



Providing elite onsite gyms for UK residents

There has been a growing demand among buyers and renters to have gym access in their buildings, and motive8 have several expert solutions for fitness keen residents.

With the evolution of fitness technology, and developers now offering lifestyle amenities, it is no wonder that buyers' and renters' expectations are climbing ever higher.

With convenience at the heart of many new build developments, the 'on-site' gym needs to be 'fit' for purpose. Premium on-site facilities are not only expected from buyers, but the possibilities are endless with emerging trends and tech features which are changing the world of fitness as we know it.

Nick Sadler, Managing Director of motive8, originally started the company in 2000 as a specialist personal training company.

Today, the market leaders in bespoke gym and spa design and installation, create and manage leisure facilities across a variety of sectors, with significant growth in the build-to-rent and student living markets and, more recently, retirement living.

Fit for purpose

Gyms and fitness facilities have become a real asset for developers of residential schemes, and the trend towards lifestyle amenities means there is growing

expectation that developers will provide a level of facilities and service not previously seen in the marketplace.

New developments are no longer just about the individual homes; they are selling a lifestyle based on high standards of service.

This is why it is so important that developers get the amenity space exactly right for today's discerning residents, who are looking for more when they buy their new home.

Ensuring that amenity space is planned and equipped properly is vital. Fitness facilities that are too small to cater to the building's number of residents, poorly equipped, and inadequately managed will never be an asset – although there are plenty of cases of this.

However, with its finger firmly on the pulse of the marketplace, motive8 is helping developers maximise the potential for facilities that are designed, equipped and managed with its residents in mind, be it students, private rental tenants, or retirees.

Keeping pace

As technology advances and new fitness trends emerge, gyms are becoming higher tech to incorporate new equipment to satisfy

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today's residents, who already rely on technology in so many aspects of their lives.

One of the most significant new trends is the demand for virtual fitness classes, creating an on demand, extremely convenient and cost-effective workout, and perfectly suited to those with hectic lifestyles.

Virtual fitness classes are particularly suited to urban developments, where residents typically work long hours and want to exercise at a time that suits them, perhaps outside of normal timetabled classes.

The classes usually take place in a studio with a big screen at the front and, while



some buildings will have a timetable similar to a regular gym, others will allow you to select a virtual class and book in a session to suit.

These types of classes not only reduce the costs of employing professional fitness instructors, but also provide complete flexibility for residents, to workout at a time that suits them.

Fingerprint technology for residents

Some developments are also moving toward gyms that offer 24-hour access, where residents gain entry via fingerprint technology, again increasing the ability to use the facilities as and when they wish.

The way people train is also changing. One of the trends emerging from the US is a far cry from the marathon gym sessions often associated with keeping in shape.

Time is becoming a huge factor in shaping fitness trends. Whilst five years ago the average time spent in the gym might be 90 minutes, the rise of HIIT workouts (high intensity interval training), a fat burning method that is becoming increasingly popular, means that people are spending less time in the gym – and the industry is changing to keep pace with that too.

Not only is the latest tech equipment programmed for much shorter workouts, but even PT sessions and

classes are adapting to the needs of the 'busy' and 'time-poor' residents. One of motive8's sites in York, for example, has now reduced its PT sessions to 45 minutes or less, as clients are keen for shorter, more effective workouts, with some people being able to fit their training in on their lunch-hour.

And the tech doesn't just apply in the gym. New devices are enabling users to track their daily fitness levels outside the gym too.

Sophisticated technology

Sophisticated technology has evolved to offer a new and improved service, with apps to connect with gym users' phones to track their fitness and performance wherever they may be exercising, as well as connecting to the gym equipment and logging their performance.

Technogym, whose equipment is featured in many of motive8's gyms, has developed technology that lets users compete with each other, for example two individuals running on separate treadmills, but racing each other in real time around the same track.

By linking with an app, these user-friendly devices massively contribute towards convenient exercise for busy residents.

About motive8

motive8 works with a variety of developers and PRS operators, including Berkeley Homes, Galliard Homes, Mount Anvil and Grainger Plc, often getting involved at the very early stages of the development process and providing consultancy and design services across all areas of the leisure facility.

motive8 offers clients the option of leasing the leisure equipment, which not only minimises the expense of creating a gym but also means that the building can have brand new equipment every five years as part of the lease agreement.

Beyond supplying and installing equipment, motive8 can also continue to fully manage the facility once it is up and running.

Professionally trained staff can be provided on-site during opening hours to ensure smooth running, as well as providing services such as gym inductions and personal training.

For more information, please visit www.m8group.co.uk

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