

Nominee's Name:

Stuart Martin

Organisation Name:

Active Nation

Your Nominee's place of work:

Active Nation – Head Office

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

Beginning his life in the sector as a fitness instructor from the age of 16 Stuart has always had a passion for helping people to achieve their goals. The opportunity to change peoples lives for the better was a real draw and Stuart soon made his way through the ranks to become an area business manager, learning all different aspects of the sector on his way.

Some of Stuarts most notable and key achievements have been his successes as a sales manager, creating a real name for himself in the industry as one of the go-to managers to hit targets and create unique selling environments for his teams both in the public and private sector in the UK and Europe. Stuart continued this excellent track record into his first role in Active Nation as Group Commercial Manager whilst also successfully managing his own Anytime Fitness franchise.

Stuart has been in his current role as Managing Director of Active Nation for almost three years now, building a brand new senior leadership team around him from day one into the role, and helping to build a new dynamic team of trustees for the charity.

Stuart is the epitome of leading by example, despite having a young family, he is up most days at 5:30am to go for a run or a spin on his bike before the house wakes up, ensuring he completes a minimum of 250 meps before the day has begun. In 2017 Stuart astonished the leisure sector by completing more than 100,000 myzone meps to finish streaks ahead of the rest of the global fitness industry legends challenge, a true inspiration to those around him as myzone was embedded deep within the Active Nation culture. Stuart was also one of the pioneers of creating Active Warrior, an industry first for the public leisure sector, taking mass participation events to a new level and at the same time ensuring it was managed in a way that the whole team felt part of it, being the last man to cross the line at every event we enter to ensure that no team member is left on the course, and creating an exhilarating culture that people envy and want to be a part of.

Stuarts focus on "the one" means that you receive a lot of personal attention, training and coaching whilst he also manoeuvres the charity strategically to capture every opportunity.

Stuart places himself within the right areas of the sector to take advantage of new trends but more importantly to create true partnerships, friendships and relationships that go beyond a business transaction, he genuinely cares about the people he works with both inside and outside of Active Nation.

Stuart constantly challenges himself to be a better leader, he takes great delight in sending the rest of the team new insights and snippets from gurus that he finds online. He recently returned from the Global Leaders programme in Madrid and said it was one of the hardest weeks of his life but at the same time one of the most beneficial, knowing that the learning from that week will help take both the charity and his leadership to new heights.

The future is bright in Active Nation with Stuart leading the charity, not orange and purple, but a new brand, a new identity, a new focus, new goals, although the same mission to persuade the nation to be more active applies and it has never been needed more than right now, Stuart is leading us to be a team of doers not talkers and to truly practice what we preach.

