

South Tyneside Council - Hebburn Central

Hebburn Central BODYCOMBAT™ launch packs a punch by increasing class occupancy 10%

UK/ 2019

The Local Authority facility saw packed classes and a long queue of members after hosting a BODYCOMBAT launch event.

Hebburn Central, one of South Tyneside Council's six facilities hosted a BODYCOMBAT Instructor workshop and Masterclass to launch their new programme in October 2018.

INSTRUCTOR WORKSHOP

The aim of the Instructor workshop was for Hebburn Central Instructors to work with Les Mills International Trainer and Presenter Lee Smith and learn how to elevate their teaching. 10 Instructors attended the session and fed back that the workshop made them feel "really valued" and that opportunities like this don't often come up at other facilities – putting Hebburn Central ahead of the rest. Paul Tompkinson, Leisure Programme Officer for South Tyneside Council, states *"It was nice to give something back to the Instructors and show that we value their efforts, given that they are the forward-facing people who represent our service, directly catering for 3,000 people every week!"*

MASTERCLASS EVENT

To ensure BODYCOMBAT had the launch it deserved, Hebburn Central hosted a Masterclass where Lee presented the latest Les Mills BODYCOMBAT Release to over 100 members.

Instructor Karen Gordon states, *"Everyone got really involved, we had members of all ages and abilities all coming together. It shows that there's not one type of combat person and you don't need martial arts experience to take part!"*

THE RESULTS

After the event, Hebburn Central were booking back-to-back BODYCOMBAT classes at their facility to keep up with demand, with full capacity of 25 people per class and waiting lists of up to 14 people.

Overall, they saw a 10% leap in class occupancy following the exposure of the Masterclass event.

FIT FOR THE FUTURE

Due to the success of the Masterclass launch, South Tyneside Council have plans for another launch, this time at new facility Jarrow Focus. As part of their £3 million refurbishment, they plan to launch BODYPUMP, BODYCOMBAT and RPM - all in one day!



"Our average BODYCOMBAT utilisation against maximum occupancy was 72.1%. We are now operating at 81.8% which indicates an almost 10% utilisation increase"

Paul Tompkinson, Leisure Programme Officer

Full capacity of 25 per class/ waiting lists of 14

10% class occupancy increase for BODYCOMBAT

5 members became BODYCOMBAT Instructors post-event