

Diary dates

BASES Annual Conference

12 - 14 Sep 2007
University of Bath

The British Association of Sport and Exercise Sciences conference features presentations and workshops, with national and international speakers sharing their experiences.

Tel: 0113 283 6162
www.bases.org.uk

Inside Out Convention

14 - 16 Sep 2007
London

Run by the Pilates Institute, this convention provides fitness professionals with the opportunity to learn the latest Pilates skills and techniques.

Tel: 0870 111 0166
www.pilates-institute.com

Leisure Industry Week

25 - 27 Sep 2007
NEC, Birmingham

The UK's biggest dedicated event for the out-of-home leisure industry, including attractions, fitness, health and beauty, sport and hospitality for every type of leisure site. Incorporates Sports Development Week.

Tel: 0208 232 1600
www.liw.co.uk

FIA FLAME Awards

26 Sep 2007
Birmingham,

Held alongside Leisure Industry Week, these industry awards are hosted by the FIA and are presented to health club and leisure centre operators in recognition of Fitness Leadership And Management Excellence (FLAME).

Tel: 0207 202 4709
www.fia.org.uk

Diary dates courtesy of www.healthclubmanagement.co.uk
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Useful links

Trade

The main trade magazine is: **Health Club Management**
Visit their website www.health-club.co.uk. Sign up for their weekly Health Club Management Report email. Linked to this is their site for sourcing leisure industry products: www.leisure-kit.net. Again, a regular email newsletter is available. If you are interested in news about property, subscribe to the Leisure Property Report.

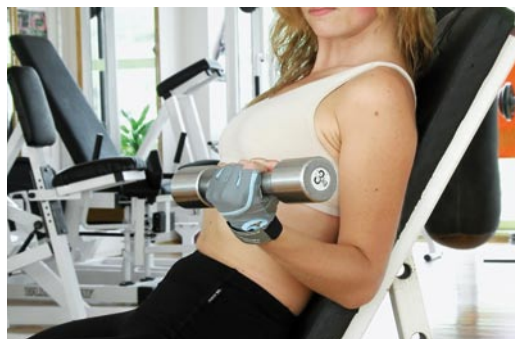
Consumer

A comprehensive directory of gyms and health clubs can be found at thefitmap, www.thefitmap.co.uk. Ensure your club is listed here, as there is a special section for independents. However, be aware that listings are often accompanied by reviews of the facilities. As well as a directory of clubs, this site also provides comprehensive information on all aspects of exercise and fitness.

Magazines are useful for checking the latest trends and interests in health and fitness. Many of these have websites, the most useful of which is for **Men's Health magazine**, www.menshealth.co.uk. You can subscribe to a free regular email newsletter, without subscribing to the magazine, and this provides hints, tips and news on all aspects of men's health.

See also:

Men's Fitness magazine:
info.mensfitnessmagazine.co.uk
Muscle and Fitness magazine:
www.muscle-fitness.co.uk



Welcome to the first edition of The Ashbourne Advisor,

a regular newsletter from Ashbourne Membership Management. As a leading provider of membership management services for gyms and health clubs across the UK, we are introducing this newsletter as an additional tool to help with issues such as membership retention and recruitment.

Independent of any media organisations, the newsletter will provide information and advice that is topical, relevant to your business and at times even provocative. As part of our expanding and developing service, this newsletter will be distributed free to all customers of Ashbourne Membership Management. A pdf version is also available on our website, www.ashbournemanagement.co.uk

We welcome your feedback on this initiative and you can post a comment on our website or email memberships@ashbournemanagement.co.uk

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Make the smoking ban work for you

**STOP SMOKING
START LIVING**

Make the break. Live life without smoking.



July 1st saw England join the rest of the British Isles in banning smoking in the workplace.

This has created a new incentive for people to give up smoking and already a 7% decline in cigarette sales has been reported for July.

Gyms and health clubs can join in the process by promoting themselves as part of the solution to giving up smoking. Your club no doubt promotes a healthier lifestyle and, along with diet, quitting smoking is probably the single most significant health improvement people can make.

A common concern when giving up smoking is that it will result in unwanted weight gain. More exercise is the best way to combat this effect, so promote your club as the way to achieve a sustained programme of regular exercise.

Active support by your club to help people quit smoking can make good business sense as it is an extra reason for sustained regular attendance and can produce some good PR opportunities within the club and with the local media.



Here are a few ideas:



- A cigarette 'amnesty' - members hand in unused packets of cigarettes in exchange for a free day pass to your club or a free additional service. Some gyms have already been offering this and it appears to be working.

- Create a fitness programme specifically designed for those quitting smoking. This should be a step-by-step programme focusing on the areas most likely to be affected by smoking: lung capacity and cardiovascular health. To help you, Ashbourne has made a donation to QUIT, the UK charity dedicated to helping people give up smoking, and downloaded their "KeepQUIT", programme, which caters for a wide range of fitness and abilities. 5 pdf documents relating to the "Keep QUIT", programme can be found in the download section of the Ashbourne website. Smokers can ring the QUITline 0800 00 22 00 or email stopsmoking@quit.org.uk for friendly help and advice on how to quit smoking.

- A 'quitters club' noticeboard - if people make a public declaration to quit they are more likely to stick to it. Organise an area on your noticeboard for people to declare that they are quitting, with 'milestones' reached such as one, three and six months without smoking. Offer rewards for achievement such as 'free Pilates session if you quit for three months'.

- Forge links with your local NHS Stop Smoking Service and encourage referrals from there to your club as part of a quit smoking strategy.

There are numerous website resources on this subject, but you may find these useful -

UK charities: www.quit.org.uk www.ash.org.uk

Info on your local NHS stop smoking service: www.gosmokefree.co.uk

Information on the smoking ban in England: www.smokefreeengland.co.uk

Exit survey



ASHBOURNE
MEMBERSHIP MANAGEMENT

Club exit survey

In order to improve our services and those of the club that you are leaving, we would be grateful if you could take a few minutes to complete this brief survey. This will help us to target any areas of concern and may even find ways in which we could get you to re-consider your decision. Any feedback relating to the club will be fed back as part of a general survey and your specific contact details will not be divulged.

Name _____ Phone number _____
Gym/health club _____ Membership reference _____
Date joined _____
Date leaving _____

Questions

1. What is the main reason for your decision to cancel your membership?

- No longer able to use facilities as a result of health issues
- No longer able to afford membership
- Moving away
- Lack of time to use facilities
- Lack of motivation to visit
- Unhappy with specific facilities or services

2. If you have been unhappy with any specific facilities or services, please provide details in the space below:

Please post this completed form in the pre-paid envelope provided to:
Ashbourne Membership Management, PO Box 10620, Shirley,
Sofham 1000 919

The 'R' word, Retention,

is the main issue facing all clubs, large and small. As in any business, it is far better to retain existing customers than it is to rely on obtaining new ones.

Leavers' surveys

The best way to start improving retention is to find out in detail the reasons people give for leaving a club. While many people leave clubs as a result of changes to their personal circumstances (ill-health, moving house, financial issues), if comments regarding the quality of facilities and service at a club are mentioned as reasons for leaving, then this can provide a good reason to implement changes.

Ashbourne survey

Ashbourne Membership Management sometimes finds out that a person wants to leave a club before the club itself. Being on the 'front line' of contact with potential leavers, we are well placed to conduct research on your behalf in order to understand the reasons for people wanting to leave, and to analyse any trends.

As a result, we are putting a form on the back of our membership termination letter, requesting information about the reasons for leaving a club. This survey will only be conducted when it is absolutely clear that a person is terminating their membership.

This information will be fed back to you, so that you can target any areas for improvement that may be identified as common reasons for leaving. To the left is an illustration of the form that will be used.

The golden rule - If the leavers' survey identifies some recurring reasons for people leaving that you are able to act upon, then take action to make improvements.

