

Active ^{IS} MOVING



Active will soon be leaving Fort Regent to make way for its redevelopment. Major reinvestment in alternative facilities at Springfield and Oakfield are underway, so we thought it was a good time to refresh our brand logo and the look and feel.

Our customer opinions are important to us so before making any drastic changes we wanted to understand what you thought of such a proposal.

In November we invited you to take part in focus groups ran by local research company 4Insight, on our behalf, and this is what you had to say about the brand logo:

- “More colours / clean. I think the blue’s a bit old.”
- “Just need to modernize, will attract new people.”
- “Make it more fresh.”
- “This screams 80’s to me. Its very old school but I don’t think they need go crazy.”

The current logo and branding has served us well since its launch in the late 90’s and it was evident from your feedback that our members associate it with all the brand values it is intended to represent, referring to Active as “friendly”; “sociable”; “easy going” and “inclusive”.

Whilst you agreed it could be updated, you also felt we shouldn’t “go crazy” and any brand changes should be an evolution, rather than a complete change.

We’ve taken that feedback on board and would like to introduce to you the new brand logo for Active, which we believe still reflects our brand values and applies a more up to date, modern, look and feel.

We have also been getting lots of questions about what facilities and equipment will be included in the Gym at Springfield.

The images here will give you a good idea of what the spaces may look like (note this will not be the final decor). The complete list of equipment for the Springfield Gym is available on our website at active.je/newfacilities.

We have been privileged to have occupied such a large space at Fort Regent which has enabled us to provide an extensive range of equipment. Unfortunately we will not be able to take everyone’s favourite piece of kit with us to the new, smaller facility but there will be a full range available (see complete list at active.je/newfacilities) that will enable a complete body workout.

The equipment list is made up of some of the newest equipment from Fort Regent and Springfield and we will also be investing in additional new equipment to complete the set!

Let us know what you think, by leaving your feedback with one of our team, or by going to gov.je/feedback.

