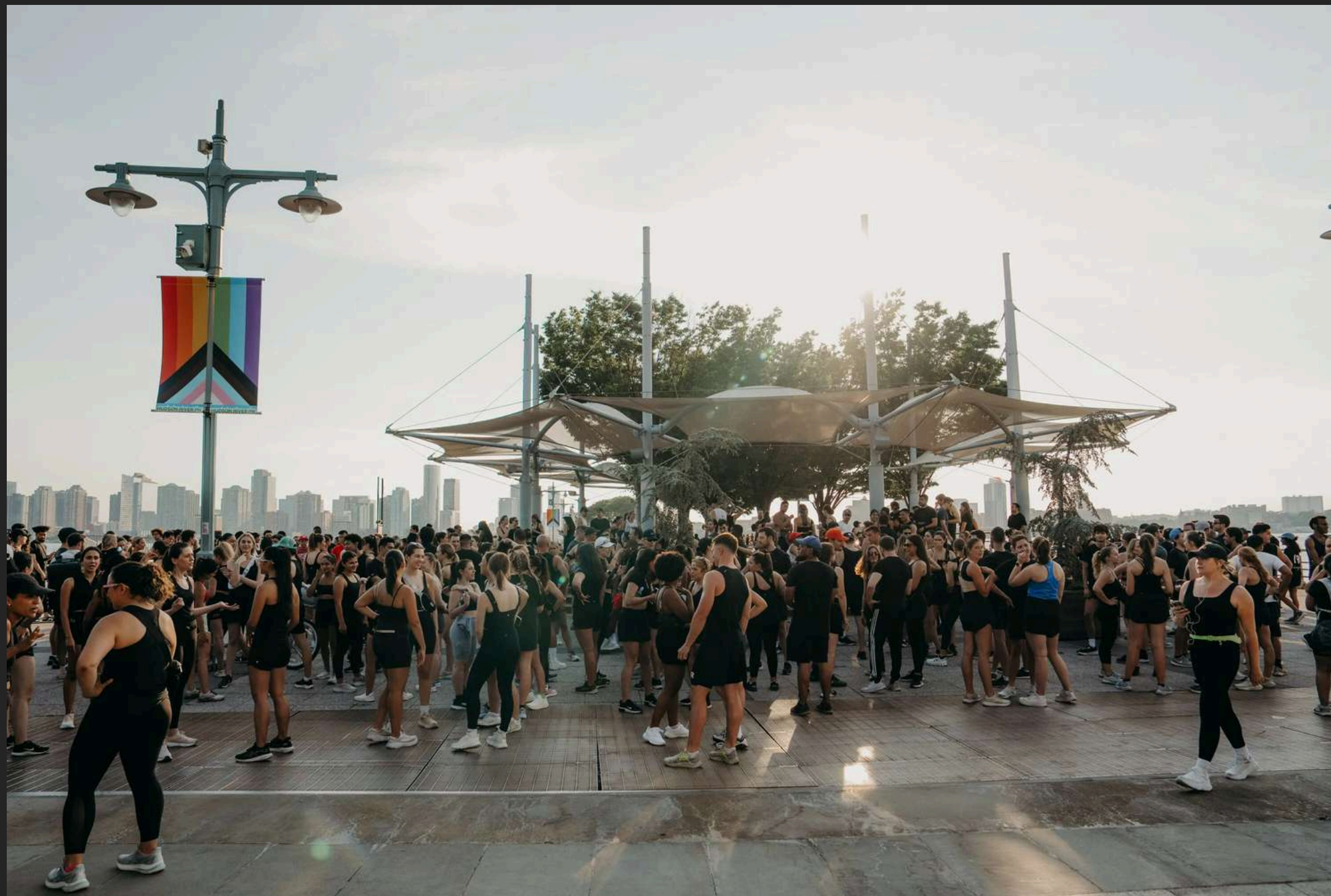
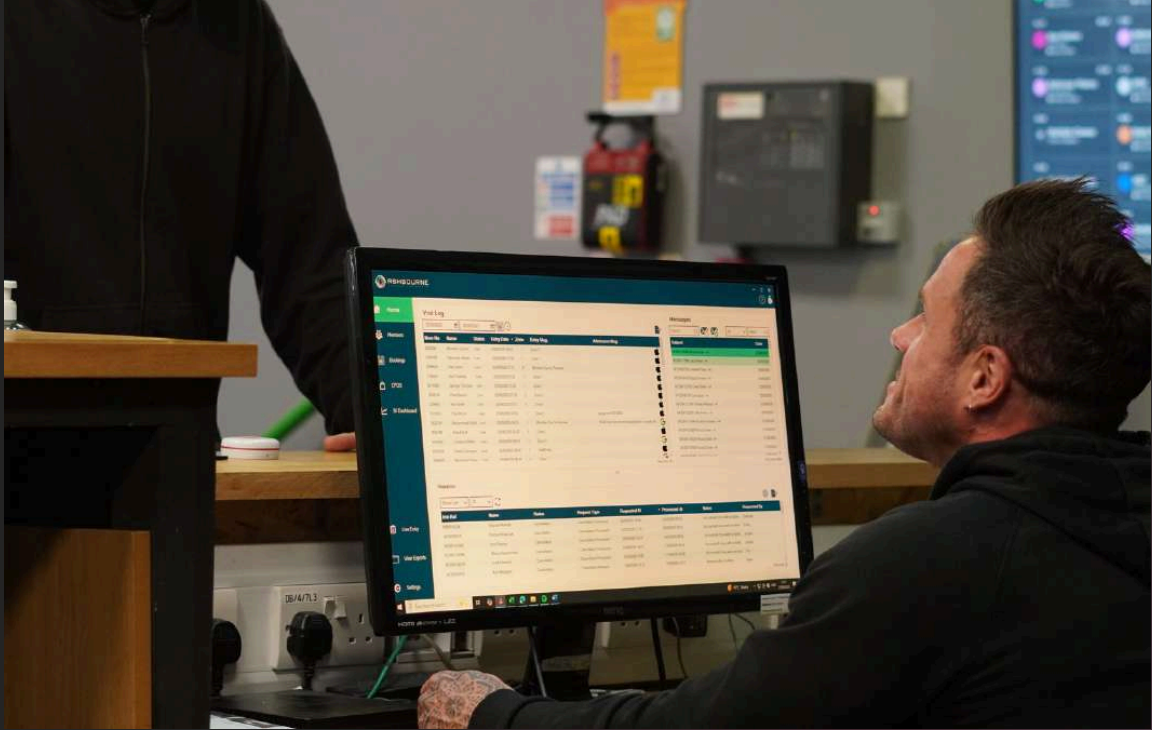


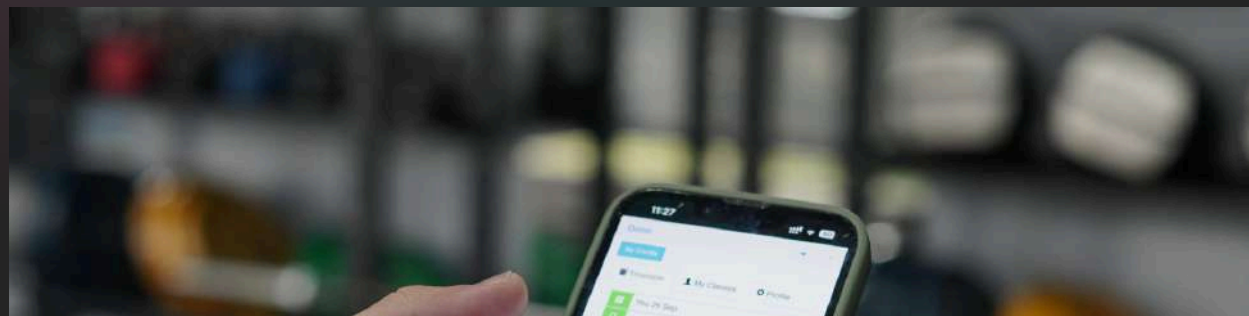
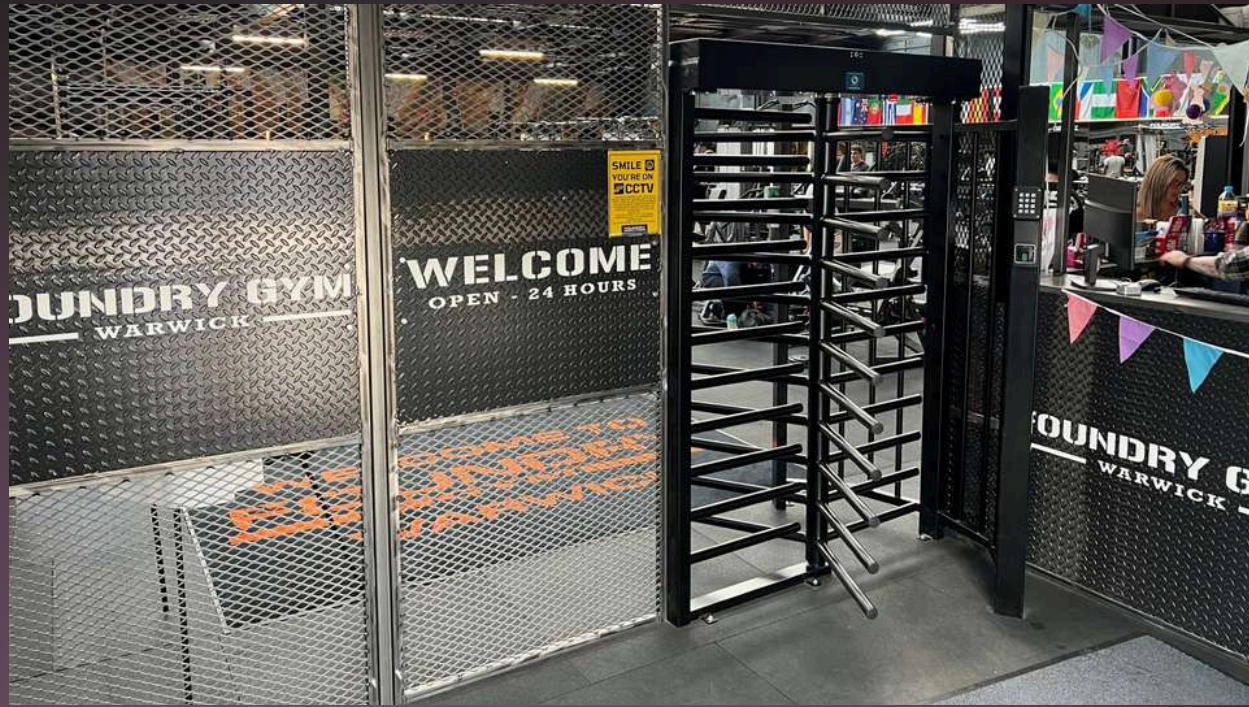
LUNGE RUN CLUB





ASHBOURNE

MEMBERSHIP MANAGEMENT

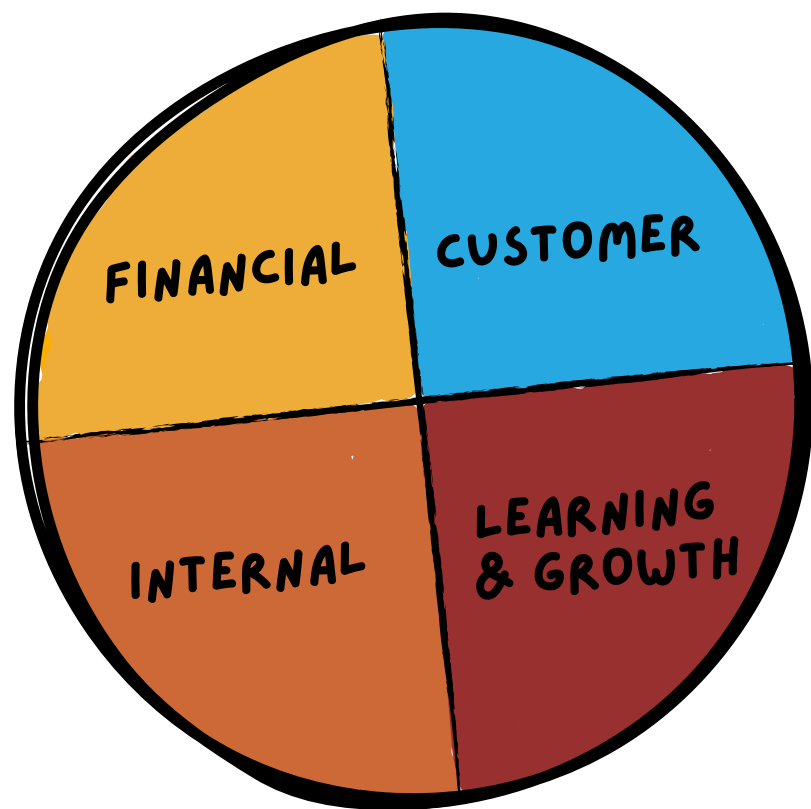


THE FIT CLUB

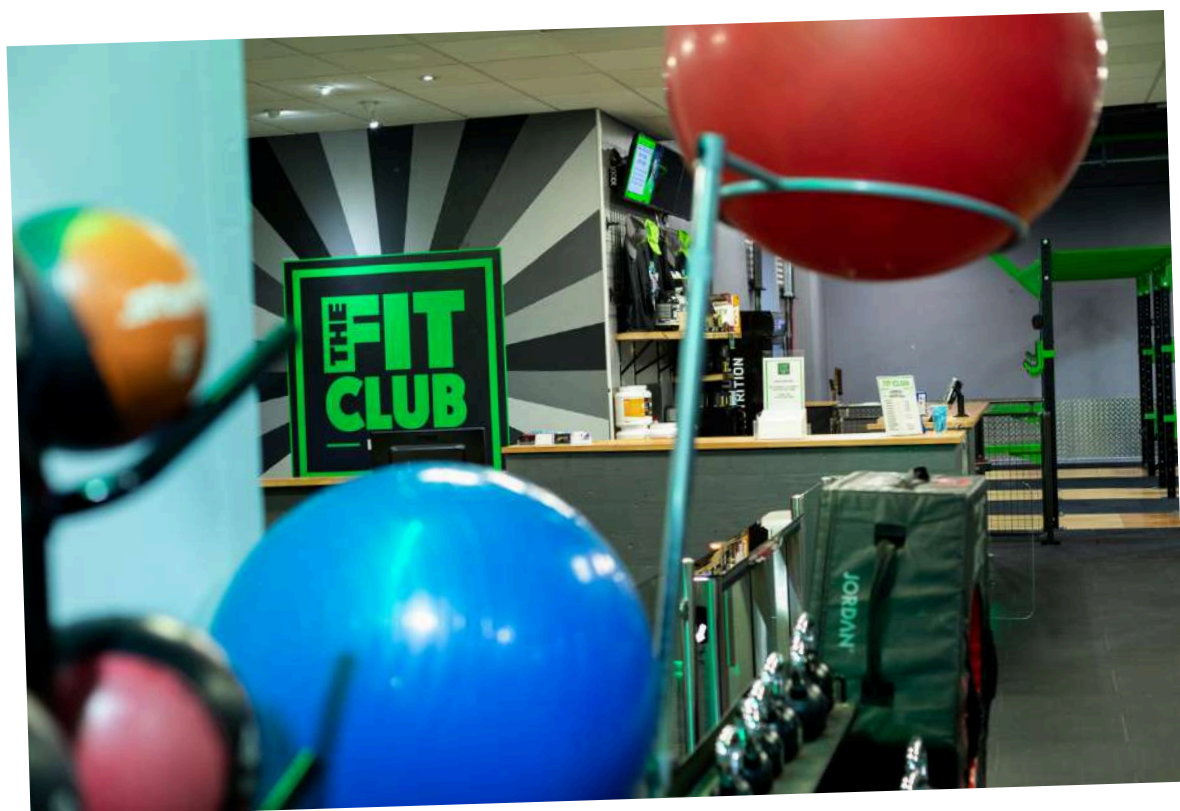
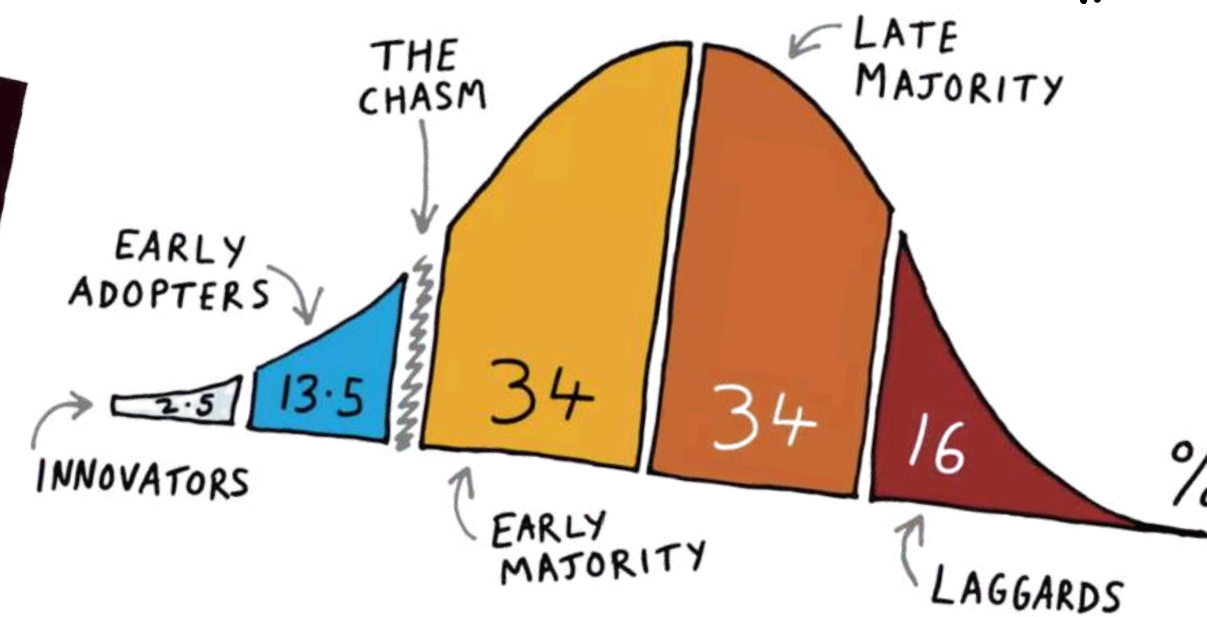


TODAY

THE BALANCED SCORECARD



THEORY OF INNOVATION DIFFUSION



THE FIT CLUB

JOIN

Redditch's Best Gym

Starts **HERE** →

The Fit Club isn't just a gym it's a community. With top-class equipment, expert PTs, and classes that push you further, we're here to help you smash your goals. Whether you're training for strength, fitness, wellness, or just a healthier lifestyle You'll find your place here!

Use code **'HAPPYBIRTHDAY'** to pay just **£18.50** for your first month!

JOIN NOW!



- Our Services:
- The largest gym in Redditch.
- Top of The Range Equipment
- 40+ Weekly fitness classes
- Free parking
- Women's Only Sauna & General Sauna
- Friendly Gym Community

FREE WEIGHTS

STRENGTH & CONDITIONING

RELAXATION AREA

HIIT ZONE



THE BALANCED SCORECARD

Focus:

The financial performance of the business

KPI examples:

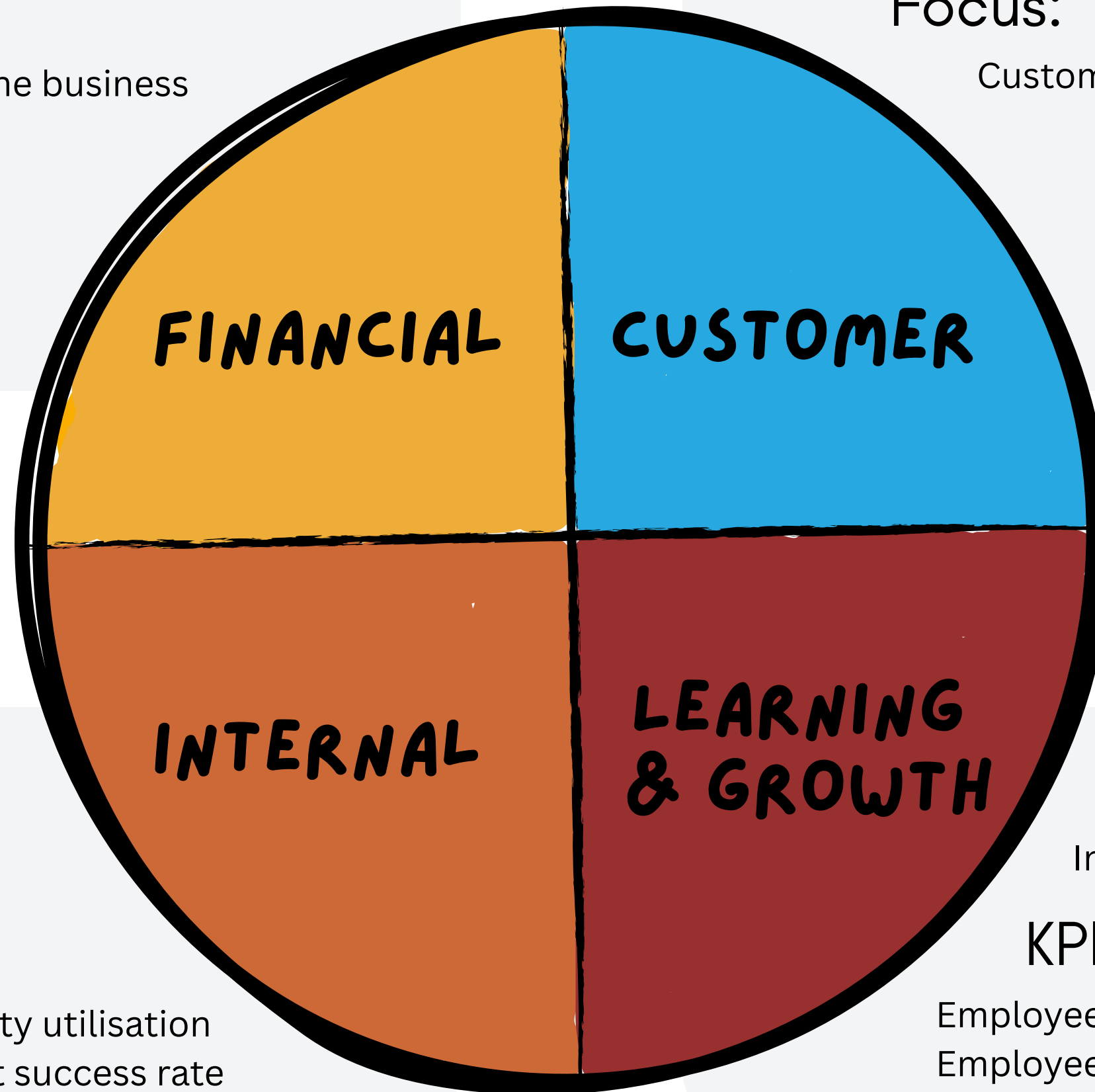
Revenue	Net profit
OPEX	Customer lifetime value

Focus:

Customer satisfaction

KPI examples:

NPS	Member refferals
Retention rate	Churn rate
Lifetime value	



Focus:

The efficiency of the business

KPI examples:

Machine downtime	Capacity utilisation
Lost sales rate	Project success rate

Focus:

Internal knowledge and innovation

KPI examples:

Employee turnover	Upskilling rate
Employee satisfaction	Application rate

BALANCED SCORECARD



	Strategic goal	KPI	Target	Q1 24	Q2 24	Q3 24	Q4 24	Q1 25	Q2 25	Q3 25	Q4 25 (FORECAST)
FINANCIAL	Increase revenue	Increase over previous year	£180,000	£186,175	£161,605	£160,783	£147,016	£195,948	£177,298	£157,724	£150,000
	Increase secondary spend value	Secondary spend revenue	£20,000	£31,958	£19,946	£21,238	£19,299	£25,939	£17,309	£16,229	£15,000
	Increase ROI	ROCE	15%	25%	18%	15%	15%	12%	7%	6%	5%
	Improve margin	Net Profit Margin	12%	9.6%	7.8%	6.1%	5.9%	6.2%	5.6%	4.2%	3.9%
CUSTOMERS	Increase LTV	Lifetime value	£1500	£2,249	£1,623	£1,269	£1,122	£1,573	£1,285	£846	£749
	Improve retention + increase membership sales	Net member gain / loss	Cap @ 2500	137	(99)	(61)	(115)	61	7	(43)	(100+)
	Increase customer recomendations	Refferal rate	20%	32%	55%	60%	57%	33%	58%	60%	60%
	Improve customer experience	NPS	9	8.8	9	9.1	9.3	9.1	9.1	9.2	9.3
INTERNAL	Increase efficiency of marketing	CAC	£80	£140	£105	£90	£81.65	£130	£95	£110	£120
	Sales team effectiveness	Lost sales	50%	23%	35%	29%	29%	19%	23%	26%	26%
	Increase class capacity utilisation	Class attedance rate	70%	84%	73%	67%	60%	76%	73%	67%	60%
	Bring down number of 'failed' projects	Project success rate	100%	NA	NA	NA	NA	NA	60%	80%	100%
LEARNING & GROWTH	Be a business people want to work for	Employee turnover	0%	0%	0%	5%	0%	0%	5%	0%	0%
	Develop our team	Upskilling rate	10%	0%	10%	10%	30%	0%	0%	20%	30%
	Ensure quality control	Average secret shopper score	80%	82%	83%	79%	80%	84%	84%	76%	80%

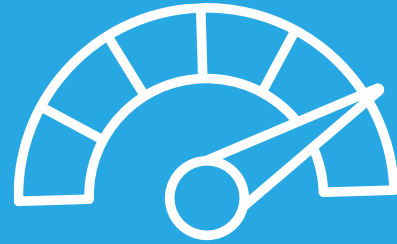
SECONDARY SPEND REVENUE



£20,864
Quarterly
average



NET PROMOTER SCORE

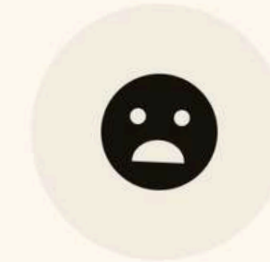


9.1

two year average

Member	Feedback	NPS
Joe Blogs	The Gym is great! I am only leaving due to relocation.	10
John Smith	Would recomend, JS.	10
Mary Johnson	The gym is great, however, the showers could use a clean.	7
Ben Rogers	Terrible gym, rude staff, avoid.	1
Rolling Average		7

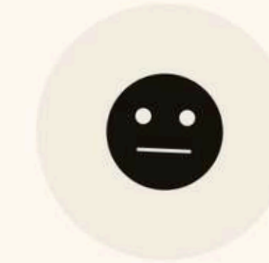
The three NPS categories



Detractors

Score: 0 to 6

Dissatisfied customers who are unlikely to recommend a business



Passives

Score: 7 to 8

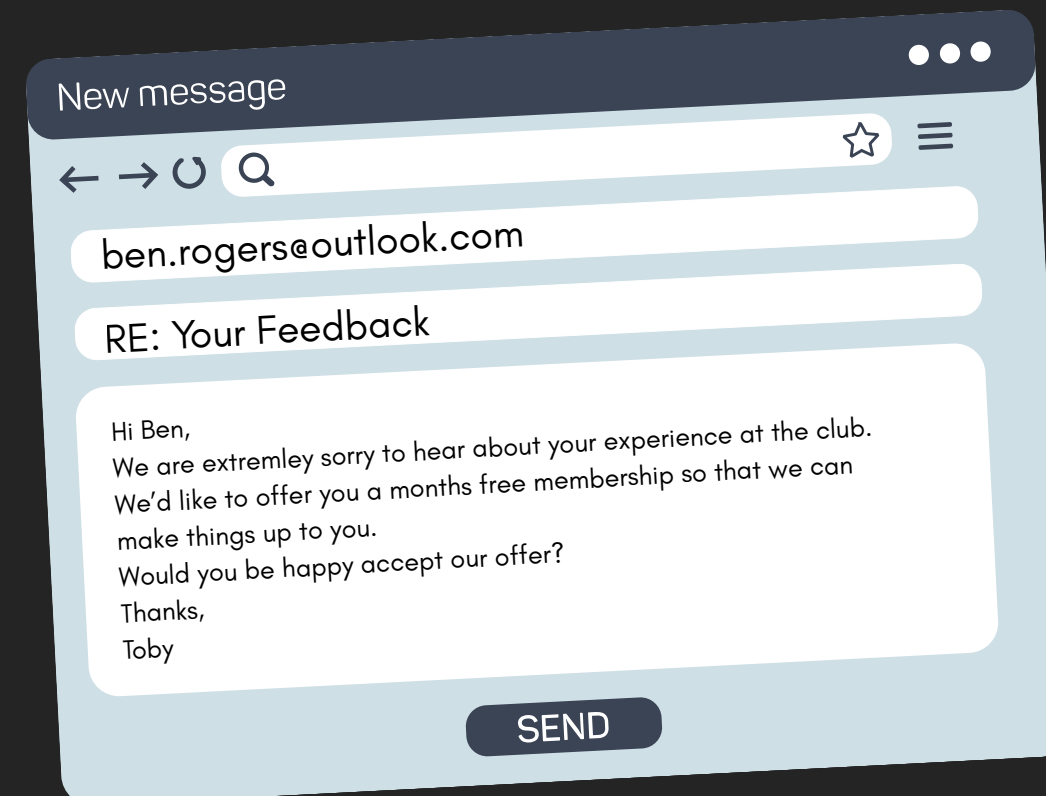
Neutral customers who may be willing to recommend a business



Promoters

Score: 9+

Satisfied customers who are very likely to recommend a business

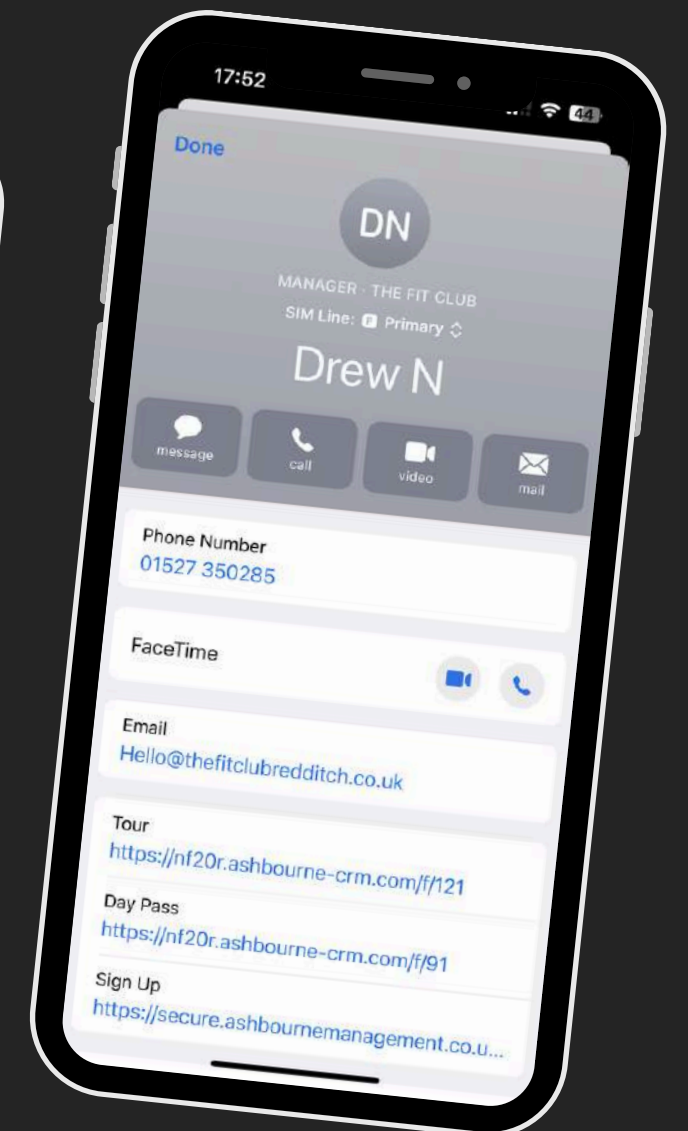
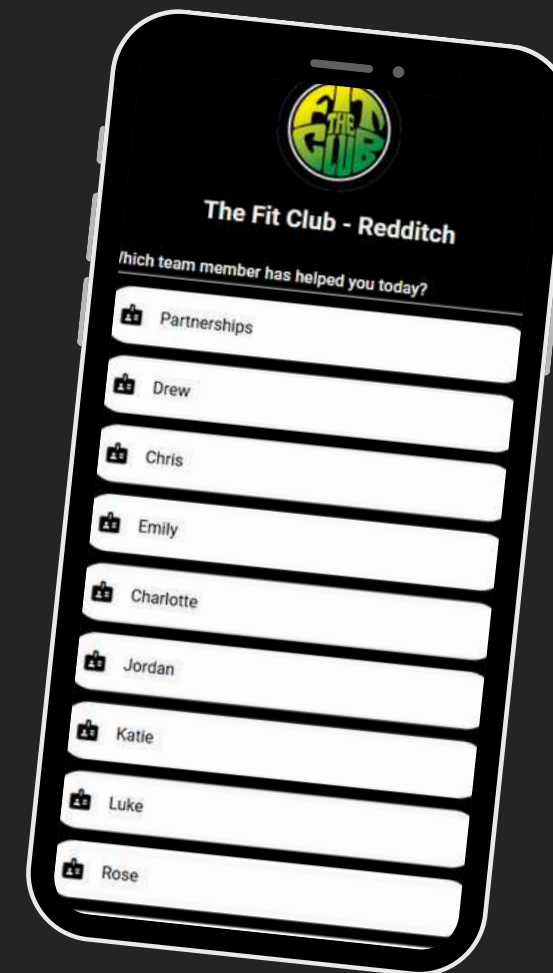
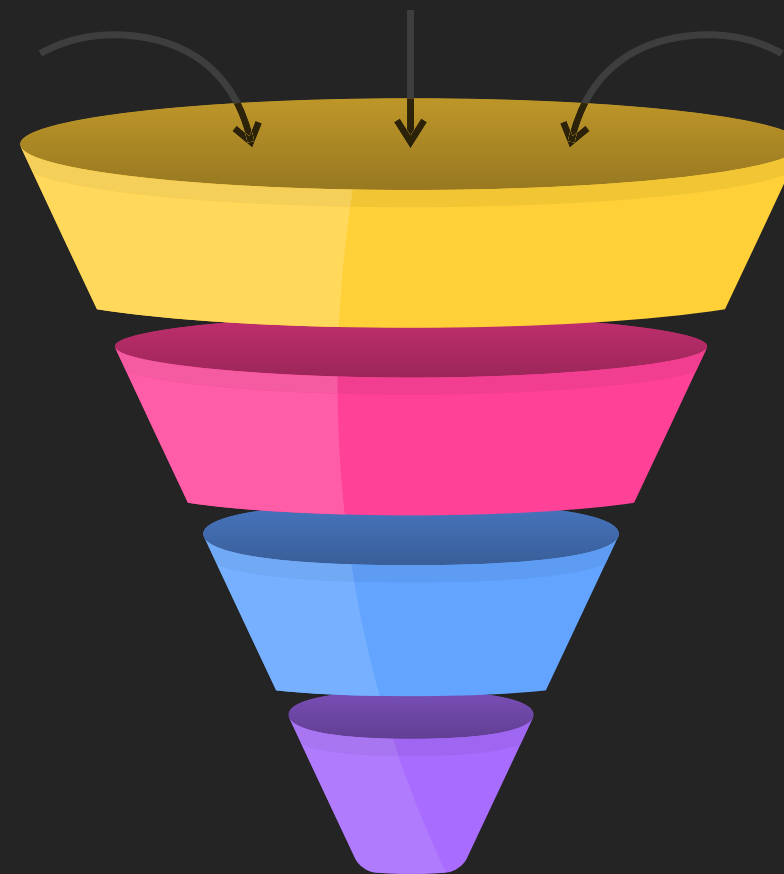


LOST SALES RATE



26%
two year
average

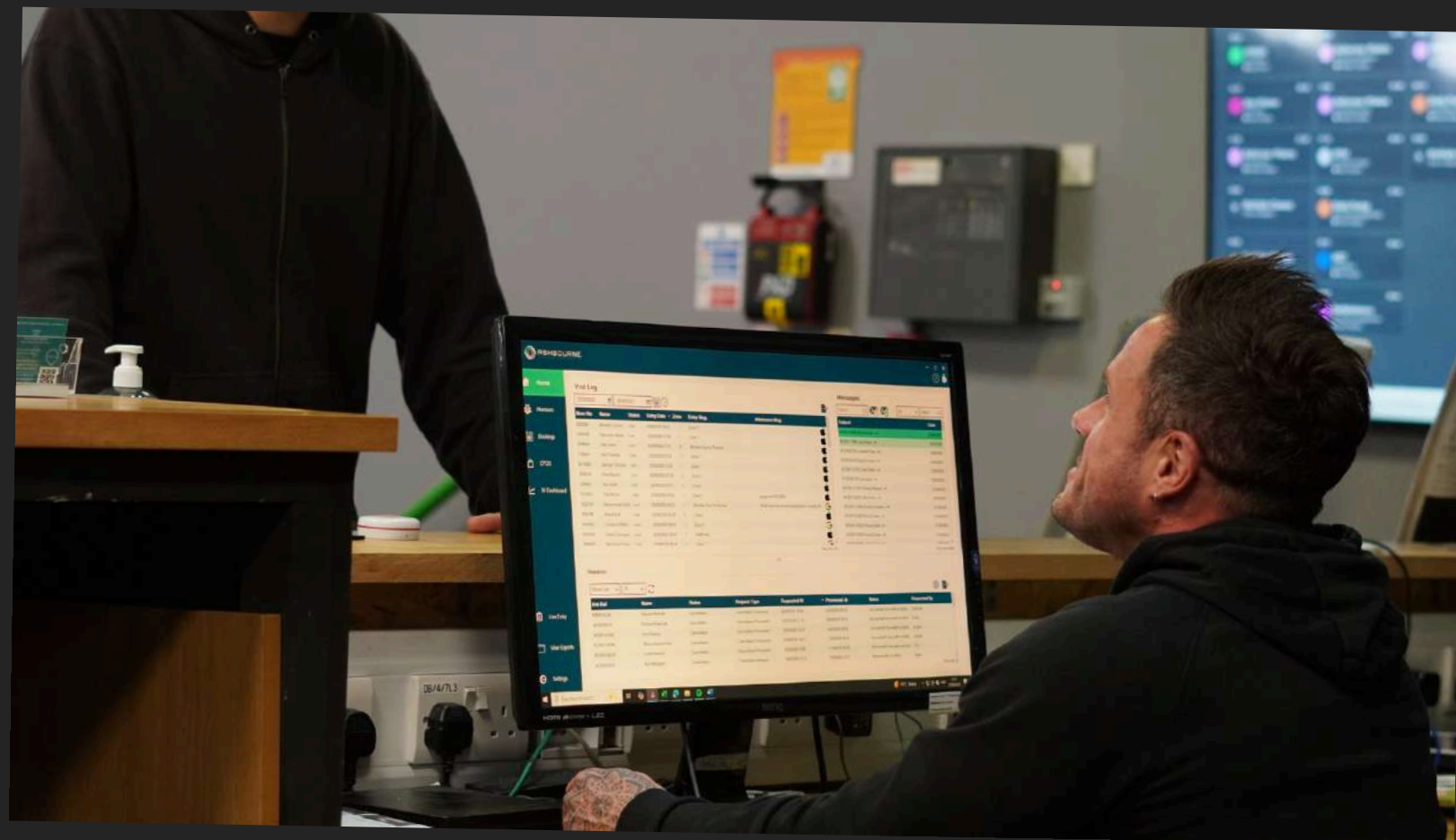
To Contact	In Contact	Follow Up
4 deals £0 GBP	3 deals £17.50 GBP	3 deals £0 GBP
Sebastian Bains Day Pass Lead No task Sebastian Bains 0	Oliver Davis Day Pass Lead No task Oliver Davis 17.50	Greg campbell Day Pass Lead No task Greg Campbell 0
Ben Hounslow Day Pass Lead No task Ben Hounslow 0	Alexandra Stanescu Day Pass Lead No task Alexandra Stanescu 0	Jason Rock Day Pass Lead No task Jason Rock 0
Joan Cokayne Day Pass Lead No task Joan Cokayne 0	Bradley Clayton Day Pass Lead No task Bradley Clayton 0	Matthew Rossiter Day Pass Lead No task Matthew Harrison-Rossit 0
Alex Davies Day Pass Lead No task Alex Davies 0	+ Add a deal	+ Add a deal
+ Add a deal		



SECRET SHOPPER SCORE



81%
two year
average



Retail Mystery Shopper Checklist



Location / Asset(s): _____ Date: _____
 Assigned To: _____ Checklist Score: _____
 Signed By: _____

✓	✗	N/A	Retail Store Area
			Was the parking lot clean and free of waste?
			Was the entrance of the store clean and well maintained?
			Was the signage in the store clearly visible and undamaged?
			Was the store floor clean and free from hazards?
			Were merchandise shelves organized and stocked?
			Could you find your size in everything you wanted?
			Was the restroom clean and well maintained?
			Was security personnel and equipment functioning?
			Was the store crowded?

✓	✗	N/A	Retail Staff Behavior
			Were you greeted upon entering the store?
			Were you asked if you have shopped here before?
			Were you asked if you needed help finding something?
			Did the employee tell you their name in case you need something?
			Did the team member smile and make you feel welcome?
			Did you have to wait at the checkout counter?
			Did the cashier ask if you found everything you wanted?
			If you could not find an item or size, did the staff help you order the item?
			Did the cashier ask if you qualify for military or other discount?
			Did the cashier mention the loyalty / rewards program?
			If not currently a member, did the cashier ask you to join?
			Did the cashier clearly explain the benefits of joining the rewards program?
			Did the cashier alert you of upcoming events and specials?
			Did the cashier thank you for shopping with us?

ROCE



6%
current level

THE FIT CLUB

JOIN

Redditch's Best Gym

Starts **HERE** →

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JOIN NOW!

FREE WEIGHTS

STRENGTH & CONDITIONING

RELAXATION AREA

HIIT ZONE

CYCLING STUDIO

CARDIO ZONE

REFORMER PILATES

GROUP EXERCISE

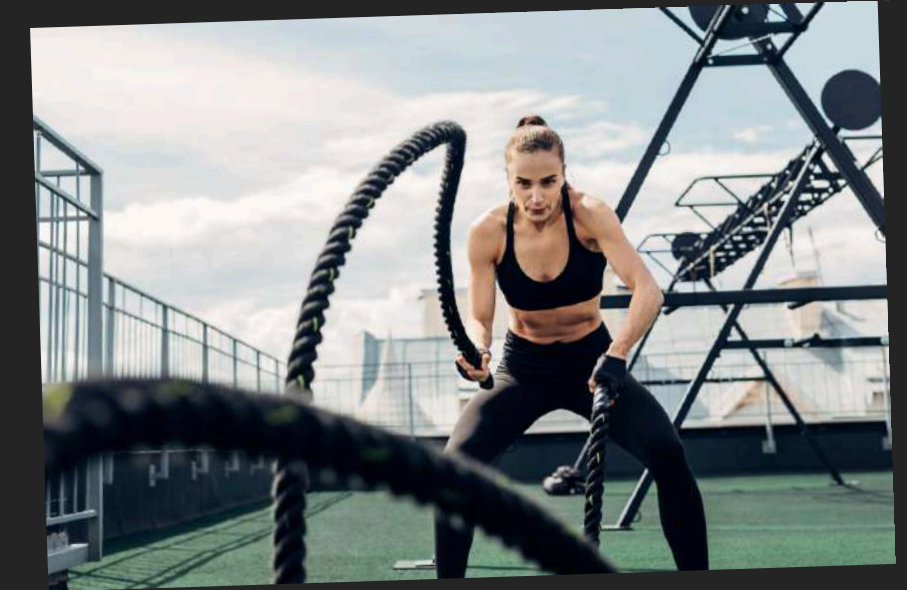
01527 350285 Unit 4E, T7 Alcester St, Redditch B98 8AE www.thefitclubredditch.co.uk

	Day 1	Day 2	Day 3
1st chance offer			
2nd chance offer			
Telemarketing			
Gym Advertisement			
Google Ads			
CRM - Day pass emails			
CRM - Member engagement			
CRM - Promos & Offers outreach			
CRM - Prospect SMS'			
Open Day			
LB - Corporate Memberships			
LB - Partnerships			
Community Outreach			
Ex-Mem Emails			
Leaflets			
Handouts			
Merchants			
Current Member outreach			
Instagram AD - Gym			
Social media post			

ROCE



6%
current level



MOTY
Joe Bloggs
Mary Smith
Tom Smith
Paul Rogers
Toby Wassell
2025

MOTY
Joe Bloggs
Mary Smith
Tom Smith
Paul Rogers
Toby Wassell
2025

ROCE



6%
current level



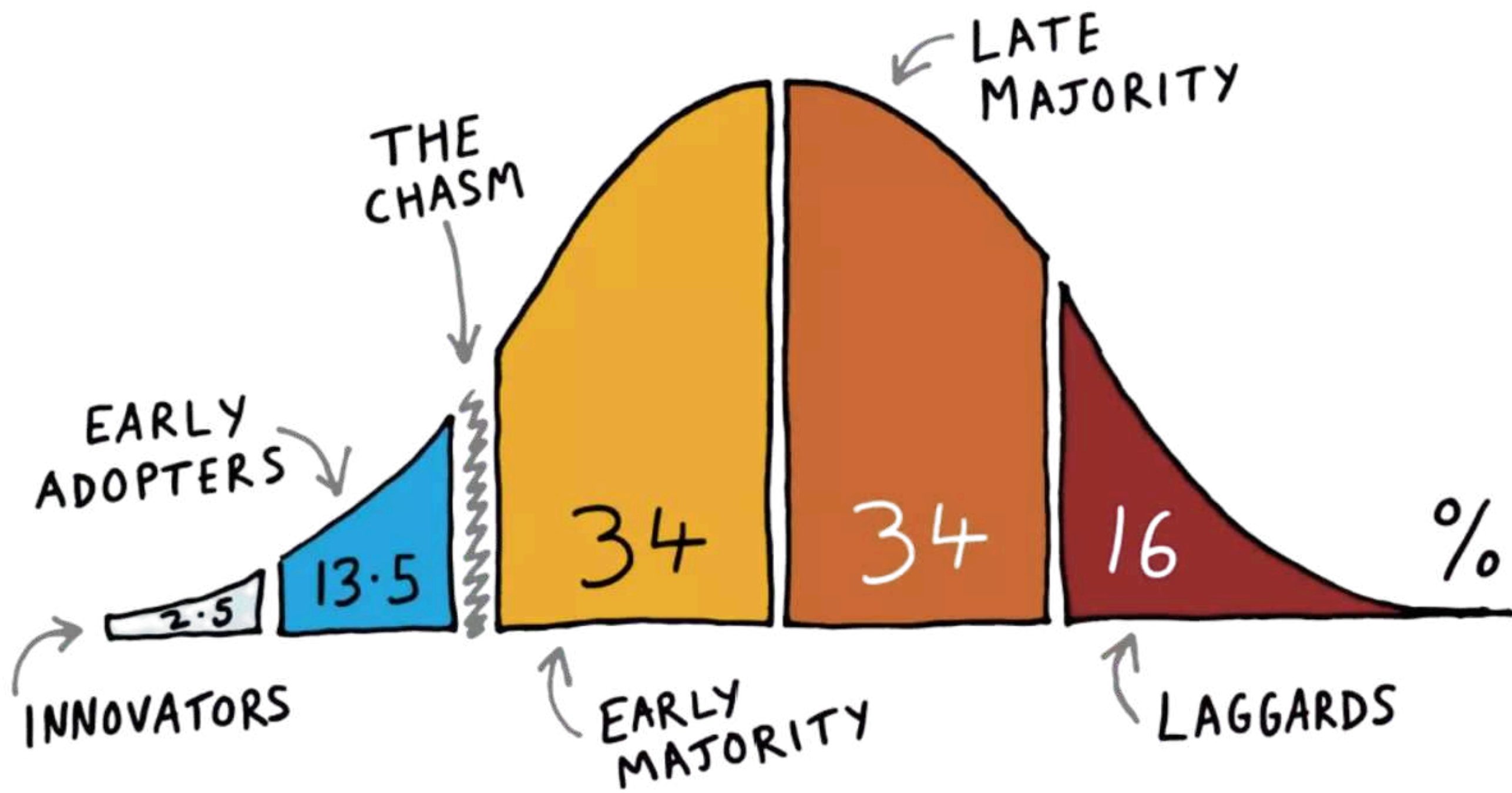
MOST ATTENDED

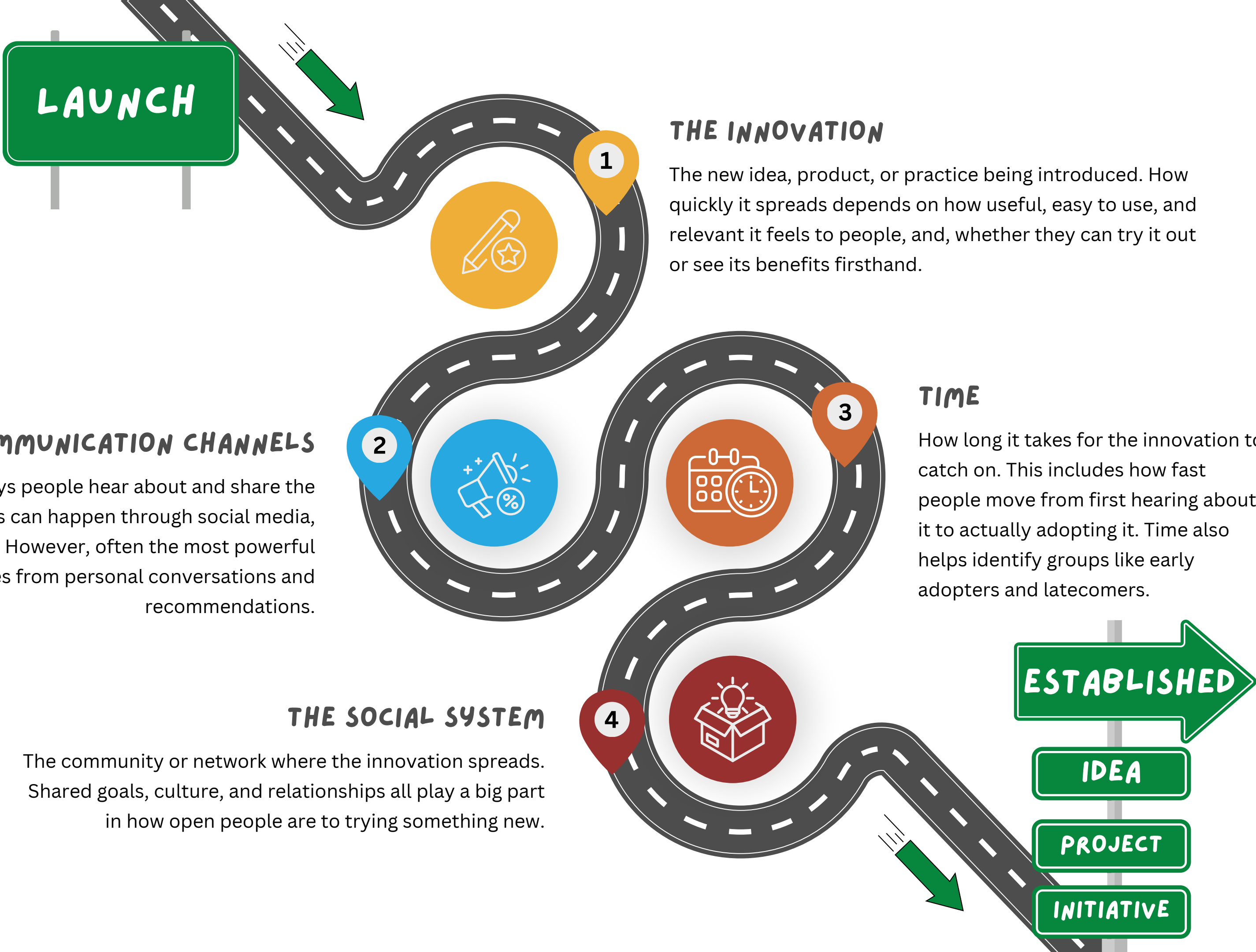
Filter Applied: 30 days (Records Found: 190)

Name	Email	Tel	Total	Mem Type
Micky J	mickjar	079;	28	Foundation member
Lavinya	lynsava	073;	21	12 Month Paid in Full
Paulett	paulett	077;	20	Full Membership (12 Months)
Michae	lmards	078;	19	Full Membership (12 Months)
Zoe As	zoeasc	075	17	Full Membership (1 Month Rolling)
Lavinya	savage	073	17	Full Membership (12 Months)
Humay	humay	073	15	Full Membership (1 Month Rolling)
Kelly V	kamwe	075	15	Unlimited Reformer Pilates (Management Approval on
Katy Li	katylal	079	14	Foundation member
Hanna	hanna	074	13	3 month full membership
Lesley	lesley-	077	12	Full Membership (12 Months)
Nicola	nicky d		12	12 month Paid in Full



THEORY OF INNOVATION DIFFUSION





LAUNCH

1

THE INNOVATION

The new idea, product, or practice being introduced. How quickly it spreads depends on how useful, easy to use, and relevant it feels to people, and, whether they can try it out or see its benefits firsthand.

2

COMMUNICATION CHANNELS

The ways people hear about and share the innovation. This can happen through social media, emails, or ads. However, often the most powerful influence comes from personal conversations and recommendations.

3

TIME

How long it takes for the innovation to catch on. This includes how fast people move from first hearing about it to actually adopting it. Time also helps identify groups like early adopters and latecomers.

4

THE SOCIAL SYSTEM


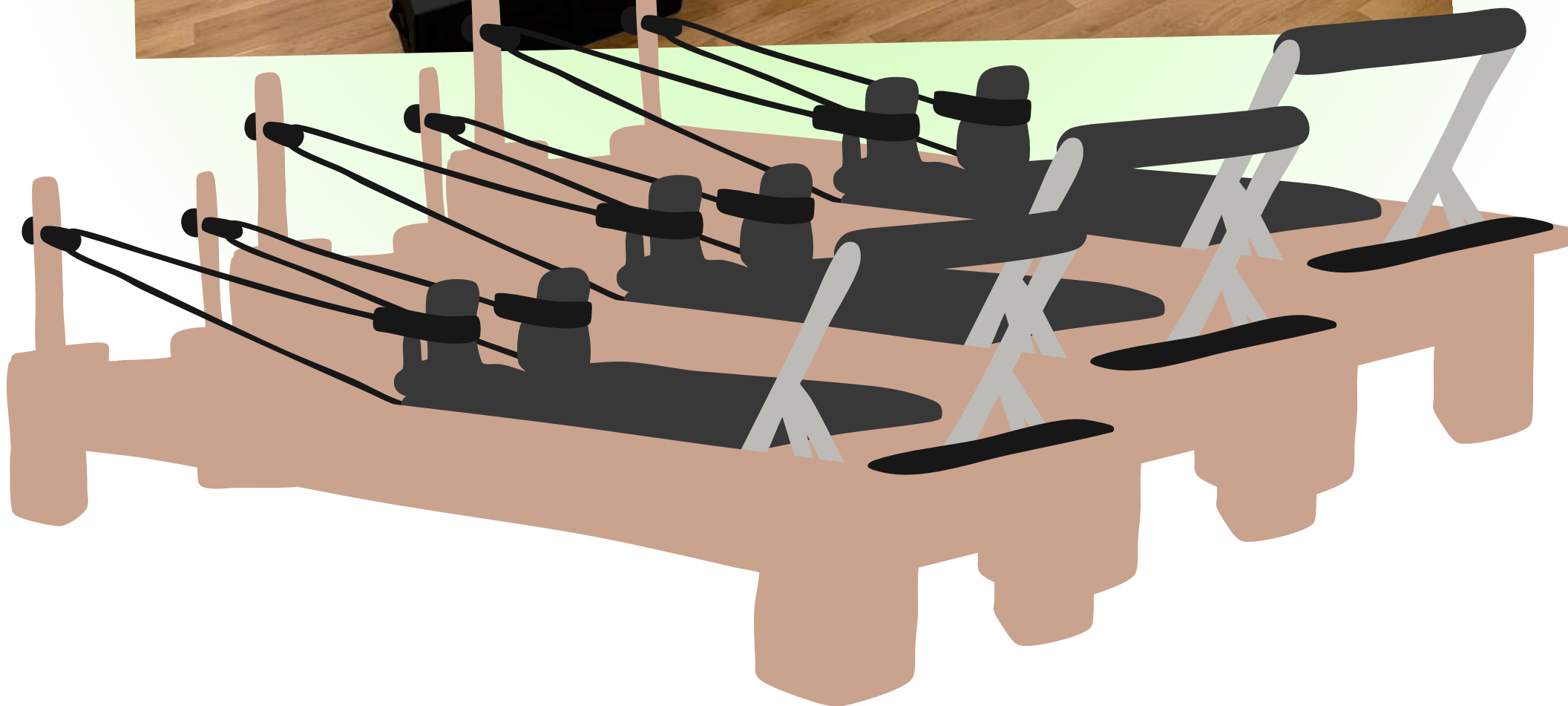
The community or network where the innovation spreads. Shared goals, culture, and relationships all play a big part in how open people are to trying something new.

ESTABLISHED

IDEA

PROJECT

INITIATIVE



@THEFITCLUBREDDITCH

THE FIT CLUB

THEFITCLUBREDDITCH.CO.UK

Dear %FIRSTNAME%,

You are receiving this email because you are on our exclusive Reformer Pilates pre-launch waitlist!

We are excited to announce that **classes launch on the week of 3rd March and**, due to quality control, **we have just 50 Pilates memberships available**. All of the information you need to get signed up and ensure your place on our Reformer classes is in this email.


Classes

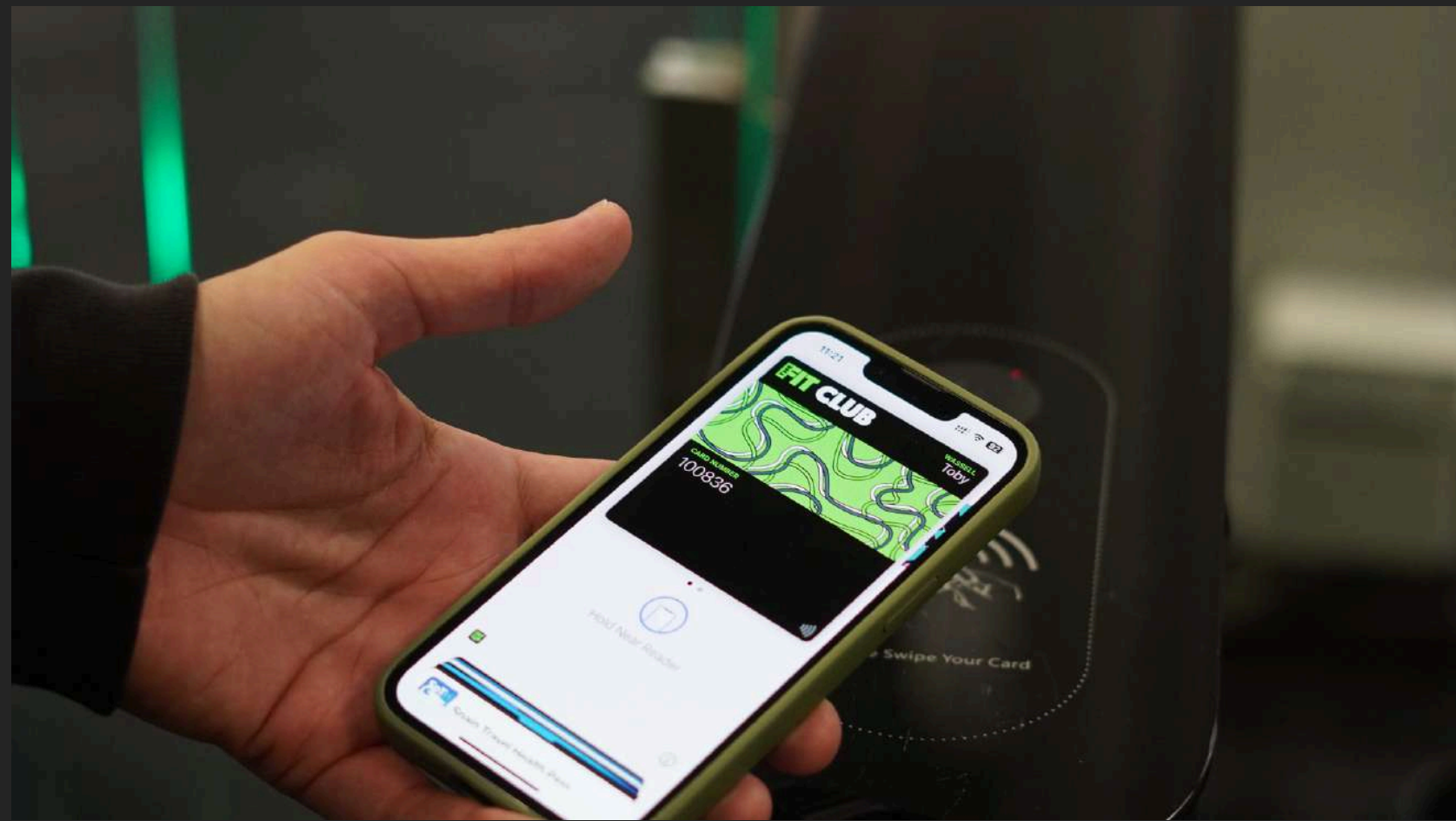
We will be offering two types of class that utilise the Reformer.

Classic Reformer: This is the core Pilates class we will be offering. Using traditional Pilates movements to help you develop strength, flexibility, balance and better posture. The benefits of Pilates on mind and body are well known, this class will become a staple of your week!

Fit Core: This is a very different style of work out, Fit Core utilises the reformer as part of a fitness fusion work out. Expect a fun and challenging full body work out.

All classes feature the top-of-the-range Peak Pilates Fit Reformer (pictured below), we are so excited for you to try them out!



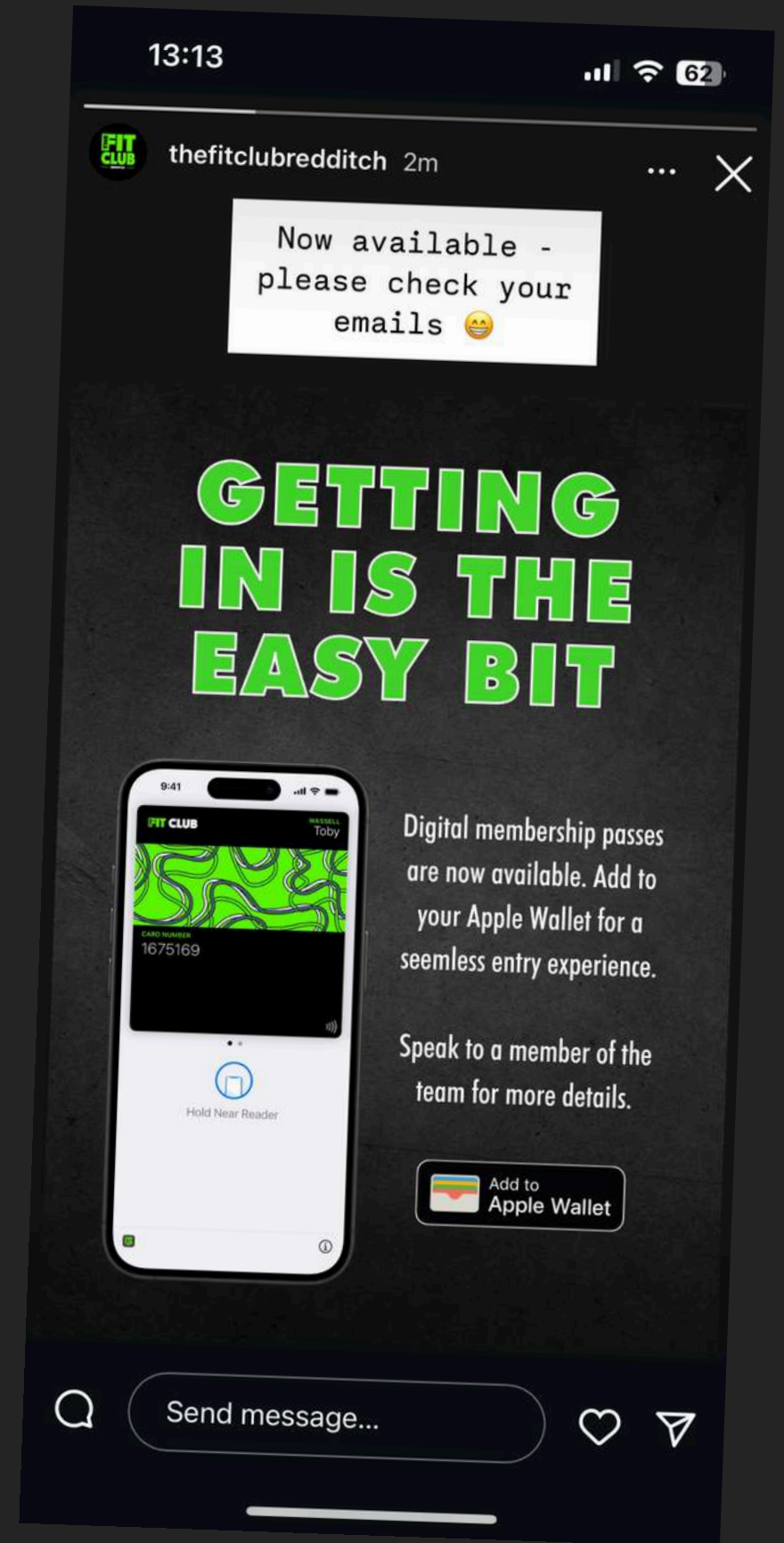


Pre-Launch Setup Before Day 1

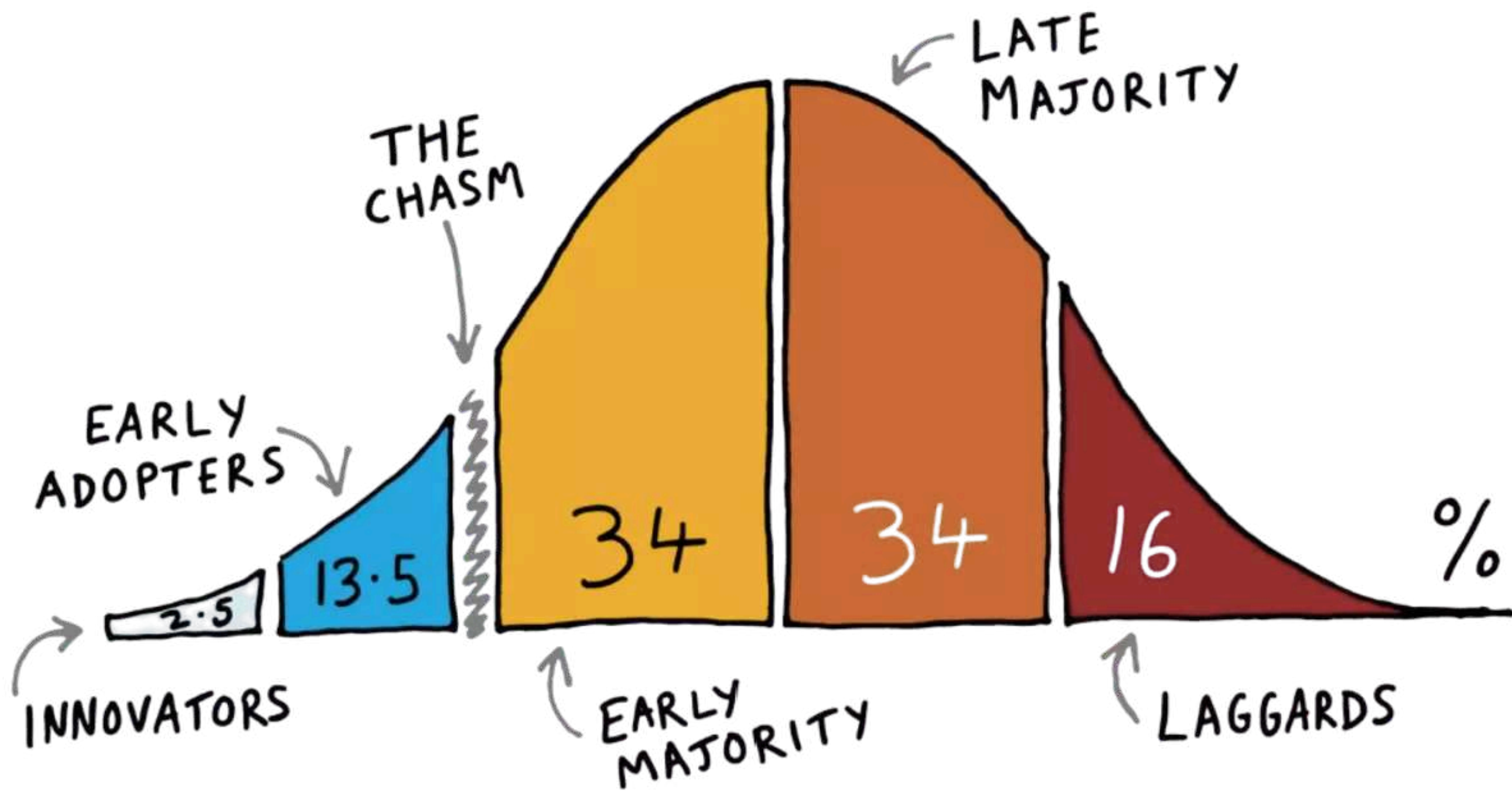
- Familiarise Staff with Training Guide All Customer Facing Staff **PRE**
- Display Apple Pay Mark at all Terminals All Terminals **PRE**
- Print Posters Throughout Facility Throughout Facility **PRE**

NFC Content Calendar | 45-Day Campaign Timeline

	Day1	Day2	Day3	Day4	Day5
Day 1	Launch Email (Apple) <small>Full Database</small>		Launch Socials Post (Apple) <small>N/A</small>		Launch SMS or Push <small>Members Not Registered for Pass</small>
Day 2					
Day 3					
Day 4					
Day 5					
Day 6	Social Posts (Apple) <small>N/A</small>				
Day 7					
Day 8					
Day 9			1st Reminder Email (Apple) <small>Members Not Registered for Pass</small>		
Day 10					
Day 11			1st Reminder Social Story (Apple) <small>N/A</small>		
Day 12					
Day 13			1st Reminder SMS or Push <small>Members Not Registered for Pass</small>		
Day 14					
Day 15					
Day 16					
Day 17					
Day 18			2nd Reminder Email (Apple) <small>Members Not Registered for Pass</small>		
Day 19					
Day 20					
Day 21			2nd Reminder Socials Story (Apple) <small>N/A</small>		
Day 22					
Day 23					
Day 24					2nd Reminder SMS or Push <small>Members Not Registered for Pass</small>
Day 25					
Day 26					
Day 27					
Day 28					
Day 29					
Day 30					
Day 31				Launch Email (Apple + Google) <small>Members Not Registered for Pass</small>	
Day 32					Launch SMS or Push <small>Members Not Registered for Pass</small>
Day 33					
Day 34					
Day 35					
Day 36	1st Reminder Email (Apple + Google) <small>Members Not Registered for Pass</small>				
Day 37					
Day 38					
Day 39			1st Reminder SMS or Push <small>Members Not Registered for Pass</small>		
Day 40					
Day 41					
Day 42				2nd Reminder Email (Apple + Google) <small>Members Not Registered for Pass</small>	
Day 43					
Day 44					
Day 45					2nd Reminder SMS or Push <small>Members Not Registered for Pass</small>



THEORY OF INNOVATION DIFFUSION



ASHBOURNE
MEMBERSHIP MANAGEMENT

WEBSITE

🌐 ashbourne-memberships.com

E-MAIL

✉ sales@ashbournemanagement.co.uk

INSTA

📷 [@ashbournemanagement](https://www.instagram.com/ashbournemanagement)

THE FIT CLUB

WEBSITE

🌐 thefitclubredditch.co.uk

INSTA

📷 [@thefitclubredditch](https://www.instagram.com/thefitclubredditch)

**TOBY
WASSELL**

E-MAIL

✉ toby@ashbournemanagement.co.uk



ADD ME ON
LINKEDIN

**DOWLOAD THE
SLIDES**



**THANKS FOR
LISTENING!**