



HOW TO IMPLEMENT YOUR OWN CORPORATE FITNESS FACILITY

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INTRODUCTION

Energy Fitness Professionals is a corporate fitness company and one of the UK's leading private leisure management providers. Founded in 1998 by two fitness instructors - and best friends - that saw a niche in the market for bespoke corporate fitness management solutions, it has gone from strength to strength. Much of this is due to the company's flexibility, reliability and good reputation in the industry. However, we believe the key to our success is in offering the client a personal service. EFP comprises some of the most experienced professionals in the leisure industry. Our aim is to change the concept of conventional corporate fitness facilities.

“So much more than just a gym!”

We believe that a company's fitness centre can be so much more than just a gymnasium. The centre can be used as a hub of activity; a place where members can exercise, socialise and interact on an even level. The fitness centre can offer physical stimulation, sporting and social events, holistic treatments, competitions, tournaments, classes and other health related benefits. We strive to offer a personal service to our clients by listening and reacting to their needs and requirements. We believe that inspiration and communication with the key departments is essential for the development of the facility.

“We don't standardise, we personalise!”

The corporate leisure and wellbeing scene is constantly changing - as the market evolves, so does the level of service required. To this end, Energy Fitness Professionals are able to offer a wide and diverse range of services to cater for all your company's physical and wellbeing needs.

WHY HAVE AN ONSITE FITNESS CENTRE?

The need for employees to have access to exercise and health facilities has never been greater, and the benefits for employers, in terms of increased attendance and performance, are even more critical.

Energy Fitness Professionals has joined in a nationwide campaign, 'MoreActive4Life', as part of the Fitness Industry's contribution to the Government's Change4Life campaign. Research, conducted by You Gov on behalf of the Fitness Industry Association (FIA) which showed that over one third of the nation is inactive*, has prompted dramatic action from the fitness industry to help get the nation more active.

A research document, "Sickness Absence from Work in the UK," estimated that staff turnover and absences related to sickness or injury cost employers £19.9 billion, and caused a loss of 5.8 million working days, per year. **

Due to the number of working days that are lost each year in the UK because of illness or accidents, when a company takes a pro-active approach to health at work they are able to save thousands of pounds each year.

Research shows that providing an on-site fitness centre provides a wide range of benefits in terms of staff health, attendance and performance. Staff are more likely to exercise, can monitor their health, and regular exercise has a significant impact on staff stress levels.***

* Survey commissioned by the FIA questioned base of 2,072 people

** Debra Leaker, Office for National Statistics

*** Promotions programs, modifiable risks, and employee absenteeism (Aldana & Pronk)

THE BENEFITS OF AN ONSITE FITNESS CENTRE?

There are many benefits to having an onsite fitness centre. Here are some of the key ones for your organisation;

- Reduce staff absenteeism by improving the health of your workforce.
- Happier, more content and productive employees, resulting from a better work-life balance for your staff.
- Employees can see huge financial savings by utilising an onsite fitness centre. Commercial gym prices are, on average, 3-5 times higher.
- Employees are able to de-stress during the day by taking part in exercise.
- It can help with the recruitment process as staff analyse companies more vigilantly to see the benefits of working at a particular company. An on-site fitness centre is a major perk that employees really want to utilise, and look upon it as a great benefit.
- With an on-site fitness centre you can attract a higher quality of staff and retain them.
- Increase awareness of health and lifestyle issues. Staff will have access to a wide range of exercise and nutritional advice to give them the tools they need to live a healthier life
- Increase social interaction between employees and departments as they work out together in an encouraging atmosphere. This will improve employee integration and staff morale. It would also allow staff to meet other members of the company that they would not normally meet.

MANAGEMENT OPTIONS

The initial step that needs to be taken when considering having an onsite fitness centre, is choosing the right management option for your company. This will largely depend on the number of staff your company has and what level of control your company wishes to take on.

We can provide a number of different management options to suit your organisations needs.

EFP run corporate facilities on a contract management basis, and this is how the majority of workplace gyms are operated. This works very successfully with companies that have more than 200 staff onsite.

Whether you are looking to set up a new fitness centre and need help with the planning and financing of the equipment, or if you currently have a gym but are looking for a way to maximise the facilities, EFP can help you every step of the way.

The main cost in operating a fitness centre is having the gym supervised with fully qualified fitness staff. Many of our corporate facilities are accessible 24 hours a day and we supervise them at a set number of hours, with an agreed staffing level to suit your requirements.

We can help to identify your needs and develop a facility and services to match your requirements and budget. In some instances, sites can operate on a 'cost-neutral' basis, whereby it does not cost your company anything to have a gym onsite.

WHAT YOU NEED TO KNOW

An important factor that will have an impact on your decision to have an onsite fitness centre is the amount of space that you would need.

Obviously, the more space that you have available, the better it would be, but we appreciate that it is not always feasible to have a large area dedicated to a gym. We therefore work all through the spectrum, from sites that have very limited space but want to offer the 'basic' facilities to their staff, all the way up to organisations that have a large amount of space for all of the cardiovascular and resistance machines, free weights, a studio for aerobics classes, and treatment rooms for additional services that they wish to provide.

The gym will be seamlessly integrated into its surroundings, and it will be designed to complement the current facilities that are in place.

Another factor that needs to be considered, is the selection of the right exercise equipment to go in the gym. We have good relationships with a number of equipment providers, and we are able to source and supply the best equipment for your facility at discounted prices. We would ensure that the equipment was regularly serviced and maintained to ensure that there are no health and safety concerns.

The supervision of the fitness centre is something that also needs to be addressed. Depending on the size of the gym and the services offered, you may only require one member of staff to be based at the site. If the site is larger, then you may need additional fitness/class instructors onsite to ensure that the needs are met. We can also provide beauty therapists, hair dressers, physiotherapists, alternative therapists and a concierge service if this was a requirement of the site.

BESPOKE SERVICES

Energy Fitness Professionals can provide the full range of Health and Fitness Services to benefit your staff.

- **Inductions**

Prior to staff using the gym they must have an induction. During this, the fitness supervisor will discuss in detail all of their fitness goals and then prescribe a personal programme for them. This allows staff to feel totally comfortable with all the equipment and how to use it.

- **Programme Reviews**

Every six to eight weeks staff should have their personalised exercise programme reviewed to maintain their fitness goal and improve their health.

- **Group Exercise Classes**

Classes are another very popular activity amongst staff members. They will increase the usage of the gym by attracting staff who may not wish to work out on machines but enjoy group classes.

- **Additional Services**

By providing a variety of different health related services for staff, from personal trainers, fitness testing, weight management courses, strength gain programmes, beauticians, complimentary therapies etc. you will have an onsite fitness centre that appeals to all.

- **Gym Marketing**

Just because you have a gym doesn't automatically mean staff will use it. We manage all the marketing of the facility to ensure it attracts a high percentage of your staff. This should start approximately six weeks prior to opening day, enabling staff to understand the concept and become enthusiastic about the centre. This will give your company maximum usage from day one.

- **Health and Safety**

It is important to ensure that everyone is safe when using the gym. EFP oversee all the procedures, policies, health and safety manuals, risk assessments and all the safe systems of work needed for your gym. We also supply an insurance policy to cover all liabilities.

SUMMARY

When you are deciding whether an onsite fitness centre is right for your company, you may want to consider the following;

- Having an onsite fitness centre is a long-term solution to reducing absenteeism caused by health reasons.
- Research shows that the absenteeism figures for a healthier workforce are far smaller, and companies can save thousands of pounds a year from this alone.
- It is important to protect the safety and, increasingly, the health and well-being of your employees. An onsite fitness centre can add a real value to your company which is important when trying to attract new employees, and retaining the staff that you currently have.

Once you have decided that you want an onsite fitness centre, the following steps must be decided upon:

Aspect	Responsibility
Find the correct space in your building	Your Company
Decide on the best gym management model	Your Company & EFP
Decide on the exercise equipment	EFP
Project manage the set up	EFP
Recruitment & training of the gym staff	EFP
Ensure the gym services are seamlessly implemented	EFP

THE NEXT STEP

The next step is to have a no obligation meeting at your proposed location. For sites that do not currently have a gym, this will give us the opportunity to find out the viability of having an onsite fitness centre, and whether it would be able to operate from this venue. For sites that currently have a gym, we can discuss any areas which are causing you concern, and the vision that you have for the future of the fitness centre.

The assessment, carried out by our Company Directors, will clearly advise you on which management structure would work best for your company and give advice on how best to take the project forward.

If you think that an onsite fitness centre would be great for your company then we encourage you to contact Energy Fitness Professionals.

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