



Scott O'Shea owns Station Mill, along with his business partners



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Scott O'Shea
Founder, Station Mill



The 19th century millhouse once supplied grain to London

Tell us about the new club

My vision for Station Mill is for it to be the premium gym and studio in the region, offering a facility where the focus is on design and a great user experience. I want to make it a special place to be and create a real wow factor, with many different elements.

We're in Arlesford, near Winchester, UK and we've developed a new gym built into a 19th century millhouse. We don't believe anything in the area reaches this level.

What did you think when you first saw the building?

When presented with Station Mill as an opportunity, I didn't hesitate to grasp it.

The architecture is stunning and this area has a rich history, having once been the centre for dispatching grain and watercress via the Watercress Line to London.

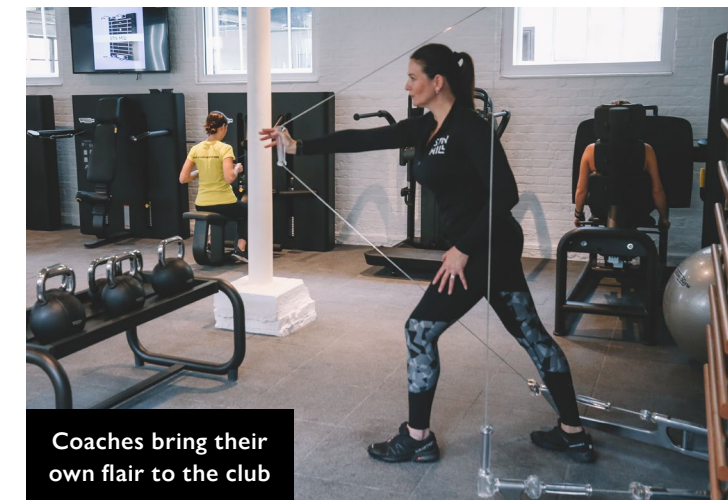
I own the building, along with my three business partners. It's such a beautiful setting, that itself creates a special environment.

It was important for the brand to complement the heritage, so when creating the brand and the brand values the statement, *First Class Departs Here*, was coined as a nod to the railway next door and the level at which we aim to do things.

Renovations to create a premium fitness facility have been done with finesse and care and I wanted to put my own spin on the club to deliver on the vision of providing a premium fitness destination.

What's your target market?

I've been working in Winchester for ten years training affluent clients, who've always



Coaches bring their own flair to the club

said there isn't a high-end or exclusive environment locally where they can train.

People travel some distance for similar training experiences, so I'm aiming to tap into this market, targeting people in their 40s and 50s, as well as early retirees – those who've stepped out of the corporate world and who have a huge interest in their health and wellness.

What's your approach?

Coming from a personal training background, my experience has taught me that people hire the trainer before the training. Our coaches are all experienced and bring their own flair to the club. We want Station Mill to be the destination for personal training, gym, yoga, pilates and cycling.



Dual-stack equipment means the weaker side isn't dominated by the stronger



O'Shea (third left), has woven a high-end gym into a heritage building

What was your approach to the design?

Creating a boutique environment is no small feat. Every detail, the look, feel and presence that's being created needed to be tailored and finely-tuned to build an enticing environment and overall memorable experience.

The big influence for me was the London boutique sector. Third Space, Equinox, 1Rebel and Core Collective have been a great inspiration from an aesthetics perspective.

What kit did you opt for?

The gym floor features Technogym Kinesis Station and Kinesis Personal, which we use for progressive functional training, designed around human movement. I feel it's easier on the joints for our target members, as they can achieve a freer range of movement.

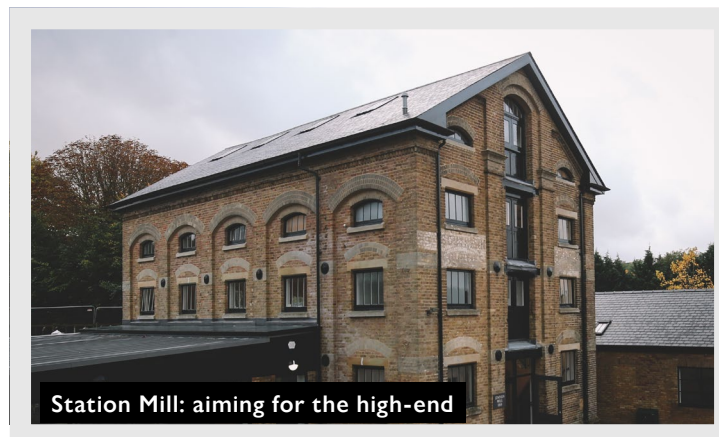
As a coach, I believe in working with dual-stack equipment, as this means the weaker side isn't going to be dominated by the stronger side.

We also have a Skillbike studio where members can take part in three different classes, depending on their training goals: Performance, Race and Just Ride.

You don't have to be a cyclist to take part; they're also a way to get fitter in an efficient and trackable way.

How about digital?

We track members' activity in and out of the club using the Mywellness band which automatically logs and stores their data, creating a simple,



Station Mill: aiming for the high-end

effective member journey to provide results-driven performance. This means they can see their progress, which in turn significantly drives long-term member retention.

PTs can also access this data, which is helpful with motivation and scheduling.

How would you sum up your philosophy?

The values of honest information and a premium service with a results-driven approach are integral parts of our offering.

We want each member to leave Station Mill feeling they've achieved or learned something from their training – be it in a class or a PT session. ●

There are three cycle class types on offer: Performance, Race and Just Ride

