

Client:	Harbour Clubs, Chelsea & Notting Hill
Project Date:	Sept 06 – June 07
Description:	The Harbour Club brand operates 2 premium health and racquet clubs in the heart of central London, with a combined membership of 13,000.
Objectives:	Our remit was to provide an interim fitness management solution for a term of 6 months, encompassing an audit of the personal training and retention systems in operation within these prestigious facilities.
Achievements:	Increased monthly personal training revenues from £55k to £73k within 6 months. Development of new team structure leading to the recruitment of 8 new team members. Improvement in the clarity of personal training reporting systems and back of house systems.



Case History



HBA came on board for the Harbour Clubs looking after two clubs, Chelsea and Notting Hill at the start of November 2006 for seven months to act as an interim fitness management solution.

HBA's key responsibilities included fitness retention and service provision, personal training and fitness development. HBA completed a comprehensive fitness room audit, which included assessment of all the operating procedures and revenue streams.

This then led to the construction and implementation of change.

These changes led to the recruitment of full time fitness instructors providing high end fitness service to non personal training members, recruitment of 5* personal trainers,

in turn raising personal training revenue, development of the new member pathway which incorporated personal training into the member experience leading to greater personal training penetration rates.

HBA assessed the current personal training model against their 'value for money' ethos, which in turn raised the standard of personal training and led to a team moving from 25 trainers to a team of 32, completing on average 1900 personal training sessions a month.

Dave Spencer
**Acting General Manager,
Harbour Club,
Chelsea**

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