

First Mental Health Gym to launch in UK to mark World Mental Health Day

Submitted by: Brandxchange

Tuesday, 8 October 2019

Move over fitness clubs and gyms...there's a new breed of health club in town... the UK's FIRST genuine health club opens in Manchester!

Almost two-thirds of the population have reported they have experienced mental ill-health but this week to mark World Mental Health Day, Manchester will see the FIRST ever health and wellbeing club open in the UK, which not only run exercise and physical activity classes but mental and emotional health classes too.

The hero Training Club (<https://herotrainingclubs.com>), is due to launch this week and will cover every single aspect of a person's health and wellbeing.

There will be four separate training zones to reflect four health and exercise disciplines; Athletic, Cardio, Rejuvenate and Stronger as well as a state of the art, dedicated wellbeing hub which will run a full programme of complementary services such as one to one and group counselling, hypnotherapy, sleep workshops, mindfulness sessions, resilience classes and access to hero's leading technology platform called Navigator.

This online and app-based platform offers incredible insights and allows individuals to track every single aspect of their health and wellbeing from sleep, mindfulness, activity and diet, and in turn allows them to understand trends and devise improvement strategies with the help and support of trained and qualified specialists.

Joe Gaunt, CEO of hero said: "We all have high stress moments in life regardless of whether you are running a multi-million pound business, studying for a degree or working in a coffee shop. We face so many external pressures, which can have a negative impact on our mental wellbeing and in turn our overall health. We want hero Training Clubs to be renowned for supporting individuals to thrive, reflect, recover and achieve. We fully understand the very fine lines between emotional and physical health and happiness and our club will deliver an all-encompassing solution to support individuals to take back control and help them by building resilience and self- confidence so they feel ready to take on whatever life throws their way."

Joe adds: "Many health clubs in the UK and indeed globally, talk about the positive impact exercise has on our mental health and rightly so, but we recognise that it takes a certain person, with a certain mindset to feel strong and able enough to come to the gym in the first place for help and support. The hero Training Club will offer guests and members the choice of how they improve their health. They might initially visit us first for one to one counselling or a sleep seminar and then head over to our compelling and results-driven exercise classes. We recognise everyone's health and fitness journey is personal and very unique; some people will need more physical, mental or social support, whereas others might want more specific help and advice around sleep or nutrition, and another person might just want to enjoy our awesome fitness classes. We purposely don't want to offer a very narrow and short sighted health offer.

The word “health” is more than what we see on the scales or how far we can run. It’s made up of emotional, social and physical health and we believe it’s time to give people truly holistic support, with very real and achievable solutions to tackle the health issues we as a nation face.”

The entire hero Training Club team has received mental health awareness training and have the most up to date knowledge and education to appropriately support and assist anyone coming into the club with mental and emotional health worries and issues. The coaches and trainers will also have the ability to refer members to different health zones and different experts all working within the club.

Joe adds: “The hero Training Club is part of the wider hero group, which delivers highly successful digital initiatives (through its ground-breaking Navigator platform) and high impact mental health services to global businesses and organisations daily. We are working with some of the world’s leading brands to effectively deliver outcome-focussed workshops, training and ongoing support across all areas of mental health; and our team are some of the best in the business. We are taking the learnings and all the best practice from this part of the business and fusing it with our physical activity innovations to deliver a new health solution to the people of Manchester, and we hope we can play our part in creating the UK’s healthiest community; one individual at a time.”

Ends

For more information / filming / photography or interview requests please contact Becca Douglas on 07342 075843 or email: becca@aimcontentmarketing.co.uk