



CITY OF ST. ALBERT ADMINISTRATIVE BACKGROUNDER

TITLE: External Personal Trainers

At the May 4, 2015 City Council Meeting, St. Albert City Council passed the following motion:

“That all requisite administrative procedures and practices be temporarily modified to permit personal training be it either for profit or not for profit at City facilities for a one year trial and after the one year trial report be brought back to Council for further consideration.”

BACKGROUND:

In response to the May 4, 2015 Council Motion, staff developed a comprehensive package that would allow external personal trainers to operate out of Servus Place. This program would provide an additional option for community members looking for personal training services as well as a business opportunity for the community.

The developed program outlined the pre-requisites and operating rules that governed the external private personal trainers trial period. The full package of guidelines is located at:

https://stalbert.ca/uploads/files-excel/Application_Package.pdf

A trial period of 12 months provided opportunity for external personal trainers to access Servus Place to deliver their personal training services and for Servus Place to evaluate the potential impact of this service level change.

This program was promoted through information available on the City website, word of mouth, advertisement in Gazette – Citylights, and on social media.

To date, staff have invested approximately 160 hours in the development of this program, consultation with the community and administration required in the offering of this program.

Results of Program

Through the trial evaluation, inquiries received were tracked. A total of six inquiries were received from individuals expressing interest in the program. No formal applications were received.

Feedback was received from the six individuals that expressed interest included:

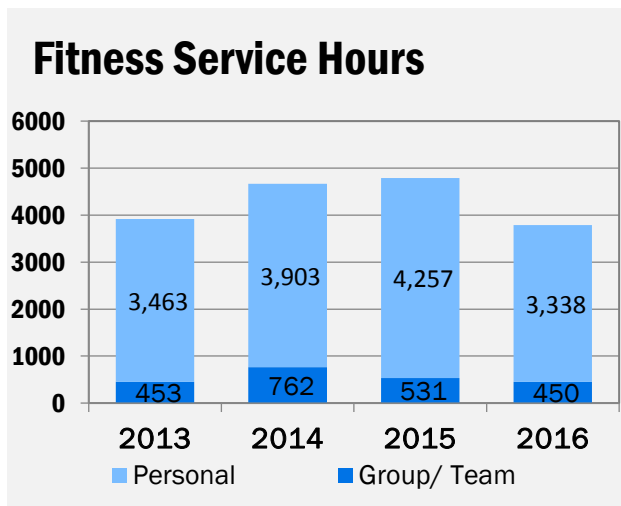
- Concerns that the qualifications were too restrictive.
- Concerns that the fee structure was too high.
- Challenges with the restrictions regarding using personal equipment within the facility.
- Desire for flexibility to allow solicitation of personal training prospects within the facility.

Current Trends

A regional comparator analysis was completed prior to and following the end of the External Personal Trainer Program trial.

Through this analysis, it showed a trend of more fitness services available within the community, including new facilities (Goodlife fitness, LA Fitness, others), and many specialty cross fit outlets and programs. This trend indicated that the community continues to have more options for personal and group training and that there are more personal trainers operating in the community that provide these services.

When Administration reconnected with the seven facilities that were offering external personal training services in 2015, they discovered that three of the seven facilities that were offering external personal training opportunities have discontinued these programs due to low interest in the program.



At Servus Place, Fitness Services (personal training and group training) have seen significant decreases in 2016. Anecdotally, staff have heard that this decline is due to the current economic climate as well as space constraints within the facility.

Moving Forward

In conclusion, staff understand that the fee and the qualifications for the program are the most significant obstacles for participants.

The qualifications are based on the Canadian Certifying organization CSEP standards which are the common practice across Canada and the standard required for all internal personal trainers employed with the City of St. Albert. This level of qualification ensures that those individuals providing personal training within facilities are providing safe, quality service which in turn protects the interest of the City and the safety of the public.

The External Personal Trainer program allows private businesses to operate in this public facility. With that reference, Administration developed a rate structure that was based on market rates. There is the flexibility within this program to reduce the fee to make the program more attractive; however, this would conflict with the criteria around which the fee was originally set.

Overall, this program provides another option for personal training in the community and could continue in it's current format if Council approved this service level change.

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