



## **motive8 launches new corporate facility**

### ***Health and fitness consultancy provides complete gym solution for Leeds-based business***

**Leeds, 2 May 2012** – [motive8](#), the UK's leading health and fitness consultancy specialising in the design of health and fitness facilities and fitness training services, has opened a new corporate facility in the offices of a financial services company in Leeds, for use by all employees. This builds upon the success of motive8's existing residential gym design installation projects and the ultramodern private gym and personal training studio it opened in Holbeck Urban Village in July 2011.

The new luxury gym was completely designed and fitted by motive8, which specialises in residential and commercial gym design. The gym has been specifically designed to fit the requirements of the financial services company, which is keen to encourage its employees to look after their health. The new gym is part of an internal campaign to promote health and wellbeing.

The new gym features state-of-the-art equipment, with additional space for people to do core exercises and stretching. In order to avoid overcrowding, the gym uses a pre-book facility, so that staff can use all the facilities comfortably. Three dual-use machines, the latest from US-based manufacturer Star Trac, have been installed to help save on space and were chosen to specifically meet the requirements of the new gym. Training services are offered by motive8's sister company, motive8 North, a health and fitness company offering personal training, exercise classes and gym membership in Leeds.

Designed with all abilities in mind, the new studio offers a welcoming environment along with the personal touch and full attention of the motive8 North staff who offer personal training and a weight loss programme. The motive8 weight loss programme features weekly weigh-ins and advice on managing food, sleep and stress, with a financial incentive for the person with the greatest weight loss. Exercise classes will also be available at a later date.

Nick Sadler, Managing Director of motive8, commented, "The development of corporate facilities is a natural evolution for motive8 and motive8 North. Over the past 13 years, we've become the market leader in residential gym design and we're now seeing rapid growth in the corporate market. We have received a lot of interest in our gym design and installation and we're keen to show businesses in the north what we can offer in the way of bespoke corporate facilities."

Jenny Cromack, Director at motive8 North, added, "It can be hard to get enough exercise at work, which is why installing a corporate gym can be an ideal solution for many businesses. We're very pleased with the facility we've provided. Our philosophy of creating a friendly training environment to help our clients towards their fitness goals perfectly complements the company's internal healthy living campaign. As well as designing and fitting the gym, we also provide the instructors and personal trainers required to staff."

The new corporate facility at the financial services company is part of motive8's overall strategy to increase its corporate and residential facilities in Leeds and its commitment to providing the best gym facilities and training in the north. motive8 already has 10 residential gyms in Leeds and the north, with another recently installed at Saxton Gardens, a new residential development by Urban Splash. Jenny's recent nomination for a Personal Trainer

Award in the recent Leeds Therapy Awards 2012 is also testament to motive8 North's successful training services.

## **Ends**

### **About motive8**

motive8 is the market leader in residential gym design, equipment supply and installation. Started in 1998, Motive8 has fitted over 90 facilities nationwide, including home gyms, private training studios, corporate facilities and large fully-staffed residential sites. motive8 provides maintenance to gyms and has contracts with over 80 facilities. motive8 has two private studios, in London and Leeds, offering small classes, personal training and buddy sessions. motive8 also provides curricular and extra-curricular sports programmes for schools and children's coaching and parties.

For more information, please visit: <http://www.m8group.co.uk/>

### **About motive8 North**

motive8 North is a health and fitness company specialising in personal training and small group fitness. The company was formed through the partnership of a successful personal training company, Jenny Cromack Personal Training, and London based health and fitness consultancy, motive8 Ltd.

Jenny has been a successful personal trainer in Leeds for the past six years and has worked in the health and fitness industry for over 10 years. In addition to personal training, motive8 also specialises in gym design and school sports provision. Jenny originally worked for motive8 as a freelance personal trainer and when motive8 discovered she had an ambition to open her own training studio, the partnership to create motive8 North was a natural progression for both companies.

For more information, please visit: <http://www.m8north.co.uk/>

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