

THE UK'S NO 1 DIGITAL MAGAZINE FOR GYM OWNERS & FITNESS PROFESSIONALS

GOM MAGAZINE

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THE EXCLUSIVE

WE CHAT WITH
MOTHER & DAUGHTER,

CAROLINE & HANNAH

OWNERS OF A WOMEN'S
ONLY GYM

INTRODUCING UN1T

THE STRENGTH AND
CONDITIONING CONCEPT
THAT IS TAKING OVER!

CHELTENHAM'S TOP FUNCTIONAL FITNESS GYM

THE STRONGHOLD
SET TO OPEN SECOND
LOCATION THIS SUMMER



**"THE POWER OF GROUP
PERSONAL TRAINING"**
BY CAROLINE HO

THE FITNESS
INDUSTRY THROUGH
THE EYES OF A
GYM OWNER
BY RYAN HODGSON

CHELTHENHAM'S TOP FITNESS GYM, THE STRONGHOLD, IS SET TO OPEN SECOND LOCATION THIS SUMMER

Functional Fitness specialists, The Stronghold, are taking their coaching skills and community to a new location this summer, making it their second strength and conditioning centre in Cheltenham. The brand-new gym, which is situated in Kingsditch Industrial Estate and currently undergoing renovation, will be home to their signature Functional Fitness classes. Originally opening as the pandemic hit in March 2020, the current location on Lower Mill Street (previously The Fitness Hub), will develop into a dedicated Personal Training Hub, where people can benefit from the exclusivity of 1-to-1 training.

As well as free weights, cardio kit and resistance machines for open gym members, the new 4600 sqft location gives way to a secondary class space, adding a wider variety of performance-based sessions to their timetable. Classes available to book include:

- Functional Fitness
- Stronghold Conditioning (New)
- Lunchtime Sweat (New)
- Barbell Club
- Stronghold Fundamentals (New)
- Advanced Gymnastics
- Mobility

The Masters (Age 70+), Sports Teams and Youth Sessions will remain at the PT Hub.

With a movement and member first approach, owners Dave Pinco and Tom Langton's decision to evolve The Stronghold is born from a desire to help as many people as possible, of all ages to improve their quality of life within Gloucestershire. The small group class style allows coaches to use their expertise and feedback on an individual basis. Aspirations to grow the business make way for regular member and team feedback surveys which, alongside



FUNCTIONAL STRONGHOLD, D MER



a desire to challenge fitness fads and misinformation, cultivates an educational and growth environment for members and personal trainers alike.

We had to adapt how we did things as soon as we opened in 2020 because of Covid. It was such an uncertain time but because we practise a 'members first' approach we offered kit packages and 3 zoom sessions a day so people could stay fit and healthy from home, which went down really well. Since then, our community and culture have continued to thrive and we feel that now is the right time to give our members more of what they want." - Dave Pinco, Owner and Coach

People can join the new Fitness Centre in Kingsditch Industrial Estate from £35 a month open gym or £75 for classes and benefit from top of the range equipment, flexible month to month memberships, on-site parking as well as an area to chill, enjoy locally sourced coffee and use as a workspace.

For more information on The Stronghold head over to www.the-stronghold.co.uk, Instagram [@the_stronghold_gym](https://www.instagram.com/the_stronghold_gym) or Facebook

Prior to joining forces and opening The Stronghold in March 2020, Dave Pinco and Tom Langton both worked as personal trainers at The Fitness Hub, and over time found they shared the same ethos: "Movement first". The rising popularity of CrossFit and social media fitness trends encourages people to push their bodies through unsustainable diets and movement patterns that are either complex or have little benefit to their overall quality of life. So when the opportunity came up, Dave and Tom decided to create a Functional Fitness space that challenges misinformation and promotes "form over ego".

CROSSFIT VS FUNCTIONAL FITNESS - WHAT'S THE DIFFERENCE?

CrossFit is based on functional training however, it was originally developed as a method to strengthen the US Armed Forces making it very high intensity and solely focused on being the strongest or fastest.

Although these training styles share some similarities, Functional Fitness primes the body for real-life movements and activities. It aims to make physical tasks and movement that occur in our day to day lives easier whether that's climbing the stairs, playing with your children or unpacking the shopping from your car.

THE STRONGHOLD MISSION: TO BE THE MOST MEMBER-CENTRIC GYM IN CHELTENHAM

As well as expert coaching and programming, The Stronghold places as much emphasis on the community and culture. Dave and Tom believe knowledge is power so they regularly bring in experts in their field to hold workshops for the team, PTs and members to empower them in their health and fitness journey. Some examples include the menstrual cycle and its effect on training, running fundamentals and fixing your posture to name a few.





To help people build relationships within the gym environment and feel as comfortable as possible, events are held throughout the year to include Summer Sports Day, Christmas Social, Member BBQs and Dog Walks.

Regular team and member surveys are carried out and always form the basis of any evolution at The Stronghold.

TEAM QUALIFICATIONS:

Dave Pinco: BA Hons in Physical Education, Level 3 PT, Level 2 British Weightlifting and a qualified nutritionist

Tom Langton: BSc in Sports Education, Level 3 PT and Level 2 British Weightlifting

Kylie Benadie: MSc in Strength and Conditioning

James O'Meeghan: Bsc Biochemistry and Level 4 PT

Struan Potter: BSc Strength and Conditioning, Level 3 PT and Level 2 Olympic Weightlifting

