

Design of Fitness Centres in the Public sector (author: Technogym)

The design of facilities in the public sector has to accommodate for large variation in membership demographics and needs:

Since 2016 the Worldwide fitness trends – measured by the American Colleges of Sports Medicine (see table 2) has seen the traditional design of Gyms move away from Heavy cardio focused areas to more strength training.

Barring the popular growth of functional training in 2017 this has continued to be surpassed by both male and female members requiring more and more strength training options.

Today the most popular trends of the last 3 years have been around Body Weight training, HIIT and strength training.

This is unsurprising given the large amount of benefits it brings to all types of member demographic – Strength training is vital to:

- Weight loss – increased metabolism
- Bone density and strength
- Injury prevention and recovery
- Open chain daily movement patterns
- Strength improvements
- Body shape
- Posture

With this and the increased prescription of strength training gym design must accommodate:

- Larger free weight areas
- Larger variety of strength training options
- Cable machines
- Floor space
- Designated stretch and functional space

The other key growth area has been in HIIT

Again this is unsurprising given the community aspect to this type of training. Group exercise has always had a loyal following, but HIIT and SGT have moved from these confined areas in studio's and onto the Gym floor.

If the correct mix of equipment is provided to allow HIIT and SGT programming with equipment that is easily accessible then the community environments that have made the boutique studios rise in popularity can be replicated on gym floors.

The programming of these areas is key and can again attract any member demographic type as the point of the session is to drive community and the programming type will dictate the member demographic that will attend. Combine the equipment, good programming and an experience that the group can buy into and successful HIIT and SGT can be delivered on the gym floor.

Link to Technogym Newsroom article:

[Fitness industry: what are the future fitness trends? - Technogym](#)

I have also added some links to the recent developments in the Stratford contract, I think it might be worth saying to the council for them to visit either Stratford or the New Chilterns (layout attached) site when it opens to let them see it the layouts for themselves.

Recent Developments in the Stratford Contract:

[Developments In Stratford - Everyone Active](#)