



Dear Colleagues

3d provide management support and consultancy services to fitness facilities across 4 different sectors: hotels, corporate, education and private clubs.

As a result some content of this newsletter will not be relevant to all of you but hopefully our news and ideas should contain something for everyone!

The summer months are traditionally very quiet within fitness clubs as people enjoy outdoor activities, take holidays etc. However this year we have seen a 12% increase in year on year sales within our commercial clubs through July, August and September. It has also been pleasing to see increased utilisation within the corporate sector sites over the same period.

Thanks for reading - Paul Ramsay, Managing Director

WORKING TO REDUCE ENERGY CONSUMPTION

As part of our sustainability efforts we have recently engaged with analytic4energy to try and improve our efficiency and reduce energy consumption, with a trial at Reflexions Health and Leisure club in Aylesbury.

A survey of the facilities and analysis of the current energy performance was undertaken, after which we identified that there was scope to reduce operating costs through energy demand reduction and improving the core energy infrastructure.

With no capital outlay to us analytic4energy completed various work including:

- Installation of a pool cover
- Installing a Trend BEMS Controller within the plantroom
- Providing sensors to trend controllers to monitor pool return air temperature and humidity
- Modifying the air handling units to provide air temperature during the 'Out of Hours' period when the pool cover is deployed
- Installing interface relays which were connected to the trend controller to provide time control to the Male and Female Extract Ventilation systems

We have been amazed with the results which have demonstrated a 17% energy consumption saving year on year, which will equate to an annual Co₂ saving of 28 tonnes.

We are now engaging with analytic4energy with a further 10 sites across the group.

If you would like any further information then please contact paul.ramsay@3dleisure.com



DANNY KAVANAGH

ADDITIONAL SUPPORT

After an exciting 12 months which has seen a number of contract wins to grow the group to over 100 sites, we have recently made a couple of additional appointments to expand the support team.

Mark Castle has taken on the role of Mobilisation Coordinator and he will now manage any new contract wins. Mark has over 10 years' experience as a Regional Manager with us and will continue to work with a number of existing sites until the role expands over the coming months.

Danny Kavanagh (pictured), has been promoted to the role of Group Fitness Manager. Danny will initially work with our corporate sites to develop their fitness service looking at evolving our group exercise and gym programming. Danny has 15 years' experience in the fitness industry, the last 2 with 3d managing our corporate site in Oxford.

NATIONAL FITNESS DAY

On Wednesday 25 September we joined the nation in honouring National Fitness Day, something which has become a huge part of our annual calendar for a number of years. During the day over 70 sites asked their staff and members to complete just 1 mile of exercise and get '1 Mile Closer to Fitness'. The idea was to get as many people active on the day as we could.

With clubs opening as early as 6am the challenge began, and come 10:30pm over 5,000 unique miles had been clocked up. A truly amazing effort from all involved. This year's challenge was a new one for the group, as last year we cycled around the world to mark the occasion.

MARKETING CAMPAIGNS

Clubs are currently midway through their Autumn marketing campaign which are performing very well across the group. We are now working on planned activity and designs for the key New Year campaigns as we aim to get all materials delivered to sites prior to Christmas.



MANAGERS CONFERENCE

On Friday 13 December we will be hosting our latest managers conference in Birmingham. We have a number of key industry experts coming to speak at the events which will be focussed around sales and retention strategies over the next 12 months. There will also be a separate workshop for our corporate facilities to work on their wellness planners for 2020.

The day will finish with our annual awards where we recognise exceptional performance in a number of categories – Club of the Year, Manager of the Year, Spa of the Year, Newcomer and Outstanding contribution. We will be announcing the nominations for each category over the next couple of weeks.





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