

KING'S COLLEGE, LONDON

THE STUDENT-CENTRIC GYM THAT'S A SMASH HIIT WITH GEN Z

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King's College London - a University based in the heart of London turned to Les Mills to upweight its three campus gyms' group fitness offering in 2017, and the partnership has gone from strength to strength with Les Mills programs accounting for 70% of the timetable.

After BODYPUMP™ quickly became the most-attended class across all of the campus gyms, the fitness team decided to extend their offering and bring in Les Mills GRIT™ as a high-quality HIIT offering to appeal to the students who make up 75% of the membership.

Since adding GRIT to the timetable, the club has seen a significant uplift in class attendances, with the results-focused format proving a hit with Gen Z.

"I personally have noticed a big increase in the GRIT classes I've taught, as well as to group fitness across the board," says Group Fitness Instructor Jonathan Doone.

"Members enjoy the format of each class; the cues/challenges allow for consistent improvement. They also love that they're full-body HIIT sessions squeezed into half an hour."

The King's College gym team tracks bi-weekly NPS data to optimise the member experience. Since launching GRIT programming they have been delighted to see an NPS increased of 8 across the campus gyms.



"We've been very impressed by our NPS increase since bringing in GRIT and upskilling our team."

Zak Evans, Health, Fitness and Performance Manager



- NPS score up by 8 since launching GRIT
- GF attendances up in all classes since GRIT launch
- 75% of club members are Gen Z students
- Les Mills program make up 70% of total class timetable