

## **Happy Hour – Fact and Figures**

Set up by Benjamin Fry January 2008

14 practitioners in initial class of “personal trainers”

Trainers located from Newcastle to Brighton

Many more teaching programmes for practitioners scheduled for 2008

Aim to have over 100 “personal trainers” throughout the UK by 2009

Clients start with 2-hour assessment

Leave with insight, diagnosis and action plan

Follow up with 1- hour monthly training session to assess action plan

Typical course is 1 to 6 months

Various costs depending on individual “personal trainer”

Typically £20 to £100 per hour

Benjamin Fry top end £200 per hour at Harley Street