

Pulse has pioneered a new sustainable dual use sports hub solution at Wednesbury

Ingeniously combining the latest in 5-a-side soccer provision alongside the already established Pulse Fitness suite business model, this state-of-the-art facility is the ideal blue print for new self sufficient income generating leisure facilities.



Investing in leisure development projects with public sector partners for more than 30 years and operating its own portfolio of leisure facilities, Pulse knows only too well the successes and pitfalls faced by today's leisure operators. Taking the elements that have brought Pulse victory and investing in a modern business approach Pulse have created their ultimate soccer and fitness venue.

Phoenix Collegiate, was the ideal partner for Pulse with 4.5 acres of un-used land capacity, the desire to improve health, fitness and well-being to their students and a shared set of objectives.



The key to achieving these objectives was to adopt an innovative approach to efficient land use, ensuring the infrastructure, accessibility and facility offering that exceeds the standards set by local competition.

A strong emphasis was placed on the delivery of a sustainable development that met the internal demands of the Collegiate, whilst providing a community sports hub that was affordable and accessible for all. The development also needed to provide longevity income for the duration of the 30 year partnership not only for the through life costs associated with constructing and maintaining new facilities but also to see a return on investment by both parties.

Pulse invested and will operate the facility in its entirety including personnel, sales,

marketing, etc for the next 30 years allowing the college to enjoy the facility and benefit from a shared income stream.

Partnership objectives

1. To strategically construct the ultimate soccer and fitness facility that sets new standards nationally.
2. To deliver a high quality sports facility that guarantees a shared income stream from investment.
3. To develop an accessible facility that benefits and offers value for money to the wider community.



www.pulsesoccer.com

More than just a game

Pulse Soccer & Fitness is the only facility in the UK to combine soccer and fitness in one space. But the site's uniqueness doesn't stop there! Throughout the entire four and a half acre site we have created a facility that provides unique solutions for both soccer and fitness which include multi-pitch flexibility providing different sizes and layouts for pitch configuration and game play and comprehensive fitness equipment to complement elite junior and

community use including our pioneering virtual trainer technology.

The Pulse design team demonstrated the importance on issues such as furnishings, layout, security, functionality, privacy, technology and comfort and have procured only the finest, stylish and robust materials. Focussing on quality, efficiency, flexibility and sustainability required for this busy sports hub.

The end result is a £2.7m state-of-the-art 5-a-side soccer and fitness concept that includes central welcoming reception area, management suite, luxury team and dedicated fitness change accommodation, sports cafe bar, interactive studio and disabled provision. The new community sports hub also offers flexibility and space for general meetings and social gatherings.



Providing affordable fitness for all

As with all Pulse partnerships we conducted extensive demographic and market research, our research findings enabled us to ensure all barriers to access were removed and present a community, private club facility to all at under £4 per week.

During the build-up to opening and dedicated pre-sales campaigns, emphasis was placed towards Pulse's promise to provide affordable fitness for all. Pulse's

marketing strategy coupled with the impressive facility access provided an alternative to local competition and naturally received an influx of members.

In the first six months of trading the new site has exceeded participation levels across all categories of the business which include fitness, soccer and junior.

Our unique soccer and fitness combined facility was not intended to offer direct

competition to existing leisure facilities but to generate new users from the deconditioned market.

The uptake in memberships and use since the opening has overwhelmed our expectations and we are constantly seeing new arrivals that are new to the fitness environment and consequently enjoying a better lifestyle via their active participation.

What we have seen is that despite a difficult economic climate if the quality of the facilities and a sensitive approach to pricing is adopted then income and participation numbers can be maintained and grown.

“ The cross-selling benefits and gender mix has exceeded our expectations ”





Soccer

Raising the game in soccer provision the site offers eight third generation 5-a-side pitches and dedicated coaching arena. Within the pitch configuration we are able to provide nine, seven, six and five-a-side matches, squad training facilities and a FA accredited coaching academy pitch for junior development. All of the pitches boast 3G artificial grass surface, tv quality floodlights, play safe technology with full record and playback technology on every pitch and dedicated social and changing accommodation for up to 100 teams at any one time. The Pulse business model ensures a mixture of dedicated pitch hire, FA affiliated leagues and coaching academies allowing for full usage and income generation.



Fitness

A spacious, glazed, fully equipped air conditioned 55 station fitness suite offering a range of state-of-the-art, interactive, energy efficient and fully inclusive Pulse Fitness Equipment. Equipment includes Pulse's wire-free technological savvy cardiovascular equipment, stylish strength machines, functional freeweights, dedicated stretching area and access to Pulse Smart Centre the virtual trainer software that will help members to operate the equipment and review training results after each workout. Adjacent to the fitness suite is a stylish air conditioned, mirrored studio delivering more than 50 motivating classes every week including aerobics, spinning, Zumba etc.



Kidzone

Emphasising on marketing communications the facility is more than just a game, we encourage people to see Pulse Soccer & Fitness as a family orientated facility with a strong offering in children's activities including birthday parties, soccer coaching, and interactive fitness gaming classes. Pulse and "Buddy" the mascot, host a range of party activities including soccer, dance mats, active, multi sports or simply room hire. The service Pulse offers to parents is a complete package with branded invitations, birthday cake, winner's prizes, souvenirs and party food all of which takes the hassle out of organising a party, allowing the parents to enjoy themselves as much as the children.



Sports cafe bar

The sports cafe bar is a modern, stylish, spacious and lively space that features a mixture of contemporary furnishings that provide comfort and practicality helping to create a relaxed and informal social atmosphere. Eight plasma screens allow members and visitors to watch all the latest sporting and news action, including live games direct from the pitches outside. Open daily until 11pm members can purchase from a selection of hot, cold and alcoholic beverages and simple bar snacks. The Pulse sports cafe bar is also available as a private venue hire and has already been the chosen venue for christenings, birthdays and even a wedding!



School status and curriculum benefits



In addition to the obvious health, fitness and income benefits the impressive facility offers the Collegiate, the new Pulse facility has also prominently positioned the Collegiate within the heart of the

community, helped to forge many new key business opportunities and relationships and has even provided the school with a national profile working with corporate chains.



An open communication approach with external stakeholders was adopted from the offset ensuring many local clubs, associations and businesses chose to partner with the facility. Walsall College, Bustlehome FC and West Bromwich Albion FC are just some of the prestigious names now associated to the facility and the Collegiate on a weekly basis.

Thanks to new facilities the Collegiate is helping to build its profile and brand within the area and engaging dialogue with key people for business opportunities, training and development for its students. Added to this the facilities features provide an overflow car parking area for teachers and parents, flexible games areas to play other sports such as hockey, netball and tennis and many cross-curricular benefits generated from the fitness suite across subject areas such as maths, science and ICT.

The Collegiate is an active partner in the success of the facility and is instrumental in attracting and encouraging parent and junior engagement. Both Pulse and the Collegiate recognise that encouraging the junior market to use the facilities at the earliest possibility will not only encourage a healthy lifestyle but provide a focus for spare time, discourage antisocial behaviour and attributes to developing many beneficial life skills such as team work, confidence, problem solving etc.



A lasting and successful partnership

Chris Johnson, Managing Director at Pulse says "We are very proud of the incredible facility we have delivered at Wednesbury, this latest business model shows how we can work with Public Sector partners to create leisure facilities that are beneficial for entire communities that are not only self-financed, but fully self-sufficient income generating business units. The rewards and benefits can be seen by all and we sincerely hope that we can continue growing this business model within the ever-expanding Pulse portfolio."

Leuan Moreton, Principal at Phoenix Collegiate says "We are in awe of the commitment and dedication Pulse has extended to Phoenix Collegiate in this public/private partnership. Never would we have had the resources in situ or ability to deliver such an incredible sporting facility on time and to budget. Pulse has surpassed our expectations creating a modern, accessible, affordable and sustainable community sports facility that further develops our links with local businesses, sports clubs and the community; it has done wonders for the profile of the school."

