



# Fitness studio shapes up for the future with LEP support

## Everybody Pilates stays active with over £18,000 from Crowdfund Solent

Fitness studios, gyms and leisure centres were badly impacted by the outbreak of COVID-19 in 2020. Under government restrictions, the doors of Everybody Pilates in Portsmouth were closed and with no classes or workshops, the future looked uncertain.

Business co-founder and experienced pilates leader Amy Kellow took action to keep Everybody Pilates afloat. She decided to introduce a new video-on-demand service, bringing classical

pilates workouts into members' homes through EverybodyPilates.tv with funding support from the Solent Local Enterprise Partnership (LEP) 'Crowdfund Solent' scheme.

Her aim was to keep Everybody Pilates clients on track with their regular workout sessions and to attract new members who wanted to get in shape during the COVID-19 pandemic.

As a result, she was delighted when the Crowdfund Solent campaign raised over a massive £18,000 - and the business is now booming as Britain comes out of lockdown.



## Business background

The popular Everybody Pilates studio, located in Southsea, has been providing classes and private lessons for the past 15 years.

Amy Kellow, a second generation Master Trainer, and her highly skilled team of instructors offer classical workouts that help to build core strength and balance in the body.

The supportive studio environment has helped many clients to progress with their pilates and enjoy health benefits as a result.

## Support from the Solent LEP

When the Everybody Pilates studio was closed in March 2020 due to the coronavirus lockdown, Amy launched her Solent Local Enterprise Partnership 'Crowdfund Solent' campaign to fund online pilates workout sessions - [EverybodyPilates.tv](https://www.everybodypilates.tv)

In just two weeks, she received an amazing response from local supporters and raised over £13,000 from the Crowdfund Solent scheme. This was supplemented with a further £5,000 match-funded by the Solent LEP.

The scheme is aimed at helping small businesses, social enterprises and charities facing challenges because of the COVID-19 pandemic to respond to the changing market. As a result, [EverybodyPilates.tv](https://www.everybodypilates.tv) was launched as a subscription service to enable anybody to join studio workout classes from the comfort of their home. Available as a website and via a mobile app.

Amy said "We decided to crowdfund to add another revenue stream to our business. The need to achieve this was accelerated due to the closure of our business during the first lockdown.

"We wanted to be able to achieve a deliverable quality service to our customers during this time and for the future.

"Unlocking the funding gave the project a clear reach towards our goal which meant that many people were then spurred on to donate to help us reach our target. It gave the project a real lift half way through and ultimately helped us go beyond our goal.

"In the short term, the Solent LEP scheme helped us achieve an online resource for our customers and new clients. In the long term, it gave us another revenue stream to market our business."



## Where the business is today

As Everybody Pilates emerges from the challenges of lockdown, Amy and her team are looking forward to opening up the studio classes, subject to COVID safety guidelines. This will operate alongside EverybodyPilates.tv which gives a flexible option for those who cannot attend classical pilates sessions and prefer to workout at home at a time to suit them.

Amy said: "While we are coming out of lockdown we are pleased to be able to offer the alternative service through [EverybodyPilates.tv](https://www.everybodypilates.tv)"

"We found the whole experience working with Crowdfund Solent to be a positive and useful one for our business. The support we received was great and helped us to achieve our target within two weeks."

For more information visit [www.everybodypilates.tv](https://www.everybodypilates.tv) and [www.everybodypilates.co.uk](https://www.everybodypilates.co.uk) or connect on [Facebook](#), [Twitter](#) and [Instagram](#).

## Crowdfunding to keep going:

The Solent Local Enterprise Partnership (LEP) 'Crowdfund Solent' fund supports small and micro businesses, social enterprises, charities and the self-employed in the Solent area who have been adversely affected by COVID-19.

By October 2020, the fund had supported 84 projects in the region. These projects have collectively raised nearly £620,000 between them, with £184,000 in pledges from the fund.

If your business needs a helping hand, find out more about the Solent LEP's crowdfunder by visiting [www.crowdfunder.co.uk/funds/crowdfund-solent](https://www.crowdfunder.co.uk/funds/crowdfund-solent)