



## Lichfield Health & Fitness's History

Mr William Smith had bought Lorne House for residential purposes in 1905. After the demise of his daughter many years later, the house came on to the market.

After experiencing great success with 'The Mary Morris Fit Club', Rod and Mary were looking for a permanent home for their business. After spending 18 months looking at everything from a Boley Park industrial unit to the Methodist church on Wade street, it was heard that the derelict Lorne House on Rotton Row had come on to the market.

The Morris family purchased Lorne House in 1982 and 11 weeks later, after substantial works being done, the Mayor of Lichfield cut the ribbon to open Lichfield Health & Fitness Club.

Many of the members who joined in those first few weeks have remained at the club ever since!

In 2011, after many years of great success and happy times, Rod and Mary Morris decided the time was right to step back from the club. Lichfield Health & Fitness club was then handed over to another family, The Petrouis's. For many years the club has been effectively managed by Jodie Morris, daughter of Rod and Mary who will remain in her position, forming the link between the previous and new owners. With a keen interest in the fitness industry and great respect for the Morris family and what they had achieved, the Petrouis family now hope to further continue the great achievements of Lichfield Health & Fitness Club.

## Welcome to Lichfield Health & Fitness Club



Lichfield Health & Fitness has a unique atmosphere that nobody else can obtain. The club's personal connection with its members has been a key component in providing effective fitness solutions for the people of Lichfield since 1982.

Whether you're discovering us for the first time or are a long-time friend of the club, we aim to provide you with a non-intimidating fitness environment where you can feel comfortable and relaxed in your surroundings.



# workout

## The Gym

The gym at Lichfield Health & Fitness features a variety of specially selected equipment to suit novice, regular and experienced gym users.

With a wide range of equipment available for each of these levels, everyone is catered for in a friendly and progressive environment.

Members are invited to a regular personal session with one of the clubs designated fitness advisors to assess, vary and enhance their exercise program.

Fitness needn't be repetitive and these sessions offer you a great opportunity to learn about new equipment and try something different.



# workout

## The Resistance Area



Using our innovative 'air' equipment as well as our traditional weighted machines, the resistance area allows you to tone and define every part of your body or alternatively you can choose a specific area that you would like to work on.

## The Cardio Area

From treadmills to cross-trainers, rowing machines to steppers, our cardio area is designed for every ability and preference, achieving fantastic results across the board.



*Cardiovascular exercise simply means that you're involved in an activity that raises your heart rate to a level where you're working, but can still talk. Here's why cardio is so important:*

- It's one way to burn calories and help you lose weight
- It makes your heart strong
- It increases your lung capacity
- It helps reduce risk of heart attack, high cholesterol, high blood pressure and diabetes



# workout

## The Power Plates

Our popular power plates will give your muscles a high speed workout by using stimulating vibrations. Proven to be great time savers due to their effectiveness when used in short periods, it is claimed that 10 minutes on a power plate will have the same results as a 40 minute conventional workout in the gym.

*The whole concept of losing weight and getting into shape simply by standing on a vibrating plate has invited huge attention. The notion of standing, sitting or lying on something that effectively does the exercise for you is every dieter's dream.*

*We live in a society where we want everything now and with minimal effort, and vibrating platforms appear to be that miracle 'pill' every dieter would die for.*





# workout

## The Studio

Our dedicated class studio hosts a wide variety of great classes throughout the week. This large and airy space enables you to enjoy all of our group classes with your fellow members without feeling cramped or uncomfortable.

## The Classes

All of our members have access to a wide range of fantastic classes in the studio, as well as our ever popular spinning classes held in the separate spin studio. A daily programme of morning, afternoon, evening and weekend classes are designed to make exercise part of your every day life.

- *Easy tone*
- *Spin*
- *Xpress bums & tums*
- *Body balance*
- *Pilates*
- *Dance aerobics*
- *Easy aero-tone and balance*
- *Fat burner II and tone*
- *Weekend wake up*
- *Step on the ball*

*For details of our class and spin timetable, please see the website or alternatively you can call one of our team.*



# relax

## The Changing Facilities

Each of the Lichfield Health & Fitness's luxurious changing rooms were designed with our members comfort in mind. Vanity areas, showers and spacious changing areas all add to the relaxing environment we pride ourselves on.

## The Steam Room

The steam room provides an effective way to relax muscles and detoxify your skin.

## The Sauna

The highest temperature experience at Lichfield Health & Fitness provides a restful environment to relieve tension and ease muscles.

## The Jacuzzi

Soak in our Jacuzzi area with fitted TV and massage jets, the perfect remedy for aching muscles after a hard work out.



# recover

## The Members Lounge

Our licensed members lounge and bar provides the perfect place to wind down after your work out, here you can enjoy complimentary tea, coffee and cappuccino's whilst reading a book or socialising with your fellow members.

## The Social Events

Our members lounge area also hosts many of Lichfield Health & Fitness's social events held throughout the year. These include everything from cosy winter quiz nights to summer BBQ's and provide a great opportunity for new members to get to know everyone as well as providing our long-time members with the chance to relax, chat with staff and generally let their hair down.



# the team

Here at Lichfield Health & Fitness, we pride ourselves on the friendship and commitment between the club's team and its members.

There are no pushy sales people or intimidating gym staff, just a friendly, experienced and reliable team who genuinely love what they do.



## What you can expect from us...

# membership

Here at Lichfield Health & Fitness, we offer a different service to what is fast becoming the industry standard across the UK and the rest of Europe.

### WE DO...

- *Believe all contact with us should be fully inclusive, more contact with our fully qualified and friendly team means you stay motivated and progress.*
- *Cater to your individual and specific needs and encourage you to achieve the results that you want.*
- *Offer complimentary tea, coffee and cappuccino's in our members lounge.*
- *Offer specific weight management programs. If you really want to do it, we really want to help you!*
- *Give you an unbeatable level of customer service.*

**Full membership from £2.06 per day  
Less than 1 glass of wine**

**Couple's membership from £1.75 per day  
Less than a pint at your local**

**Pilates membership from £1.79 per day  
Half the price of fish & chips**

**Student membership from £1 per day  
About the same price as a bottle of cola**

**For more information on any of our memberships, or to arrange an appointment with one of our team, you can call us on 01543 xxxxxx**

