

# Business Builder

**Business:** Tibbs Fitness  
**Owner:** Josh & Luis Tibbles



## Supporting sustainable growth with Business Builder support

### The Challenge

Josh and Luis launched Tibbs Fitness in 2020 with a clear mission: to help as many people as possible improve their physical and mental wellbeing through a supportive, premium fitness experience.

The challenges came quickly. Covid forced them to pivot from their planned in person model to an online format, and then, post Covid, evolve once again into a group training facility. Their commitment was strong, but they needed equipment and investment to get the business properly off the ground.

### The Solution

A gym member introduced them to the Business Development team, and they applied for a Start Up Grant, which enabled them to purchase essential gym equipment and launch effectively.

As membership grew rapidly – from 30 to 140 members – the brothers faced a new challenge: scaling their facility to meet increasing demand.

The Development Grant was transformational, helping them invest in additional gym kit at the exact moment they expanded into a larger unit.

“Our expansion meant we could build a team too – we’ve now been able to employ a run coach, a marketing specialist and a full time coach.”

### The Impact

Business Builder support has helped Tibbs Fitness:

- Launch and equip their gym with essential kit
- Scale up as memberships grew from 30 to 140
- Invest in more equipment during a crucial expansion phase
- Move into a larger training facility
- Build a team of specialist staff to support their growing community
- Strengthen long term resilience after major Covid era disruption

“Jo from the Business Development team has been nothing shy of brilliant from day one. Having this support at key growth points has made a big difference to us.”

### About Tibbs Fitness

Tibbs Fitness was founded by brothers Josh and Luis Tibbles, who have always trained together and pushed each other through fitness – and now business – challenges.

Their gym continues to grow, offering a supportive and professionally led space for people to improve their health, wellbeing and confidence.

**The Business Builder programme** has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.

**WINNER**

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**Broadland**  
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