

<b>Client:</b>	The Weybridge Club, Weybridge
<b>Project Date:</b>	May 07 – July 08
<b>Description:</b>	This exclusive £8m development in Weybridge, Surrey opened on May 8th 2007 with a pre-sold membership of 1500. Our remit was to ensure that each member received a premium standard fitness service during the opening period, minimising requests for the 10 day money back guarantee.
<b>Objectives:</b>	Design of standard operating procedures for the fitness room and personal training service. Provide management support to the in-house team.
<b>Achievements:</b>	All pre-sold members received a fitness appointment within 3 days of booking. 1st month retention levels ahead of business plan projections.



# Case History

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**HBA were instrumental in designing and delivering the phase-in of over 800 new members.**  
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HBA worked for The Weybridge Health Club and Spa for 18 months. HBA displayed considerable initiative, have effective multi-level communication skills and have applied themselves to hosting and retention training sessions with a commitment which is evidenced by their obvious multi-skilled abilities and detailed knowledge.

HBA was instrumental in designing and delivering the phase-in of over 800 new members, effectively managing and developing the fitness department which today operates with extreme efficiency and professionalism.

I would have no hesitation in recommending HBA and commend them as a real asset to any company.

Richard Dakin  
**General Manager,  
 The Weybridge Health Club,  
 Surrey**

