

Nominee's Name:

Justin Musgrove

Organisation Name:

The Bannatyne Group

Your Nominee's place of work:

The Bannatyne Group

Please provide a narrative (600 words max) about your nominee in the space below:

Justin has had a remarkable career within the leisure industry. A creative and strategic mastermind behind the Spa business at Centre Parcs for over 15 years. His success made him a prime target for The Bannatyne Group in its journey to develop a market leading Spa business to complement the health clubs.

From a standing start, he successfully launched and developed of The Bannatyne Spa, growing the portfolio to 41 profitable spas with a combined turnover close to £20m, has led him to his position as an outstanding leader within the business and our industry.

His knowledge and understanding of all areas of the business underpins the respect and admiration he is afforded from all 3,000 employees. He leads from the front with his commitment, passion and attitude not just towards the staff; but the respect he gives the industry and what he believes in. A personality and character respected throughout the fitness and wellness industry.

Justin has masterminded the overhaul of the Bannatyne brand of health clubs for the last four years, with an internal investment of £16m to regenerate the gym floors throughout the estate into industry leading spaces. Whilst adding nine new health clubs to the Group's estate and leading a strategic review and improvement programme for changing rooms and cafe bars too.

Not afraid of rolling up his sleeves and getting a job done; he demonstrates hands on leadership of the business on a daily basis. His passion for education and customer experience is second to none and his ethos of his employees being his 'customers' is the linchpin and foundation to the journey of ensuring all his customers have a great experience. The Bannatyne Group has a past, it's currently growing at an astonishing rate but Justin has built a foundation for success from within, complemented with an Investors In People award in 2017.

Being a technology (gadget) fanatic, Justin continually demands the group looks to improve customer experience through innovation with technology. Milestones over the last five years include: a cloud based membership system with remote join online facility and member portal, online spa booking and voucher redemption API, Bannatyne 360 Wristband innovation enabling members to use their wristband for gate access, locker operation, gym equipment interaction and cashless payment system.

Another example of his outstanding leadership has been the 2017 Tour de Bannatyne charity cycle ride. Justin persuaded the five directors to undertake a 750 mile epic bike ride from our Northernmost club in Inverness, to the southernmost at Eastbourne. The journey, over 7 and a half days, not only raised over £65,000 for charity but it acted as a focal point for all the employees to witness leadership by example and the strength of the team, being both mentally as well as physically challenged to their limits. A feat even more remarkable given that none of the five were regular cyclists!

Under Justin's leadership, the group have recently published their best ever financial results with turnover of £117m and PBT over £14m.

Justin's drive for personal success is secondary to his drive to improve the industry. He is a naturally inspiring person who can hold any room. Although he has achieved a huge amount within the industry, he hasn't even started. He's not about what he has done, he's about what he's going to do.

