

CALIACADEMY

PROSPECTUS 2026

MAKE YOUR PASSION A CAREER.

Get qualified. Get paid to coach.

BY OLLIE CHICK, CO-FOUNDER ACTIVE IQ APPROVED CENTRE

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10 MIN

How to read this in ten minutes

Read pages 3 to 6. Do the checklist on page 9. See what is included on page 19 and work out your number on page 20. If it still feels right, book the call on page 22 and read the rest on the train. If it feels wrong, page 10 tells you where to go instead, and we mean that.



The CaliUnity and CaliAcademy team, October 2026.

IT STARTED WITH SOME RINGS AND A TREE



Ollie, on the floor at CaliUnity, Walcot Street.

A few years ago I was in a Bath park on a Sunday morning with a set of rings over a tree branch and whoever fancied turning up. No gym. No plan. No idea I was starting a business.

People kept coming back. Months later a couple of them told me what those Sundays had done for them, quietly, while we were packing the rings away. I've never looked at coaching the same way since. Coaching is being the reason someone shows up.

That park became CaliUnity. Somewhere along the way we needed more coaches, so I went and looked at how coaches get made, and it made me angry. Good people were paying good money for a certificate and a handshake and being told that was a career. Far too many of them ended up back at the desk they were trying to leave.

So we built our own. The same Active IQ Level 2 and Level 3 as everyone else, taught by coaches who still coach every week in a gym you can walk into, plus the part nobody teaches: how you find your first client, what you charge, and what you do on a Tuesday morning when nobody has booked.

I'm not writing this because I think everyone should do it. Most people shouldn't, and there's a page in here telling you who to learn from instead. I'm writing because if you're the person I was in that park, someone who loves training and can't stop helping the people around them do it too, this is the career I wish someone had shown me properly. So here it is.

OLLIE

Ollie Chick · Co-founder, CaliUnity and CaliAcademy
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2 · WHERE WE CAME FROM

RINGS OVER A TREE BRANCH. FREE SUNDAY SESSIONS. NO PLAN. THEN A GYM UNDER A RAILWAY ARCH, THEN TWO BATH LIFE AWARDS, THEN A FREE PARK FOR THE WHOLE CITY.

Opening night of the Cali Yard, Bath's first free calisthenics park, outside CaliUnity on Walcot Street.

WE WALKED THE EXACT PATH WE WILL PUT YOU ON

CaliUnity started as free Sunday sessions in a Bath park. Two people who liked training, a set of rings, a tree, and whoever turned up.

People kept turning up. The sessions moved indoors. The indoors became a gym under a railway arch, then a bigger one on Walcot Street, a community interest company owned by nobody and built for the city. It became the most-awarded independent gym in Bath: two Bath Life Awards in 2026, including the Platinum award for Best Business in Bath, back-to-back Bath Life wins. It has more than two hundred members and a Polaroid wall of every one of them.

Then we opened the Cali Yard, the city's first free outdoor calisthenics park, because the whole point was always that strength should not need a membership.

Somewhere in that story we needed coaches, and we found out how few qualifications produce people ready to coach. So we became an Active IQ approved centre and started producing them ourselves. Our first cohort were our own members: people from offices, hospitals and classrooms who had been through the change and wanted to give it back.

That is the whole reason we can teach the career and not just the certificate. We did not read about the first client, the first room, the first hire, the first award. We did them, in this city, and we are still doing them this week.



Bath Life, 2026. "Quite the flex! CaliUnity gym wins not one but two Bath Life Awards."



The first gym, under the arch.

NOBODY BUYS A PT COURSE FOR THE CERTIFICATE

You buy it for the picture in your head. Working for yourself. Doing something you actually care about. Helping a person change. Mornings that are yours.

The picture is where most people get stuck. You qualify, and then nobody shows you how to get a client, what to charge, how to keep someone past month three, or what to do on a Tuesday morning when nobody has booked.

A Level 3 personal training qualification proves you understand the body well enough to train someone safely. That is the floor. It is a licence to start, in the way a driving licence is a licence to start a taxi business. Necessary. Not the business.

The career is what comes after the piece of paper. And the gap between the two is exactly where most new coaches fall through.

That gap is what CaliAcademy is built to close. We qualify you, properly, with the same nationally recognised Active IQ Level 2 and Level 3 that any UK gym will accept. Then we stack the career on top: the method, the systems, the community, the first clients, and a platform to run it from.

THE FLOOR

What a Level 3 qualification teaches you

- ✓ Anatomy and physiology, and how the body adapts to training
- ✓ How to screen a client, set goals and write a safe programme
- ✓ How to deliver a session and coach technique
- ✓ The basics of nutrition and behaviour change
- ✓ Enough to be insured and to work in any UK gym

THE GAP

What it does not teach you

- × How to find your first paying client
- × What to charge, and how to say the number out loud
- × How to keep a client past month three
- × What to do when someone cancels because they are "too busy"
- × Contracts, cancellation terms, invoicing, insurance, tax
- × How to build a niche, an offer, or a name
- × How to coach on the days you are skint and tired
- × Where the next client comes from once friends and family run out

ONE OF THE FEW CAREERS AI MAKES MORE VALUABLE

Something is happening that most careers advice has not caught up with. The desk jobs we were told were safe are the ones being automated first. The work that happens in a room, with another person, is not.

AI can write a programme. It can count your macros and build your spreadsheet. It cannot notice the slight wince that says drop the weight before someone gets hurt. It cannot make eye contact when a client says they have not trained in three months because their mum is ill. It cannot be the reason someone shows up on a Tuesday when they wanted to stay in bed.

The fitness industry spent twenty years building the wire mother: apps, generators, wearables, programmes. It worked for the people who were going to train anyway. Everyone else quit. What most people need is not more information. They need a person who notices.

If you love training and you like people, you are sitting on a career that the next decade makes rarer and more valuable, not less. The numbers below have their sources on the back page.

READ THIS BIT

The part most providers leave out

Demand is there and growing. So is supply. Thousands qualify every year, and the industry's own numbers say most do not last. 64% of PTs have left the profession within five years (Insure4Sport, 2018), and the trade body reported record numbers leaving within their first two years (ukactive, 2017). It matches what we see: the course ends at the certificate, so most people never reach their first ten paying clients. Demand is not your problem. Getting from qualified to paid is.

17.6%

of the UK population now holds a gym membership

12.1 million members, 7,463 sites, a £7.29 billion market, all record highs. Up from 15.1% in 2023.

Leisure DB, State of the UK Fitness Industry Report 2026.

76%

of younger gym-goers say mental health is a key reason they go

Not aesthetics. Feeling better. That is a coaching job, not an app job.

ukactive and Grant Thornton, UK Health and Fitness Market Report 2025.

46%

of office and admin work is exposed to AI. Hands-on trades: under 6%

Desk roles top the list; in-person physical work sits at the bottom.

Goldman Sachs Global Investment Research, March 2023.

57%

of today's work hours could be automated with technology that already exists

Two years earlier the same institute said 30% by 2030. The direction is the story.

McKinsey Global Institute, November 2025.



THE PICTURE IN YOUR HEAD, FROM THE OTHER SIDE

THIS IS WHAT A ROOM FULL OF PEOPLE WHO TURNED UP FOR EACH OTHER LOOKS LIKE. EVERY COACH WE QUALIFY WALKS INTO THIS, NOT AN EMPTY PHONE BOOK.

The CaliUnity community at the Roman Baths, Bath. Members, coaches and the people they brought.

THE CHECKLIST

Before you spend a penny with us or anyone else, run this. It is uncomfortable on purpose. The qualification is the easy part. The career is the hard part, and it is only worth starting if most of the left-hand column is you.

Get qualified if you nod at most of these

- [ ] You have trained consistently for a year or more and it has changed something for you
- [ ] You have helped a friend or family member with their training, for free, and enjoyed it
- [ ] You can picture doing this in ten years, not just the next twelve months
- [ ] You can carry a lower income for the first six to twelve months, from savings, a partner, or a part-time fallback
- [ ] You are willing to learn to sell, because every renewal is a sale
- [ ] You want to coach humans more than you want to be filmed
- [ ] You do not mind early mornings, evenings, and being the person who turns up
- [ ] You can hear honest feedback about your coaching without taking it personally
- [ ] You like the idea of belonging to something, rather than going it alone

Wait, or pick a different path, if any of these are you

- [ ] You have not trained consistently for six months yet. Get your own proof first (that is Stage 1, page 17)
- [ ] You want the lifestyle more than the work: filming in gyms, "passive income", the reels
- [ ] You need this to replace your salary by month three. It will not, and we will not pretend it can
- [ ] You hate sales conversations and refuse to learn them
- [ ] You want predictable hours and a boss who sets them
- [ ] You think it will be easier than your current job
- [ ] It is a Plan C while you work out what you really want

None of these make you a bad person. They make this the wrong moment, and we would rather tell you that on a free call than lead you down the wrong path.

WRONG DOOR? HERE IS THE RIGHT ONE

CaliAcademy is built for coaches who want to teach movement across the whole body: calisthenics, bodyweight strength, mobility, the way people actually move. If you want to specialise in one sport, there is a better door, and I would rather you walked through it.

YOU WANT TO COACH	GO HERE INSTEAD	WHY
CrossFit	CrossFit Level 1, then Level 2	Their method, assessment and community are CrossFit-specific, and your clients will expect it.
Powerlifting	British Powerlifting coach education, or Starting Strength Coach	A general PT diploma adds little on meet prep and the big three.
Olympic weightlifting	British Weight Lifting Level 1 to 3	The snatch and the clean and jerk need a depth no general qualification has.
Running	England Athletics coaching pathway	Running has its own coach education and it is better than ours for running.
Cycling	British Cycling Level 1 to 3	Same reason. Wrong tool for the job.
Yoga	A 200-hour teacher training (Yoga Alliance or British Wheel of Yoga)	A PT qualification does not make you a yoga teacher, and studios know it.
Pilates	BASI, Polestar or Body Control Pilates	A separate discipline with its own routes.
You already hold Level 2 and Level 3	Do not buy them again. Ask us about business support on the call	The most avoidable mistake in this industry is a qualified coach paying for a second certificate. We route you around it.

And if you are "barbell or nothing"

The Active IQ syllabus covers everything a standard Level 2 and 3 covers, machines and free weights included. But our lectures, lives and bonus courses see the body through a movement-first lens. If that lens irritates you, pick a provider whose lens matches yours.

The test in one question

Who do you watch when you want to learn about training? If it is movement people, calisthenics people, mobility people, we are your door. If it is a single-sport world, its own door is better, and there is no shame in that.

LEVELS, AWARDING BODIES AND WHAT THE PAPER ACTUALLY LETS YOU DO

Providers are not qualifications

When you "do a course with" any UK training company, you are doing a qualification awarded by a separate, Ofqual-regulated awarding organisation. Ours is Active IQ, and Active IQ qualifications are awarded by NCFE. Others use YMCA Awards, Focus Awards, NCFE or Transcend Awards. The certificate carries the awarding body's name, which is why it is portable: the provider could vanish tomorrow and your qualification stands.

What varies between providers is not the syllabus. It is the teaching, the support, the assessors, the community, the price, and what happens the day after you pass.

Level 2 and Level 3

Level 2 qualifies you to work as a gym or fitness coach: inductions, group sessions, supervising a floor. It is the prerequisite for Level 3.

Level 3 is the personal trainer qualification. It lets you take one-to-one paying clients, write personalised programmes, and be insured to do so. It is the one gym chains ask for and the one you need to be self-employed.

We deliver both, in order, so if life interrupts you during Level 3 you still hold a Level 2 you can earn with.

L2 gets you

L2

- The right to work as a coach or instructor on any UK gym floor
- Inductions, group sessions and class delivery
- Eligibility for CIMSPA membership and for insurance as an instructor

L3 gets you

L3

- One-to-one paying clients and personalised programming
- Personal trainer insurance and CIMSPA practitioner membership
- Self-employment: your own clients, your own hours, your own prices
- A door into any UK gym chain, and a qualification recognised abroad

Neither gets you

Clients, a niche, a price, a brand, or a plan for month four

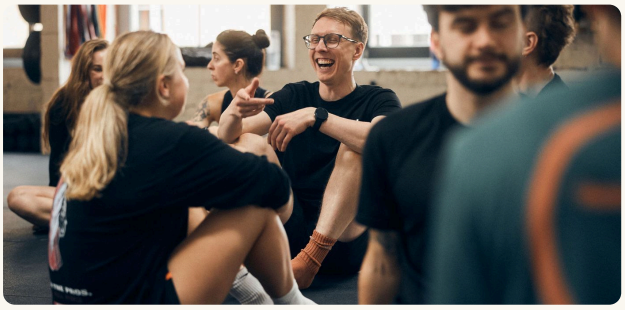
Where we sit

CaliAcademy is an Active IQ approved centre. We register you, teach you, assess you and submit your evidence ourselves. You never fill in an awarding-body form. The certificate you receive is the same Active IQ Level 2 and Level 3 that any employer or insurer in the country recognises.

WHAT YOU ACTUALLY GET, EVERYWHERE

Every detail below was taken from the provider's own website on 15 September 2026. Courses change, so treat it as a snapshot. What does not change is the shape: almost everyone sells the certificate, and the support ends the day you pass.

PROVIDER	AWARDING BODY	HOW IT IS TAUGHT	AFTER YOU PASS
CaliAcademy	Active IQ	App lectures at your pace, daily live coaching, weekly practicals, a cohort that starts together, assessed in a working gym	The business and coaching kit, the platform, first clients through our network
PT Academy	NCFE and Focus Awards	Face to face, online or combined	Certificate
HFE	YMCA Awards	Online, practicals filmed in your own gym	Certificate
The Fitness Group	Active IQ	10 to 12 weeks online, or a 5-week classroom block	Certificate
Study Active	Focus Awards	Blended e-learning, webinars, optional workshops	Certificate
OriGym	Focus Awards	Online, part time, or a 4-week block in Liverpool	Certificate, alumni network
YMCAfit	YMCA Awards	In person in London, Manchester and Brighton, 12 to 32 weeks	Certificate
The Training Room	Focus Awards	Fully online	Certificate, job placement into gym chains
Future Fit	Transcend Awards	Blended online plus workshops, 12 to 18 months	Certificate





Coaches on a CaliAcademy course day.

THE CERTIFICATE IS THE FLOOR. WE BUILD THE REST ON TOP.

Everyone sells the same certificate. We add five things on top of it, because most courses end the day you pass.

YOU GET

A community with clients in it

You coach inside Cali's network from day one, so your first paying clients can come from people who are already here.

YOU GET

Software to run your business

Your own web page, bookings, programmes, check-ins and payments in one app. Our coaches use the same one.

YOU GET

The paperwork, already written

Client contracts, health forms, cancellation terms, invoices, scripts for the first conversation, programme templates.

YOU GET

A map of the whole career

Fifteen stages from your first rep to running your own gym, so you always know what to work on next.

YOU GET

People beside you, every week

A group that starts with you, live coaching every day, a practical session every week, and assessors you can message.

THE FLOOR

The qualification: Active IQ Level 2 + Level 3

We register you, teach you and mark your work. Recognised by every UK gym and insurer.



Kiera Williams, co-founder of CaliUnity.

"OTHER COURSES GIVE YOU A CERTIFICATE. WE GIVE YOU A CROWD."

Every one of these exists because we watched good people qualify elsewhere, run out of friends-and-family clients by month four, and go back to the job they were escaping.

WHAT YOUR QUALIFICATION ACTUALLY INCLUDES

01
We handle the qualification

Active IQ Level 2 and Level 3. We register you, so you never touch an awarding-body form. Your written work, case study and observed coaching go to a named assessor who tells you exactly what to fix, and you resubmit with their notes. Most people qualify inside six months. Active IQ allows years, so a busy month is not a crisis.

02
You build your own business as coursework

At Level 3 the biggest assessed piece is a business plan. We treat it as the start of your actual business, not homework. Then the CaliAcademy platform is yours too, so you get far more than twelve weeks of coursework.

03
The paperwork, written for you

Client contracts and terms. Health screening forms. A cancellation policy, which is where new coaches quietly lose most of their money. Invoicing. A step-by-step guide to going self-employed: registering, what you can claim, what insurance you need and where to get it.

04
Software to run it all

The day you qualify you get the software our own coaches use: your own coach page and booking link, a list of every enquiry so nobody slips through, programme and workout tools, check-ins, and payments handled. One place instead of four apps and a WhatsApp thread.

05
Scripts for every hard conversation

What to say on a consultation. How to answer "what do you charge", "can I think about it" and "I am not sure I am ready". How to welcome a new client in week one, four and twelve. Programme templates and check-in questions to adapt rather than invent.

06
You study with a group, never alone

You start with a small group who begin the same week. Every Monday the whole academy opens the week together in fifteen minutes. There is a live coaching session every day, a short group call every week, a practical session most weeks, online, and assessors you can message when you are stuck late at night.

07
Help getting your first paying client

The hardest client is the first one, so we do not leave you to it. You join a network that already has members, class-goers and people looking for a coach. We show you how to find people, how the first conversation goes, what to charge and how to take the money, alongside a group doing the same thing at the same time.

08
Free bonus courses and a movement library

Every movement filmed and searchable, with the easier and harder version either side of it. Plus five short courses: First Pull-Up, Handstand Foundations, Dip to Muscle-Up, Mobility for Desk Bodies (which earns money immediately), and Programming a First Block.

THREE PROMISES

"People to coach before you finish"

While you are still on the course you teach a free class to people from our community, with a qualified coach supervising. We show you how the first conversation goes and how a class-goer becomes a paying client. The people who come to your class are your first audience.

"Qualified in twelve weeks"

Possible at around ten hours a week with a clear diary. Most people do about five hours a week beside a job and finish in six to nine months. You set the pace and the material waits for you.

"A plan, then a launch"

After you join, you have a Game Plan call with El, then a Launch call with Max, 45 minutes each. The CaliAcademy platform is included.

What we will never promise

That this replaces your income by a date. That you will earn a specific number. That it works without you turning up.



Ollie and Kiera on Walcot Street. Taught by coaches who are still coaching, this week, in a gym you can visit.



11 · COACHING BEFORE YOU QUALIFY

YOU TEACH A FREE, SUPERVISED CLASS WHILE YOU ARE STILL ON THE COURSE. THE PEOPLE IN IT GET TO KNOW YOU LONG BEFORE YOU QUALIFY, AND MANY BECOME YOUR FIRST CLIENTS.

This is the part nobody else does. A qualified coach supervises you, so it counts as assessment evidence. Your audience builds while you study, so you do not start from zero the day the certificate arrives. And you find out, early and safely, whether you like standing in front of a room. Most people find out they love it.

The Cali Yard, Bath's first free calisthenics park, on opening night. Built by the community that our coaches train in.

WHERE YOU ARE, AND WHAT COMES NEXT. ALWAYS.

Most coaches drift through their career without a map, so every setback feels personal. We give you the map on day one. Fifteen stages, three acts, the same words on every screen, in every lecture, and in the book. You always know which stage you are at and exactly what to work on next.

ACT 1 THE DREAMER

Not qualified yet, and wants to be. This is where the qualification lives.

1
Proof

Before you coach anyone else, prove you can get yourself a result.

2
Decide

Coaching as a hobby or coaching as a career. Pick one.

3
Clarity

If you try to help everyone, you will help no one.

4
Confront

The number you are avoiding is the one running you.

5
Be Useful

Stop trying to be impressive. Start being useful.

ACT 2 THE COACH

Qualified, not yet earning from it. This is where most people stall.

6
The Offer

A good offer makes selling easy. A bad offer makes it impossible.

7
Sales

Selling is not convincing. It is helping someone make a decision.

8
Flow

Consistent clients come from consistent actions, not lucky breaks.

9
Fulfilment

You are at capacity, and every session depends on your energy that day.

10
Scale

More income should not mean more hours.

ACT 3 THE VISIONARY

Earning, and wants their time back.

11
End in Mind

What are you actually building? And where does it end?

12
The Game

Business is a game. Learn the rules, then play to win.

13
Production Line

Great results consistently, not just when the founder is in the room.

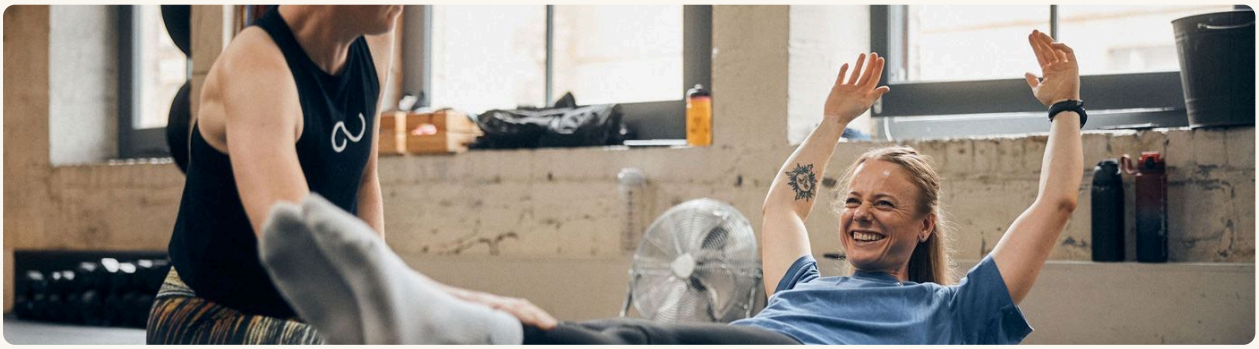
14
Team & SOPs

You cannot scale yourself. You can only scale your standards.

15
Brand

A brand is what people say about you when you are not in the room.

The full fifteen stages are free to anyone as the Fitness Coach Roadmap book at academy.caliunity.com/roadmap **Click here**. Find your own stage in sixty seconds at academy.caliunity.com/find-your-stage **Click here**.



ONE PLACE TO RUN A COACHING BUSINESS FROM

Most new coaches run their business across four apps, a spreadsheet and a WhatsApp thread. It works until it does not, usually around client eight.

The day you qualify you get the same software our own coaches at CaliUnity use, set up with your name, your photo and your prices. Share one link and people can find you, read your story and book you without a single back-and-forth message. Every enquiry lands in one list, so nobody waits a week for a reply because you were coaching when they wrote. Payments go through the platform, so you never send the awkward text about money.

Coaches normally pay for these tools separately. Yours comes with the course.

Your page and your link. Your story, your offer and a booking button on one page. Share the link; the calendar does the rest.

Programmes and check-ins. Build a six-week block from the movement library in an evening, send it, see who trained, adjust.

CaliLive. When you are ready to teach, our members are already on the platform. A class you host can fill from people who already train with Cali.

Built by coaches. It is the operating system the whole of Cali runs on, so the admin that pushes new coaches back into their old jobs simply is not there.

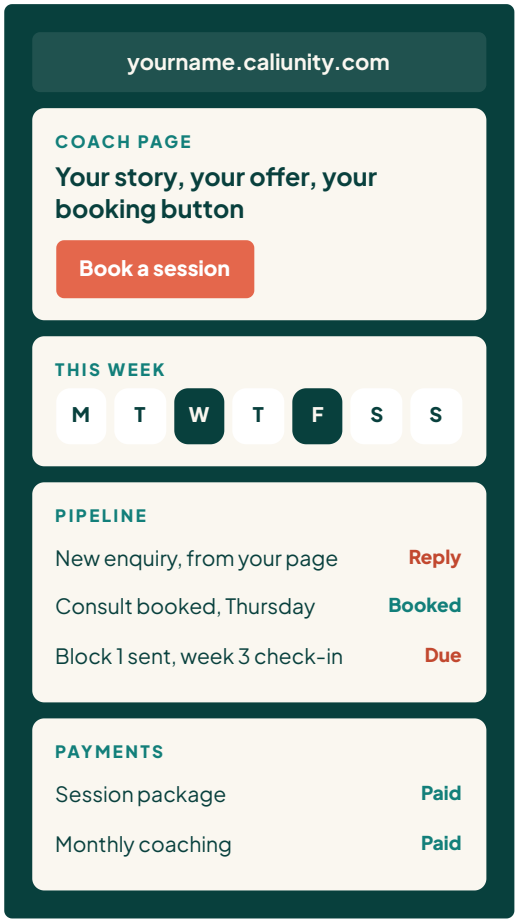


Illustration of the coach page, pipeline and payments. Yours carries your name, your photo and your prices.

ONE PRICE. NO HIDDEN ANYTHING.

EVERYTHING INCLUDED

ALL IN

Active IQ Level 2 + Level 3, and everything on pages 14 to 18.

- Cali Level 1 and the CaliAcademy platform are included
- No registration, exam or assessment fees on top

ONE LEVEL AT A TIME

YOUR WAY

Take Level 2 and Level 3 together, or one level at a time.

- Same course, same cohort, same everything

The details

We go through everything with you on the call, and find what works for you.

After you join

A Game Plan call with El, then a Launch call with Max, 45 minutes each. Next intake: Tuesday 1 December 2026.

Included, plus one extra

Cali Level 1, the system for coaching calisthenics end to end, is included. Fast Track is offered on the call: a week-by-week finishing plan with a nudge the moment you fall behind. It is not needed to qualify.

The Freedom Year

Twelve months, three acts, from where you are now to the income you need. No price printed, on purpose. Turn the page.

BOOK THE FREE 45-MINUTE CALL

Scan the code or **click here to book**. We confirm everything with you on the call before you commit to anything. Next intake: Tuesday 1 December 2026.

THE NUMBER THAT LETS YOU QUIT YOUR JOB

Most people never leave because they never work out the number. Not a fantasy salary: the amount your coaching has to bring in, every month, before the job becomes optional. Tim Ferriss's 4-Hour Work Week has two exercises for this, dreamlining and fear-setting. Ours takes ten minutes with a pen.

1 Your base: what a month costs you

Rent or mortgage .....

Bills, phone, insurance .....

Food .....

Transport .....

Debts and minimum repayments .....

The two things you refuse to give up .....

Total + 15% buffer = your freedom number .....

Divide by 4.3 for the weekly version.

2 Your levers: four ways to make it, usually mixed

One-to-one: ___ sessions a week × £___ .....

Classes: ___ a week × ___ people × £___ .....

Online: ___ clients × £___ a month .....

Gym floor: employed ___ hours a week, while you build .....

Prices depend on where you live and who you serve; we work them out with you on the call. The point: the number of clients you need is smaller and more concrete than the fear.

3 The line you cross

When your coaching has covered your freedom number for three months running, the job is optional. Not before. The month you intend to cross it:

.....

Now fear-set it. The worst that happens if you try and it does not work:

.....

How you would recover:

.....

For most people the honest answers are "back to a job" and "qualified, with clients and a story". Then write what another year of not trying costs you.

RARE, AND MEANT TO BE

THE FREEDOM YEAR · APPLICATION ONLY

For the few who want a hand on their back for the whole year

Twelve months, three acts. From where you are now to the income you need to quit, and past it, measured against the freedom number you wrote down on this page.

No price printed here, on purpose. You have to qualify for it, and most people should not take it: the qualification gets most coaches where they are going. If you want to be considered, say so on the call and we will tell you straight.

Ask about it on the call · academy.caliunity.com/call
Click here, page 22

Fill this in before the call. It is the most useful thing you can bring.

THEY WERE NOT ATHLETES OR "FITNESS PEOPLE"

They were in offices, hospitals and classrooms. They started as members. They took the first step, and then the next one. You can watch them tell it in their own words at academy.caliunity.com/qual Click here.

M

MAX

Stuck in a job that drained him

Now coaching, qualified, and building it into a career on his own terms.

O

OLLIE (NOT ME)

Started as a member, not a "fitness person"

Went through the exact programme and now coaches.

H

HARVEY

From coaching the 6am sessions to running the gym

Now Managing Director of CaliUnity, the gym this course is taught from.

Who teaches you

Ollie Chick co-founded CaliUnity and CaliAcademy, built the fifteen stages, and still runs consultations and coaches every week. He leads the sales and business side of the course.

Kiera Williams co-founded CaliUnity. After you join, you have a Game Plan call with El, then a Launch call with Max, 45 minutes each. If something is not working for you on the course, tell us and we will put it right.

Your assessors are qualified, working coaches. An external verifier from Active IQ samples our marking and our practicals so the standard you are held to is the national one, not ours.

The test for any mentor is one question: are you still coaching? Ours are. This week, in the gym you can visit.



Ollie and Kiera at the Roman Baths, speaking to the community that built the gym.







Grad day, CaliUnity, October 2026.

THIS PROSPECTUS ANSWERS THE WHAT. THE CALL ANSWERS THE YOU.

Forty-five minutes, free, with a coach who has done this. Not a pitch. A working session on where you are, what is in the way, and your next three moves, whether or not the qualification turns out to be the right one for you.

What happens

You tell us where you are: training history, work, life, what you want the next two years to look like. We find your stage. We tell you honestly whether this course fits, and if it does not, where to go instead. If it does, we walk through the money, the timing and the cohort dates, and you decide. Nobody is signed up on the call unless they ask to be.

What does not happen

No countdown timers. No "this price ends at midnight". No calling you six times. If you want to think about it, think about it. The prospectus and the offer will be the same next week.

Come with

Your honest answers to the checklist on page 9. Your budget, roughly. The one thing you are most unsure about. That last one is usually the whole call.

Book the call

academy.caliunity.com/call
Click here

Scan, or type it in. Pick a time that suits you. You will get a confirmation and a reminder, and a human turns up.

Not ready to talk yet?

Read the free book:
academy.caliunity.com/roadmap
Click here

Find your stage in sixty seconds:
academy.caliunity.com/find-your-stage
Click here

Everything on one page:
academy.caliunity.com/qual **Click here**

Or just email a human:
academy@caliunity.com

ASKED ON ALMOST EVERY CALL. ANSWERED STRAIGHT.

1 Do I need to be an athlete?

No. You need to care about people and be willing to learn. Coaching is observing, explaining, adapting and knowing when to refer someone on. It is not a performance. Some of our best coaches could not do a pull-up when they started, and their clients are usually in the same place.

2 How long does it take, and can I do it around a job?

Most people finish inside six months at around five hours a week. Around ten hours a week gets you through in roughly twelve weeks. Lectures wait for you; the live parts are short. Active IQ gives you years to complete, so a hard month at work does not cost you the course.

3 Is this a recognised qualification?

Yes. Active IQ Level 2 and Level 3, awarded by NCFE and regulated by Ofqual, the same certificate any UK gym, insurer or employer recognises, and portable abroad. CaliAcademy is an approved centre; an external verifier from Active IQ samples our assessments.

4 I am not good at studying.

The 2026 qualifications are assessed on a portfolio: written work, a case study and observed coaching, marked by a named assessor who tells you exactly what is missing. No exam hall. You study alongside a cohort, with group sessions and someone to message. Fast Track exists for people who know they drift.

5 I am already qualified in something.

If you hold Level 2 and Level 3, do not buy them again, from us or anyone. Ask about business support instead. If you hold something else, a yoga certificate, a sports coaching badge, a Level 2 only, tell us on the call and we will map it honestly.

6 I do not want an empire. I want to help a few people.

Good. Growth is optional. Stage 10 is "more income should not mean more hours", not "open six gyms". Plenty of our coaches want ten clients they love and their mornings back. The course is built around the work you want to keep doing.

7 What is included?

There are no exam or registration fees on top. Cali Level 1 and the CaliAcademy platform are included. We go through the details with you on the call.

8 Will I actually get clients?

Nobody can promise you clients and you should walk away from anyone who does. What we can promise: you teach a supervised class while you study so you build an audience before you qualify, you learn the conversation and the price, you get the scripts and the platform, and you do it inside a network that already has people in it. The rest is you turning up.

9 I have had an injury. What about the practical assessments?

Active IQ says the course requires physical exertion and individual participation is essential, so a degree of fitness is necessary. Reasonable adjustments are part of their process. Tell us about the injury on the call, and before you pay we check with Active IQ which apply to you.

10 Do I have to come to Bath?

No. The practical is online: you are assessed by video, from wherever you live, by a named assessor. We tell you exactly what to have ready before you commit, not after. You are always welcome at CaliUnity in Bath, but you never have to come.

BOOK THE FREE 45-MINUTE CALL

Scan the code or **click here to book**. Forty-five minutes, free, no pressure.

A FINAL WORD

Thank you for reading this far. Whatever you decide, I'm glad you're thinking about it properly, because most people never do.

If you book a call, brilliant. We'll talk properly, and if it's right you'll start with a group of people who began the same week. If you qualify somewhere else, also brilliant. Message me when you pass and I'll cheer you on. The industry needs more good coaches, and where you train matters far less than whether you coach.

The career is there. The work is hard. And it's one of the few jobs left where you finish the day knowing a specific person is stronger, healthier and a bit more themselves because you turned up.

In a decade where the safe jobs stopped being safe, that's not a bad place to spend your working life.

See you on the gym floor.

Book the free call

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Click here

Read the free book

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Send the link, not the file. It always points at the latest edition.

OLLIE

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Sources for the figures in this prospectus (all checked 15 September 2026). Gym membership, sites and market value: Leisure DB (now Evolve), State of the UK Fitness Industry Report 2026 and the 2023 edition. Mental health as a reason to attend: ukactive and Grant Thornton, UK Health and Fitness Market Report 2025. AI exposure by occupation: Goldman Sachs Global Investment Research, "The Potentially Large Effects of Artificial Intelligence on Economic Growth", March 2023. Automatable work hours: McKinsey Global Institute, "Agents, robots, and us", November 2025, against its 2023 estimate. Coaches leaving the profession: Insure4Sport personal trainer survey, 2018 (64% within five years); ukactive, 2017 (record numbers leaving within their first two years). Provider details from each provider's own website. Active IQ withdrawals and replacements from the Ofqual Register and activeiq.co.uk. CIMSPA fees from cimspa.co.uk. Insurance from fitpro.com, ukcoaching.org, protectivity.com and insure4sport.co.uk. First aid from HSE guidance and provider price lists. DBS fees, Advanced Learner Loan rules for 2026 to 2027 and the Level 3 Personal Trainer apprenticeship standard ST0302 from gov.uk and Skills England.

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