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To whom it may concern,

Re: Inspirational Fitness Management (IFM)

I am pleased to write that since Jan 2010, Spirit Health Clubs have partnered with IFM to support the development of a highly successful personal training culture within our estate.

Liam and his IFM team have worked closely with us to create a bespoke Freelance PT solution, appropriate to our brand and member demographic. Following a very successful 6 month pilot period with IFM we extended the freelance PT model across the Spirit estate.

Based on the success of the freelance PT model with IFM, we chose to extend the partnership to include the delivery of PT business skills courses and mentoring support to our level 3 in-house personal trainers. To-date they have delivered 10 PT Business Courses to 150 of our staff, each course followed by 3 months of 1-2-1 phone mentoring to our trainers. Resultantly, our in-house personal training revenue has grown by 24% year-on-year, and has alongside the freelance PT programme, has contributed to improvements in service, member retention and employee engagement.

IFM's successful PT recruitment & unique mentoring has resulted in measurable benefits for the majority of clubs in our estate, with a continued growth in both freelance and In-house personal training. Clubs are benefitting from the positives of having freelance PT's on board without the initial financial risks and time consuming issues of recruitment and day to day management of the personal trainer.

As the UK & Ireland Operations Manager for Spirit Health Clubs, I can confidently endorse Liam and his IFM team as a group of passionate fitness professionals that not only provide unique PT business support but deliver a service that has been proven to produce a high quality service and to enhance the culture and wider benefits of PT provision within our clubs.

I can highly recommend IFM as a business partner offering a unique and professional service.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'J. Andrews'.

Justin Andrews BSc, MSc
Spirit Health Clubs
UK & Ireland Operations Manager
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