

CASE STUDY

Waterside Hotel and Leisure club

How we grew the existing PT team at Waterside from 1 PT to 10 PT's and increased the revenue by 500% in just 6 months

THE CASE

The Waterside Hotel and Leisure club wanted to look at increasing their PT service offering to members. To the Waterside it was all about offering great added value to members to support in improving retention rates with membership. The club had previously engaged with a local PT company (I-PT) and also had an existing self employed and in-house PT model.



OUR METHOD

We met with the existing PT's at the club alongside completing a full audit of the membership, equipment, space, locality and the current PT Market in the region. We then presented the Waterside with our findings before launching our recruitment campaign to support the overall goals of the Waterside.

OUR AIM

Our main aims for The Waterside were to increase the number of Personal Trainers in the club whilst simultaneously increasing the number of participants using the Personal Training Service to support member retention.

The secondary aims were to increase the revenue the club was receiving at the time to grow beyond its £4000pa and remove their own expenses in running this service.

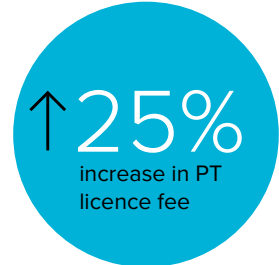
- Phase 1** Full Site & Personal Training Service Audit
- Phase 2** YPT supply a full proposal outlining a PT provision
- Phase 3** Recruitment roll out plan & staff briefings. If there is existing PT's these will be 'interviewed' and receive a 1-2-1 with the relevant Regional PT Manager.
- Phase 4** Pre Launch - Recruitment and onboarding of Personal Trainers.
- Phase 5** Launch of PT product including new marketing, uniform, branding etc

THE RESULTS

Between launching on 1/7/2017 and 31/1/2018 we grew the existing team of 1 PT to 10 PT's putting the club at our pre-agreed target for Personal Trainers. The revenue at the time of hitting target was £24000pa, an increase of 500% in 6 months.

This has been maintained throughout the term of the current agreement with minimal turnover. The size of the team has also increased by 20% due to increased demand for the service, there was also a 25% increase in PT license fee's since the initial launch allowing the club to grow it's revenue on two fronts, this is reviewed periodically in line with the needs of the club & members.

- **Member impact - 7.5%**
- **PT sessions per week - 394**
- **Current revenue pa - £36000+**



£36000+

current revenue

↑ 500%

increase in revenue
in 6 months

↑ 20%

increase in
team size



The Personal Training team's circle of influence transcends their own client base, they also run classes, support and take part in club led activities and offer complimentary PT sessions to new and existing members.

Post Covid - 100% of the PT's returned on the first day of reopening and have been thriving.

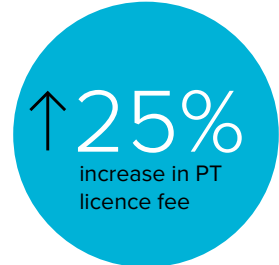
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