



Gwerth Ymarfer Corff mewn grŵp – ysgogi cenedl i fod yn gorfforol egniol

The Value of Group Exercise – getting a nation active

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Gwerthu a Marchnata
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**Pennaeth
Head of Sales**

Rhwystrau cyfredol / Current Barriers

- 41% o'r rhai a atebodd ddim yn gwneud unrhyw chwaraeon
 - Dim ond 16% sy'n mynd i'r gampfa neu ddosbarth ffitrwydd
 - 60% dros bwysau neu'n ordew
 - Dim ond 32% o ferched sydd wrth eu boddau gyda chwaraeon.
-
- 41% of respondents don't do any sport
 - Only 16% attend a gym or fitness class
 - 60% are overweight or obese
 - Only 32% of women are hooked on sport.



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www.visionforsport.wales

Rhwystrau Cyfredol / Current Barriers

- Mae 61% o famau'n teimlo'n euog yn cymryd amser i wneud ymarfer corff
 - Mae 70% yn credu ei bod yn bwysig i'w plant eu gweld nhw'n gwneud ymarfer corff
 - Dim ond 17% sy'n blaenoriaethu eu hymarfer corff eu hunain
-
- 61% of mums feel guilty taking time to exercise
 - 70% think it is important for their children to see them exercising
 - Only 17% prioritise their own exercise



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Manteision ymarfer mewn grŵp

Benefits of Group Exercise

- Cymryd rhan am bris isel
 - Amrywiaeth eang o weithgareddau
 - 93% o gyfranogwyr yn cytuno ei fod yn lleddfu straen
 - 89% yn credu ei fod yn ffordd dda o gyfarfod ffrindiau newydd
 - Mae plant â rhieni sy'n gorfforol egniol yn fwy tebygol o werthfawrogi ymarfer corff
-
- Low cost to entry
 - Huge variety of activities
 - 93% of participants agree it relieves stress
 - 89% believe it is a great way to meet new friends
 - Children with active parents, are more likely to value exercise



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"When the music is great, matched by the energy of the teacher, then you're always on to a winner!"

Chloe

90% of participants think dance fitness classes are fun



"Pan fo'r gerddoriaeth yn wych, sy'n cyfateb i egni eich tiwtor, yna rydych chi'n siwr o fod ar eich ennill!"

Chloe

Mae 90% o gyfranogwyr dosbarthiadau ffitrwydd dawnys yn meddwl eu bod yn hwyl

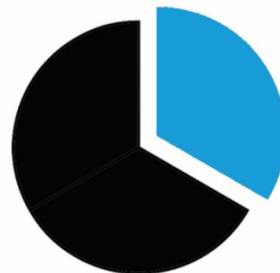


THE VALUE OF GROUP EXERCISE



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

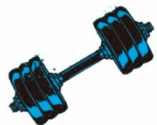


Over a third of all adults in England have taken part in the last year¹

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

Cymhellwyr emosiynol / Emotional motivators

Ffactor tynnu / Pull factor

**HWYL
FUN**

Gwerth sail / Underlying value

**CYMDEITHASOL
SOCIAL**

Nod personol / Personal goal

**PWYSAU
WEIGHT**

Pwysau allanol / External pressures

**IECHYD
HEALTH**

Cymhellwyr rhesymegol / Rational motivators

YouGov®

e m d UK
exercise move dance

Mentrau cyfredol / Current initiatives

- Iechyd Cyhoeddus Cymru yn cyllido a chynnal y Cynllun Cenedlaethol Atgyfeirio Cleifion i wneud Ymarfer Corff
 - Cydweithrediad gwerth £5 miliwn y Gronfa Iach ac Egniol
 - Mwynhad yw'r ffactor allweddol ar gyfer cenedl sy'n gorfforol egniol
 - Mae bod yn gorfforol egniol yn golygu arbedion o £295 miliwn i Wasanaeth Iechyd Gwladol Cymru
-
- Public Health Wales fund and run the National Exercise Referral Scheme
 - £5 million Healthy and Active Fund collaboration
 - Enjoyment key factor for active nation
 - Activity gives a saving of £295 million to WNHS



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Rydych chi eisoes yn gwerthfawrogi ymarfer grŵp

You already value Group Exercise

- Gwnaeth yr adroddiad Chwaraeon a Fi dynnu sylw at yr angen am:
- Cefnogaeth i fodol canolbwynt cymunedol, lle mae amrediad o chwaraeon ar gael i'r gymuned leol.
- Awch am ddefnyddio technoleg yn well i gynorthwyo pobl i ganfod am y cyfleoedd chwaraeon yn eu cymuned..
- The blueprint My Welsh Sport highlighted the need for:
- Support for a community hub model, where a range of sports are available for the local community.
- An appetite for better use of technology to help people find out about sporting opportunities in their community.



Rydych chi eisoes yn gwerthfawrogi ymarfer grŵp

You already value Group Exercise

- Yr angen i gael gwared ar y rhywstrau sy'n atal llawer o bobl rhag cymryd rhan.
- Y prosiect Ein Sgwad Ni
- Dosbarthiadau ymarfer corff oedd yn y trydydd safle o ran y math o ymarfer corff y gofynnwyd amdano amlaf
- The need to remove barriers stopping many people participating.
- The Our Squad project
- Fitness classes were the third highest requested form of exercise





Find your local fitness class

I'm looking for:

In:


When:

[Find classes](#)



www.classfinder.org.uk

Search


I'm looking for:

 e.g. Aerobics or Yoga

In:

 Cardiff, UK 

When:

Anytime 


Find classes

Showing 99 of 330 results

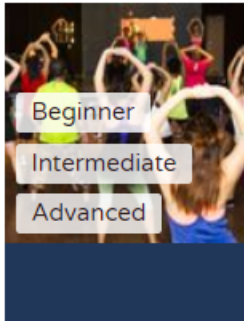
View results as:

List

Map

Distance from (min )


Show filters



Zumba

Lisa Verallo

Zumba®

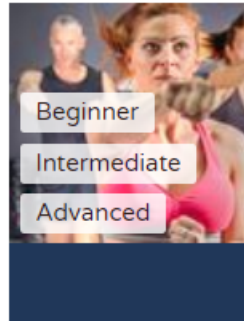
 0.1 miles away

Beginner

Intermediate

Advanced

Find out more



Strong by Zumba

Lisa Verallo

STRONG by Zumba™

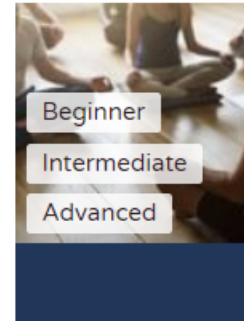
 0.1 miles away

Beginner

Intermediate

Advanced

Find out more



Yoga

Cherith Morrison

Yoga

 0.3 miles away

Beginner

Intermediate

Advanced

Find out more

Rydych chi eisoes yn gwerthfawrogi ymarfer grŵp

You already value Group Exercise

- Rydych chi'n cynnal 3 dosbarth yn y Ganolfan Chwaraeon Cenedlaethol heddiw pob un yn sesiynau ymarfer corff i grŵp:
- Ioga/HIIT/Sbin
- At the National Sports Centre today you are holding 3 classes.....all are group exercise:
- Yoga/HIIT/Spin





SWEATING YOUR ASSETS

THE VALUE OF GROUP EXERCISE

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

emd uk
exercise move dance

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Beth y gall Corff Llywodraethu Cenedlaethol ei wneud

What an NGB can do

Syniadau / Ideas

1. Hyrwyddo gwerth ymarfer mewn grŵp ar draws yr holl farchnadoedd a chefnogi pobl i wneud newid cadarnhaol
2. Prosiectau wedi'u teilwra gyda phartneriaid fel GIG Cymru
3. Cynyddu cyfranogiad trwy fentrau marchnata
4. Cefnogi hyfforddwyr i sicrhau rhagoriaeth trwy gymwysterau, datblygiad proffesiynol parhaus, pecynnau busnes a chyngor gyrfa

1. Promote the value of group exercise across all markets and support people making a positive change
2. Bespoke projects with partners such as WNHS
3. Drive increased participation through marketing initiatives
4. Supporting instructors to achieve excellence via qualifications, CPD, business tools and career advice.



Gwerth ymarfer mewn grŵp

The value of Group Exercise

“If we could give every individual the right amount of nourishment and exercise, not too little and not too much, we would have found the safest way to health.”

Hippocrates 460-377 BC



exercise move dance

**Y CORFF LLYWODRAETHU CENEDLAETHOL AR GYFER YMARFER MEWN GRŴP
THE NATIONAL GOVERNING BODY FOR GROUP EXERCISE**



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classfinder.org.uk**