



ANYTIME FITNESS

Professional background

I have more than two decades experience in the fitness industry, holding positions at David Lloyd Leisure, Nuffield Health, DW Fitness and Fusion Lifestyle and have experience in operational management, network growth and launching new facilities, including 60 locations for Anytime Fitness.

Fun fact...

I start every day with a cold plunge in my ice bath.

WHO'S WHO UK OPERATORS

BH Live

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

Tel: +44 (0)1202 055555

Email: enquiries@bhlive.org.uk

Facebook: [SocialEnterpriseBHLive](#)

X: [@BHLIVE_UK](#)

www.bhlive.org.uk

Company profile

A charitable social enterprise and leading operator of leisure and event venues in Dorset, Hampshire and London, we deliver 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 2024/5

Increase our community impact and social value by targeting hard-to-reach groups and working with health partners. Introduce more digitalisation and AI automation.

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.

Fun fact...

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



BH LIVE

Brimhams Active (to June 2024)

Email: Natalie.Mcguire@brimhamsactive.co.uk

www.brimhamsactive.co.uk

Company profile

A community health and wellbeing company wholly owned by North Yorkshire Council. Formed in 2021, we manage three leisure centres, five swimming pools, three fitness centres, three wellbeing hubs, a children's nursery and the Turkish Baths in Harrogate. Operations taken in-house by North Yorkshire Council starting on 1 June 2024 and phased to 2028.

Number of sites

10 sites.

Plans for 2024/5

Maximise new capital investment projects in Harrogate and Knaresborough and ensure sites are accessible and inclusive. Collaborate with local health partners.

CEO: Natalie McGuire

Professional background

I started my career as a lifeguard and have built on my love of swimming, having worked for national operators, NGBs, higher education and now a LACTo. Taking on a director role has offered the opportunity to collaborate with sector leaders who are as passionate about the industry as I am.

Fun fact...

I won the National Swimathon in the under 14 category and was presented by award by Graham Norton.



BRIMHAM'S ACTIVE

Circadian Trust

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

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 to inspire active lifestyles.

Number of sites

Five sites.

Plans for 2024/5

Invest in new services and digital integration, look for new opportunities in the region, build resilience in the face of the energy crisis and maintain 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. I've also managed community leisure facilities, events and attractions.

Fun fact...

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

Denbighshire Leisure

8-11 Trem y Dyffryn, Colomendy Industrial Estate, Denbigh, LL16 5TX

Tel: +44 (0)1824 712499

Email: leisure@denbighshireleisure.co.uk

Facebook: [DLLCentral](#)

X: [DLL Central](#)

LinkedIn: [Denbighshire Leisure Ltd](#)

Company profile

Denbighshire Leisure is focused on providing high quality, accessible leisure opportunities that attract high levels of participation and improve the wellbeing of residents and visitors. We have more than 20 distinct brands across health and leisure and own the UK Leisure Framework.

Number of sites

Seven leisure centres, the SC2 visitor attraction, Rhyl Pavilion Theatre, as well as pavilions, restaurants, a craft centre and a bowls centre.

Plans for 2024/5

While looking for new, exciting attractions, we will be consolidating some of our newer investments to ensure they reach their potential.

Managing director: Jamie Groves



DENBIGHSHIRE LEISURE

Professional background

I became MD of Denbighshire Leisure in 2019, prior to its launch in 2020. I started out as a leisure attendant and have worked at virtually every level in the industry, becoming the youngest head of leisure in Wales at the age of 30. I was awarded the Jan Spaticchia Special Recognition Award last year by UK Active, for the launch of the UK Leisure Framework.

Fun fact...

I trained as a boxer to raise money for charity.

WHO'S WHO UK OPERATORS

David Lloyd Leisure

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

Tel: +44 (0)300 303 9531

www.davidlloyd.co.uk

Company profile

David Lloyd Leisure is a leading European premium health and wellness group offering a wide range of health and wellness facilities and expertise. Our aim is to deliver a world-class lifestyle to enable our 760,000+ members to pursue their individual goals for a fitter, happier and healthier lifestyle, looking after mind and body for the long term. Our 10,000+ team members make a positive impact in their communities and on the environment.

Number of sites

103 sites in the UK and 30 internationally.

Plans for 2024/5

Continued expansion across the UK and rest of Europe.

CEO: Russell Barnes

Professional background

I've worked in the leisure sector for more than 25 years and joined David Lloyd Leisure in 2015, from Merlin Entertainments, taking up the role of CEO in 2021. I'm committed to developing a positive company culture, delivering excellence through empowered and talented teams to enable our members to benefit from a premium range of health and wellness facilities and a strong sense of club community.



STEVE DUNLOP

Edinburgh Leisure

Meadowbank Sports Centre, London Road, Edinburgh EH7 6AE.

Email: askus@edinburghleisure.co.uk

www.edinburghleisure.co.uk

Company profile

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

Number of sites

17 gyms, 12 pools, one climbing arena, six golf courses, racquet sports, 141 sports pitches, 32 tennis courts and sports facilities at 23 high schools.

Plans for 2024/5

Continue to transform lives and communities through physical activity.

CEO: Jen Holland

Professional background

I am a chartered accountant with more than 30 years' experience in various roles in the public sector, including in finance, leading social care and IT. It's a huge privilege to be appointed as CEO this year and brings together my professional skills with my passion for fitness.

Fun fact

I'm a qualified fitness instructor and since taking up ultra running, have recently qualified as a jog leader through Scottish Athletics.



EDINBURGH LEISURE

Empowered Brands

Tel: +44 (0)3330 151 865

Email: contact@empoweredbrands.co.uk

www.empoweredbrands.co

Company profile

A fitness franchise investment business, we are the owner of the énergie Fitness franchise; master franchisor in the UK and Ireland for UBX + Strength, a boutique boxing brand; and Fit+ a market leader of staffless gyms across Europe.

Number of sites

90 sites.

Plans for 2024/5

Grow our franchised locations across all three brands, expand our portfolio and partner with more brands in the fitness, health and wellness sector to help roll out their brands through franchising.

MD: Mark Pinner



EMPOWERED BRANDS

Professional background

I'm a franchise professional with more than 13 years of global franchising experience, 11 of which I served in the US with a well-established retail franchise, as chief technology and training officer. This was followed by time as CEO for North America, Latin America and Canada.

Fun fact...

I once worked as a bomb disposal engineer.

Everybody Health and Leisure

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

Email: support@everybody.freshdesk.com

www.everybody.org.uk

Company profile

Everybody Health and Leisure is an independent charitable trust operating predominantly in Cheshire East. We offer targeted health and wellbeing programmes, Bikeability, Taste for Life cafes and more.

Number of sites

16 sites.

Plans for 2024/5

Celebrate our 10 year anniversary as an independent registered charity. Reinvest in our facilities with the latest technology and equipment, continue to support the NHS Cheshire East Public Health teams with targeted health and wellbeing initiatives and grow our outdoor provision.

CEO: Thomas Barton



EVERYBODY SPORT & RECREATION

Professional background

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

Fun fact...

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

Everyone Active (SLM)

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

Tel: +44 (0)1455 890508

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

230 leisure and cultural facilities managed in partnership with more than 65 local authorities.

Plans for 2024/5

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

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.



EVERYONE ACTIVE

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

www.fitnessfirst.co.uk

Company profile

Born more than 30 years ago, Fitness First is still going strong with 29 clubs, throughout England, predominantly in London. We offer premium gym facilities, as well as innovative classes including Trax, Rox, Shred, Hyrox and Les Mills. Pools, saunas and steamrooms are typical.

Number of sites

29 sites.

Plans for 2024/5

New innovative services including Box 12, at home wellness services and a new approach to hotel-style service levels, to name but a few.

MD: Justin Musgrove

Professional background

Leisure and hospitality have been in my blood throughout my 20 year career.

Starting at Center Parcs, I became

CEO of the Bannatyne Group, then left for Saudi Arabia in 2019, to become CEO of Leejam and then CEO of Kun Sports and Core Life. I joined Fitness First in 2023.

Fun fact...

As a Nottingham Forest ball boy, Brian Clough taught me all my swear words.



FITNESS FIRST

Fitness4Less

3 Roundhead Road, Theale, Reading RG7 5DL

Email: info@fitness4less.co.uk

www.fitness4less.co.uk

Company profile

Fitness4Less was one of the first gyms offering the low-cost gym experience and we still maintain our values, offering a no catches, no brainer membership. We aim to be accessible to all, with affordable prices, great workouts, fantastic facilities and a welcoming community venue.

Number of sites

Seven sites.

Plans for 2024/5

Invest in our facilities and staff while looking for new opportunities in the UK.

CEO: Steve Bradley

Professional background

I have been involved in the fitness industry since 1989, holding senior roles in HR, purchasing, sales and marketing, member retention and property. Have been involved with Fitness4Less and associated brands for 27 years and still living the dream.

Fun fact

I used to be an international 400 metre hurdler.



FITNESS4LESS

Fusion Lifestyle

Minerva House, 5 Montague Close, London SE19BB

Tel: +44 (0)20 7740 7500

Email: info@fusion-lifestyle.com

www.fusion-lifestyle.com

Company profile

Fusion Lifestyle is a registered charity created to promote the benefits of healthy lifestyles and encourage participation in sport and physical activity, and a leader in operating heritage facilities. We work in partnership with local authorities and other public sector organisations to deliver choice and value for customers, helping them to live healthier and more active lives.

Number of sites

Almost sites 50 across England.

Plans for 2024/5

Invest in our facilities to ensure we're delivering for the communities in which we operate.

CEO: Anthony Cawley

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.



FUSION LIFESTYLE

WHO'S WHO UK OPERATORS

GLL

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

Tel: +44 (0)20 8317 5000

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

Company profile

Charitable social enterprise operating 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. Owned by its workforce, GLL operates services through its Better brand.

Number of sites

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

Plans for 2024/5

Provide best in class customer service, improve health and wellbeing and opportunity through our Sport Foundation and Literary Foundation and make further progress to deliver our Five Year Plan to widen our impact.

CEO: Peter Bunday

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](https://www.instagram.com/thegymgroup)

www.thegymgroup.com

Company profile

The Gym Group was a pioneer of the 24/7 low-cost model in the UK, with a founding mission to break down barriers to fitness by offering flexible and affordable gym memberships. We offer great value, high quality kit and friendly, expert teams. A sector leader in sustainability, The Gym Group is the world's first gym operator to have its science-based, net-zero emission reduction targets validated by the Science Based Targets initiative.

Number of sites

More than 230 sites.

Plans for 2024/5

Invest to offer high quality at affordable prices, as well as open 50 new gyms over the next three years.

CEO: Will Orr

Professional background

I have extensive managing director experience at companies including Times Media Limited and customer service companies, including the RAC and British Gas. Having joined The Gym Group in 2023, I have developed the Next Chapter strategy to grow the business.

Best piece of advice you're received...

Lots of people are good at starting things.
Be good at finishing them too.



Halo Leisure

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

Tel: +44 (0)1432 842075

Email: info@haloleisure.org.uk

Company profile

An award-winning social enterprise that collaborates with partners in Herefordshire, Shropshire, Wiltshire, Gloucester, Bridgend County and Merthyr Tydfil County. Our primary goal is to deliver physical activity programmes, fostering community wellbeing by actively removing the barriers to healthy lifestyles.

Number of sites

25 sites.

Plans for 2024/5

Develop robust partnerships with health and wellbeing providers. We are dedicated to advancing our social mission, with plans for continued service investment. We are also keen to explore the potential of AI for our sector.

CEO: Scott Rolfe

Professional background

With more than 35 years of experience in the sector, I have had the privilege of serving as CEO for Halo for the past decade. I am deeply passionate about the social enterprise model and its role in shaping our industry's delivery.

Best piece of advice you've ever been given

Take a chance every now and then, you never know what might happen.



THE GYM GROUP

Horizon Leisure

Tel: +44 (0)2392 476026

Email: info@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. In 2023, we opened Horizon Guildford, the group's first standalone site. We are dedicated to bringing health and wellbeing to the community we serve and launched a first of its kind Wellness Hub in a Havant shopping centre in 2023.

Number of sites

Four sites.

Plans for 2024/5

Waterlooville Leisure Centre will receive a £2.5 million refurbishment, overhauling the facility.

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...



HORIZON LEISURE

WHO'S WHO UK OPERATORS

Impulse Leisure

Blackshots Leisure Centre,
Blackshots Lane, Grays, Essex, RM16 2JU

Tel: +44 (0)7786 733328

Email: khayes@impulseleisure.co.uk

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 2024/5

Provide outstanding service while growing our business.

Managing director: Karl Hayes



IMPULSE LEISURE

Professional background

I have 34 years' experience in the leisure sector, starting as a lifeguard then broadening my career experience across entertainment, catering and marketing, delivering at every level before becoming the MD of Impulse Leisure.

Best piece of advice you've ever been given

Don't take it personally, it's just business.

JD Gyms

Anjou Boulevard, Robin Park, Wigan WN5 0UJ

Tel: +44 (0)1942 914914

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

Twitter: [@jdgyms](https://twitter.com/jdgyms)

www.jdgyms.co.uk

Company profile

The JD Gyms Group, comprising JD Gyms, Xercise4Less, Simply Gym and Swim! now extends to 89 gyms and 13 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 group-wide, plus more than 10 committed for 2024.

Plans for 2024/5

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

Managing director: Alun Peacock



JD GYMS

Professional Background

My career in the industry has spanned over 20 years with JJB Health Clubs/DW Sports Fitness, progressing to national operations director. I founded my own gym chain, before being head-hunted in 2013 to form JD Gyms.

Best piece of advice you've ever been given

There's never enough time to do everything, but always enough time to do the most important thing.

Fun fact...

I'm a former professional Rugby Union player and represented England in the under 21s.

Jubilee Hall Trust

30 The Piazza, Covent Garden, London WC2E 8BE

Tel: +44 (0)20 7395 4094

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

Four sites.

Plans for 2024/5

After delivering JHT to a profit-making charity we are planning for the future, including returning to being a LLW employer, investing in our facilities and communities. We are exploring opportunities to run corporate facilities with authentic ESG strategies.

CEO: Jonathan Giles

Professional background

In the three years in post as the CEO I have had the privilege and support from trustees to turn the organisations around from one that had a six-month expectancy to one with a long future ahead. Our people are the main reason for our success and their development will be as important as the business growth as we go forward.

Best piece of advice you've ever been given

Be nice to people on the way up. You'll meet them again coming down.



JUBILEE CLUBS

Lifestyle Fitness

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

Tel: +44 (0)1325 529800

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

www.lifestylefitness.co.uk

Company profile

With almost 40 years' experience, Lifestyle Fitness has become a leading developer of sports and fitness facilities, predominantly specialising within the education sector. We offer a high-quality fit-out, best in class member experience and flexible commercial partnership.

Number of sites

24 sites.

Plans for 2024/5

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

Managing director: James Lawrence

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.



LIFESTYLE FITNESS

Mosaic Spa & Health Clubs

Fitness Express, Park Farm, Hethersett, Norwich, NR9 3DL

Tel: +44 (0)1603 812 727

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 sites.

Plans for 2024/5

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

Managing director: Dave Courteen

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.



MOSAIC SPA & HEALTH CLUBS

Mytime Active

High Elms Golf Club, High Elms Road, Downe, Orpington BR67JL

Tel: +44(0)20 8323 1777

www.mytimeactive.co.uk

Company profile

At Mytime Active we are on a mission to improve the wellbeing of the community we work in through four pathways: be active, eat well, be positive and be together. We understand our customers and make it easy for them to access a range of activities from gyms, to golf and swimming, weight management and soft play in our vibrant, inclusive and social spaces.

Number of sites

17 leisure centres and golf courses.

Plans for 2024/5

To grow our impact on the wellbeing of our communities through #MissionWellbeing, improve our employee engagement and maintain our financial stewardship.

CEO: Jason Stanton

Professional background

I have more than 25 years in the leisure, health, golf and cultural sectors, in both the public and private sector. I joined Mytime Active in 2015 as the divisional manager for the golf portfolio, was appointed operations director in 2016 and promoted to chief executive in 2022.

How might the industry look in 2025?

Enhanced health intervention programmes and I predict a drive towards sustainability, digitalisation, data and insights.



MYTIME ACTIVE

Nuffield Health

Nuffield Health, Epsom Gateway Building,
Ashley Avenue, Epsom, Surrey, KT18 5AL

Tel: +44 (0)20 8329 6200

www.nuffieldhealth.com

Company profile

As the UK's largest healthcare charity, we are driven by our purpose to build a healthier nation. Our experts have been working together for more than 65 years to make the nation fitter, healthier and stronger. Nuffield Health provides health and wellbeing for every part of the individual, as we believe the best healthcare should prevent illness by looking after the mind and body.

Number of sites

37 hospitals, 112 fitness and wellbeing centres, 110+ workplace and wellbeing locations, as well as medical centres and a research and development facility.

Plans for 2024/5

To continue to build a healthier nation.

CEO: Alex Perry

Professional background

I'll be taking over from Steve Gray later this year. Since 2016 I've been chief executive of Bupa UK Insurance, the UK health insurer. During this time I've led record growth in customers to more than three million, a significant increase in market share, led a full digital transformation as well as many developments in the service, support and healthcare that Bupa provides. Previous to joining Bupa in 2008, I held senior roles at Marakon Associates, a strategic advisory firm, and First Choice Holidays.



NUFFIELD HEALTH

Parkwood Leisure

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

Tel: +44 (0)1905 388500

www.leisurecentre.com

www.parkwoodleisure.co.uk

Company profile

Parkwood Leisure is a family-owned business forging partnerships that focus on quality, innovation, transparency and environmental consciousness, backed by nearly 30 years of experience. Our mission is to create strong partnerships with local authorities to encourage happier and healthier lifestyles among local communities.

Number of sites

90 sites, including six golf courses, four theatres, visitor attractions, country parks and outdoor activity centres.

Plans for 2024/5

Addressing health inequality in our local communities and enhancing social value through partnerships while prioritising environmental responsibility.

Managing director: Glen Hall

Professional background

I've dedicated my entire working career to leisure management and for the last 25 years have helped grow Parkwood Leisure from five sites – when I first joined – to more than 90. I've 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 UK OPERATORS

Places Leisure

Waters Edge, Riverside Way, Watchmoor Park,
Camberley, Surrey, GU15 3YL

Tel: +44 (0)1276 418 200

Email: enquiries@pfpleisure.org

www.placesleisure.org

Company profile

Places Leisure, is part of Places for People, one of the UK's leading social enterprises. We are a leisure and wellness partner, passionate about creating healthy communities.

Number of sites

100 leisure centres and gyms.

Plans for 2024/5

We're reimagining how public sector leisure supports the communities we have the privilege to serve. We want to deliver more in and for our communities, so everyone can learn about, experience and enjoy the benefits of active wellbeing and create the habits to live healthier lives.

CEO: Belinda Steward

Professional background

I joined Places Leisure earlier this year, having previously worked in hospitality and customer-focused service delivery organisations, including Greene King, Amba Hotels and Wyndham Hotel Group. I enjoy uniting people and believe in inspiring a service culture that puts customers at its heart.

Fun fact...

I have a passion for singing and am a member of a choir.



PLACES LEISURE

Pure Gym

Town Centre House, The Merrion Centre, Leeds, LS2 8LY

Tel: +44 (0)113 831 3333

Email: info@puregym.com

www.puregym.com

Company profile

Founded in 2009, PureGym is the largest gym and fitness operator in the UK and second largest in Europe. The business provides low-cost, high-quality fitness facilities for more than two million members.

Number of sites

370 UK. 595 worldwide.

Plans for 2024/5

Continued growth in the UK, Denmark and Switzerland and global expansion through franchising in markets, including the US, Japan and India.

CEO: Humphrey Cobbold

Professional background

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

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!



PUREGYM

Serco Leisure

Lancer House, 38 Scudamore Road, Leicester, Leicestershire, LE3 1UB

Tel: +44 (0)116 240 7500

Email: leisuregenquiries@serco.com

www.serco.com

Company profile

Serco Leisure 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

54 sites.

Plans for 2024/5

In 2023, Serco Leisure launched a new vision and customer promise – to help customers make more of every day. In 2024 and beyond, we'll be bringing those words to life, supporting the people who use our centres to lead more active, enjoyable and socially cohesive lives.

Managing director: Simon Lane



SERCO

Professional background

I've worked in the sport and leisure sector for more than 25 years, including in 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

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 sites in the UK and Ireland.

Plans for 2024/5

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, and left in 1997 as operations manager. Helped launch and operate two award-winning destination spas for private hotel chains, before joining Sodexo in 2002.

Best piece of advice you've ever been given

Surround yourself with dynamic inspirational individuals and make sure you listen to their ideas.

Fun fact...

I have not eaten meat since I was 18 years old.

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

www.southdownsleisure.co.uk

Company profile

South Downs Leisure is a registered charity, employing more than 400 staff, 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.

Number of sites

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

Plans for 2024/5

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

Managing director: Duncan Anderson

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.

Fun fact...

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



SOUTH DOWNS LEISURE

Stockport Active/ Life Leisure

Houldsworth Village, Broadstone Road, Reddish, SK5 7AT.

Facebook: [Life Leisure](#)

Twitter: [@lifeleisureUK](#)

www.lifeleisure.net

Company profile

A Community Interest Company working across the Borough of Stockport, we exist to improve the lives of others. We work collaboratively with different agencies and stakeholders to develop a healthier and more active community, predominantly focusing on the least active.

Number of sites

Eight sites.

Plans for 2024/5

We will continue to embed our work in the place-based neighbourhood approach alongside our partners and plan to invest £1 million in enhancing our community hubs.

CEO: John Oxley

Professional background

I've enjoyed 35 years in the leisure management sector, having served my apprenticeship as a lifeguard, instructor and duty manager. Since then I've held senior roles at SLM, Action Nation and Places Leisure. I've been a director and board member at UK Active, Quest and am a fellow of CIMSPA.

Fun fact...

The emergence of online meetings has meant I now appear much taller to others than I am in real life!



STOCKPORT ACTIVE/ LIFE LEISURE

Tees Active

Redheugh House, Thornaby Place,
Thornaby, Stockton on Tees, TS17 6SG

Tel: +44 (0)1642 527 322

Email: leon.jones@teesactive.co.uk

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 sites.

Plans for 2024/5

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

Managing director: 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

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

12 sites.

Plans for 2024/5

Continued expansion with several new London clubs 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.

WHO'S WHO UK OPERATORS

Topnotch Health Clubs

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

Email: info@topnotchgyms.co.uk

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

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

www.topnotchgyms.co.uk

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

Two sites.

Plans for 2024/5

To expand the business within the UK.

Managing director: Stuart Rosenberg

Professional background

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

Fun fact...

I nearly became a professional boxer.



TOPNOTCH HEALTH CLUBS

Total Fitness

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 sites.

Plans for 2024/5

Bringing the brand's revitalised customer promise to life through a number of launches including Squads, small group PT, Womens' Gym and Swim Academy.

Managing director: Sophie Lawler

Professional background

Twenty five years' 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.



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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

www.basic-fit.com

www.corporate.basic-fit.com

Company profile

With more than 3.8 million members and in excess of 8,000 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 1,575 clubs.

Plans for 2024/5

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

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

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

Plans for 2024/5

To open 10-17 clubs.

CEO: Morten Hellevang



EVO FITNESS

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@genaeclub.com

www.genaeclub.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 2024/5

Leading the charge for green fitness.

CEO: Anthony Barquisseau



GENAE

Professional background

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

Best piece of advice you've ever been given?

"Other people see things and say 'why?' But I dream things that never were and I say: 'Why not?'"

George Bernard Shaw

People might be surprised to know that...

I played national basketball for 25 years.

WHO'S WHO EUROPEAN OPERATORS

Holmes Place

Email: info@holmesplacebrands.com

www.holmesplace.com

Company profile

Holmes Place is a pan-European premium operator with more than 44 years in the premium, full-service segment. With a focus on the social dimension of a club, Holmes Place has been integrating nutrition and holistic approaches, such as yoga, Pilates and wellness, for decades. As a lifestyle brand, it is underpinned by the philosophy of "One Life. Live it well" and the vision of making health and fitness enjoyable. We offer an aspirational, inclusive, balanced and progressive approach to health and fitness.

Number of sites

78 clubs.

Plans for 2024/5

Continuing to reinvest in the existing portfolio with an emphasis on elevating the offering in the realm of group exercise and boutique offerings.

CEO: Jonathan Fisher

Professional background

I entered the health and fitness sector in 1997, establishing a franchise of the Holmes Place concept in Israel and expanding Holmes Place into four other European countries. Appointed CEO of the Holmes Place Group in 2007, I co-founded EVO Europe in 2015, founded ICON in 2016 and assumed the role of chair of TRIB3 International in 2019.



MARIO GALIANO

LifeFit Group

www.lifefit-group.com

Company profile

LifeFit Group is a leading fitness and health platform in Germany that unites several brands in the boutique, premium and full-service, best price segments under one roof. We offer inspiring, personalised, purposeful and fun health and fitness experiences. Brands include Fitness First, Fitness First Red and Black, Barry's, FitnessLOFT, Smile X, In Shape, Elbgym, Club Pilates, Pure Barre, YogaSix and the Gym Society.

Number of sites

1420+ sites in Germany.

Plans for 2024/5

Further growth via acquisition, build a franchise platform and open new franchise-owned and self-operated clubs.

MD: Martin Seibold

Professional background

I have more than 25 years' experience in senior positions in Germany, UK, Benelux, Asia and Australia. I 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 five years, the team has built a multi-brand organisation by acquiring best in class regional chains and the rights to leading boutique fitness brands. Since COVID LifeFit has increased its portfolio by 50 per cent.



LIFEFIT GROUP

Lift Brands

Tel: +44 (0)208 164 2400

Email: info@snapfitness.co.uk

www.snapfitness.com.uk

Company profile

Owned by Lift Brands, Snap Fitness helps people create positive lifestyle habits that make them feel fantastic. Founded in 2003, our 24/7 fitness concept offers the most inclusive, empathetic and supportive experience, regardless of level. We make fitting in fitness simple with a welcoming atmosphere, easy-to-use equipment, the latest technology and clear guidance.

Number of sites

95 in the UK and more than 1,000 globally.

Plans for 2024/5

Continue to develop our market-leading, holistic approach to fitness and grow our number of gyms globally.

CEO: Ty Menzies



LIFT BRANDS

Professional background

From my early 20s I was a multi-unit boutique and 24/7 gym owner and a prior board member of both Fitness Australia and Exercise New Zealand. I was Snap Fitness AU/NZ CEO master franchisor, selling the business to Lift Brands and becoming APAC CEO in April 2018 before becoming Lift Brands global CEO in March 2020.

Fun fact...

I was a Victorian Institute of Sport golfer at the age of 16.

Mrs Sporty

Helmholtzstr. 2-9, 10587 Berlin, Germany

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

200 clubs in 5 countries.

Plans for 2024/5

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

I worked at Coca-Cola Sweden, SATS Europe and 24 Hour Fitness, before becoming the CEO and 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 given

Good things don't grow by themselves.

WHO'S WHO EUROPEAN OPERATORS

RSG Group

Saarbrücker Strasse 38, 10405 Berlin, Germany

Tel: +49 30 2100 350

www.rsggroup.com

Company profile

Founded in 1997 by Rainer Schaller, RSG Group is still owner operated. It has 10,000 employees, including franchisees, and more than 4.5 million customers. With a focus on fitness, health and lifestyle, the portfolio comprises 11 innovative brands, including Gold's Gym and its franchise studios, McFIT and the John Reed club family. The world's first concept fitness club, Heimat in Los Angeles, is also part of the group.

Number of sites

Around 900 sites in 30 countries.

Plans for 2024/5

Expansion is being drive forward in all fitness studio brands and further development of the McFIT brand: the studios are being relaunched and given a new training concept.

CEOs:

Hagen Wingertszahn and
Dr Jobst Müller-Trimbusch



RSG GROUP

Professional background

Since the tragic death of Rainer Schaller, founder of the RSG Group, in 2022, the company has remained in family ownership. Since then, Wingertszahn and Müller-Trimbusch have been responsible for the management of the company as a dual leadership team. Wingertszahn has been with the group since 2016 with responsibility for leading and managing the core business for all fitness brands. Müller-Trimbusch joined the management team as CFO in 2020.

SATS

Nydalsveien 28 ,0484 Oslo, Norway

X: @SatsGroup

www.satsgroup.com

Company profile

We are the leading provider of fitness and training services in the Nordics, with 9,500 employees and more than 700,000 members. We offer cutting-edge studio facilities for individual training, group training with superior programming and highly qualified personal trainers for specialised training and individual coaching. We also have a strong focus on supporting our members through online training and digital tools.

Number of sites

276 sites across the following brands: SATS, ELIXIA, Fresh Fitness, SATS Yoga, SATS Online.

Plans for 2024/5

Make even more people healthier and happier!

CEO: Sondre Gravir

Professional background

I've been CEO of SATS since 2018, before which I was the CEO of a multi-national online marketplace company headquartered in Barcelona, CEO of several Norwegian newspapers and a management consultant at McKinsey.



SATS

TRIB3

Email: franchise@trib3.co.uk

www.trib3.co.uk

Company profile

TRIB3 is an industrial-luxe boutique fitness franchise providing tech-enabled, science-based, gamified HIIT workouts. Often described as equally intense and inclusive, TRIB3 creates an immersive, playful experience that motivates and engages everyone regardless of their fitness level. With community at its core, TRIB3 looks to deliver on its vision of building a global fitness community where anyone can belong. PILAT3S is our new Reformer Pilates concept to take the modality mainstream.

Number of sites

18.

Plans for 2024/5

Continue expansion of the franchise network, grow the boutique-in-gym model with existing fitness operators, roll out PILAT3S as a co-studio alongside TRIB3.

Executive chair: Jonathan Fisher

Professional background

I entered the health and fitness sector in 1997, establishing a franchise of the Holmes Place concept in Israel and expanding Holmes Place into four other European countries. Appointed CEO of the Holmes Place Group in 2007, I co-founded EVO Europe in 2015, founded ICON in 2016 and assumed the role of chair of TRIB3 International in 2019.



Urban Gym Group

Instagram: @trainmore, @clubsportive_zuidas,
@btyclub, @reissanceworld

www.urbangymgroup.com

Company profile

Urban Gym Group's biggest label, TrainMore, is known for the concept that taking good care of yourself should be rewarded, so members receive €1 discount per workout. Clubsportive is a high-end fitness club. Renaissance is a wellbeing centre that combines science and spirituality to enable self-optimisation. BTY CLB offers workouts in a club atmosphere, with light show and catwalk. We also run TRIB3 and PILAT3S franchises.

Plans for 2024/5

Continued growth across the Netherlands through acquisition and building new clubs. Optimising our vitality and wellbeing offerings and developing talent.

CEO: Neil Randall

Professional background

Prior to joining Urban Gym Group in 2022, my career in the fitness and wellbeing sector spanned operations, sales, marketing and business management. I started out as a professional cricketer, before becoming a personal trainer, then regional director of Virgin Active, LA Fitness and Go Mammoth, before becoming COO and CEO for Anytime Fitness UK.

Best piece of advice you've ever been given

Nurture your team – strong teams build a great business.





COMPANY PROFILES

HCM

HANDBOOK
2024–2025

PRODUCTS & SERVICES

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Product innovation p230

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Email: info@aperformance.co.uk

X (Twitter): <https://twitter.com/aperformanceltd>

LinkedIn: www.linkedin.com/absoluteperformance

Facebook: www.facebook.com/Aperformanceltd

Instagram: www.instagram.com/aperformanceltd/

www.aperformance.co.uk



Tony Buchanan, owner

About us

Established in 2008, Absolute Performance is one of the UK's leading gym design and installation companies and suppliers of high-performance strength and conditioning equipment.

We design and install world-class gyms for commercial, educational, elite sports, military, blue light and private clients. Our expertise, coupled with our commitment to delivering exceptional customer service, has made us a trusted partner for Team GB since the 2016 Rio de Janeiro Olympics, as well as Premier League football clubs and international sports teams.

Product range and services

Whether you're an experienced gym manager, S&C coach, performance director or have aspirations to create a home training space, we will guide you through the process from specification to installation.

We follow a five-step plan of action for every project, working with customers to achieve their goals:

1. Consult - We talk to you about the people who will be using your facility, the type of training they love, your budget, your expectations and your long-term plans.

Ask us questions, test our knowledge, it's the way we start every project.

2. Advise - We'll recommend the right equipment, whether it's heavy-duty and functional, or kit that scientifically tests and measures performance. We'll show you a look and feel for your space and the flow of equipment to really inspire users and unite squads.

3. Design - Our designs incorporate every aspect of the space, making the very best use of the area. We'll create the ideal place for users with individual and team goals to train side by side. You'll get to experience the look and feel of your facility via a 3D walk-through that will bring your vision to life.

4. Install - Our installation team will be involved in your project from beginning to end, so they'll know exactly what the end result will be. From laying the floor, to positioning the equipment, every aspect will be handled by professionals.

5. Support - Becoming an AP customer means you're part of our family and we'll support you before, during and after your project. If you need advice on a piece of equipment or how to further develop your facility we're on hand to give honest, expert support.

Key customers

We support a variety of customers across the UK and further afield in several sectors.

Future plans

2024 is the third Olympic cycle that we will have supported Team GB with their Games preparations through the provision of three S&C gyms. Throughout 2024 and into 2025, our product range will develop and expand with improved ranges and new additions. New strategic partnerships have been formed that increase our capacity and improve the variety of products and solutions we can offer our commercial, education and elite sports clients. We continue to hold official UK distributor status for Werksan, Legend and PowerBlock ranges and are UK and EU distributors for DC Blocks®. We now provide UKSCA-accredited S&C Diploma courses for personal trainers through our partnership with Athlete Academy.

Key personnel

- Tony Buchanan, owner
- Sian Buchanan, owner
- Harry Tafota-Nash, managing director
- James Wilkins, business development - Midlands, SW & Wales

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Email: businessdevelopment@activeiq.co.uk

X (Twitter): @Active__IQ

LinkedIn: Active IQ

www.activeiq.co.uk



Jenny Patrickson,
Managing Director

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 Assessment, with NCFE being the EPAO, 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.

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, through NCFE being the EPAO.
- 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 UK Active Awards, Evolve, Elevate, Beyond Activ 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

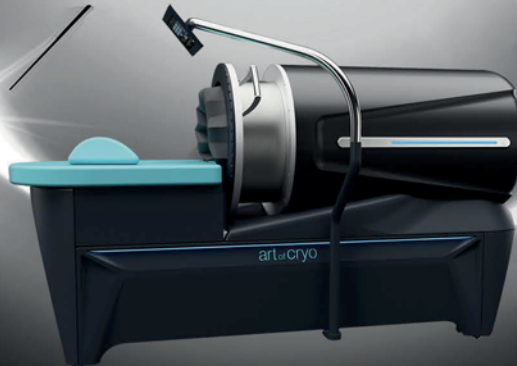
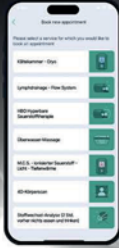
Active IQ has been actively engaging with employers over the past 18 months to develop new and updated qualifications for the upcoming year. We are tremendously excited to launch these, which include innovative assessments and digitally advanced content. Furthermore, Active IQ is continuing its expansion in international markets, with a particular focus on Saudi Arabia following our success as growing market leaders in the UAE. We will maintain our presence at leading industry events both in the UK and overseas to connect and engage with key stakeholders and to discuss quality education for the active leisure and wellness sector.

Key personnel

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



TEC SPA MODULE



art of cryo

Art of Cryo

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

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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

Art of Cryo offers three product categories, innovative high-tech wellbeing solutions for professional and private users, known as Tec-Spa Module.

- MCS (Multi Cryo-hacking System) is multi-sensory wellbeing technology, ideal pre-Vaultz treatment to offer the most developed contrast therapy. MCS combines far infrared, light therapy, ionized air, neuro beats and aromatherapy, to stimulate healing, beauty glow, mental and physical relaxation.

- Single Vaultz® V1 and V1 lux – individual high-performance whole-body cryotherapy chambers. Elegant design, easy control, enough comfortable space inside, effective and pleasant treatments.

- Vario Vaultz® V2 and V3 with a spacious treatment room to work out

and stretch comfortably for one or up to six guests with real -110°C temperature. Hemlock wood or stainless-steel interior design, extra-large windows, light-guided breathwork, and music playback to bring joy to the experience.

- Unical Vaultz® are for the innovators. With unical Vaultz, we create extraordinary projects, like solutions for super yachts, equestrian or the largest whole-body cryotherapy chamber in the world. Vaultz make people feel and look young, healthy and joyful!

- Ultra luxurious, with full carbon body and a state-of-the-art Flow System (FS) that rejuvenates tissues, optimises the overall flow in the body and stimulates metabolism. Flow System promotes longevity, helping people live better, for longer.

USPs

Art of Cryo products are all made by our engineers in Germany, meet the highest quality standards and are only powered by electricity. Every product is extremely efficient and eco-friendly. Our technical knowledge has been honed over 30 years.

The Tec-Spa-Module creates a unique experience that is time-saving for staff and

guests, space-saving, touchless, systemic, effective, and measurable. It makes an ideal profit centre or module for fitness, spa, corporate health, private wellness areas and as a stand-alone solution.

Key customers

We work worldwide with top-class sports clubs, luxury hotels, clinics and cryo centres. Flagship centers are CoolZoone in Zurich, Cologne, Klagenfurt and Madeira, as well as the Art of Cryo Lab at our headquarters. Other locations include Alpenresort Schwarz in Austria, Andreus Resort & Spa in Italy, Discovery Club in India, Eden Concept in France, Core Spa in KSA, Siro Hotel in UAE, doctorfrost in Germany, and Vidavii clinic in the UK.

Future plans

To develop the Art of Cryo's brand Vaultz® as synonym for "whole-body cryotherapy". To spread Tec-Spa Module all around the world, and to create partnerships with complementary products, measurement devices and offers.

Key personnel

- Rainer Bolsinger, CSO & CMO
- Andreas Blum, director of sales



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Blog: <https://thecore.balancedbody.com/>

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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

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.

In 2023, we launched Group Reformer and Group Mat education specifically designed for fitness instructors. This is a specialised program which delivers essential Pilates content to qualified fitness instructors whilst allowing them to begin teaching Pilates classes while in our education program.

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®, MOTR® – a Pilates-inspired portable full-body exercise system, CoreAlign® developed for gait, balance and injury rehab, and Oov® developed to enhance proprioceptive awareness.

Key customers

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

Future plans

This year, we have opened Balanced Body® Training Centre where customers can test out BB equipment with certified Balanced

View the
new Group
Reformer
brochure
[HERE](#)



Body Educator, we have launched Balanced Body Education® Pilates training for fitness professionals which is endorsed by Active IQ and for the future, we continue to grow the Group Reformer and Pilates market by partnering with UK operators 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
- Mark Mailhot, Commercial Fitness Manager

BLK BOX Built Better.



SCAN ME

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Gregory Bradley,
Founder/Sales Director

About us

BLK BOX - where precision meets strength, and innovation never stops in the pursuit of better. We're trusted by the best and have consistently delivered world-class training solutions to become the preferred supplier to leading brands, sports teams, and operators worldwide. We create bespoke training spaces that not only meet the specific needs of teams and commercial gyms but also cultivate a vibrant, supportive community.

Leading the way in customised solutions, our team is guided by a results-oriented approach to optimise performance facilities, create innovative fitness experiences, and design bespoke training spaces.

We set the standard in UK manufacturing. Our 130,000 sq ft headquarters boasts advanced CNC laser cutting technology, robotic welding, and an automated powder coating line, along with a 4,000 sq ft fully fitted gym.

Product range and services

Strength & Functional Training

Equipment: Designed for durability and performance, from power racks, olympic bars and plates to bespoke rigs and functional accessories, we provide

everything needed to equip your facility.

Seamless Flooring Solutions: BLK BOX seamless flooring is engineered to provide exceptional durability, performance, and safety in a range of environments from commercial gyms to high-impact S&C facilities. Our solutions are characterised by eco-friendly materials, unparalleled warranties, and unique customisation options.

Facility Design: We know that a well-planned design is at the heart of every successful project and the BLK BOX portfolio is a testament to our commitment to creating world-class training environments. We draw inspiration from the best in the industry and combine it with 10+ years of practical design experience to help you build a space that reflects your vision and inspires your community.

Customisation: With customisation baked into the BLK BOX blueprint from day one, we have optimised our manufacturing to deliver industry-leading production times for customised products. Choose from a wide range of colours, then add your logo and branding to create a space that stands out with a tailored, cohesive look.

End-to-End Support: Our approach is based on forging lasting partnerships:

we are committed to your success and support every aspect of your project.

Key customers

Nike, Loughborough University, Irish Rugby, REPRESENT, Corinthia Hotels, PureGym, and Gymbox.

Future plans

Constant, consistent improvement is at the heart of what we do, allowing us to continually innovate and enhance products like the BLK BOX Nexus range and our plate-loaded machines.

Our commitment to operational excellence ensures we meet the highest standards for our clients. We consistently deliver industry-leading production times, support and service.

As we grow our business, we will sustainably expand our manufacturing footprint and resources. Our priority is to ensure responsible practices in our manufacturing processes, aligning with our commitment to a more sustainable future.

Key personnel

- Ben Stocks, Managing Director
- Gregory Bradley, Founder/Sales Director
- Miles Canning, Marketing Director



CET Ltd

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www.cetcryospas.com

www.coretxcooling.com

www.cet-equine-spa.com



COMPANY PROFILE



Colin Edgar, Founder and
Managing Director

About us

CET manufacture Europe's No. 1 CryoSpa Ice Baths and CoreTx palm cooling solutions, supplying elite sports clubs, gyms and recovery centres worldwide.

As recovery and the use of ice baths filters into the mainstream, it presents a major opportunity for the health club & wellness sectors.

Product range and services

The latest innovation from CET is the CoreTx palm cooling device which is used during rest periods to increase work capacity and enhance performance.

The CoreTx delivers for Cross Fitters trying to improve their personal best, sports teams improving mid-match recovery or beginners to weight training targeting substantial gains with minimum DOMS.



The device easily integrates into gyms and two users 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 Gecki, 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

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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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STAR TRAC



THROWDOWN

wexer

Core Health & Fitness

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www.corehandf.com

CORE HEALTH & FITNESS



Alex O'Neill

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

- **StairMaster:** For 40 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.

- **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 Liberia Coach Gym Ltd, Life Leisure, TRIB3, UFC, Holmes Place, Fitness First, Crunch Fitness, Fitness 24 Seven, Fit20, FitnessWorx.

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 and purpose-built to withstand the rigours 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 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.

Key personnel

- **Alex O'Neill,** Director of Sales UK and Republic of Ireland
- **Joe Berselli,** Sr Director of Global Hospitality & European Distributor Sales

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COVERME. FITNESS



Louise Crossland, head of commercial

About us

CoverMe Fitness is an app for seamless, on-demand management and cover solutions for sports and fitness professionals. Top-tier fitness professionals can effortlessly connect with clubs in three simple steps and just 30 seconds.

CoverMe isn't just about filling slots; it's about recognising excellence and nurturing talent. We're all about making sure the best instructors get the recognition they deserve while helping clubs find and retain the cream of the crop.

At the heart of CoverMe lies a vibrant community of fitness pros who set the bar high and raise industry standards. By providing a safe and reliable way to streamline cover provision, we're not just changing the game; we're transforming how clubs manage their staff. With CoverMe in their corner, operators can redirect their focus towards business growth and member satisfaction.

Product range and services

Our product range is designed to revolutionise club management. We're all about matching clubs with inspirational, fully-qualified and meticulously vetted freelance instructors to keep disruptions

at bay and member experiences soaring.

Our app, battle-tested and fine-tuned in real clubs, puts the power in the hands of operators. From managing existing instructors to scouting fresh talent, CoverMe has got it covered. With just three steps, managers can source cover, post audition requests and keep their schedules humming along smoothly.

Instructors who join our community earn points and badges, unlocking discounts from top brands like FitPro, CIMSPA and Sweaty Betty. It's our little way of saying thanks for being part of the CoverMe family.

Safety and compliance? We've got that covered too. Every certification and insurance document undergoes rigorous verification by our dedicated team. We'll even shoot you a friendly reminder when documents are due for renewal. Because when it comes to compliance, there's no room for compromise.

And let's not forget about the nifty QR code system. With just a scan, instructors can check in and out of clubs, while managers keep tabs on who's teaching and when. It's a game-changer for generating reports and saving precious time on admin tasks.

So there you have it: CoverMe Fitness, where convenience meets quality and excellence is the name of the game. Join us, and let's elevate the world of fitness together.

Key customers

All venues, from boutique studios to big-box fitness sites, including Virgin Active, Fitness First, Total Fitness and Serco Leisure.

Future plans

This year will see further expansion across the UK in geographical regions to establish the largest network of fitness professionals, including group exercise instructors, personal trainers, sports coaches, swim teachers etc of any platform. We have recently launched in Australia and North America and will also roll out to Canada, South Africa and Europe in the next 12 months.

Key personnel

- Rosanna Tucker, co-founder and CEO
- Beverlee Brinkworth, co-founder and COO
- Louise Crossland, head of commercial
- Edith Meredith, head of onboarding

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EGYM



Steve Barton,
Country Director UK

About us

EGYM is a global leader in fitness technology and corporate wellness with the vision of transforming healthcare from repair to prevention. EGYM partners with companies to improve employee health by providing access to fitness and health facilities, equipping facilities with smart gym equipment and digital solutions that offer an AI-driven workout experience for people of all skill levels. Corporates benefit from reduced healthcare costs and increased productivity, and clubs from a growing membership base that stays engaged.

Product range and services

EGYM offers a comprehensive ecosystem of fitness technology products – including hardware, AI-powered software, and partner integrations – to connect the training floor and create a truly personalised member experience.

FitnessHub is a single smart device for member onboarding, body analyses, and progress measurement. **Smart Strength** is our lineup of 19 adaptive resistance machines. **Smart Cardio** allows seamless integration and

tracking with leading cardio equipment brands. Our **Smart Flex** machines personalise mobility training for all target groups. EGYM's **operator software**, **Branded Member App**, and **Trainer App**, enable seamless member tracking, hyper-personalised training plans, and robust gym management. **Wellpass**, EGYM's corporate wellness solution, offers employees of partner companies access to a huge selection of local fitness and wellness services.

In early 2024, EGYM introduced EGYM Genius, a feature that integrates data from all fitness activities and equipment on the gym floor to create more accurate member training plans for faster results, higher member satisfaction, and more opportunities for club growth.

Key customers

EGYM partners with over 16,000 health and fitness facilities worldwide. Our solutions are customised for clubs of all types and sizes: gyms functioning with no trainers and minimal staff; boutique clubs offering a high-touch member experience; large enterprise gym chains; and public leisure facilities.

Future plans

EGYM will continue to break barriers in fitness technology and corporate wellness through innovative products, services, and partnerships. Leveraging AI, we will further drive ROI and member satisfaction by creating tailored solutions based on an individual's goals, history, and data. EGYM is also expanding Wellpass into the UK through the recent acquisition of Huddle, a leading player in the UK corporate fitness market. With Huddle, we will take another step in our mission to foster health and well-being in every workplace.

Key personnel

- Steve Barton, Country Director UK
- Tanya Hall, UK Tender & Partners Manager
- Craig Worley, UK Key Account Manager

epassi

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Emma Vivo, director

About us

Epassi UK (formerly Incorpore Ltd) are a leading health and wellness company, offering employee benefits designed to improve the health and wellbeing of the UK workforce.

For the last 22 years they have been on a mission to create a fitter, happier and more productive workforce by encouraging people to exercise regularly through their network of discounted gym memberships.

Since they launched their fitness network back in 2001, they have helped

millions of employees from thousands of companies improve their health and wellbeing, and have since become the UK's largest health and fitness network.

Over 2,000 companies across the UK and Ireland rely on Epassi UK's fitness network to offer coverage, choice, convenience and variety to support their employees' health and wellbeing. With over 3,800 fitness partners and 10,000 membership types, Epassi UK has something for everyone. Epassi UK partner with a variety of fitness partners from traditional gyms, health clubs, leisure

centres and boutique studios, to facilities offering dance classes, martial arts, climbing walls, sports and much more.

Product range and services

Fit and healthy employees are good for business, which is why Epassi UK encourage businesses to invest in the wellbeing of their employees by giving them access to their gym membership network. Epassi UK's gym membership network helps employees who are looking to improve their health and fitness, as well as helping companies who want to attract and retain talent and look after their team. With 12-month pre-paid memberships or flexible self-paid options available, their customers can choose an option to best suit their preference, needs and lifestyles..

Key customers

Over 2,000 companies from hundreds of different industries across the UK and Ireland including: Costa, Volvo, Trainline, Harrods, ITV, Grant Thornton, Sky, Haines Watts, Ricoh, Bosch, Siemens, IMG and Channel 4. .

Key personnel

■ Emma Vivo, director



How Strong is Your Member Connection?

3 Ways to Increase Retention



#1



insight

Actionable Customer Feedback

Create tailored feedback, analyse responses, and make smarter business decisions to increase customer satisfaction and drive referrals via TRP's sophisticated NPS software, **'Insight'**.

#2



digital

Effective Communication

Introducing TRP's **'Digital'** software to keep the conversation going when your members are away from your club. Deliver tailored messages to specific member groups automatically with email and SMS customer journeys.

#3



interact

Targeted Face-to-Face Interactions

Improve your level of service by creating an interactive and welcoming gym environment. Get to know all members with TRP's **'Interact'** tool and identify those who are at risk of dropping out to create valuable interactions on the gym floor to motivate members to stay.

Ready to Increase Your Club's Retention?

Request a Call Back Today via hello@fitronics.com

www.fitronics.com/trp



trp.

Powered by **fitronics.**

“ If we can increase usage, we will increase results. Insight allows us to see why people love us or why they leave us – I care what people think about us and if someone's not having a great experience, it helps us create improvements. Interact helps us to recognise those that are in high risk of leaving the gym or have changed their pattern. Our average stay before TRP was around the 6-month mark and in just under 12 months, we've doubled – it's exceptional. ”

Josh Fairbairn
Area Health & Fitness Manager
Castle Point Borough Council

Fitronics (TRP)

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Alan O'Riordan,
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

We've made substantial investments in TRP - shaping an exciting roadmap for the year ahead. The first half of the year will be focused on delivering features that solve our customers biggest problems, and a series of interface enhancements that will make it easier than ever to deploy a sophisticated member engagement strategy.

As we progress towards the end of the year, we'll be adding AI tools that help you reach members at the right time, with the right content, easily - enhancing the ability to personalise communications.

We will also be hosting our annual summits towards the end of the year. If you are interested in attending, contact us via hello@fitronics.com

Key personnel

- Alan O'Riordan, Managing Director
- Marc Jones, Head of Customer Experience
- Eddy Graham, Sales Account Manager
- Alex James, Sales Account Manager
- Peter King, Commercial Sales Manager
- Dave Ling, Regional Account Manager.



INTRODUCING THE WORLD'S MOST INTELLIGENT DIGITAL FITNESS PLATFORM

Our industry is failing to engage with people who are new to exercise. Gym operators leverage our digital fitness content and build member journeys that put the right support in place to set new exercisers up for success. These experiences are then hosted in your existing member app and/or displayed on TVs on the gym floor.



STEP 1: Pick content from a library of more than 3,000 pieces



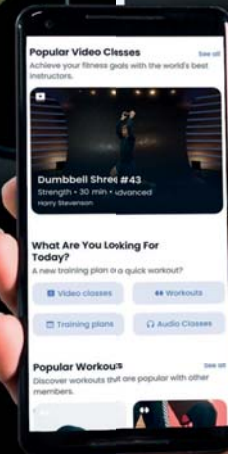
STEP 2: Function white label the content in your own brand



STEP 3: Build personalised member journeys with the content



STEP 4: Present the content in your member app and on the gym floor



FUXION

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Blog: <https://funxtion.com/press-blog/>

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Danny Woods, Chief
Commercial Officer

FUNXTION

About us

Funxtion is an intelligent digital fitness platform that enhances member engagement through the delivery of white-label digital fitness content. Having developed a unique open platform that seamlessly integrates third-party technology, apps, websites, and on-site digital displays, Funxtion provides gyms, studios, and corporate wellness providers with a highly customised and versatile omnichannel solution. Funxtion's content keeps members connected and motivated across all touchpoints, driving engagement wherever they are.

Founded in 2011 by fitness industry pioneers, Mendel Witzgenhausen and Ernst de Neef, Funxtion is empowering people on their journey to a healthier lifestyle. Through its unique, open platform, Funxtion makes it possible for fitness and wellness providers to deliver collated and customised digital content to individuals anytime, anywhere.

Product range and services

Built on open SaaS powered foundations, Funxtion's unique platform seamlessly integrates with incumbent applications, websites and in-gym content delivery

solutions creating opportunities for brands to extend their influence beyond the walls of their facilities. Funxtion's advanced platform collates content from multiple sources including the operators own library, world renowned third-party digital content providers plus Funxtion's own, beautifully shot, comprehensive portfolio of exercise demonstrations and workouts.

All content can be customised to reflect an operators own brand, reinforcing a visual connection back to the provider on every workout. Content can also be filtered in order to create a highly personalised experience for the member.

Our pioneering content platform is currently the most comprehensive and cost-effective omnichannel solution on the market. Integration can be completed in a matter of weeks and at a fraction of what it would cost to create a solution from scratch. The high level of personalisation and content segmentation allows all members a personalised content experience.

Key customers

Funxtion clients are located all around the world and include: Benefit

Systems (Poland), GoodLife Fitness (Canada), The Gym Group (UK), Sport City (Netherlands), Fitness First (Germany), FLG Group (Australia) and World Gym International.

Future plans

Funxtion will remain focused on partnering with multisite operators around the globe keen to support their members with an 'always accessible', quality, digital fitness content solution. Collaboration with third party content providers and technology partners is also a focus to ensure Funxtion's platform remains the frontrunner and the 'go-to' choice when it comes to the provision of white-label digital content.

Shows attending

Elevate, the Physical Activity Facilities Forum, W3Fit EMEA, Beyond Activ, The Convention & Trade Show, European Health & Fitness Forum and FIBO

Key personnel

- Ernst de Neef, CEO, Founder
- Mendel Witzgenhausen, CBDO Founder
- Danny Woods, CCO
- Melvin Rook, CTO

FUTURE FIT

FOR BUSINESS






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At Future Fit for Business, we offer a range of ready to go and bespoke support, from on-the-go microlearning to bespoke consultancy to create solutions tailored to your organisational goals. Whatever your budget, we're here to do the heavy lifting when it comes to providing training that can upskill employees, build client retention and increase profitability.





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FUTURE FIT
FOR BUSINESS



Rob Johnson, CEO and Founder

About us

Future Fit for Business provide all-encompassing learning and development solutions that empower organisations and their employees to excel. Since 1993, Future Fit have been consistently raising the bar when it comes to training for Community Sport, National Governing Bodies and the Physical Activity Industry, utilising these three decades of experience to provide our clients with off the shelf, and bespoke co-designed solutions that advance workforce capability and foster organisational growth.

Product range and services

From specialist education provision, such as industry-tailored mandatory training, to bespoke support, Future Fit

for Business provide solutions tailored to meet the needs, challenges, and aspirations of your organisation.

From an extensive library of online and in-person training courses written by industry professionals, to our custom-built LMS, specialist microlearning provision and innovative qualifications such as management and leadership, our programmes are designed to create change; developing skills, building knowledge, and making a difference to the communities our clients support.

Key customers

We've worked with some of the most prominent organisations in the UK, including Active Partnerships, NHS Trusts and Public and Private

Leisure Operators such as GLL, David Lloyd, Total Fitness, LED Leisure, Everlast Gyms and GM Active.

Future plans

We're continually working to strengthen our offering to both the physical activity industry and in new areas, so as ever our focus will remain on adding value to the sectors we support with pioneering education. We're proud of the work we've done so far to empower the wider public health workforce and we'll continue to create ways to improve the health of the nation.

Key personnel

- Rob Johnson, Founder & CEO
- Elaine Briggs, Chief Education & Partnerships Officer
- Tom Godwin, Group Operations Director
- Lewis Thompson, Business Development Manager
- Nickie Winslade, Client Development and Support Lead
- Jack Currie, Technical Solutions Manager

"Many companies talk of a partnership approach but not that many actually deliver and walk the walk. Future Fit has exceeded GM Active's expectations in this regard and as a result, together we have created some innovative and groundbreaking programmes. Their L&D expertise is second to none and their technical ability is inspiring. Genuine people, with a passion for the industry and a burning desire to serve the sector and contribute. A role model company for others to learn from in my opinion."

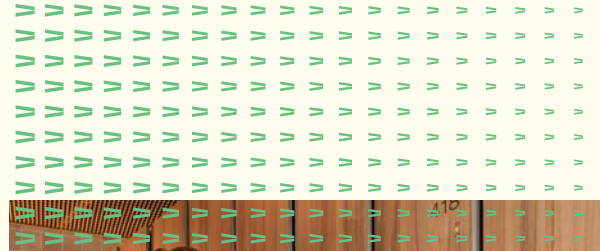
Andy King, CEO GM Active



INSPIRED ACCESS

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.

SALTO **W**ECOSYSTEM

GANTNER

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www.gantner.com

Gantner



Mario Morger, Vertical
Sales Director Fitness

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

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.

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, Vertical
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 Frenmark, CEO Fitness24Seven

WORKING TOGETHER TO SUPPORT 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

GLL

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Instagram: www.instagram.com/better_uk/

Facebook: www.facebook.com/BetterUK/

<https://www.better.org.uk/>



Peter Bunday,
Chief Executive

About us

We're sport, leisure and culture's leading staff-owned charitable social enterprise 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

Operating across leisure, health, libraries and sports development, GLL works with partners, stakeholders and customers to build active and sustainable communities and provide accessible facilities for all.

We believe in offering value-for-money and creating truly inclusive, affordable and accessible spaces. Our services are wide-ranging and offer current and potential partners a range of solutions and options for modernised service delivery, value for money and tangible added value.

USPs

The largest charitable leisure social enterprise in the UK, GLL is the UK's largest provider of public pools school swimming lessons, tennis courts, and public libraries.

We operate the UK's largest independent athlete support programme – The GLL Sport Foundation – which has helped over 26,000 athletes on their sporting journey since 2008, resulting in dozens of medals at international competition including Commonwealth Games, Olympics and Paralympics.

We are listed as a recommended provider of gyms by the leading consumer magazine 'Which?'. Additionally, our recent Gold Investor in People Award and accreditation by the Living Wage Foundation recognise our positive commitment to fair treatment of our employees.

We are rooted in local communities, at the heart of health and wellbeing, producing impressive amounts of social value – across a range of measures, from physical and mental health, to subjective wellbeing and individual and community development.

Future plans

Our 2025 strategies and roadmap are already well-shaped and are based on our Five-Year Plan, which was launched last year.

With our positive performance and improved social outcomes during 2024, GLL is well placed to be at the forefront of societal, economic and environmental change.

The future will see us focusing on excellent customer service alongside our social enterprise values and growing our social impact, while effective partnerships with national health and wellbeing agencies will support individual lifestyle and wellness outcomes.

We're delighted to see strong data indicators that show engagement with a diversity of age, demography and levels of activity across our facilities.

To foster community strength, health and mental wellbeing, we'll balance the provision of health, fitness, team sport and social activities across a 50/50 split of male/female users, backed by an enhanced digital customer focus.

Key personnel

■ Peter Bunday, Chief Executive

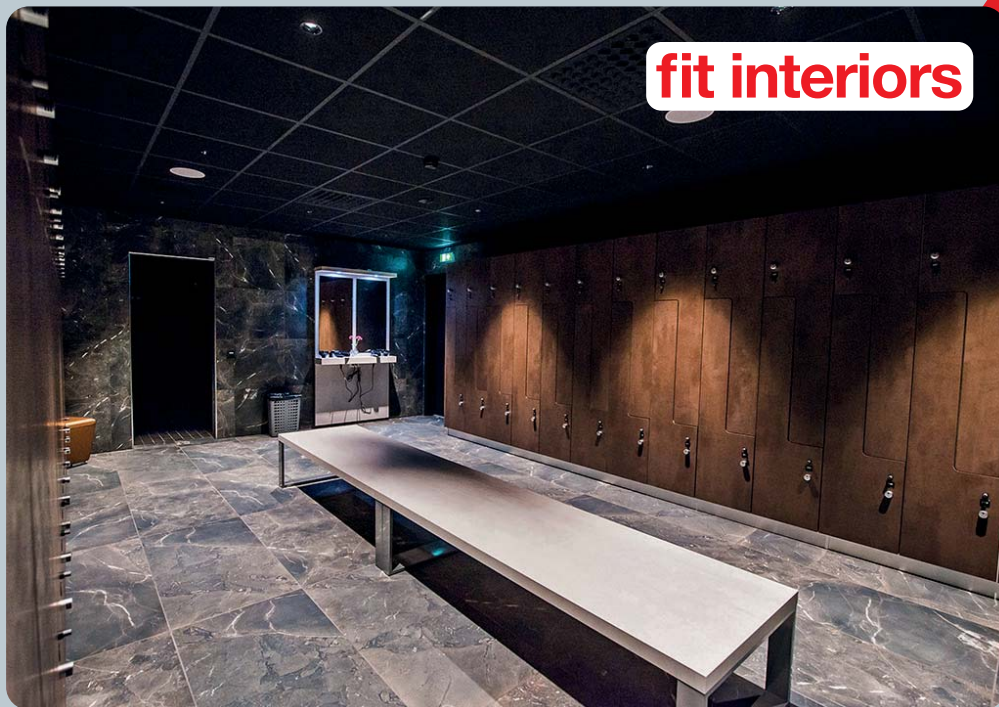
fit interiors

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Howard Braband,
Managing Director

GYMKITUK

About us

Gymkit UK has been distributing quality fitness equipment, flooring and lockers in the UK since 2003. Working with many of the UK's leading health club chains, hotels, and sports clubs the company has developed a trusted and respected reputation within the industry.

Product range and services

Peak Pilates: We are the UK Distributor for Peak Pilates, recognised as one of the world's leading premium Pilates equipment and education brands. Based in California, Peak Pilates is the preferred choice of many leading Pilates studios. We recently opened our own purpose-built UK Education Centre and Showroom in Cambridgeshire. Peak Pilates is owned by Maddogg Athletic who also own Spinning.

Fit Interiors: Lockers, Cubicles, Reception Desks, Interior Furniture. We also distribute lockers, reception desks, cubicles, and furniture for Italian locker manufacturer Fit Interiors. The company's philosophy is centred around design first, employing a team of architects to assist us with every aspect of design and layout. With more than 40 years experience in the fitness and wellness

sector, Fit Interiors brings the excellence of Italian design and manufacturing quality to fitness and wellness projects.

Flooring: We supply the highest quality synthetic turf and custom sprint tracks both direct and also wholesale. Our tracks are used by many leading health clubs and sports facilities.

Equipment: We supply a range of niche fitness and wellness products to both the commercial, home and retail markets. We are the European Distributor for Teeter Inversion Tables and distribute Renpho smart lifestyle products. We supply many of the UK's leading high street and online retailers including Currys, Costco, QVC and Decathlon.

Key customers

Virgin Active, David Lloyd Leisure, Anytime Fitness, 1Rebel, Bannatyne, UFC Gyms, Athelis, Trib3, Parkwood Leisure, 3D Leisure, Louis Vuitton, Harrods, Wentworth Golf Club, JCS, plus many Local Authorities, Trusts, UK and US Military, NHS, independent gyms and studios. We also retail direct to Currys, Argos, Selfridges, QVC, Costco, Decathlon, Sports Direct, House of Fraser, Wiggle and Evans Cycles.

Future plans

We have redefined our position and objectives within the industry to become more focused and streamlined. With a focus on 3 key areas.

1. We see significant demand for Peak Pilates Reformers and Education. We will continue to support existing and new customers in this sector.
2. We will also continue our focus on delivering some of the world's most beautiful lockers, reception desks and interiors, with some amazing new products and designs in the pipeline.
3. We plan to expand within the retail sector growing our existing product portfolio through our growing network of retailers.

Shows attending

Elevate, IFA, PerformX and FIBO

Key personnel

- Howard Braband, Managing Director
- Kerri Widdowson, General Manager
- Lou Back, Peak Pilates Brand Manager
- Kimberley Beavis, Interiors Brand Manager
- Kelley Casey, Consumer Business Development Manager



GYMNASIUM

جیمنازیوم

GymNation

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Facebook: www.facebook.com/gymnationme

Instagram: www.instagram.com/gymnation_me/

www.gymnation.com



Loren Holland, founder and CEO.

About us

In 2017, GymNation burst onto the UAE fitness scene, with a mission to become The People's Gym and an ambition to make improving health and wellbeing by going to the gym less intimidating, more affordable, accessible, and fun for everyone in the region.

Product range and services

Ranging from 25,000 to 60,000 square feet, GymNation is open 24/7, 365 days a year offering:

State-of-the-Art Equipment: Access to more than 500 Matrix cardio machines, free weights, and assisted gym equipment tailored for all fitness levels.

Dynamic Group Fitness Classes: Hundreds of complimentary, live, instructor-led group exercise classes including LES MILLS, Zumba and yoga, as well as exclusive signature classes including JumpNation, Sound Healing and BollyNation.

On-Demand Flexibility: Thousands of GymNation On Demand virtual classes available 24/7.

Women's Wellness Spaces: Benefit from ladies only gym areas and group classes, designed for comfort and inclusivity.

Expert Personal Training: Our team of certified, experienced personal trainers are on hand to inspire and support every workout.

Instagram-Worthy Interiors: Our gyms are filled with photogenic spots, featuring neon lights, motivational quotes, and stylish changing rooms.

BLITZ HIIT Studio: Our dedicated boutique HIIT studio is designed for high-intensity, calorie killing workouts.

Recovery Zones: Ice and Sauna Recovery Zones for post-workout relaxation.

Nutrition On-Site: Refresh and refuel at our Smoothie and Salad Cafés and Refuel Zones, offering healthy options to complement your fitness journey.

Key customers

GymNation is a community to support everyone, to celebrate and inspire each other to become better versions of themselves, by living happier, healthier and more active lives.

Future plans

Today, GymNation stands at 12 open UAE locations, with 12 more locations in fit-out across the UAE and Saudi Arabia. Once these locations mature

we will reach 23 gyms and over 150,000 members, and with many more in the pipeline our aim is to become the largest gym chain across the GCC.

Behind the scenes, we're diligently advancing our position as a world leading operator in the integration of technology, artificial intelligence, and data analytics. Our commitment extends beyond mere application, aiming to spearhead discussions and set benchmarks within the fitness industry and beyond, ensuring GymNation remains at the cutting edge of innovation.

We're not just building gyms; our vision is to play a lead role as the region's movement partner, championing healthy and active lifestyles alongside the importance of mental health and well-being.

Key personnel

- Loren Holland: founder and CEO
- Frank Afeaki: founder and COO
- Ant Martland, founder and CCO
- William Rasmussen-Dean, country director
- Karl Foster, CTIO
- Ishan Patil, head of finance
- Ian Mullane, board member

InBody

Monitor and manage
complete health with
InBody product solutions



InBody UK

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Instagram: @inbodyuk

<https://uk.inbody.com/>

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 MDR medically certified products that are accurate, ISO compliant and have been awarded an NHS place, across two frameworks now. We are experts in Body Composition and our hero products are sold across the medical and health and fitness industry worldwide. We also offer a range of other complimentary products to offer a complete health scan solution, this includes blood pressure monitors, digital height monitors, hand grip dynamometers, fall risk assessment measurement, wearable technology and home market products.

InBody analysers correlate incredibly high to gold standard, DEXA, and are now involved in over 7,000 research studies worldwide, supporting professionals

in medicine, fitness, professional sport, military and many more.

Constantly moving body composition forward, InBody have eight devices in the professional range, all going through strict certification to retain our industry leading standard.

Health data is key and our InBody app and LookinBody Web data management system, make monitoring easy, as well as providing historical storage. The goal setting on the InBody app, helps the end user focus on improvement and gives guidance to help reach achievable goals.

We work with a number of partners and key industry products, to integrate and help broaden our reach and services. Body Composition is becoming the normal now and we aim to educate and reach as many as possible. Our wellness events and days are available for facilities and businesses to purchase, and offer our expert products and staff without having to purchase a device.

Key customers

We sell and work successfully across multiple industry, having great success in NHS, Clinical, Fitness, Corporate, Education, Hospitality and Military

to name a few. Scanning from age 3 to 99, and having a range that can scan customers not able to stand and amputees, we see no limitations to our customers.

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.

Shows attending

Elevate, FIBO, Active Net, Perform X, Elevate, W3Fit 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.

CREATING A TRAINING SPACE?

GET IN TOUCH FOR A FREE GYM
DESIGN CONSULTATION!



GYM DESIGN



FLOORING



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Facebook: <https://www.facebook.com/Indigo.FitnessHQ>

Blog: <https://indigofitness.com/news>

www.indigofitness.com



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)



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www.innerva.com



Jon Hymus,
Managing 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 will further develop our solution to support active and healthy ageing, working with our health, academic and operator partners to meet the needs of those with long-term health conditions and bridge the gap between fitness and health. The next year includes the launch of our new digital solution and the results of a pioneering pilot to improve outcomes for stroke victims at University Hospital in Wishaw. Our continued international expansion will give the world's ageing population an accessible exercise solution to improve physical and mental health.

"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*



Inspace Fitness



Revolutionising the fitness industry

- > Gym Design & Build
- > Premium Equipment
- > Gym Flooring
- > Highly Experienced Team



Get in touch
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Inspace Fitness

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Ben Steadman,
managing director

About us

Inspace Fitness is an exciting, fast growing, fitness equipment, gym design and equipment service supplier based in the UK. Our vastly experienced and professional team have many years of supplying, designing and maintaining some of the best fitness facilities in the UK and Europe.

Supplying everything from flooring and accessories through to our numerous ranges of premium cardio and strength products. Much of our work includes delivering completely bespoke functional and performance fitness projects across all fitness sectors.

Inspace Fitness is owned by Ben Steadman and Phill Griffin and was launched into the UK market in 2021. The company was set up during the early days of the pandemic when Ben and Phill decided to go it alone and build this amazing, growing team and brand.

Product range and services

Inspace Fitness has its own fully commercial product range and services all of these products with its own in-house service and aftercare team. We don't trust anyone else to look after it for you!

Inspace has three Cardio lines which range from our entry level LED cardio through to our 18.5" Touchscreen consoles in our Premium LCD ranges. All these lines have interactive options and can be delivered with a variety of service and warranty packages. Whichever you choose our ever expanding and qualified team will take care of you.

Inspace also now has four pin-loaded strength lines, two plate-loaded ranges and a vast selection of accessories and other fitness related products.

Alongside this we supply premium flooring solutions from our factories in Europe. These are installed by one of the best teams of installation engineers in the UK. We also deliver bespoke racks, storage units and functional training solutions to a vast number of fitness sectors.

We have a solution that will fit the budget, deliver the outcome, and will ensure we provide total customer satisfaction on your project.

Inspace products are also suitable for homes and light commercial sites and these ranges are supplied with the same care and attention as our commercial customers.

In addition to all this, Inspace is the UK distributor of MILON and is partnered with some of the biggest and most respected fitness equipment companies across the globe. Partners we trust and experience we can fall back on to ensure we are up to date and always relevant within the fitness marketplace.

Key customers

Our main customers are:, Luxe Fitness, South Downs Leisure, Teignbridge Council, LED Leisure, Third Space, Solo 60.

Future plans

Inspace has grown from a team of two in 2021 to a team of eight and still growing as we add to our business development and customer service personnel. We will also be launching our new cardio and strength lines into the UK market.

Key personnel

- Ben Steadman, managing director
- Phill Griffin, co-owner/co-founder
- Andrea Oliver, sales director
- Shaun Pass, customer service manager
- Paige Mantyk, PA to MD and administrator

keepme



Connections

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Ian Mullane, CEO & founder

keepme

About us

Keepme delivers AI-integrated sales and membership solutions to fitness operators globally, unlocking the data in membership management systems to deliver insights that, when partnered with our built-in automation tools, help convert more sales, engage more members and create on-brand content.

Keepme empowers operators to increase revenue at every stage of the membership journey – from attracting and converting new members, to using predictive analytics to upsell services and increase LTV.

Created in 2018, by fitness operators for operators, it was born of a deep understanding of the industry's challenges and aims to enhance revenue growth.

Product range and services

Membership features of the platform include an advanced AI-powered solution, which leverages predictive analytics and automation. It empowers operators to enhance member engagement and increase customer lifetime value by identifying churn risks, dormant members and upsell opportunities. The built-in automation suite delivers personalised communications to the right people, at the right time and at scale.

Keepme Creator is the fitness industry's first generative content production suite designed exclusively for fitness operators.

By harnessing the power of large language models (LLMs), this tool generates tailored, high-quality content across various channels, including emails, social media, and blog campaigns.

It analyses gym's existing digital assets to maintain brand consistency and authenticity in all communications. Keepme Creator allows fitness operators to unleash their creative potential, captivate their target audience, and amplify marketing impact.

Every subscription enjoys instant access to our powerful campaign management suite. With a wide range of features, including ready-to-use email templates, an extensive library of automations, and a user-friendly drag-and-drop email builder, as well as SMS and WhatsApp sending capabilities, making it simple to manage campaigns.

Key customers

Keepme's customers are spread across 16 countries around the world. Our solutions are used by major

franchises in APAC, council leisure centres and Trusts in the UK, as well as high-end multi-site operators in the Americas and the Middle East.

Future plans

In 2024, we strive to continue redefining how the industry operates. As the industry becomes more responsive to AI and technological advancements, we will be delivering educational content and empowering operators to make the most of AI within their facilities.

We added Keepme Academy to our offering in January 2024, as well as a new scheduling feature and we have a number of other platform developments planned for the rest of 2024.

Key personnel

- Ian Mullane, CEO and Founder
- Steffie Bryant, Chief of Staff
- Jeet Kohli, Chief Technical Officer
- Michelle Thavasi, Director of Customer Success
- Hilary McGuckin, Director of Marketing
- Jon Dickson, Director of Sales – EMEA
- Chris Guaty, Director of Sales – North America

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Robin Gand, VP,
UK & Europe

About us

For over 40 years, Keiser has been a pioneer in the fitness industry, consistently pushing boundaries to deliver cutting-edge solutions.

Product range and services

Keiser's pneumatic technology and dynamic variable resistance empower users to build strength at any speed, offering unparalleled opportunities to achieve diverse training goals with exceptional results.

2024 brings the exciting launch of the M3i Studio Bike range- featuring the world's first self-generating battery, smooth ride and 72 gears as we continue to lead the industry in commercial cardio equipment.

We have also set a new standard in commercial strength equipment with the launch of our A400 strength line. Each piece within the A400 range offers unmatched user data for every rep performed, revolutionising strength training experiences.

We take pride in engineering and manufacturing every component of our machines exclusively in the USA, ensuring superior quality standards

that dynamically elevate human performance for users worldwide.

Key customers

Our clientele spans major health and fitness chains, independent fitness centers, elite sports teams, national governing bodies, medical facilities, educational institutions, military organisations, and home users.

Future plans

Keiser is excited to announce the relaunch of the industry-leading Keiser M Series Group App software, delivering enhanced functionality and user experience. In addition to working with major gym operators across the UK, we have several new partnerships to unveil.

Shows attending

IHRSA, FIBO, We3Fit, Elevate, Therapy Expo and Leaders in Performance.

Key personnel

- Robin Gand,
VP - International Sales
- Garry Spreadborough,
UK Sales Director



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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. Les Mills Pilates will be one of the first programmes off the block to launch 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 and boutique offering with LES MILLS CONQUER AND CEREMONY, 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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For more information, contact the team
01782 644900
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Matrix Fitness

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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 captivates members, is easy to maintain and delivers the best ROI. This year, Johnson Health Tech is expanding its portfolio with the Total Body Cycle, an all-new Connexus functional training offering and its Ultra Converging Chest Press with Intelligent Training console. Building upon last year, Matrix Fitness continues to champion its Sprint 8 programming and its Virtual Training Cycle, as well as the

latest digital updates of the Community and Engage 360app which create a vibrant and virtual fitness community that connects to members wherever they are. Matrix Fitness also has its Go Series Strength units which are ideal for 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 configuration that will improve traffic flow and help service more members when space is at its 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

2024 will see Johnson Health Tech expand its portfolio with the Total Body Cycle, an all-new Connexus functional training offering and the Ultra Converging Chest press with Intelligent Training Console to its strength range. There will be continued focus on its digital and connected solutions for all markets, including the consumer market, driven by its own product development and manufacturing plants.

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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Steve Ruffell,
Country Manager - UK

About us

Orbit4 is revolutionising facility management for fitness operators with an innovative all-in-one platform that outperforms traditional solutions. Thanks to Orbit4, you'll always have full visibility of your equipment inventory, the true market value of your assets and its entire service history. Our unique algorithms ensure that our customers receive actionable insights via asset usage and total cost of ownership data. This can lead to accurate procurement decisions being made when equipment approaches the all-important sweet spot of the best time to purchase new products.

With our seamless digital ticketing module, operators and integrated connected service providers can efficiently communicate until service tickets are completed and closed. Easy to read service performance metrics and business data

"Amazing software - without doubt the best tool for the job. Never going back to email ever again"

Josh Costello, Head of Sales & Marketing, JD Gyms

provides a compelling dashboard and reporting solution so that management can optimise their service agreements and relationships with partners.

With the addition of our dynamic operational checklist module, operators can create bespoke checklists for staff. For example, opening / closing procedures, health & safety checks and cleaning routines. The solution is connected to the ticketing module so that any outstanding tasks within the checklist can trigger tickets to other members of staff to complete so that general facility maintenance is maximised at every corner.

Our goal is to deliver an awesome piece of software that's going to change and improve the operations of our fitness facilities across the globe. Providing more data to everyone, improving the customer experience for our members and driving operational excellence.

Product range and services

■ **Asset Management:** Orbit4 provides visibility of every asset, tracks maintenance events, and triggers data-driven decisions over the asset's lifespan.

■ **Service Ticketing:** Connects assets to service providers via Orbit4's ticket manager, allowing efficient ticket raising and service performance tracking.

■ **Management Dashboard:** Offers a helicopter view for owners and managers to monitor facilities and assets, with transparent business and service performance metrics.

■ **Connected Ecosystem:** Provides actionable insights through the Action Centre, facilitating negotiation of service contracts and recommending the right product mix based on usage and ownership metrics.

Key customers

JD Gyms, GymBox, Third Space, Anytime Fitness, Holmes Place, GymNation, B-Fit, Glasgow Life, Life Leisure, YourTrustRochdale, BwD Leisure.

Key personnel

- Daniel Jones, CEO
- Steve Ruffell, Country Manager, UK and Ireland
- Kev Forester, Business Development Manager, UK and Ireland



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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 body-building recognised all over the world.

Product news

Our brand focuses on professionals who are training at high levels, offering a huge portfolio of cardio, strength and functional products.

The main news is:

1) 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.

2) FREEWEIGHT ONE In 2024:

Is the latest addition to our plate-loaded line. It emphasizes Panatta's renowned biomechanical precision and high performance, while also prioritizing compactness and user-friendliness.

3) 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.

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 over 40 new products to be launched in 2024.

Shows attending

IHRSA

Arnold Classic Uk – Presenting sponsor

FIBO – Golden Sponsor

Rimini Wellness – Golden Sponsor

Dubai Pro – Golden Sponsor

Dubai Muscle Show – Golden Sponsor



Creating strong, lasting partnerships, to encourage happier and healthier lifestyles

Working in partnership with **my healthy way**



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Glen Hall, managing
director

About us

Our mission is to create strong, lasting partnerships, built on a foundation of efficient and effective delivery, to encourage happier and healthier lifestyles.

At Parkwood Leisure, we don't just offer services; we offer a partnership that focuses on quality, innovation, transparency and environmental consciousness. Our success is not just measured in profits but in the positive impact we create together with our partners, clients and the communities in which we work.

As a family-owned business built on strong family values, we take pride in offering high-quality services that redefine industry standards and deliver an exceptional customer experience. We prioritise integrity, trust, and a personal touch, aiming to be big enough to make a tangible difference, yet small enough to care about every client, creating a sense of belonging and reliability.

Safe and welcoming environments are the foundation, but our interaction goes much further than facility operation, making a difference to the health and wellbeing of all of our communities.

We can only achieve this through our

team's collective dedication and passion. Our team members are partners in our collective success. At Parkwood Leisure, we foster a culture of collaboration, innovation and continuous learning.

Product range and services

Parkwood Leisure offers bespoke management services for a range of leisure facilities and health and wellbeing services. Our unique approach is backed by more than 25 years of experience, which has seen the organisation grow to managing more than 75 facilities across England and Wales, working with our sub-contractors Lex Leisure CIC and Legacy Leisure.

Parkwood also supports Lex Leisure CIC managing six golf courses under the Glendale Golf brand, four theatres, outdoor activity centres (including the Plas Menai National Outdoor Centre, in partnership with Legacy Leisure) and visitor attractions, including indoor rainforest zoo Plantasia, and heritage sites Pavilion Gardens in Buxton and Rufford Abbey Country Park.

The organisation has extensive experience in design, build, operation and maintenance. Working in partnership

with sister company Parkwood Project Management, we have led the consortia management of 14 new-build projects.

Key customers

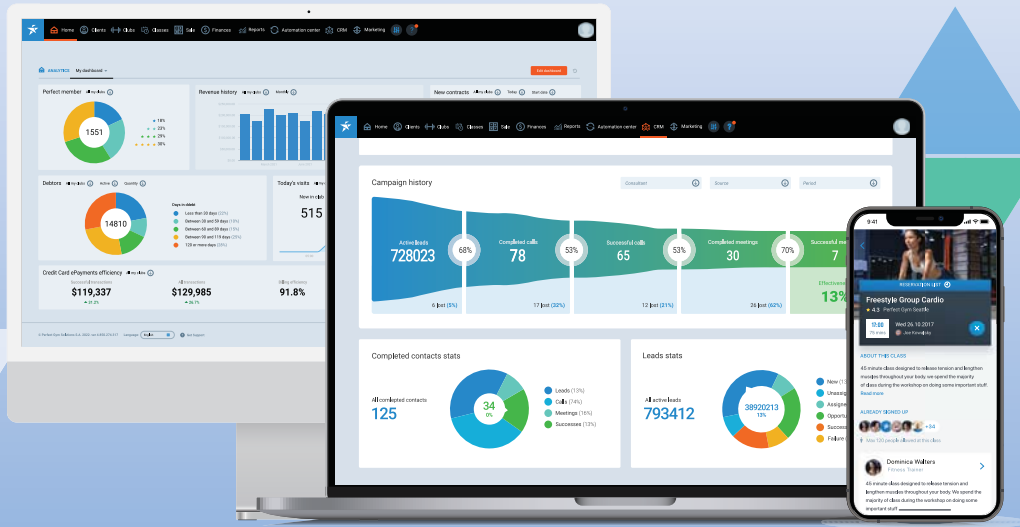
More than 30 local authorities and public sector partners across England and Wales, including the London Borough of Bexley, London Borough of Lewisham, Boston, Cardiff City, Swansea, North Devon, Erewash, Vale of Glamorgan, Rushcliffe Borough, North Somerset, Bristol City, Nottinghamshire County, Cherwell, the Royal Parks and Sport Wales.

Future plans

Over the next 12 months, we will continue to work with our partners to increase physical activity, tackle health inequality in the communities we serve and make a measurable difference to the quality of life of our customers.

Key personnel

- Glen Hall, managing director
- Giles Rawlinson, commercial & finance director
- Alex Godfrey, operations director
- Andy Farr, strategic director
- Graham Airey, IT Director



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www.perfectgym.com



Alex Callaby

About us

PerfectGym, part of the Sport Alliance group, 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 technology and payment partners, it simplifies and optimises business management

- **Membership Management** – convenient access to member, facility, and employee data for informed decision-making and effective oversight of facility operations.
- **Access Control** – supervise entry to specific zones, using configurable access rules.
- **Marketing & Automation** – automation of repetitive tasks and personalised communication with members.
- **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.
- **Business Intelligence & Analytics** – utilise the ETL connector to integrate with BI tools for faster data analysis and practical insights to support 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

We serve 1,800+ 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 Director

“One of our main strategies has been for a digital revolution of the business, and PerfectGym has been key to this. Rubicon Leisure operates a variety of venues with many different aspects to each of them. PerfectGym 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



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PHYSICAL
FIRST FOR FITNESS SOLUTIONS



John Halls,
Managing Director

About us

For 35 years, Physical has specialised in functional training, free weights, small group training and group exercise, building an unparalleled range of products, services and expertise in everything from equipment and flooring to design and installation. We've 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 puts everything you need in one place: studio and functional kit, mind-body, flooring, strength, combat, cardio, whole body vibration training (Power Plate) and more. We believe in the power of partnership, too, so while we expand our high-quality Physical range (see Future plans), we also exclusively partner with world-leading specialists such as Airex, BOSU, Ecore Athletic, Merrithew, secaTRU, Teca Fitness and

ZIVA, among others. This best-in-class approach allows customers to cherry-pick their perfect blend of products – all from one place, 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, The Shredquarters, Snap Fitness, Halo Leisure, Edinburgh Leisure, JD Gyms, Reshape Fitness, The Pilates Movement Studio and many more.

Future plans

We continue to develop our high-quality Physical range, incorporating user feedback to reimagine customer favourites and make them better than ever; 2024 launches include a fantastic new RBX rubber range – dumbbells, barbells and bumper plates – and a redesigned Evo bench. Meanwhile,



exciting new partnerships will allow us to offer best-in-class products across an increasingly diverse range of categories.

Shows attending

FIBO, Elevate, Physical Activities Forum (PAF), The Flooring Show.

Key personnel

- John Halls, Managing Director
- James Anderson, Director of Sales & Marketing

"As soon as we started speaking to Physical, we knew we wanted to work with them. The team is hugely knowledgeable and helpful – they understood exactly what we were trying to do and proposed excellent solutions – and the equipment and flooring are great quality." *Theo Loucas – Co-founder, Reshape Fitness*

**BECAUSE
COMMUNITY
MATTERS**



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Belinda Steward,
Managing Director

About us

As part of Places for People, we are one of the UK's leading social enterprises, welcoming more than 30 million members to around 100 health and wellbeing facilities across the nation annually.

We aim to enlighten our communities about the benefits of a healthy lifestyle in collaboration with local authorities, customers and partners both within our thriving community hubs and out in the wider community.

By understanding the needs of the community we aim to create behavioural changes that improve the physical and mental wellbeing of individuals and social wellbeing of the collective.

Places Leisure (formally DC Leisure) was established in 1991 and steadily grew from four facilities in 1994 to more than 100 today.

It was privately owned until 2012 before being acquired in a ground-breaking move by Places for People; becoming the first leisure provider to join forces with a housing provider.

Product range and services

Our vibrant and attractive spaces encourage communities to play sport,

socialise and engage in physical activity. Across the country our centres provide a broad variety of spaces for their communities, including:

- 67 swimming facilities
- 85 top class gyms
- 150+ group workout spaces
- 22 places to play squash
- 60 sports halls
- We even have libraries, banks, GP surgeries and pottery courses operating from our sites!

Our facilities are about more than just health and fitness. By welcoming clubs, charities and societies to exploit the space available they can become the beating heart of the community.

We offer tangible rewards and love nothing more than seeing the impact that our people and facilities have on our communities.

From guiding a child through their first strokes in the water to offering a place where goals are established, safe spaces are offered and health in every form is promoted.

As a social enterprise we are passionate about generating social value for the communities we serve. Using the Moving Communities Social

Value Calculator, which assesses the local impact on health, education, subjective wellbeing and crime, Places Leisure generated an estimated £131m of social value in FY 2022-23.

Key customers

Our key customers are our clients, our local authority partners, our communities, and our members.

Our services have something for everyone; swimming lessons for children, support sessions for wellbeing groups, gym classes for adults, aqua sessions for older adults.

Key personnel

- Belinda Steward, Managing Director
- Dan Walker, Business Development Director
- Tatiana Hagan, Finance Director
- Tom Goodhand, Operations Director
- Chris Payne, Healthy Communities Director
- Clare Garcia, People Director
- Jamie Brown, Commercial Activities Director
- Keiron Butcher, It Director
- Keith Evans, Director Of Safety And Risk
- Martin Anderson, Projects Director



REDEFINING WELLNESS

From iconic vibration training platforms to the groundbreaking new REV™ cycle, Power Plate's innovative vibration technology offers comprehensive solutions for redefining wellness within gym environments.

Leveraging these tools to enhance recovery, improve performance, and promote overall wellness enables gyms to:

/// Increase Attendance

Optimise member experiences

/// Improve Retention

Increase satisfaction and loyalty

/// Generate Revenue

Provide added value for members

/// Enhance Wellness

Promote muscle activation and accelerated recovery

POWER PLATE®

Power Plate

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Facebook: www.facebook.com/PowerPlateUK/

www.powerplate.co.uk



Steve Wright, Power Plate vice president UK & EMEA

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

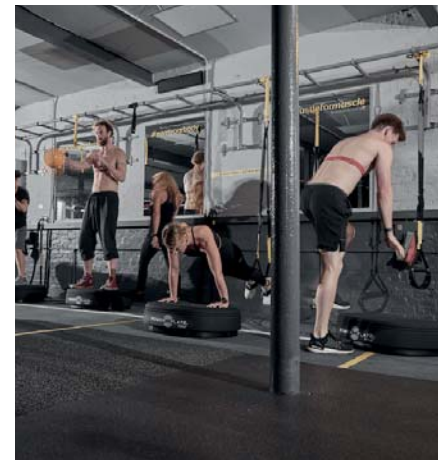
Everyone Active (SLM), MyTime Active, Fusion Lifestyle, Village Gyms, Bannatynes, DLL, Nuffield, Xcelerate gyms, Snap Fitness, Anytime Fitness,

Energie Fitness, Marriott Hotels, Hilton Hotels, Feel Good Fitness, Accomplish Fitness, Leap Fitness, Vibe Tribe.

Future plans

Over the last few years, our industry has seen major changes, with many new or emerging fitness trends coming to light. For Power Plate the main focus areas for the next twelve months in terms of growth will be centered around wellness, with an increased focus on recovery, biohacking, "exercise is medicine" and supporting customers with various campaigns to attract new / non members into facilities.

We are seeing a rapid increase in the number of recovery spaces being requested; this has led to collaborations with partners such as Indigo Fitness who developed a unique solution incorporating Power Plate for their recovery concept using a cleverly designed modular system for a well rounded, positive exercise experience.



Power Plate being used within Small Group Training

Key personnel

■ Steve Wright, Power Plate vice president UK & EMEA

"Our vibration-enhanced Revolution classes now deliver group cycling with added revs, literally," says Jegede. "Our members don't just get a cardio workout but a strength one too. It's one of our most effective classes, delivering 45 minutes of intense work that you can really feel." JJ Jegede, *Leap Fit Studio, Hackney, London*



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ASSET MANAGEMENT.



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OF PART OR FULL FACILITY.



TRADE

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Graham Bertrand,
Managing Director

About us

PSLT are dedicated to offering 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 here 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
- Rachel Palfreman, Sales Manager

“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

TRIPLE THE POWER OF MEMBER RETENTION.

Enhance member engagement, experience and retention with **TRAKK**, the connected ecosystem from Pulse Fitness.

- Trainers can easily connect with clients to set goals, create workouts and monitor their fitness journey.
- Easily send personal or automated messages directly to members, helping them to stay motivated and engaged.
- Allow members to follow ready-made workouts, log gym sessions and track their progress all through the iOS and Android app.



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Youtube: www.youtube.com/@pulsefitnessuk

<https://pulsefitness.com/>



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 expertly design, develop and manufacture its products in the UK.

Product range and services

Pulse Fitness offers a variety of different equipment ranges, from Classic, Club, Dual 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, including the latest addition of 'Pulse Fitness On

Demand', which allows gym members to work out alongside expert personal trainers on select Cardio machines.

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.

Pulse Fitness is thrilled to announce the grand opening of our state-of-the-art showroom gym at Headquarters which will serve as a dedicated hub for ongoing research and development. Functioning as a live testing ground, the space will gather valuable insights and feedback from users, fostering a customer-centric approach to continuously enhance and refine machines based on real-world usage and user preferences. In addition to its role as a hub for innovation, this space will operate as a fully functional commercial gym.

Pulse Fitness is excited to be adding new market-leading products to the extensive ranges, including the launch of a brand new Functional Cardio Line for 2024.

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

Until, Alton Towers Resort, Holiday Inn, Leisure United, Forest House Health Club, Anytime Fitness, Nuffield Health, Hilton

Hotels, JD Gyms, Everlast Gyms, WV Active, 3D Leisure, Lifestyle Fitness, Westfield Health, XCELERATE GYMS, InspireAll Leisure, The Runnymede Hotel & Spa 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, PerformX, FIBO, Ukactive conference, W3FIT.

Key personnel

- Dominic Hyett, Managing Director
- Gregg Rumble, Sales Director
- Gary Hyett, Operations Manager

“From the moment we contacted Safe Space, it was clear that we were dealing with a company that prioritised professionalism and efficiency. The ordering process was smooth and hassle-free. Their team of experts guided us through every step, from choosing the locker configurations to selecting finishes that complemented our boutique aesthetic, they listened to our needs, and they provided solutions tailored to our unique requirements.”

Jon Williams, Group MD, Forest House Watford

seca
Precision for health

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speak for you:

Medically validated
body composition
analysis for fitness.



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<https://secatru.com/en-gb/>

seca
Precision for health



Nik Elphick, fitness sales manager

About us

As a leading provider of medical measuring and weighing we take body composition analysis for health and fitness to the next level with gold standard validation. Never before has the assessment of muscle and fat mass parameters been so easy, accurate and meaningful.

The seca TRU helps gyms become real promoters of health and create a stunning training experience, which will attract and inspire new members.

Established in 1840, seca is still family-owned and has become a med-tech company that continues to exemplify a legacy of innovation, precision and commitment to advancing medical weighing and measuring.

With our in-house research and development department and our collaboration with research centres worldwide, we actively contribute to shaping the forefront of medical bio-impedance technology.

Product range and services

Anyone who takes a measurement with the seca TRU will immediately notice the advantage over other brands, both in the software and in the hardware. But what

matters most in body analysis are things that are initially invisible and only manifest themselves in study data. For example, the seca TRU determines muscle mass with the accuracy of an MRI. A unique feature in the world of body composition analysis.

Behind each measuring parameter stands a validation against the medical gold standard, as proven by a comprehensive and transparent study of more than 3,000 participants.

From the fixed positioning of the electrodes on the railing to the pre-set positions for the feet and the ultrasonic height measurement – the entire production design of the seca TRU creates an unparalleled reproducibility and thus creates identical and comparable conditions for every measurement. In addition, seca TRU offers the highest level of automation and digitalisation, enabling seamless and autonomous integration.

Key customers

The seca TRU is the go-to choice for everyone who values results that are based on medical precision and wants a seamless integration of body composition analysis into the health club, gym or physical therapy.

Customers include: Sports Test, UFC, Crunch Fitness, Kieser, Clever Fit

Future plans

In the coming year we will further improve to create a stunning training experience for gym members.

The seca analytics 125, the seca TRU software platform, is constantly updated and introduces new functions and parameters, as well as new validation data from ongoing studies, ensuring a fully validated BIA solution.

Having partnered with EGYM and Technogym, we continue to expand our network to simplify the integration of the seca TRU into studios. With a UK-based team of dedicated engineers, we aim to elevate the overall quality and accessibility of our services such as training and onsite support even further.

Shows attending

FIBO, Elevate, W3Fit

Key personnel

- Simon Ford, managing director UK & Ireland
- Lucy Zecchin, director of sales
- Nik Elphick, fitness sales manager



MORE



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customers make
more of every day

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Serco Leisure

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www.serco.com/uk/sector-expertise/citizen-services/leisure-services



Simon Lane,
Managing Director

About us

Founded in 1983, 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 UK Active's Outstanding Organisation of the Year. Working collaboratively with independent charitable trusts, including our national partner More Leisure Community Trust, we operate over 50 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

The customer is at the heart of everything we do, but sometimes that 'customer' is an actual member of staff, which is why we recently

launched a new Serco Leisure Employee Benefits package, offering discounts on products our teams actually use.

Free swimming lessons for one child, and 50 per cent off for all subsequent children. The same deal on holiday activity programmes and sports courses. Big savings on camping and other activities at our national centres. Free swimming lessons to any staff member who wants to learn. Discounts on food and drink at all of our centres. These are just some of the offers available to our colleagues throughout the business.

The new scheme is our way of showing extra appreciation for the teams who support our customers to make more of every day..

Key customers

Sport England, WheelPower,
Local authorities.

Future plans

In 2023, Serco Leisure launched our new vision and customer promise – to 'help our customers make more of every day'.

In 2024, we're working hard to bring those words to life, supporting the people who use our centres to lead more active, more enjoyable, more socially cohesive lives.

Utilising our new Single-Customer View CRM system, we are providing 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

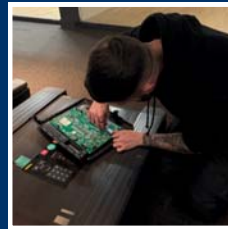
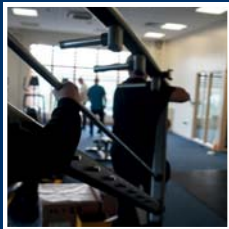
- Simon Lane, Managing Director
- Steve Nelson, Director of Leisure
- Sally Kurton, Director of Operational Support
- Steve Lawrence, Director of Stakeholder Engagement
- Leigh Brooks, Director of Marketing & Customer Experience
- Warren Higgins, Business Dev Director

"The knowledge, expertise and experience Serco bring is first class. In the post-COVID era, we're confident they are the operator who will provide the level of service, variety of activity and the inclusive welcome the people of Birmingham deserve."

Dave Wagg, Head of Sport & Development, Birmingham City Council

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Instagram: www.instagram.com/servicesport/

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www.servicesport.com



Michael Ellis

About us

ServiceSport UK is the UK's leading independent service provider for the servicing, 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 an ad-hoc basis or all-inclusive maintenance cover that also includes complete asset 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.

ServiceSport UK manufacture a range of gym equipment parts in-house, such as treadmill decks, pulleys, joystick levers, treadmill plastics and more using a CNC machine and industrial grade 3D printers.

To complement the portfolio of services, ServiceSport UK also supplies custom branded workwear including t-shirts, fleeces, blouses, jackets, and hoodies.

Key customers

Anytime Fitness, énergie Fitness, The Ministry of Defence, Nuffield Health, Bannatyne Health Club, The Gym Group, Fitness First, Pure Gym, Parkwood Leisure, Johnson Health Tech Digital, Edinburgh Leisure, Fife Sports and Leisure Trust, 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
- Colin MacGillivray, Project Manager
- Matt Hoffman, Country Manager

SPEEDFLEX⁴

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Instagram: www.instagram.com/speedflexltd/

www.speedflex.com

SPEEDFLEX
HIIT WITHOUT
THE HURT



James Smith,
director of sales UK

About us

Pioneers of the revolutionary 'HIIT Without the Hurt' training method, meaning no joint pressure or pain during the workout, and no DOMS after it, Speedflex is the most inclusive workout in the world.

It offers safe and effective, high intensity, low impact HIIT training in a variety of formats, from connected fitness on the gym floor to full studio solutions. With instant personalised resistance, the workout is suitable for every level of fitness. Speedflex was formed in 2011 by a collective of sporting and business titans. Chair, Sir Graham Wylie, is co-founder of The Sage Group. CEO, Paul Ferris, was Newcastle United's youngest ever player and then a physiotherapist at the club. Footballing legend, Alan Shearer, is a co-owner of the business and an avid user.

Product range and services

Speedflex machines are designed to be installed in a studio setting and used in group exercise classes and we work with our clients to offer the most suitable solution, in turn enabling the

client to offer their customers the best possible full body workout.

The latest launch of the Speedflex Blade has enabled us to diversify our offering and reach new markets.

Featuring a built-in touch screen and over 100 trainer-led full body workouts accessible at the touch of a button, we've been able to expand across the commercial fitness market, enabling the Blade to sit directly on the gym floor.

This innovation has also enabled us to enter the hotel market, offering guests of any age or fitness ability a pain-free HIIT Without the Hurt workout, without any need of staff supervision or worries about exercising incorrectly.

The versatility of the Speedflex Blade means that operators are able to use it in both a gym floor small group training environment, and as a way of providing connected fitness experiences for members to train on their own.

We establish the needs and demands of each facility's demographic to help design the correct solution for that site early in the partnership process.

Alongside our products we have a team of dedicated master trainers

ready to support staff with full training so that they are confident to deliver high quality Speedflex sessions to members.

Key customers

Speedflex primarily caters to the gym and leisure centre industry, with a recent expansion into the hotel market, and the home market.

The introduction of the Speedflex Blade has enabled gyms and operators to place Speedflex on the gym floor, allowing members to workout on-demand.

Future plans

In 2024 Speedflex aims to continue expanding into gyms, leisure centres, hotels and beyond. Speedflex will be hosting multiple events for key industry professionals and clients, helping to expand client base and reach bigger markets.

Key personnel

- Paul Ferris, chief executive officer
- Mark Simpson, chief operating officer
- James Smith, director of sales UK
- Austen Wilson, sales director Ireland
- Matt Bolam, master trainer

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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 program, based on performance metrics, has proven to be one of the most effective tactics amongst our clients for increasing revenue and inspiring customer loyalty. We are expanding these capabilities to offer tracking outside of the club, allowing members to earn more, compete in club challenges, and reach personal milestones as they work out anywhere.

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

PREMIER GLOBAL

**EXCLUSIVE HOME OF
PREMIER GLOBAL**

*2023/4 ukactive
Education Provider of the Year*






Rated "Enhancing" by  **CIMSPA** Rated "Highly Commended" by 

Study Active is renowned for providing the very best in fitness education delivered nationally to both individuals and organisations.

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?

-  CIMSPA endorsed health & fitness qualifications
-  Active IQ online learning resources
-  Work-based and distance learning routes to achieving qualifications
-  20 Active IQ accredited online CPD courses included for all learners
-  Ongoing fitness sector support and guidance



ActiveIQ



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Facebook: <https://www.facebook.com/studyactive1>

LinkedIn: <https://www.linkedin.com/company/study-active/>

Blog: <https://studyactive.co.uk/blogs/news>

<https://studyactive.co.uk>



James Luscombe,
Managing Director

About us

Study Active – the exclusive home of Premier Global, 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 “Enhancing” by CIMSPA as well as winning the 2023 ukactive Education Provider of the Year award.

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

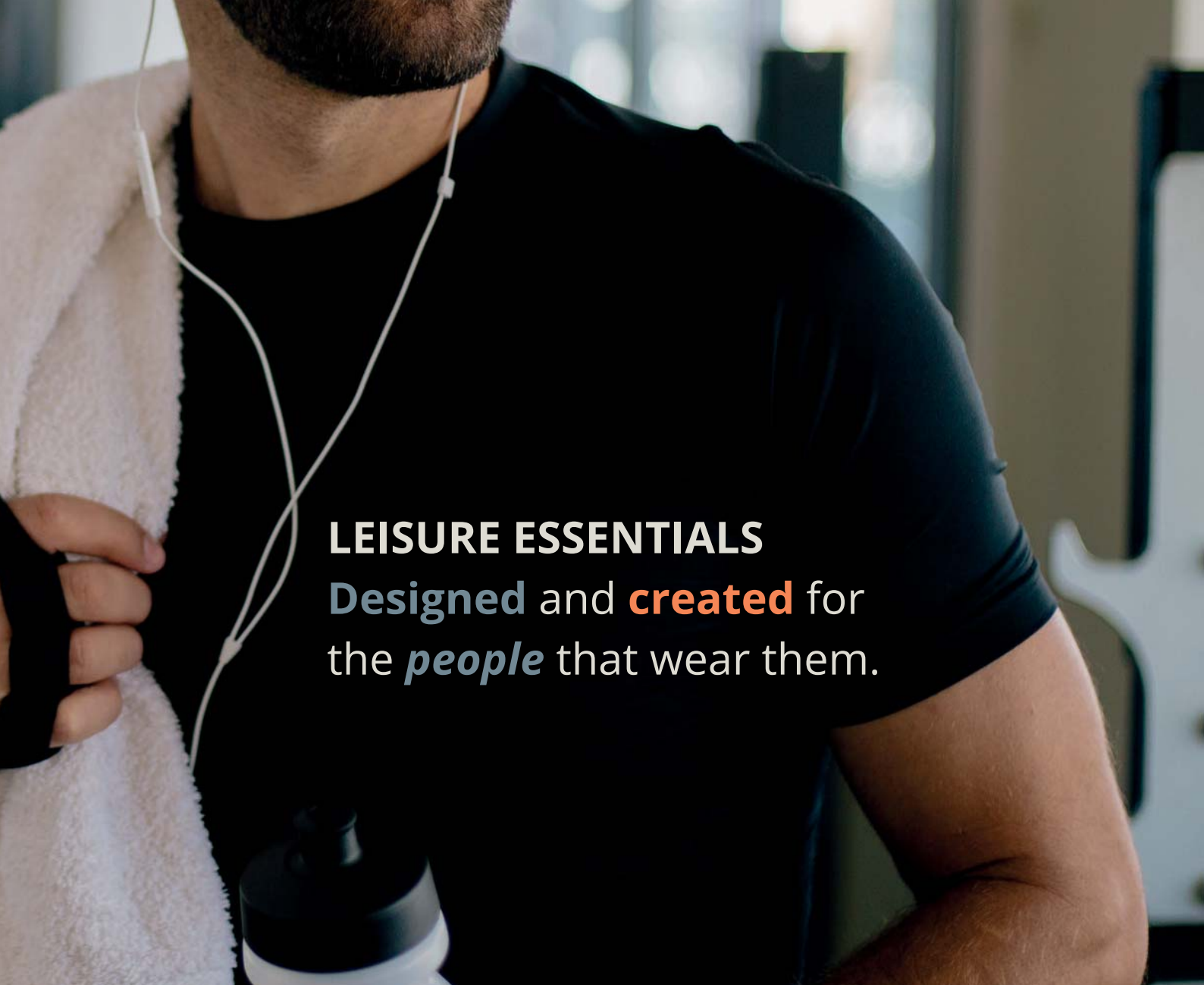
Study Active pro-actively engages with the fitness sector via events such as Elevate and the ukactive awards. Study Active is always keen to engage with the sector and see events both large and small as an ideal way to achieve this.

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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LinkedIn: www.linkedin.com/company/3013433

Blog: <https://tmd1993.com/news/>

www.taylormadedesigns.co.uk



TaylorMadeDesigns



James Taylor,
Managing Director

About us

Born out of a passion for clothing, Taylor Made Designs exists to create desirable corporate clothing and brand-enhancing merchandise. With over 30 years of experience providing in the leisure sector, Taylor Made Designs offers an end-to-end garment management service, with design consultations, storage and fulfilment, in-house branding, and an online ordering platform all 'Tailored' to your brand.

TMD helps your staff not only look their best but feel their best, with our Leisure Essentials Range designed and created for the people who wear them. Our affordable, comfortable, and stylish Leisure Essentials Range is the perfect addition to a leisure setting, with our in-house branding we can ensure quality and efficiency every step of the way.

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, Myzone, Doncaster Leisure & Cultural Trust.

Future plans

Taylor Made Design's vision is to 'Taylor' the future of sustainable corporate clothing by shaping the 'now and the next' through constant improvement, inspiration, and innovation. By continuously improving and developing our processes and end-to-end garment management services while working towards a more sustainable future by continuing to reduce our carbon footprint..

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*

TECHNOGYM CHECKUP DISCOVER YOUR WELLNESS AGE™



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-  BODY COMPOSITION
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-  BALANCE
-  STRENGTH
-  CARDIO

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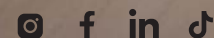
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Technogym

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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 is the 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. The 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 Ferrari and McLaren F1; 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
- Lara Pallard, 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



SUCCESS ISN'T A PT CERTIFICATE

IT'S A CAREER.

THFI

Do you just want a PT certification? If you do, then we can help you with that no problem, but so can everyone else.

If you are looking for something more, you are in the right place.

Did you know 60% of personal trainers leave the industry in less than 12 months after qualifying? An odd stat for a PT certification company to give you, you might think? It's the hard truth and a reflection of the industry.

While others simply try to churn out as many 'qualified PTs' as possible, at THFI, we measure ourselves on our ability to deliver you long term success and a career that truly makes a difference.

FIND OUT MORE



www.thfi.com

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www.thfi.com



Dan Rees, managing director

About us

Our aim to make a difference to the Personal Training education marketplace. In an industry that tries to churn out as many qualified PTs as possible, we measure ourselves on our ability to deliver long term success, and rewarding, successful careers.

THFI was born out of frustration with Personal Trainer education companies. We make the difference in a market that focuses on volume not quality. Our core focus is preparing PTs for the real world, so we mentor individuals through the first 12 months after achieving their qualifications.

Product range and services

We truly believe that being a great Personal Trainer is one of the most powerful and impactful jobs on the planet. What other profession allows you multiple touch points every single week to help fix someone's health and fitness? To change someone's life?

Yet until now, those who choose this admirable career path have been let down. Underprepared, under-equipped. An industry that should be replete with fantastic people doing fantastic work

is too often held back by inadequately trained, inadequately educated, inadequately motivated trainers.

That needed to change. That is what we are here to do.

Qualifying as a Personal Trainer, Wellness Coach, Strength and Conditioning Coach or a Nutrition Coach with The Health and Fitness Institute is not the same box ticking exercise you experience with other providers. Our responsibility to you is to ensure that you are prepared for a long and successful career in health and fitness, and that means more than just passing your certification.

We will ensure that you have a true understanding of what it takes to be a success in your chosen career path, and prepared for all the trials and tribulations that come your way. Your certification is important, but it is only one part of what makes qualifying with THFI unique.

Unlike other providers, our service to you doesn't stop as you complete your course. We are invested in your success. Our team offer continued support in those difficult days, and mentor you as you navigate your chosen career path.

In 90% of gyms, once you qualify,

you're on your own. But with our unparalleled mentoring programme and ongoing support from some of the leading personal training executives in the world, you couldn't be better placed to make a success of your career.

Key customers

Our key customers are people who have a passion for wanting to change and improve their clients lives, across multiple positive touch points, such as nutrition, physical activity and exercise, sleep, rest, recovery and resilience.

Future plans

Our focus is to provide unique education, support and mentoring opportunities to change the landscape of health and wellness education.

Our core aim is to improve the career opportunities for individuals within our sector. Be that with market leading entry qualifications and mentoring, or unique CPD opportunities to help people thrive in their chosen career pathway.

Key personnel

- Dan Rees, managing director
- Greg Sayer, head of operations

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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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wattbike



Steve Marshall,
UK sales manager

About us

Multiple decades of elite training know-how distilled into the world's best indoor bike trainers, Wattbike's mission is to improve the fitness and performance of every athlete in the world. That's why Wattbike is chosen by the world's top sporting teams, elite athletes, coaches, plus hundreds of health clubs and fitness centres across the globe.

No other indoor trainer measures every pedal stroke and revolution more precisely, giving riders instant insights to get the most from their workouts, testing, rehabilitation programmes and more.

Wattbike was born more than 20 years ago with one goal – to create the ultimate indoor training bike and unlock new levels of performance.

The first Wattbike launched in 2008, in partnership with British Cycling. That same year, Team GB won 60 per cent of the cycling gold medals at the Beijing Olympics.

Constant innovation in technology and design has led to Wattbike being the gold standard for indoor training, used by elite and amateur athletes alike in the pursuit of improved performance.

Product range and services

Wattbikes give members access to powerful and unique fitness and performance insights that no other gym equipment can give, from accurate power data to pedal technique tracking and left versus right power balance. It is the ultimate training and fitness testing tool.

Benchmarking and testing is an essential part of delivering effective member training experiences. Testing allows members to measure their fitness, provide motivation and personalise workouts for their fitness level. With unrivalled, independently verified accuracy, repeatability and ease of use, Wattbikes have built-in testing protocols that allow for a variety of tests from peak power to endurance-based FTP testing.

One of the most frequently used tests is the Health Assessment Submax Test, which gives users their Cardio Respiratory Fitness (CRF) score. This CRF score provides a predicted VO₂max to highlight current health and fitness benchmarks. The score allows members to assess their fitness compared to their age and gender peer groups, adding a layer of motivation.

Once completed, members will be provided with personalised training zones and a recommended training plan for their fitness level.

Key customers

All major health and fitness operators across the country, such as Third Space, David Lloyd, Virgin Active and many more.

All elite sport training centres, military, rehabilitation and sports science use Wattbikes heavily.

Future plans

The next year is a really exciting time for Wattbike with significant investment into the Wattbike Hub training platform. Personalised performance is our number one priority to give clients and users a unique training experience and give them the tools they need to achieve their goals.

Key personnel

- Tom Crampton, head of commercial
- Steve Marshall, uk sales manager
- Kat O'Sullivan, northern sales manager
- Marcus Partridge, southern sales manager



Everyday wellbeing for every employee

Fitness

Nutrition



Mindfulness



Wellhub

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<https://wellhub.com/en-uk/partners/>



Cesar Carvalho, CEO

About us

Wellhub (formerly Gympass) is a corporate wellness platform that connects employees to the best wellness options for fitness, mindfulness, therapy, nutrition and sleep, all included in one subscription.

With Wellhub, businesses and HR leaders can implement best-in-class corporate wellbeing programs that are proven to drive widespread employee adoption and engagement.

More than 15,000 companies in 11 countries use Wellhub to give their millions of employees access to holistic wellbeing benefits. With Wellhub, employees can check-in with their wellbeing every day. The result is better productivity, higher retention, and lower healthcare costs. This is the Wellhub Effect.

Product range and services

Wellhub offers a diverse range of wellness options for employees, including access to over 50,000 gyms and studios, 2,500+ virtual personal trainers, and 70+ premium wellness apps. Our services are designed to support fitness, mindfulness, nutrition, and sleep, providing extensive choices at a lower cost than direct memberships. Wellhub's flexible plans, without enrollment or cancellation fees, aim to enhance holistic wellbeing, reduce healthcare costs, and improve employee retention and productivity.

Key customers

Thames Water, Centrica, Santander and Barclays.

Future plans

Recently, Wellhub announced its rebranding to reflect its expanding range of services. Wellhub is more focused and dedicated than ever to continuous innovation and expansion to address the ever-changing needs of companies and their employees. The rebranding is also part of the company's preparations for an initial public offering (IPO). The timing and location of the IPO have not been determined, but Wellhub has begun its preparations for the event.

Key personnel

- Cesar Carvalho, co-founder and CEO
- Luke Bullen, CEO, UK & Ireland
- Eamon Lloyd, VP of Fitness Partners, Europe

"Whether that's participating in yoga, or group fitness sessions, or just joining a local gym - understanding that one size does not fit all and having multiple programs in each of our pillar areas which include physical, emotional, social, spiritual, and financial wellbeing. We couldn't do that without Wellhub."

Lauren Dolinski, Director, Employee Wellness at Northwell Health



Bottom line, successful club operators need WellnessSpaces

Today's members want solutions for total body wellness with massage, cryotherapy, mental fitness, and more.



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"How to build
a wellness space"



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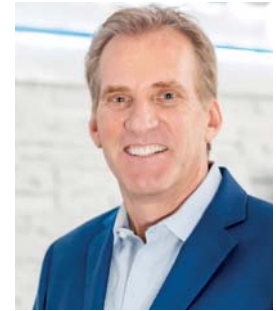
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Paul Lunter, CEO

About us

WellnessSpace Brands offers industry-leading experiential wellness products, including HydroMassage, CryoLounge+, and RelaxSpace. Each of the company's innovative product lines have a shared vision to provide people around the world with access to convenient, technology-based solutions to relax, recover, and rejuvenate. The company has more than 30 years of experience partnering with global leaders in the health, wellness, fitness, and hospitality markets and manufactures all products in the USA.

To meet the growing demand for wellness and recovery, we help businesses create wellness spaces that provide people around the world with access to convenient, technology-based solutions for total body wellness, while delivering a measurable, positive impact to the business.

Product range and services

WellnessSpace Brands offers three industry-leading, experiential, wellness products.

■ **HydroMassage** provides powerful waves of heated water to target specific areas of the body for a personalised, comfortable, and relaxing massage experience. The speed, intensity, location and temperature of the water can be controlled for a deep, relaxing feeling of wellbeing in only 10 minutes. It helps relieve soreness, stiffness, and increases blood circulation to help muscle recovery. It can provide temporary relief of minor aches and pains for a more active lifestyle. Overall, it can help reduce stress, tension, and anxiety for mental wellness and relaxation.

■ **CryoLounge+** is an advanced recovery chair with targeted cold therapy to reduce muscle soreness and improve recovery time. CryoLounge+ feels great on minor aches and pains in just 15-minutes. It provides a unique, comfortable cold experience to deliver targeted cold to specific muscle groups. The additional lower leg and calf compression feature offers a massage for additional muscle recovery and the auxiliary pad can be effective for hard-to-reach areas, such as shoulders and knees.

■ **The RelaxSpace** is a relaxation pod for mental wellness, mindfulness, and relaxation. Featuring guided meditation, mindfulness, nature and breathing videos, a scent feature, and a heated seat for a relaxing and rejuvenating experience. A heart rate monitor measures fitness and overall relaxation levels and members feel more calm, relaxed and focused with the RelaxSpace Wellness Pod..

Key customers

- David Lloyd Clubs
- Energie Fitness
- Xtrafit
- Fitness Park

Future plans

To provide people around the world with access to convenient, technology-based solutions for total body wellness and recovery.

Key personnel

- **Mark Lowder**, vice president of sales
- **Lee Chandhar**, UK sales director
- **Wouter Vanderende**, director of distribution and operations EU

BEST-IN-CLASS GYM MANAGEMENT SOFTWARE

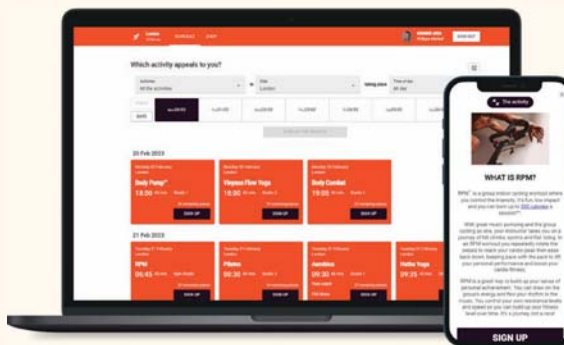
Running a gym should be less admin & more awesome!

And that's where Xplor Gym comes in. All-in-one gym management software with everything you need to save time, delight members, and grow profitably:

"Xplor Gym's end-to-end approach to project management has been first class, from implementation to data management and everything in between. We now have a solution that's best-in-class for both our team members and members alike."

Keith Pickard, The QHotels Collection

- 360° member management
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- Integrated access control
- Member self-service
- Recovery & retention
- Reporting & analytics



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Xplor Gym

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Instagram: www.instagram.com/xplorgym_uk

Blog: <https://xplorgym.co.uk/blog/>

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



Dave Alstead,
Commercial Director

About us

Xplor Gym is the best-in-class gym management software solution of choice for ambitious operators. Our all-in-one software, with embedded payments and integrated access control, gives you time-saving automations for happy staff, member experiences that grow retention, and optimisations that boost profitability.

Trusted by gyms big and small, Xplor Gym gives you all the benefits of working with a big business – reliable, robust technology, continuous innovation, and support as you scale.

Our passionate UK-based team deeply understands the market. Getting started is easy with our experienced team to guide you. You'll quickly be up to speed with training and an intuitive user experience. And your customer success manager will provide help and guidance as you need it.

Product range and services

Want to stand out in today's competitive landscape? You need a fast and responsive, yet simple, gym management software platform that disrupts the status quo. Software like Xplor Gym with all the features you need to thrive in one place.

Prospect & member management

Manage prospects, members and memberships your way. Create memberships with access to one site, groups of sites, or all of your sites. And get a single, complete view of each member for a truly consistent, smooth journey.

Communications

In-built marketing automation features let you drive acquisition and retention. Increase engagement with timely, relevant, and personalised email and SMS messages. All scheduled and sent straight from your software.

Access control

Integrated access control lets you manage access to multiple locations in one place based on up-to-date membership data. Plus, unmanned and 24/7 access becomes simple with Xplor Gym.

Full-service embedded payments

You're in control with the ability to structure flexible payment schedules, create promotions, encourage add-on purchases and accept one-off payments.

Plus, stop chasing overdue member payments with proven processes, and an expert team and tech on your side. Get real-time visibility into payments information when you need it.

Insights & reporting

Get the insights you need in one place for reporting at all levels of your business – by site, groups, and all sites. So, you spend less time creating reports, freeing and empowering you to make decisions faster.


Best-in-class API-first technology

Flexible technology and integrations let you customise your solution to create the member experience you want for your business. Existing integrations include Technogym, EGYM, Classpass, Gympass, FitnessKPI, CCTech, and Azeoo.

Key customers

Xplor Gym has been designed for operators of all sizes – including chains, franchises, and independents.

FUTURE FACING DIGITAL MEDIA SOLUTIONS

- 
- Impactful digital screen solutions
 - Motivational and premium wellness content
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 - Bespoke member rewards platforms
 - Powerful brand partnerships
 - Revenue generation

Elevate your workout environment, transform member experience and unlock ancillary revenue

Zoom Media UK

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Instagram: [Zoommediauk](#)

www.zoommedia.com/uk/



Ferne Langford,
Partnership Group Director

About us

Zoom Media consistently leads innovation within the digital space for gyms. Identifying opportunities that enhance member experience, aid in member engagement and retention, driving ancillary revenue through secondary spend and third-party paid advertising.

It operates across multiple territories delivering commercialised audio-visual and digital solutions. As the original GymTV supplier, it has a proven track record of working with small and large operators to deliver bespoke TV channels, music services, member loyalty programmes and digital signage solutions.

With 20+ years' of global experience in the media and technology space it takes on all the heavy lifting of transforming your gym environment with tailored digital solutions.

Product range and services

GymTV:

A wellness content TV and music channel designed to entertain, inform and motivate members throughout their workouts.

Digital Signage Solutions:

Impactful digital screens to showcase engaging video content whilst generating ancillary revenue.

Member Rewards Platforms:

Rewards programmes designed to aid member retention by giving members access to exclusive offers.

Brand Partnership:

Elevate your brand and align with like-minded brands to benefit from financial and member growth.

Key customers

The Gym Group, David Lloyd, PureGym, Bannatyne, Everlast, Nuffield Health, Fitness First, Places Leisure

Future plans

Zoom Media will continue to grow and innovate its products and service, in line with needs and requirements of the industry. The company is committed and continues to seek new opportunities capitalising on key partnerships and technical integrations that are truly customer focussed.

Key personnel

- Ferne Langford,
Partnership Group Director
- David Wellard,
Managing Director
- Harley Lightowler,
Partner Development Manager

“We’ve been partnering with Zoom Media for over 10 years now, and we are really happy with the results. Their provision of digital media solutions within our gyms has significantly enhanced the experience for our members. Zoom has consistently proven themselves to be a reliable and trustworthy partner for Everlast Gyms. Their team understands our needs and consistently delivers high-quality digital content that engages our audience effectively.”

Leigh Sanders, Head of Operations, Everlast Gyms

PRODUCT INNOVATION

Steph Eaves rounds up the latest product launches in health and fitness



The digital ecosystem will help to attract end users **Nerio Alessandri**

Technogym launched Checkup earlier this year, as part of its digital ecosystem. Checkup is an assessment station that uses AI to personalise training programmes in order to create more effective workouts.

The AI-based system scans body composition, balance, mobility, cognitive abilities and analyses strength from workouts on resistance equipment within the Technogym Ecosystem. The data is then combined to give

the member a Wellness Age metric to inform a personalised training plan.

Operators are also able to create a clustering of club users – based on workout preferences, habits and patterns – which can inform interventions to boost retention, challenges, promotions and upsells.

Technogym Ecosystem is an open platform that integrates software applications, fitness equipment, payment methods, as well as members' apps and wearables to provide a seamless experience.

Founded by Nerio Alessandri 41 years ago, Technogym has been consistently innovative, being the first company to launch software, TV screens on equipment, the first internet connected equipment, the first cloud platform and the first equipment to feature live and on-demand video workouts.

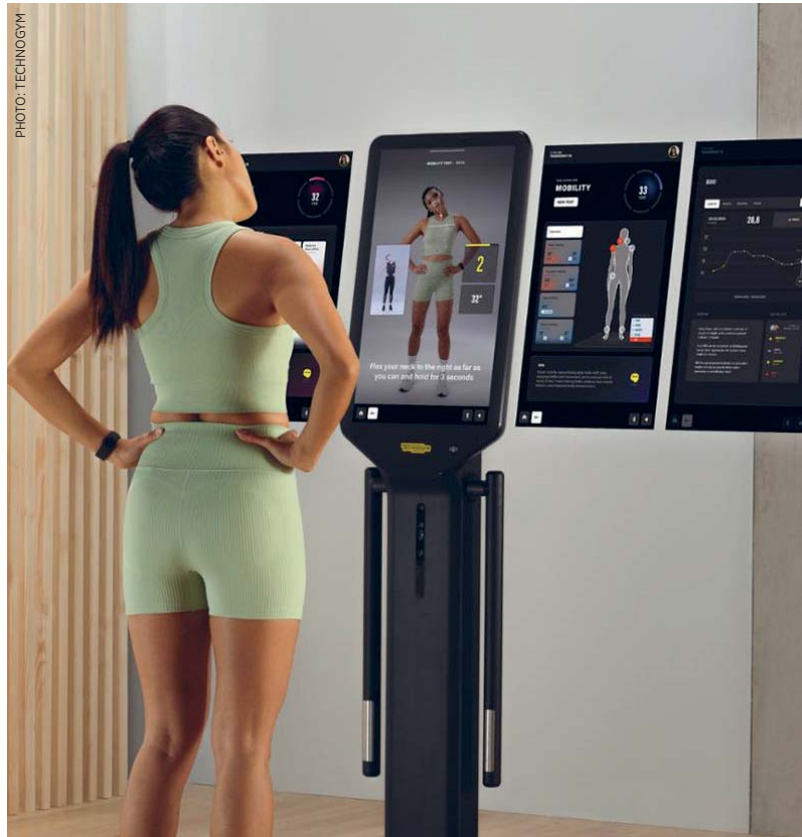


PHOTO: TECHNOGYM



Innovation has always been the engine behind Technogym's growth

Nerio Alessandri

fitness-kit.net KEYWORD **Checkup**

Technogym Checkup introduces AI personalisation

Skillcourt helps people improve motor and cognitive development

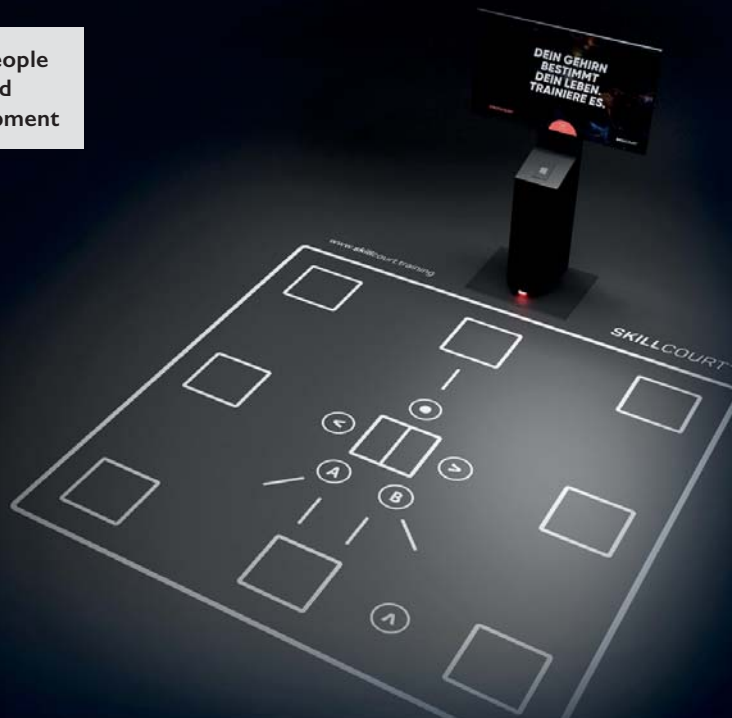


PHOTO: SKILLCOURT

Skillcourt is a brain training system which gets people moving **Paul Morris**

Skillcourt a training and diagnostic tool for motor and cognitive development, officially launched in the UK – from Germany – earlier this year.

Skillcourt is a diagnostics and training system that uses AI and motion capture sensors to precisely record the movement of people. This brain training system is designed to get people moving by having them solve cognitive, visual and motor tasks in an engaged way, using technology and gamification.

It tests working memory and asks people to think logically and creatively about problems.

This launch marks a new era in brain and body diagnostics, movement and recovery. It has a variety of uses: as a training, diagnostics and engagement tool for children, special populations, active ageing; in medical, military and elite/professional sport settings.

Skillcourt says cognitive training is the final missing component for therapy and training: while health clubs work on mobility, strength and

function, the organ from which every voluntary movement begins – the brain – is often not systematically trained.

Paul Morris, Skillcourt UK commercial director says: “It’s great to see people’s reaction to Skillcourt. The feedback has been overwhelmingly positive from a broad spectrum of sectors, from the military and professional athletes to local authorities and leisure trusts who are all looking to support their varied client bases.”

fitness-kit.net KEYWORD **Skillcourt**



PHOTO: SKILLCOURT

The feedback has been overwhelmingly positive

Paul Morris



Real-time velocity and power is tracked

Keiser A400 resistance will empower fitness enthusiasts **Robin Gand**

Keiser has released a new line of resistance equipment designed to give real-time feedback and data analytics.

The Keiser A400 offers a range of performance metrics including velocity, power and range of motion, which the company hopes will help users to reach their goals faster.

Real-time velocity and power can be tracked by rep, allowing users to fine-

tune their movements as they work out. The A400's range-of-motion tracking feature ensures the user is performing each rep with the right form. Visual indicators allow them to see if they have reached the desired range of motion in both the concentric and eccentric phases.

Keiser's API means data can be integrated with analytics platforms, allowing users to track progress.

Additionally, the A400 offers distinctive range-of-motion data, assessing the symmetry between the right and left sides during a movement pattern and can be used to assess asymmetries. It also alerts users to decrease in performance when comparing reps across sets, which serves to monitor fatigue and prevents injuries.

fitness-kit.net KEYWORD
Keiser



PHOTO: KEISER

We are dedicated to delivering an unparalleled user experience

Robin Gand

Egym Genius creates training plans across gym equipment, says Steve Barton

Egym's new AI-based software, Egym Genius creates automated personalised training plans



PHOTO: EGYM

Egym Genius uses AI to analyse data from millions of workouts

Steve Barton

that are tailored to the individual, the club and its equipment, including digital kit, free weights, selectorised equipment and cable pulls.

The new software uses data from training sessions carried out on both Egym and partner devices – including 340 million assessment data points – and generates recommendations for individualised training plans that are tailored to the member's experience level or training goal, while each completed, tracked training session better personalises the next workout.

Egym's Steve Barton says: "Egym Genius uses AI to analyse data from millions of workouts, personalising training plans and bridging the gap between digital experiences and traditional equipment."

Genius is the new driver of the entire Egym ecosystem and will be available in Q3 2024.

Egym also recently introduced Open Mode on Smart Strength machines, which enables them to be used as a replacement for traditional weights.

fitness-kit.net KEYWORD
EGYM

PHOTO: EGYM



Egym is using AI

Symbio is the ultimate multi-sensory workout experience Daniel Wille



PHOTO: LIFE FITNESS

Our biomechanics team engaged in countless hours of research

Daniel Wille

Life Fitness has unveiled the Symbio product line: Symbio Runner, Incline Elliptical, SwitchCycle and Recumbent Cycle.

Daniel Wille, chief product officer at Life Fitness, says: "Our biomechanics team engaged in countless hours of research on how the body interacts with our new technologies and the result is the ultimate multi-sensory workout experience, which is as unique as the individual exerciser."

The Symbio Runner features Adaptive Flex Deck technology, which enables the user to select surface firmness so that they can fine-tune the feel of their workout and train their body to respond to different surfaces and simulated real-world terrains.

The Symbio Incline Elliptical features an interactive Muscle Map that allows users to target muscle groups. Symbio Switch-Cycle is a two-in-one upright bicycle with 100 levels of resistance and sensor-

PHOTO: LIFE FITNESS



Symbio from Life Fitness

glided positioning for comfort. The Symbio Recumbent Cycle features a console with on-demand workouts and immersive terrains.

fitness-kit.net KEYWORD
Life Fitness

PHOTO: ESCAPE



Women are driving a glute training boom

Escape Fitness launches glute series with Glute Builder **Matthew Januszek**



PHOTO: ESCAPE

“There’s a growing demand for glute training equipment”

Matthew Januszek

In partnership with Glute Builder, Escape Fitness has launched the first of a dedicated glute equipment range, the Escape Glute Box which can be placed anywhere and partnered with favourite functional training tools.

With more than three billion #gluteworkout searches on TikTok, this is on-point. The Glute Box has a patented angled design that provides the perfect surface for up to 30 glute exercises. Made from a durable, synthetic material,

it can be used on its own or with a barbell or training bag.

Matthew Januszek, co-founder of Escape Fitness says: “We’re seeing a global increase in the demand for glute training equipment. The glutes are a major muscle group, with the Gluteus Maximus being the largest muscle in the body, yet they’re often neglected in training.

“Well-functioning glutes protect knees, hips and the lower back from injury and provide the stabilisation and

power needed in many sports and everyday movements

“In addition to performance reasons for training the glutes, there’s also a growing aesthetic focus on training the butt. Our feedback from operators is that as more women enter the weights areas, there’s a growing demand for glute equipment,” he says.

Supporting digital workouts and demonstrations can be accessed by using Escape’s Mars 2.0 touchscreen. ●

[fitness-kit.net](https://www.fitness-kit.net) KEYWORD **Escape**



Active Insight

Software providing actionable insight to improve your customer's experience



Reach out to Julie Allen on julieallen@active-insight.org to discover how we help operators support their members through data driven decisions.

Find us on LinkedIn



www.active-insight.org



LISTINGS

HCM

HANDBOOK
2024–2025

LISTINGS

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Industry organisations

National and international fitness sector associations listed in alphabetical order

■ Activity Alliance

Email Sarah@activityalliance.org.uk

Web www.activityalliance.org.uk

Description A national charity leading the way to provide accessible physical activity and increase participation amongst disabled people.

■ American College of Sports Medicine (ACSM)

Email publicinfo@acsm.org

Web www.acsm.org

Description The American College of Sports Medicine (ACSM) is the largest sports medicine and exercise science organisation in the world.

■ British Association of Sport and Exercise Sciences (BASES)

Email enquiries@bases.org.uk

Web www.bases.org.uk

Description BASES is the professional body for all those with an interest in the science of sport and exercise.

■ British Universities & Colleges Sport (BUCS)

Email info@bucs.org.uk

Web www.bucs.org.uk

Description BUCS is the national governing body for higher education sport in the UK. It works with its member institutions to get more students active more often, through competitive sport and by providing physical activity opportunities.

■ Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

Email info@cimspa.co.uk

Web www.cimspa.co.uk

Description CIMSPA is the professional development body for the UK's sport and physical activity sector. It is committed to supporting, developing and enabling professionals and organisations to succeed.

■ Chief Culture & Leisure Officers Association (CLOA)

Email info@cloa.org.uk

Web https://cloa.org.uk

Description CLOA advises on, advocates and champions culture and leisure on behalf of sector professionals, locally, regionally and nationally.

■ Club Managers Association of Europe (CMAE)

Email office@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

Email Contact form on website

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

Email Contact form on website

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.

■ Health & Fitness Association

Email info@ihrsa.org

Web www.ihrsa.org

Description Health & Fitness Association (formerly IHRSA) is a trade association serving the health club and fitness industries worldwide. HRA 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.



The trend in strength training is leading to gym floor redesigns

■ 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 Contact form on website

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

Email manager@spa-uk.org

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

■ Absolute Performance

Tel: +44 (0)2920 362 664

Email: info@aperformance.co.uk

www.aperformance.co.uk

■ Active Insight

Tel: +44 (0)3333 220500

www.active-insight.org

■ Active IQ

Tel: +44 (0)1480 467950

Email: businessdevelopment@activeiq.co.uk

www.activeiq.co.uk

■ 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

■ Beyond Active

Email: ross@beyondactiv.com

www.beyondactiv.com

■ BLK BOX

Tel: +44 (0)28 9045 4123

Email: sales@blkboxfitness.com

www.blkboxfitness.com

C

■ CET Ltd

Tel: +44 (0)2892 690056

Email: Colin@coretxcooling.com

<https://www.cetcryospas.com>

■ CoverMe

Tel: +44 (0)7891 503525

Email: hello@covermeapp.co

www.covermeapp.co

■ Core Health & Fitness

Tel: +44 (0)1494 688260

Email: uksales@corehandf.com

www.corehandf.com

E

■ Egym

Tel: +44 (0)7990 072923

Email: uk-sales@egym.com

www.egym.com

■ Elevate

Tel: +44 (0)1737 855000

Email: info@elevatearena.com

www.elevatearena.com

■ Epassi UK

Email: +44 345 300 6474

Email: emma.vivo@epassi.com

<https://epassi.co.uk>

F

■ FIBO Global Fitness

Tel: +49 211 90191-400

Email: info@fibo.com

www.fibo.com

■ Funxtion International BV

Tel: +31 (0) 20 2135000

Email: info@funxtion.com

www.funxtion.com

■ Fitronics (TRP)

Tel: +44 (0)3301 280971

Email: hello@fitronics.com

www.fitronics.com/

■ Future Fit

Tel: +44 (0)1329756196

Email: forbusiness@futurefit.co.uk

<https://futurefitforbusiness.co.uk>

G

■ Gantner

Tel: +43 5552 33944
 Email: info@gantner.com
www.gantner.com

■ Global Wellness Summit

Email: jessi.brandt@globalwellnesssummit.com
www.globalwellnesssummit.com

■ Greenwich Leisure (GLL)

Tel: +44 (0)330 1231 500
 Email: info@
<https://www.better.org.uk>

■ GymKit UK

Tel: +44 (0)1733 205551
 Email: sales@gymkituk.com
www.gymkituk.com

■ GymNation

Tel: +44 (0)1733 205551
www.gymnation.com

H

■ HCM Summit

Email: HCMSummit@leisuremedia.com
www.HCMmag.com/summit

I

■ InBody UK

Tel: +44 (0)1530 569620
 Email: uk@inbody.com
<https://uk.inbody.com/>

■ Indigofitness Ltd

Tel: +44 (0)1455 890100
 Email: info@indigofitness.com
www.indigofitness.com

■ Innerva

Tel: +44 (0)1484 667474
 Email: info@innerva.com
www.innerva.com

■ Inspace Fitness

Tel: +44 (0)300 110 0201
 Email: hello@inspacefitness.com
www.inspacefitness.com

K

■ Keepme

Email: contact@keepme.ai
www.keepme.ai

■ Keiser UK LTD

Tel: +44 (0) 1666 504710
 Email: sales@keiseruk.com
www.keiseruk.com

■ Les Mills UK

Tel: +44 (0) 207 264 0200
 Email: lmuk.clubs@lesmills.com
<https://www.lesmills.com/uk>

M

■ Matrix Fitness

Tel: +44 (0)1782 644900
 Email: info@matrixfitness.co.uk
<https://uk.matrixfitness.com>

O

■ Orbit4

Tel: +44 (0)333 034 1637
 Email: info@orbit4.org
<https://orbit4.org>

P

■ Panatta Srl

Tel: +39 (0)733 611824
 Email: infouk@panattasport.it
www.panattasport.com

■ Parkwood Leisure

Tel: +44 (0)1905 388500
 Email: business.development@parkwood-leisure.co.uk
www.parkwoodleisure.co.uk

■ Perfect Gym Solutions S.A.

Tel: +44 20 3885 9312
 Email: sales@perfectgym.com
www.perfectgym.com

■ Physical Company

Tel: +44 (0)1494 769222
 Email: sales@physicalcompany.co.uk
www.physicalcompany.co.uk

LISTINGS

► ■ Places Leisure

Email: enquiries@pplacesleisure.org
www.placesleisure.org

■ Powerplate

Tel: +44 (0)20 7317 5000
Email: info@powerplate.com
www.powerplate.com

■ PSLT Ltd

Tel: +44 (0)1282 969616
Email: info@pslt.co.uk
www.pslt.co.uk

■ Pulse Fitness

Tel: +44 (0)1260 294600
www.pulsefitness.com

S

■ Safe Space Lockers

Tel: +44(0)20 3651 1500
Email: info@safespacelockers.co.uk
<https://safespacelockers.co.uk>

■ Seca Ltd

Tel: +44 121 643 9349
Email: info.uk@seca.com
<https://secatru.com/en-gb/>

■ Serco

Tel: +44 (0)116 240 7500
Email: leisuregenenquiries@serco.com
www.serco.com

■ ServiceSport (UK) Ltd

Tel: +44 (0)1257 264738
Email: sales@servicesport.co.uk
www.servicesport.co.uk

■ Speedflex (UK & Ireland) Limited

Tel: +(0)1916 498696
Email: sales@speedflex.com
www.speedflex.com

■ Spivi Inc

Tel: +1-800-900-9917
Email: sales@spivi.com
www.spivi.com

■ Study Active

Tel: +44 (0)345 017 8733
Email: info@studyactive.co.uk
<https://studyactive.co.uk>

T

■ Taylor Made Designs

Tel: +44 (0)1202 473311
Email: hello@taylormadedesigns.co.uk
www.taylormadedesigns.co.uk

■ Technogym

Tel: +44 (0)1344 300236
Email: UK_info@technogym.com
www.technogym.com

■ The Health and Fitness Institute

Tel: +44 (0)7795 811792
Email: dan.rees@thfi.com
www.thfi.com

■ TVS Group

Tel: +44 (0)1706 260220
Email: Sales@TVS-Group.co.uk
www.TVS-Group.co.uk

SUPPLIER CONTACTS

W

■ Wattbike

Tel: +44 (0)115 945 5450
Email: info@wattbike.com
<https://wattbike.com/>

■ Wellhub

<https://wellhub.com>

■ WellnessSpace Brands

Tel: +1-727-536-5566
Email: info@wellnessspace.com
<https://wellnessspace.com>

X

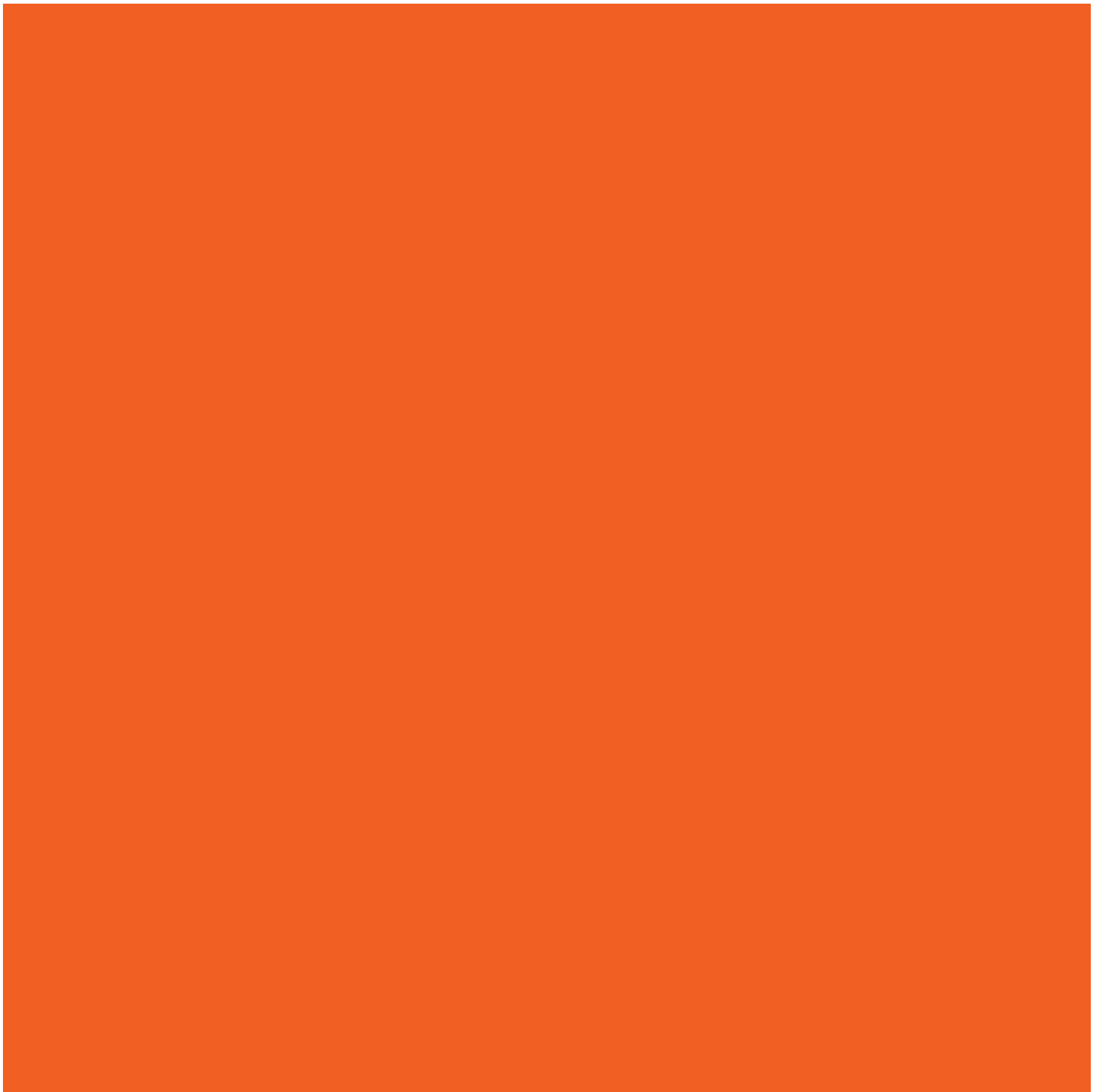
■ Xplor Gym

Email: hello@xplorgym.co.uk
www.xplorgym.co.uk

Z

■ Zoom Media UK

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