B1 FITNESS

Employee Investment

Employee
Health & Wellbeing

Employee Investment

B1 Fitness was founded by Lee Burrell, whose professional background spans education, coaching, and performance-focused health and wellbeing. Through my experience as a teacher, lecturer, personal trainer, and partnership manager, I observed first-hand the increasing impact that stress, inactivity, and poor lifestyle habits were having on employee wellbeing and workplace performance. Recognising the need for a more structured, accessible, and evidence-based approach to workplace health, I developed the B1 Fitness employee investment model to support organisations in creating healthier, more resilient, and higher-performing teams.

In today's fast-paced working environment, employee health and wellbeing are essential to both individual performance and organisational success. At B1 Fitness, we provide evidence-based health and wellbeing solutions designed to support employees physically and mentally, helping them feel healthier, more energised, and more engaged at work. Our programmes are built to reduce stress, improve morale, and create sustainable lifestyle changes that positively impact both people and business performance.

Through flexible, scalable, and fully online delivery through our own app, B1 Fitness works in partnership with organisations to embed wellbeing into everyday working life. Our tiered corporate packages combine structured fitness, education, behaviour change strategies, and ongoing support to meet the unique needs of each workforce. By investing in employee wellbeing, companies not only enhance productivity and retention but also foster a positive, resilient workplace culture where individuals can thrive.

CREATING A HAPPIER & HEALTHIER WORKING COMMUNITY

Would your employees benefit from improved health & wellbeing?

A healthier workforce is a more productive, engaged, and resilient one. At B1 Fitness, we specialise in delivering evidence-based personal training and wellbeing programmes designed to boost employee morale, reduce stress, and lower absenteeism. Whether through tailored fitness sessions, wellbeing workshops, or holistic health plans, we support your team in making lasting lifestyle changes that improve both physical and mental health.

No two teams are the same — that's why we offer flexible, scalable solutions to meet your organisation's unique needs. From group training and virtual coaching to nutrition guidance and wellness challenges, our services are designed to seamlessly integrate into your workplace culture. Backed by experience in fitness, education, teaching, coaching, and behaviour change, we help your employees feel better, perform better, and stay with your company longer.

B1 FITNESS

As an employer, would the following benefit you?

Reduced Stress

High stress levels lead to burnout, absenteeism, and decreased performance. By supporting employees with structured fitness and wellbeing programmes, companies can reduce stress, helping staff stay calm, focused, and resilient in the workplace..

Workforce Feeling Valued

When companies invest in employee wellbeing, staff feel cared for beyond their job role. This sense of being valued builds loyalty, motivation, and a stronger connection to the company, which directly enhances company culture.

Increased Staff Productivity

Employees who are active and healthy have higher energy levels, sharper focus, and improved concentration. This means tasks are completed more efficiently, mistakes are reduced, and overall output increases.

Happier & Healthier Workforce

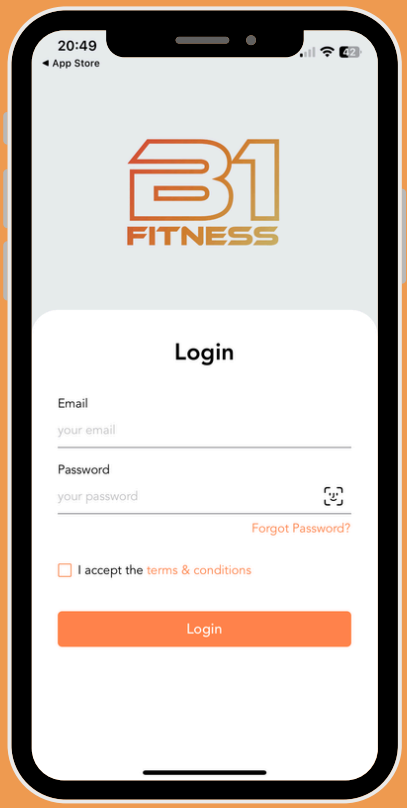
A positive and healthy workplace leads to better morale, lower sickness rates, and more teamwork. Happy employees are not only more engaged, but they also create a ripple effect that fosters collaboration and positivity throughout the company.

Improved Staff Retention

High turnover is costly in both time and money. Offering wellbeing support helps companies stand out as employers who care, making staff more likely to stay long-term. This reduces recruitment costs and ensures valuable skills remain within the business.

CREATING A HAPPIER & HEALTHIER WORKING COMMUNITY

Time to put your trust in us



All programmes and resources are expertly designed by Lee Burrell, founder of B1 Fitness. Lee brings a strong academic and professional background, holding both a BSc and MSc in Sports and Exercise Science, a PGCE in Secondary Physical Education, and recognised certifications as a Personal Trainer and Nutrition Coach, complemented by a range of additional industry qualifications and awards.

To further support long-term, sustainable wellbeing, B1 Fitness programmes align with the NHS monthly health and wellbeing focus areas throughout the year. Each month, companies receive clear, practical guidance on how to apply the NHS focus topic directly within the workplace, helping employees translate key health messages into everyday working life. Organisations enrolled on the Performance package benefit from additional CPD presentations, designed to explore each monthly theme in greater depth, equipping teams and leaders with evidence-based knowledge, actionable strategies, and a deeper understanding of how to support employee wellbeing across the organisation.

Alongside this structured framework, B1 Fitness places a strong emphasis on education to empower employees to make informed, confident decisions about their health and wellbeing. Through practical resources, ongoing support, and workplace-relevant guidance, employees are supported in developing healthier habits that can be sustained long term. This focus on education not only enhances physical and mental wellbeing but also directly contributes to improved focus, energy, resilience, and overall workplace performance, helping organisations build healthier, more productive, and engaged teams.

B1 FITNESS

Our Employee Investment is Packed Full of Benefits

The B1 Fitness App is available from both the Apple App Store & the Google Play Store. Each employee is provided with their own private account. Within our app you will find several informative e-Books covering nutrition to smoking and everything in between. New e-Books are always being added to benefit our ever growing client base.

At B1 Fitness, we aim to educate employees so they can make informed, confident decisions about their health and wellbeing. By providing evidence-based guidance, practical tools, and ongoing support, we empower individuals to develop healthier habits that extend beyond the workplace. This education-led approach not only improves physical and mental wellbeing but also translates directly into enhanced focus, energy, resilience, and overall workplace performance, helping organisations build stronger, more productive teams.

CREATING A HAPPIER & HEALTHIER WORKING COMMUNITY

Our Partnerships

At B1 Fitness, we work in partnership with a carefully selected network of trusted brands and service providers who share our commitment to health, wellbeing, and performance. Through these partnerships, our clients gain access to exclusive discounts, offers, and added benefits designed to support a healthier lifestyle beyond training alone. By collaborating with likeminded companies, we are able to enhance the overall client experience while continuing to promote high-quality, evidence-based wellbeing solutions.

MYPROTEIN
10% OFF ENTIRE ORDER

ELEAT
UP TO 20% OFF

BOB
15% OFF ENTIRE ORDER

MOVE PRE-WORKOUT
20% OFF ENTIRE ORDER

neutonic
10% OFF ENTIRE ORDER

NEUBRIA
20% OFF ENTIRE ORDER

MY OM
15% OFF ENTIRE ORDER

GRPZ
20% OFF ENTIRE ORDER

purition fuelled by nature
10% OFF ENTIRE ORDER

vievė PROTEIN WATER
20% OFF ENTIRE ORDER

FRIVE
50% OFF WEEK 1
20% OFF WEEK 2 & 3

SUPPLYlife 200+ Food Intolerance Assessment
£26 OFF ENTIRE ORDER

B1 FITNESS

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Employee Investment

ESSENTIAL

Corporate Package

- Access to B1 Fitness App
- Private Employee account
- Daily health & well-being targets
- Daily check-in
- 10% discount on all online personal training services

ENGAGE

Corporate Package

- Access to B1 Fitness App
- Private Employee account
- Daily health & well-being targets
- Daily check-in
- Weekly summary check-in
- Employee Q&A support
- Access to a wide range of health and well-being e-Books
- 15% discount on all online personal training services

PERFORMANCE

Corporate Package

- Access to B1 Fitness App
- Private Employee account
- Daily health & well-being targets
- Daily check-in
- Weekly summary check-in
- Employee Q&A support
- Access+ to a wide range of health and well-being e-Books and documents
- Tailored CPD presentations for your company
- 20% discount on all online personal training services

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@b1fitnesspt

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ESSENTIAL
Corporate Package

£7.99 Monthly
per Employee

£79.99 Annually
per Employee

10+ Employees
Discount available

ENGAGE
Corporate Package

£19.99 Monthly
per Employee

£199.99 Annually
per Employee

10+ Employees
Discount available

PERFORMANCE
Corporate Package

£29.99 Monthly
per Employee

£299.99 Annually
per Employee

5+ Employees
Discount available

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B1 FITNESS

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IN PERSON
Events

Health and wellness events can be delivered on a weekly, monthly, or annual basis and may be hosted at your workplace or an external venue. All sessions are fully tailored to meet the specific needs of your organisation and employees.

TAILORED
Corporate Package

Want something more personal and directly tailored to your company?

Speak to us about creating your own health & wellbeing package.

PERFORMANCE
Psychologist

Led by Laurie Robson (SEPiT), we provide online performance coaching through weekly, monthly, individual, and group sessions, supporting individuals and teams to optimise mindset, confidence, and high-level performance.

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