

# our equity, diversity & inclusion manifesto





# a place to be **you** a place for **everyone**

**At The Gym Group,  
we're dedicated to  
breaking down barriers  
- not just for fitness, but  
for everyone who walks  
through our doors.**

We believe in creating environments where everyone is welcome and has equal and equitable opportunity to succeed.

Inclusion is at the heart of everything we do. It's in our purpose, our culture, our values, and actions. Whether you're working towards your fitness goals or on a career adventure with us, we're here to support you, empower you, and help you be your personal best.

We truly believe that our commitment to ensuring **The Gym Group** is an inclusive place and never intimidating, is essential to our continued success and to creating supportive and exciting environments where people can be themselves and feel they belong.

So come as you are.  
We've got you.



# our culture and values

**We're proud of our values and believe they are key drivers in championing inclusivity and a positive experience.**

Our values embody who we are, who we want to be and how we operate. They are memorable reminders of the qualities we want to nurture in our business and the beliefs that drive our decisions.

the first step



We're with you when you want to take the plunge. Have a go. No matter how big or small, we are always trying new ways to improve our members and team experience.

realness



We strive to be fair and honest in everything we do. We are upfront in conversations. We make sure that everyone is heard and respected.

friendliness



We welcome everyone into our TGG community and never judge.

challenge your limits



We aim to create an environment in which people feel they can make an impact, grow, change, and develop. We want people to feel empowered and that they have our full support to succeed.



# our promise **to you**

**We promise to nurture our culture, improving Equity, Diversity, and Inclusion (EDI) throughout the business. We'll stand with you to remove barriers that get in the way of progress, opening doors to new opportunities for all.**

We are not complacent. We wouldn't be living our values without ensuring we work hard to keep what makes **The Gym Group** great, whilst also challenging our limits so we can do better.

So, know this: we will always strive to make **The Gym Group** a truly inclusive and friendly space, so that we can all feel proud to be part of this group.





# our promise to you

**we commit to...**

- ✓ **Focusing on Equity, Diversity, and Inclusion** at every level, with strong engagement from Board and Executive teams.
- ✓ **Increasing representation across the business**, to reflect our wider communities, boost diversity of thought and ensure fair and equitable opportunities.
- ✓ **Championing equality** within the fitness industry and collaborating with sector bodies to create meaningful change.
- ✓ **Holding ourselves accountable** through clear and measurable EDI pledges. We aim for gender balance across all areas of The Gym Group and a workforce representative of our gym communities. We have clear way-points to measure our progress against this:
  - ✓ 40% female senior leaders by 2030
  - ✓ 45% gender balance across gym support by 2030
  - ✓ 35% females in operational management by 2030
  - ✓ Improve the attraction and retention of female Fitness Trainers
  - ✓ 20% ethnically diverse senior leaders by 2030



# our promise to you

**we listen to...**

- ✓ **Diverse perspectives that run through our business,** utilising employee engagement surveys, employee network groups and workforce engagement initiatives.
- ✓ **External expertise and best practice,** ensuring we remain attuned to the changing environments around us.
- ✓ **Barriers to inclusion** identified through our own research to ensure we're making real progress. From breaking down gymtimidation to improving representation, accessibility, and training, we're committed to addressing the challenges that get in the way.



# our promise to you

we act...

- ✓ By embedding our **Dignity at The Gym Group policy**, ensuring a zero-tolerance approach to discrimination, bullying, and harassment.
- ✓ Through using our **values and behaviours** to assess individual performance, because the 'how' is just as important as the 'what.'
- ✓ By making **data-driven decisions**, carrying out equal opportunities monitoring and reviewing progress to ensure we stay on track.
- ✓ By regularly updating policies to **promote equity** and meet the unique needs of our people.
- ✓ Through **standardised recruitment and performance practices** to reduce unconscious bias in decision-making.
- ✓ By providing **diversity and inclusion training** for all employees, ensuring they have the tools to support an inclusive environment.
- ✓ Through offering clear development pathways and **learning opportunities** to help everyone reach their personal and professional goals.



# our journey so far...

## turning our promises

## into **meaningful action**

### 2019

- ✓ **Formed our first EDI Working Group** to begin driving change across the business.
- ✓ **Partnered with Women in Hospitality, Travel and Leisure** and signed the **Race at Work Charter** to kickstart our EDI journey.

### 2020

- ✓ Rolled out **wellbeing support** to put our people's health and happiness first.
- ✓ Introduced our **EDI Policy**, outlining our commitments and strategic approach to Equity, Diversity and Inclusion.



# our journey so far...

## 2021

- ✓ Launched our **Employee Network Groups** and rolled out our '**Breaking Down Barriers**' insights project.
- ✓ Created our **Wellbeing Strategy** and launched the **Wellbeing HUB** for all employees.
- ✓ Introduced '**Inclusion at The Gym Group**' compliance training, ensuring everyone understands and supports our inclusive culture.
- ✓ Carried out **diversity data drives** to support equal opportunities monitoring.



## 2022

- ✓ Published our first **voluntary Ethnicity Pay Gap Report** to show transparency in our commitment to equality.
- ✓ Established our **Sustainability Governance Framework** to ensure long-term, responsible business growth.
- ✓ Introduced **pledges** to improve female representation in leadership.



# our journey so far...

## 2022 (cont.)

- ✓ Achieved **Disability Confident Employer** and Includability Inclusive Employer accreditations.
- ✓ Launched the **Inclusive Traineeship Programme** in partnership with **WorkFit** and The **Downs Syndrome Association**.
- ✓ Achieved the **We Invest in Wellbeing Silver Accreditation**.

## 2023

- ✓ Achieved **Menopause Friendly Employer Accreditation** and signed the **Age Friendly Employer Pledge** to ensure every stage of life is supported.
- ✓ Launched new, **inclusive family-focused policies** to support work-life balance.
- ✓ Introduced a **Female Leadership Development Programme** to elevate female talent in the business.



# our journey so far...

## 2023 (cont.)

- ✓ Launched an **Ethnicity Pledge** to focus on improving ethnic diversity in leadership roles.
- ✓ Delivered our **Mental Health Ambassador programme**, complete with supportive toolkits.



## 2024

- ✓ Launched **Gymclusive mandatory learning** to tackle harassment at work and encourage bystander intervention.
- ✓ Ran our first cohort of **Reverse Mentoring**, connecting people from diverse backgrounds with our Senior Leaders for mutual learning and growth.





# our journey so far...

## 2024 (cont.)

- ✓ Became signatories of the **Armed Forces Covenant**, implementing policies to support Ex-Military and Reservists.
- ✓ Supported over **100 people** through our **Accelerate PT programme**, helping the long-term unemployed start a career in fitness.
- ✓ **Upskilled 85 gyms** through our **Female Health First Development Programme**, supporting women's health education across our gyms.





# breaking down barriers, what's next...



# insights

- ✓ Carry out further data drives to support **Disability Pay Gap Reporting** and **an intersectional approach to existing pay gap reporting** for greater transparency and accountability.
- ✓ Expand **equal opportunities monitoring** to cover the entire employee lifecycle, with a focus on **talent development** and **retention**.
- ✓ Conduct **Employee Inclusion Surveys** to deepen our understanding of EDI at The Gym Group and guide our initiatives.
- ✓ Continue action to progress against the WiHTL EDI maturity curve, advancing from **Strategic** to **Leading Edge**.
- ✓ Integrate **intersectional analysis** into our reporting to identify and address disparities or inequalities across all areas of the business.





# talent

- ✓ **Embed inclusive leadership practices** through leadership workshops and **reverse mentoring cohorts**, ensuring inclusion is at the heart of both our organisation and the customer experience.
- ✓ Incorporate **EDI into Senior Leaders' performance objectives**, making inclusion a key measure of leadership success.
- ✓ Continue to work with **external partnerships** to create diverse pathways into careers in fitness at The Gym Group.
- ✓ Continue the **implementation and evolution** of inclusive and equitable hiring **practices and procedures**.
- ✓ Promote **clear pathways and progression opportunities** for all employees, ensuring everyone knows how they can grow and develop with us.





# culture

- ✓ Publish our **Menopause Action Plan**, ensuring full transparency on how we're delivering against our **Menopause Friendly Employer Accreditation**.
- ✓ Continue to evolve our **Parental Offering**, ensuring it provides a **supportive and equitable approach** to parental leave.
- ✓ Deliver our **Dignity at The Gym Group roadmap**, focused on preventing **bullying, harassment**, and promoting respect at work and in our gyms.
- ✓ Conduct regular **policy reviews** and **enhancements** to support employees through key life stages, ensuring we're always evolving to meet their needs.
- ✓ Continue delivering against our external commitments, including the **Race at Work Charter, Armed Forces Covenant and Age Friendly Employer pledge**.
- ✓ Foster continued growth and development of our **EDI Employee Network Groups**, ensuring employees have the space to connect, learn, and lead change.
- ✓ Achieve **Disability Confident Level 3 Leader** Employer Accreditation, demonstrating our leadership in inclusion for people with disabilities.

