

## NUFFIELD HEALTH, UK

### A HIIT CHALLENGE TO TURBOCHARGE MEMBER ENGAGEMENT

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**Eager to drive member engagement and club interactions following its acquisition of 35 Virgin Active clubs, Nuffield Health set members' pulses racing with a pioneering HIIT challenge that brought significant results.**

Nuffield Health wanted to invigorate and grow its member base of fitness enthusiasts, so it decided to inject some healthy competition by teaming up with Les Mills to launch the Nuffield Health GRIT™ championships.

Running across 50 clubs nationwide, the challenge put 800 participants across 6 regions through the ultimate test of stamina, fitness mental determination and teamwork.

The competition also helped to debunk the myth that HIIT workouts are only enjoyed by a Millennial audience, with one of the finalists a 64-year-old GRIT™ Instructor who even missed his office Christmas party to attend the final!

"2018 was a great year for group exercise at Nuffield Health," says Charlie Banfield, National GX Commercial Manager and the architect of the challenge. "We were seeking to increase member participation and club interaction in GX, which aligned with a wider Nuffield Health customer engagement initiative. The GRIT Champs did just that and ultimately built camaraderie and cohesion for all involved: members, staff, clubs and regions."



**"We see this partnership being a reoccurring event to enhance and align our brand positioning and values."**

Charlie Banfield, National GX Commercial Manager



- 50 clubs activated during the challenge
- 800 members taking part in the challenge
- Huge engagement
- Increased member awareness of HIIT