

## STATE OF THE INDUSTRY 2010: STILL GROWING...

The UK Health and Fitness Industry bucked the national trend and continued to grow for the 10th consecutive year. According to the 2010 FIA State of the UK Fitness Industry report, the definitive market report compiled by independent leisure market analysts, The Leisure Database Company on behalf of the industry's trade body the FIA, 122 new facilities opened across the UK in the 12 month period ending 31st March 2010.

Despite the challenging economic conditions, the £3.8 billion fitness industry still grew its registered membership base to 7.4 million members in the period under review.

### Key facts:

- Market value estimated at £3.8 billion, a 1% increase on the previous 12 months
- 12% of the UK population are now registered as members of a health and fitness club or publicly-owned fitness facility
- Total industry membership base has grown by 0.4% over the 12 month period to 7.4 million
- 122 new public and private fitness facilities opened in the 12 month period ending 31st March 2010
- There are now 5,885 fitness facilities in the UK
- Single site operators accounted for 38% of all new private sector openings



In a 'know your enemy' exercise, it's worth getting hold of a recently published report: **The 2010 UK Low-Cost Gym Sector Report**. This has been researched and written by Ray Algar from Oxygen Consulting, in association with Precor. Sub-titled a 'A strategic investigation into an emerging market', it includes an analysis of several of the current new entrants into this sector in the UK and reactions from consumers. **Copies can be downloaded from <http://budgetgymresearch.ning.com>** and on this site is the facility to add comments and feedback.



**Trade**  
**Fitness Industry Association (FIA):**  
[www.fia.org.uk](http://www.fia.org.uk)

Ashbourne Membership Management is a member of the FIA. Sign up for their useful daily media review email.

**Fitness Professionals Association (Fitpro):**  
[www.fitpro.com](http://www.fitpro.com)

**Work Out magazine,**  
aimed at the independent sector:  
[www.workout-uk.co.uk](http://www.workout-uk.co.uk)

**Consumer**

**Men's Fitness magazine:**  
<http://info.mensfitnessmagazine.co.uk>

**Muscle and Fitness magazine:**  
[www.muscle-fitness.co.uk](http://www.muscle-fitness.co.uk)

**The Times Health Club:**  
[www.timeshealth.co.uk](http://www.timeshealth.co.uk)  
Largest 'social fitness site', worth looking at.



Issue 7

## Welcome to the new edition of The Ashbourne Advisor, a regular newsletter from Ashbourne Membership Management.

In this issue we are focusing on the growing opportunities for independent operators to work together, to meet up and to find recognition.

In these recessionary times, there is a greater and greater need for independent gyms and health clubs to unite and work together to combat the aggressive tactics of new low cost gyms and to establish a stronger voice in the face of the large established groups.

Ashbourne works exclusively with the independent sector and sees itself as a champion of the independents, providing tools which help to make them more competitive and professional.



We are delighted to see a number of initiatives which will help the independent sector not only to survive but to thrive.

And talking of low cost gyms, we also feature details of a new report into this sector, see page 4 + highlights from the 2010 FIA State of the UK Fitness Industry report, which in fact shows some positive trends.

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Ashbourne Membership Management is a leading provider of membership management services for gyms and health clubs across the UK, for more information please visit:

[www.ashbournemanagement.co.uk](http://www.ashbournemanagement.co.uk)

or call us on

0871 271 2088

# UNITED WE STAND

Autumn 2010 sees two welcome initiatives for the independent sector: an even bigger presence for IOU (Independent Operators Unite) at LIW in September and the inaugural National Fitness Awards in November. Both are designed to help bring together the independent sector and give it greater profile and recognition.



At the raucous and enjoyable first IOU party during LIW in 2009, Ashbourne saw the first realisation of the vision of Dave Wright from CFM of creating a resource dedicated to the independent sector. Since then, the impact and value of IOU has increased further, providing tangible monetary benefits for members on areas like insurance and training and ways of gaining useful information and facilities for online networking.

LIW 2010 will see an even bigger IOU party and an expansion of the activities staged in and around the LIW show specifically for the independent sector. This has been helped by IOU being officially endorsed and supported by the FIA. The FIA has recognised the value of IOU in helping to attract far larger numbers of owners of independent clubs to take time out to visit the show. This was certainly evident in 2009 versus 2008 and we are confident that this trend will continue in 2010.



So, please make sure you put **LIW 2010** in your diary, **Tuesday 21st – Thursday 23rd September 2010, NEC Birmingham.**

Full details are available at [www.liw.co.uk](http://www.liw.co.uk)

**Ashbourne are exhibiting in Hall 19 and our stand number is F106, adjacent to the Customer Retention Workshops area, so pop over and see us!**



The IOU party is on the evening of Wednesday 22nd September at the Mechu bar/club, with the worrying temptation of an unlimited free bar: some of us have got to be manning our stand at the show the following morning... Ashbourne is an official IOU Supporter, so we look forward to seeing you there, it should be great fun.



This is a new initiative, organised by **Work Out magazine**, as a celebration of excellence throughout the health and fitness industry.

They have been created to recognise and pay tribute to those clubs and individuals who have demonstrated outstanding commitment to fitness.

The shortlisted nominees will be invited to attend a spectacular gala dinner at the **National Railway Museum in York on November 25th 2010**, hosted by Sharron Davies.

For independent clubs there are a number of award areas which provide an opportunity to become a nominee:

## Gym of the Year:

There are five regional categories and an overall winner. Each regional winner will have demonstrated excellent progress in areas such as member recruitment and retention, improvements to facilities and staff training.

## Strength Training Gym of the Year:

Open to gyms that focus on bodybuilding.

## Customer Service Award:

On-site surveys will be conducted on up to 25 customers, with the focus on people's opinions of the club, its staff and facilities.

## Best Membership Recruitment Campaign:

This award will acknowledge the importance of the use of innovative and creative marketing to attract and keep new members.

## Community Involvement:

This will honour the gym or individual who can demonstrate active and successful involvement with their local community.

## Gym Team of the Year:

Presented to the team who are able to best demonstrate a shared vision and agreed goals.

## Gym-based Personal Trainer of the Year:

This award will acknowledge the importance of the role of the Personal Trainer within the fitness industry, and looks for a person who has shown incredible enthusiasm and determination in identifying the training and development needs of individual gym members.

There are other categories too, but these are the main ones which we reckon could be entered by a number of Ashbourne customers.

Full details can be found at:

[www.nationalfitnessawards.co.uk](http://www.nationalfitnessawards.co.uk) including the facility to enter nominations for the awards or download an entry form.

Alternatively a nomination form was mailed out with the July edition of **Work Out magazine**.