

THE HEALTH CLUB | SUCCESS STORY

BOLTON ARENA SPORTS VILLAGE | SUCCESS STORY

Unlocking Access and Inclusion

A **recent study shows** that around 33% of private clubs are open 24/7. By contrast, only 1% of public sector gyms offer similar access?! With an increased focus on health, wellness and wellbeing across the UK, that's an issue affecting many, and access can be a huge barrier to members trying to build habits and achieve their goals.

At the same time, public gyms must be cost and safety conscious about the access



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ELLIOT FLETCHER
BUSINESS DEVELOPMENT
MANAGER

process. To overcome that hurdle without taking on extra costs, Bolton Arena Sports Village turned to myFitApp. Now members can use their phone to scan into the facility 24/7. Security is top-notch because member IDs are tied to their smartphone and app, not a shareable card. And it's increased the competitiveness of Bolton Arena's offering in the area. The overall results of being able to offer the extended hours? Outstanding:

- contributed to 25% of new membership sales
- setting new sales records
- freeing time for reception staff

Finding the Right Solution and Partner

Because Bolton Arena Sports Village is a public club, being good stewards of their resources is paramount. That meant the solution had to be both cost-effective and reliable. Elliot Fletcher, Business Development Manager for the organisation liked what he saw when he saw mFitApp. “I have been exposed to 24-hour access systems before,” said Fletcher. “The myFitApp solution was much more affordable than fingerprint access, for example”. That

THE HIGHLIGHTS

2004

Founding Year

1.2 M

Visitors Annually

1.2 M

Children in Junior Performance Programme

24/7

Access

10,730

Mobile App Downloads

combined with proven ability to deliver made the decision easy. "Our history with myFitApp gave me faith in the solution. They have proven to be a reliable company to work with."

That partnership and reliability was exemplified during the implementation process. "The set-up process was great!" said Fletcher. They partnered with some local experts for design while myFitApp took on the access set-up. With that in place Elliot was able to connect with

their leisure management software to bridge any gaps.

Immediate Results

It's early, but the members are taking advantage of the extra hours now that they are available. "We have had on average 25-30 visitors outside of our regular opening times each day and have had over 400 unique swipes," relayed Elliot. That's after being available for just nine days!

That usage and availability is

tracking into new sales as well. As part of the 24-hour opening they did a presale event to make a new gym only membership available. In three weeks, they had sold 57 of those offered. Additionally, 25% of all their new sales have chosen the membership specifically created for 24-hour access. That has resulted in April sales figures that are "the best we have ever seen at Bolton Arena," says Fletcher.

Get In!

As app downloads continue to soar (2,500 new since the launch and climbing) Bolton Arena Sports Village is confident in their decision to provide 24/7 access as a public gym in a secure and cost-effective fashion.

About Bolton Arena Sports Village

Bolton Arena Sports Village has been at the heart of the community for more than 20 years, inspiring people of all ages, backgrounds, abilities, disabilities, and health conditions to pursue a passion for sport, and active, healthy lifestyles.

[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.