

LifesCycle Life



Top News-Summer Opening Event.

Summer Opening Event Ibiza style....

Please please get booking in on the Events page of the booking system for our big event on 4th June:

Three amazing and dynamic rides Beauty and the Beast, Earth Ride and Love LifesCycle. An afternoon and evening of Spinning fun, fitness and full on entertainment not to be missed. The fantastic **Pepe Santamaria** on percussion on all amazing rides- which will feature fantastic sounds and new visuals. Chillout party in the style of **Cafe del Mar Music** and **Buddha Bar** and other cool check ins. Raffle for those brave **Cycle USA 2011** guys cycling for **Maggie's Cancer Caring Centres**. More

info

on www.lifescycle.co.uk and booking system.

As we're sure most people who came along last year would agree, there was a great atmosphere and the live percussion by **Pepe Santa Maria** really lifted LifesCycle to new limits. This June promises to be even better, as we've all gained loads more experience on all fronts...

Newbies welcome so please bring your friends. Non Spinning family and friends very welcome to come along and view and enjoy the atmosphere

The Rides are £10 each - really good value as loads of work is going into the new music, visuals, a team of instructors and live percussion on each ride....

If you all do 3 it's £25 with student and seniors discount on application.

Couldn't get a cheaper afternoon and evening's fun...whether you do one ride or all 3 you can join in the Chillout After Party! Non Spinning family and friends very welcome to come along and view and enjoy the atmosphere.





Team Updates

We want to start by saying thanks for all your support over the winter months.

The weather helped us a bit- but at times was a bit too extreme for even the most hardcore cyclists to get out to a Spinning class!

The Team managed to get a short break to Florence in February to catch up on the Italian scene - brought back a few ideas - some new sounds, a bit more "running" and "Equilibrium" appeared in some of the classes!

Andy and Jeannie also got some road cycling in as part of a break to Lanzarote. A sense of achievement and some more experience to add to the classes. It also helped Andy to train for the Etape last weekend. Well done to everyone who took part.

Spin Steve led a great ride last month in preparation - and the Tri Centre have helped many of us prepare our bikes...

As for Sir Hugh (meant fondly of course) - he's

been building on his running fitness and has already finished well in his first races....we wish him good luck in the upcoming West Highland Way Challenge.

<http://www.westhighlandwayrace.org/>

He has revamped his Thursday night training session for road cyclists, triathletes and indeed everyone who wants to push their cycling fitness.

That follows on from his class with Jeannie and Andy. We hope to resume full 3 way service on that class soon!

Andy is hoping to start his seniors' class off the ground again on Thursdays at 2pm. fantastic sounds from the 60s 70s and 80s, ...help your older friends. relatives, colleagues lose weight, feel fitter, feel stronger, healthier and happier...

Jeannie loves her bit at LifesCycle and is also looking to introduce some classes for older folk -possibly ladies only, new to exercise, would like to lose weight , work out in a relaxed setting

Yip Yip Yip

“Equilibrium.....
don't fight the
bike!

CLASS NEWS

Scott Bonkers has stopped for the summer and is coaching as part of the Tri Centre's Wednesday evening open water swimming sessions.

A few of you have made your way from the Wednesday evening and Andy's class also in that direction. Do remember to keep spreading the word to your friends as we need to keep building these classes for all. Andy mixes all his own music. His classes are really dynamic and have that feelgood factor as lots of you have indicated.

The Speedway Boys had a great winter session with Andy on a Sunday afternoon - and Hugh and Richard put the Edinburgh Triathletes thru their paces on cold Thursday evenings...

Spin Steve has tailed off his real road classes for the summer, but more - more info. to follow on one offs.

Linds has revamped his Saturday class so that it is a more general class for all- so give it a try if you

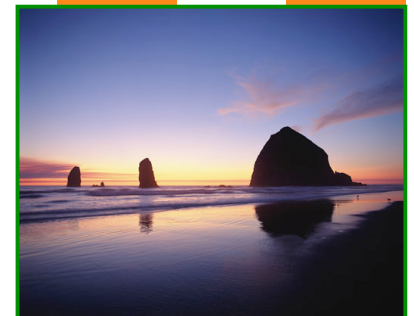
want to get an early doors workout in on Saturday. Linds' class is high energy fun, motivating anda great fat burner for the summer!

Follow that with Andy and Jeannie's hour class - with bike set up at 10.45 for newcomers and with an optional half hour endurance following on if numbers permit. On Sunday, Hugh's Beast is still a popular hardcore workout and he is joined by other instructors for a short blast on occasion to spread the load.

Coffee thereafter- as on a Friday morning when Izzy is a popular start to the day - but we need more of you in there - many of you asked for morning classes so let's help sustain them.

Josh & Andy trying to keep regular Frisky Fridays on so please help them along the way to get a fun and upbeat class going for Frisky Friday! Josh's Tuesday with the run afterwards with Hugh firing things up too is a great energy boost - so get yourselves along to that....

.....
 'Never Give Up
 Your Dreams



*Heavy Heavy
 Steep Steep*

Other Stuff

On the charity front, to add to our endeavours last year, we have been supporting the Cycle USA boys as much as we can on their enormous challenge for Maggie's and did a ride for them in February where we welcomed some newbies to the fold. Thanks for your support guys and do keep coming...we will be doing a raffle as part of the Summer Opening Party, so any prizes gratefully accepted.

We did the Earthquake Ride recently and raised £150 for Japan and NZ for Mercy Corps <http://www.mercycorps.org.uk/> who we look forward to doing some work with again in the future.

We hope you will support us in our soon to be publicised African evening, where we will help Andy fundraise for his trip to Zambia on the Book Bus. <http://www.thebookbus.org/index.php/book-bus-help-as-volunteer/join-volunteer-zambia.html>

He hopes to use his possibly quieter period productively and take his vast experience working with young people and his puppeteering skills to help children experience storytelling and books, where they may not previously have had the chance.

Special People

Everyone at LifesCycle is really special to us so please keep coming along and supporting us - it's a struggle at times for us to keep it going - but we love Spinning and we love the wonderful world of LifesCycle. We can't do it without you, so we need you to PLEASE keep coming over the months ahead and spreading the word....

There are a few regulars who we must give a mention to however...the amazing Sophie Young, who gave birth to baby Estrella literally a few days after stopping her extremely regular



attendance. Although Sophie had difficulty fitting through our front door, she loved coming along, having her escape and losing herself in the sounds and visuals...particularly Andy's cartoons! And Lee Waller who is our chief Facebook supporter. We wish Lee all the best for her training over the weeks and months ahead.

All the best to Brian for his watt bikes summer tour...good luck on the road too on his seasonal ventures...new stuff will be debuting at LifesCycle's upper studio after 4th June.....it's been good to work with watt bikes

We said goodbye to our friend, the lovely Ase Rozen who went back to her homeland of Sweden. **We miss you Ase!** Thanks to Jill and David, Trish, Stuart, James, Chris, Steve our truly wonderful bike mechanic, Anne, Moira, Alice and Caroline McInnes for their input to our business and the many others who have helped out behind the scenes when required. It feels like a real team.

Some superb developments on the online booking front Thanks to Jeremy for his work on that and the website. Thanks to Chris from ERC for the flyers and the other work in the pipeline....and for his very patient support with us rookie cyclists.....

A special thank you to the Thunder from Down Under that is Josh Bicknell for sticking in with the team from Day 1 and his real loyalty to LifesCycle despite his own hectic schedule full of business and fitness!

The Girls

And last but not least, we would like to say a real big thanks to the girls – and we need more of you up there teaching!

To **Izzy and Lynn** for their Winter Sunday classes and early mornings. To **Laura McLaren** who helped us out most recently by bringing her fantastic teaching energy and enthusiasm to

LifesCycle - Laura is traveling and we hope to have her back with us in the new season teaching in the wonderful world!

And **Nicky Trench** who is keen to bring her own brand and amazing vitality to LifesCycle soon in the form of some Zumba taster sessions on a Wednesday evening – tell all your friends, family, colleagues – Nicky is the best!!!



Customer Survey

"You all bring different things to the classes, and your warm and friendly attitudes make Lifecycle all the more enjoyable."

"You're all keen to help and answer questions, and make everyone feel at ease. I never feel like I don't belong, even in classes with much fitter people than myself in them, because you encourage riders of all levels and capabilities.... it's a superb experience and one I have happily recommended to friends"

"The instructors and the relaxed atmosphere are what make it though so my only advice would be to not over think it, you guys are doing a tremendous job!"

"add some new photos of less sporty spinners, and might be good to also put on some "testimonials" from different spinners as to why they go, what they get out of the classes etc to show that ideal for all types, ages and stages of fitness. ..."

"This is an excellent "gym". What a brilliant idea. It is destined to go from strength to strength. Please don't go down the boring membership fee nonsense track.. Love the homely vibe in the waiting area. Reminds me of australian pubs.. Lights going off with the music is tremendous..."

"Web site - good look and feel and great being able to pay online Facebook updates - excellent for keeping everyone aware of what's on and what's happening at the studio . If you miss a class and then see a FB update that it was a great class it makes you want to come along."



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What we've done....

More analysis to come.....but most of what you said was really positive and we seem to be doing lots of good stuff and have created exactly what we set out to do....a place where people can feel comfortable about themselves and the environment around them, feel safe and relaxed and enjoy exercise as it's meant to be - fun, motivating, dynamic and inclusive !

We have taken on board constructive feedback where we can about music, class times etc. We can't and don't want to make all our instructors the same, but what we are working on now is a way give you more of an idea what each of them can offer and what the classes will give you so that you can make up your own mind.

Some comments about lack of space and the most obvious downside was the size of the changing rooms. We have tried to do what we can there, but

are severely limited by space . We have put cubby holes in the studio so that bags don't clutter up the changing areas so much and plan to make more use of the reception area for storage over coming weeks.

Cost was an issue but lots of people thought that the individual classes were fairly priced and would not be phased too much by an increase on drop in, as long as incentives were offered for blocks. We are thinking about how best to implement this.

We have a recycling bucket for bottles now...and have orders in for bars and food stuffs as requested. With particular thought going into a coffee/café style area We are always willing to take on feedback and ideas- so please let us know what you think.....so we can make your LifesCycle an even better experience!

PLEASE KEEP SUPPORTING US AND FOLLOWING US ON FACEBOOK AND TWITTER

