
LeisureLabs
+
CONNECT
The trusted technology partner for
forward-thinking fitness and wellness brands

Community Leisure UK



LeisureLabs CONNECT

About this partnership

LeisureLabs and Connect are proud to be a Headline Business Partner of Community Leisure UK.

Together, we bring CLUK members strategic consultancy, digital product expertise and purpose-built technology, all designed around the realities of running leisure and culture services for local communities.

Our shared goal: helping trusts make confident decisions about technology, get more from their existing investments and reach more people in their communities.

About us

LeisureLabs is a consultancy and delivery partner specialising in leisure, fitness and wellbeing.

We start by listening to your ambition, your challenges and the technology behind your organisation. Then we turn that understanding into a clear direction for your investment.

The answer may be getting more from the systems you already have, it may mean adapting what works, building something new or licensing a product from the market. Your ambition, time and budget determine the route we recommend. Every recommendation comes with a reason.

Through **Connect**, our product company, we build shared technology products for the leisure sector, starting with LeisureWise.



Some of our clients

Abbeycroft Let's Love Life	Circadian Trust giving more	David Lloyd CLUBS	everybody HEALTH & LEISURE
Fitness First	halo	Kore WELLBEING STARTS AT THE CENTRE	NRG
South Downs Leisure	Southwark Council	the gym group	thrive

Senior Leadership Team



Alex Peacock
Co-Founder

20+ yrs experience in fitness technology.
Former CEO, Netpulse
3 x Startup founder.



Charles Njoku
Co-Founder

20+ yrs consulting and professional services experience. Former VP Professional Services at EGYM & Netpulse.



Amy Walker
Director of Client Solutions

12+ yrs fitness and retail technology & digital marketing experience.
ex. David Lloyd Leisure, Tesco.com & SweatWorks.



Tiffeny Gould
Consulting Director

20+ yrs ops and digital transformation experience in health and fitness.
ex. Everyone Active, Parkwood Leisure, NHS, David Lloyd Clubs.

How we help

Digital Transformation	Platform Customisation	Product Development
Digital Ecosystem Reviews	Platform Recommendations	Product & Design Ideation
Digital Strategy Development	Platform Migration	Rapid Prototyping & Testing
Programme Management	Platform Integrations	MVP Development
Insights and Trends	Platform Customisation	Product Refactoring

Where to start: our consultancy services

AI Activator NEW

A 12-week guided programme that helps operators move from AI curiosity to measurable results, within their existing technology stack.

Digital Ecosystem Review

Understand your digital landscape and capabilities to support strategic alignment and guidance on where to focus next.

Platform Requirements Definition

Define and prioritise your requirements to optimise both business and customer outcomes.

Digital Process Audit

Identify opportunities for integrations to increase efficiency and improve the customer experience.

Where to start: our consultancy services

Platform Selection Management

Expert management of your platform selection (RFP) process to ensure clarity, compliance and the best vendor choice.

Programme Management

Seamless coordination of complex projects, with clear oversight, resourcing and communication from start to finish.

Sector Trends and Insight

Uncover the key trends, user behaviours and technology shifts shaping health, wellbeing and fitness services.

Platform Experience

API integrations developed and supported for the fitness industry's leading platforms

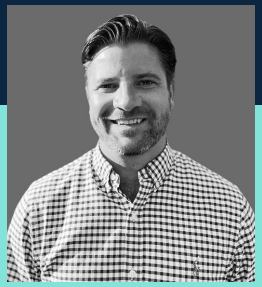


CONNECT

Connect is a LeisureLabs company that builds **shared technology products for the wellness and leisure sector**. Led by Danny Woods, it brings operators together to tackle common challenges.

Too many operators are solving the same problems on their own, with fragmented systems and costly one-off builds. Connect develops products that address these shared challenges and keep improving through real-world use.

Our first product is LeisureWise.



Danny Woods
CEO | Connect

15+ yrs experience in fitness technology.

Launched 100+ apps for leading fitness & wellness brands.

Ex-Netpulse & EGYM

LeisureWise AI

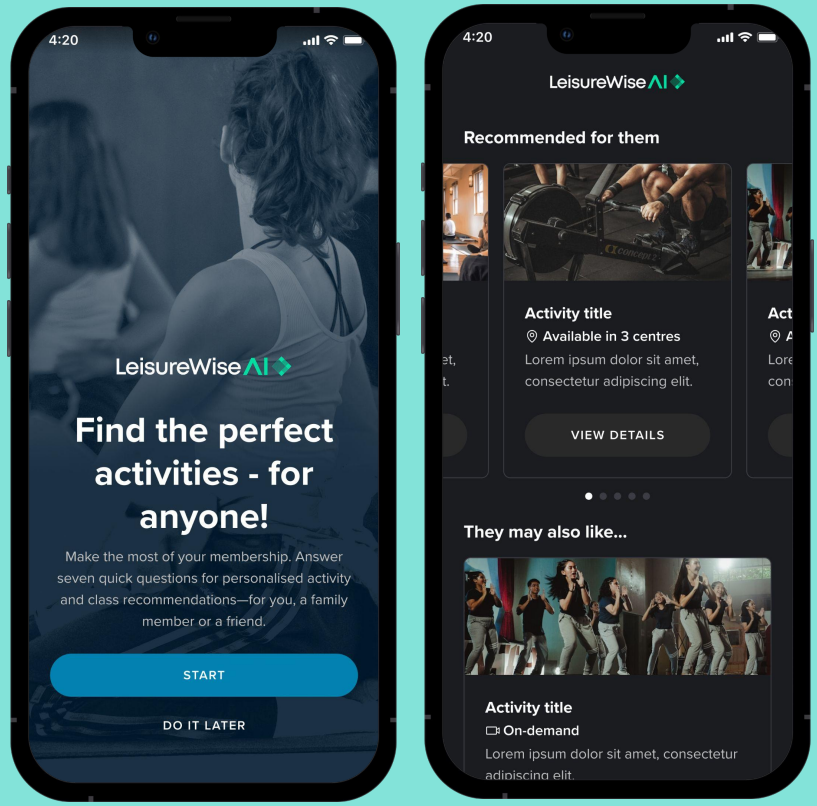
By Connect

Personalisation at scale

LeisureWise makes every member feel like your only member with AI personalisation.

Using your existing data, LeisureWise delivers personalised member journeys at scale - improving conversion, accelerating onboarding, and driving relevant experiences without replacing your current systems

NOW LIVE!



Let’s work together

Let’s talk about how we can help you get more from your digital experience, and more people active in your community



Tiffeny Gould
Consulting Director
LeisureLabs