

Josh and Hannah

at Carter's Gym



Investing in Rising Stars

A vibrant and ambitious team, Hannah and Josh exemplify 'Rising Stars' in their tenacity and drive to grow and expand the business



Josh and Hannah are prominent young business owners who have helped shape the fitness scene in North Norfolk. In June 2025, they launched Carter's Gym after identifying a significant need for accessible weight training facilities in the area. Recognising that many local gyms were tailored towards advanced bodybuilding which deterred some newcomers, they set out to create an inclusive environment where individuals of all abilities could participate in weight training with confidence. The business achieved substantial early success, welcoming 85 members within weeks and receiving consistently positive feedback, affirming the validity of their fresh approach.

Josh and Hannah are recognised as emerging talents due to their strategic and considered approach to business development. Rather than acting on pure enthusiasm, they first contacted the Council to learn about available support. They found the free business support programme invaluable. Although they'd already outlined a simple business plan, mentoring sessions helped them refine it further, adding marketing tactics and operational details they had overlooked. For Josh, who runs a successful personal training and children's sports venture in North Norfolk, this was an enlightening process—even for someone experienced. Meanwhile, Hannah, who moved to Norfolk after visiting Cromer less than five years ago, brought her own vision of how to create a welcoming fitness environment, drawing from her experiences of feeling intimidated as a woman in some gyms.

The couple's achievements are rooted in their comprehensive understanding of the local community. Their weights-for-women class consistently reaches full capacity, demonstrating strong demand. The membership

base is notably diverse, encompassing individuals in their 60s and 70s who are embracing weightlifting for the first time, alongside younger novices and seasoned athletes. Josh and Hannah collaborate effectively; Hannah oversees group sessions while Josh supervises personal training, with both maintaining a visible presence on the gym floor during operating hours. Future growth plans will be founded on soliciting member feedback and expanding services aligned with community requirements. As young entrepreneurs managing the complexities of a physical establishment, Josh and Hannah exemplify the confidence, strategic planning, and community engagement that distinguish them as emerging leaders in North Norfolk's fitness sector.

“There are so many people that will support you, like the Council, for example. All our members have been so encouraging about it. They love to see how young we are and how successful we've been so far.”

Hannah,
Co-Owner of Carter's Gym

Carter's Gym, North Walsham, Norfolk



For further details please scan the QR code or visit invest.north-norfolk.gov.uk/josh-and-hannah-carters-gym