



Increasing member retention and engagement

with The Lensbury Club



THE LENSBUURY

COVID-19 caused huge challenges for businesses across the globe, and, The Lensbury Club, was no exception to this. Retaining members and enhancing its community approach was harder to achieve remotely. So, The Lensbury sought the expertise of Legend to provide a virtual workout app that would not only engage its members, but that would become a long-term retention tool.

The Lensbury Club is an exclusive leisure club, spa, hotel and conference centre, owned by London & Regional Hotels. Set in 25 acres of stunning gardens and grounds on the banks of the River Thames, The Lensbury offers a brand-new gym and studios, tennis, swimming and even a watersports centre.



THE LENSURY

Engaging members

With a long-standing legacy of creating a strong community and over 7,000 leisure members, The Lensbury initially found it difficult to keep this loyal community spirit alive when the first lockdown was enforced across the country in March 2020.

The Lensbury started to offer members third-party content from well-known brands such as Les Mills and lululemon, sent via links in email marketing campaigns. High demand for this content and the impact it had in engaging members and restarting conversations, led to The Lensbury exploring how the activity could be expanded to include its own content through a more accessible platform.

A big part of our club is the community element and we love being in touch with our members. Before the pandemic, a lot of our members would come in as many as six times in a week to not only workout, but to socialise, eat, or just take time out from their busy schedules. The longer the lockdown went on, the more isolated we felt from our members so we started looking into ways to engage and keep in touch with them.

– **Sam Woolmore**

Marketing & Communications Director, The Lensbury Club

Creating a virtual community

During England's second national lockdown in November 2020, Legend proposed a solution for The Lensbury to create its own app, with content generated by its own instructors allowing members to see familiar faces and begin to replicate the experience they had grown accustomed to in the club, at home. Developed in partnership with Innovatise UG, The Lensbury app enabled its fitness classes to be delivered to members in the comfort of their own homes.

Initially offered to members at no extra cost, high demand for the app and support from members prompted The Lensbury to introduce a charge £40 per month for use of the app. In return, members could access constant fresh content and mirror their in-club class timetables, at home.

190 live classes were hosted on The Lensbury's member app over the lockdown period (January-March 2021).

Since launching the app, The Lensbury has gained hundreds of virtual members, which not only exceeded the club's initial target, but has also enabled the club to generate revenue, even with the physical club closed.

The classes were viewed 73 times on average both live and on-demand per month, with on-demand classes proving to be the most popular choice due to the flexibility of being able to fit classes around work and other family commitments.

The feedback from our members showed a strong desire for fresh content, so that members weren't being presented with the same workout options again and again. This has been one of the key success drivers; with so much content for our members to choose from, the impact has been amazing.

– **Sam Woolmore**

Marketing & Communications Director, The Lensbury Club

Looking to the future

What started as a tool to engage members and reestablish the lost community feeling, has quickly become a long-term retention strategy to complement The Lensbury's previous significant investment in the club itself. With COVID-19 as a catalyst for fast forwarding the implementation of a strategy that would have likely waited for a couple of years, The Lensbury is confident that use of the app will continue even after the club is able to open again, due to many of its members being frequent travellers who would be keen to benefit from the flexibility of on-demand virtual workouts.



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The pandemic has certainly provided a chance for many of our members to get used to using this technology that ordinarily may have been reluctant to adopt it. But the benefits of this strategy won't stop when the club is able to reopen.

The use of the app is a huge opportunity for The Lensbury moving forward; there are so many ways that we can utilise this technology. The teams have worked hard to bring our vision for the app to life extremely quickly and create something that has worked very well for our members, so we are excited to see how we can use it to continue to adapt to the changing demands of our members in the future

- **Sam Woolmore**

Marketing & Communications Director, The Lensbury Club