



SIMON LANGTON GRAMMAR SCHOOL FOR BOYS

Year 12 Business Pre-Sixth Summer Research Task

Use the data and links below along with discussions from the Business sessions and any of your own research to help you answer the following question;

To what extent has the UK fitness market evolved and adapted its business model to suit the change of attitude the UK nation now has towards fitness

Points to consider and guidelines;

- Think about; change in working hours/lifestyles/habits, how consumers are influenced and new technology
- Your essay should be one to one and half pages of A4
- Structure; discussion to how society has changed, discussion to how businesses have adapted, your overall opinion to the extent of the change and then your judgement on how it is going to change in the near future (new trends etc.)

Podcast; The Bottom Line – The Fitness Industry <https://www.bbc.co.uk/sounds/play/m0005t7k>

News Articles;

<https://www.express.co.uk/finance/city/633097/Gym-surge-Greggs-sales-UK-interest-rates-Arla>

<https://www.independent.co.uk/life-style/health-and-families/the-future-of-fitness-technology-workout-les-mills-virtual-reality-a8018091.html>

<https://www.telegraph.co.uk/health-fitness/body/seven-big-fitness-trends-2017-far/>

<https://artofhealthyliving.com/fitness-trends-2019-future-fitness/>

Extract Data;

More clubs, more members, more money

Technological innovation and an enhanced consumer experience helped the UK health and fitness industry to expand between 2014–2015, according to the 2015 State of the UK Fitness Industry (SOFI) Report.

| Key Performance Indicator | April 2013-March 2014 | April 2014-March 2015 | April 2015-March 2016** | April 2016-March 2017** |
|-----------------------------------|-----------------------|-----------------------|-------------------------|-------------------------|
| Revenues* | £4.07bn | £4.30bn | £4.70bn | £4.90bn |
| Health and fitness clubs (number) | 5,935 | 6,312 | 6,400 | 6,500 |
| Membership (number) | 8.28 million | 8.78 million | 9.20 million | 9.50 million |

In the same period, the share of UK adults who were health and fitness club members, increased by 0.5%, rising to 13.7% – the highest ever level. This market trend was expected to continue.

*Revenues include membership fees, walk-in or guest fees, personal training fees, sportswear and food and beverage sales.

**Forecast

(Source: adapted from <http://www.healthclubmanagement.co.uk/detail.cfm?pagetype=detail&subject=news&codeID=316479#sthash.IBsC3oO2.dpuf>, 18 June 2015)