

MEMBER SUCCESS STORIES

Changing peoples lives



I have been training for several years but was in need of some fresh ideas and a motivation boost. Having seen GymFit4Less working with other members and getting results, I approached a club personal trainer about working with me to set new goals for myself.

I trained regularly with him at GymFit4Less and found it to be both well-equipped and perfect for my needs, ideal at such a reasonable price the gym offers and having such professional trainers to assist you on site.

Vicki Stone



I have been training at GymFit4Less since February 2015. I have been following my trainer's specialised diet and taking the nutritional supplements he has advised me to take.

The results have been amazing! I was losing at least 2 pounds a week most weeks. When I wasn't it was usually due to a lapse in my diet. I am now 3 stone lighter and instead of wearing size 16 clothes I can now wear size 8-10. This makes me feel much happier in myself. My skin is glowing, my eyes are brighter.

GymFit4Less lives up to its title! It provides good value for money. The gym is clean, spacious and offers a wide variety of specialist equipment, friendly staff and trainers.

Jay Silvester



FRANCHISE GUIDE

For further franchise information please contact

Franchise support office - 01494 438834

Email: gymfit4less@gmail.com or visit our website www.gymfit4less.com
161 West Wycombe Road, High Wycombe, Buckinghamshire HP12 3AB



FRANCHISE GUIDE

With 11.9% off the UK population joining health clubs, why GymFit4Less?

Because it's affordable, location, enjoyable & quality assured!

The Franchise Guide gives you an insight into why GymFit4Less is a fast growing franchise...

Your journey starts here...

INDUSTRY FACTS & FIGURES

The 2015 State of the UK Fitness Industry Report reveals that the UK health and fitness industry is in good health, it has more clubs, more members and a greater market value than ever before. One in every eight people in the UK are members of a gym, an all-time high penetration rate of 13.7%.

The 2015 report highlights that the industry has experienced another year of positive growth over the 12 month period to the end of March 2015, with increases of 5.4% in value, 3.3% in the number of fitness facilities and a 5.8% rise in the number of members.

The growth in the industry continues to be driven by strong performance from the rapidly growing low cost market in the private sector. This expanding market now accounts for 9% of the total number of private clubs, 10% of the private market value and an impressive 24% of the private sector membership.

Summary of key facts

- Total market value (public and private sectors combined) is estimated at £4.3 billion, up 5.4% on 2014.
- 13.7% of the UK population are now registered as members of a private health and fitness club or a publicly-owned fitness facility, contrasting with 13.2% in the previous year.
- Total industry membership is the strongest growth indicator, up 5.8% to 8.8 million over the past 12 months.
- 191 new public and private fitness facilities opened in the 12 month period ending 31st March 2015, up from 177 in 2014.

There are now 6,312 fitness facilities in the UK, up from 6,112 last year.

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AFFORDABLE & LOCATION

All customers understand the importance of exercise, a smaller percentage actually act upon this decision, until the gong goes off in people heads and a life turning decision is made to make a change. Therefore price can be a deciding factor for most people. Location is also as important as finding a club that is affordable and comfortable – a welcoming atmosphere can be hard to find.

At GymFit4Less we recognise all these important factors: the ability to use the facility 24 hours Monday to Friday, multi-club access membership, an affordable solution and a great location.

Location is a vitality important to meeting customers expectations of our brand, the location territories allows clubs to be in the correct position, a large percentage of our members live in a 1-3 mile radius of their home club, but have the unique access of all the other clubs. This gives the ability for members who travel with work or visiting family or friends access in any areas.

Each GymFit4Less has its unique brands which are either GymFit24Hours or GymFit4Ladies, depending on the location and the demand for this product. Our members find that the facilities are safe, clean and friendly, with strength and conditioning equipment – including a large free weight section with up to 60kg dumbbells as standard. We have plate loaded equipment which offers a unique facility for members. We provide gym inductions and an inclusive personal training session to ensure every member gets started safely and in the right way. Each club has studio space for group classes, plus indoor cycling and functional rig areas. There really is something for everyone from beginners to regular professional training members.

Our GymFit4Less memberships start from as low as £12.99 per month. This rate encourages off-peak users to make the most of you quiet periods and at this price will also increase enquires into the club. Memberships rise up to £29.99 per month for a complete all inclusive experience.

“
**Be your
own boss**
”

ENJOYABLE & QUALITY

There are four main reasons why people join gyms; weight loss/general health, social, injury/rehab, and performance related. Based on these areas, we ensure our facilities meet the needs of our members to ensure that we constantly offer an enjoyable membership.

We offer retention schemes to help improve the experience of using the gym.

- DJ nights – we offer monthly live DJ nights, where we play live music to the members during their evening training sessions. It gives a different atmosphere for people to train to, it's a bit of fun!
- Member of the month – we reward and nominate our member each month, celebrating great achievements with a prize to say well done!
- Referral scheme – we reward referrals with £1 off thier monthly direct debit; it's a great incentive for members to refer their friends and families.
- New members vouchers – as a new member you will receive a set of vouchers, which includes fresh protein shakes, discounts of treatments, free day passes and much more. Another incentive to refer friends and family.
- Member discounts – we offer unique member discounts from local retailers and suppliers. For example 30% off the local cinema, or restaurants etc.
- Retention scheme – we measure the amount of club visits and reward usage of the club. We operate a 50, 100, and 200 club visits reward scheme, where we give a prize for achieving these landmarks.



OUR UNIQUE BRANDS



GymFit4Less

- Our core brand giving the franchisee the option to open and close during standard gym hours.
- This brand applies to mixed gender usage and a mass audience.
- Affordable membership packages to suit all.

GymFit4Ladies

- This brand gives a unique opportunity to cater for ladies only.
- Trendy brand with a very strong logo and opportunity to tailor towards a captive ladies audience.
- Can be added to one of the other brands or run independently.

GymFit24Hours

- This brand offers 24 hours use of the facility Mon to Fri – to appeal to different sector groups like shift workers, taxi drivers, emergency service workers etc.
- Gives 24 hour membership at a very competitive price.
- This brand applies to mixed gender usage and a mass audience.
- 24 hours use remains one of the top choices for clubs.

“Flexible support to fit around your strengths and weaknesses!”

TRENDS & BACKGROUND

- Spending on eating out steadily increases by 27% in the eight weeks leading up to a gym membership beginning and remains higher by 15% during the first eight weeks of consumers becoming active. In their first week of active gym membership, consumers spend 34% more at fashion retailers. Supermarkets also see a uplift, with an 11% increase in spending.
- The popularity of budget gyms are driving the increase, Cardlytics said, with an 66% rise in monthly expenditure by the 5.5 million individuals, from £101,000 in May/June last year to £167,000 the same time this year.
- Jill Dougan, managing director of Cardlytics, said: “This data shows that British consumers aren’t the only ones improving their figures, as UK retailers across the country benefit from a focus on fitness. A gym membership can lead to higher levels of spending across the board on social activities, new clothes and healthier products.”
- A new study by the research analysts Mintel has confirmed the boom in budget gyms, pointing out that while the UK’s recession was the catalyst for polarisation within the private health and fitness club industry, budget gyms have successfully targeted the lower end of the market with aggressively priced membership.
- Mintel said: “Nearly four-fifths of UK adults have set themselves at least one health or fitness goal, yet only 12% currently use a gym. However, the indications for the private health and fitness club sector remain promising, with the continued rise of budget gyms helping to break down the barriers associated with more established clubs – namely cost, location and the commitment of entering long-term contracts.”

FRANCHISE PACKAGE

The GymFit4Less franchise package was created to cover all elements of a new business to aid you in your new journey. Our support covers the following areas;

- Training for the franchisee, managers and staff
- On-site support and set up
- 24/7 access to the franchisee portal
- Email set up for the franchisee, manager and core staff
- Individual web page with customisable information
- Use of the GymFit24Hours &/or GymFit4Ladies brand
- Comprehensive operations, health & safety and sales manual
- Quarterly national marketing campaigns
- Preferred suppliers list with national discounts, turnkey process
- Corporate documentation, including sign up forms and letter heads
- Assistance with the business plan, financing options and site location
- Budgeting for signage and branding
- Territory analysis

Franchise package fee: £15,999 plus VAT
(deposit of £2,000 plus VAT to proceed)

For further franchise information please contact

Franchise Support Office
01494 438834

gymfit4less@gmail.com
www.gymfit4less.com

