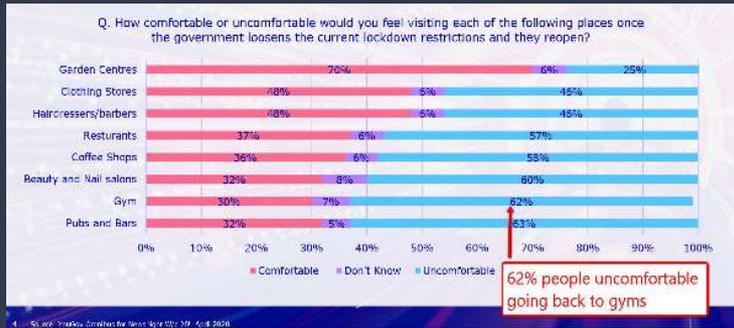


How To Successfully Re-Open Your Club After Lockdown



Tips and advice to get your club
through the lockdown, your
grand reopening and beyond...

What we will cover



- What you should have done/be doing during lockdown
- Physical alterations and changes to your club
- Preparing your digital systems for reopening
- Marketing moving forward
- Things to consider/lessons learnt.

About us



Grant Harrison

22 years running, managing and turning around clubs

Gym Assistant

Sales Manager @ Fitness Marketing firm

Opened own 7000 sq ft club with pre sale of 900 members.

10 Years with Ashbourne - looking after hundreds of clubs software and payments.

Took over failing 17,000 sq ft club (Prime Fitness). Turned club around in 5 months. increased membership from fluctuating 1000 to a steady 1500 aiming for 2500 by 2021

Author - 100 ways to attract more members.

Toby Wassell

New to industry

Business development degree

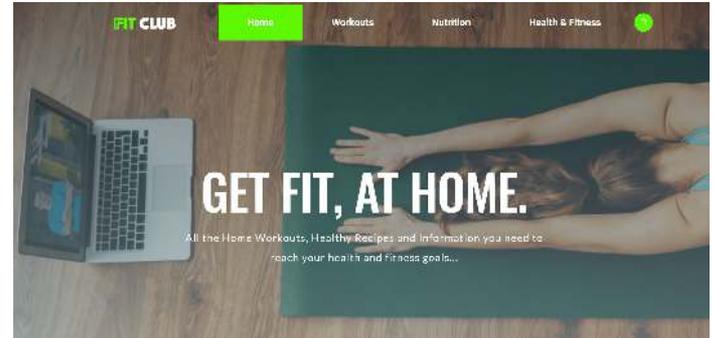
Leading new product development - gym app and software design for Ashbourne

Co-owner of Prime Fitness, focused on member journey and experience.

What you should have done/ be doing during lockdown



- Let members know what's happening with their payments.
- Provide content to your members to continue their payments in support of you club.
- Keep members engaged.
- Promote the members app - frozen can still get access.
- Daily workouts
- On-Demand workout videos
- Directing people to www.thefitclubhome.co.uk
- Improvements to your club
- 28-Day Training program
- Member reopening survey

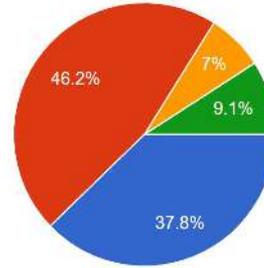


KEEP YOUR MEMBERS IN THE LOOP

Member survey

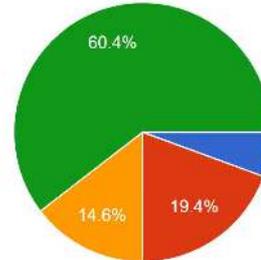


How would you feel about having to book a gym session online?



- I would be happy to do that
- I would be happy to do it for a short period of time
- I would not be happy to do that at all
- I have no strong feelings

We may have to restrict access to changing rooms and any associated shower/toilet facilities within them to help with social distancing and limit contact. What is your general use of the changing facilities?



- I need the changing rooms before/after my workout
- I prefer to have access to the shower/toilets associated with the changing rooms
- I don't mind waiting to access the changing rooms
- I can manage without the changing rooms and associated shower/toilets

KEEP YOUR
MEMBERS IN
THE LOOP



REGULAR HAPPY ENGAGED
COMMUNICATION MEMBERS



What you should have done/ be doing during lockdown



- Clean your database
- Alter membership types and pricing
- Closer we get to reopening - tell people how you'll keep them safe
- Build your brand as the “CLUB THAT CARES”
- Know your data/demographics

PHYSICAL ALTERATIONS TO THE CLUB

Adapting to these restrictions isn't an
obstacle.

It is all proof that you care and are
engaged with what your members need.



The Support We've Provided At Prime Fitness

- Rigorous cleaning procedures
- **Socially distanced equipment and studio markings**
- Reduced numbers in gym and studio
- **Cleaning stations**
- Clear signage
- **Turnstile access control**
- Contactless payments
- **Limit access to changing rooms**
- Reduced density of equipment
- **Perspex screen and markings at reception**
- Trained staff - covid aware (NEW ROLES)
- **Emphasize importance of member hygiene**

Preparing your digital systems

Automate as much of the digital parts of your club as you can to give you more time with your members.



- ★ Use your survey data
- ★ **Continue to ZOOM your classes**
- ★ Communicate on all platforms (facebook, email etc)
- ★ **Online booking for gym sessions and classes - limit access**
- ★ Prioritise members that have continued to pay with booking rules
- ★ **Automatic reserve lists**
- ★ Create sessions specifically for vulnerable people
- ★ **QR code @ reception to online signup page**
- ★ PARQ online

Preparing your digital systems



- Use your group ex stats to alter class timetable
- Online joining focus on how you can help rather than price
- Utilize members notes
- Rejoin email to those that cancelled
- QR code on each exercise machine with full instructions.
- GET FEEDBACK

Marketing moving forward



Treat this as a huge opportunity.

Members from all clubs are up for grabs

Marketing moving forward



**Shout about how you're the club that
cares**

**Use feedback from your members survey in your
marketing**

Marketing moving forward



Peoples habits will have changed:

- Offer off peak memberships
- New membership packages & prices.
- Increase spend by making classes a bolt on
- Increase secondary spend at time of joining.

- Use discount codes to increase urgency
- Track your ads - DON'T JUST BOOST
- Build landing pages to gather data.

- Segment your data - offer targeted upgrades.
- Welcome emails,
- 90 day onboarding program - RETENTION -

Marketing moving forward



BE BETTER THAN YOU WERE

Build a plan... and stick to it.

Things to consider

It's not as simple as "build it and they will come"



Protect and prepare your club in case of a second spike / lockdown

- **Create value to keep members paying and loyal to YOUR club.**
- **Recession seems inevitable. Make your club an essential part of your members lives, not just another expense.**
- **Other clubs will be after your members, look after your existing clients as well as gaining new ones**
- **Do more for your members than your competition.**



Things to consider

It's not about price or equipment.

Prove that you can HELP people and ensure they will be safe and they WILL return.

Let's Talk



Join our Facebook group to share and get more advice.

This is going to have to be a collaborative effort.

Gym Owner's Forum

[Click the link and join the conversation for club operators to discuss the latest industry news and best practice!](#)