

**Carmell DeMello**  
*Energy Balance Fitness Online*



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**H**aving worked as head of group fitness for UL Sport for 13 years, Carmell DeMello decided to branch out on her own after the Covid-19 pandemic led to fitness classes migrating online.

Carmell, who is originally from London, set up Energy Balance Fitness Online in September 2020 from her home in Ballina, Killaloe, Co Tipperary, where she has lived for the last 16 years.

Energy Balance Fitness is a results-driven online community of home workout programmes. The one-to-one programmes are specifically geared to female entrepreneurs working from home. They have an emphasis on nutrition and energy, as well as physical fitness.

Carmell, who managed 80 fitness classes a week at UL with a large team of instructors, initially experimented with a group of friends during the first lockdown, while she accumulated the technical knowhow required to provide online classes with high quality sound and smooth transmission.

In a short space of time, Energy Balance Fitness has become firmly established in the online fitness world. Carmell recently represented Ireland at an international fitness conference online, where she spoke about the transition from teaching fitness face-to-face to providing online programmes and delivered a practical session to participants in at least ten different countries simultaneously.

Carmell described the ACORNS programme as a ray of sunshine for participants that provided essential support and much-needed company during the restrictions imposed because of the pandemic. She found the motivation and encouragement invaluable.

She believes that online fitness programmes will continue to be more convenient for some people after the pandemic and a hybrid of online and face-to-face sessions will probably emerge. Carmell plans to expand her corporate wellness and nutrition programmes and create roles for more fitness instructors.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*



An Roinn Talmhaíochta,  
Bia agus Mara  
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