

LARKFIELD LEISURE CENTRE

CUTTING-EDGE INNOVATION SETS MEMBERS' PULSES RACING

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A bold £1m development at Larkfield Leisure Centre has cast group exercise in the lead role, with the club increasing in the number of classes being offered each week through a combination of LES MILLS™ Virtual and live classes. But the real star of the show in the eyes of members has been the addition of immersive indoor cycle experience THE TRIP™.

"We added THE TRIP because I wanted to offer a cutting-edge unique selling point to our development," says Martin Guyton, CEO of tactive, which operates the centre. "Something that would create a WOW factor and drive sales. I'm really impressed with the cinematography and sound of THE TRIP – I don't think anything else out there compares."

THE TRIP has already made a noticeable impact with members. While it's too early to tell for many club metrics, Larkfield's Net Promoter Score jumped from 48 up to 67 in just a month after launching THE TRIP.

Martin has also been impressed with the additional services provided by Les Mills for the new development. "We had great support with the design of our facility, marketing assets and a launch event with Les Mills Master Trainers. It's that personal service that has helped ensure our success. We've also had great feedback from Instructors on training."



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- 2,800 members
- NPS increase from 48 to 67
- 116 cycle studio classes per week
- 10 Les Mills programmes on offer, including 5 cycle workouts