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**End User Impact Report**  
March 2020



*I am more able to walk up and down stairs. I need a knee replacement but the exercise machines have made this less urgent for the time being as my mobility has increased and constant pain decreased.*

**Female user at Margate Feelgood Factory, age 62**

## Introduction

In an effort to understand the impact of power assisted exercise supplied by Shapemaster at leisure sites across the UK, a survey was conducted amongst **307 users** across **8 sites** with a gender split of **45 males** & **262 females**.

We give thanks to the following sites, their staff and members for supporting us in the collection of this data:

» **Shapemaster Suite**

Hatfield Leisure Centre, operated by GLL

» **Toning Suite**

Blackbrook Leisure Centre, operated by Everyone Active

» **Feelgood Factory**

Pelhams Park Leisure Centre, operated by BH Live

» **Feelgood Sencio**

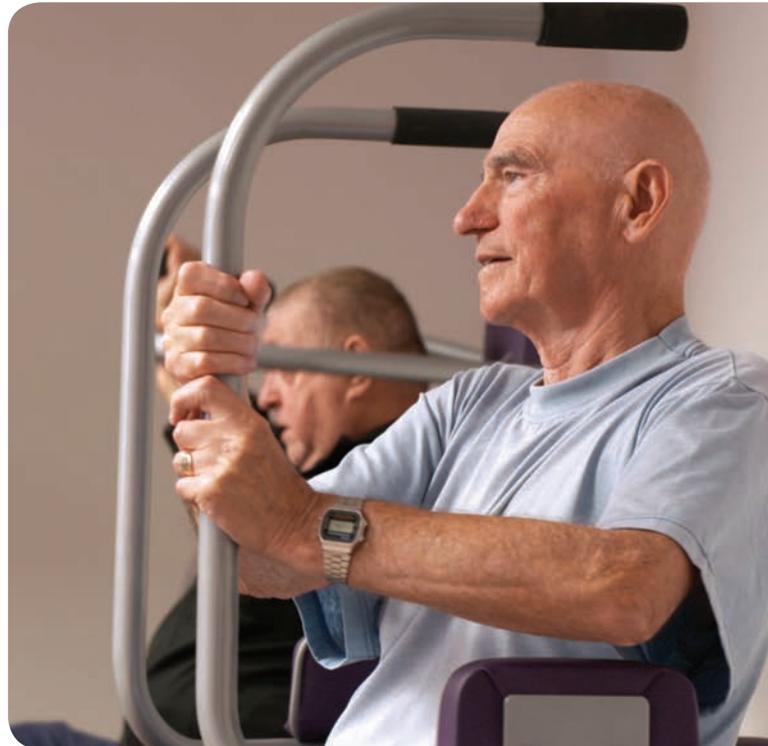
White Oak Leisure Centre, operated by Sencio Community Leisure

» **Health Studio** Sheppey Leisure Complex, operated by Serco Leisure and Swale Community Leisure

» **Feelgood Factory** Ramsgate Leisure Centre, operated by Your Leisure

» **Feelgood Factory** Margate, operated by Your Leisure

» **Toning Suite** Grimsby Leisure Centre, operated by Lincs Inspire



## Collecting the Data

To capture the data, a five page survey was presented to each participant which consisted of a series of questions, some enabling multiple choice answers and others opportunity for the participant to expand on their experience of the exercise facility they attend.

### Area of exploration included:

- » Exercise behaviours of users
- » End user demographic profiles
- » Health & wellbeing impact to users

## Initial Findings

We discovered, based on the completed surveys that the average age of users was **67** and **44%** of participants visited the centre more than **three times** a week.





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*I didn't expect it to be so social. I've made new friends and it's really helped me with my day to day activities. I no longer need to use a stool to reach for things in the cupboard.*

**Female user at Sheppey Leisure Complex, age 72**

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## Headline Results - Health and Wellbeing Impact

**85%** indicated that they had one or more long term health conditions

**47%** say they can now move better

**68%** say that since using the facility they generally feel better

**23%** indicated that their social life had improved

**53%** of users indicated that having a medical condition was their primary reason for visiting the centre

**27%** indicated that they could move parts of their body that they couldn't move before

**30%** felt that their mobility had improved



## Exercise Behaviours of Users

### Primary reason for using centre

Social	45%
Medical	53%
Cosmetic	18%
General Health & Wellbeing	77%

NB: Participants were encouraged to indicate their primary reason for visiting the centre. Many individuals identified more than one reason.

### The centre offers good value for money

Strongly Disagree	0%
Disagree	1%
Agree	61%
Strongly Agree	34%

### How often do you visit the centre?

Once a week	7%
Twice a week	24%
Three times a week	25%
More than three times a week	40%

### Would you recommend the centre to your family and friends?

Strongly Disagree	0%
Disagree	0%
Agree	42%
Strongly Agree	55%

### How long have you been using the equipment at the centre?

Up to 6 months	20%
6-12 months	19%
1 year +	19%
2 years +	40%

*I suffer from C.O.P.D and have found that my breathing has much improved since using the equipment. Other people have also noticed that I am breathing easier.*

**Male user at White Oak Leisure Centre, age 75**

## Medical Conditions - Key Prevalence

Participants were asked to provide information on their health with multiple choice conditions based on the key indicators of the quality outcomes framework.

Condition	Prevalence
Osteoarthritis	33%
Stroke	5%
Rheumatoid Arthritis	11%
Parkinson's Disease	2%
Asthma	13%
MS	1%
COPD	6%
ME/ Fibromyalgia	7%
Coronary Heart Disease inc. High blood pressure	20%
Pain	26%
Diabetes	14%
Cancer	3%
Mental Health - Depression, Stress, Anxiety, Dementia	4%
Gastric Condition	6%
Pre-Surgery	3%
Post-Surgery	8%
Musculoskeletal (e.g. Low back pain, joint replacement)	30%

From the data collected 85% indicated that they were living with one or more long term health condition.



Shapemaster equipment is a great help (early stages) in my recovery from major spinal surgery 2 years ago - the first time I have been able to be active and feel that I am helping myself get stronger.

Female user at Blackbrook Leisure Centre,  
age 75

## Impact on Health and Wellbeing

Since using the equipment at the centre, have there been any changes in your day to day activities?

Noticeable Changes	Number of Participants
No Longer take medication	2%
I can move about the house much more freely	17%
No longer need to use my walking stick	3%
I generally feel better	68%
My fall rate has reduced	5%
I can move better	47%
I can walk much further	20%
My mobility has improved	30%
I can move parts of my body that I couldn't move before	27%
I go outside more	10%
My pain has reduced/ gone	28%
My social life has improved and I no longer feel as lonely	23%

Visiting the centre has had a positive impact on my general health and wellbeing

Strongly Disagree	1%
Disagree	0%
Agree	46%
Strongly Agree	50%

Since coming to the centre I feel fitter and stronger

Strongly Disagree	0%
Disagree	4%
Agree	64%
Strongly Agree	28%

Since coming to the centre I feel more relaxed and less stressed

Strongly Disagree	0%
Disagree	6%
Agree	58%
Strongly Agree	31%

Attending the centre has improved my walking ability

Strongly Disagree	1%
Disagree	11%
Agree	55%
Strongly Agree	19%

## Impact on Health and Wellbeing

Since coming to the centre I've been able to cope better with daily tasks such as getting the shopping and climbing stairs

Strongly Disagree	0%
Disagree	15%
Agree	47%
Strongly Agree	20%

I sometimes feel tired after visiting the centre

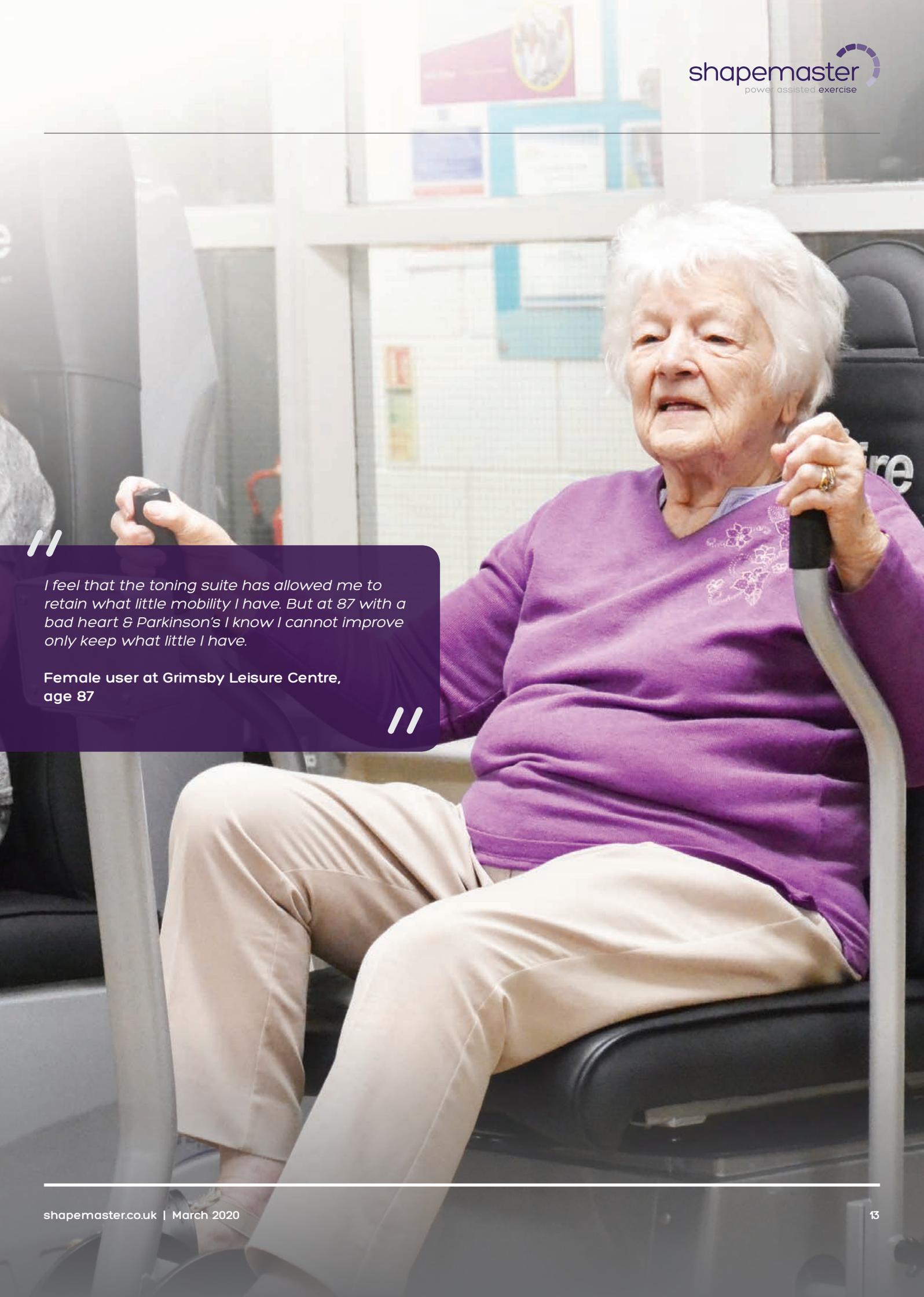
Strongly Disagree	12%
Disagree	48%
Agree	30%
Strongly Agree	4%

Since coming to the centre at least one of my health concerns has reduced

Strongly Disagree	0%
Disagree	12%
Agree	51%
Strongly Agree	17%

I sometimes feel achy after exercising on the machines

Strongly Disagree	14%
Disagree	60%
Agree	17%
Strongly Agree	2%



*I feel that the toning suite has allowed me to retain what little mobility I have. But at 87 with a bad heart & Parkinson's I know I cannot improve only keep what little I have.*

**Female user at Grimsby Leisure Centre, age 87**

## Summary

The data collected provides interesting insight into user groups who access Shapemaster equipment and demonstrates a shift in both age and 'type'.

Historically Shapemaster users were often typified as 'cosmetic', **ladies 40+** who wanted to trim and tone up. Whereas the data collected in this report demonstrates a defined user group of those with long term health conditions, **85%** of participants indicated that they had a medical condition, with an average age of **67**.

According to the 'Kings Fund' long term conditions are more prevalent in older people, **58%** of people over **60**. This is reflective of the data collected in this report. In addition, a recent report published by UK Active suggests that **36%** of the UK population is over **55** and own **70%** of UK wealth. They spent **£20 billion** in 2017, an increase of **£100 billion** from **nine years** earlier. Not engaging this audience leaves a significant market untapped.

This report demonstrates that **40%** of users visit Shapemaster equipped centres **3 or more times** a week. This opens enormous opportunity for leisure sites to tap into secondary spend.

## Impact on Health

The data clearly demonstrates a positive impact on health and wellbeing. Over **60%** of users indicated that they generally feel better since accessing the equipment. Interestingly **30%** felt that their mobility had improved.

The State of Musculoskeletal Health Report 2019 states that MSK accounts for **22%** of the total burden of ill health in the UK and over **8.75 million** people aged **45** and over have sought treatment for osteoarthritis. Of the **30%** of participants that indicated they have MSK related problems **38%** report that their pain had reduced and of the **33%** of those with Osteoarthritis **39%** report a reduction in pain.

More work is needed to understand the economic impact of pain reduction amongst these two prevalent groups.

## Social Impact

**Two fifths** of all older people, about **3.9 million**, say that television is their main company, Age UK, 2014. Researchers from the LSE have estimated that the UK's "epidemic of loneliness" costs **£6,000** per person for a decade of an older person's life in health costs and pressure on local services. However, they also say that for every **£1** spent on preventing loneliness, there's the potential to save **£3**.

This impact report shows that **23%** of participants felt that their social life had improved, it also suggests that **45%** of participants feel that it is primary motivating factor for their visit.

More work is needed to calculate the economic impact that a power assisted exercise facility plays within the reduction of social isolation. However, if we were to assume that **23%** of the **3.9 million** who say television is their main company then **897,000** older adults could potentially benefit not just socially but in terms of both physical and mental health and wellbeing.

This figure alone would create a need for a further **2,990** additional power assisted exercise facilities throughout the UK, based on **300 members** per centre.



*I came for my knee which was very bad and it was difficult to walk. Now my knee is fine and I have made lots of friends, it's like a social club.*

**Female user at Hatfield Leisure Centre,  
age 72**





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