

EVERYONE ACTIVE | SUCCESS STORY

Everyone Active Sees “Phenomenal Growth” with myFitApp

Who are Everyone Active?

Everyone Active, the UK’s leading operator of leisure, gym, swim, and activities facilities, has over 230 centres nationwide.

Founded in 1987 and operating under the umbrella of Sports and Leisure Management Ltd, Everyone Active is the longest-established leisure contractor in the United Kingdom.

Everyone Active’s mission is to encourage everyone



Everyone Active has seen phenomenal growth in the use of the app, “ says David.

“The app is now seen as our go-to tool by our customers for making bookings, interacting with us, watching health and fitness videos, and gaining quick access to our centres.”

DAVID BROUGHAM
HEAD OF I.T.
EVERYONE ACTIVE

(everywhere!) to spend half an hour in moderate physical activity five times per week. Supporting that mission are their 230+ leisure and cultural centres throughout the UK, in partnership with over 65 different local authorities – and myFitApp, their mobile app provider, supplies the means to connect all their operations and members with one quick download.

Everyone Active – Ten Years of myFitApp

A decade of partnership has cemented myFitApp as a “fundamental part” of Everyone Active’s future roadmap, enabling them to help customers reach their fitness goals and get everyone – well, active. “We see digital as a key pillar in our corporate strategy as a means to engage with our growing customer base, both inside and outside of our centres,” said David Brougham. “The digital journeys the app provides enables customers to continue their health and wellbeing goals wherever they are.”

Continuous increases have marked Everyone Active’s member app usage since the

THE HIGHLIGHTS

4.2+ M

Mobile App Downloads

14 M

Mobile App Messages Sent Monthly

10.9k

Videos Watched In-App Monthly

650k+

Active Mobile App Users

global pandemic, with 72% growth in the last two years. We spoke to David Brougham, Head of IT at Everyone Active to take a deep dive into how they're using the app to transform their communication with members, support their carbon neutral aspirations, and help their members achieve their health and wellbeing goals.

"Everyone Active has seen phenomenal growth in the use of the app," says David. "The app is now seen as our go-to tool by our customers for making bookings, interacting with us, watching health and fitness videos, and gaining quick access to our centres."

Driving the Downloads

The ease of making mobile bookings on-the-go continues to be customers' number one reason to make use of Everyone Active's app. Everyone Active makes as many of their facilities' offerings available in-app as possible, allowing regular customers to easily repeat book their favourite activities. With the myFitApp team crafting continuous enhancement of the booking experience and regularly adding new functionality to the app, Everyone Active has confidence in their customers' engagement.

"Integration with our CRM has allowed for targeted communications through push notifications," said David

Brougham, Head of IT. "This is extremely useful for operational issues such as closures or cancellations, and also for targeted marketing as an alternative option than email."

These important functionalities serve their customer experience, augmenting communication and removing barriers to reaching their guests. "The ability to have pop-up windows in the app allows us to communicate important information to customers," David added, "such as the need to have 1 adult per 2 children in our pools, or the need to have waivers for climbing."

Stellar Service: Everyone Active, Everyone Engaged

Everyone Active's internal teams have benefited greatly from the implementation of myFitApp, allowing a far more emphatic focus on their customer experience. With guests booking and cancelling their classes in the app, routine administration tasks take up less time and energy at the front of house – and this surplus is put to good use, with the team able to spend more effort engaging with customers and ensuring stellar service.

"At Everyone Active, Customer Service is key to our success," said David, Head of IT. "And the more we can engage with customers about their health and wellbeing – that's where we'd prefer to be exerting our resources."

This better distribution of resources benefits the member as well – with fewer in-person needs, queues have lessened substantially. It's simple for customers to book for themselves or others in the app or let their children through the gates to go for their swimming lesson, all without in-person delays.

Professionalism and Purpose

Everyone Active has found their partnership with the myFitApp team to be a compelling driver for their mutual success. "The myFitApp Team have an in-depth knowledge of our business and the Leisure Industry, and their finger on the pulse of future trends, said David. "Regular interaction between the teams ensures we both keep moving forward as we encourage each other along the curve of success into new areas that we know our customers are asking for."

Everyone Active and myFitApp work together through regular meetings and healthy discussions, taking care to foster a strong and positive working relationship. "The team always listen, have a strong desire to help, and are keen to adapt to our changing demands," said David.

Beyond this professional relationship, Everyone Active has found in the myFitApp team

a reflected purpose. "It's always a pleasure working with the team at myFitApp, as they have the same passion and enthusiasm we have here at Everyone Active for making a difference in people's lives."

The Future

myFitApp continue to innovate their branded app solution, keeping the future of the industry at the forefront of

development. With the introduction of new functionalities focused on solving operational challenges, myFitApp is intent on helping brands (and their customers!) reach their fitness goals. For Everyone Active, enhanced access control features will provide a seamless entry experience for members, while the addition of family access options will cater to the needs of multi-member households.

Additionally, upcoming booking reminders will ensure members never miss their scheduled activities, ultimately improving overall operational efficiency and member satisfaction.

About Everyone Active

Everyone Active, the UK's leading operator of leisure, gym, swim, and activities facilities, has over 230 centres nationwide. Founded in 1987 and operating under the umbrella of Sports and Leisure Management Ltd, EA is the longest-established leisure contractor in the United Kingdom.

[Contact Us and Get a Demo](#)

About myFitApp

myFitApp is an all-in-one, fully customisable, member app that fitness and wellness facilities use to strengthen their brand, retain members, and acquire new ones.

With over 2,500 customers and 3 million+ members using their apps worldwide, they are the leader in providing branded apps for fitness and wellness facilities.

About Clubessential Holdings

Clubessential Holdings provides Software as a Service with integrated payment solutions to private clubs, public golf courses, health & fitness clubs, spas, military organizations, municipalities, and camp organizations.

Serving three primary end-markets – Golf & Club, Fitness & Leisure, and Parks & Recreation – through nine leading brands, the company offers a variety of forward-thinking technology and services which help more than 20,000 customers attract, engage, and retain over fifty million club members and community patrons for life.