

Security partnership is a real strength for new gym franchise

Scalable solution optimises security, sound and vision

“We wanted a one-stop security solution and a long-term partnership. Securitas offers all that at a very affordable price.”

Mark Chambers,
Chief Executive Officer, XCELERATE GYMS

About XCELERATE GYMS

XCELERATE GYMS is on a mission to inspire hundreds of thousands of members, one community at a time. Its vision, to provide individuals and families with a hub to focus on their health, fitness and wellbeing, places its gyms at the very heart of local communities. As a franchise operation, XCELERATE GYMS works closely with its business owners to maximise the opportunities in a post-Covid, modern society, where health and fitness has become a central theme for many.

Following the launch of its first club in Edgware in May 2021, XCELERATE GYMS has ambitious plans to expand its enhanced fitness model across the UK and international territories, with an impressive pipeline of clubs already confirmed to launch in 2022.

The story in brief:

- XCELERATE GYMS is a new, family-friendly, fitness franchise. With the first franchisees signed up in the UK, the executive team was seeking a comprehensive, innovative but affordable security solution that could be used across every gym across its growing franchise network
- We installed a state-of-the-art remote monitoring system with innovative audio capabilities, backed up with maintenance and management. Mobile patrol and keyholding are also part of the package
- Franchisees don't have to fund the installation or equipment up front, but instead are able to amortise the costs and ongoing cover across three years, through a single monthly payment
- With plans to roll XCELERATE GYMS out across the UK and then Europe and Asia, our national coverage and international network were key factors in XCELERATE GYMS decision to make us the 'hand picked security partner'.

Fast facts

1

Sector
Leisure

2

Location
UK

3

Services
CCTV and audio system,
remote monitoring
of intruder and fire
alarms, mobile patrols,
comprehensive
maintenance plan

