

## LATEST CLUB ACQUISITION

# Fitness First Announces Acquisition of 28th Club

New site, located in Marylebone, is set for January reopening following £1m refurbishment

### 17 October 2024

Fitness First, the leading fitness and wellness brand, is excited to announce the acquisition of its 28th club, located in Marylebone, London, for an undisclosed sum.

The acquisition of the 12,800sq.ft. site, which has to date been operated by PureGym and is ideally situated between Great Portland Street and Baker Street stations, highlights Fitness First's continued commitment to delivering premium fitness experiences to a growing number of customers.

## Opening January 2025

The existing club will close on 18th October 2024 to undergo a £1 million refurbishment and rebranding to Fitness First. It will reopen in early January 2025, perfectly timed to support members' New Year fitness goals by offering both experienced gym goers and those new to fitness an inclusive, high quality environment with expert trainers and state of the art equipment.



## What members can expect

Fitness enthusiasts in and around the Marylebone area can look forward to a fully revamped, cutting edge facility that will feature Fitness First's signature advanced gym equipment, strength and conditioning

zones, and spacious studios. The club will offer a broad array of group exercise classes, including the ever popular Spin, Yoga, HIIT and Pilates. In addition, the new club will introduce the sought after HyRox training sessions, as well as globally renowned Les Mills exercise classes, providing something for every fitness level and interest. Furthermore, the changing rooms will be equipped with cold water pools, helping members to recover more quickly after workouts.

## Strategic Expansion in London

This acquisition marks another important milestone in Fitness First's strategic expansion plan, further solidifying its presence in London's premium fitness market. With like for like membership numbers up by 7% in the company's last financial year, this move underscores the brand's commitment to growth and investment in key locations.

The Marylebone club adds to Fitness First's well established portfolio, following recent refurbishments of clubs in Bedford, St Albans, Thomas More Square and Milton Keynes.

## Corporate wellness & premium

For local businesses, Fitness First's expansion offers exciting opportunities to promote employee wellness and engagement. Corporate memberships and wellness programmes are available, enabling companies to support their employees with access to world class fitness facilities and wellness support.

The recent launch of Fitness First Premium earlier this year also gives members enhanced benefits to support all aspects of their wellbeing, including access to remote consultations with healthcare professionals such as GPs, physiotherapists, registered dieticians and mental health practitioners.

## From the CEO

**Justin Musgrove, CEO at Fitness First,** said  
“We are thrilled to announce the acquisition of our 28th club, especially in such a prestigious location as Marylebone.

Following a planned £1 million refurbishment, Fitness First Marylebone will feature state of the art equipment and a fantastic range of classes.

We look forward to welcoming both existing members and new joiners in the new year and supporting them in achieving their fitness and wellness goals.”

As part of our broader growth strategy, this acquisition reinforces our focus on delivering premium facilities in key areas, and we are confident this club will further strengthen our position as a leader in the UK fitness and wellness market”



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Justin Musgrove – Fitness First CEO