

Engaging the community

In 2019, we attracted 1300 leads who signed up for a free class or 7 day trial. Of these, 269 became members and 131 are still with us.

We finished 2018 with 196 members and finished 2019 with 240 members.

Reflecting on these figures, we can see that leads are not a problem, we are also attracting a lot of people into the gym with the free trial. However, we need to become better at converting trials into members and significantly better and retaining members.

With this in mind, our action plan this year will be very much about establishing and securing systems that will engage clients as soon as they become members and attach them to their chosen area as quickly as possible. We will also work on providing and demonstrating effectiveness and value. Our communication systems will be tightened up to ensure that members are made aware of changes, events and protocol in the gym. Clear pathways will be laid out to ensure that all members can progress in their chosen discipline in a manner that suits their needs.

Benefiting the Community

In 2019, we worked with 2 local schools; around 180 children from the local community: Manchester Communication Academy and Manchester Grammar School.

The aim of these sessions was to teach skills but also to develop self-confidence, resilience and discipline. We received excellent feedback and have already been approached to provide more training for them in 2020.

We have begun to forge links with the newly established University Academy 92. Jay Cahill has spoken on a panel about resilience, Kate Whapples has contributed to a podcast and has organised use of their sports facilities in order to carry out testing on some of our athletes. We will be providing work experience and work placements for the students in 2020.

Our work with The Booth Centre continues and we offer 1 free boxing class there per week. We have sponsored 3 memberships for service users from The Booth Centre and one is still a regular. Our work with the Booth Centre was nominated for the Community award at the Manchester Sports Awards. We were well represented by Head Boxing Coach, Josh Cooke. We plan to provide a 'next steps' for those that are demonstrating interest and 3 more subsidised memberships.

Member Voice

The customer Satisfaction Questionnaire carried out in the final quarter of 2019 received 47 responses.

Over 50% of the respondents had been members for 1 year or more.

35% were from powerlifting, 38% were from BJJ. 10% were Fit Lean or Strong. 36% of respondents trained for 7 hours or more each week; over 90% of respondents trained for 3 hours or more.

Fighting Fit was rated by a strong majority of people as, 'friendly', 'enjoyable', 'effective', 'community led', 'high quality', 'good value for money'. 1 person described it as 'poor quality'.

Every respondent rated the coaches as 'high quality' with 61% at 'very high quality'.

The facilities were rated by 22% of people as 'low quality' or 'very low quality'.

95% of people rated the classes and programmes as 'high' or 'very high quality'.

54% of respondents were strong promoters of the gym with 38% saying they would recommend to friends or family.

In the comments, our strengths were noted as the welcoming and inclusive community, excellent coaches and well planned and delivered programmes.

The criticisms were very strongly linked to the condition of the facilities.

Throughout the latter part of the year, we addressed this by:

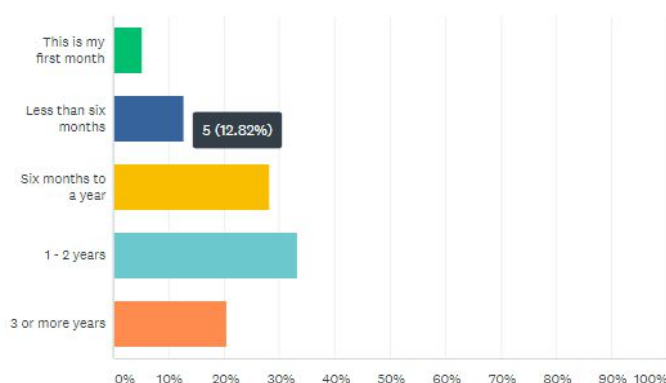
- Repairing the men's shower
- Repainting both changing rooms
- Replacing the old lockers with shelving space and personal effects lockers
- New astro turf
- Changing the boxing rig so that bags were accessible 360
- New boxing bags and 2 floor length kick bags
- New flooring, squat cage and comp bench in powerlifting
- New mat cover and wall matting in BJJ
- Making cleaning a focus and being very clear and specific about expectations. This is under regular review

In the new year, we will continue to improve the facility by:

- Tiling the floors in the toilets and shower room
- Skimming and painting the walls in the toilets and shower room
- Fitting a permanent light in the small toilet
- Building a mezzanine for the changing rooms in order to create space for the powerlifting area to occupy the current changing room space and, therefore, allow us to expand the boxing area.

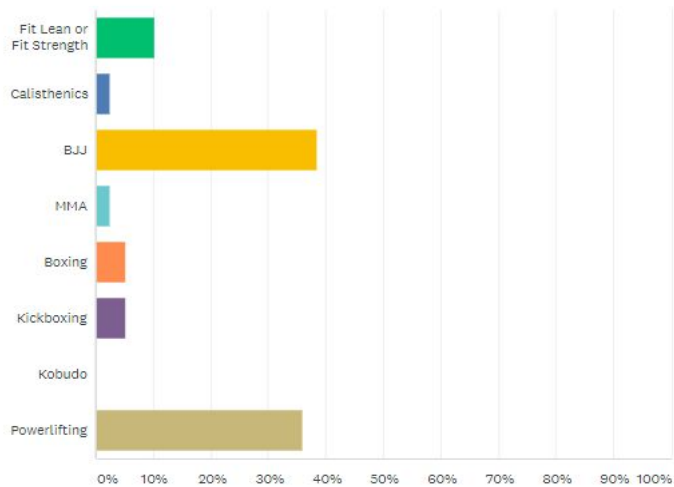
How long have you been a customer of our company?

Answered: 39 Skipped: 0



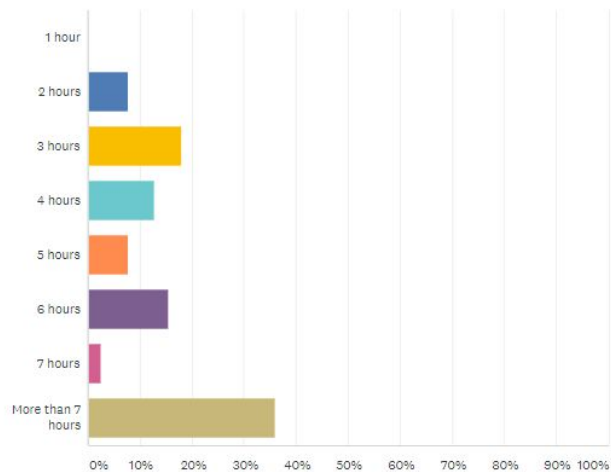
What area of the gym do you mainly use?

Answered: 39 Skipped: 0



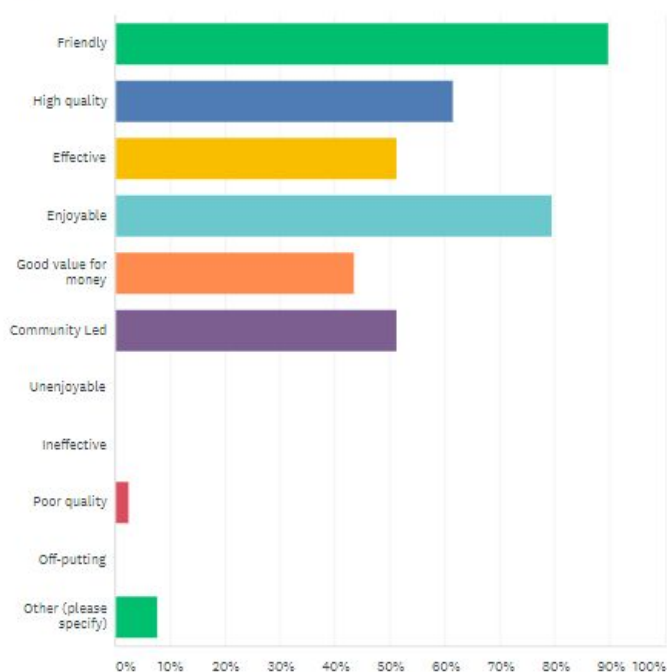
On average, how many hours per week do you train at the gym?

Answered: 39 Skipped: 0



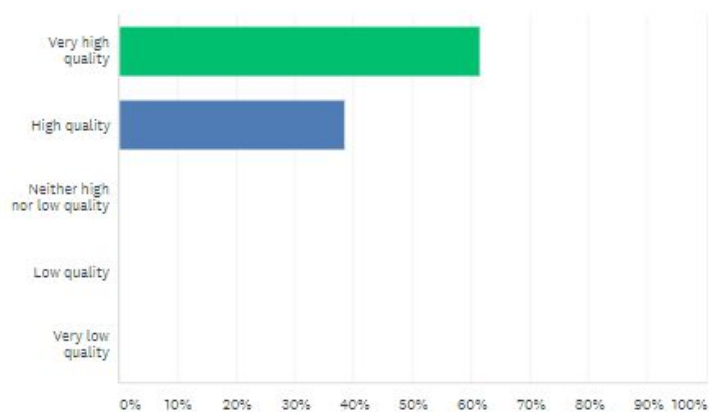
Which of the following words would you use to describe what Fighting Fit offers? Select all that apply.

Answered: 39 Skipped: 0



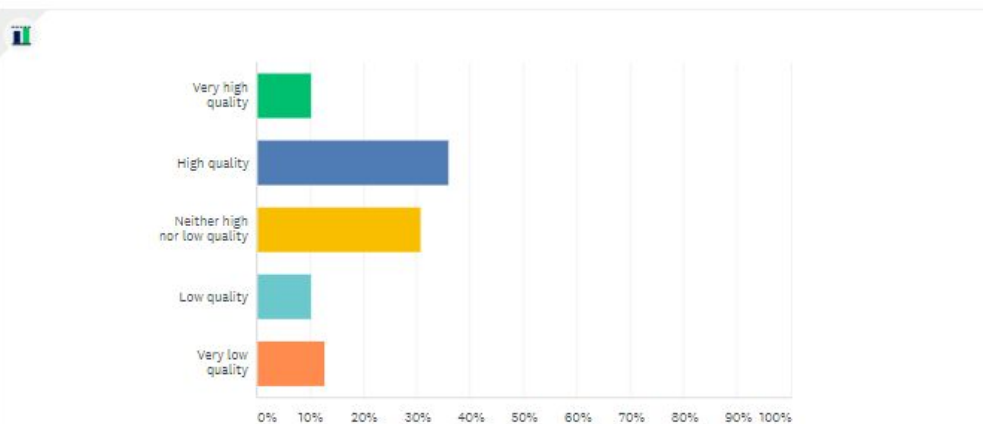
How would you rate the quality of the coaches?

Answered: 39 Skipped: 0



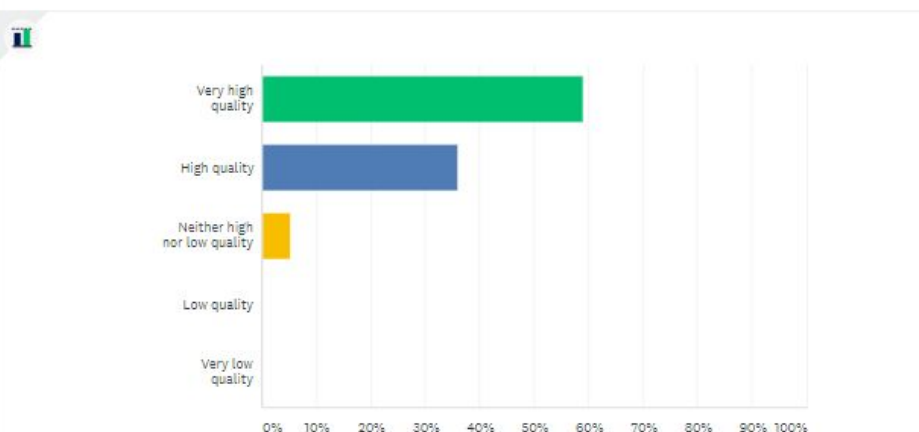
How would you rate the quality of the facilities?

Answered: 39 Skipped: 0



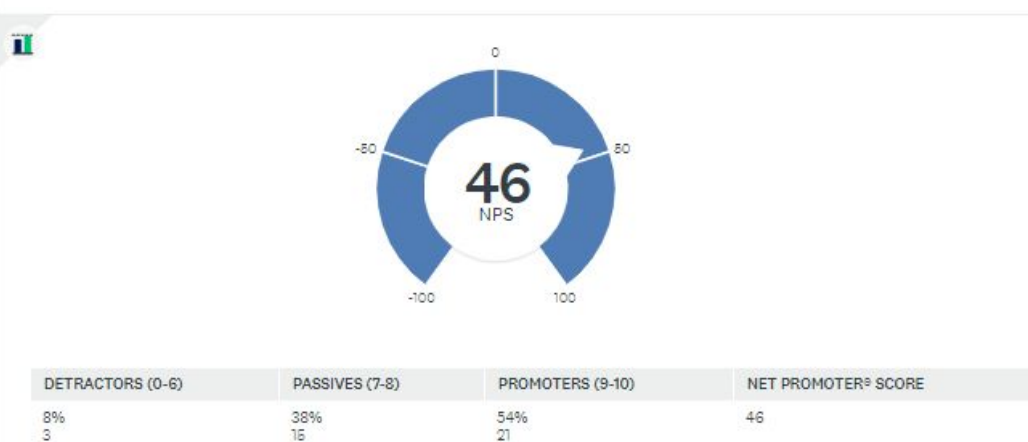
How would you rate the quality of the classes/training programmes?

Answered: 39 Skipped: 0



How likely is it that you would recommend Fighting Fit to a friend or colleague?

Answered: 39 Skipped: 0



Good community and good classes.

9/22/2019 8:07 PMAdd tags –[View respondent's answers](#)

The gym offers positive, non-threatening, friendly atmosphere and a variety of classes/time slots to accommodate people's schedules. There is a sense of respect and understanding approach, and well thought out curriculum, as well as good coaching.

9/22/2019 7:55 PMAdd tags –[View respondent's answers](#)

Making new people feel welcome

9/17/2019 8:27 AMAdd tags –[View respondent's answers](#)

Creating a uniquely friendly, welcoming atmosphere that is rare for a martial arts gym. I've been to numerous gyms in the past that are full of your typical meathead, stare at everyone types that make it an unpleasant place to be. FF is clearly open to all kinds of people, no matter the gender, sexual orientation or ability. This integrated, progressive community feel is a very strong USP for your gym.

9/16/2019 1:22 PMAdd tags –[View respondent's answers](#)

Good facilities

9/16/2019 10:35 AMAdd tags –[View respondent's answers](#)

The quality of the coaches is outstanding

9/16/2019 9:58 AMAdd tags –[View respondent's answers](#)

Pushing people to be the best they can be.

9/16/2019 9:06 AMAdd tags –[View respondent's answers](#)

Motivation, fostering a community of supportive learners

9/16/2019 8:26 AMAdd tags –[View respondent's answers](#)

Bjj classes Good mix of classes and levels on the timetable Supporting members when needed

9/16/2019 12:46 AMAdd tags –[View respondent's answers](#)

Making an effective workout also enjoyable.

9/16/2019 12:18 AMAdd tags –[View respondent's answers](#)

Coaching, class quality, expert advice

9/15/2019 10:57 PMAdd tags –[View respondent's answers](#)

BJJ class structure and coaching.

9/15/2019 10:52 PMAdd tags –[View respondent's answers](#)

Cultivating a friendly supportive culture

9/15/2019 10:11 PMAdd tags –[View respondent's answers](#)

Staff are very knowledgeable, enthusiastic and friendly

9/15/2019 10:07 PMAdd tags –[View respondent's answers](#)

Coaching is top-notch, second to none

9/15/2019 10:03 PMAdd tags –[View respondent's answers](#)

Encouragement. Creating a friendly atmosphere for all abilities.

9/15/2019 9:55 PMAdd tags –[View respondent's answers](#)

Friendly and supportive powerlifting and strongman community

9/15/2019 9:50 PMAdd tags –[View respondent's answers](#)

Ego-less, kind and friendly

9/15/2019 9:45 PMAdd tags –[View respondent's answers](#)

Helping you believe you can always do more. Also reputation for building champions.

9/15/2019 9:38 PMAdd tags –[View respondent's answers](#)

Friendly and approachable

9/15/2019 9:37 PMAdd tags –[View respondent's answers](#)

By far, taking the intimidation out of training in combat sports and martial arts and creating an accessible learning environment for all. Martyn's coaching is absolutely top notch, this is coming from someone with a short attention span and finds following instructions difficult, I always come away learning something new and he has an endless amount of patience. Also, Paul and Mike are also great when filling in for Martyn, it's clear that they also share his ethos to coaching. Classes are always punctual and well prepared. There is also a nice sense of community in the gym.

9/15/2019 9:33 PMAdd tags –[View respondent's answers](#)

The powerlifting coach, Joe, is very knowledgeable, friendly and helpful.

9/15/2019 9:28 PMAdd tags –[View respondent's answers](#)

Making people feel welcome and valued.

9/15/2019 9:27 PMAdd tags –[View respondent's answers](#)

Creating a non threatening environment for sports which have a reputation of being male dominated and full of meatheads

9/15/2019 9:24 PMAdd tags –[View respondent's answers](#)

well run events, community focus.

9/15/2019 9:21 PMAdd tags –[View respondent's answers](#)

In powerlifting section, we all get on with our own thing, but can interact with others as much or as little as we choose. (I am an introvert and really appreciate this)

9/15/2019 9:20 PMAdd tags –[View respondent's answers](#)

Building a community within the gym.

9/15/2019 9:16 PMAdd tags –[View respondent's answers](#)

Fighting Fits best part for me is how the whole gym has a friendly community within its self and a great atmosphere

9/15/2019 9:13 PMAdd tags –[View respondent's answers](#)

Creating friendly environment with no negativity or discrimination

9/15/2019 9:13 PMAdd tags –[View respondent's answers](#)

Coaching I've been able to do things I couldn't due to good coaching and good training partners

9/15/2019 9:13 PMAdd tags –[View respondent's answers](#)

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9/15/2019 9:11 PM