

## Introducing our Chairman, Ian D Uttley

- Chairman of Ryburn Fitness and Ashburn Group, companies that specialise in the UK independent health and fitness sector for membership administration and finance – currently serving over 200 clubs.
- Senior Partner of Ryburn Fitness in the UK and Europe, the largest client list of any private practice, specialising in health and fitness clubs and established in 1987.
- Chairman of Ashburn Group and silatec.com and owner of Ryburn Design and Ryburn Management Consultants.
- BA(Hons) Business Studies Class 2:1 University of Middlesex.
- MBA Bradford University Management School, specialising in Marketing for service and leisure industries.
- PhD ongoing at Leeds University.
- Started work in the fitness industry in 1979. Now the leading UK consultant in independently managed health and fitness clubs.
- Ian is passionate about business and fitness, and working with club owners to help them achieve their desired results.

The Ryburn and Ashburn directors and staff team are based in our Head Office in Coalville, Leicestershire and at our Halifax Office in West Yorkshire.

Head Office: **01530 838 838** | [www.ryburnfitness.com](http://www.ryburnfitness.com)



Ryburn Fitness was established in 1987. A full personal service by our consultant team is provided to clients, in order that they can utilise our direct, extensive management experience to ensure that their club operates at its optimum.

Within the leisure industry, we hold the largest client list in the health and fitness club sector.

The practice clients are located throughout the UK and Europe. We are also associated with The Ashburn Group who specialise in membership finance and administration. Ryburn plays an important role in silatec.com, a specialist software provider of internet and club software products.

Typical business services to health and fitness clubs include:

## Marketing and Management

- Tried and tested internal and external promotion packages to create club membership prospects, based on the principle of 'minimum investment, maximum return' - all bespoke packages.
- Membership sales systems, including training manuals, full pricing and associated administration systems.
- Corporate membership sales systems.
- Unique in-house graphic design team 'Ryburn Design' - bespoke promotional material designed to exact client requirements, on our own extensive computer systems, both PC and Mac.

## Staff Training and Management

- Internal training courses and staff incentive programmes.
- In 2010 Ryburn trained over 870 people in sales and sales management.
- Staff administration systems and business training.



## What can Ryburn Fitness clients expect to receive?

- Support from the vastly experienced Ryburn Fitness team on: Marketing; Membership Finance; Sales Training; Asset Finance and Personal Training - all at industry leading levels.
- Virtually guaranteed business success and greatly accelerated achievement of your business goals and targets.
- Ryburn Fitness clients have the use of the 'one2one' Personal Fitness Clubs' brand & "Premier Club" brand.
- Full marketing support from Ryburn Fitness. This includes ALL promotion material artwork designs, prospecting and sales systems, business monitoring and management support.
- No tie ups with "cheap membership" and so called promotion companies.
- Computerised membership attendance systems from silatec.com
- In all business activities we only deal with privately owned clubs - absolutely no local authorities or chains.
- Your club a "2nd" opinion - we work with club owners to give impartial help based on nearly 30 years experience.

### Our Commitment

*"Our total emphasis and dedication is to improve business profitability through the use of proven business systems and effective, efficient management techniques. We don't just advise we get on with it!"*

## What to do next?

If you would like to consider being a client of Ryburn Fitness, then simply **CALL NOW on 01530 838 838** to arrange your free no-obligation meeting at your club.

Be part of Ryburn Fitness - call today and move your club forward in this highly competitive market.

