

WORLD OF FITNESS

Business Plan

May 2007

Aims

To reach the wider community in every sense of the word from 4 years through to 84 years working on an individual basis or on a group basis providing support with regard to dietary advice, specific exercise programmes according to need including the provision of monitoring and feedback processes in order to fulfil goals whilst also working in partnership with various local community groups and agencies in order to achieve mutual targets and outcomes especially focusing on increasing participation.

By way of individual programmes in a fully equipped gym or on a one-to-one or group basis in the multi purpose activity studio – offering tailor made programmes – with equipment designed specifically for disabled/wheelchair users, colour coded for ease of use for individuals with learning disabilities. The studio can be hired at times to suit the individual/group on a short or long-term basis.

All participants will have the support of a dedicated Team Fitness Leader to maintain consistency and in order to develop a professional relationship thereby building trust in order for the participant to maximise the benefit of participation.

A selection of classes that will be offered, (as well as the tailor made option):

Full range of aerobic classes – mixed, ladies only, kids, teens, 50s, 60s, 70s+

Low impact circuit classes – mixed, ladies only, teens, kids, 50s, 60s, 70s+

Medium/High impact circuit classes – mixed, ladies only, teens, kids

Kickboxing for fun and fitness – mixed, ladies only, teens, kids

Boxercise for fun and fitness – mixed, ladies only, teens, kids

Boxing training non combative – mixed, ladies only, teens, kids

Anti obesity/weight loss – mixed, ladies only, teens, kids

70s+ exercise for fun – 70+ (armchair based)

The above will be offered “on-site” in Burley as well as extending the service to the community by way of “mobile” instructors who are experienced at working in the community from “satellite” premises. If the participants (groups) are unable, for any reason, to visit the site on a regular basis the services will be extended to satellite sites (where possible) thereby allowing all areas of the community to benefit. The Burley site is situated on many bus routes has on road parking immediately outside the premises and has a security monitored well-lit, sizeable car park. By mid year 2007 a new disabled access lift will be operational – now installed.

All coaches are fully qualified (to at least the minimum requirement of the National Governing Body) and affiliated to the Amateur Boxing Association and the National Association of Clubs for Young People. Are fully criminally checked to the NGB requirement for amateur boxing and have many years experience working with young people.

The club is currently working towards the Club Mark accreditation and hopes to be one of the first boxing clubs in the country to receive this award. Accreditation is not yet available to Fitness Centres but will be applied for at the appropriate time.

Objectives

- To offer a healthy lifestyle opportunity through exercise and dietary support to the local and wider community regardless of age, gender, race, social standing or ability to pay.
- To increase significantly, the participation levels of the sedentary population, in particular from the local and wider community in some form of exercise programme specific to their requirements and preferences.
- To offer this specific service in a safe, friendly and caring environment that will encourage such participation in order for participants to maximise the benefits of the facilities and expertise on offer.
- To offer this specific service in the local community (where practicable) where the participants would be excluded from such opportunity otherwise.
- To create the impetus for long-term lifestyle changes of all participants in order that participants will benefit forever more, thereby ensuring the potential for a healthier life.

Mission Statement

“Making Healthy Lifestyle Changes in the Community”

Recognising the Need

- ❖ The organisation is currently undertaking a major refurbishment of the premises in order to facilitate disabled access (wheelchair), particularly the gym whereby all pieces of equipment will accommodate wheelchair users. Additionally the equipment is designed with a colour-coded system to enable ease of use for people with learning disabilities. The benefit of this equipment will allow our organisation to reach our targets and outcomes in this particular area of our “inclusion” policy.
- ❖ There is a high proportion of female users of the facility from the Muslim population as they have specific requirements pertaining to their culture. Within the refurbishment plan is an area designed for “ladies only” thereby offering facilities totally apart from other users. There are also plans to increase class schedules in order to further accommodate their needs.
- ❖ The local community is relatively deprived and lacking in sporting activity outside of the major established sports such as football, rugby and cricket. Increasingly, and particularly over the last 12 months there have been requests to deliver programmes to a diverse sector of the community.

Increasingly requests are being made to formulate a programme that will offer non-contact boxing programmes with emphasis also placed on the required “discipline” element of the sport and thereby emphasising and reiterating the good practice of punctuality, effort, reward for effort, self-control, healthy eating, regular exercise etc. This highlighted “need” is totally across the board – Schools, local youth organisations, primary care trusts. On most occasions, participants have input into what activity they will participate in and on every occasion preference is shown for “boxing” training (non contact).

- ❖ Local schools have approached the organisation with a view to working together to meet government targets for exercise, thereby delivering exercise classes at their premises but also additional curriculum activities (anti-obesity) programmes during school hours at our permanent site. There is an innovative programme specifically aimed at “teens” and young people which has been developed which is innovative and with motivational and reward tools in order to maximise the benefit from participation and increase the participation levels.

Background and History

- ✓ Over the past 10 years providing numerous activities and programmes for the local community statistics show that 90% of the population lead sedentary lifestyles. There has not been however, any significant increase in the take up of a healthier lifestyle by this population sector, until now. Community efforts are now supported by Government initiatives, which is totally synergetic with the activities of World of Fitness both past, present and future.
- ✓ For too long, those members of the community who “most” need the assistance are least likely to receive this assistance, mainly for socio/economic reasons. In reality, these people unintentionally are excluded from enjoying the facilities currently on offer. Commercial organisations abound on the high street but by their very nature exclude this 90%.
- ✓ Over the past 10 years and increasingly over the last 12 months - World of Fitness has been approached on many occasions by outside agencies and community driven organisations to request the use of their services in assisting in their dual endeavours to achieve targets and outcomes relating to healthy lifestyle changes.

The team of highly qualified staff have vast experience in “health” spanning many years in amateur sports from childhood through to adulthood, leading to formal coaching and fitness industry qualifications, with years of experience devising literally thousands of fitness programmes, weight loss techniques and dietary advice, rehabilitation programmes, working with every level of fitness from the heart attack victim through to the professionally competing athlete. Coaches are criminally checked and are affiliated to various high profile national youth organisations. Experience includes working with young and old from 4 years through to 84 years and has involved the “social aspect” of encouraging participation in outside activity in order to assist young people in developing positive lifestyle habits.

The organisation has and will continue to provide work placement opportunities as well as implementing a volunteer programme for young people in the community and will work with any individual or group in order to keep them focused on “staying on the right track” through our “life skills” programme and have been approached by local educational establishments (primary/high/university) in order to develop training, mentoring and leadership vocational training in line with their learning criteria on a permanent basis.

The team have invaluable employment experience outside the fitness industry in marketing, sales, training and youth welfare services, which enhances the opportunity to maximise the service and support offered by World of Fitness.

Restructuring and Refurbishment

An opportunity arose owing to the legal requirement for disabled access to all business premises whereby World of Fitness Limited negotiated with the owners of the premises to completely refurbish the interior of their existing premises at the same time as upgrading entrance areas to accommodate wheelchair users.

The upgrade of the facilities is enhanced by the upgrade of equipment providing a contemporary, innovative environment for the local community. The new equipment and the design of the gym floor allows use of all equipment from a wheelchair, is colour coded for ease of use for users with learning disabilities and is programmable in more than one language thereby accommodating our ethnic users. Additionally, the equipment in the ladies only area is innovative and not readily available elsewhere and is equipment that is used normally in spinal injury/brain injury units in hospital as it allows use by rehabilitation patients and therefore sedentary and elderly population increasing participation to this sector of the community.

Additionally, the multi-purpose studio will allow exclusive use for community groups during daytime hours Monday to Friday delivering any type of “healthy lifestyle” programme as needed, programmes which are tailored to the group. As the programme is “tailored” this fact maximises the potential outcome and participation levels.

Targets

Fully occupy the **Studio** (from 10am through to 5pm) with group bookings – maximising class participation at 15-30 participants per class.

YR 1 Target – 500-800 participants total – throughput – 7,500

YR2 Target – 800-1200 participants total – throughput – 10,000

YR3 Target - 1200 plus participants total – throughput – 12,000

Fill the gym to medium/full capacity on a daily basis thereby maximising participation during opening hours to a maximum of **1500** participants per week (YR1, 800, YR2 1200 and YR3 up to 1500) from all sectors of the population (excluding children up to 10 yrs of age) additional to those figures for the studio - above.

Additionally continue and extend the service into the wider community via the satellite sites, covering all sectors of the population from 4yrs upwards enrolling them into the non-combative boxing/martial arts for fitness programmes via schools and community centres.

Thereby ultimately reaching a total of over 400 participants from all sectors of the population per week.

This World of Fitness believes to be a very cost effective way of reaching and fulfilling health and fitness needs within the community with a professional, pleasurable and beneficial experience for all concerned – with monitored results.

World of Fitness look to offer a combination of “free” places to those most in need to criteria predefined to those participants who may contribute a nominal amount after a certain period of time in order to further bring in additional participants as existing participants move to a fee based service.

The facility will offer membership participation thereby supporting the funded aspect of the business so that this income stream can be maximised.

Partnerships

Groups worked with include:

- **Active4Life**
- **Right Choices** - supports and signposts people with learning disabilities and mental health issues.
- **Schools Partnerships – Enerjetix programme**
- **Leeds PCT**
- **Leeds City Council – Youth Services**
- **Caring Together**
- **GMBU – Conversion to Learning**
- **The Scarman Trust**