



# THE EXTRA DIMENSION

## CLIENT UPDATE

January 2026

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As a health and wellbeing management partner, we operate within four key subsectors: hospitality, workplace wellbeing, residential, and education. While many of the services we offer are transferable across these different sectors, this does mean some of the information within our newsletter will not be relevant to all clients, but we hope there is something for everyone.

The last few months have been very busy for us as we have opened 4 new sites, held our annual Rising Star course and coordinated our annual awards and managers conference.

We have also been working on developing our services further and our new compliance system, Compliance Genie, went live across the group last week.

January and February is our busiest period of the year in terms of new member sales, and our teams are focussed on maximising the opportunity New Year resolutions bring.

We very much value every individual client, and we would like to thank you for your continued support.

– Paul Ramsay, Managing Director

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# MANAGERS CONFERENCE

On Friday 12th December we held our annual manager's conference and awards ceremony at the Leonardo Hotel Birmingham. The meeting was attended by over 100 employees representing over 80 of our sites around the UK. The day included some brilliant sessions, including an opening keynote from Montell Douglass who is the only British athlete to compete in both the summer and winter Olympics and has also been a competitor on strictly whilst currently hitting the TV screens as gladiator 'Fire'.

In the evening, we held our annual awards.

## The winners were:

**Manager of the Year** – Sponsored by Topline Pools & Myzone  
Sara Stewart, Hythe Imperial Health Club  
*Finalists – Keegan Aranha & Mike Howes*

**Spa Manager of the Year** – Sponsored by Spa Breaks & Ishga  
Eva Karlakova, Rena Holborn  
*Finalists – Claire Tapp, Brands Hatch & Cherelle Welsh, Devona Spa*

**Corporate Manager of the Year** – Sponsored by Lifefitness & Ishga  
Emma Blight, FIT  
*Finalists – Sheree Louise Joseph & Jimmy Higham*

**Club of the Year** – Sponsored by Swimnow  
Romans Health Club  
*Finalists – Fashionable Fitness & Juvenate East Midlands*

**Spa of the Year** – Sponsored by One Journey & Ziva  
Municipal Spa  
*Finalists – Rena St Pauls & Devona Spa*

**Corporate Club of the Year** – Sponsored by Techogym  
Catterick Leisure Centre  
*Finalists – The Basement & Zone 10*

**Newcomer of the Year** – Sponsored by Aliance International  
James Barron, Landmark Health Club  
*Finalists – Lance Thompson & James De-Silva*

**Apprentice of Year** – Sponsored by COPA Training  
Kim Blackburn, Spa Naturel Dunkenhaugh

**Outstanding Contribution** – Sponsored by Gladstone  
Mark Leonard



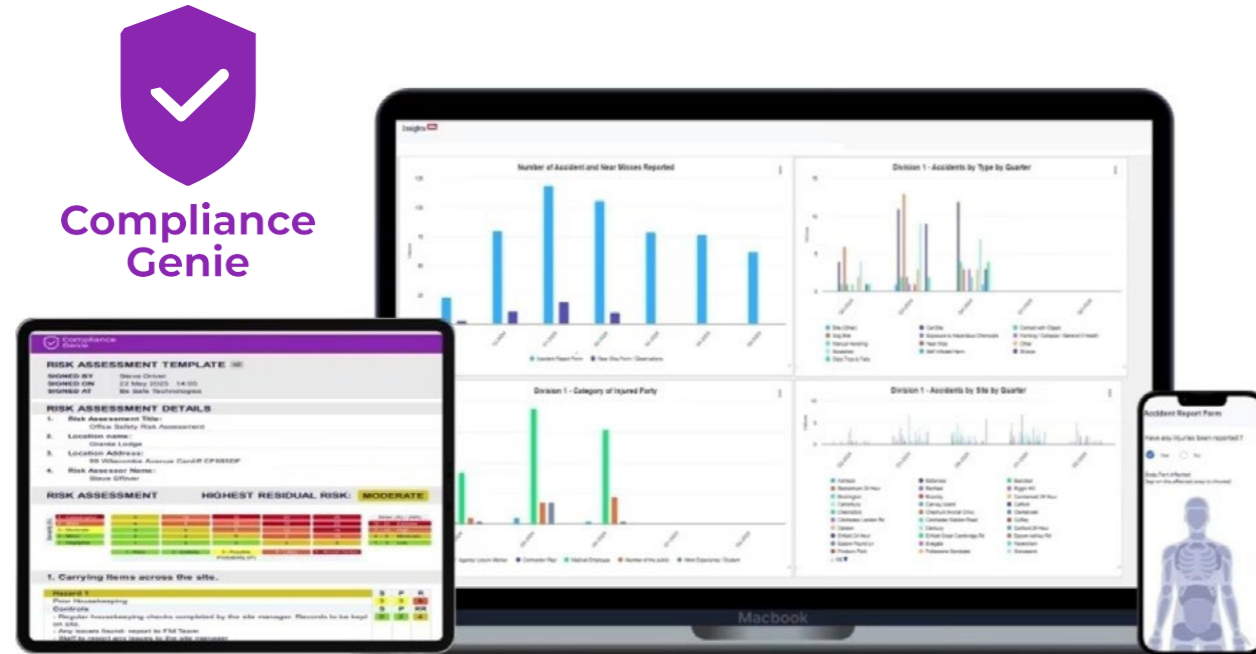
## COMPLIANCE GENIE

Over the past 2 years we have been in the market for a digital Health & Safety compliance system to move all compliance checks, document management, accident reporting and much more into the digital world.

We have tried and tested numerous systems and following a successful trial period we decided to partner with Be-Safe technologies for their Compliance Genie Health & Safety App.

In January we have successfully onboarded 120 sites and over 500 employees onto the system with site specific documentation and checklists which have been built over the previous 4 months.

The Be-Safe Technologies team have been excellent in supporting with the build, delivering the training, their ongoing support after the launch date and making the transition across a smooth one.



## BIG TEAM CHALLENGE

# NATIONAL FITNESS DAY

In October we joined the nation in celebrating National Fitness Day, this is an occasion which brings the world of fitness to the nation and encourages everyone to get out there and try some exercise.

With this in mind, our group-wide campaign saw us open the doors to our clubs across the UK, completely free of charge, whilst asking people to cycle 30 minutes each, hoping to keep an exercise bike going for a 12 hour period. There were also extra group exercise classes at certain locations and some of our corporate clients joined in too, with open days and special activities.

Overall, the occasion was a huge success, with all clubs seeing large numbers of new faces through the door, and more importantly, lots of people embracing National Fitness Day... and over 20,000 miles cycled!

The event, as always, was coordinated from our support office by our Digital Marketing Manager, Andy Rudkin, who added 'Every year we aim to do better than the last, and again, we feel like we have. Seeing that many people enter our clubs, and enjoy exercise, some for the first time, was amazing to witness. It's now our job to top it again in 2026!'



## HYROX

Exciting news: We've officially launched HYROX Training Hubs in a number of our larger clubs, giving members the chance to experience this fast-growing global fitness trend. Each club now has four trained staff delivering authentic HYROX classes, allowing us to enhance our studio timetables with high-quality, competition-focused sessions.

To launch, we offered a one-month free trial, and the response has been fantastic. We now run 10-15 HYROX classes per week, helping members progress through every component of the HYROX training model.

HYROX is also available as a premium bolt-on membership, offering:

- Access to all HYROX-specific classes
- A dedicated WhatsApp community
- Early-bird access to official HYROX event tickets
- Optional 12-week progressive training programme

Phil McGill, a current 3d leisure member, says: "Since starting the HYROX classes I've noticed a huge difference. I feel stronger, my form's better, and I'm a lot more confident in what I can do. The sessions

are well put together, and the instructors give great tips on technique and consistency. I still hate burpees (who doesn't?), but I'm actually improving at them! Honestly, the classes are 100% worth the extra money and you really feel the difference. Looking forward to Birmingham HYROX"

We're now excited to expand HYROX hubs into more clubs and continue supporting our members on their fitness journey.



## SPA DEVELOPMENT MEETING

In November we hosted our Spa Managers meeting at the Leonardo Hotel, Tower Bridge. This saw some fantastic presentations from Leon at Ishga, Mathieu Ecollan from Staycation, plus presentations from our spa team on 3rd parties, online sales, business development, and discussion around the mystery shopper results.

All who took part in the day fully engaged with the presentations and their spas will certainly benefit from their new found knowledge.



## RISING STAR

In September we held our latest Rising Star course at Catterick Leisure centre. This was a 2 day course held by the Northern Operations team for the up-and-coming senior leaders within the business. Presentations were held on finance, operations, business development, spa, HR and standards.

Huge thanks to Les and his team and Catterick leisure centre for hosting us.

Dan Glue Northern Operations Director said "This was one of the best courses we have run to date, as the venue and support from the onsite team was superb. Presentations were on point and the attendees really got into the spirit of the training with a great blend of onsite learning and networking with colleagues across the UK".



## MEMBER FEEDBACK

We have recently completed member surveys across all the sites that we support. This has involved surveys being sent to over 200,000 members across 100 clubs with all the results then benchmarked and specific feedback reacted to. The Key information that came out of the process was:

- Completion rate up from 13.4% to 16.4%
- Members visit an average 2.3 times per week (unchanged on 2024)
- Facility rating up from 4.3 to 4.4 (out of 6 max)
- Service rating up from 5.2 to 5.3
- Cleanliness rating up from 4.5 to 4.6



## SOPHIE HAS JOINED THE TEAM

We are delighted to advise you that Sophie Honeywell has recently joined the team and will be looking after the social media strategy across all our clubs at 3d leisure.

With previous experience leading large-scale event marketing campaigns, she is looking forward to getting to know our clubs, our communities, and our members as she works to enhance our online presence and share the stories that make 3d unique.

Outside of work, Sophie enjoys running, yoga, and horse riding.



## EMPLOYEES OF THE QUARTER

We would like to take the opportunity to recognise some of our outstanding colleagues who have gone over and above over the last 3 months. Let us introduce our 'Employees of the Quarter'

**Scott Maxwell**  
Elevate

**Rebecca Gough & Georgia Nelson-Roberts**  
Dolphin Square

**Carlo Munoz**  
MOD

**Mark Parnell**  
LA Active

**Larisa Chayka**  
Quad Docklands

**Kaska Pietruszka**  
Oasis

**Sophie Jackson-Hale**  
Zone10

**Amanda Robertson**  
Tesco Heart Gym

**Lucy Wildman**  
Revival

**Rus McDonagh**  
Reflexions

**Isla Blain**  
Gymophobics

**Molly Andrews**  
Support Office

**Stella Wilson**  
Juvenate Cheltenham

**Archie Conan**  
Chelsea Harbour

**Jessica Duroe**  
Spa Naturel Sheffield

**Karen Makin**  
Spa Natural Haydock

**Stephanie Williams**  
Albrighton Hall Spa

**Gethin Griffiths**  
3d Support Manager

**Steven Morris**  
3d H&F Glasgow

**Jason Alan**  
Juvenate Edinburgh

**Jamie Storrie**  
Juvenate Edinburgh

**Florin Manolache**  
Rena Holborn

**Shravani Mudavathu**  
Rena St Pauls

**Ted Pegler**  
The Milner York

**Trudi Harris Pensby**  
Sports Centre

**Tom Johnson**  
Fashionable Fitness

**Beth Cotton**  
The Midland

**Salim Charkaoui Essouni**  
The Dilly

**Catherine Davies**  
32a

**Ellis Hawkins**  
Stockshall

**Jody Evans**  
Catterick Leisure Centre

**Josie Howker**  
Stockshall Spa

# NEED TO GET IN TOUCH WITH US..

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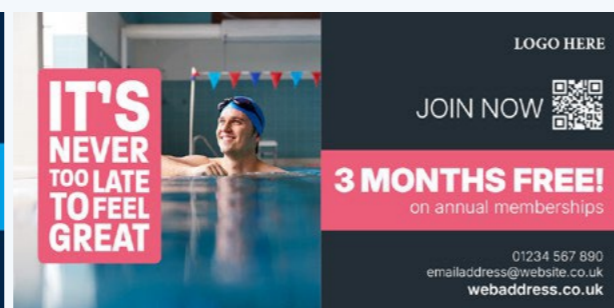
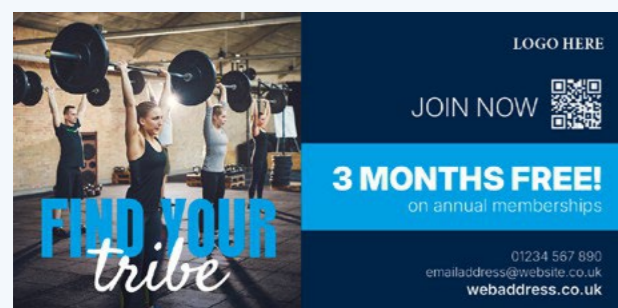
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## DRIVING SALES

The key New Year marketing campaign is now underway and hopefully driving lots of enquiries into the clubs. The remaining campaigns for 2026 will be following the same theme but with different tag lines and offers.



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