

More Active Health in action – The Carlisle Leisure experience

“We have been able to offer existing members an additional service to help them improve their health and wellbeing. It has helped our customers to re-focus their aims and goals which has improved retention across the centre.”

Wayne Messenger, Health and Fitness Manager



Why did Carlisle Leisure invest?

Carlisle Leisure started using More Active Health in 2010. There were several things that attracted them to the programme. **“We wanted to train our instructors in coaching rather than instructing and give them tools to effectively engage with customers on wider health issues with confidence,”** says Andy King, Managing Director at Carlisle Leisure. The investment was part of a wider strategy for the leisure centre to gain credibility with health professionals and better serve their customers to make lasting lifestyle changes.

How is the programme used?

The More Active Health programme has been used in a number of ways across Carlisle Leisure. The club has just completed a six-week membership campaign to encourage more people to use their facilities, the aim being that they will commit to a longer-term membership after they have completed their trial period. **“Customers love the concept of having their own health coach and a pack to take away with them. It is great value for money,”** says Wayne Messenger, Health and Fitness Manager. The club also used More Active Health to promote their “Fab & 50” scheme, which engages with older adults to encourage them to use their facilities and involves a health referral programme to teach healthy living behaviours to participants. “By using More Active Health in different ways across the leisure centre, we have been able to generate additional secondary revenue and offer a quality, highly researched and effective programme”, says Wayne.

Staff and training

Staff at Carlisle Leisure enjoyed being trained and delivering the programme to gym members. “The staff have really taken on the principles of being a coach as opposed to an instructor” says Wayne. **“The More Active Health training package didn’t just give our staff the knowledge to deliver the programme, it put healthy living and lifestyles into context and they all found this really beneficial,”** he said. “They also like being able to give our members something they can take away to help them achieve their goals instead of just giving them a gym-based programme.”

The whole team at Carlisle Leisure has been impressed with More Active Health and would recommend it to other operators. **“More Active Health has proved to be an effective, resourceful tool which improves staff’s performance and retention and increases secondary revenue.”**

Summary

- More Active Health is a versatile programme that can be used to target different demographics
- As well attracting new members, Carlisle Leisure has also been able to offer their existing members something different to help them re-focus
- Instructors are using more of a coaching approach and have become more confident in discussing wider health issues – not just fitness!

To find out how More Active Health can be delivered in your centre and help you reach your goals contact Jonathan Scott at MEND on 07515 612 263 or jonathan.scott@mendcentral.org

