

MARYLEBONE OPENS

Fitness First opens milestone Marylebone club following £2m refurbishment

Opening of new Marylebone club embodies elevated proposition and signals launch of AI-driven personalised training proposition

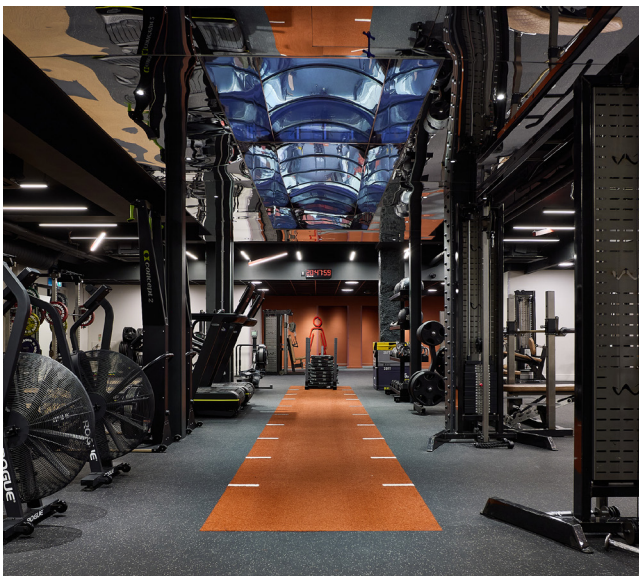
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Fitness First, the leading fitness and wellness brand, has opened the doors of its 28th club, in Marylebone, London, to members following a £2 million refurbishment programme.

Ambitious investment plans

In addition to cementing Fitness First's already strong presence in London, the opening signals the beginning of the brand's ambitious plans and investment strategy under the leadership of new CEO Justin Musgrove.

The significant investment in the Marylebone site signals Fitness First's commitment to elevating its portfolio of clubs over the coming years, and follows comprehensive refurbishments of clubs in Bedford, St Albans, Thomas More Square and Milton Keynes as well as the Marylebone club.



Continued momentum following strong 2024

The ambitious plans follow a year of strong financial and strategic progress for Fitness First. During 2024, its first full year under the leadership of CEO Justin Musgrove, the company achieved a 12% increase in revenues driven by a recovery in membership volumes and a 10% increase in yield. The business also strengthened its management with a number of senior appointments, including a new Operations Director and Marketing & Communications Director.

Elevated fitness experience

The Marylebone club brings to life Fitness First's new, elevated proposition. As well as featuring world class training and recovery equipment and facilities, in an industry first members will also for the first time have access to 'Able by Fitness First' – the brand's first fully personalised AI driven training proposition in the UK. Following a body composition and fitness assessment, through Able by Fitness First members can enjoy fitness programmes that are tailored bespoke to their goals and updated in line with their progress.

Opening in time for peak demand

The opening in January coincided with the busiest month of the year for the fitness brand, with around twice the number of new members joining its clubs in January than during any other month of the year as new and experienced gym goers focus on their health and put their New Year's resolutions in practice following the Christmas period.

From the CEO

Justin Musgrove, CEO at Fitness First, said
“We are delighted to open the doors of our brand new Marylebone club to both new and existing members today.

This club embodies what Fitness First is all about fantastic trainers and state of the art equipment in a luxury training environment, all available at the perfect time for those looking to kick off 2025 by making a start on their health and fitness goals.

The opening of our Marylebone club reinforces Fitness First’s strong presence in London and reflects our commitment to the continued investment in our portfolio across the UK. We look forward to building on this positive momentum throughout 2025.”



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Justin Musgrove - Fitness First CEO

