

Top 20 ranking for Fitness Space

FITNESS Space is celebrating after being named the 17th largest fitness operator in the UK.

The boutique service-orientated concept is the fastest expanding franchise outside of the top ten, with 14 new locations in the past 12 months.

The ranking comes as part of the 2018 State of the Industry report, from Leisure DB.

Fitness Space founder Tim Benjamin said: "In the last 12 months Fitness Space has grown exponentially, and it is a huge accolade to be recognised as a top 20 fitness operator. Our boutique studios provide a digitally integrated, supportive, service-orientated environment for members, and the concepts proven popularity has helped to accelerate our growth across the UK.

"We are continually focused on evolving our model and expect to open a further 12 studios in 2018."

New free planner to help change habits

THE BRITISH Nutrition

Foundation has launched a new, free planner to challenge people to Try, Swap and Change their habits and become healthier.

The weekly planner presents 15 suggestions to choose from to help develop a healthier lifestyle, by trying something new, swapping old habits for better ones, and changing elements of your lifestyle.

Each week users can pick three or more of the 15 challenges, which include things like finding new ways to be active, including more fish in your diet and cutting out sugary drinks.

BNF science director Sara Stanner said: "Our hope is that people will find our 'Try, Swap, Change' planner easy to use, so that over time healthier choices become natural and second-nature, rather than a chore.

"We want to encourage the nation to maintain a healthy lifestyle and keep the long-term benefits in mind, rather than just thinking about the here and now."

Virtual training – positives and negatives

THE FITNESS industry is continually growing and expanding, with new exercise trends springing up every month.

One of the latest industry buzzwords is 'virtual training', and it is proving to be an interesting source of discussion.

EMD UK is the national governing body for group exercise.

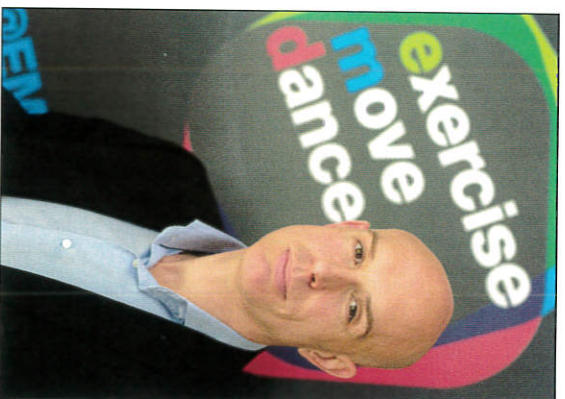
EMD CEO Ross Perriam said: "Virtual training has definitely opened up a topic for debate. Virtual training does have its place within the industry and can boast a number of positive benefits.

"It can encourage people to exercise from the comfort of their own home if they are just getting started on their fitness journey, or if they want to build their confidence at home before trying out a live class.

"It can also be a useful tool for those who may find that the class times at their local gym are of an inconvenient time or are booked up.

"Virtual training can also help operators to fill in quieter times on their timetable and supplement the instructor workforce.

"However, virtual training at home or in a club can lack the multiple



EMD CEO Ross Perriam benefits of the group element of a live class.

"A live instructor brings energy and motivation into a class, as well as being on hand to provide direction and feedback on form and technique, that can be extremely difficult to replicate within a virtual class.

"Often a good instructor will build

Wattbike launch new small group training

A NEW course has been launched to help gyms make the most of the rise in group cycle training.

Power based, indoor group cycling is one of the fastest growing indoor training sectors, and in recognition of this, Wattbike have announced the launch of their new Small Group Training education course.

It innovates the indoor cycling experience with progressive, periodised programming and is focussed around specific goals.

Members are made accountable for their improvement using focused, individual data and real-time feedback on their effort.

Delivered by Wattbike Master Trainers, the six-hour Small Group Training course will teach attendees how to effectively run group training, working through general conditioning, advanced conditioning and technique in order to engage different demographics.

The sessions are designed to get results; they will work through progressive programming that will guarantee performance improvement.

Nuffield Health have been early adopters to the education course, having just launched Wattbike Small Group Training across 20 sites.

Charlie Barfield, Nuffield Health national commercial manager for group exercise, said: "We have been developing our group training for gym zones, ensuring that we reflect our connected health strategy and cater to all our customer types.

"From the outset, we knew that we needed a Wattbike Zone to support our indoor cycling, small group training.

"Even though the Wattbike was developed with professional athletes in mind, they are a great fit for anyone, of any ability, wanting to see real results in their fitness and performance goals."

The Small Group Training course will take learners through the Wattbike four stage programme, starting with the principles of the effectiveness of using the Wattbike Polar View and understanding resistance training and technique, followed by conditioning the body to work across training zones,

a loyal following of participants and support higher class numbers, leading to higher member retention."

The latest findings released from EMD UK's group exercise national survey revealed that of those surveyed, over a third (35 per cent) of group exercise participants believed that virtual training would not meet their needs at all.

The primary reasons being that they would miss the rapport building (56 per cent), instructor feedback (53 per cent) and the social aspect of being with others (43 per cent).

However, there could be further research needed to investigate whether participants think that virtual training is better than no training at all.

Ross concluded: "At EMD UK we believe the instructor is key to delivering a quality group exercise experience that supports lasting engagement with participants as well as delivering greater results and satisfaction levels.

"Our national survey results indicate that many participants are of the same opinion, but we look forward to seeing how the future of group exercise progresses."

through to targeting fitness gains and performance before providing ongoing sessions to ensure continued performance progression.

Wattbike master trainer Matt Gleed said: "Having worked with renowned sports scientists, sporting champions and the best sporting engineers, Wattbike have always held the quality of its education at their core.

"With the rise in popularity of Wattbike Zones, the team recognised the need to provide a course that will teach staff the latest in testing, performance tracking and delivering engaging fitness-changing content in a fun, motivational way."

With a focus on education, Wattbike will also be launching a number of other new education courses including a one-hour Express Introductory Workshop, a four-hour Introductory Workshop and a three-to-four-hour Fitness Assessment and Testing (FAST) course.

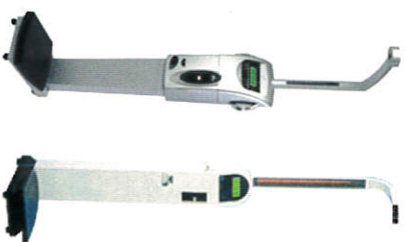
To find out more about these education courses or to book a visit from a master trainer, contact sales@wattbike.com or visit www.wattbike.com for more information.



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