

David Lloyd
CLUBS



FUTURE OF WELLNESS REPORT

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FOREWORD

In 2022 we celebrated the 40th anniversary of the very first David Lloyd Club opening in Heston, an opportunity to reflect on how far the world has come in its attitudes to health, fitness and overall wellbeing.

When the first David Lloyd Club opened in the UK, the concept of a family-friendly space to combine fitness and tennis was a pioneering one, and one that quickly took off.

Today we understand that fitness and wellness is about so much more than tennis, and a David Lloyd Club is so much more than a gym. In 2021, for the first time ever the number one reason our new members gave us for joining was to support their mental health and this need to support mind and body together is fundamental for people of all ages.

When that first club opened in Heston in 1982 we could never have imagined how our members' needs would change, and what the club of 2023 would look like. With everything from Spa Retreats to immersive cycling classes, ice caves to HIIT training, some of the facilities of today's David Lloyd Clubs hadn't even been invented when we first started out.

And so this report has been created to look at the next 40 years, covering topics from how Gen Z attitudes will shape the future, to how the wellness industry will need to adapt for an ageing population and the impact of new technologies we can't even imagine yet.

With wellness at the core of everything we do, in a world where fitness is so much more than physical, this report will help the health and wellness industry lay foundations now to meet the nation's needs in the future. Whatever that future might bring.

**Russell Barnes,
CEO, David Lloyd Clubs**

WELLNESS COUNCIL

The David Lloyd Clubs Wellness Council is a collective of experts in the health, fitness and future space who have collaborated to build a picture of the Health and Wellness industry in 2063. The Council has presented its finding in conjunction with a YouGov nationally representative panel of 2,000 UK adults giving their views on the wellness landscape today and what they believe will be the priority in the future.



CHLOE COMBI: AUTHOR, SPEAKER, COLUMNIST, CONSULTANT, FUTURIST

Her areas of expertise are Generation Z, Generation A, young people's relationships to institutions, education, technology, social media, self-esteem, relationships, identity and the future. Chloe's approach is both to identify trends and also prepare for them, with a focus on big ideas and solutions rather than the problems.



BERNARD MARR: FUTURIST AND TECHNOLOGY EXPERT

Bernard Marr is a world-renowned futurist, influencer and thought leader in the fields of business and technology. He is one of the world's most highly respected experts when it comes to future trends, strategy, business performance, digital transformation and the intelligent use of data in AI in business. Bernard has written 21 books on the subjects of technology and the future of business.



KATHRYN PINKHAM: SLEEP EXPERT

Kathryn Pinkham is the founder of The Insomnia Clinic, one of the UK's only specialist insomnia services. Kathryn developed the highly acclaimed Sleep Well, Live Better course which has helped over 3,000 people cure their insomnia or simply improve their sleep.



MICHELLE DAND: HEAD OF FITNESS PRODUCTS AT DAVID LLOYD CLUBS

Michelle keeps on top of trends and fitness innovations to ensure David Lloyd Clubs members get the most engaging and cutting-edge experiences when they visit their local club. With over 30 years' experience of working in the health and fitness sector, Michelle has held both management and personal training roles. Michelle is also a triathlete and a cycle coach and she loves to take on regular fitness challenges.



STEPH HOLLAND: CREATIVE DIRECTOR AT DAVID LLOYD CLUBS

With a career spanning 20 years in the Health, Beauty and Wellness industry throughout US, UK and Europe Steph's current role as Creative Director works closely developing David Lloyd Clubs' spa concept and the overall club premiumisation throughout UK & Europe.



LEE MANLEY: HEAD OF SUSTAINABILITY AT DAVID LLOYD CLUBS

Lee's background and experience in working in the energy supplier, consultancy, and end user environments, has helped shape the development and implementation of David Lloyd Clubs 2030 Carbon Net Zero strategy, which he is now prioritising the delivery of.



THE FUTURE OF WELLNESS:

KEY PREDICTIONS



PRIMARILY PERSONALISATION

Sensors, trackers and the connected club builds an ever-changing picture of true personalisation.



LEAVING AGE BEHIND

The ability to constantly react to changes in our bodies could ultimately mean we no longer experience any signs of age at all.



WHOLE BODY, WHOLE MIND

Hormonal and gene therapy, Cognitive Behavioural Therapy and mental health support will all become as much a part of a visit to the health club as a sauna is today.



SELF-SUSTAINING

The health and wellness industry will need to continue making strides to a more sustainable future, and by 2063 even become entirely self-powered.



COMING TOGETHER, VIRTUALLY

AI, AR and the metaverse mean we will be able to work out in a group wherever and whenever we want, without the need for unwieldy eye equipment.



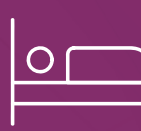
A SPACE TO CONNECT

Leaving your home and going to your club will no longer be primarily skewed towards physical activity but a place to connect, to seek rest and to nurture your mental wellbeing.



REST, WORK AND PLAY

The idea of health being hard work is set to die by the 2060s – no longer an obligation or a challenge, the focus will be on escapism and fun and the benefits of rest.



SLEEP ON SITE

24/7 access to sleep pods create each individual member's perfect sleep environment in line with their working week.



GYM FLOOR AND MORE

Beyond a gym floor, studio spaces, spa and pools providing the equipment we need, a whole ecosystem can be created using vitamin D lighting and AR technology that allows us to have a full adventure every time we visit.



DEEPER UNDERGROUND

With space at a premium, subterranean biodomes will exist below the health club, designed with perfect environmental conditions to mimic all the health benefits of fresh air and sunshine.

TODAY'S CONTEXT

The Covid-19 pandemic will have a lasting and profound impact on business, society and our way of life, and has created a whole new culture of wellness and understanding what our minds and bodies need.

The pandemic thrust the value of wellness squarely into the spotlight – concern for our physical and mental health, our attitudes to proactive and preventative care and our understanding of our responsibilities towards others.

The restrictions brought about significant changes in the way people lived their lives and required businesses to cast aside expected 'norms' and quickly adjust to the new rules of engagement. Beyond this, we are seeing the continued impact of new consumer behaviour, expectations, and priorities, which continue to ripple across all areas of life – from how we balance our jobs, families and social lives, to the importance we place on our own physical and mental wellbeing.

The trends we're seeing today are a strong indicator of how this future may look.
The Wellness Council's research reveals key insights throughout this report.

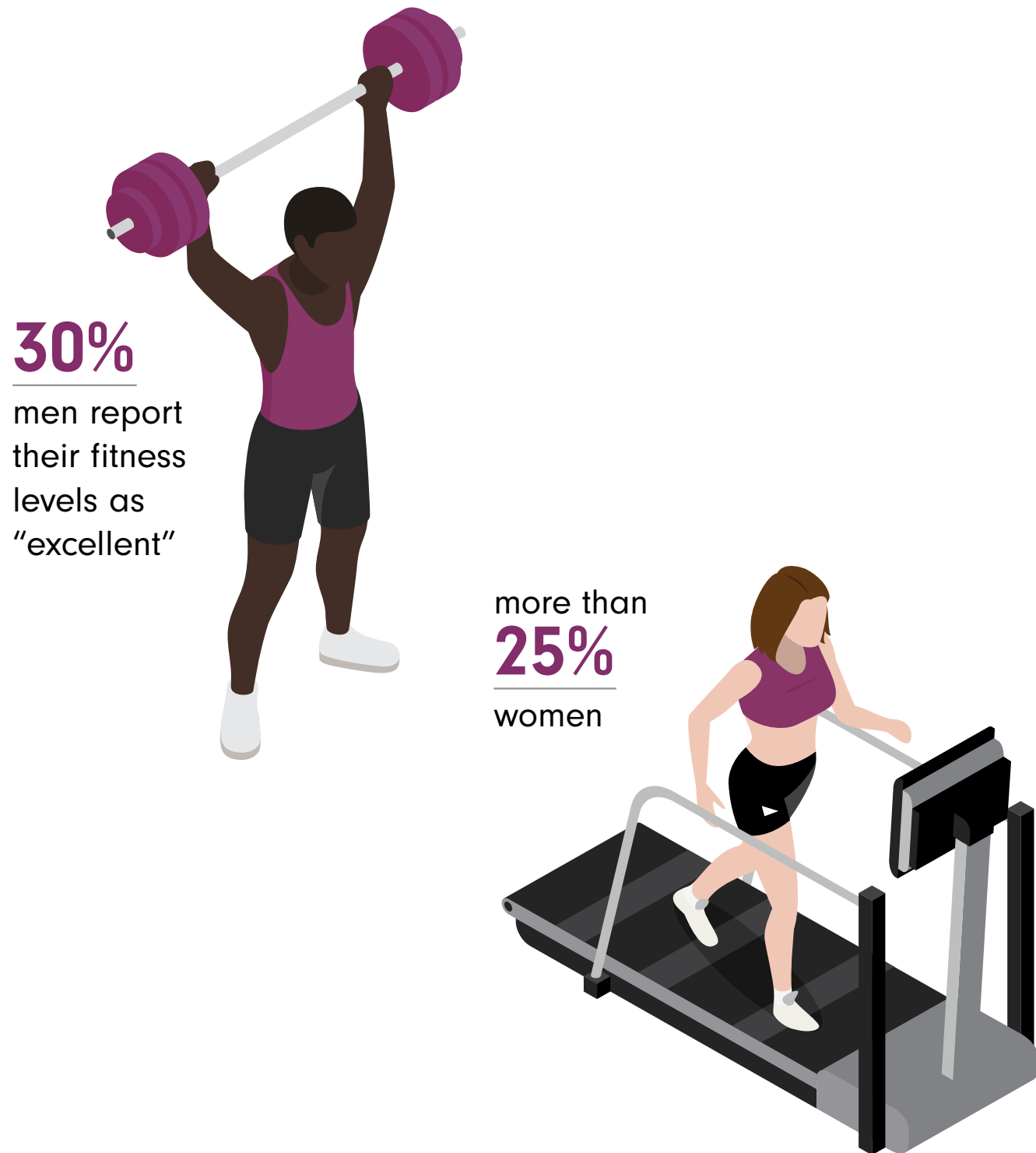


CHAPTER ONE: TODAY'S CONTEXT

PHYSICAL FITNESS

Gym and health club memberships continue to increase with our research revealing that 18% of the population is currently a member of a health or fitness club, up from 12% in 2014* – with 70% of the population exercising at least once a week and 58% agreeing that having an active lifestyle is important.

Across the nation we see differences between men and women, with men (30%) significantly more likely to report their fitness levels as “excellent” than women (25%). There is also a significant discrepancy between socio-economic groups, with 31% of ABC1 respondents describing their fitness as “excellent” vs 24% of C2DE.

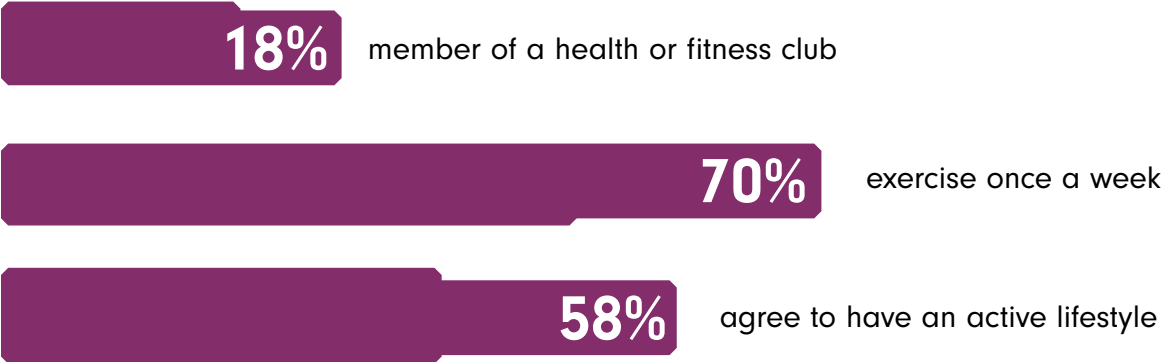


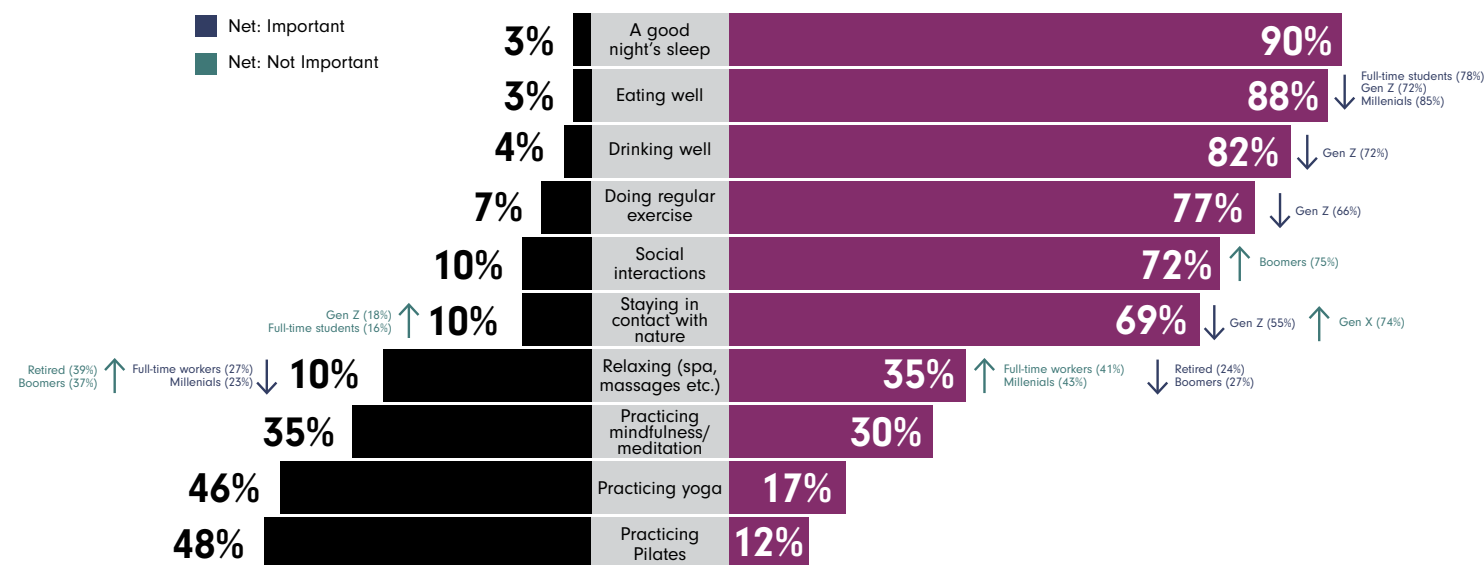
HOLISTIC PRIORITIES

With the pandemic shining a spotlight on the need to nurture and preserve our mental health, life today comes with a greater understanding of wellness in line with fitness – beyond simply the physical. 70% of the population reports that they recognise that exercise is good for their mental health – generating a significantly larger amount of responses than those agreeing that they worry about their fitness.

This attitude is directly translating to the nation’s motivation – our own data shows that 70% of new members who joined David Lloyd Clubs in 2021 cited a desire to improve their overall wellbeing and health as their primary driver. This need for wellbeing was the highest driver to join, eclipsing ‘keep physically fit’ for the first time ever showing a significant shift in the value perception of the broader fitness and wellness a health club can provide.

The nation understands that exercise alone is not a marker for health; a good night’s sleep (90%), eating well (88%) and drinking well (82%) were all listed as more important than regular exercise (77%) for having an impact on overall wellness. Beyond these more traditional markers there is also a significant acknowledgement of the role of social interactions (72%) and staying in contact with nature (69%) play within overall wellbeing.





GEN Z IS ALREADY FORMING THE FUTURE

Gen Z (those born between 1997 and 2010) account for around 15% of the total UK population and will be 53 years plus in 40 years' time. But far beyond the size of the group is its influence as these young people begin to shape the future they want to see.

To truly understand Gen Z and their likely future needs and expectations, we first need to understand the context they are growing up in. Chloe Combi explains:

Young people today are growing up in a time of such uncertainty and anxiety – being hyper aware of macro issues such as racial injustice and climate change whilst also managing their own personal challenges across gender identity and bullying set against a backdrop of social media the likes of which the world has never seen before.

There seems to be a wider perception that every single young person is an activist, and whilst as a collective they do care about these big societal issues they're faced with, they're also maxed out on being preached to and, more than any generation of young people before, need the opportunity to have fun and forget about all the stress around them.

With the National Curriculum in the UK now mandating Physical Health and Mental Wellbeing education, our youngest generations are growing up with an increased awareness of the importance of taking care of their mind and body from the outset. Government guidelines state that secondary school aged children should:

...Know that there is a relationship between good physical health and good mental wellbeing...[including] the positive associations between physical activity and promotion of mental wellbeing, including as an approach to combat stress

Fuelled also by the boom in wellness influencers on social media, this increased awareness of health and wellbeing means the future of fitness is likely already being influenced by the attitudes and experiences of Gen Z today. Whilst their tastes and attitudes will change as they age, their relationship with wellness is being shaped now and so should be considered within the wider picture as we look to 2063.

SEEKING WELLNESS IN 2063

Wellness in 2023 has become an obligation, with the pressure to live your best life adding to an already stressful environment. To meet the changing consumers' needs, the health club of the future will be a place of escapism; a safe haven carefully designed to give each member the most fun, and a stress-free way to find whatever wellness means to them.



CHAPTER TWO: SEEKING WELLNESS IN 2063

The word 'wellness' has become a catch-all phrase for physical and mental health, but as wellness, wellbeing and self-care became huge social media trends they began to lose meaning and shift from a positive to a pressure.

YOUNGER GENERATIONS POINT TO A FUTURE OF HEALTHY HEDONISM

Especially for Gen Z, who are already struggling under additional layers of anxiety that did not exist for young people before them, wellness becomes another external goal set for them which adds more 'shoulds' to their ever-increasing list of anxieties.

Chloe Combi believes this will ultimately inform change in our relationship with wellness:

"Wellness shouldn't be another task for young people, or another 'self-care' obligation for them to feel they're failing at – it should be all about having fun and forgetting their troubles. This generation is certainly more aware of the need to build health and wellness into your everyday life, but their patience is wearing thin in regard to being seen as super healthy or incredibly planet conscious – their own personal identity is vital and doing the very best for them.

"Whether it's a yoga session, a swim, gym class or working out with friends – exercise is all about taking time out from (or at least turning the volume down on) the world, and seeking refuge in a place where the only person they're competing with is a better, healthier, happier version of themselves."

Steph Holland, Creative Director at David Lloyd Clubs, agrees that wellness will shift from an obligation to a pleasure and coins the concept of "healthy hedonism" in the clubs' vision of the future:

"The health club of the future will need to be primarily skewed to entertainment, it's the only way to compete with everything else our members will be offered on a daily basis. The concept of wellness can cover such big topics spanning health, prevention, rehabilitation, even tackling specific conditions...this isn't a bad thing but especially for today's younger generation who are already worried enough, we could well scare many away.

"In the future we need to shift to a space of excellent experiences – we talk a lot about how we can bring in more music, gamification and healthy habit forming techniques that combine fun with fitness. The pain is gain mentality is dying and health and fitness providers that don't diversify are likely to die with it."

CONNECTING TO NATURE

According to experts at David Lloyd Clubs, memberships of the future will include the ability to take a 40 minute hike in the mountains with all the benefits of fresh air and sunshine – without leaving the club. Hosted in subterranean biodomes, these wellness spaces will be designed with perfect environmental conditions to mimic all the health benefits of fresh air and sunshine.

Since the pandemic, we have found a new love for being outside in nature. Exposure to the natural world provides a range of health and wellness benefits, including improved mood, productivity, increased cognitive function and enhanced creative thinking.

The popularity of outdoor fitness (or Biophilia exercise as it is known), has risen dramatically in the last three years. Our research showed that 69% of the population told us that staying in contact with nature is an important part of their overall wellness.

Michelle Dand from David Lloyd Clubs believes the shift in focus from physical fitness to a kind, more holistic approach to fitness could fundamentally shift the way we build our clubs:

"One day my prediction is that we will create a full indoor-outdoor hybrid world. Whether that relies on more land being dedicated

to health clubs or technological advances in creating these spaces I do believe in the future, a trip to the gym will be able to include a mountain hike, a mental health consultation, an instant hormonal level check, a PT session and meditation all under one roof."

A key barrier to many getting their wellness fix outdoors is the lack of space in the UK, especially for city-dwellers. But with land at a premium, Samsung believes the future is underground – referencing the growing trend for basement extensions in London as evidence that we will move to building 'earth scrapers' – whole buildings and cities making the most of vast expanses of space below our cities. This type of development aligns with Michelle's vision for giving members the type of experiences they seek:

"The ability to build a full outdoor experience underground, with lighting emulating real sunlight and providing Vitamin D year round and allow our members to fulfill their need for adventure and exploration from their own local health club is a really exciting one, and one that could immeasurably change our approach to both physical and mental health."

With this in mind, the concept of health and fitness shifts from a goal we pursue, to a state of wellness derived from whatever we find pleasurable. Clubs will adapt using new technologies, and whole new spaces, to build fun and engaging worlds that effortlessly nurture our happiest and healthiest selves, rather than constantly seeking correction and perfection.



HEALTHY PEOPLE, HEALTHY PLANET

The health and wellness industry will need to continue making strides to a more sustainable future, and by 2063 even become entirely self-powered. Harnessing the kinetic power of member movements, and changing the fundamental structure of facilities such as how swimming pools are built means the club of the future will contribute to the health of the planet as well as its members.



CHAPTER THREE: HEALTHY PEOPLE, HEALTHY PLANET

Chloe Combi reminds us that Gen Z is hyper aware of the macro issues facing our planet, and climate change is a key issue on their radar. By 2063 this generation will be our decision makers and so renewable and sustainable practises will have to be built into everything we do.

TAKING SUSTAINABILITY SERIOUSLY

Lee Manley, Head of Sustainability at David Lloyd Clubs, believes the industry will fundamentally change in response to the needs of the planet:

“Concerns about the planet are fundamental to our world today, far beyond just something people feel they ‘should’ care about, it’s the new normal. As an industry we have to take sustainability and social responsibility seriously and act now, to set us up for the future, and it needs to be genuine change not just lip service.”

TACKLING INDUSTRY-SPECIFIC CHALLENGES

Key challenges to sustainability in the health club space centre around energy and water consumption – how to balance heating a swimming pool and cool a gym whilst reducing consumption remains an issue that technologies of the future will need to resolve. Lee believes there is massive potential in the future to do things differently:

“We are targeting net zero by 2030, and that is a great start, but once we hit net zero what comes next? My dream is to make all of our clubs completely self-sustaining. By 2063 true investment in sustainability means it’s no longer necessary to import energy from the grid. Excess energy will be stored until required, or shared locally, on a peer to peer basis. Water waste will no longer be tolerated. Water will be treated, cleaned, and reused onsite. Kinetic energy would also be used to generate some energy onsite, this technology already exists today.”

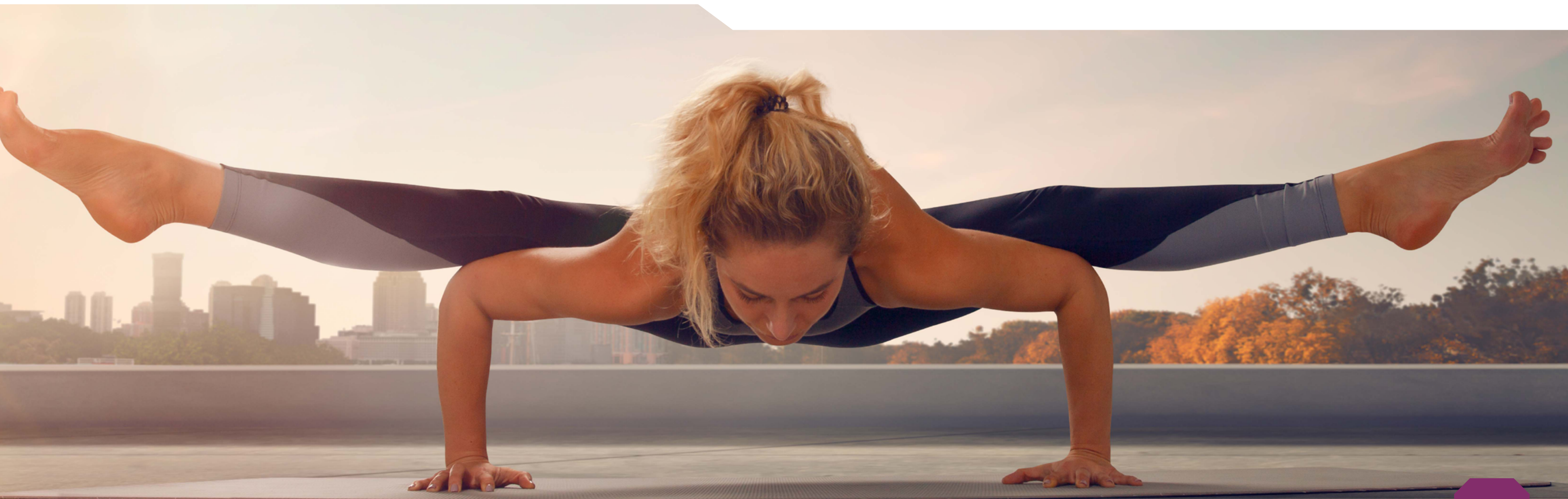
COMING TOGETHER TO EFFECT CHANGE

Lee believes the key to sustainability success comes from collaboration and knowledge sharing, including collaboration within communities to eliminate waste.

“Open sourcing knowledge will be a key part of how we tackle sustainability to make these visions a reality, with all sorts of companies from different industries coming together to pool what they know and ensure everyone levels up and takes sustainability further.”

“Our future clubs will be fully integrated into their local communities. This means they will achieve maximum efficiency standards through further advances in technology, and designed to capture and harness renewable energy sources. Local activity and broader supply chain collaboration will focus on circularity and reuse to avoid waste. Biodiversity and other climate positive projects are recognised as integral to the success of local community integration.

Products and/or technologies which absorb greenhouse gas emissions and have a net positive impact on the environment will be further advanced – the technology around sustainability is accelerating at an incredible rate, and it is our responsibility to take action now to minimise our impact on the world around us.”



YOUR CLUB, FOR EXACTLY YOU

Hyper-personalisation will become standard from the moment a member swipes through the gate of their health club, creating the optimum wellness programme for each individual, based on their physiological and psychological needs at that given moment in time. Tracking implants and DNA assessment will connect with our fitness plans, work and social schedule, food shop and medical history to make constant miniscule adjustments throughout the day to maintain optimum health at all times.



It is clear from the Wellness Council's research that personalisation will be the driving force for wellbeing in the next 40 years. 53% of Gen Z believes that technology will allow for a much greater level of personalisation of fitness/wellness programmes in the future.

BESPOKE AS STANDARD

Chloe Combi firmly believes a bespoke individual experience will be not only sought out but expected by 2063.

"Gen Z is driven by being yourself and owning your own journey, so the potential for programmes to be uniquely tailored to them completely is a very exciting one.

"Going far beyond the apps of today, we would expect to see programmes allowing users to tailor every aspect of their wellness journey across both physical and mental health – with recommendations and plans changing daily based on their own activities, mood and results to date.

"Anything that makes life easier and more personalised is key – whether that's syncing your supermarket shop with your nutritional needs or taking into account your budget based on unexpected spending, the future will be the exact opposite of one size fits all."

BUT HOW COULD THIS DESIRE FOR PERSONALISATION LOOK IN 2063?

World renowned futurist, influencer and thought leader in business Bernard Marr explains the technologies we can expect to see making this a reality:

"AI is a trend that has been emerging for a decade and its usefulness is becoming ever more powerful. Today, we have access to more data than we have ever had – whether it's what we're eating, how much we're exercising, or how we are sleeping. With all of this data, predictability in terms of AI gets even better."

"Where this has potential to really explode over the next forty years is when that lifestyle data and workout data is combined with DNA data. DNA analysis is becoming more affordable – and a potential game-changer is being able to customise our nutrition and exercise data with our unique DNA. All the building blocks are in place, we just need to bring them together."

"There are already organisations that analyse DNA and provide people with feedback on nutrition on exercise levels. Partnerships with health and fitness clubs that develop this technology further are to me, a natural next step. The capabilities will eventually be in place to give feedback on what they should eat and what sort of exercise they should do based on DNA analysis, and introduce AI personalised programmes to maximise this in a health club environment."

360 INTEGRATION FROM DAY ONE

Michelle Dand believes this will lead to complete integration from the very first moment a member joins a health club, ultimately allowing them to prepare their bodies and minds for their future schedule, without them even being conscious of it.

"We will get to a point where someone joins a club and their health history and data is immediately uploaded and used to inform a holistic and personalised plan. This plan will take into account every aspect of their lifestyle, from the health data their body shows us right through to favourite foods, how much time they have in a day and when energy levels peak. Even which friends they meet with whom they are more likely to indulge in a few drinks and a takeaway! This can lead to a plan so tailored it syncs with their fridge, car and calendar."

"Workouts vary based on food intake, how sedentary they've been and how tired they're likely to be if they got home late, had a lot of big work meetings or a period of bad sleep.

"The beauty of this isn't just that your plan can adapt to your experiences during the week, and your body's needs, but that it will happen in advance and without you even knowing. This is crucial as we move away from the 'pain is gain' mentality as it will remove guilt associated with 'bad' behaviours or going off plan, and allow us to treat ourselves and rest when our body really needs it."

THE PERSONAL DATA CHALLENGE

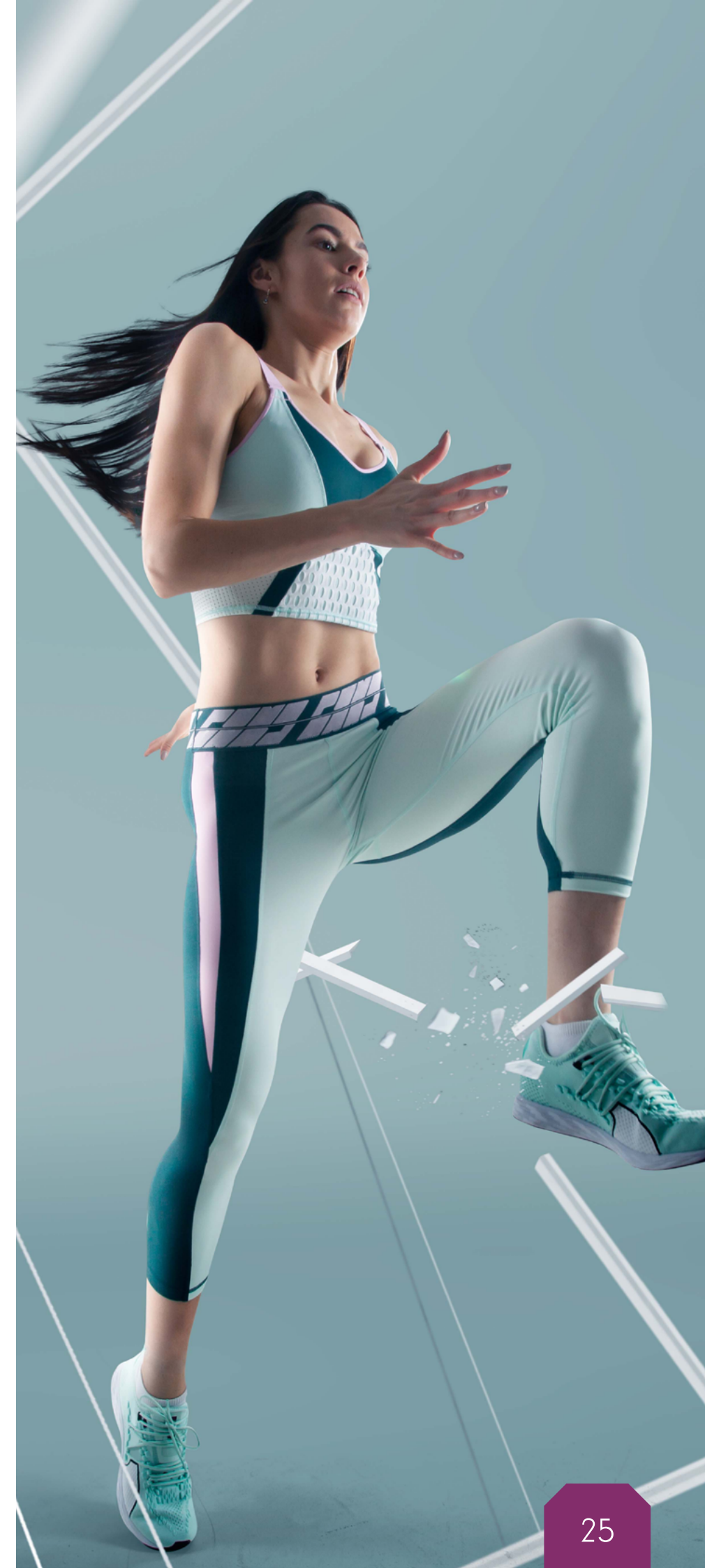
A key challenge discovered in our research is that whilst people are looking for greater depth of personalisation, there are concerns around what this means for privacy. Only 23% of the population said they would currently be willing to share their medical data in order to receive a more personalised programmes, but both Bernard Marr and Michelle Dand believe the answer lies in biometrics for unbreakable security, Michelle explains in more detail:

"Nothing but your own physical makeup will unlock your data - the first time someone visits a club they will pass through a full body scanner which will serve as their unique and irreplicable identification to share their entire health history. I believe that by 2063 AI technology will be advanced enough to analyse this data and generate a plan based on this unique information within seconds."

Bernard Marr can also see a future where this knowledge of our own needs translates into an entirely bespoke fitness experience from diagnosis to solution:

"Imagine a smart yoga mat that can use your own health data to determine which areas require work, recommends the best poses, uses AI to measure how well you are balanced and then you use your phone to check that you are in the correct position. And then, an AI yoga coach, holding the perfect position, is superimposed, so you can see this in augmented reality."

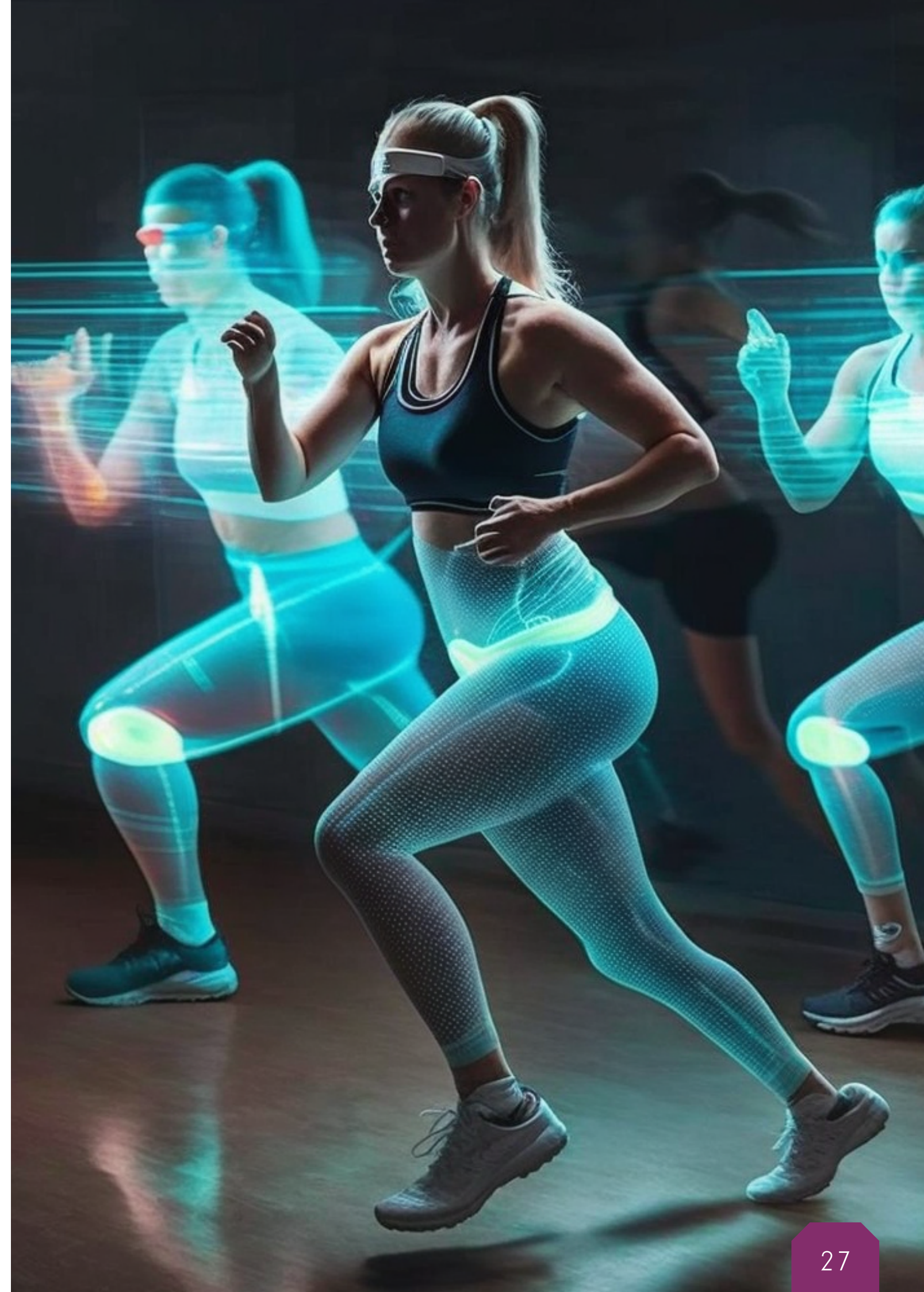
This, fundamentally, will be the heart of the health club of 2063 – an experience that is different for every single member, able to adapt within milliseconds to provide exactly what your mind and body needs in that moment for the ultimate wellness experience.



COMMUNITY ACROSS BORDERS

AI, AR and the metaverse mean we will be able to work out in a group wherever and whenever we want. A class with friends from around the world, taking place at the top of a mountain all from your living room without the need to wear clunky VR headgear will become the norm, and a part of your standard club membership.

However, as recent lockdowns have shown, this virtual brave new world will not diminish the need for physical human interaction. The pandemic has starkly shown us the value of social interaction and community, and its impact on our mental wellbeing. In the future a visit to your health club will no longer be primarily skewed towards physical activity but a place to connect, to seek rest and to nurture your mental wellbeing through community and connection with everyone from other members to expert therapists all designed to nurture body and soul.



AR OPENS DOORS

Bernard Marr believes technology will advance to a stage where it can help us to connect with other people and build communities and friendships through Augmented Reality:

“Fitness can go to a completely new level where you can do group exercises with your friends ‘next to you’ in your front room. Or if you want, you can be in a forest or on a beach. As technologies become more accessible this opens up the potential for friendships and community with anyone in the world even if you haven’t met face to face. Imagine looking around your own living room and seeing an exercise class made up of your closest friends, all of whom are physically on other continents, but digitally appear and interact with you as holograms or avatars in your own home.

“There’s no reason for this to be limited to taking part in classes, but the social side of the health club environment as well – with the setting we see changing around us from a studio to a coffee shop all through AR. The implications of this for in particular those who cannot leave their homes, and those suffering from loneliness, are huge; opening up a world of opportunities for better physical and mental health through their health club’s apps and virtual memberships.”

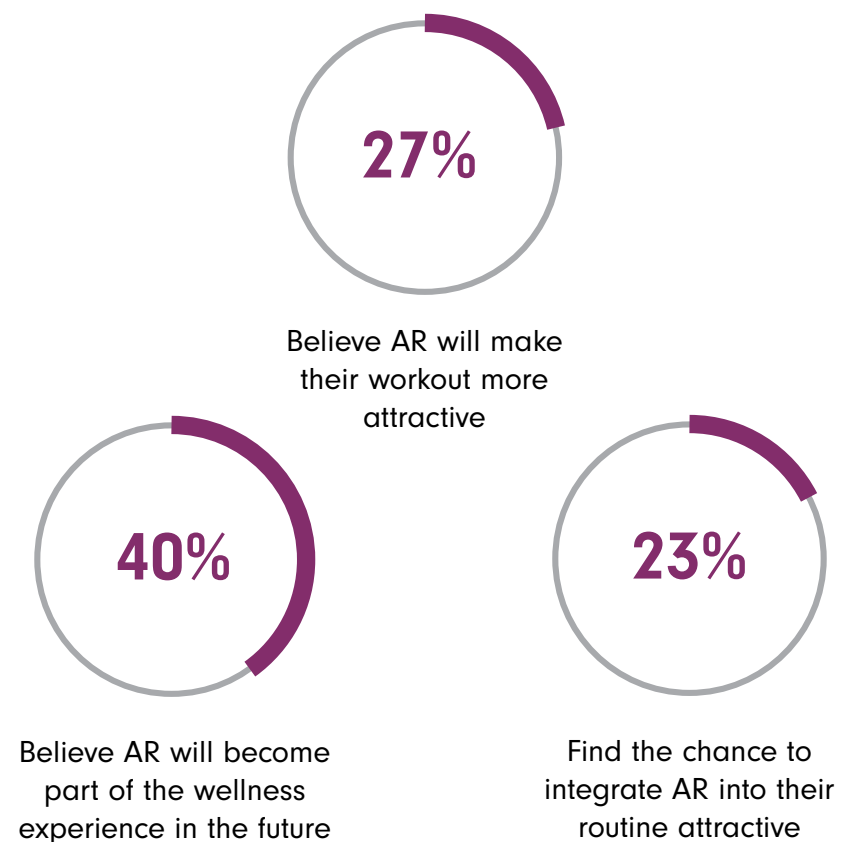
There is much speculation about the role of the metaverse in the future of fitness and wellbeing, and this could be the difference between isolation through working out at home vs building a community. With Avatars moving throughout spaces there will be opportunities to simply stop and chat as one would in real life, rather than the current limitations of logging on and logging off without speaking to anyone directly and that’s the real shift required to maintain both convenience and community in a hybrid world.”

TRUE DEVICE INTEGRATION

Whilst 40% of those we spoke to believe AR will become part of the wellness experience in the future, appeal is limited with only 23% finding the chance to integrate it into their routine attractive, and only 27% believing it will make their workout more effective. Bernard Marr believes this reluctance is in part related to the technology as we understand it today:

“There are challenges. Many virtual reality headsets, for instance, are still too ‘chunky’ but I have tried some new virtual reality prototypes that are more akin to sunglasses that are easier to wear and less obtrusive. The Apples and Samsungs of this world are working on this technology and chunky headsets will become a thing of the past.

“Immersiveness, which has gradually evolved from augmented reality to virtual reality to mixed reality, could evolve into a world where you have contact lenses or even brain-computer interfaces to boost the fitness experience. If we can skip glasses and send signals straight to our brains, it will transform not only fitness but how we interact with each other and expand our support network.”



BRICKS AND MORTAR FOR PERSONAL CONNECTION

Whilst it is clear that advances in technology will mean it is possible to have a full fitness regime in a digital community at home, Michelle Dand predicts there will always be a demand for bricks and mortar in the health club space:

“On a practical level, there will always be things you can’t do at home. No technology will ever mean everyone can have a swimming pool at home for example, but actually the need for a physical space goes way beyond equipment.

“Gen Z in particular are so heavily immersed in technology already, we will start to see this circle back round with time specifically carved out for physical interaction and switching off. Immersive technology and virtual engagement will become part of our every day, but we will become more intentional about seeking out human interactions and having a space to form a close-knit community.

“We already see people are turning to ancient rituals such as sound therapy as human nature always leads us to look to our ancestors, so by 2063 we will see people seeking their ancient human need for companionship and physical engagement that we will realise technology cannot truly replace.

“That’s where a health club membership will build a full wellness offering – facilitating the convenience and variety of virtual workout alongside providing a space to be a part of a physical community, seeking respite from constant connectivity and wellness through interaction and support.”

So what does all of this mean for the health club of the future? Whilst members will still join and have access to a physical space, their membership will include access to a wealth of virtual opportunities to come together with others across the world through AR and VR. This opportunity to exercise from home means the physical health club space will become one of community and expertise – driving invaluable respite from connectivity and ensuring a fully holistic experience beyond just fitness.

CAN WE BEAT AGEING FOREVER?

The entire wellness experience will be based on personalisation, sensors and trackers inbuilt into our lives, meaning that from the moment a member joins a health club their programme will be completely personalised and automated to their needs. The ability to use this data to make constant corrections to everything from vitamin levels to the way our brain interprets signals means the health club could become a central hub to eliminate all of the physical and mental signs of ageing as we know them today.

Census data shows that Brits are living longer, and over 65s are becoming a bigger proportion of the population. Not only this, but with today's younger generations less likely to smoke or drink than those before them, chances are the over 65s of 2063 will be naturally more healthy and more active.

Beyond lifestyle choices, however, there is an argument that medicine and technology could actually be so far evolved by 2063 that we can beat the concept of ageing altogether. This is a view supported by futurist Ray Hammond who claimed in 2017 that children born in 2040 will have potential for a more or less indefinite lifespan.

THE HEALTH CLUB AND LIMITLESS LONGEVITY

Michelle Dand believes not only will the membership profile of your average health club be older, but it will also be more able-bodied than ever before:

"The rate at which technology is developing in the fields of robotics and human augmentation, many of the natural stages of ageing that can hold us back are likely to be eliminated in the next 40 years. From robotics technology in our limbs counteracting the effects of arthritis, to implants improving cognitive ability and directly tapping into our nervous systems, the likelihood is by the 2060s we won't just be living longer, but we'll be in better health than ever before."

For Bernard Marr, the applications of technology are almost limitless when it comes to beating age:

"Everything will become smarter – the line where humans stop, and technology starts will become increasingly blurred.

"Take some of the common downfalls of ageing, such as losing sight or hearing. Our eyes and ears are just external sensors that send signals to our brains, so it stands to reason we can replace and refine these sensors to control the signals ourselves.



CAN DATA DEFY AGE?

Michelle believes the data held by health clubs will be the first step in this anti-ageing journey:

"We already have hearing aids and glasses, but if we move to implants which constantly monitor tiny changes in the way our receptors feed information to the brain we can correct them immediately to maintain optimum equilibrium. Ultimately this could mean we never notice the signs of ageing because the technology that our body houses as standard maintains peak performance levels indefinitely.

"With a 360 role in our physical and mental wellness, the health club will hold all of the data that's key to a long and healthy life. With advanced, likely microchip, trackers data will be shared between healthcare professionals and clubs to flag up any changes, with the role of the health club being to adapt plans and services to suit any changes in the body and the role of the healthcare provider being to monitor for the need for medical intervention. This will lead to earlier diagnosis and a better understanding of our own bodies and overall health.

"Hormonal and gene therapy will become as much a part of a visit to the health club as a sauna is today. At the moment we have a broad expectation of what we will encounter at certain ages. The menopause is a really good example of how we are beginning to understand the need to support women as they age. As the technology to keep regular track on hormonal changes advances, we will be able to treat each symptom as it arises and prevent many others, meaning that sudden changes in our hormones could be a thing of the past."

HEALTH AND WELLBEING INSIDE AND OUT

And, as the health club becomes more of a holistic hub for our needs, naturally our beauty routines will also be built in to this approach:

"We already know we need to be approaching skincare from the inside out, and the health club can play a huge role in this. Monitoring for vitamin deficiencies and automatically making adjustments to nutrition or supplement requirements can have a huge impact on our appearance, skin, hair and even our sleep patterns and mood.

"Imagine if a network of sensors connected to your club discovered that you were lacking in vitamin C and simply added the correct dose to your daily smoothie without you ever knowing, and added the relevant products to your shopping list and at-home meal planner. Glowing skin and a healthy immune system becomes completely effortless as the connected club prevents issues long before your body would notice naturally."

All of this combined means not only will we have the technology to keep ourselves physically more mobile, but by remaining in a constant state of monitoring by 2063 the world could be unaware of the concept of their own ageing.

REVOLUTIONARY REST

With rest and wellbeing clearly taking priority over the next 40 years, the health club of the future could well shift from a goals-based activity hub to a space that gives equal priority to fitness and rest. With data being continuously tracked in-club, sleep pods, wellness offerings and a truly flexible schedule means our learnings can be used to blend the home and club experience to maximise sleep, rest and results.



The 2020s have put a natural spotlight on our work-life balance and routines, and this shows no sign of going back to pre-pandemic norms. The Future of Wellness research data shows that an increasingly flexible lifestyle has a significant impact on our exercise habits, with 66% of part time workers saying they exercise at least 2-3 times a week compared to 59% of full time workers, reflected in the fact that full time workers are more likely to describe themselves as unfit than their part-time counterparts.

45% vs 36%
Full time workers vs Part time workers

more likely to use technology to aid in their fitness goals

A ROUTINE THAT WORKS FOR YOU

It stands to reason that more free time means more time to exercise, and it's clear from the data that full time workers are making every effort to fit fitness in to their schedules as they are significantly more likely (45% v 36%) to use technology to aid in their fitness goals.

Realistically, however, the future is less likely to be about fitting fitness into our schedules, and more about creating schedules that allow for everything we want to achieve. Gen Z will be the driving force for change in the next 40 years, and we are already seeing the impact of their attitude to rest, as Chloe Combi explains:

"Gen Z has been raised in a world shaped by older millennials, so they have grown up with a focus on mental wellness and an understanding of the importance of taking time for yourself. This means they expect flexibility, and will prioritise mental health and rest over a lifestyle driven by achievement that leads to burnout."

HYBRID HOME AND HEALTH CLUB

These attitudes are already beginning to come through, with a four-day working week being trialled in the UK and many workers adopting a hybrid home/office mix post-pandemic. As this continues to develop over the next 40 years, Michelle Dand is confident this will open up opportunities for more people to experience the benefits of a health club environment:

"It's safe to say the concept of a 9-5 Monday to Friday working week will be obsolete by 2063, and

this will fundamentally change the way we run a health club. A digital hybrid model will be crucial to allow members access to classes and PTs 24-7, so that people can plan their lives to prioritise health and wellness equally with their working life, rather than trying to fit around a fixed schedule. This may not be dictated simply by our set working hours, but by when our personal DNA makeup shows we are most active and most likely to see results from our workouts, meaning the days of timetables and fixed times for classes will likely become a thing of the past as we tailor to each members' experiences."

As rest becomes a fundamental part of our routine, Michelle Dand believes the health club will also take a more prominent role in ensuring that rest is good quality, and a clear distinction from our working lives:

"Gen Z today has already grown up with technology and a digital hybrid world, so as they get older focus will shift to actively finding ways to switch off. This will change what our health clubs look like, as we use more technology like AR and VR to fit in workouts at home I anticipate more physical spaces in clubs for coming together, resting and decompressing, maybe even these spaces taking up more floor space than actual fitness equipment."

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UNDERSTANDING HOLISTIC NEEDS

Sleep expert Kathryn Pinkham also believes the health club of the future will go far beyond fitness and extend into our home lives as well as we seek an entirely holistic approach to wellbeing.

The connection between health and sleep are well known, but our research shows not enough of us are achieving the right balance with only 51% of respondents saying they often feel like they have got enough sleep.

“Sleep is a really important pillar of our health and wellbeing, and we are starting to see a greater understanding of both its role in our health and the right way to treat issues. Insomnia can be caused by many things, including a change of routine or underlying stress, anxiety and even depression so it’s important to address it as part of your wider physical and mental health.

“In the future I do see evidence-based treatments such as Cognitive Behaviour Therapy for insomnia becoming more mainstream and much more easily accessed. I see the health club of the future being the perfect environment to offer that 360 approach to sleep, with trained CBT therapists available as a standard part of your path to wellbeing.

“I work with people who are completely fit and healthy, have a very healthy diet, work out every day and work on their relaxation but they still have trouble with sleep. This can be extremely frustrating because essentially they are doing everything “right” so it stands to reason their health club is the perfect environment to bring in that extra piece of learning to support sleep; somewhere you can exercise, relax and have access to mental health professionals.”

OPTIMISING OUR ENVIRONMENT

Bernard Marr believes technology can be developed that takes the data collected in club to help support an environment that is more conducive to relaxation and calm at home:

“Internet connected devices, sensors, artificial intelligence and even brain-computer interfaces could be the missing links between humans becoming obsessed with their tracked data and useful outcomes. Rather than being able to see and hyper-analyse data ourselves, data collected from our sleep could be directly used to create an optimum calm environment in our bedroom.

“If your sleep patterns show you sleep better in a cooler room, or have an optimum noise level at different stages of your sleep cycle, that data could be shared directly and conditions adapted accordingly in a seamless manner.

“Whilst technology cannot replace evidence-based medical treatment, it will develop in ways that provide the optimum environment for success, taking us beyond today’s feeling of being constantly connected and into a space where we no longer notice.”

A SPACE FOR SLEEP

With prediction that the world’s population will have exceeded 10 billion people by 2063, space will be at a huge premium. Samsung’s Future Living Report suggests super sky scrapers will dominate cities, with thousands and thousands of people sharing one living space which, whilst practical in dealing with our physical needs may not be the best for our mental wellness and need for rest. Michelle Dand believes the health club is likely to be the solution:

“We know we will be able to create the optimum environment for sleep, and in a 24/7 world filled with people, this environment may not be achievable at home. As the technology to create your own individual sleep sanctuary develops, we can build personalised sleep pods that see people coming to sleep at their health club several times a week as a way of recharging and meeting their bodies’ needs, thus also reducing the number of people in homes. With in-house sleep specialists and CBT therapists the club becomes a place to ensure the hectic, crowded nature of the rest of our lives doesn’t impact on our health.”

ABOUT DAVID LLOYD LEISURE GROUP

David Lloyd Leisure helps members to live life better with a focus on physical and mental wellbeing and a sense of belonging. We are Europe's largest health and fitness group operating 131 clubs - 102 clubs in the UK and a further 29 clubs across mainland Europe, comprising three brands David Lloyd Clubs, Harbour Clubs and David Lloyd Meridian Spa and Fitness in Germany.

We continually innovate to offer the best products and services for families and individuals in welcoming surroundings including state-of-the-art gyms, heated indoor and outdoor pools, top-class racquet facilities, well-equipped group exercise studios, luxurious spas, kids club facilities and crèches. Our Clubrooms offer a place to spend time with friends and family or enjoy a bite to eat, our clubs also feature large and inviting spaces to work, relax and socialise.

Our 730,000+ members and over 10,000 team members make a positive impact on the communities and environment in which we operate. We have an expert health and fitness team of over 2000 and more than 680 tennis professionals work with us.

For more information please contact davidlloydclubs@mcsaatchi.co.uk