

PERSONAL TRAINER

FOR MEN AND WOMEN

PT Magazine (online)

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Reach: 134,000



FITGROUPEK INVITES SECTOR TO HAVE SAY ON FUTURE OF GROUP EXERCISE

In June this year the FitgroupUK Summits held in London and Manchester brought together key group fitness stakeholders to identify how to increase the size of the industry by attracting the inactive population to take part in group exercise. Now, fitness professionals across the industry are invited to have their say via an online platform which is now open until the end of July 2016. Organisations including Les Mills UK, Active IQ, Clubbercise, DDMIX, AdLib Training, Sport England, FitPro and ukactive gathered to discuss how the group exercise industry can realise its full potential and double the number of people taking part weekly in group fitness to 10 million people in the next five years.

Following networking and workshop sessions a number of significant topics affecting the sector were identified, including the need for valuing the instructors, using realistic promotional images and raising national awareness of the benefits of group exercise. The top 11 themes are now available to view via the **online platform** and Fitgroup is calling for more industry professionals to participate in discussions and help shape the future of group exercise. Ross Periam, Chief Executive Officer of the Exercise, Movement and Dance Partnership (EMDP) comments: "Our organisation has been the driving force behind FitgroupUK and the Summits were positively received by those who attended. They provided a much needed forum for stakeholders to debate and explore strategies on how we engage more inactive people to embrace the benefits of group exercise. This is now a time for action, so we urge those who share our passion for group exercise to have their say on the issues and topics they feel are most important to them. Through greater collaboration, our industry has a golden opportunity to drive an exciting and positive future for group exercise and most importantly, improve the health of the nation." Once registered, stakeholders can vote on the importance of the focus areas, add ideas and suggest edits to the content. The results of the best supported ideas will help FitgroupUK define the priorities of their newly formed Executive Panel to address in the next six months. Dean Hodgkin, Fitness Expert and Health & Fitness writer, **said:** *"I'm grateful to have attended the FitgroupUK Summit, particularly to have shared time with respected industry heavyweights discussing the challenges and opportunities facing the sector's current group exercise offering. "Whilst it was simultaneously refreshing and frustrating to discover there were many shared concerns regarding perceived value, a consistent and relevant consumer-facing image and the impact of virtual and online options, the overarching feeling was that we currently enjoy many opportunities to further the reach of group exercise and to tackle the physical inactivity epidemic that Sport England, ukactive and Public Health England have all trumpeted. I eagerly await FitgroupUK broadcasting their strategic approach following the Summit and wholeheartedly support their endeavours."* Jenny Patrickson, Managing Director of Active IQ, adds: "The Summit provided a great opportunity to meet up with the diverse range of stakeholders from the group exercise sector. The feedback gained from all the sessions as well as the findings from the wider surveys will all prove extremely valuable, especially when reviewing group exercise qualifications in a bid to ensure they are truly fit for purpose. It's an exciting time for the group exercise sector and we are pleased to be part of this journey."

To participate in the FitgroupUK forum, visit <http://fitgroupuk.codigital.com/p/fitgroupuk1/user/register>. To find out more about FitgroupUK visit fitgroupuk.co.uk or follow [@fitgroupuk](https://twitter.com/fitgroupuk)

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Workout (print)
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Reach: 8,334

Class instructors report growth in participants, latest survey reveals

ALMOST half of group exercise instructors reported a growth in participant numbers in the last year, the latest Working in Fitness Survey has revealed.

Conducted by Exercise Move Dance Insight and SkillsActive, the survey, based on the opinions of nearly 2,000 fitness professionals, discovered that 45 per cent of instructors saw growth, with dance fitness organisations in particular benefiting from a boom in participation.

The survey also found that 67 per cent of respondents confirmed they joined the industry due to their genuine passion for fitness and nearly three quarters of fitness professionals claimed their instructing career was either important or very important amongst other life priorities.

Over half (62 per cent) of respondents stated their reason for staying in the industry was to help others, underlining the dedication shown by instructors in helping to get the nation healthier and fitter.

Other key findings included:

- 63 per cent of instructors said they expect to be working in the industry for at least another five years.
- Low income remains a key deciding factor for leaving the industry with nearly half of those questioned (46 per cent) citing it as an issue, despite a quarter of those questioned experiencing an increase in salary



over the last 12 months, a rise of five per cent from last year.

■ Just under half (48 per cent) of respondents claimed they were very interested in further training and gaining qualifications to support teaching group exercise, but just under two thirds cited financial cost and value for money as the biggest barriers to undertaking training in the last 12 months.

CEO of the Exercise, Movement and Dance Partnership Ross Perriam said: "The research we undertake in partnership with SkillsActive is valuable to so many different professional groups, giving insight into areas that have not been given attention before.

"The Working in Fitness Survey gives a voice to the instructors; those frontline professionals getting the nation active. We're proud to be able to gain their opinions, share them with the wider industry and highlight the great work they do."

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Gym Owner Monthly

July 8th 2016

Reach: 6,500

THE PULSE

Get moving

The Exercise, Movement & Dance Partnership (EMDP), the national governing body for group exercise and dance fitness, has acquired Class Finder, the UK's most popular, free online site for fitness instructors and organisations to promote their classes.

The website, initially launched in 2009, currently holds information on nearly 30,000 weekly classes run by 6,000 instructors and teachers. The site allows the public to find fitness classes at local venues, enables fitness instructors to promote their classes and skills, and also permits operators and class organisers to find fitness instructors at short notice.

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Getting engaged



The latest findings from the annual 'Working in Fitness' survey, conducted by Exercise Move Dance Insight and SkillsActive, have confirmed the integral role fitness professionals play in inspiring the nation to engage with regular physical activity.

The survey, based on the opinions of nearly 2,000 fitness professionals, found that just under half (45 per cent) of group exercise instructors reported a growth in participant numbers in the last year.

Following high profile campaigns including Sport England's 'This Girl Can', dance fitness organisations have benefited from a boom in participation numbers. Clubbercise has doubled the size of their business since it was founded in 2014, and their instructor workforce has also seen a steady rise in numbers in response to the dance fitness trend.

The survey found that 67 per cent of respondents confirmed that they joined the industry due to their genuine passion for fitness and, in light of growing participation numbers, enthusiastic sector professionals are taking a greater lead in helping to tackle physical inactivity. Nearly three quarters (72 per cent) of fitness professionals claimed their instructing career was either important or very important among other life priorities, while more than half (62 per cent) of respondents stated their reason for staying in the industry was to help others.

To read the survey, visit <http://bit.ly/28OMF6u>

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