

Handling secondary spend

Handling payment for such a wide range of classes and treatments is becoming complicated, as is handling members' spend on supplements and in the café.

To the rescue is **Total Gym Software**, using the same swipe card system which monitors entry. Mark Clifford will be one of the first to install the EPOS touch-screen system.



Every aspect of secondary spend can be charged to the swipe card, with payment collection being made at the end of each month via direct debit, through the same account as used for monthly membership payment.

The whole system is available for just £39.00 per month and will integrate fully with the existing membership validation facility. It will also incorporate a booking system for classes.

There's another valuable extra included in the **Total Gym Software** package: a **free Wi-Fi Zone facility**, which will encourage greater use of Clifford's café area, all helping to increase secondary spend and retention.

"I reckon this will be excellent: it gives me everything I use the swipe card system for already AND a complete EPOS facility AND the Wi-Fi zone, all for the same equipment price I'm paying now - bit of a bargain really!"

"By making it so easy for people to pay for (and book) classes, beauty sessions, supplements, everything we sell, there is certain to be an increase in spend."

We will keep a careful watch on people's spend levels, particularly in the first few months, and the system will allow us to place individual limits on outstanding balances. The timing of the introduction of this is perfect, tying in with our fourth floor expansion."

So, 2011 looks like being another good year for Clifford's, with the growth in membership, facilities and spend being handled by a simple, cost-effective system.

We'll be back to Clifford's in a few months' time to see how things are progressing...



To find out more about go to
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Controlling membership and increasing secondary spend



Most clubs encounter similar issues to those faced by **Mark Clifford** at **Clifford Health Club** in Nottinghamshire:

CONTROLLING MEMBERSHIP PAYMENTS

MINIMISING NON-PAYMENT AND PAYMENT DEFAULTERS

IMPROVING MEMBERSHIP RETENTION

INCREASING SECONDARY SPEND AND HANDLING IT EFFICIENTLY

FOCUSING ON INVESTMENT IN NEW FACILITIES FOR MEMBERS



Instead of just telling you how good the package is, here is a case study about **Clifford Health Club** which sets the benefits of using the system in a context you will recognise: a growing independent gym which is investing heavily in the development of new facilities, and is therefore happy to take on systems such as EPOS in a way which is cost effective...

Ashbourne is now able to offer services which help with all of these issues. The **Total Gym Software** package provides membership validation, full EPOS (Electronic Point of Sale) and even a free Wi-Fi Zone facility, all at a highly affordable monthly rate.

Clifford Health Club in Long Eaton

Controlling membership and increasing secondary spend

Clifford Health Club in Long Eaton near Nottingham is a stylish mixture of the old and the new: with 22,500 square feet located across four floors of a converted mill building, the club is light, airy and spacious, a place with real character compared with chain gym sheds...



People in the area seem to agree, with membership having increased to over 3000 since opening three years ago.



Mark Clifford

"We're growing nicely, and investing all the time in redeveloping this building and expanding our facilities", says owner Mark Clifford.

Their main target market is people who have never really exercised, particularly women.

"Our membership is 70% women; we have female-only areas and our relaxed and friendly atmosphere ensures that people new to a gym environment do not feel intimidated."

Taking control of membership

"As our membership numbers have grown, I've seen the value in outsourcing some activities and adding in systems which give us greater control. Once your membership is up into the thousands, you realise you can no longer rely on knowing by sight everyone who comes in."

This process has included outsourcing payment collection to **Ashbourne** and introducing their swipe card **Membership Validation System (MVS)** which checks the live payment status of each member as they come in, via a broadband link to Ashbourne's payment records.

"I've been amazed. Every day the system is picking up someone whose payment has expired. I'd challenge any gym owner who thinks they've got things nailed down with a manual system to use this and not find people coming in who haven't paid."

The **"Hi there"** and cheery wave from a **"mate"** can in fact be hiding someone who has **"forgotten"** to renew. This is foolproof, discreet, easy to set up and use, and has made a big difference to cashflow and turnover.

I reckon the £40 per month cost of this system pays for itself many times over each month."



New facilities

Now that membership is at a healthy level, helped in part by some successful promotions using CFM, the main focus is to increase the level of spend by each member. There are a number of different areas where this is possible.

"The Revival Room, our in-house massage and beauty facility managed by our three beauticians, is running 80 sessions a week and is growing in popularity."

Our 6 personal trainers and 2 freelance instructors run a comprehensive range of fitness classes."

Our massive new studio on the fourth floor will be opening in November, along with our innovative 'Wii Studio' with a big screen. These will increase further our range of classes and be part of a significant push in January 2011."

