

## NEXT GENERATION HEALTH CLUBS TO EXPAND INTO SPA

BY ANDREW DON

Health clubs group Next Generation is on the look-out for opportunities to make an assault on the estimated £2.8bn spa market in the UK and Ireland, with both stand-alones and retrospective redevelopments of existing club spas among its options.

The news comes with its confirmation that it is definitely interested in buying Whitbread's David Lloyd Leisure business, which Altium Securities leisure analyst Wayne Brown said should fetch more than £900m.

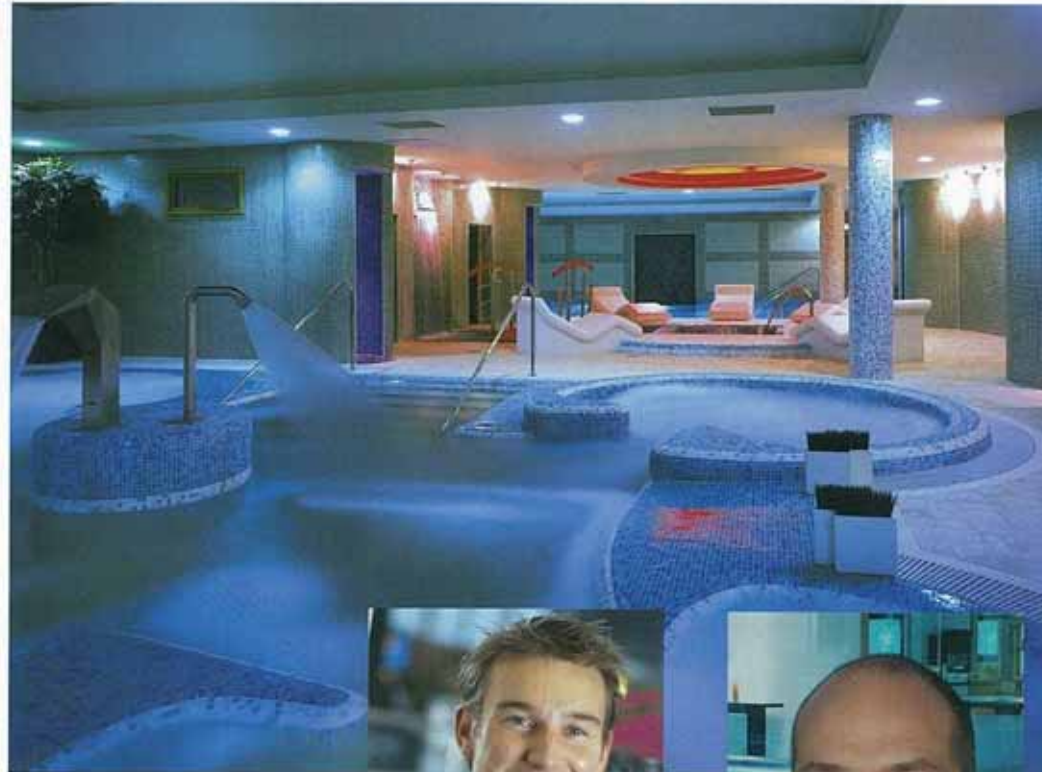
Miles Hill, general manager of Next Generation's Amida club in Hampton, Middlesex, told *Professional Beauty* about the group's plans after a briefing with Next Generation managing director Scott Lloyd, son of David Lloyd, who founded the eponymous Leisure business in 1981 before selling to Whitbread in 1995. Hill is Next Generation's key spa expert.

Hill said: "As a company, we see huge opportunities in the spa industry as well as in health clubs. We are looking across the board at opportunities, be it stand-alone spas or fantastic clubs with a spa. Spas will be a big part of our ethos going forward."

Next Generation's flagship Harbour Club in Chelsea, London, is currently undergoing the £4m development of a "quality" spa, with hydro pool and heat treatments, which is expected to open in September.

The 22-strong group (with three sites in Australia) is developing clubs in Blackpool, Swindon and Ipswich, which will have "more of a spa feel".

Next Generation directors believe spas make all the difference to health clubs, as evidenced by the two London Amidas, bought four months



ago. The company sees potential to develop the Amida spa brand throughout its club estate.

Hill said there was "no secret" it was "very interested" in buying David Lloyd, which has 58 clubs in the UK and Ireland.

"I can't quote figures at this stage, there's been lots of speculation, but there are huge opportunities to develop that business even further and make it more successful."

Next Generation would certainly have the firepower to buy it – it is backed by the London & Regional property group, which bought it for £200m last year and has assets in



The Amida spa brand (main picture) has potential to be developed throughout Next Generation clubs, according to Scott Lloyd (inset left) and Miles Hill (inset right)

the UK in the region of £2.7bn. Whitbread refused to expand on its statement to the London Stock Exchange made on March 26, saying it had

received "a number of unsolicited approaches" to buy David Lloyd but no decision to sell the business had been made.

## FOOTBALLING HERO OWEN OPENS WELLNESS CLINIC IN CHESTER

Newcastle United and England footballing star Michael Owen, his sister Leslie Owen and her partner Rotherham FC midfielder Richie Partridge have joined forces with former Liverpool FC physiotherapist Mark Browes and his wife Rachael to create a health and wellbeing clinic offering clinical, holistic and complementary care. Berni Hawkins of leisure consultancy firm Hawkins Muiderman is also a director.

The 10 Bridge Clinic in Bridge Trafford, near Chester, launched with a glamorous party on March 22,



Mark Browes, Hawkins, Rachael Browes, Leslie Owen, Partridge and Michael Owen

attended by many of Owen's footballing pals and their WAGs. The clinic features seven treatment rooms, a

Technogym rehabilitation and personal training gym, a Pilates studio and doctor consultation suites.

There are a variety of treatments on offer, meaning the clinic is divided into three zones: clinical (physiotherapy, osteopathy, rehabilitation and the like); care (acupuncture, non-surgical cosmetics, body toning, yoga) and complementary (aromatherapy, reflexology, Indian head massage and so on).

The stylish interior was created by Cheshire-based Design Emporium. Other partners include Your Body Personal Training, SkinGenesis, Technogym UK and Shapemaster Toning Systems.