

LES MILLS



OUTDOOR GROUP FITNESS

TAKE ADVANTAGE OF YOUR OUTDOOR SPACE

TOP 10 TIPS FOR OUTDOOR GROUP FITNESS

1. PICK THE RIGHT CLASSES FOR YOUR SPACE	2. MITIGATE SOME OF THE RISKS	3. GET CREATIVE WITH YOUR SPACE	4. REACH A WHOLE NEW DEMOGRAPHIC	5. TEST YOUR SET UP
<p>Depending on where your space is, you may find it easier to start by moving your equipment-free classes outside e.g. BODYCOMBAT™, BODYATTACK™, BODYBALANCE™.</p>	<p>Your members will be exercising in the fresh air. You will be able to space your participants out and you can activate the classes which require dynamic movements safely e.g. BODYATTACK™, LES MILLS GRIT™.</p>	<p>Think outside the box. Take your cycle classes poolside to create spinning with a view, or use the spaces in your car park to safely set up socially distanced sessions.</p>	<p>Research shows that classes like LES MILLS CORE™ are excellent for runners or those training for running events. Draw in new class participants by highlighting which classes complement outdoor sports or training events.</p>	<p>Do a test run first with your Instructors and some willing volunteers. Remember, sound carries differently outside so make sure your Instructors are set up for success with the right head mics and equipment.</p>
6. CREATE OUTDOOR CHALLENGES	7. INCORPORATE OUTDOOR INTO YOUR TIMETABLE	8. PREPARE TO MAKE YOUR MEMBERS FEEL SAFE	9. BOOK IN ADVANCE	10. LICENSE TO TEACH
<p>Entice your members back with a motivating challenge or competition to build up their confidence and <u>camaraderie as a group</u>.</p> <p>Evidence shows that the group effect has a positive influence on a member's overall workout experience – and their intention to return.</p>	<p>Make sure your outside sessions have a permanent spot on your timetable and communicate this out to members as part of your reopening strategy.</p>	<p>Use our toolkit of assets to alert members how to act correctly while using the workout space e.g. clean the equipment, wear a mask or keep your distance. Carry out all necessary health + safety checks first to ensure your environment is suitable. If you can't cater for everything outdoors, communicate with your members in advance so they know to bring their own supplies e.g. more than one bottle of water!</p>	<p>We anticipate demand will be high for group fitness, with 96% of those exercising at home chomping at the bit to return to live classes. Allow outdoor sessions to be booked in advance to give everyone the opportunity to attend.</p>	<p>If your club or facility already holds a Les Mills license, this will allow for outdoor teaching at an appropriate venue linked to the club e.g. car parks, etc. It is your club's responsibility to ensure the outdoor space is suitable for use if owned by councils/ third parties.</p>

CASE STUDIES

20"20



Dissolving the boundaries between competitive sport and group fitness to create a colourful outdoor training environment for all abilities and imaginations.

20"20 integrated an outdoor area of 120m² into their studio offering, which has turned out to be unexpectedly appealing for attracting new participants during the pandemic. They now run **17 different Group Ex classes weekly outdoors**, allowing for safe training through COVID and beyond.

"You notice how happy you make people by giving them the opportunity to do sports together again. We know LES MILLS will succeed for us long term, because people need a community and crave social experiences in a group."
Tobias Unger, Owner

MAXSPORT ATTENDORN



Retaining existing members with a robust outdoor training strategy, with hopes this will be adopted long-term.

The MAXSPORT ATTENDORN quickly set up an outdoor offering to combat COVID, including sourcing suitable flooring, installing a sun sail to protect against the weather and working with an event company to successfully activate.

Outdoor class capacity **regularly exceeded 90% post-lockdown**, with members confirming that they were more likely to train and feel safe outside.

"This year is a test phase for me. For me it is not a question of whether it will continue, just how, now I know that outdoor courses work."
Sebastian Hoffmann, Owner

FAQs

WHICH MUSIC AM I ALLOWED TO USE?

The club will need to hold a current PPL license, with this you are able to play the normal music you would for your classes with the newest releases. Please remember these classes must be on the club timetable and reflect the programmes your club holds.

Further PPL music licensing information can be found here: <https://pplprs.co.uk/faqs/>

CAN INSTRUCTORS OFFER WORKOUTS DIRECTLY NOT LINKED TO A CLUB?

No, outdoor classes need to be taught by an active, certified Instructor in that specific Les Mills programme on behalf of a club licensed for that Les Mills programme.

CAN I USE THE ROYALTY-FREE LIVESTREAM WORKOUTS TO TEACH OUTDOORS INDEPENDENT FROM A CLUB?

No, outdoor classes must be in conjunction with a club licensed to hold Les Mills programmes with the Les Mills releases.

The Les Mills Originals/ royalty free music was a short-term solution to keep clubs and Instructors connected to their members during lockdown. Although these releases were good, they were put together quickly and are not the same premium quality as our standard release. Our goal is get to as many Instructors back to teaching in a live environment or using online channels through a club.

WHICH OUTDOOR SPACES CAN I USE FOR GROUP EXERCISE?

All public spaces are available for commercial use, it is up to the facility to ensure all provisions have been made with local authorities or councils ahead of going live with outdoor classes. We would recommend facilities use their own space e.g. carparks, swimming pools, tennis courts.

WHO IS RESPONSIBLE AND ACCOUNTABLE IN CASE OF AN ACCIDENT?

Clubs and Instructors must ensure they have the correct health and safety, insurance and procedures in place to cover you and your club. This is your responsibility.

WHERE CAN I GET SOME HELP WITH MY SETUP?

We know the music and Instructor audio is a big part of the Les Mills class experience, which is why we've partnered with Hutchinson Technologies to help clubs make use of larger indoor and outdoor spaces, allowing more members to take part in group exercise whilst still maintaining social distancing protocols.

Find out more about [Hutchison Technologies recommendations](#) or [view their website](#) for more solutions.

Exercise, Move & Dance (EMD UK) have put together an [Instructor Ready Self-Assessment](#) to ensure there are clear processes in places and industry and Government guidance is clear and followed.

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For any questions on this Outdoor Group Fitness toolkit, please contact your local Customer Experience Manager.