



August 22 2008

Membership rockets at revamped Honiton gym

Honiton Sports Centre is reporting a dramatic rise in usage following a substantial investment in its gym facilities and equipment.

Year-on-year figures show an increase of almost 2,000 visits between June-August last year when compared with the same period for 2007. August 2007 saw 5,735 gym visits, but by August 2008 7,674 had attended for a workout.

The centre's manager Simon Davey said the big increase over the year was undoubtedly down to the investment carried out by Leisure East Devon (LED), which runs 13 facilities across the region.

Mr Davey said: "Since the gym reopened after its refurbishment at the beginning of June, we have seen a lot more people join and many more enquiries. The local community appreciates LED's investment in the centre, the new pieces of equipment and the enlarged areas for people to exercise in."

Additional cardiovascular machines, resistance equipment and improved communal areas were added to the gym to improve the members' experience. The gym is also the first from LED to offer the highly-rated Power Plate machine, which is a mainstay for sports stars and can deliver 60 minutes worth of exercise in just 10 minutes. Members are queuing up to be trained on the machine and appreciate its arrival as a further option for them.

The sports centre also ran a 'no joining fee' promotion during Honiton Show earlier this month, which Mr Davey said had resulted in at least 20 potential new members.

LED runs sports centres, gyms, swimming pools and tennis centres, as well as Exmouth Pavilion, on behalf of a trust. Honiton Sports Centre can be contacted on 01404 42325.

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Notes to editors:

1. Photo show refurbished gym at Leisure East Devon-run Honiton Sports Centre.
2. Leisure East Devon Ltd was established on 1 January 2006. East Devon District Council's leisure facilities and equipment assets are leased to it.
www.ledleisure.co.uk
3. The facilities are: Axe Valley Sports Centre; Broadclyst Sports Hall; Colyton Sports Centre; Colin Tooze Sports Centre (Ottery St Mary); East Devon Tennis Centre; Exmouth Sports Centre and Swimming Pool; Exmouth Pavilion; Exmouth's Phear Park; Honiton Sports Centre and Swimming Pool; Seaton's Seafield Gardens; Sidmouth's Coburg Road; Sidmouth Sports Centre and Sidmouth Swimming Pool.

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