

New business models for leisure - digital and hybrid

Setting the scene

- Traditional bricks and mortar delivery
- Covid
- Change in habits
- Digital offer – LMOD
- Digital offer – live streamed classes
- Blanket digital communications

Do we need to capitalise on the move to offer fitness classes online?

- 70% of adults want to get healthier in 2021 (PHE)
- 30% of people feel comfortable returning to gyms (Sport England survey pre-vaccine programme)
- 23% of people are accessing online workouts, 15% of people are members of a fitness facility (2019 State of the UK Fitness Industry Report)
- 75% of people accessing fitness digitally will continue to do so when facilities re-open (MindBody)
- Fitness facilities need to move to become health and fitness providers, offering motivation, support, nutrition advice and health programmes
- Habits have changed
- Follow the data

What might our leisure offer look like in the future, post pandemic?

- Impact of Covid
- Hybrid delivery model
- Local digital offer with instructors who are recognised and relatable
- Customer / instructor interaction – feel part of something
- Exercise as medicine
- Data driven – target offer and communication

Can we remove barriers to participation via a digital solution?

- Using digital delivery to give people the confidence to attend live sessions
- Hard to reach groups
- Reducing inequalities
- On demand delivery

What comes next?

- High quality digital platform including live classes, on demand content, customer support and interaction
- Digital strategy embedded into business model
- Research, data, customer engagement