

CASE STUDY BANNATYNE

Bannatyne
Health Club & Spa

Bannatyne compliment their spa portfolio by introducing Power Plate Pro7 & massage guns, creating a dry side space offering for activation, mobility and recovery to support your very own pre and post workout routine.

Bannatyne Acquired: Oliver Cox, Head of Fitness Programming at The Bannatyne Group said the group recently acquired a former DW Fitness site in Broadstairs in July 2023. It was with a view to creating a brand new model: a fitness only, dry-side offering that would complement its portfolio of spa clubs.

Inside the fitness studio their offering includes two group exercise studios and a full gym floor, as well as a 12m x 4m open studio TRX + Power Plate.



Bannatyne Health Club & Spa

“We have a range of Power Plate equipment across our 68 sites however we use Power Plate Pro7s in our new Activation & Recovery space.” Says Oliver Cox, Head of Fitness Programming at The Bannatyne Group.

“The Power Plate brand remains strong and people know it’s a quality product. We want our members to have a greater understanding of the benefits of this equipment, leading to more regular use. Working in collaboration with other cutting edge brands allows our members to experience innovative health solutions which is both versatile and accessible.” Says Cox.

Bannatyne is leading the way in activation and recovery. It’s a wonderful example of long standing partners working together to embrace new and emerging trends and needs, to ensure members get the most out of every workout.



Power Plate Pro7's

The Concept: Just Fitness by Bannatyne was born, a space for activation, mobility and recovery that would support a new flow around the gym floor, starting with pre-workout activation and ending in the same space for post-workout recovery. Activation & Recovery studio is a collaboration of complementary brands.

Product/Service Offering: We currently have three Power Plate pro7 machines, the space features three TRX suspension trainers, Warehouse lockers containing Power Plate Pulse massage guns, two MiComfort massage chairs, Tanita body composition and Myzone screens that display relevant exercise content from Power Plate and TRX. There’s also a small mat area for more traditional stretching.

We have also introduced small group training programmes, a great addition to the club’s GX timetable.



Broadstairs, Kent

