

YOU FIT
MANAGEMENT & FRANCHISES



Where You Fit

WE ARE YOU FIT JOIN THE FAMILY

Join the You Fit family as a franchisee, or utilise the You Fit management services model & expertise to take the strain of running your leisure & health club business.

Whichever solution best suits your business model you'll benefit from the wider benefits of the You Fit brand, with leading operational, retention & marketing strategies, with the direct support from the You Fit senior team.

A strong brand is often the nucleus of a company's success. Partnering with You Fit delivers a clear brand identity, with expansive demographic appeal. Giving employees and members a sense of belonging & trust, whilst offering owners confidence in the proven You Fit model & commercial systems.

Where You Fit



#TeamYouFit

WELCOME TO OUR YOU FIT FAMILY SUPPORT CULTURE



- Operational & commercial weekly briefing comms
- Weekly operational & commercial leadership conference calls
- #TeamYouFit club benchmarking & high-performance culture
- Dedicated account manager & performance coach
- Regular operational & commercial site support visits
- Quarterly national #TeamYouFit leadership meetings
- Bi-annual You Fit brand & systems audits
- Centralised membership administration support team
- Comprehensive sales & retention campaign briefing guides



YOU FIT
INTRANET
HUB &
SUPPORT
TOOLKITS



#TeamYouFit Support Facebook Group
Club-to-club best practice & collaborative culture
#TeamYouFit leaders & manager peer support network

DIGITAL MARKETING & ENGAGEMENT IN AN ON-LINE WORLD



Where You Fit

CENTRALISED MULTI-CHANNEL DIGITAL MARKETING

ENJOY A SUITE OF MARKETING SUPPORT COMBINING THE MOST IMPACTFUL OF DIGITAL, SOCIAL & TRADITIONAL MARKETING CHANNELS



Annual marketing package including a calendar of seasonal strategic campaigns & bespoke localised tactical campaign support.



Suite of branded creative & templated assets for social, digital & print marketing channels.



Web-2-print integrated digital and on-line print solutions.



You Fit Lead generation & sales conversion training programme.



Franchise optional local demographic, competitor & feasibility study.



Search engine optimised & multi-format You Fit website with dedicated & personalised club pages with lead generation data-capture tools.



New club launch marketing support package.

Fully integrated bespoke club management software package providing:



- Integrated digital marketing solution & data preferences
- Member on-line joining, booking & personal profiles
- Sales prospecting & lead management functionality
- Full member administration suite with central support

COMMERCIAL & OPERATIONAL SYSTEMS



- Centralised You Fit membership collections, BACS services, debt management & member administration team.
- Key monthly performance & business analytics, providing insight-led commercial decision making, and performance improvement.
- You Fit branding, signage & uniform packages.
- You Fit web-shop, branded fitness attire & merchandise.

- Preventative maintenance solutions.
- Trusted industry-leading preferred supplier network.
- Enjoy the benefits of exclusive You Fit group purchasing power and discounted procured solutions.



COMPLIANCE & OPERATIONAL SYSTEMS

GOVERNANCE OF OPERATIONAL & LEGISLATIVE
COMPLIANCE ACROSS ALL CLUB OPERATIONS



YOU FIT STANDARD OPERATING PROCEDURE (SOP) SYSTEMS & BRAND STANDARD MANUALS

- You Fit SOPs meet all industry compliance standards
- Updated in line with legislative changes & industry best practice
- Full You Fit systems & team training with on-going training support
- Statutory training solutions & approved partners
- ukactive Covid-19 Response Approved standards
- Health Commitment Statement & club licensing
- ukactive 'Active Standard' compliance



INDEPENDENT BI-ANNUAL HEALTH & SAFETY COMPLIANCE AUDITING

RETENTION SYSTEMS

Decades of experience & expertise have created an efficient, focused & proven retention system with an embedded team service culture at the heart of what we do.



BEHAVIOUR
CHANGE





CLUB
COMMUNITY





QuickStart



SureStart
LIFESTYLE SUPPORT



DIGITAL
COMMUNITY



at HOME



GROUP EX
& SOCIAL

Always Welcome



RETENTION SYSTEMS



SUPPORTING LONG-TERM POSITIVE BEHAVIOUR CHANGE
MEMBER JOURNEY - QuickStart & SureStart PROGRAMMING



CREATING A SENSE OF BELONGING IN
CLUB & TEAM COMMUNITIES #TeamYouFit



CENTRALISED RETENTION ACTIVITY
EVENTS CALENDAR



SUPPORTING FREELANCE
PERSONAL TRAINING MODEL



YOU FIT at HOME
SERVICE CULTURE &
TRAINING PROGRAMME

Always Welcome

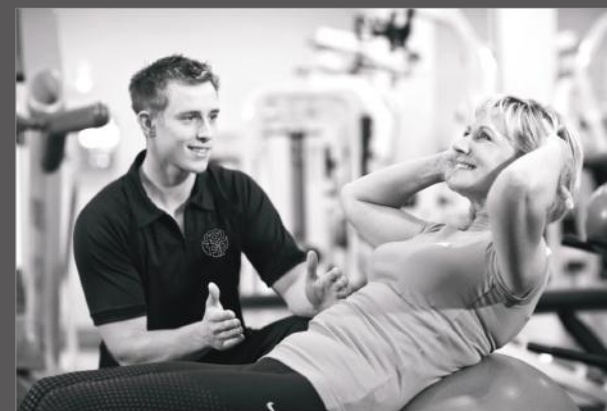


EXCLUSIVE YOU FIT MEMBERS BENEFITS
& LOYALTY PROGRAMME

runnersneed
the running specialists

COTSWOLD
outdoor

**SNOW
+
ROCK**



SPA & BEAUTY



PROFESSIONALLY MANAGED SOLUTIONS FOR YOUR SPA FACILITIES

DEDICATED ACCOUNT MANAGER SUPPORT

CREATING MEMORABLE & UNIQUE SPA CONCEPTS & CUSTOMER EXPERIENCES

SEASONAL SPA CAMPAIGN MARKETING CALENDAR

BESPOKE TREATMENT & PACKAGE SOLUTIONS

SPA PERFORMANCE METRICS REPORTING SUITE



the salon
HEALTH & BEAUTY SPA

YOU FIT FRANCHISES

The benefits of adopting the You Fit brand, commercial & operational systems with the freedom & independence of small business ownership & running your own successful health club business.



Fixed & affordable franchise fees.

YOU FIT MANAGEMENT

The dual benefits of adopting the You Fit brand & systems combined with the expertise of You Fit management services taking the load off & running your You Fit branded club.

The You Fit management services business model is ideally suited to corporate or hotel operations where leisure club facilities are a secondary element to your primary business model & expertise.

Let us take the strain for you to deliver outstanding leisure facilities.

You Fit Management Services fixed package solutions & bespoke options available to fit your business needs.



Where You Fit

You Fit, Where Your Business Fits

For a chat about how partnering with You Fit can work for your business please contact:

Daniel Nayler - You Fit Business Development Manager

daniel.nayler@youfitclubs.co.uk

07824 140 942

or complete our web-form:

youfitclubs.co.uk/BecomeAYouFitClub



You Fit Health Clubs

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