

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

# GOM MAGAZINE

ISSUE 76 // JULY 2022

## THE EXCLUSIVE

WE CHAT WITH

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**TEAM HH**

### HOW TO GET OVER 'GYMTIMIDATION'

YOUR ANXIETY ABOUT  
HEADING TO THE GYM

**ACTIVITY ALLIANCE  
ANNUAL DISABILITY  
AND ACTIVITY SURVEY**  
(JUNE 2022)

**MAKE DATA WORK  
FOR YOU IN YOUR  
HEALTH CLUB  
BUSINESS**

**THE STATE OF  
THE UK FITNESS  
SECTOR**  
THROUGH THE EYES  
OF GYM OWNERS



# THE STATE OF THE UK FITNESS SECTOR THROUGH THE EYES OF GYM OWNERS

## IS RUNNING A GYM OR FITNESS BUSINESS JUST A NUMBERS GAME?

**I**t's easy to assume 'the more people we get through the door, the more successful we are.' This isn't always the case.

As a gym owner, it's crucial to view your business based on numbers. In a competitive industry where 'sexy' is what sells, it's easy to see why many fitness professionals resort to extremes in order to sell their services, in an attempt to attract the masses. But do gym/fitness business owners really need to trade in integrity for popularity?

Why does a business have to adopt polarizing belief systems or methods to be successful?

Yes, a gym full of people is a great achievement, but what makes it truly successful? And what exactly do we mean by a successful fitness business anyway? What defines success in today's climate?

The Stronghold was founded on a firm set of beliefs, adopted by two Personal Trainers who were fed up with seeing other businesses, influencers and coaches mislead the people they were meant to be helping.

"We took the plunge to make sure we had a successful business model, without losing our integrity as coaches who really cared about making a difference. We believe in improving the quality of people's lives through functional fitness by taking a movement and member-first approach.

This is where it became more than just a numbers game for us. Yes, we needed 'bums on seats'- 'hands-on bars' but we were going to do it in a way that aligned with our beliefs as coaches who cared.

We're going to break it down to you into the four key pillars which we've used to build our coaching and business models."



DAVE PINCO AND TOM LANGTON





## PILLAR 1- EVIDENCE-BASED

The UK fitness industry in 2022 is dominated by polarizing belief systems and one-size-fits-all methods.

Being evidence-based in one's approach means basing the MO around principles which cannot be argued due to the laws of science. Laws like thermodynamics (energy balance) or progressive overload.

Once again, these principles are tricky things to market compared to dogmatic approaches like the Keto diet, Carnivore diet or even some aggressive forms of HIIT.

In an industry where finding a niche is the key to success. Let good coaching, being people-centered and evidence-based be your USP.

## PILLAR 2- MOVEMENT- FIRST APPROACH

Prioritizing movement quality in clients and members is crucial to the integrity of the gym. The most obvious reason for

this is injury prevention and of course, the fewer clients are injured, the better-quality results they are going to see and the more lives you're going to improve. It's a sorry state of affairs that a gym with good, conscientious coaches and a good eye for technique is a differentiator in today's fitness industry. There is a huge difference between instructing and coaching and the latter should be the ambition of any fitness professional who truly understands how to achieve results for those in their care.

Quality of technique should be a non-negotiable variable in training programmes, but to get it right it often requires the coach/athlete to decrease intensity and focus on the absolute details of the movement. Where most people value how much they're sweating when training, it's easy to see why fitness professionals targeting high volume of sales don't make correct movement their first order of business.





The fitness industry is scarily unregulated meaning some trainers lack the knowledge to correct poor movement/incorrect technique. This is why the coaching team at The Stronghold take part in regular in-house CPD sessions. Up-skilling is high on the agenda, building upon the qualifications already held and of course, an ongoing will to learn and improve with each session delivered. Offering the team a growth environment, not just the members.

### PILLAR 3- COMMUNITY

Building a community in the gym is essential to the success of independent gyms. Regardless of the business model, creating a sense of belonging and empowering the members is what ultimately keeps them coming back for more and feeds their consistency and results.

Of all the key pillars, this is the easiest to create, when it comes to people and atmosphere, most essential. It's what will separate local, independent gyms from the large commercial gyms where little is often done to avoid toxicity and unfriendliness.

Friendly, approachable staff, the welcoming of families and community-based events help to cultivate an environment where people look forward to coming and feel safe and comfortable training at their own level.

### PILLAR 4- PROGRESSIVE OVERLOAD

All good coaches know that to improve in a particular discipline, the programme needs to follow the laws of progressive overload. No matter whether you're training a single person in a PT session or a group of 20, without progressive overload it's not possible to track progress and see results.

With planned programmes, both the coach and participant(s) are able to track their activity and forecast results, or at least manage their intensity accordingly. This is where training becomes much more than 'getting a sweat on' or burning thousands of calories in a workout.

The notions just mentioned are high on the agendas of many gym goers but it's the responsibility of the coaches/trainers to show them there's much more to training. Often the coaches don't, because it's easier to sign the customer up right away with an ass-kicking workout than it is to explain the principles of progressive overload, adequate rest periods and days, de-load weeks and proper technique.

