



**3d**  
leisure

HEALTH, FITNESS AND  
SPA MANAGEMENT SERVICES



## OUR CLIENTS

Some of the brands we work with:





## INTRODUCTION

Established in 1991, 3d leisure (3d) is the largest provider of health, fitness and spa facilities within the UK hospitality sector, currently supporting over 70 hotel based sites across the UK and Ireland.

- 155 sites managed nationwide
- 900+ fitness and spa professionals
- Largest operator of hotel leisure and spa facilities in the UK

With a strong record of client retention and over 30 years' experience, we deliver end-to-end solutions – from initial concept and feasibility through to full operational management across the UK and Ireland.





## **DIRECTOR-LED CLIENT-FOCUSED**

3d is privately owned with all directors actively involved in the day-to-day operation of the company and maintaining direct, long-standing client relationships.

This hands-on leadership ensures:

- Accountability and consistency
- A deep understanding of client objectives
- A collaborative, solutions-led approach

Our reputation is built on trust, professionalism and the ability to deliver consistently high standards.



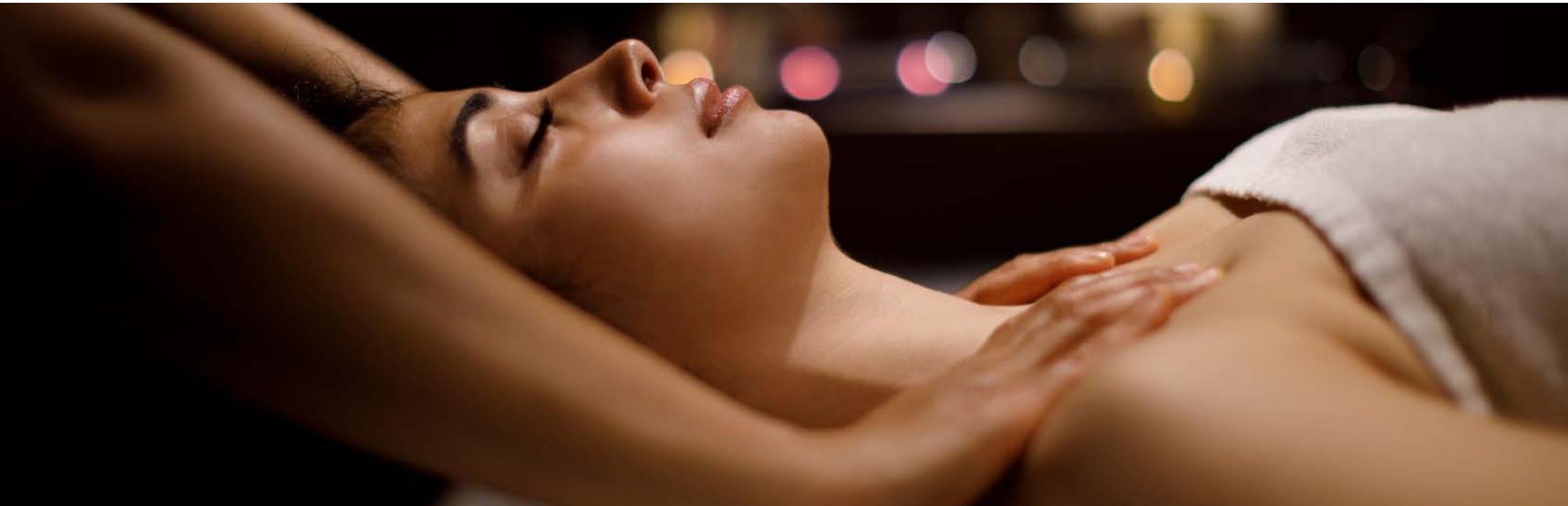


## A STRATEGIC PARTNERSHIP

Partnering with 3d leisure is a strategic decision to work with a dedicated, experienced team focused on:

- Maximising revenue performance
- Improving operational efficiencies
- Taking the day to day operational burden away from our clients
- Cost control management
- Maintaining the highest service and compliance standards

We take time to understand the ethos, culture and strategic objectives of every organisation we work with, enabling us to deliver tailored solutions that evolve with your business.





## OPERATIONAL EXCELLENCE

Operational excellence is delivered through a clearly defined framework of policies and procedures, all supported by ISO-accredited quality management systems.

This ensures:

- Consistency across all sites
- Full compliance with legislation and best practice
- High operational and service standards at every facility

In 2026, we celebrated 35 years of successfully developing and managing high-quality leisure facilities across the UK – a testament to our stability, experience and long-term commitment to the sector.





## KEY FACTORS FOR SUCCESS

We believe there are six critical factors that underpin the long-term success of any hotel-based leisure facility.

### 1. STAFF

We employ high-performing individuals and invest heavily in continuous training and development, enabling our teams to deliver exceptional customer service and consistently strong commercial results.

### 2. LEISURE CLUB AND SPA

We aim to exceed the service standards expected by a quality hotel operator. Hotel residents receive the same premium experience within the leisure club as they do throughout the wider hotel.

### 3. MEMBERSHIP SALES

We actively promote within the local community and corporate markets, supported by targeted marketing strategies and established nationwide corporate partnerships. Our structured sales process maximises enquiry conversion and drives sustainable growth.

### 4. MEMBER RETENTION

Long-term success is built on retention. Through engaging programmes, a positive club culture and a focus on measurable results, we keep members motivated and committed.

### 5. COST CONTROL

All 3d-managed sites benefit from membership of Retain, the UK's largest purchasing group for independent health and fitness clubs, delivering significant cost savings through collective buying power.

### 6. ONE TEAM

Our Club Managers integrate fully into the hotel management structure, attending departmental meetings and working collaboratively to ensure alignment and a unified approach across all departments.





## OUR SERVICE

A fully integrated management solution

Our service includes:

- ISO-accredited quality management systems
- Dedicated Regional Management support
- Comprehensive initial audit and tailored action plan
- End-to-end staff recruitment, induction, training and performance management
- Strategic marketing planning and campaign delivery
- Comprehensive digital marketing strategy
- Cost control management
- Proven membership sales framework
- Spa treatment and retail management
- Full HR management and advisory support
- Direct debit collection and administration (where required)
- CRM management and optimisation
- Health & Safety compliance and operational management
- Financial audits, KPI monitoring and regular performance reporting



## CENTRAL SUPPORT

Our Central Support Office is based in Farnham Surrey, and its role is to ensure that our onsite teams are fully supported in all areas to ensure the on-site team can focus purely on delivering exceptional service to their own facilities.

1. Managing Director
2. Account Manager
3. Operations Director
4. Director Support

5. Support team for:

- Operations
- Marketing and sales
- HR
- Finance
- Programming
- H&S





## OUR ONSITE TEAMS

The success of any facility lies in the quality of the onsite team.

Our fitness and wellness professionals are passionate, highly qualified and committed to delivering outstanding results in welcoming, engaging environments. Teams manage daily operations while consistently upholding the 3d standard of excellence.

### REGIONAL MANAGEMENT

Each client is supported by a dedicated Regional Manager responsible for no more than 12 sites. This ensures strong relationships, regular contact and proactive, responsive service.

### QUALIFICATIONS AND DESIRABLES

- NVQ Level 3 Beauty Therapy
- Proven spa and leisure experience
- Experience using spa diary systems
- Confident delivery of all treatments
- Flexible and customer-focused

### CONTINUOUS DEVELOPMENT

We support ongoing professional development, including specialist qualifications and vocational apprenticeships delivered with Lifetime Health and Fitness, the UK's leading vocational fitness training provider.

### LEISURE STAFF QUALIFICATIONS

All Club Managers are qualified Mental Health First Aiders, and all coaches are registered with REPs. All leisure staff hold, as a minimum:

- Level 3 Fitness Qualification
- Fitech Fitness and Lifestyle Evaluation Award
- Exercise to Music Certification
- Health & Safety (Competency at Work)
- Fitech Health Assessment
- Pool Responder
- First Aid at Work



## MARKETING AND SALES

## YOUR BRAND. YOUR FACILITY.

Your leisure facility should reflect your organisation's ethos and your community.

We offer:

- Refinement of existing brands
- Development of bespoke brand identities
- Clear articulation of service values

Alternatively, we can operate under the established 3d Health and Fitness brand.

### PROMOTION AND CAMPAIGNS

Strategic Promotion Planning

- Annual marketing plan
- Four major campaigns per year
- Digital and traditional channels
- Budget-aligned and ROI-focused

### CREATIVE DESIGN

Our in-house studio delivers bespoke campaign materials, including:

- Website landing pages
- Printed collateral
- On-site signage and branding
- Digital assets for email and social media

Each campaign is supported by a detailed briefing pack to ensure consistent delivery across the facility.





## DIGITAL MARKETING

### **SOCIAL MEDIA**

We manage social media platforms including Facebook, LinkedIn, X and Instagram, building awareness, engagement and trust through coordinated, brand-aligned content.

### **DIGITAL MANAGEMENT**

We manage GDPR-compliant databases for:

- Members
- Spa guests
- Prospects
- Ex-members

E-shot and SMS campaigns are delivered as part of the agreed promotional plan.

### **WEBSITE AND ONLINE SERVICES**

We design, build and host dedicated leisure websites, or integrate seamlessly into your existing hotel website.

Features include:

- Online bookings and class schedules
- Membership joining and account access
- Feedback portal with 24-hour response commitment
- Treatment and spa day bookings
- SEO optimisation and Google Ads management



## MEASURING SUCCESS

### TRANSPARENT COSTING

All marketing activity is delivered at cost, with group savings passed directly to clients.

### ROI REPORTING

We provide detailed ROI reports including:

- Enquiries, tours and conversions
- Sales value by channel
- ROI analysis to optimise future campaigns

### SALES PERFORMANCE

Our proven sales system ensures every enquiry is handled professionally and followed up effectively.

- Structured sales training for staff
- Online membership platform (20% of joins processed online)
- Seamless CRM and direct debit integration
- Real-time sales monitoring and performance tracking

This data-led approach maximises conversions and ensures a strong return on marketing investment.





## WHY 3D LEISURE?

- UK market leader in hotel leisure and spa management
- Proven commercial and operational expertise
- Scalable infrastructure and experienced teams
- Flexible, client-focused approach
- Long-term, trusted partnerships

3d leisure – delivering excellence in health, fitness and wellbeing management.

Would you like a free, no-obligation audit of your leisure or spa facilities?

Get in touch today at [info@3dleisure.com](mailto:info@3dleisure.com) | 01252 732220





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