

# BOX12

## CASE STUDY

**COMBINING  
TECH-DRIVEN  
CONVENIENCE WITH  
PREMIUM FITNESS  
THE OFFICE GYM  
CLUB'S RECIPE FOR  
GROWTH**

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## ABOUT THE OFFICE GYM CLUB

Founded in 2017, The Office Gym Club sets a new standard for fitness excellence in North Cornwall. Situated in the scenic Seven Bays area, just a few miles from Padstow and a popular holiday destination, the gym offers a premium fitness experience for both the local community and holidaymakers. It features distinct workout zones, including one of the largest premium cardio suites in the region, as well as dedicated areas for strength and bodybuilding training.

With around 200 members, the gym sees a notable increase in memberships during peak holiday seasons such as summer, Christmas, and half-term, when visitors are eager to stay active while away. These short-term memberships provide the gym with a dynamic mix of members throughout the year, further enhancing its vibrant atmosphere.



### KEY HIGHLIGHTS

#### MEMBERSHIP GROWTH

BOX12 has sparked an increase in member referrals, with many new sign-ups driven by members sharing their positive experiences with the solution.

#### INCREASED REVENUE

The premium experience offered by BOX12 enabled the gym to raise membership prices, resulting in higher revenue and profitability.

#### PT QUALITY COACHING WITHOUT THE COST

BOX12 provides a cost-effective alternative to hiring personal trainers and small group instructors, by delivering world-class programming and guided digital coaching at a lower operational cost.

#### FLEXIBILITY

The on-demand nature of BOX12 suits The Office Gym Club's member schedules, especially those in hospitality, ensuring they can work out when it fits their routine.



## THE CHALLENGE

The Office Gym Club serves a vibrant yet sparsely populated community in a popular holiday destination, presenting unique challenges in delivering fitness solutions. Its membership includes a significant number of hospitality workers with irregular schedules, making flexibility essential. During peak season, the gym welcomes an influx of holidaymakers—ranging from casual gym-goers to seasoned athletes—making it essential to offer a fitness experience that caters to a diverse audience while delivering exceptional value.

Robert Day, the gym's owner, recognised the need for a fitness solution that could meet these diverse needs. His goal was to provide high-quality, accessible workouts for everyone, regardless of their experience or availability. He also wanted to leverage technology to deliver a premium, innovative experience that would future-proof the club and set it apart.

In today's economic climate, where increasing membership prices is often necessary, Robert sought a solution that could significantly enhance the perceived value of memberships, ensuring members felt they were investing in a truly exceptional fitness experience.



I promote the BOX12 POD to my members as 'on-demand personal training' due to the exceptional quality of the programming and coaching. As an independent gym with ever increasing operational costs, BOX12 delivers immense value.

**ROBERT DAY**  
The Office Gym Club





## ACCESSIBLE MEETS PREMIUM

To overcome these challenges, Robert Day chose the BOX12 POD as the perfect solution for The Office Gym Club. The POD's versatile, tech-driven design was ideally suited to meet the gym's need for a flexible and accessible fitness offering, capable of serving a diverse and often transient membership base.

The 'always-on' setup of the BOX12 POD allows guests and members to access effective and fully optimised workouts at any time, whether they were arriving after a late shift or looking for a flexible session to fit into their holiday schedule.

This flexibility was key in enhancing member experience, especially during peak times like summer and Christmas when the influx of short-term memberships from holidaymakers was at its highest.



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Our hospitality workers, who often have unpredictable hours, have really benefited from the POD's flexibility,” Robert explains. “They can finish a late shift and still fit in a top-tier workout, no matter what time it is. This kind of accessibility is crucial for keeping our members engaged and active.

**ROBERT DAY**  
The Office Gym Club

A major factor in choosing the BOX12 POD was the exceptional quality of its programming and guided coaching, which has helped The Office Gym Club save on staffing costs whilst being able to offer a personalised, guided workout experience to each member as part of their monthly membership.

This innovative approach ensures that all members, regardless of their experience or schedule, can enjoy a premium fitness experience with best-in-class coaching without the added expense of individual training sessions.

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The programming is truly world-class. From the warm-up—especially on the boxing side—to how the movements seamlessly build and flow into the cooldown, it's flawless. You'd be hard-pressed to find anyone who could consistently deliver this level of quality in person.

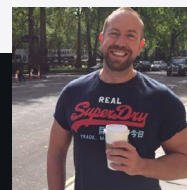
**ROBERT DAY**  
The Office Gym Club



# A LEVER FOR MEMBERSHIP GROWTH

The BOX12 POD has also delivered a significant boost in perceived value, which enabled The Office Gym Club to confidently increase membership fees. The added value and enhanced experience made it easier to justify the price increase, leading to increased revenue and profitability for the club.

On top of this, The Office Gym Club has seen an increase in member referrals. The new fitness experience has been well received by the gym's community, and many members have shared their positive experiences with friends, family, and colleagues. This word-of-mouth advocacy has played a significant role in the gym's continued growth.



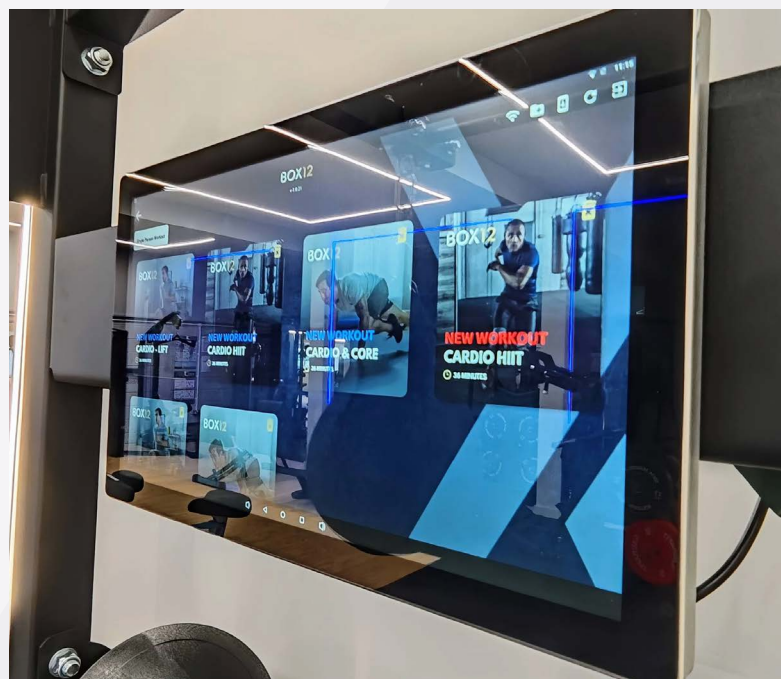
The POD has really become a standout feature for us,” Robert adds. “It’s not just the workouts—it’s the entire experience. Our members feel like they’re getting something unique, and that’s a powerful driver for growth.

**ROBERT DAY**  
The Office Gym Club



Members absolutely love the BOX12 POD, and it’s been fantastic to see how many of them have referred others because of their positive experience. A key priority for us is maintaining our reputation for being innovative and highly accessible, and BOX12 firmly cements that for us.

**ROBERT DAY**  
The Office Gym Club



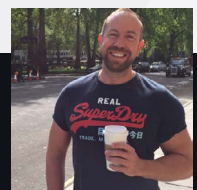




## CONCLUSION

With increased member referrals, increased membership revenue, and increased membership growth driven from a solution that's as innovative as it is reliable, the BOX12 POD has proven to be an excellent investment. Members love the engaging, on-demand workouts, and The Office Gym Club has been able to deliver exceptional value without adding operational complexity.

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BOX12 has elevated what we offer our members. It's not just about the workouts—it's about creating an experience that keeps people coming back and encourages them to share it with others.

**ROBERT DAY**  
The Office Gym Club



## MEET BOX12: THE BOXING FOR FITNESS SOLUTION BRINGING MAIN EVENT ENERGY TO GYM FLOORS

Our boxing for fitness solutions are designed to elevate member engagement and improve retention by delivering a unique, results-driven workout experience that appeals to a broad audience. Whether you opt for the immersive in-club BOX12 experience or the sleek, space saving free standing POD, each option brings main event energy to your gym floor, transforming underutilised areas into high-demand zones.

Our technology eliminates reliance on unpredictable instructors and rigid schedules, enabling members to enjoy high-quality and consistent workouts at their convenience.

### KEY BENEFITS

#### QUALITY ASSURED DELIVERY EVERYTIME

100% consistent, best-in-class digital programming, on screen 24/7.

#### ACCESSIBLE SKILL-BASED WORKOUTS THAT MEMBERS LOVE

A highly effective skill-based, 36-minute circuit divided into 12 rounds, combining boxing with strength training.

#### DIGITAL, AUTOMATED SOLUTIONS USING PROPRIETARY TECHNOLOGY

Remove the need for unreliable instructors and fixed class schedules. Our digital-automated solutions are 'always-on', 24/7, even when your WIFI goes down.

#### MAXIMISE SPACE, MAXIMISE REVENUE

BOX12 unlocks the potential of your gym's underutilised space with maximum impact.

### BRING BOX12'S MAIN EVENT ENERGY TO YOUR GYM FLOOR

Get in touch and see how BOX12 can transform your space today.

[BOOK A CALL](#)