



Bringing communities together through group exercise

Emma Forward, Chief Operating Officer, EMD UK

The Voice of Group Exercise Campaign

Themes

1. Promoting the value of group exercise across all markets and supporting operators to make positive changes
2. Championing for better recognition for quality instructors
3. Challenging instructors to demand better recognition by delivering excellence every time
4. Supporting instructors to achieve excellence via qualifications, CPD, business tools and career advice.





SWEATING YOUR ASSETS

THE VALUE OF GROUP EXERCISE

A WHITE PAPER BY EMD UK -
THE NATIONAL GOVERNING BODY FOR GROUP EXERCISE

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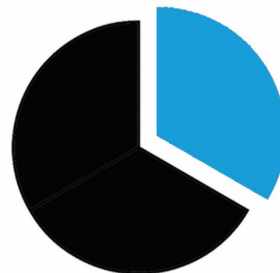
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THE VALUE OF GROUP EXERCISE



4.86M WEEKLY PARTICIPANTS¹

11.5M MONTHLY PARTICIPANTS¹



OVER A THIRD of regular group exercisers are meeting the Chief Medical Officer's guidelines for weekly exercise¹



29% of current weekly participants were previously inactive¹



GROUP TRAINING is the **second highest** and **fastest growing** fitness trend of 2018⁵



GENERATION ACTIVE
18 - 38 year olds now make up
80% of the global fitness market⁴



IMPROVE WELLBEING
Exercising in a group can
lower stress levels by **26%**⁷

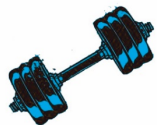


Over a third of all adults in England have taken part in the last year¹

THE VALUE OF GROUP EXERCISE



GROUP EXERCISE IN THE GYM



78%
of all group exercise
takes place in a private gym
or leisure centre¹



Membership of boutique
studios has grown by **70%**²



47.5%
Nearly half of all club
members participate in
group exercise²



Members that attend group exercise
classes are **26% less likely** to cancel
their gym membership³



INCREASE PROFITS

Bigger group fitness studios
are more profitable per
square metre⁴



UPSKILL

Upskilling instructors has a direct
impact on class occupancy and
member retention⁴

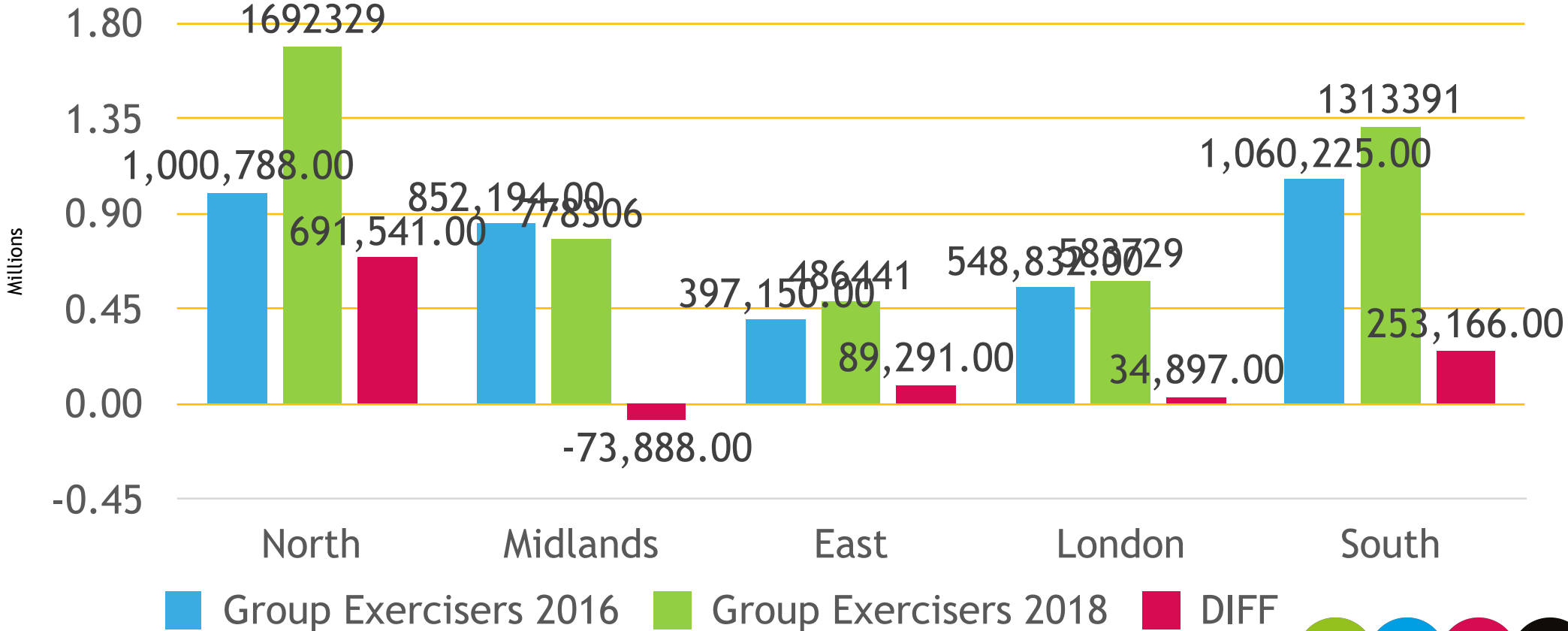


HEALTH IMPACT

Group exercise can lower body
fat percentage by 1% in women
with type 2 diabetes⁶

Group exercise is **more
profitable** per square
metre than cardio or
weights area⁴

Group Exercise Geography



Emotional motivators

Pull factor

FUN

Underlying value

SOCIAL

Personal goal

WEIGHT

External pressures

HEALTH

Rational motivators

YouGov®

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Find your local fitness class

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When:

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Showing 99 of 474 results

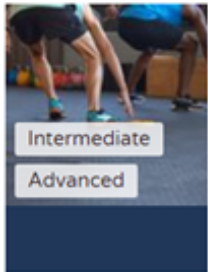
View results as:

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Distance from (min)

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**PROBALANCE
FITNESS
CONDITIONING**

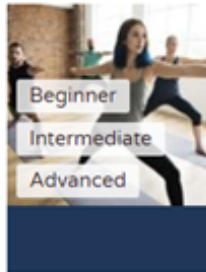
5:15pm - 6:00pm

Pro Balance - Andy
Jeffries

Circuit Training

0.3 miles away

[Find out more](#)



Growlates

11:30am - 12:30pm

Kate Hindley

Pilates

0.4 miles away

[Find out more](#)



Prolates

4:30pm - 5:30pm


Kate Hindley

Pilates

0.4 miles away

[Find out more](#)



 **KIDNEYS FOR LIFE** HELP MAKE IT HAPPEN

DANCE THE DISTANCE WITH KAREN AUSTIN

On maybe the hottest Monday evening of the year 71 ladies descended on Hollingworth Business and Enterprise College ready to take on the challenge of Dance the Distance – a dance class led by the lovely Karen Austin of Topaz Fitness where all the dance steps have been counted so that in the end you will have danced the equivalent of a 5 k run!

It was really a fabulous event which culminated with the lights being dimmed the glow sticks coming out as we danced our way to the finish line! The event was supported by the lovely Nic from Moo Boutique, Milnrow who brought along a rail of gorgeous clothes and accessories and kindly donated 10% of all sales on the evening to Kidneys for Life.



Karen also held a raffle and there was a prize draw to win a Fitbit. It was a truly brilliant evening and we are so grateful that Karen chose to support Kidneys for Life. An astounding £1010 was raised and everyone who took part really had a fabulous evening! **Thank you to all involved.**





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**THE NATIONAL GOVERNING BODY FOR
GROUP EXERCISE**



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