

Client:	River Bourne Club, Chertsey
Project Date:	July 2007 – Current
Description:	This town centre leisure club, recently acquired by new owners, is aimed predominantly at the local leisure sector and is currently operating with a membership base of 3000.
Objectives:	Assess and audit the fitness room, focussing on retention of members, personal training and studio usage. Implement strategies to help the club grow its membership base to 4000.



Case History



HBA came on board to help us to structure the fitness team at our two clubs in Surrey and to set up the personal training operation. They achieved both of these goals with their usual energy and commitment.

Huw Watson,
Chief Executive,
The Weybridge Health Club &
The River Bourne Health Club,
Surrey

