

CASE STUDY SW7 ACADEMY

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EQUIPMENT

- Three-Station Olympic Lifting Rig with Integrated Pulley Systems and Storage
- Branded Olympic Discs & PB Olympic Bars
- Branded Adjustable Benches
- PB Competition Kettlebells
- Hex Dumbbells
- Branded and Line-Marked Performance Turf
- 30mm Weight Layer Flooring Throughout

“ Thanks to Mark and the team at Perform Better, the SW7 Academy HQ allows us to bring the SW7 Academy community together, run group training sessions, undertake performance testing and be able to create more educational content to support people globally to achieve their goals ”

Sam, Josh and Andrew
SW7 Academy

Perform Better are very proud to be working with the SW7 Academy and providing them with their brand-new training space. SW7 Academy was founded in 2019 by Sam Warburton OBE and his business Partner Josh Davies. Via the SW7 Academy mobile app they provide online workout programmes to thousands of people across the world. The SW7 Academy community ranges from young aspiring athletes who are looking to perform better in their chosen sport, or individuals who simply want to become the fittest version of themselves and be guided through the process by trusted professionals. SW7 Academy members can choose from a variety of programmes including, the Strength & Power, Muscle Gain, Over 30's, Female Athlete and Fat Loss.

We designed a space that could combine the best in Strength and Conditioning with open space for free exercise and group work.

Starting with the floor we provided a 30mm weight layer flooring with a branded turf track built up to 30mm to provide a deck-level surface. Along the main wall we created a bespoke Rig system. This Rig contained 3 Lifting Racks with Bars and Discs, two integrated 100kg Pulley stacks with a variety of attachments, and storage integrated to accommodate the PB Dumbbells and Competition Kettlebells. Branded Adjustable Benches were added to complement the Strength area and give a diversity of exercises for all users.

