



CASE STUDY: PILATEASE

From one studio to six – building a clear path for growth with a One Page Plan

When Pilates entrepreneur Nicci Rowlands first met the team at Robson Laidler, her business was already gaining traction. But like many growing businesses, the challenge wasn't passion or demand - it was clarity on how to scale.

Through a One Page Plan session with our Business Advisory team, Nicci was able to step back, assess where the business was, and create a clear strategy for growth.

Now, PilatEASE has expanded from a single studio to six studios across the North East across Denton Burn, Ryton, Morpeth, Consett, Whitley Bay and now Seaham delivering almost 200 classes per week and training Pilates instructors across the region.

PilatEASE was founded after Nicci sustained a serious back injury while teaching kettlebells. After being advised to try Pilates, she discovered the classes available didn't meet the needs of people recovering from injury.

Rather than accept the status quo, Nicci created the studio she wished existed - one focused on accessible, evidence-based Pilates designed to help real people rebuild strength and confidence.

The first PilatEASE studio opened in Denton Burn, Newcastle, just months before the pandemic. As restrictions lifted, demand for reformer Pilates surged, and the business quickly grew.

How Robson Laidler became involved

Nicci first met Dan from Robson Laidler's Business Advisory team at a networking event. During their conversation, they discussed the opportunities and challenges that come with scaling a growing business.

Nicci later attended a **One Page Plan session**, designed to help business owners step away from the day-to-day and focus on strategic growth.



The challenge

At the time, PilatEASE was operating from one single studio. Demand was strong, but like many founders, Nicci was balancing multiple priorities; running classes, managing instructors, and building the brand.

The key challenge was clarity around the next steps for growth.

What should come first?

Where should the business focus its energy?

And how could the growth happen in a structured, sustainable way?

The One Page Plan approach

During the session, Dan worked with Nicci to build a One Page Plan, a simple but powerful strategic planning tool built around three key questions:

Now – Where is the business currently?

Where – Where does the business want to be in the next 12 months?

How – What actions will get it there?

Together they mapped out:

- An honest assessment of PilatEASE's current position
- A small number of clear, measurable goals
- A focused action plan to drive progress

The simplicity of the process helped Nicci step back from the day-to-day operations and focus on the three most important priorities for growing the business.

The impact

Following the session, Nicci left with a clear, focused action plan and renewed confidence in the direction of the business. The One Page Plan helped her define not just how to grow, but what kind of business she wanted to build.

Her vision evolved to include becoming a Community Interest Company (CIC), ensuring Pilates remained accessible and affordable, while also creating a training school to support other women in building their own businesses through a franchise-style model. At the same time, she sharpened her offer—focusing on reformer Pilates and refining her target audience to women aged 40+ experiencing injury, aches, or pain.

What began as a single studio has since grown into a thriving regional brand and training provider.

Today, PilatEASE:

- Operates six studios across the North East
- Delivers almost 200 classes each week
- Has trained over 100 Pilates instructors through its training school
- Supports a growing community centred on accessible, evidence-based movement

The business has also formalised its social impact by becoming a Community Interest Company (CIC), reinforcing its commitment to making Pilates available to more people



“Working through the Robson Laidler One Page Plan really helped me understand where the business was and what the next steps needed to be.

It gave me clarity on where I wanted to go and how to get there. Having that simple plan made a huge difference. Without meeting Dan and developing the One Page Plan, I don't believe we would be where we are today, leading the way in the Pilates industry rather than trying to keep up.”

Nicci Rowlands

Founder, PilatEASE



Supporting ambitious businesses to grow

Do you have ambitions to grow your business like PilatEASE? If you're worried about where to start or whether it's worth taking the risk, we can help you understand your business better and plan to achieve your goals.

Email us to start your One Page Plan: ba@robson-laidler.co.uk