



The new tropical island themed pool at Ribby Hall Village.

## Village to open new £1.5m pool

FIVE-star Ribby Hall Village in Lancashire is to open a new family swimming pool later this month, following investment of over £1.5m.

The new tropical island themed pool comes complete with interactive water features, themed children's splash zone, water slide and a real thatched Tiki Hut, as well as a new adult only heat experience area with sauna, steam room and feature showers.

Managing director of Ribby Hall Village, Mark Partington, said: "The new family pool is an exciting new

addition to our facilities and the largest pool redevelopment in Ribby Hall Village history.

"Swimming is a popular activity for families staying on The Village and we felt it was time to redevelop our existing family swimming pool. The new pool is bright, fresh and fun and certainly offers an exciting swimming experience for the whole family.

"The pool redevelopment has cost in excess of £1.5m. We continue to reinvest and everything we do is about improving the holiday experience."

## Digme Fitness appoints CFO

BOUTIQUE business Digme Fitness has expanded its team by appointing Steve Phillips as chief financial officer.

The appointment coincides with the company's recent significant growth, having announced plans to launch new sites in London's Moorgate and Blackfriars to join existing clubs in Richmond and Oxford.

Steve said: "I am joining Digme at a

very exciting juncture as we embark on a period of significant growth to roll out our world-class spin and high-intensity training studios to new locations across London and beyond. I am thrilled to be working alongside the founders, Geoff and Caoimhe and am looking forward to utilising the skills and experience I have gained through investing in leisure businesses over the last 15 years."

# EMDP is re-launched with a clear mission and brand identity

By Christina Eccles

THE UK's national governing body for group exercise has re-launched with increased support from Sport England, a new brand identity and clear mission for 2017.

Formally known as EMDP, EMD UK's key goal is to grow the group exercise market by providing instructors, fitness brands and organisations with the training, support and development they need to engage and inspire people to take part in group exercise.

EMD UK's key initiatives to engage the nation with group exercise will include:

- Supporting "This Girl Can" via its Class Finder website to make it easier for people to connect with instructors and classes in their local area.
- Further testing the model of group exercise as a GP referral route for suitable patients. Taking learnings from an initial project with GLL London, a further two programmes will be implemented in London/South East.
- Implementing a Workplace Health Package based on initial pilots run in London during 2016, championed by the County Sports Partnership Network. Five employers will work

"Group exercise is constantly evolving to reflect music and pop culture, making it current, engaging and fun."

with EMD UK initially to provide exercise classes for their workforce over a 10-week period.

CEO Ross Perriam said: "2017 will be an incredible year for the industry and we expect to break 4m people taking part in group exercise each week, thanks to the amazing brands and instructors who share our vision of a healthier nation.

"Group exercise is constantly evolving to reflect music and pop culture, making it current, engaging and fun.

"I expect to see greater integration of tech in both studios and clothing in the next year which will further enhance the user experience, along with a rise in 'mind' classes; workouts designed to boost mood and positivity.

"EMD UK will be at the heart of all this growth, supporting teachers and organisations to deliver excellence."

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