



Skillrun set to be the North West's boutique breakthrough at Body Hub

WHEN Stefan Quirk and Samantha Barrett decided to open a high-end fitness facility in Wilmslow, Cheshire, they knew exactly what the brand needed to offer.

Basing classes around Technogym Skillrun helped drive home Body Hub's forward-thinking approach to fitness.

"We spotted a gap in the market between personal training and regular gym training," said Stefan.

"People in this area are switched on about the science of fitness so we wanted to fill that need for the local area of Wilmslow," added Sammy.

"They want to track their fitness, and get the most out of training. We knew Body Hub needed to offer a science-based service where everything was quantifiable."

The duo wanted to launch with the best level of technology and equipment in the area, and chose Technogym Skillrun and Skillrun Class.

Skillrun boutique studio

Body Hub offers a Skillrun Class boutique studio, located in the North West and is a sure sign that boutique success is spreading outside the capital.

"Body Hub offers a complete workout within a 45-minute class," added Sammy.

"And Skillrun makes that possible. With

Skillrun we can programme resistance work and cardio into one class."

"There's nothing else like Skillrun," said Stefan. "Our members can do so much on this one piece of kit – from sled push and parachute runs to strength work. Running can get pretty boring and repetitive, but this makes for an interesting and scalable class."

Creating Community With A Small Team

"Body Hub is a science-based, high end facility, but it's also a warm and welcoming place to be," said Sammy.

"We always intended to be forward-thinking, keeping up with industry trends. When we reopen, we'll be in a great position to respond to any shifts in cultural values around keeping fit and healthy."

Stefan – who has more than 15 years' experience as a PT and instructor – will be head PT, and the duo aim to build a solid sense of belonging through a team of just five personal trainers who will deliver PT, small group training, and teach all classes.

"We want members and trainers to get to know each other, and have a reliable sense of continuity through our personal trainers," said Stefan.

"The team will have an amazing amount of knowledge, so members

can find the answer to any fitness and wellbeing question right here."

Body Hub's personal trainers will be a constant point of contact for members whether they attend classes, PT sessions, or both. It was important that all Body Hub's PTs were fully on board with the Skillrun technology.

Creating a fitness community

By introducing Skillrun class to the timetable, Body Hub offer something fresh to the area, giving locals a way to bond over an exciting new experience.

"This is a social community," said Stefan.

"Body Hub will be a great place to connect over a mutual love of the fitness lifestyle. It's going to be much more than a gym."

"As the name suggests, it's going to be a hub for knowledge and building healthy habits."

Body Hub will offer up to eight classes a day incorporating Skillrun, with Technogym Skillrun Class as a separate offering.

"Skillrun Class gives runners variety in their training," said Sammy.

"It makes metrics like power and endurance quantifiable. Runners love the biofeedback from Skillrun machines, which is sent straight to their phones

so they can monitor progress and see improvements after each class."

Top-end equipment for a science-based facility

"When choosing equipment, we decided to go in at the top end and work our way down," said Stefan.

"But we never got past number one. We saw Skillrun and knew we had found our solution. Technogym showed us around and gave us some initial training, and we were immediately struck by how much it can do."

"Technogym were a great help with the layout of our facility, too," added Sammy.

"They looked at our interior design layout and talked to us about what we'd like and where, before coming up with some great designs for us to choose from."

"Later on, they sent their training team to meet with our PTs and give them full training on how to use Skillrun, how to format a class, and how to use the mywellness platform to design classes from home."

As Stefan and Sammy are planning how to create the most engaging and effective classes and PT sessions using Skillrun. For the local community, Body Hub will aim to help people get fitter and perform better with the best tech and equipment on the market.

