

health club management

MAY 07 LETTERS

write to reply

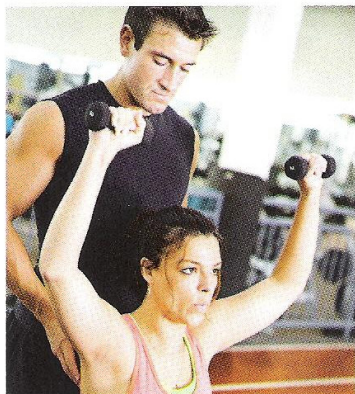


are clubs exploiting pts to milk the cash cow?

As the training director of a specialist personal training company, I am writing to express my concern at the potential damage being done to the personal training sector by companies wanting to make a fast buck.

I believe some health club chains are exploiting young and willing personal trainers because they see the service as a cash cow. I'm aware of chains that require their personal trainers to pay a 'commencement fee' of around £300 to cover their uniform and support materials and also expect them to pay up to 70 per cent of the fee they charge for each training session.

I feel this approach is extremely damaging for our industry. Personal trainers are supposed to stand for quality, results and professionalism, which is vital for client retention and the acceptance of personal training as a service worth paying for.



PICTURE: ISTOCKPHOTO.COM

Need for fair remuneration and support

Do you have a strong opinion or disagree with somebody else's views on topics related to the health and fitness industry? If so, **Health Club Management** would love to hear from you

Send your letters to:

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However, this will never be achieved if personal trainers are not fairly remunerated and supported. Instead they will become disillusioned when they realise they are being taken advantage of, and their commitment and professionalism is bound to drop. This could potentially damage the perception of the personal training industry as a whole among the public, because personal training, particularly in the north-west of England, is still earning its credibility.

I feel extremely strongly that this issue should be raised before considerable harm is done to our industry in the long term. I'd welcome any of your comments or thoughts on this issue.

mike searle
training director
body4life health and fitness