

**DATE:** 16/02/16

**TITLE:** New Year, New Gym for The Swan at Streatley

**CONTENT:**

Guests who indulge in The Swan at Streatley's recently refurbished Riverside restaurant can now burn off excess calories in style following the opening of the hotel's new Matrix-equipped gym and spa.

After purchasing the hotel in 2012, owners, Hugh Osmond - founder of Punch Taverns and renowned entrepreneur - and business partner, Lucy Potter, have just completed the latest stage of overhauling the dated Grade II listed property, to create a destination for informal luxury.

The project began with the transformation of six, sumptuously decorated bedrooms, and the conversion of the original Boat House to the Boat House Deli & Café; offering a flavour of what was to come with its combination of original features and a contemporary feel.

The gym - which is available to guests and local residents - has since been relocated, enlarged, and completely refurbished. Inside, guests and members will find a brand new range of Matrix Fitness cardio and strength equipment, including state-of-the-art IC7 Indoor Cycles. This is complimented by personal training and outdoor classes, sauna and steam facilities, luxurious treatment rooms, and a new chill-out lounge and bar, with river views and riverside terrace.

Commenting on their decision to partner with Matrix Fitness, Lorraine Rose, Project Manager at the hotel, said:

*"We researched several suppliers - what impressed about Matrix was not only the high specification of the equipment, but also their industry knowledge and support throughout the design and install process."*

The new gym is now open to guests, with all activities fully on stream by March 2016. The remainder of the Swan refurbishment project is scheduled for completion in 2017, with substantial improvements planned for the main hotel building and a completely new bar and restaurant.

The hotel's colourful history includes mentions in Kenneth Grahame's "Wind in the Willows", and a spell under the ownership of Danny La Rue. It is also one of the most popular wedding venues in Oxfordshire and Berkshire.

For more information about The Swan at Streatley, please visit: [www.theswanatstreatley.com](http://www.theswanatstreatley.com)

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### About Matrix Fitness

Matrix Fitness – the fastest-growing commercial fitness brand in the world – is the commercial division of Johnson Health Tech. Matrix is comprised of a complete range of premium, commercial-grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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