

Which Gym Chain Is Right For You?

Wordnerds Market Review #2

Bannatyne
Health Club & Spa

the
gym.

 PUREGYM

David Lloyd
CLUBS

 **Nuffield Health**

T: +44 (0)191 300 9444

E: hello@wordnerds.ai

W: www.wordnerds.ai

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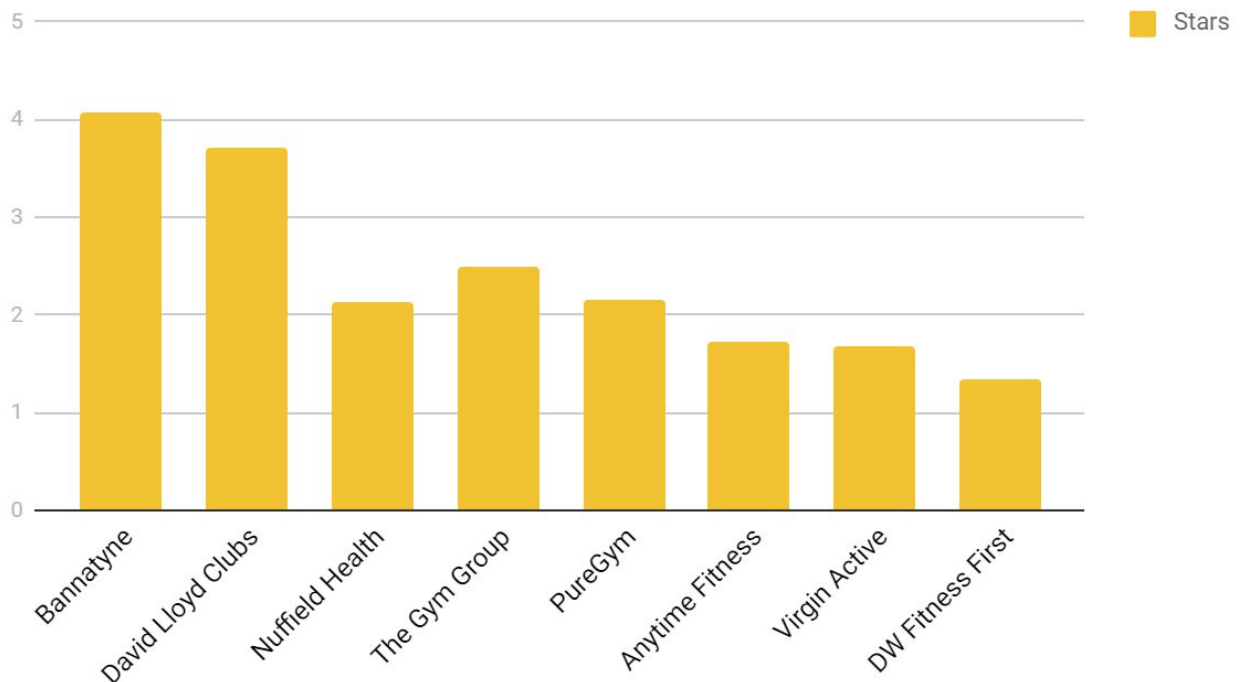
How do you choose between good products?

Welcome to the latest in a series of Wordnerds market reviews, where we look beyond the star ratings and find out which product is really right for you.

January. Dark, dreary, booze free January. After a couple of weeks of mainlining turkey and Celebrations, what else is there to do but try and shift the weight? January is the month for hitting the gym, and even nerds like us are no exception.

So we've spent January analysing thousands of reviews of top gym chains in the country, to see how they fared in January, and which is right for you.

Average Star Rating



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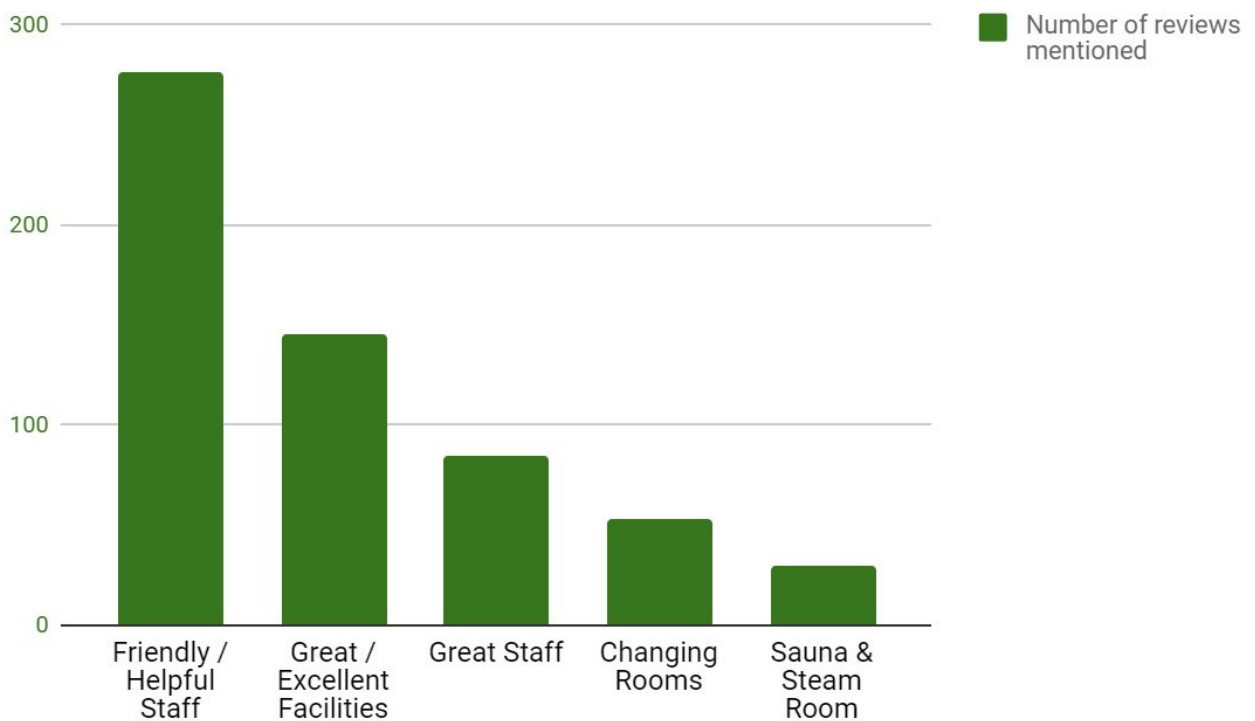
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Overall - What people liked about their gym

On star rating alone the top performers were Bannatyne, David Lloyd & The Gym Group (see above) but with the assistance of Stargazer we were able to gain a much deeper insight into what people felt about the chains in question.

Interestingly, a common trend across the majority of gym chains analysed was that overall, customers were more than complimentary of the **staff working on-site** using positive phrases describing them as **Friendly, Helpful & Great**. (Top 5 Positive Topics)

Top 5 Positive Topics



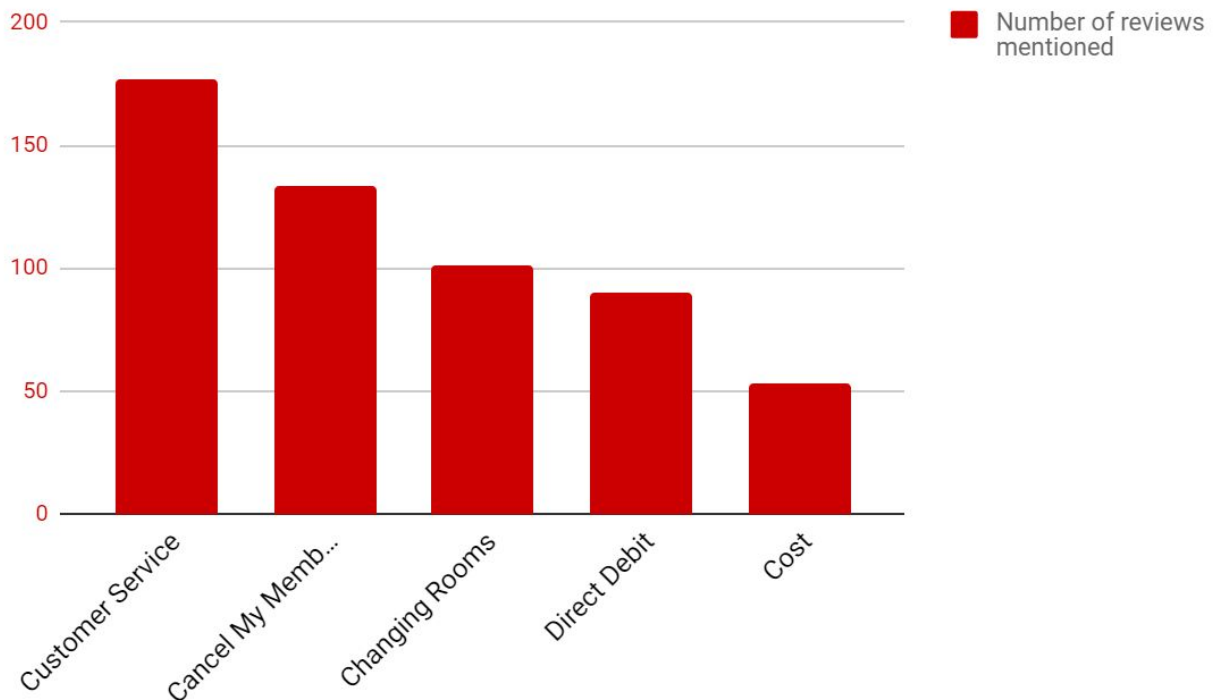
“I couldn’t be happier with my gym, **Friendly approachable staff**, clean, excellent equipment in top condition and exceedingly good value.”

“The **staff members are so friendly** and always happy to help. Customer service is fantastic. The gyms are always clean. Can’t fault it at all.”

Overall - What people disliked about their gym

As great as the feedback was for in gym staff, **‘Customer Services’** came off less favourably. When analysing negative topics within the review data, **Membership Cancellations, Changing Rooms & Direct Debit issues** were listed as the top 3 biggest pain points with the majority of reviewers describing customer service staff as **Rude, Unhelpful & In need of training.**

Top 5 Negative Topics



“Truly awful club - Miss-sold membership, rude staff, **customer service didn't reply** to my emails, guest passes expire after your first two weeks, they are only keen to take your money - AVOID”

“The **customer service is terrible**. The only way to cancel is by **cancelling a direct debit** - even if you do this they will still take the money from your account.”

Customer Services are not helpful at all. They just want your money. Used to be a good gym but going down hill apparatus is OK but is out of order frequently and is over crowded.

Who had a good January?

Stargazer also demonstrates which products have gone up or down in star rating. Over the last month, we've seen Virgin Active and Pure Gym increase their star rating, and the Gym Group and Nuffield Health's fall slightly.

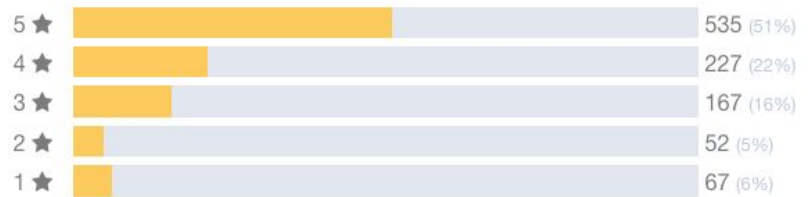
Biggest Risers (+)				Biggest Fallers (-)			
Product	Rating			Product	Rating		
1. Virgin Active 22 Reviews	★ ★ ☆ ☆ ☆ 1.95 (+0.54)	↗	⚙️ 👁️	1. The Gym Group 41 Reviews	★ ★ ☆ ☆ ☆ 1.37 (-0.78)	↘	⚙️ 👁️
2. PureGym 42 Reviews	★ ★ ★ ☆ ☆ 2.38 (+0.45)	↗	⚙️ 👁️	2. Nuffield Health 22 Reviews	★ ★ ☆ ☆ ☆ 1.59 (-0.41)	↘	⚙️ 👁️
3. DW Fitness First 32 Reviews	★ ★ ☆ ☆ ☆ 1.50 (+0.23)	↗	⚙️ 👁️	3. David Lloyd Clubs 119 Reviews	★ ★ ★ ☆ ☆ 3.49 (-0.25)	↘	⚙️ 👁️
4. Anytime Fitness 25 Reviews	★ ★ ☆ ☆ ☆ 1.96 (+0.13)	↗	⚙️ 👁️	4. Bannatyne 582 Reviews	★ ★ ★ ☆ ☆ 3.98 (-0.17)	↘	⚙️ 👁️

Bannatyne

Health Club & Spa



4.06



Go here if: You're a people person

Bannatynes staff were a major asset, and more likely to be described as “friendly” than any other gym we looked at. The pool facilities were also well received, although changing rooms were described as cramped.

What people say about Bannatyne that they don't say about the rest

friendly staff
lovely pool
cramped changing room
good facilities
clean



3.53



Go here if: You're bringing the kids

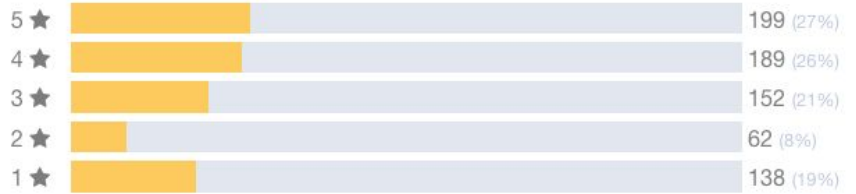
Family-friendly seems to be a real strength for David Lloyd, who were also praised for the quality of their tennis courts. However, David Lloyd gyms were most likely to be described as expensive.

What people say about David Lloyd that they don't say about the rest

family friendly
family membership
expensive
cold swimming pool
great tennis courts



3.34

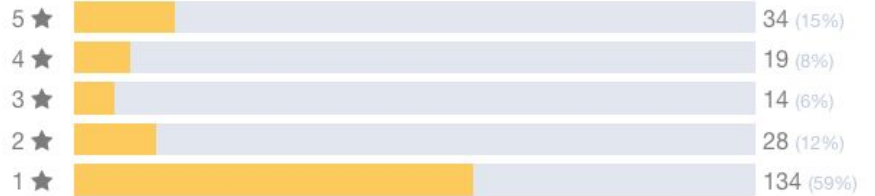


Go here if: You love a class.

The classes at Nuffield were extremely well received, and more likely to be discussed than any other gym. Aqua and pilates classes were popular, but the general variety of the classes was seen as a particularly strong point. However, there were issues with the air conditioning in several gyms.

What people say about Nuffield Health that they don't say about the rest

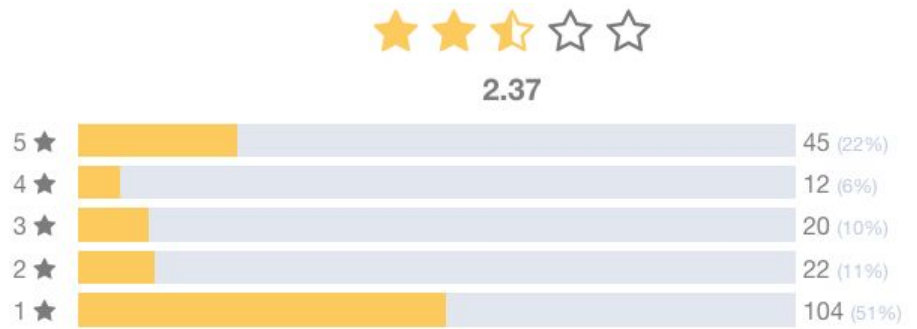
- choice of classes
- aqua classes
- broken air con
- polite staff
- old spin bikes



Go here if: You're a night owl or an early riser.

The most common positive comment for PureGym was around the 24 hour access. Customers really like the ability to train at any time. However, there have been issues with pin codes not working.

What people say about PureGym that they don't say about the rest
24/7 access train early problem with pin code poor customer service free weights



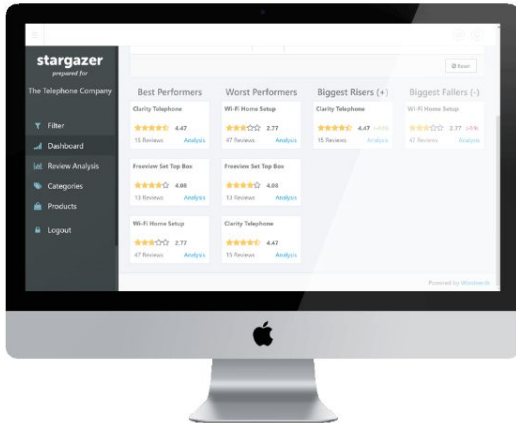
Go here if: You're looking for value

The Gym Group is most likely to be discussed in terms of value, and the parking is generally better than at other gyms. However, people have struggle to get refunds and cancel memberships.

What people say about PureGym that they don't say about the rest

- cheap
- refund policy
- great value
- good parking
- access code didn't work

Get more insight into the service you offer with Stargazer.



Are your online product reviews spread over multiple websites? Do you know the top ten things people like and dislike about each? How do they compare to your competitor's products?

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- Monitor best and worst performing products
- Understand how your competitors fare
- Find people talking about specific problems
- Aggregate reviews from different platforms

“For the love of god, this product is worse than Henry Winkler in Happy Days!”



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