

LISCOMBE HEALTH CLUB NEWSLETTER



A MESSAGE FROM THE OWNERS

As with most businesses we have been unable to escape the financial impact of COVID-19. Our fixed costs ran at £25,000 per month during the 4-month closure and with no revenue to offset them we incurred a loss of £100,000 in that period. Since relaunching we have seen an approximately 50% decline in active/paying gym memberships meaning gym revenues are operating at a much lower level than pre-COVID.

That is the bad news. The good news is that our Swim Academy has bounced back very strongly and by the end of September we hope to have it back to Pre COVID membership levels which has been a real lifeline for the business. Swim Academy was only launched a few years ago and was initially a bit of a side project for the gym business. Since then its rate of growth has been huge and it now accounts for over 50% of our revenues. Therefore, going forward we will be dedicating more resources to this area of the business and we hope you'll continue to see improvements such as the recently refurbished changing rooms.

We also secured a loan on the government's CBIL scheme which allowed us to cover our costs during closure and the revenue shortfall since reopening. Loans unfortunately need paying back so we are adapting to ensure the business can continue to be viable and can cover our new monthly loan repayments alongside the rest of our costs. Some of these adaptations include the new membership structure, launch of outdoor classes, impending launch of 'The Venue' and future projects involving children's fitness memberships and summer camps to name a few.

Whilst the last 6 months haven't been easy and the future is going to be a challenge, we are confident the club is now in a position to navigate through this period. We are particularly proud we managed to avoid any redundancies. This means you can rest assured that the club alongside the wonderful staff we have are going to be here for you to continue to enjoy going forward.

Thank you for your continued support.

Sarah & Chris

THE VENUE

We are delighted to announce the future launch of 'The Venue'. Operating from our upstairs area 'The Venue' will offer a selection of meals, snacks and drinks from 10am-7pm weekdays and 10am-4pm weekends. It will also have a dedicated events area that will be able to be rented for birthday parties and functions etc. This business will be externally run and as such will be available to both members and non-members. To make space for this we will be carrying out some building works upstairs. We don't envisage there being much disruption but please accept our apologies in advance should there be. Once finished there will be a much larger seating area for socialising (if/when we are allowed) and the food and beverage range will be far more extensive than we have been able to offer in the past so we are excited by this addition to the facility.

POOL BOOKING



Such has been the success of booking pool time we are happy to announce this is not a feature we will remove when COVID restrictions ease. Therefore, going forward you will always be able to book your pool time guaranteeing you can have an uninterrupted swim.

OUTDOOR CLASSES

Hopefully you've already seen the launch of our outdoor classes. We have now leased the large grass area adjacent to the car park and going forward will be expanding our outdoor area and looking to continuously improve this space. We are currently running a bootcamp class which will provide you with a new workout every week. These classes are designed to push you harder than you would push yourself and to always keep the body guessing. X-run a combination of on and off road running. Perfect for beginners or experienced runners. Our qualified instructor Nick will be able to improve your running efficiency resulting in less injury and more speed.

MEMBER REFFERAL



If you've not already heard we've improved our referral scheme. Going forward you will receive £5 off your membership, per month, per member you refer. This means if you refer enough people you can end up with a free membership.

To refer a friend or family member please go into your Fitsense App and click the: Refer and Reward - Quickly refer friends and family to get points and discounts on your membership! and follow the instuctions on the app.

NEW MEMBERSHIP STRUCTURE

LISCOMBE HEALTH CLUB MEMBERSHIP OPTIONS

Area's Within The Club

Gym

Studio

Outdoor

Pool

All memberships come with access to changing rooms and spa facilities.

**Pay Monthly
(No Minimum Contract)**

**Pay Annually
(12months contract)**

Individual Area Membership.

£45.00 per month

Individual area membership.

£450 upfront

Dual Area Membership.

£55.00 per month

Dual area membership.

£550 upfront

All Inclusive membership.

£65.00 per month

All Inclusive membership.

£650 upfront

All inclusive membership also includes priority booking giving you an extra 2 days in advance to book Studio, Outdoor and Pool activities.

Members and potential members have been requesting more flexibility in our membership options for a while, so we are delighted to announce a new membership structure presented below to deliver this.

You'll notice we have removed our 12 month direct debit option as this is proving less and less popular with people wanting more flexibility and is very difficult for us to enforce anyway. We therefore used our current flexible (no minimum term) membership priced at £65 per month as a starting point to build the new flexible (able to pick and choose what you use) membership options. This means if you only want to use certain areas of the club you'll now be able to get a cheaper membership for doing so. We have continued to offer annual memberships for those who want to pay upfront and receive a discount for doing so.

What does this mean for current members? Essentially nothing at the moment. You will continue on your current memberships and current pricing unless you decide to convert to one of our new membership types. You will continue to get access to the Gym, Pool, Studio and Spa (when it can reopen) and we are going to chuck our new Outdoor classes in free of charge as a small thank you for sticking with us through COVID-19.

Special Offer For the rest of 2020 you will be able to purchase the all inclusive membership offering at a discounted price of £500 (saving £150). There is no limit on purchases so you can extend your annual membership for as many years as you wish or indeed move from a direct debit option to annual payer to benefit from the lower rates. This membership has the benefit of priority booking which means you can book all classes and pool times 5 days in advance rather than 3 days in advance.