



Who are we

Reviva is a relaxed and friendly escape from the pressures of day-to-day living. A place created to maintain health in a friendly and welcoming environment. The club is the perfect place to re-energize in the heart of city centres, designed for real women whatever your age, shape, size or level of fitness.

A brief history

Reviva was born out of a vision that women have different needs from men, especially when it comes to looking after their own personal wellbeing.

Aludel the parent company took over some old weight loss style health clubs in 2001 and after much research launched the brand Reviva in early 2002. The company currently has 17 sites located predominantly in the midlands and north and expansion plans are well underway

Our philosophy

Our aim is to provide facilities, services and staff that allow women to achieve all their key health goals whatever their age, size, shape or background.

Fact Sheet

- Aludel is the parent company of Reviva health clubs for women.
- Aludel is the largest operator of women only health clubs in the UK.
- 17 clubs located in Birkenhead, Birmingham, Bristol, Chester, Derby, Edinburgh, Glasgow, Huddersfield, Hull, Leeds, Leicester, Liverpool, Nottingham, Preston, Sheffield, Walsall, Wolverhampton.
- Reviva currently has approx 20,000 members.
- Private health club market in the UK is estimated at over £100m, and increased by 62% between 1998 and 2002.
- Reviva currently employs over 150 staff.
- Independent research indicate that being women only is the main reason why members join Reviva.
- Women choose a health club for women because the services are tailored to them and they don't have to deal with roving eyes or sweaty iron pumping men.
- Reviva is a place where women can find a space in the day just for them.

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Press Releases

Women in Edinburgh discover a space tailored to them!
4 August 2003

Imagine taking control of your health in a club with a warm friendly ambience, containing areas to chill-out or relax in, as well as a safe female-only environment to exercise in.

Research has highlighted that women prefer a female only fitness environment*. As a result of this understanding, Reviva, a chain of city health clubs offers a health environment that women can really call their own.

Reviva aims to give women a relaxed and friendly escape from the pressures of day-to-day living: A place to maintain health in a friendly and welcoming environment. Reviva spent significant time researching and understanding exactly what women desire in their ideal health and fitness club and are applying it to all its 17 clubs across the nation.

"Ladies have very specific requirements when it comes to the environment they exercise in, including the type of equipment they prefer; the studio classes they want; the services they like to be offered; and the people they choose to exercise with." Marketing Manager Jan Broome highlights.

Reviva aims to support women through all life stages by tailoring exercise schemes to specific ages and lifestyles.

The new Active Anti-Aging Class being launched in Edinburgh is just another example of this approach. The class has been specially created by Gwen Stewart, Reviva's fitness expert in Edinburgh and aims to improve women's health and well-being by increasing their fitness knowledge, bone density, reducing back pain, toning the body and improving endurance and stamina.

'Women who want to get fit or lose weight, or who have never been to a fitness facility before may not feel comfortable amongst young, trendy gym junkies at other clubs. Reviva clubs are relaxed and friendly and no one minds if people are unfit, overweight or over 40. I am sure that the introduction of the over 40s class at Reviva will go some way towards encouraging this age group to take better care of themselves' Gwen comments.

"We are delighted with the success of Reviva with local women, and with the launch of this unique class for women over 40. We consistently concentrate on health and general wellbeing for women of all ages and our members seem to react well to this approach. The clubs are places to re-energize in the heart of city centres, designed for real women whatever their age, shape, size or level of fitness." Broome concludes.

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Reviva Clubs Pilot Total-Health Classes for over-40s women
3 August 2003

Reviva health and fitness clubs, the 17-strong chain for women only, created by Martin Callan and operated by his Aludel company, is to launch the first-ever class dedicated to the total well-being of the over 40s.

Classes kick off at Reviva Edinburgh on 18 August and the company plans to roll the concept out across the estate later in the year. The club already operates a successful exercise class for older women which boasts several septuagenarian members.

The brainchild of fitness expert Gwen Stewart, the Poise Active Anti-Ageing Class incorporates elements of yoga, Pilates and pelvic floor exercises. The class aims to provide women with the opportunity to improve their health and well-being by increasing their fitness knowledge, bone density, reducing back pain, toning the body and improving endurance and stamina.

Reviva head of marketing Jan Broome says "This is a further example of how we aim to support women through all life stages by tailoring exercise schemes to specific ages and lifestyles. Women who want to get fit or lose weight, or who have never been to a fitness facility before may not feel comfortable amongst young, trendy gym junkies at other clubs. Reviva clubs are relaxed and friendly and no one cares if people are unfit, overweight or over 40!"

Gwen Stewart has been a qualified exercise instructor for a decade. She specialises in the mature market, having studied a wide variety of women's health issues. Gwen is also qualified to teach pre- and post-natal groups, studio weights, step aerobics and core conditioning and much more. She works at Reviva as a full-time fitness instructor, where her responsibilities include teaching classes, inducting new members and designing fitness programmes for members of all ages and abilities.

Gwen says "Women over 40 have often felt neglected by gym chains that target the 'young and beautiful'. This has led to a decrease in the number of 40+ women joining gyms and generally participating in exercise, at a point in their lives when it is more important than ever to get active and stay active. I hope that the introduction of the over 40s class at Reviva will go some way towards encouraging this age group to take better care of themselves."

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For high resolution images please contact the head office.



Studio



Changing Rooms



Basins



Entering Sauna



In Sauna



In Aroma Room



Cardio Equipment - gym



Resistance Equipment - gym



Showers

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Relaxation Area



Rower



On Treadmill



General



Gym



Sunbed



Toning Tables



Ex-ten equipment



Reception

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