



How The Gym Group onboarded 1,056 new employees in just six months

Company

Europe's fastest-growing gym business

Across the UK, 780,000 people work out at one of The Gym Group's 169 low-cost gyms. The company's no-contract, no-judgment ethos has made its 24/7 facilities a hit with members from Plymouth to Dundee.

Challenge

Onboard 1,056 fitness trainers, in six months

To maintain its high-quality training support, the group offered employment contracts to more than a thousand of its self-employed fitness trainers – almost trebling the company's workforce. In total, more than 5,000 documents needed to be validated.

Solution

A bespoke support package from AdviserPlus

The Gym Group wants its gym managers to focus on member satisfaction, not admin – so Head of People Lucy Entwistle engaged AdviserPlus to support each gym, and collect and validate the documents. This let the managers – and her HR team – focus on growing the business.



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Lucy Entwistle, Head of People, The Gym Group



5,000+ employment documents validated

150 gym managers supported

26 weeks to onboard **1,056** employees



AdviserPlus were so aligned with our culture, the gym managers thought they were an extension of our own HR team.

Lucy Entwistle, Head of People, The Gym Group

The goal: an aligned, employed training team

The Gym Group has built its reputation on a welcoming, supportive environment – and recruiting its trainers on an employment basis meant it could offer more employment benefits and learning and development opportunities. This firm foundation would then enable the company to align its people into a single, consistent team.

The problem: 5,000 important employment documents

Once the announcement had been made, the recruitment needed to happen quickly – first an interview process, and then onboarding of 1,056 new staff. To ensure compliance,

each new hire needed five key documents, including insurance evidence and first-aid qualifications. Each one needed to be carefully checked – more work than Lucy and her HR team could handle without neglecting other work. “Our hands were full,” says Lucy. “We needed support.”

The capability: genuine HR and management expertise

Lucy turned to AdviserPlus, having experienced our flexible HR support in a previous role. The team at AdviserPlus worked with the general managers at more than 150 gyms – guiding them to upload the documents through a secure, cloud-based system, then validating each document in detail.

Lucy explains: “I don’t know who else could have done this. Other companies are note-takers, and AdviserPlus offer a lot more. I thought ‘if anyone can do it, it’s going to be these guys!’ I didn’t need to have a plan B.”

The benefit: tailored support at every level

Over six months, AdviserPlus worked alongside the gym managers to get the documents in place. Lucy and her team were also supported with management information, regular update calls, and advice on compliance issues. Lucy says: “I got much more than I expected. They were so flexible.” She adds: “This is sensitive employee data, and AdviserPlus really knew what they were doing from a GDPR perspective. They kept us totally compliant.”



The results: a smooth, successful transition

Lucy's team comfortably met their deadline for the project – while still having the capacity to onboard several hundred other employees to the growing company. Meanwhile, the gym managers reported high levels of satisfaction for the support they'd received. "I could just forward their questions straight to AdviserPlus," Lucy says. "They actually took some of my own workload away by answering the queries which were coming to me."

It was a successful first project in Lucy's new role. "Our goal was to onboard everyone by the end of September... and we smashed it. This was really, really important for me and the business," she concludes, "and there's no way we could have done it without the support from AdviserPlus."

There was no slippage; everything just worked. AdviserPlus took the time to read the situation and anticipate what I would need. It was super slick and delivered excellently.

Lucy Entwistle Head of People, The Gym Group

If you have a project that needs to be delivered at pace, and don't have the in-house resource to support the change, get in touch to see how we can help.

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