



**FIND OUT HOW**

**PARKWOOD LEISURE**

**GENERATED 1320 (NET)**

**NEW CUSTOMERS**

**IN 2 YEARS**

**MOVE'S MISSION**

**"MOVE IS A PLATFORM DESIGNED TO  
HELP PEOPLE LIVE ACTIVE LIVES. WE  
BELIEVE THE KEY TO GETTING  
PEOPLE ACTIVE AND HELPING THEM  
STAY ACTIVE, IS TO GIVE THEM  
VARIETY AND CONVENIENCE."**



**Justin Mendleton, MoveGB  
Commercial Director**

## THE PARTNER'S CHALLENGE



**"AS A BUSINESS WE NEED TO**

**GET NEW CUSTOMERS INTO A ROUTINE**

**WITHIN 6 WEEKS AND BUILD**

**BETTER LOYALTY."**



**Sara Rawlinson, Parkwood Leisure  
National Sales Manager**

## THE PARTNERSHIP

**PARKWOOD LEISURE AND MOVEGB**

**COLLABORATED ON A STUDY TO**

**INVESTIGATE THE EFFECTS OF A**

**LIVE, 2-YEAR PARTNERSHIP AT**

**HENGROVE PARK LEISURE CENTRE**

**(HPLC) IN BRISTOL.**





**SO WHAT DID**

**WE FIND OUT?**

THE INVESTIGATION



AT HENGROVE THERE ARE

**1,718 MATCHED CUSTOMERS**

BETWEEN MOVEGB AND

PARKWOOD LEISURE.

**OF THE 1,718 MATCHED CUSTOMERS...**

THE INVESTIGATION



**199 (11.6%)**

**CREATED A MOVE ACCOUNT**

**AFTER JOINING HPLC.**

THE INVESTIGATION



**31 (1.8%)**

**JOINED MOVE LESS THAN 30 DAYS**

**AFTER THEIR LAST ATTENDANCE**

**AT HPLC.**



## THE INVESTIGATION



**1,519 (88.4%)**

**HAD A MOVE ACCOUNT**

**BEFORE JOINING HPLC.**

These



## WHAT THIS MEANS

THE RESULTS



SINCE JOINING MOVE IN JULY

2017, MOVE HAS CONTRIBUTED

**1320 NET NEW**

**CUSTOMERS WHO**

**STAYED**

**THE RESULTS**



**ANOTHER WAY OF SAYING THAT IS**

**+49**

**NEW CUSTOMERS FOR EVERY**

**1 ACTIVE MEMBER WHO HAS LEFT**

## THE RESULTS



OF THE REMAINING 168 WHO CREATED A  
MOVE ACCOUNT AFTER JOINING HPLC

6

WERE HPLC MEMBERS THAT HADN'T

ATTENDED FOR OVER 1 MONTH - JOINING

MOVE HAS HELPED RE-ENGAGE THESE

LAPSED MEMBERS INTO EXERCISE.

12

WERE HPLC MEMBERS THAT HAD NEVER

ATTENDED HENGROVE - JOINING MOVE

HAS HELPED ENGAGE THESE USERS INTO

EXERCISE FOR THE FIRST TIME.



## THE RESULTS



OF THE REMAINING 168 WHO CREATED A  
MOVE ACCOUNT AFTER JOINING HPLC

19

WERE HPLC MEMBERS THAT HADN'T  
ATTENDED FOR OVER 3 MONTHS - JOINING  
MOVE HAS HELPED RE-ENGAGE THESE  
INACTIVE MEMBERS INTO EXERCISE.

131

WERE HPLC PAYG CUSTOMERS BEFORE  
JOINING MOVE - JOINING MOVE HAS  
HELPED ENGAGE THESE USERS INTO A  
REGULAR EXERCISE HABIT.

## THE OPINIONS



**"WE'RE THRILLED WITH THE RESULTS OF  
OUR PARTNERSHIP WITH MOVEGB. CLEARLY,  
THE INCREASED VARIETY OF ACTIVITIES AND  
LEVELS OF CONVENIENCE GENERATED BY  
THE MOVEGB-PARKWOOD PARTNERSHIP  
HELPS CUSTOMERS FIND THE RIGHT ROUTES  
TO EXERCISE FOR THEM."**



**Sara Rawlinson, Parkwood Leisure  
National Sales Manager**

## THE OPINIONS

"WE'RE PROUD THAT MOVE BRINGS  
GREAT INCREMENTAL VALUE LIKE  
1320 NET NEW CUSTOMERS. EVEN  
THE INSIGNIFICANT NUMBER OF  
CUSTOMERS WHO 'LEFT' ARE STILL  
RETAINED AS THEY CAN STILL  
ATTEND HPLC WHICH IS GREAT."



Justin Mendleton, MoveGB  
Commercial Director

move<sup>GB</sup>

START ADDING

MORE CUSTOMERS TODAY

**MOVEGB.COM/PARTNERS**