

## GREENWICH LEISURE LIMITED | SUCCESS STORY

# Experience Upgrade: GLL (Greenwich Leisure Limited) Drives 90% Market Penetration with myFitApp

### Keeping Customer Trends Trending: On the Road to a Rebrand

With nearly 400 leisure, library, and cultural venues under their customer-facing brand, Better, GLL has an extensive reach – and a market penetration of over 90 percent. As the largest operator of public leisure facilities in the UK, this charitable, not-for-profit social enterprise must carefully manage their resources to bring the best experience possible to their customers.

“myFitApp help us to provide the ‘Better UK’ app to our customers, a pivotal tool for visitors to view, book and attend our facilities,” said Tom Popsys, National Products Project Manager at GLL. “We’re incredibly proud to have a customer penetration rate as high as 90–95%, a clear sign the app is an integral part of our customers’ user and access experience.” And the team plans on expanding and capitalising on that momentum as they work to stay ahead of industry expectations. “Customer trends are continuously evolving,” said Popsys. “Now more



The myFitApp team has continued to assist with the roll-out (of the app redesign) and delivery post-launch.

than ever, they’re turning towards digital services to help achieve their fitness goals.” With recent app developments piquing their interest, the GLL team decided to enhance their app experience from merely functional to an enjoyable, user-friendly product for their customers to enjoy.

### Rebrand Rules: 2 Main Priorities

The GLL team had two main priorities as they considered their app redesign: to reduce visual clutter and reorganise tile options, providing primary options that would be standardised across all leisure venues. “This was the first time in five years that we redesigned the app home screen at a national level,” said Popsys. “It was vital that any changes we made were intuitive enough for our customers to naturally adopt, and applicable enough to all our venues without the need for multiple design versions.”

As GLL set out to achieve this redesign, other goals were integrated: to utilise integrated partners, thus reducing third party apps, and introducing new features to further support the wellbeing of their customers. New offerings vary from on-demand fitness classes to personal digital health coaches, virtual health access with 24/7 GP consultations, a member benefits platform, and more.

Such a powerful redesign required all hands on deck. “The myFitApp team were fantastic throughout this entire project,” said Popsys. “They helped us to understand and define our initial project scope and kept close to the

## THE HIGHLIGHTS

### 15%

Total App Users Actively Engaging

### 4,000+

Customers Engaging with Medical Services

### 150+

GP Consultations

### 4.9 Stars

Average Interaction Satisfaction Rating

### 5 Times

As Many Users Watching On-Demand Content

### 4.2%

Member Base Growth Since Launch

### 2.8%

Member Yield Growth Since Launch

project throughout, assisting us with common challenges and barriers. The project was delivered on time and to the specification required which we were really



happy about considering the complex involvement of several third parties.”

**Adoption and Uptake: Member Reaction**

“Feedback has been extremely positive,” said Popsys. “Internal colleagues and customers alike have reported on the improvements to the design and the benefit of the provided features.” With an 8% increase in Monthly Active Users year-on-year and over 2,000 daily downloads, GLL’s momentum isn’t slowing down, and it’s clear why: their meticulous attention to the needs of their users is paramount to their success.

GLL’s 2026 research found that 2 out of 3 people surveyed looked to use fitness apps to help achieve their health and wellbeing goals – with common barriers to this desire

ranging from cost to convenience and confidence (or lack thereof.) With these statistics in mind, GLL has sought to lower the barrier to entrance into fitness and wellbeing: and myFitApp is proud to work alongside them in this laudable goal.

“Customers are now, more than ever, looking for digital services to help assist their wellness and longevity goals,” said Popsys. “We’re confident that planned continuous improvement in the customer app will position the app as a pivotal tool for users to use to achieve their health and wellness goals, at the gym, at home or even on holiday!”

Learn more about myFitApp: [www.myfitapp.com](http://www.myfitapp.com)

Learn more about GLL: [www.gll.org](http://www.gll.org)



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**About myFitApp**

myFitApp is an all-in-one, fully customisable, member app that fitness and wellness facilities use to strengthen their brand, retain members, and acquire new ones.

With over 2,500 customers and 3 million+ members using their apps worldwide, they are the leader in providing branded apps for fitness and wellness facilities.

**About Clubessential Holdings**

Clubessential Holdings provides a full suite of membership and club management Software as a Service solutions to private clubs, public golf courses, health & fitness clubs, spas, military organizations, municipalities, and college athletic programs. Across eight brands, the company offers a variety of forward-thinking technology and services which help more than 10,000 customers attract, engage, and retain over 15 million club, community members and sports fans for life.