

## Gym shorts

### Duncan's spa plan

DRAGONS' Den star Duncan Bannatyne is opening a new city centre spa underneath his existing health club in Edinburgh.

The facility is being launched in a bid to take advantage of UK consumers spending more money on pampering themselves rather than going on expensive foreign holidays.

He said that he chose Edinburgh for the new spa because of the strong demand being seen at the group's existing health club, which has seen turnover rise by two per cent on last year.

### London upgrades

THE London Borough of Richmond upon Thames has invested over £90,000 to upgrade the fitness facilities in its sport centres.

The fitness suites at four of the council's centres – Teddington Pools and Fitness Centre, Hampton Sports and Fitness Centre, Shene Sports and Fitness Centre and Whitton Sports and Fitness Centre – have all been redecorated and had Cybex equipment installed.

If you're an independent gym owner and have a story for **WorkOut** then give Mary Ferguson a ring on 01226 734712 or email her at [mf@whpl.net](mailto:mf@whpl.net)

# Carl muscles in on commuter trade



Carl Prince

By Mary Ferguson

A PERSONAL trainer is planning to cash in on commuter trade by opening a high street based studio in Essex.

Carl Prince set up Target Fit four years ago and has taken out a lease on a former shop to offer clients more space to work out, and provide a convenient location for people who use the road to travel to work in London.

Carl, who also has a small studio ten minutes away, told *Workout*: "The other studio is out in the sticks a bit so I wanted to take things to the next level and open one that is high street based.

"I wasn't sure whether to buy or rent because personal training is still quite in its infancy so I want to see how it goes for a few years before maybe looking to buy.

"The estate agents were trying to get me to go for office space or units on industrial estates which would give me more space for the same rent but it

would mean being tucked away."

The new studio is big enough to accommodate ten people so Carl is planning to rent it to other trainers too and also hopes to gain business from GP referrals.

The main area will be split into free motion equipment and a matted area for boxing, while an adjoining room will be rented to a beauty therapist or masseur.

Carl plans to keep the other studio open and will continue operating the personal training at The Brentwood Centre, operated by Brentwood Leisure Trust.

He added: "I see the new studio as a big step in the development of the company and in the way we train our clients. Through what we are able to offer our clients in terms of giving them the utmost privacy and a fresh alternative to the intimidating gym environment makes Target Fit one of the most innovative personal training companies in Essex."