



# Fitness goes digital in Greenwich

**B**etter, the UK's largest leisure provider, has opened a new state-of-the-art digital gym in Mitre Passage, North Greenwich.

Main Contractors for the creation of the new gym were WFC Contractors.

Situated on the Greenwich Peninsula, the digitally-led Better Gym features some of the most advanced exercise equipment and applications in the capital, harnessing technology to improve the world of fitness.

Members can access their personalised data, allowing them to

track and analyse their workouts, and empowering them to make informed choices to help meet their goals faster.

Personalised workout information is stored online so that members can access advanced health and fitness monitoring and body fitness programmes, using their own membership 'MyWellness Key', which can be used on any computer inside or outside of the gym and also acts as a membership card and locker controller.



Ready to go to work.

**“...the digitally-led Better Gym features some of the most advanced exercise equipment and applications in the capital.”**

Mark Sesnan, Managing Director for Better, said:

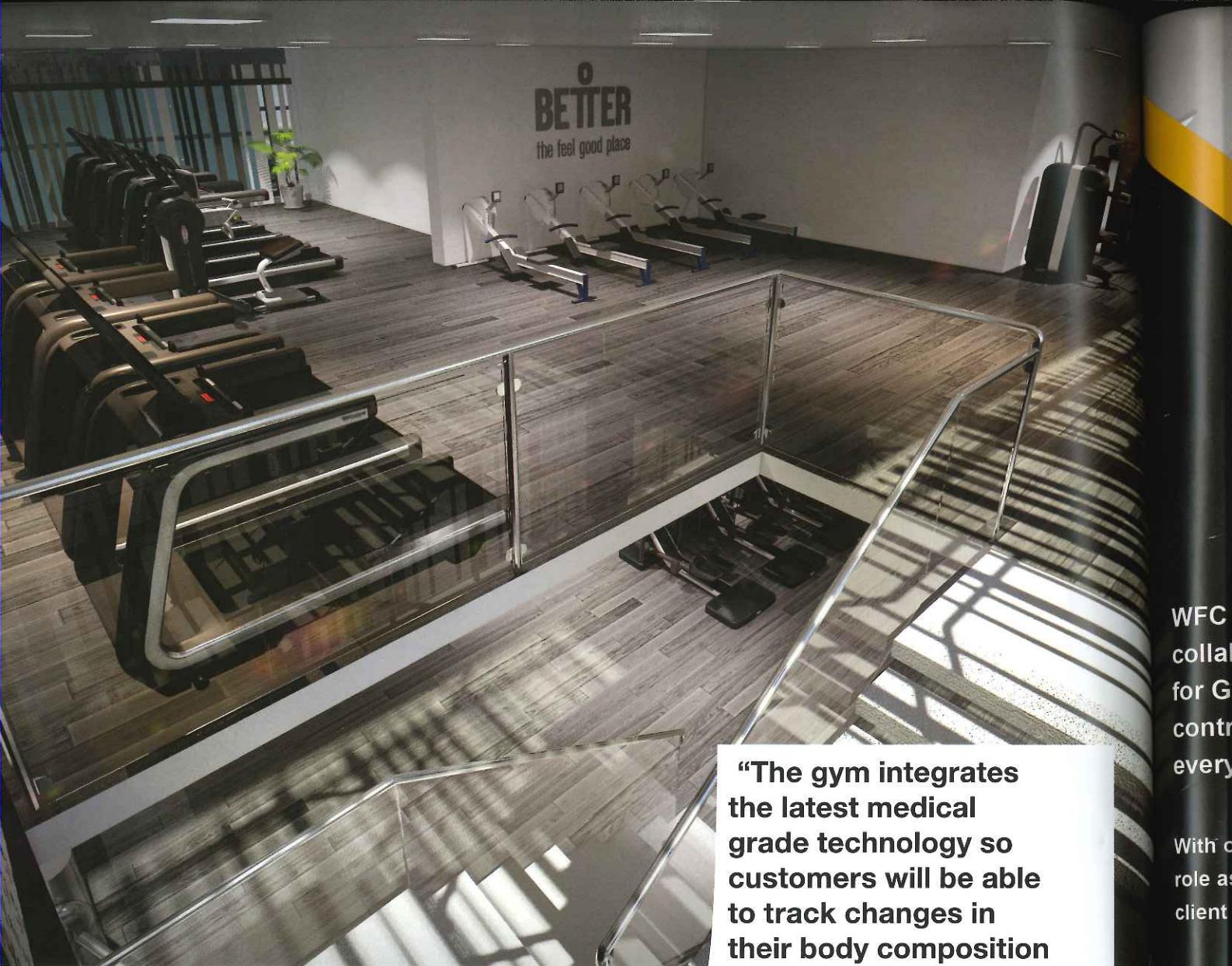
“We are very excited about the application of new, state of the art technology to help people meet their goals faster. The new gym acts as a digital lab where we can trial new, innovative products and apply our learnings across other Better gyms and leisure centres.

“As the UK’s largest leisure operator and as a charitable social enterprise, any financial sur-

plus made is reinvested back into the service, and the new gym is just part of our core commitment to innovating and find new ways to help get more people, more active, more often through the smart application of technology.

“The gym is equipped for all to use. We believe that being able to track information and tailor the experience for our customers will appeal to both the new and experienced gym goer, making goals more achievable and setting the new facility apart from others.”

The new Better Gym provides up to 95 fitness stations; offers members access to high end, Technogym Artis gym equipment



**"The gym integrates the latest medical grade technology so customers will be able to track changes in their body composition including body fat and muscle mass."**

with all gym machines being linked to Wi-Fi, and features interactive fitness and a business and communication wall.

The gym integrates the latest medical grade technology so customers will be able to track changes in their body composition including body fat and muscle mass, meaning that all feedback can be provided on an individualised basis.

This technology can also integrate with various third party apps including MapMyFitness, Strava, RunKeeper and MyNutritionPal with customers able to access information through one hub to can get a fully holistic approach to their fitness and health.

Virtual routes for running or cycling are available and running and cycling classes are also provided at the facility.

In addition, the Better Gym building has been awarded a design-stage BREEAM rating of 'Excellent', which is the world's foremost environmental assessment method and rating system for buildings.

Mark Sesnan, added:

"The Greenwich Peninsula is a fast-developing business district for digital enterprise. With a hub of over 150 start-ups and leading higher education institutions on the Peninsula, the area is fast becoming an international centre for innovation and growth. Businesses specialising in the application of new technology are particularly benefiting from the opportunities being created at the heart of London's growth, and GLL's vision of a 'Digital Gym' goes hand in hand with this.

"The Peninsula is currently going through major change, with

a large forthcoming residential and commercial development that will create a community of people who will live and work locally. We hope that this community will benefit from our digital gym and we believe it will add value to life on the Peninsula."

Better is the consumer-facing brand operated by GLL. Established in 1993, GLL is the largest UK-based charitable social enterprise delivering leisure, health and community services.

The company operates over 145 public sport and leisure centres and 27 libraries (including three prison libraries), as well as children's centres, in partnership with over 30 local councils, public agencies and sporting organisations. Better's leisure facilities enjoy more than 39 million visitors a year with over 490,000 members.

Alongside their core leisure and library divisions, the company also operates in sport and legacy development, health intervention and education – as well as offering the GLL Sports Foundation, one of the largest independent support programmes for talented young athletes in the UK.

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**WFC are pleased to have  
collaborated with Alliance Leisure  
for Greenwich Leisure as the main  
contractor for Better Gym and wish them  
every success.**

With over 35 years experience, we believe that it's our role as a fit-out contractor to support the objectives of our client and their designers.

We deliver high quality main contractor and project management services for leading leisure industry brands, from one off projects through to national roll-outs.

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