



# THE EXTRA DIMENSION

## CLIENT UPDATE

October 2024

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We work in 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 clocks have gone back, and autumn is here. October and November are traditionally strong months for membership sales and whilst December will be quiet, January is when it all goes mad for a couple of months. So far, we are delighted to report that 2024 has been very strong for membership growth across the company as we have seen YTD membership sales up 8% on last year with only one month falling behind previous year totals.

Also, as a company, 3d has continued to grow over recent months and we now proudly work with 145 clubs across the UK and Ireland. 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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# NATIONAL FITNESS DAY

In early September we joined the nation in celebrating National Fitness Day; an event which encourages everyone to get up and try some exercise.

Our group commercial campaign was entitled 'A freebie from 3d', as we opened the doors to all our clubs across the UK, completely free of charge. The campaign ran across 3 days, with Fitness Day itself falling in the middle, and enabled our local communities to exercise without any cost. 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.

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 my job to top it again next year!'



## MORE SPA AWARDS

Rena Spa at The Midland Wins Multiple Awards at The Haute Grandeur Global Excellence Awards

Rena Spa, located inside Manchester's iconic hotel, The Midland, has been recognised for its exceptional guest experiences and the highest level of excellence at the prestigious Haute Grandeur Global Excellence Awards. The luxury spa won an Excellence Award across four different categories, including:

- Best Relaxation Lounge on a Global Level
- Best Day Spa in Europe
- Best City Hotel Spa in the United Kingdom
- Best City Spa in the United Kingdom

The Haute Grandeur Global Excellence Awards is a prestigious globally trusted Awards initiative that recognises the finest establishments that excel in customer service, standards, and unparalleled guest experiences. Each year, properties are rated based on first-hand guest experiences, and this year's winners exemplify the highest levels of excellence.

## DEVELOPING TOMORROW'S LEADERS

In September we ran our annual Rising Star course aimed at developing new and potential management stars within the business. The 2-day course covered key topics such as health and safety, risk management, finance, HR, marketing, sales, social media, operations, fitness/wellbeing systems and spa development.

The course was delivered primarily by our regional management team but also included appearances from Andy Rudkin, our social media guru and pool plant expert as well as Neil Adebawale from Risk HQ who presented on the importance of risk management.

Paul Dickinson, 3d leisure Operations Director South, said 'it was fantastic to see so many keen and willing employees from within the business travelling from all over the country to take part. We hope they all enjoyed the course and found it beneficial for their personal development, as well as enhancing what they offer at our client's sites. We believe strongly in investing in our employees, and it was a pleasure to host a group of such keen and enthusiastic team members.' We ran the course at one of our client sites, voco hotel, located in Reading. The meeting rooms, hotel bedrooms and overall hospitality provided were excellent and it was a fantastic location to hold our training course.





# DIVERSITY IN THE WORKPLACE

At 3d leisure, we are committed to fostering an inclusive and diverse workforce that reflects the communities we serve. Our recent Diversity Questionnaire highlights our ongoing efforts to promote equality and inclusion across the company.

In September 2024, we sent a questionnaire to all 850 employees to understand our workforce diversity in comparison to CIMSPA published data for the leisure sector. We had a 34% completion rate, with 293 employees returning the survey. Here's a breakdown of our workforce, with comparisons to industry-wide data from CIMSPA's 2023 Workforce Insight Report.

## Gender Representation

**Female Representation:** 65% of 3d leisure employees identify as female, significantly higher than the 44% industry average reported by CIMSPA. This showcases our success in creating opportunities for women in roles traditionally dominated by men in the leisure sector. Much of this can be attributed to the volume of our spa facilities, which typically attract more female talent.

**Gender Identity:** 97.9% of respondents stated that their gender identity aligns with their gender at birth, slightly above the UK national figure of 93.5%, reflecting a workplace where employees feel confident expressing their identity.

## Age Diversity

Our workforce is slightly older compared to the broader sector, with 45% of employees aged 16-34, compared to 54% sector-wide. Typically, our sites are smaller than the industry average meaning a lower percentage of employees are entry-level as they predominantly require management personnel. Whilst we are committed to equal opportunities for all age groups, this typically results in attracting and retaining experienced professionals of an older demographic.

With a balanced representation across all age groups, including 17.8% of our employees in the 45-54 age bracket, we continue to foster an environment that values experience alongside youthful innovation.

## Ethnic Diversity

3d has a more diverse ethnic profile than the wider leisure sector. 85.7% of our workforce identifies as White, below the industry average of 92%, but aligned with national demographics. Our company has made significant strides in attracting more employees from underrepresented ethnic groups, particularly Asian employees, who represent 5% of our workforce, compared to just 2% across the industry. This highlights our commitment to ensuring that all ethnicities are welcomed and represented.

## Disability Inclusion

While only 6.2% of our employees report having a disability, compared to the 13% industry average, we recognise this as an area for growth and are dedicated to enhancing accessibility and support for disabled employees. Efforts are being made to improve accommodations and raise awareness about the importance of inclusivity for all abilities, especially within the selection process of the employee lifecycle.

## Sexual Orientation

Our survey shows that 91.3% of respondents identify as heterosexual, with representation from gay, lesbian, and bisexual employees at 4.47%, which is a positive sign of sexual orientation diversity. We continue to ensure our workplace is welcoming for people of all orientations.

## Conclusion

Overall, 3d leisure is proud of the progress made in fostering a diverse, inclusive, and equitable workforce. While we exceed the industry average in many areas, particularly gender and ethnic diversity, we recognise the need to further our efforts in disability inclusion and age diversity. Moving forward, we are committed to creating opportunities and providing support for all employees and workers, ensuring that 3d leisure remains a workplace where diversity thrives.

This report underscores our ongoing commitment to diversity, equality, and inclusion, and we will continue to build on these strengths to ensure we lead the industry in creating an inclusive environment for all.





# EMPLOYEE OF QUARTER

We would like to take the opportunity to recognise some of our outstanding colleagues who have gone "over and above" during the last 3 months.

## Our 'Employees of the Quarter'

**Cherelle Walsh**

Devona spa

**Steven Morris**

3d H&F Glasgow

**Jamie Lee Thomson**

Landmark Dundee

**Dede Ferret**

The Basement Bristol

**Joyce Grant**

BMW

**Kaska Pietruszka**

Oasis

**Cheryl Palmer**

RWE

**Jan Poole**

32A Health Club

**Jody Evans**

Catterick Leisure Centre

**Jessica Cork**

Hythe Health Club

**Emma Newman**

Gymophobics

**Leo Robinson**

Juvenate East Midlands

**Courtney Hall**

3d H&F Corby

**Alanah Chalmers**

3d H&S Corby

**Sandra Juresiute**

LA Active

**Katie Nyman**

Wotton House

**Warda Ismail**

Langley Academy

**Celeste Ducellari**

Motion Chelsea

**Sean Sherwood**

Rena Spa, Grand Harbour

**Brett Warmley**

3d H&F, Wey Valley

**Jonty Bray**

3d H&F, Wey Valley

**Charlotte Jerrett**

South Devon College

**Connor Stewart**

South Devon College

**Jessica Allen**

Spa Naturel, Walton Hall

**Kim Blackburn**

Spa Naturel, Dunkenhagh

**Holly Accleton**

Spa Naturel, Brands Hatch

**Jemma Proud**

3d H&F, Cardinal Hume

**Jimmy Higham**

3d H&F, Daresbury

**Debbie Jones**

Hearts Health Club

**Mandy Carter**

Support Office

**Paddy Wintie**

Leisure Club at The Milner York

**Angus Gatus**

Leisure Club at The Milner York

**Leisure Team**

St James Gate Health & Fitness Club

**Nikki Gray**

Reset Lidl

**Hannah Melvin**

underground GLH

**Fiona Bennett**

Romans Health Club

**Angela Deakin**

Romans Health Club

**Dan Backhouse**

3d H&F, Asos Barnsley

**Libby Ensor**

Hinckley

# NEED TO GET IN TOUCH WITH US..

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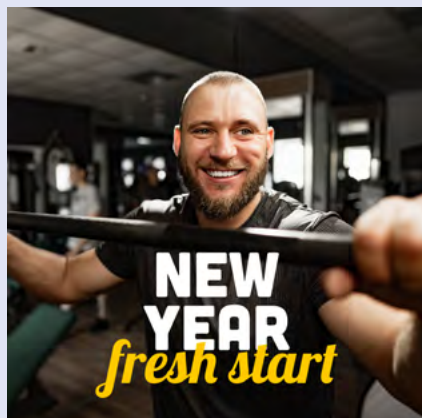
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## DRIVING SALES

The New Year marketing campaign is essential to all health clubs and performance at this key time will often make or break annual budgets. We are currently working on the 2025 campaign and all digital activity will be programmed well before Christmas with printed materials also delivered to sites around the same time.



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