



## **NEW WORCESTER GYM FLEXES ITS MUSCLES WITH BACKING FROM ALLIED IRISH BANK (GB)**

5<sup>th</sup> September 2017 - A successful leisure sector entrepreneur has chosen Worcester for his first gym outside London, with the development backed by a £1.1m finance deal from Allied Irish Bank (GB).

Stuart Rosenberg is opening his latest Fitness4Less gym in Cathedral Square, the recently-launched £20m mixed-use scheme in the heart of the city, creating up to 20 new jobs in the process.

The £1.8m, 14,500 sq ft fitness centre includes a swimming pool, sauna and steam rooms and is equipped with the latest Life Fitness training equipment, Hammer Strength weights, a Prowler running track, ladies-only gym and several studios providing over 50 free classes for members each week.

Started by Stuart Rosenberg in 2010, Affordable Fitness opened its first Fitness4Less franchise in Cambridge Heath in 2011 followed by Canning Town in 2013. Keen to grow the business, he started looking outside London for his next project.

Rosenberg said: “When I researched the site at Cathedral Square I was immediately impressed by the potential. With its location in a prime position opposite the Cathedral, the fact that it had attracted some of the UK’s biggest hospitality brands and that there was no other affordable gym and swim facility in Worcester, it all added up to the ideal choice.”

AIB (GB)’s team was headed up by healthcare and leisure sector specialist Jamie Ward. He said: “Stuart has built a very successful operation in London and is carving a niche in a growing segment of the fitness sector, enabling a wide range of ages and abilities to access the latest high-tech facilities at very affordable membership rates. But where Stuart’s

business model differs from others in the sector, is the level of highly trained staff on the premises and he knows from his London gyms that members value this a great deal. We wish him every success in Worcester.”

Rosenberg continued: “I was introduced to AIB (GB) by our financial adviser, Steve Chester at Axis Commercial Finance, and Jamie has been extremely helpful and reliable throughout. He is very knowledgeable about the leisure sector, understands my business plan, and is genuinely interested in what I want to achieve. He also did what he said he was going to do and when, which has been immensely important to me and to the project’s successful completion.”

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