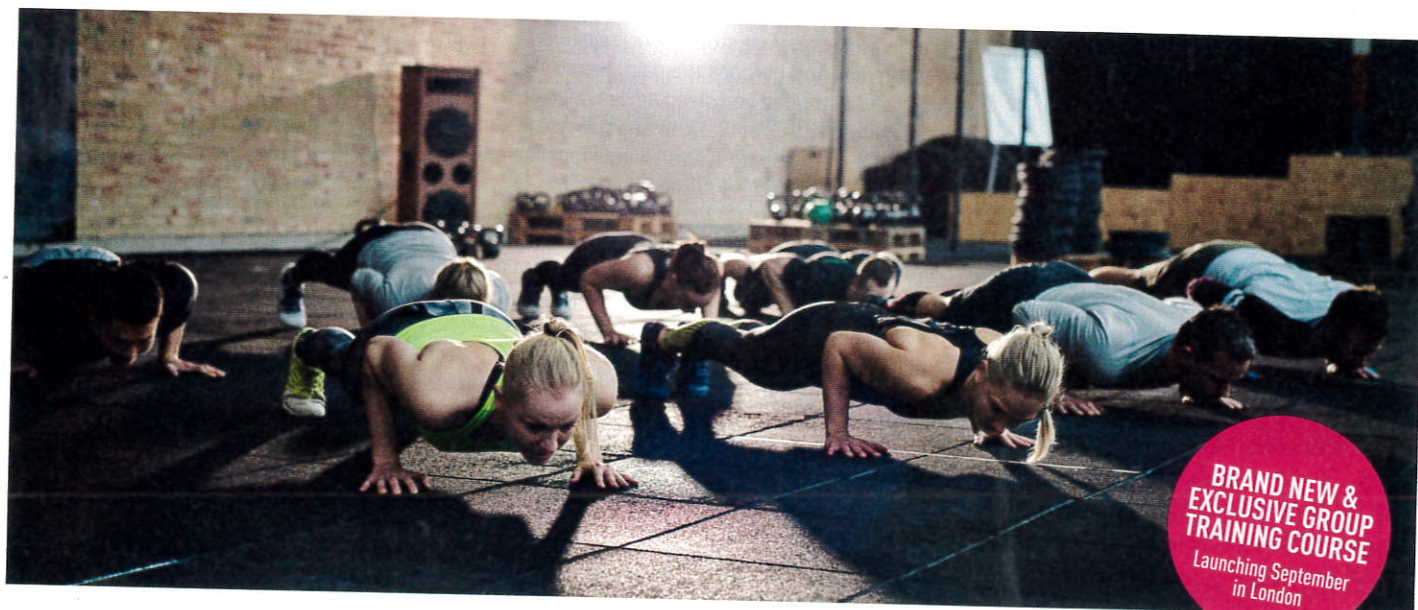


INSPIRE A COMMUNITY AND CHANGE LIVES BY BECOMING A GROUP EXERCISE INSTRUCTOR

You don't have to be a gym member or an Instagram influencer to know that fitness has become a huge part of our culture.



BRAND NEW & EXCLUSIVE GROUP TRAINING COURSE
 Launching September in London

One in seven of us are now members of a gym and the fitness industry in the UK is currently worth £5bn*. It's no wonder then, that more and more people are looking to fitness, not only for their lifestyle but also their career.

It's easy to picture fitness as hours spent slaving away in the gym, working your way around various machines or pounding the miles on a treadmill, but there is so much more on offer. Group exercise classes are a challenging and fun alternative that attracts 4.86 million participants every week, an increase of 1 million people compared to 2016**, and the growth is set to continue. With over 100 different styles of group exercise; from Zumba to Clubbercise, yoga to Pilates, indoor cycling to HIIT, there is a fitness class to suit every age, ability and interest.

Aside from the physical benefits of taking part in group exercise, there is another very powerful benefit relevant to the fast-paced, often stressful way of life we live today. A study by the University of New England College of Osteopathic Medicine found that participation in group fitness classes led to a decrease in perceived stress and an increase in physical, mental, and emotional quality of life compared with participation in exercise individually or not participating in regular exercise.

Working out in a group class offers great physical and mental benefits but it can also change lives. Each person that takes part has



their own reasons for participating, as one class-goer explains: "I have been suffering with long term depression for many years. The classes are not just about exercise, they promote wellness. I truly feel like I am able to 'let go' within the classes, leaving my stress in the room, and I often walk away feeling lighter and stronger each time I leave the class".

Being a group exercise instructor is an incredibly rewarding career, and it's also a very flexible one that can fit around your own lifestyle and family commitments. As a self-employed professional, you can decide where and when you work and it's a career choice many of us are choosing. In 2016, the freelance community contributed over £119 billion to the UK economy, with one in seven freelancers being a working mum***. It offers a flexible work solution that delivers a good work, life balance and gives you control over your earning potential.

It's not all about teaching in gyms or health clubs. Group exercise instructors teach in

a variety of settings; community centres, universities and even hospitals. Recently, a collaborative partnership between EMD UK and the NHS saw dance fitness classes being run on the wards of Barnet Hospital to help connect patients and staff and raise some smiles in a difficult environment. Being a group exercise instructor is about helping people get fit, but it's also about positively impacting lives in the community.

There's never been a better time to get into the fitness industry, so if you're feeling inspired and would like to know more about becoming a group exercise instructor we'd love to hear from you.

EMD UK is the national governing body for group exercise. Working in partnership with Sport England® we are an established training provider that can talk you through your options, guide you through your training and support you as you take your first steps as a group exercise instructor.

For a friendly and informal chat, contact us on 01403 266 000 or visit their website: emduk.org/become-an-instructor/courses.

* 2018 State of the UK Fitness Industry Report

** 2018 National Fitness Survey

*** 2016 Exploring the UK freelance in the UK

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