



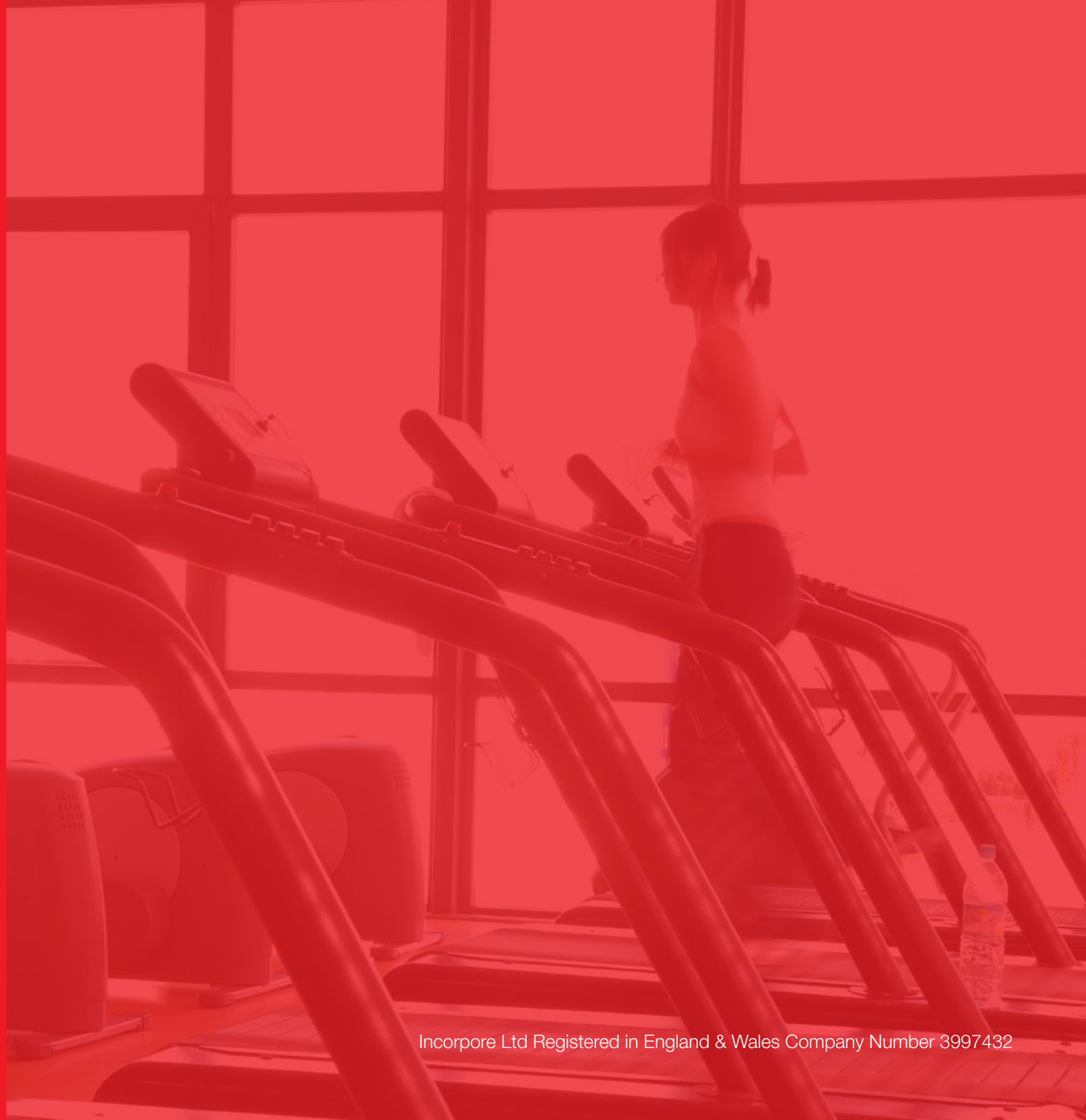
Incorpore



How effective
is your health club scheme?

the health club company





the health club company

Incorpore Ltd Registered in England & Wales Company Number 3997432

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Incorpore

a preventative approach

Employers are recognising that they need to turn their attention to the working environment and lifestyles of their employees if they are to experience any improvement in absenteeism and productivity. This greater focus on prevention has resulted in companies looking for a more holistic approach to their benefits.

Employers are in the perfect position to help employees make healthier choices. When a company gets on board with the concept and ultimately the cost savings of preventive health programming, they have committed to offering their employees the resources to empower them to change their lifestyle behaviors and improve their health.

It's no secret that a main ingredient in any behavior modification programme is an increase in levels of physical activity. Incorpore helps our clients encourage this behaviour by offering the resource of Health Clubs, incentivising individuals to enroll at preferred pricing and empowering these employees to take those first steps to improve their health.

Health Club membership, now more than ever is a valued component to any complete healthcare and reward strategy. It provides a preventative approach to compliment the traditional "curative" solutions. However, as with any benefit the impact on employees is dependant upon the level of uptake. This requires any health club scheme to be accessible, flexible and attractive to the entire population regardless of gender, grade, location, level of disposable income and personal preference.





"11.6% of the UK population are members of a Health Club"

Source The IHRSA 2007 "State of the Health Club Industry" Global Report

"Where possible I would like them [employers] to have programmes that encourage good health at work, one wants them engaged with seeing health as part of the board agenda as a corporate responsibility and aim"

Dame Carol Black

National Director of Health & Work,
Department of Work & Pensions





Health club

provision for everyone

While corporations may offer the luxury of a corporate fitness centre or discounts to a local gym, providing the greater majority of their employees (especially dispersed employees) with equitable access to quality health clubs is both challenging and difficult to maintain.

A Human Resource Executive does not have the time or resources to create relationships with individual health clubs in all the areas needed to satisfy their employees, by geographical location, or by the amenities offered. That is why it makes sense for corporations to draw upon the experience that Incorpore has mastered over the years.

Incorpore and the International Fitness Club Network (IFCN) were formed around the same time that corporations really started believing in the concept of preventive wellness, but were having trouble finding a benefit to offer their dispersed population of employees. How could a company have a tailored, and often high-end on-site full-facility health club that was available to 25% of their employees who actually worked at the corporate headquarters, but not offer an equitable benefit to the 75% of employees who worked off-site, most often in different counties and at times, in different countries, or indeed offer a “token” voluntary health club scheme with a limited number of providers that didn’t cater for the entire population?

What more and more of these companies are continuing to realize is; you can’t. You can’t



we have **1500** clubs offering the lowest corporate rates.

offer inequitable benefits without it causing strife among the population, instigating what is commonly known in the industry as the “Ivory Tower” Syndrome.

The term Ivory Tower Syndrome is applied when there is an obvious dissatisfaction from the dispersed employees who feel as though they do not receive equal treatment from Senior Management, as do their peers who happen to work at the Corporate Headquarters. In other words, the employee is thinking “what about me”?

Incorpore member clubs are contracted to follow the health and safety standards set forth by the Fitness Industry Association (FIA), offer a free one day trial to Incorpore clients as well as their lowest corporate membership rate for the type of membership that the Incorpore member selects. In essence, Incorpore clubs extend what they have already established as their lowest corporate rate.

With over 1,500 participating health clubs across the UK and Ireland, Incorpore is in the unique position to ensure its clients are able to provide an equitable health club benefit to all employees. Our variety, choice and availability of clubs empower individuals to join a club that fulfills their own personal requirements.

The Incorpore programme is available both to existing and new members of health clubs and also to immediate family members.

“We are keen to support our employees maintain a healthy and flexible lifestyle and the Incorpore scheme means we can offer the benefit and choice to employees Nationwide. We are not restricted to a single chain of health clubs or location”

Will Rayden | **DTZ**
DTZ Group Reward Director

“We decided to use Incorpore membership to access corporate gym discounts for our UK based staff as it offers the broadest range of choice to the highest number of employees across numerous UK sites”

Emma Robbins
Human Resources Manager – Intercall Conferencing Services Ltd.





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Business case



The key rationale for employers taking a pro-active stance to employee health improvement relates to perceived company benefits. Our approach is to encourage employers to shift some of their curative spend to more preventative solutions.

A number of studies point out the benefits for companies that provide workplace exercise programmes. A reduction of healthcare and insurance costs is a direct result documented in a number of studies. Others confirm declines in absenteeism, injury rates (including work-related injuries and compensation claims), injury-related absences, and employee turnover, as well as improvements in job performance and productivity. In addition, intangible factors such as employee satisfaction may be important in hiring and retaining qualified employees, particularly in times of high employment.

Initiating and sustaining such programmes is, of course, not without cost, but benefit/cost ratios suggest that these programs make economic sense. In different reviews, benefit/cost ratios for physical activity programs have been reported to range from 0.76 to 3.43 and from 1.15 to 5.52 when these programmes are included in a comprehensive health promotion package.

The programme



Our approach adopts a great degree of flexibility to reflect and adapt to the differing needs of our clients fitting seamlessly into a variety of different reward platforms and across a wide range of communication channels, from Flex and Voluntary schemes to internal programmes and programmes delivered through a 3rd party.

Examples of communication include benefit books, intranet, benefit road shows, direct print, e-mail marketing, health promotion fairs, and payslips and poster campaigns.

The Incorpore programme requires little or no ongoing administration from the client. Once launched all employee communication is dealt with via a 24 hour low cost 0845 helpline, a client branded area within the Incorpore website and our dedicated network team here at Incorpore Headquarters. This infrastructure ensures all enquiries are dealt with and resolved promptly and effectively.

24-hour Customer Support Line
0845 6024 801 Quote Ref: INTERCALL
www.incorpore.co.uk





InterCall

InterCall

InterCall


InterCall

Employees locate their nearest participating health club via our helpline or the incorpore website - www.incorpore.co.uk. Once they have identified a club, employees are directed to contact the membership department at the club of their choice and quote the correct reference.

The club will book the employee in for a guided tour and free one day trial where the employee will be able to view the club and get any questions they may have answered by a member of the health club team. The employee then joins the club in the normal way, the membership contract existing between the employee and the health club.

Our helpline and network team is always on hand to answer any questions or resolve any issues that may arise. Discounted rates are available not only to employees but also to immediate family members and those employees who may currently be existing members of a health club subject to their existing contract conditions.

Gym membership and more



As a Capstone employee, your membership at International Fitness Club Network (IFCN), a network of over 1,100 health clubs in the UK and Eire who are all contracted to provide you with the lowest available corporate membership rates.

To find your nearest participating health club, simply **LOGON** to your nearest participating health club, or call us on **0845 6024 801** and quote reference **08456024801**.

Once you have found a club, simply call the membership department at the club of your choice. The membership team will be able to answer any questions you have regarding the actual rates and discounts available and provide you with any other information on the club you might need.

Incorpore also brings you special rates and discounts with Virgin Equinox, Thomas Cook Holidays and Halfords Cycles and Accessories.

A complimentary guest pass allows you to view each club prior to joining.

To find your nearest participating health club, visit www.incorpore.co.uk and login using ICF as your company password, or call us on **0845 6024 801** and quote reference **08456024801**.

Health Club Membership

Once you have found a club, simply call the club membership department and make sure you quote reference **08456024801**. The membership team will be able to answer any questions you have regarding the actual rates and discounts available and provide you with any other information on the club you might need.


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Call us on **0870 121 0829** to find out more on these special offers.

This scheme has been fully funded by IFCN to ensure all employees receive the lowest available corporate membership rates.



we have
1500
clubs offering the
lowest corporate rates.

la fitness
fitness first
esporta
livingwell
next generation
jib sports
seb coe health clubs
greens health and fitness
kinetika
sam jones
fitness express
energie health clubs
cannons
total fitness
soho gyms
swallow leisure clubs
otium health & fitness
virgin active
spirit health clubs
marriott
harpers
freedom leisure
bodysense

plus hundreds more...

incorpore

get *motivated*

...with discounted membership at over 1,200 participating health clubs there's no excuse not to be!

As a member of Incorpore you are entitled to the lowest available corporate rate for the type of membership you select at any participating Incorpore health club.

To locate your nearest participating health club visit our website and use the reference code given to you by your employer as your member login.

www.incorpore.co.uk

Alternatively call our 24 hour helpline on 0845 802 4 601

jump to it!

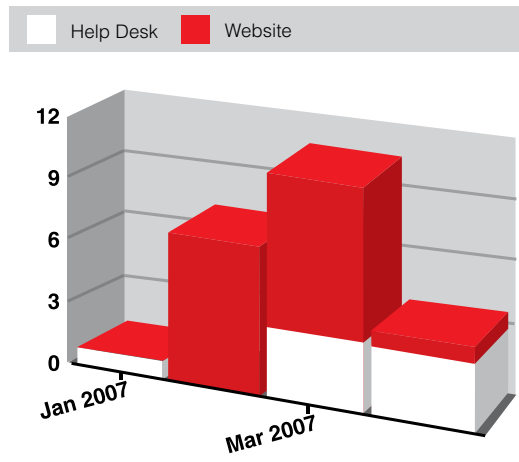
Now with discounted membership at over 1,200 participating health clubs!

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To locate your nearest participating health club visit our website and use the reference code given to you by your employer as your member login.

www.incorpore.co.uk

Alternatively call our 24 hour helpline on 0845 802 4 601



Making your life easier

Our website has a unique client manager area specifically to assist our clients with the smooth running and marketing of the benefit. This area accessible only to a dedicated client contact permits the downloading of communication materials, live usage reports and the ability to personalise the site pages viewed by your employees.

are you fighting fit...?

with discounted membership at over 1,200 participating health clubs now you can be!

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www.incorpore.co.uk

Alternatively call our 24 hour helpline on 0845 802 4 601

stay fit!

with discounted membership at over 1,200 participating health clubs, Incorpore make it easier to stay fit & healthy!

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Alternatively call our 24 hour helpline on 0845 802 4 601

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Member Menu

- Promotional Print
- Intranet Code
- Club Search

Main Menu

- Home
- Press Releases
- Benefits
- Proximity Report
- Join Us
- Contact Us
- Enquire Now

Welcome Saint Gobain Building Distribution:
[Mr. Details] | [Mr. Rawson] | [Mr. Employment] | [Details] | [Resources]

Welcome to the only company that can bring you and your employees to the guaranteed lowest available corporate rates at over 1,500 health clubs in the UK and Ireland.

Part of the world's largest health club network dedicated to the corporate markets with over 12,000 participating clubs worldwide, Incorpore is a key part of the healthcare and benefit strategy with over 70 companies and 300,000 lives.

The sheer number, variety and location of participating clubs ensure that all employees or members are catered for geographically but also provide a choice to allow for both personal preference and level of disposable income.



next step

get in touch

To arrange a consultation or to discuss how **Incorpore** may benefit your organisation please contact us on **0845 300 6474** or email us at **info@incorpore.co.uk**.

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Director

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e: ifcn@incorpore.co.uk

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From left to right: **Tania Holmes** - Club Network Manager, **Mike Walling** - Client Account Director, **Glenn Rankin** - Director, **James Shillaker** - Director.



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