

Gympass

How to successfully
reopen your business



Summary

What you need to consider when reopening:

1

Familiarize yourself with new guidelines

2

Adapt your business model in accordance with regulations

3

Communication is key

4

Be ready to adapt and change

1

Familiarize yourself with new guidelines

Exercise contributes to physical and mental health. Therefore, it's understandable that people are eager to return to their fitness routines after months in lockdown. Your local government may have already eased lockdown and communicated plans on allowing for gyms and leisure centers to reopen. However, the adjustment to this new normal requires businesses to remain flexible and to be able to respond quickly to change. Make sure you understand your local government's legislation and regulations.



2

Adapt your business model in accordance with regulations

When planning to reopen your facility, it is important to review your customer service, as well as your general operating procedures. Before going back to your usual opening hours, you might want to consider the tips below and add them to your checklist before officially welcoming members back again.



🛡️ Train your staff in any new health and safety procedures under which the facility will be operating.

💬 Promote your online classes as the new training solution, and use them to engage with those customers who are not quite ready to go back to a public gym yet. Check out our [guide on Live Classes](#) here.

🧑‍🚒 Provide employees with suitable PPE (Personal Protective Equipment), such as hand sanitizer, face masks and gloves.

🧹 Re-assess cleaning procedures on a weekly basis and revise if needed.



3

Communication is key

When facilities reopen, restrictions and regulations will apply to both staff and members. These will ensure everyone's health and safety within your facility, and should be communicated clearly and followed strictly.



 Announce opening dates and hours on all channels to ensure easy access to information for your members.

 Along with amended opening hours, also announce any solutions you have implemented to encourage previous clients to return, and create special offers to attract new customers.

 Update your company's information on all online channels (website, Google, App Stores, social media etc.) and include high-quality photos, references, FAQs and contact options.

 Provide your members with regular updates on your facility's procedures. Use signage and digital channels to ask them to wipe down all equipment with a disinfectant spray before and after use, and remind them to wash their hands thoroughly and regularly.



4

Be ready to adapt and change

Remember that things can change and that you may have to close your facility again if local guidelines change. Be prepared for that, and make sure your staff and members can rely on you and the information available. Remember that maintaining a safe and healthy environment is the number 1 priority for both your staff and your members. We hope that these tips give you some helpful guidance on how to run your gym or studio efficiently while adhering to the local health and safety regulations during this pandemic.



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