# **Paul Cranes Q&A from our Webinar**

## **The Community Effect: How Integrating Sustainability Into Your Studio**

## **Can Increase and Retain memberships.**

Question 1: What are the costs to join your facility?

We are around about a, 30 pounds per month [$39 USD] so we’re competitive. I wouldn’t classify us as a budget operator, we tend to have a few budget operators in the UK. PureGym and Gym Group who tend to work on larger volumes and bigger premises and also a lot of volume. They’re pitching around the 20 pounds per month mark.

We tend to get a lot of people who want a little bit more from their membership and we try to offer as much as possible, a little bit more of a personal touch in terms of what we are offering. We pitched at 30 pounds, we’re much smaller environment, and I would like to think, taking the feedback that we have received, that we are less intimidating than a lot of other providers out there.

Question 2: As it relates to getting this set up in my existing studio, what can I expect from start to finish, how long does it take?

Ok, it takes a little while. You know it’s taken us a couple of years really, 2 or 3 years to get to this stage. A lot of research, a lot of planning. We’re fortunate to have a hardware and software solution in SportsArt. You Know, they offer a 360-degree solution in terms of gym floor design, in terms of the kit that you need, uh and the software.

I think what I would say, is that if you’re going to do it then you need to take a look at everything that you do. For me it is pointless just putting the kit in and just wasting resources on other bits and pieces. So, if you’re looking to do it, do it right and do it 100%, put all your efforts into that. Cause what your members are producing on the kit can be offset with other bits and pieces, leaving lights on for hours on end etc. etc. So, I would say, if you’re going to do it do it all in!

Question 3: As it relates to the percentage of your members, do you have any idea how many are getting a discount from the program?

Ya, it varies. Month on month it is a growing percentage. so initially we had about around 5% uptake within the first month of our total membership base. So obviously, some members attend more than others, obviously. so that slowly built over a period of time. Obviously, we are starting to introduce our measures upright in our new facility, so this is very much based on our Lancing facility. And we pretty much got… I mean for some people they’re not interested, you know, and that’s just the way that is. There is only so much we can do in that regard but we built and got it up and around 20 to 15 percent. It varies month on month, but that’s growing. And a lot of that at the moment is educating the members and sometimes using competition to show them how to use the app.

SportsArt has been great, they integrated Android devices and iPhones and done all the hard work in the background to ensure that it’s a pretty seamless experience for our users. There’s always glitches in technology, you know, but its good. I know SportsArt in partner with us are looking to develop that app so that we can make it a little more universal in terms of its appeal because we personally feel that if you can project that and make is so that members can kind of see their energy as soon as they walk in the club without using their phone, that’s the future. And that will be a greater way of us getting those percentages up.

Question 4: Do you have members leaving other gyms to join EcoGym?

Almost immediately responds with:

Ya! Yes. Yes, we do. It’s funny actually we just started creating a kind of videography, collage of members that join us. And I just ask them very directly, “why have you joined us?”. So, we ask them why have you joined us and what do you like about what we do, and it’s a 20 to 30 second video footage of a member.

And it’s quite powerful really. We get some members who join us purely because we’re an eco-gym. Purely because we are an eco-gym. They will…We encourage sustainable methods of getting to us, obviously, but we get some people who are traveling quite a ways to actually visit our facility. Purely because of what we do, and they share the same beliefs so ya. We can differentiate on kit, we can differentiate on service, but this is an angle where we can really differentiate a lot from other providers out there.

Its great you know. It means we are getting new leads purely because of what we stand for.

Question 5: What ways have you really marketed your business to stand out in your community? Meaning, you got such a great message being green but how have you honed in on what to say?

We predominately engage through social media. Most of our marketing spend goes through social, social media. We tend to avoid too much kind of direct mail, it goes against the grain of what we are trying to do anyways with paper and print etc. So, we try to it as much online as possible. I know Jose [Owner of Sacramento Eco Fitness] in the states has done the same thing with his business. So, we do boost posts, we do engage with someone who looks after our social media for us, and that’s predominately the way we get this out there.

We’re going to have to look at different ways, we’re going to be taking this on more of a national basis so we will be employing a marketing, actually green company called Creative Blue and they are based in the south her with us. And we’re potentially looking at working with those guys as part of the green growth platform in Brighton. So, to strategically look at different ways we can get the work out there.

Question 6: Have you matched the potential lost revenue in discounts if all members took advantage against the cost savings of the energy?

Yes. Yes. [Interrupting.]

Ya, absolutely. As long as the club reaches maturity we’ll do that. Obviously as a new club, Brighton we have covered our costs within 6 month and that includes the discounts. The trick with discounts is that we are starting to see people getting more engaged app and the education of the app as we grow our membership base, absolutely. We work on a lower cost model so we always look for the best solution in terms of looking for a low-cost option but a sustainable option. The two used to be mutually exclusive, actually more and more now were looking at particularly with our antibacterial cleaning products, we are spending so much less than what we used to. And we’re doing it sustainably.

So yes. The answer is yes. As the memberships grow, our engagement grows but we still more than cover our costs.

Question 7: Paul you mentioned a few times the competitions you do and things of that nature, can you go into a little bit more detail into the types of programming you offer in your studio?

Ya, sure. We’re an open floor mat so what we do is we run classes HIIT classes. They tend to be smaller but spoke classes that we run. Smaller group activities that we run at certain times during the day. We offer a lunchtime what we call fast class, half an hour fast class that we run on the gym floor. We do stereotypically a kettlebell class that tends to be towards the end of the day. So, the busy time between 5 and 7 is quieter we do the classes at 8 o’clock so we get quite a few people that come to our kettlebell classes and HIIT classes we run. So, we do HIIT, we do outside of gym hours we also offer holistic classes as well, so we do yoga and pilates and that sort of thing as well.

So, we do offer a group activity. We are looking to introduce the spin, a spin simulation as well using the ECO-POWR spin bikes as well, SportsArt ones.

Question 8: Can you go into more detail into what a Green Circle Certified Gym means, and do I need a specific amount of equipment to become certified?

No, no you don’t. We went through that process the back end of last year, the last couple of quarters in 2016. We worked with a couple of people from Green Circle, we worked with SportsArt to really understand just using a limited amount of kit, Like I said we are a small facility in the grand scheme of things, 2,500sq ft. So, we used a certain amount of kit to get an idea of where we are at. 3 bikes 3 cross trainers, 6 pieces of kit that’s all we used and it gave us a really good idea of where we are at.

So now we know where we are at. No is the time to push that forward and introduce other equipment that SportsArt produces, treadmills spin bikes, to get that up. We have challenged ourselves to get that up and get to 30% by the year 2020. And we are looking at ways we can harness that and have that information at hand so we can audit ourselves on a daily basis. WE have the TV screen but also, we’re looking at working with our partner Eco Interest to get ourselves a little bit like Tesla with a battery and get ourselves a means of storage so we can fully understand what it is we are producing, what we are bringing in and what is being taken out every day.