



GRANT
HARRISON

TOBY
WASSELL



HOW TO SAVE A FAILING GYM

The Fit Club Case Study

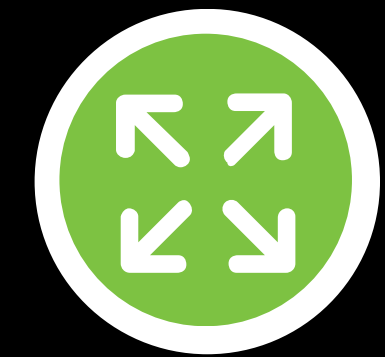
THE FIT CLUB



THE FIT CLUB



Redditch, UK
Population: < 100,000



20,000 sq ft
City Centre Location



2,000+ Members
40% Growth in 24 Months



Facilities
Large Gym Floor, 2x Class Rooms, 1x Spin Room, Sauna



Premium Budget
££ out of £££££
Price Point



Local Competition
Pure Gym and Several Independents

BEFORE WE BECAME THE FIT CLUB

High Business Rates and High Rent

Large, city centre location with an old inefficient hot water system.

High Costs

24HR Budget Facility with 400 Members

Bailiffs looming, making a loss with 20,000 sq ft space and only 1000 members.

Consistent Losses

A Disenfranchised Membership Base

Members had lost respect for the club and showed it with their behaviour.

Disrespectful Members

Poor Attempts To Save The Gym

Previous owners had sold equipment, left damaged kit and reduced classes.

Half A Gym



What We've Done...
SHORT TERM ACTIONS

Finances

Marketing

Operational

Member Experience

**Debt Out of Control - Saviour
Company Gets Favourable terms!**



What We've Done...
SHORT TERM ACTIONS

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Operational

Member Experience

Creating A Buzz
Rebranding & Small Member Wins



What We've Done...

SHORT TERM ACTIONS

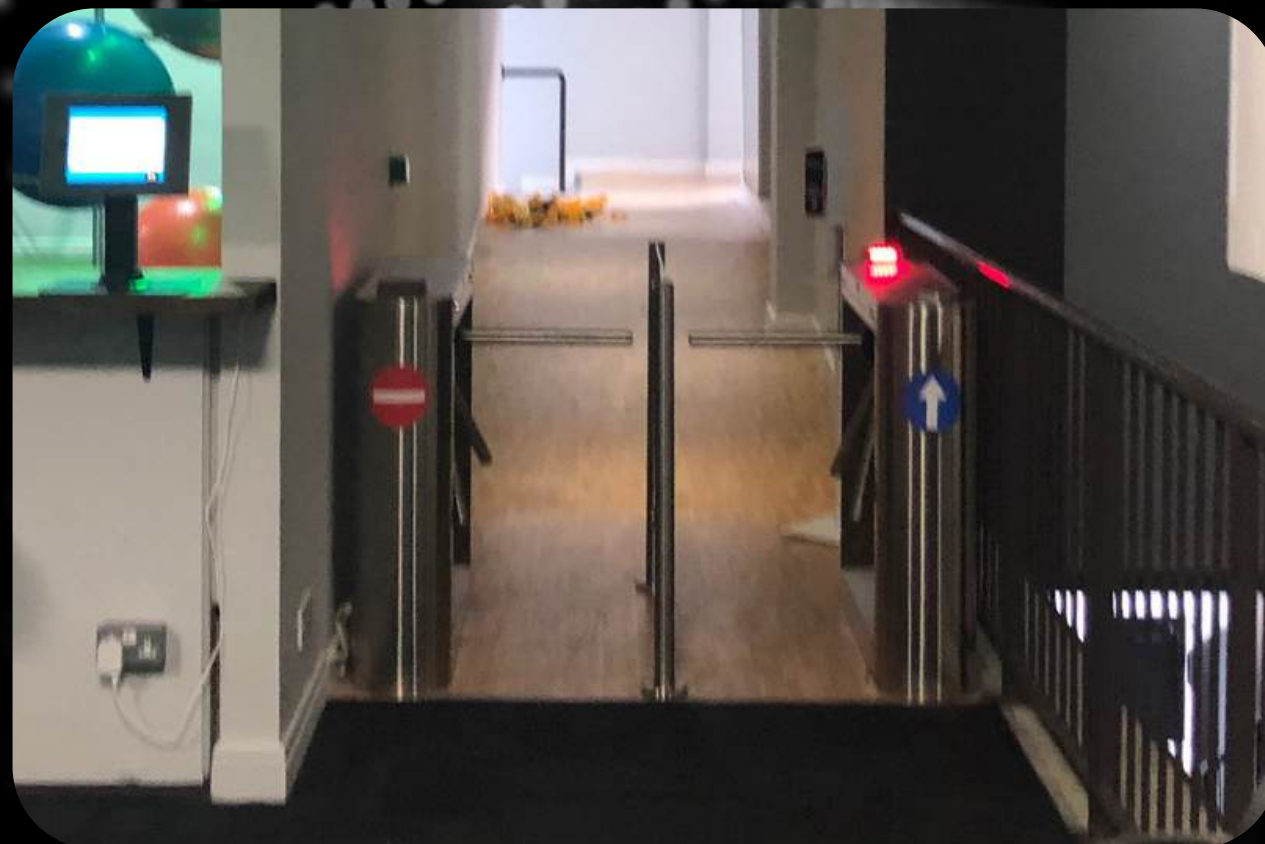
Finances

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Operational

Member Experience

New Access Control, Booking System & Efficient Payroll!



What We've Done...

SHORT TERM ACTIONS

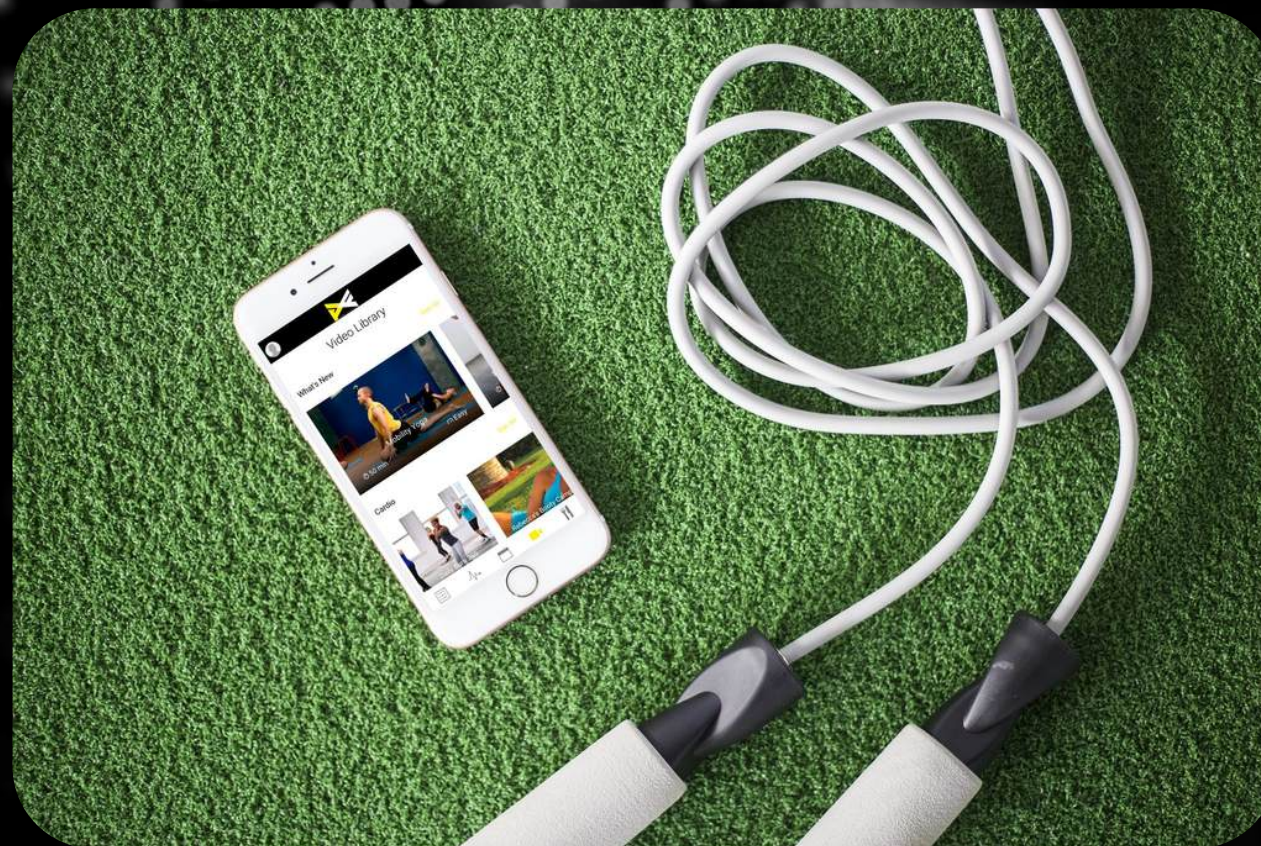
Finances

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Operational

Member Experience

Ashbourne Custom App & Full Fridges with Management System



What We've Done...

LONGER TERM ACTIONS

**Automated
Processes**

**Social Media
Planning**

**Great Looking
Website**

**Kit quality
and spread**

**Well Paid/
Trained Team**

01

Day Passes

02

Presales

03

Sales Pipeline

04

Welcome Emails

05

'Pre-Induction'

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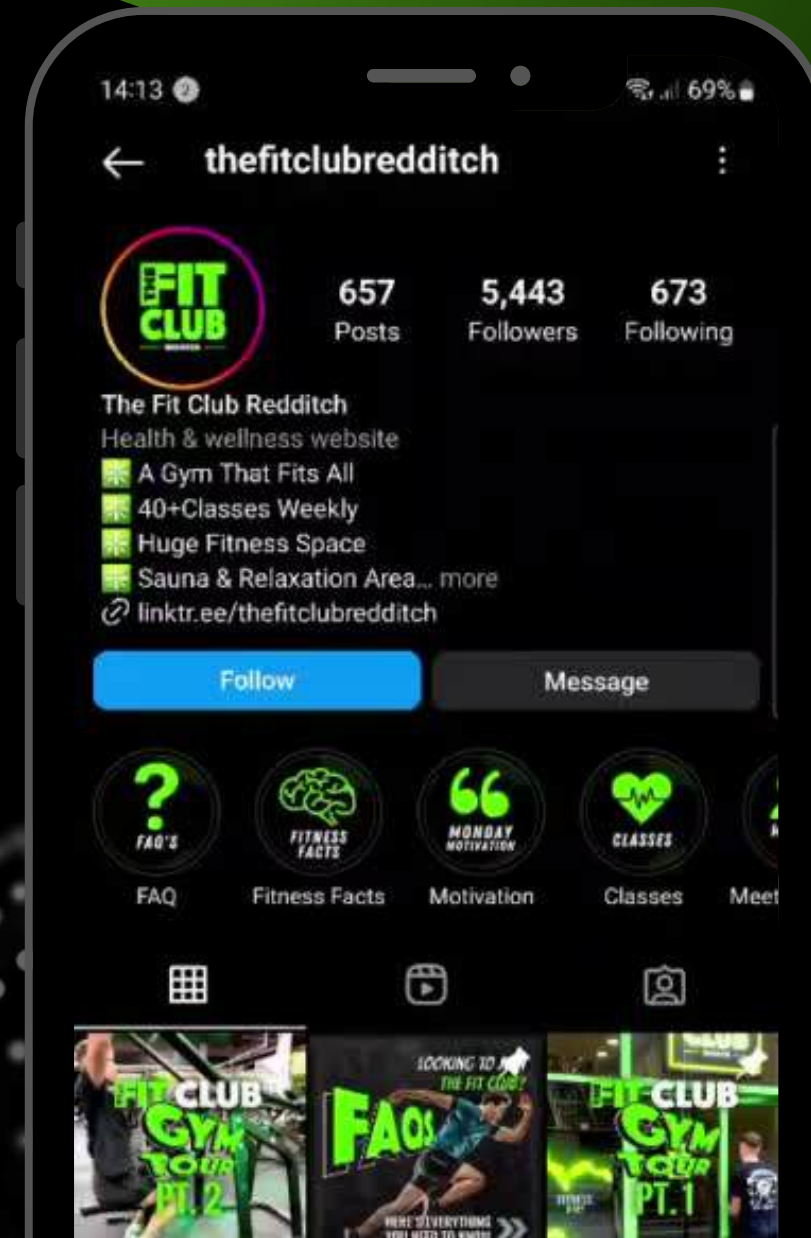
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and spread

Well Paid/
Trained Team

Social Media Calendar & Content Plan

 ↑ Reach increased by 188,824

 ↑ Reach increased by 54,777



What We've Done...

LONGER TERM ACTIONS

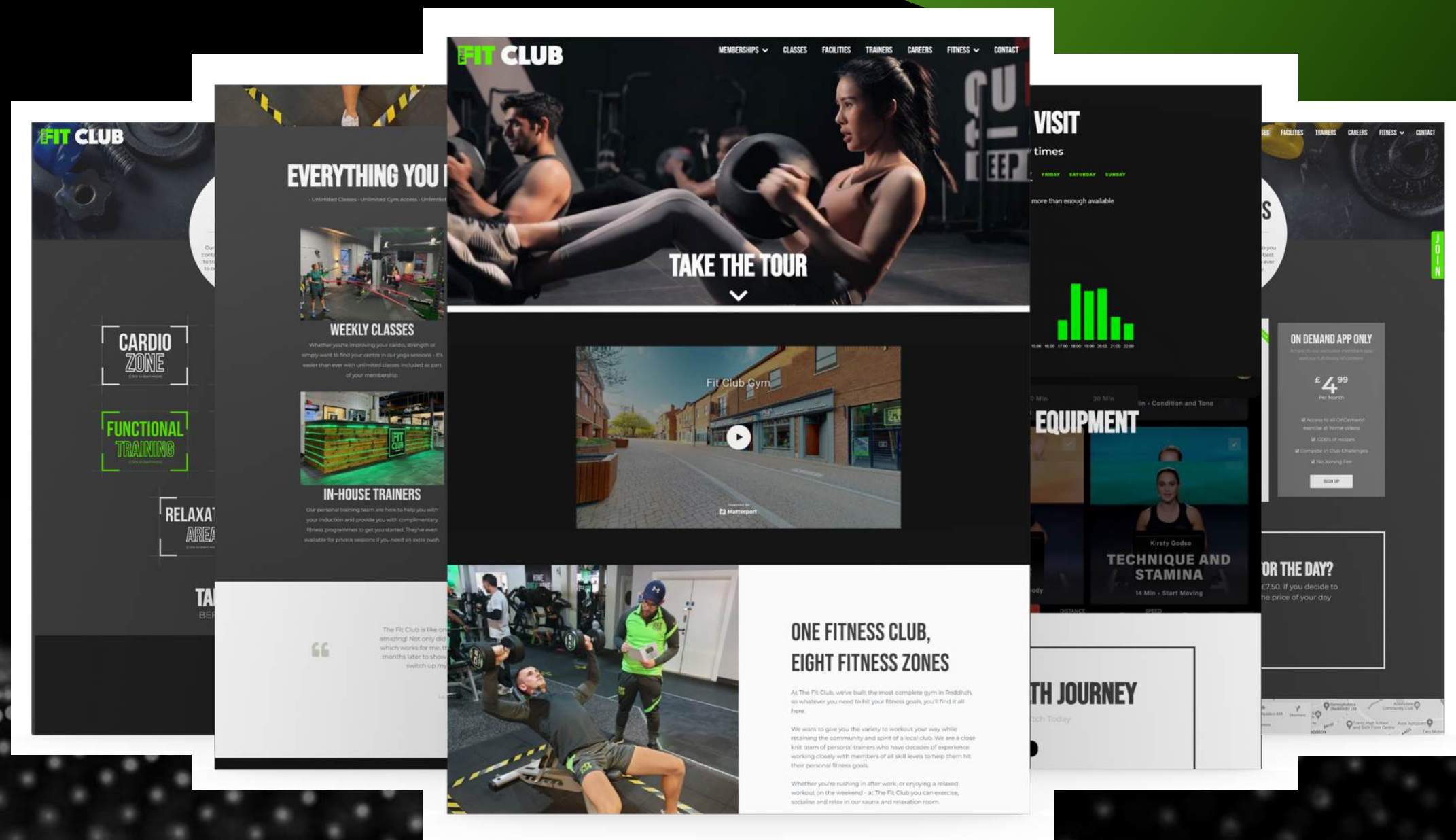
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Buy cheap, buy twice & Reclaim Poorly Utilised Space

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and spread**

**Well Paid/
Trained Team**

***Weekly
Manager
Rounup***

***Monthly
Team
Meeting***

***Quarterly
1-2-1
Meetings***

***Opportunity
to
'Upskill'***

***Run Our
Own
PT Courses***

THE GYM TODAY



2,200 Members, £50k Monthly Revenue

In 2019, there were 1000 members bringing in £15k monthly revenue.

Dropped to 400 members in Covid.



Secondary Spend Increased to £13k

In 2019, £0 secondary spend, also £2k up on same time last year

- Competing with a brand new Pure Gym at over double their price
- 3.5 year process, hindered slightly by Covid. Bulk of growth since then

THE FUTURE

Sauna Upgrade Coming Next

More development of the gym to continue offering best experience to members

**Continued
Development**

Low Cost Local Competition

Continue to weather impact of low cost local competition and highlight our USPs

**Impact of
Competition**

Help With Industry Leading Development

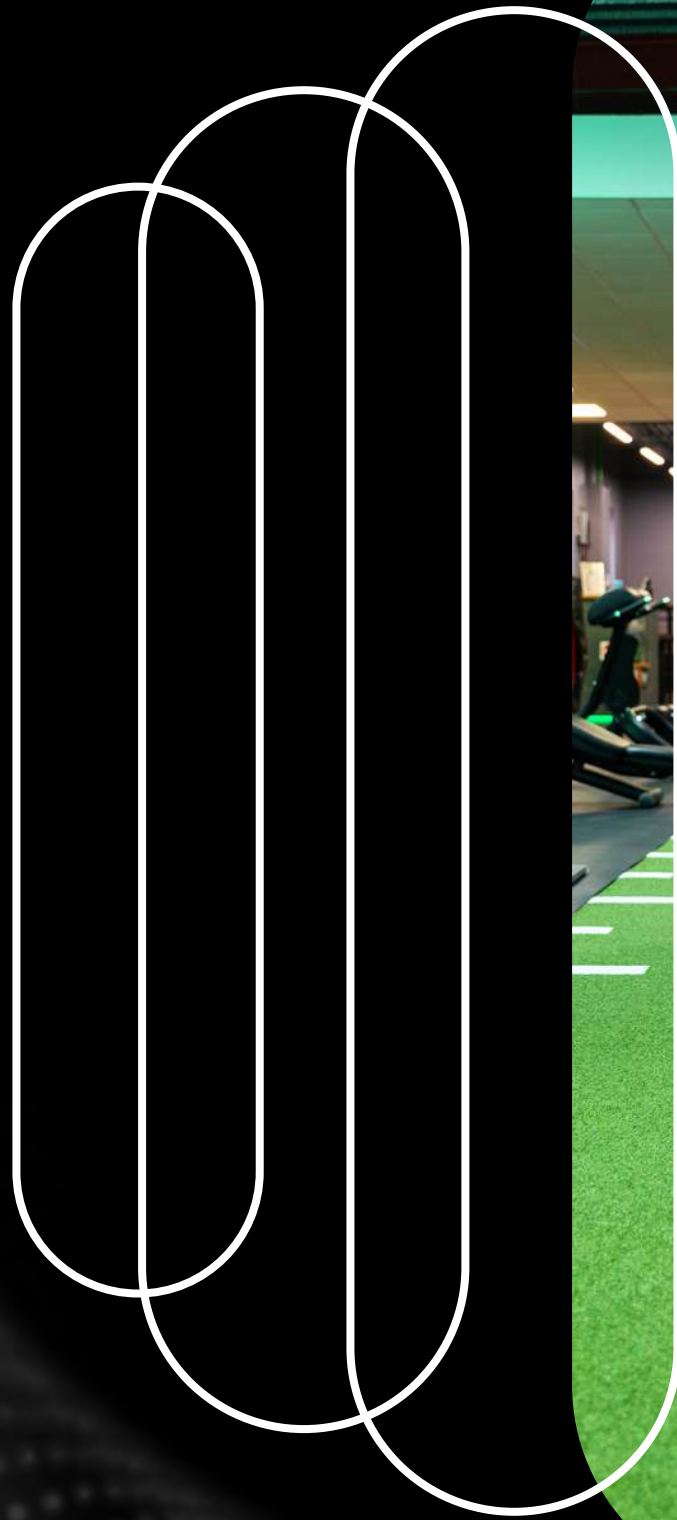
Test new Ashbourne software, ensuring best industry developments

**Test New
Software**

Discussions With Our Accountant

Worth 3-4x profit, determined by multiple factors.

Sale?



KEY TAKEAWAYS

Automations

Automation makes your life easier and can create a slick service.

Space is King!

Space is key and can be created in some pretty unlikely places.

Access Control

Your access control will directly impact how easy it is to grow.

Social Media

Social Media is powerful and free! Creating community and traction.



QUESTIONS?

THE FIT CLUB

**THANK YOU
FOR LISTENING!**

Follow Us!



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@thefitclubredditch

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Take a tour of the club @ www.thefitclubredditch.co.uk