

More Active Health in action – The Horizon Leisure experience

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Sarah Moulds, Gym Manager



Why did Horizon Leisure invest?

Horizon Leisure Centres invested in the More Active Health programme to increase the level of service and range of information available to their gym members. “We were able to offer exercise options to our members but felt we were missing easy-to-follow nutrition advice that would further improve our members’ health and help them to achieve their goals,” says Will Jones, Sales and Marketing Manager for Horizon Leisure.

How were the More Active Health kits used?

Will and his team offered the More Active Health kits as an incentive for people to join the leisure centre. He says, “it meant that we could give new customers a gym induction where they were introduced to the kit and shown how to use it, which was a really good starting base for them.”

Using More Active Health as a sales tool

Sarah Moulds, Gym Manager at Horizon Leisure Centres, found More Active Health easy to use and a great sales tool to encourage new members to join. **“More Active Health has brought more people into the club and it has highlighted to our members how they can change their habits such as watching too much TV or not drinking enough water”**, she says.

Will and his team at Horizon Leisure Centres found the classroom training very accessible and well structured. He says: **“The training was very well structured and overall, a good team-building day. It was a relaxed atmosphere but still a great learning curve for all our staff.”**

The impact

Gym Manager, Sarah thinks that More Active Health has helped their gym members to reach their goals. She says: **“Members who joined as part of the six weeks are still members now so the programme obviously helped.** They were complete beginners to the gym but are still in attendance now which is exactly the kind of result we want as a team.”

Summary

- More Active Health is a great sales tool to encourage new members to join
- The programme helps members improve their health and helps them achieve their goals
- Ideal for supporting new members in staying motivated and active in the gym - even after the six weeks has ended.

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

