

# Pulse draw on 35 years' experience to create business start-up M Club Spa and Fitness.



M Club Spa and Fitness, a group of premier health and fitness clubs, have thrived in partnership with Pulse, collectively increasing their membership base by 285%.

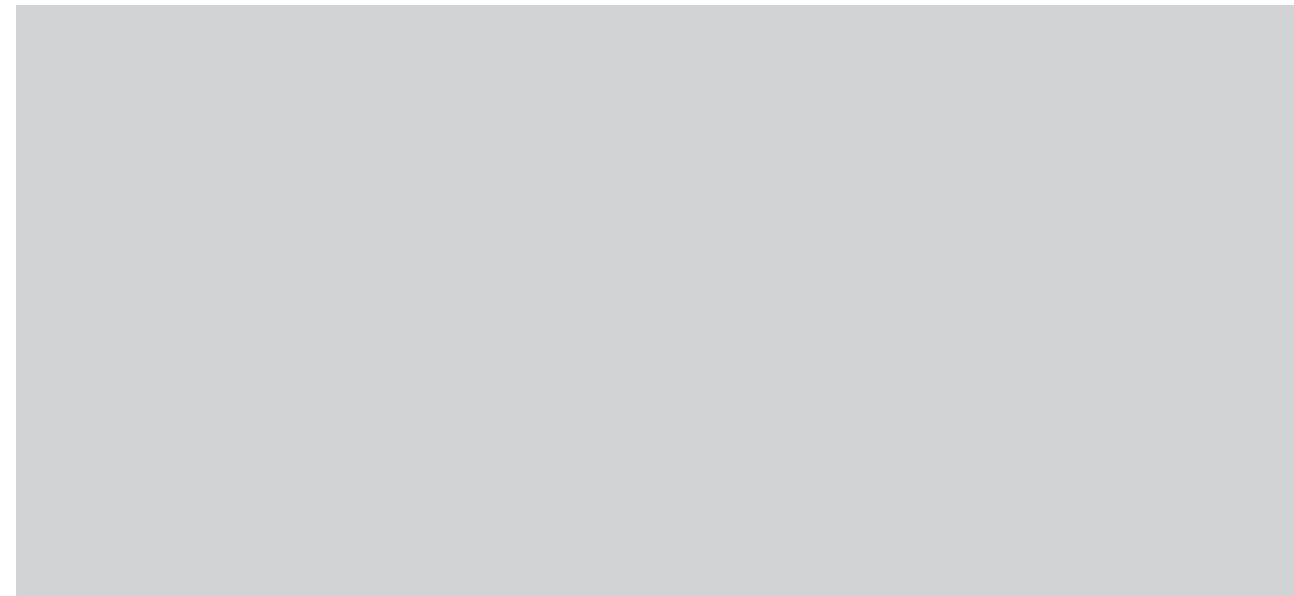
In June 2011 Pulse were appointed by entrepreneur Mo Chaudry to redevelop a former Esporta Health and Fitness club and create M Club Spa and Fitness Hanley. Despite having previous experience within the leisure industry, Managing Director Chaudry had never owned or managed a gym. As a former member of the Esporta

club he had a vision for an enhanced facility and member experience but lacked the knowledge to put this into practice. Chaudry recognised Pulse as the ideal partner for the project and together they set about establishing a high-end facility with a strong member community.

After purchasing the vast 35,000sq site Chaudry needed to draw upon Pulse's 35 years' experience in designing, building and operating leisure facilities to help him achieve his vision.



## Providing a total start-up solution



Pulse provided a true start up solution for Chaudry, taking care of every aspect of the development. They provided the entrepreneur with all the tools he needed to succeed including a full business plan which encompassed a marketing and sales strategy, membership management software, direct debit solution, 2d and 3d schemes, equipment fit out and a comprehensive service and warranty contract. Pulse took control of the entire interior fit out, installing the air conditioning, flooring, all painting and decorating and interior and exterior signage; all to match Chaudry's high-end vision. With their own range of technologically advanced fitness equipment, Pulse were able to advise

on optimal layout for the 120 station gym and install the perfect mix of equipment.

A key part of Chaudry's vision was to make the members the focus of the club ensuring they had a sociable experience with plenty of staff interactions to achieve optimum retention. Key to this was Pulse installing their innovative member management software, SmartCentre. The installation of the software has now taken the customer experience to a new level. The software guides members through the fitness suite advising on what equipment to use and providing them with a personalised workout programme including fitness goals and targets. The system also

tracks usage, achievements and calories burned and sends this information directly to their personal email on a regular basis. An impressive 81% of members now use the software to help them track and achieve their fitness goals.

All M Club staff were fully trained on SmartCentre and it has become a vital tool in communicating with members using the free inbuilt retention module. The club regularly shares offers and timetable updates through the systems integrated email distribution module and use the intuitive software for retention and in-gym competitions and initiatives.



## M Club Spa and Fitness Hanley

Pulse were tasked with creating a luxury facility that would appeal to the discerning health club member. Pulse began with market research to ensure they understood the needs of this demographic and how to set the club apart from the competition. Armed with the research findings they helped Chaudry to develop his vision into the M Club brand; writing the brand values, providing a shortlist of names and creating a visual identity which had a modern and luxurious feel. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.



Having a strong new brand was crucial to the success of the club to differentiate it from the old Esporta and the difficulties associated with this site. Following a highly successful pre-sale membership campaign which included a new website, PR strategy, direct marketing and media placement the new club launch in September 2011 and attracted 1,500 new members in the first 6 months. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim.

## Operational insight



Drawing upon decades of experience in facility management and operation, Pulse advised on the best possible solution for M Club, from standard operating procedures to programming and pricing. Pulse's market leading Exerp software and EPOS hardware was also installed to make facility management highly efficient, streamlined and as easy as possible. Exerp allows the team to run direct debit collections, manage debt, generate KPI reports and improve member relationships through a CRM module.

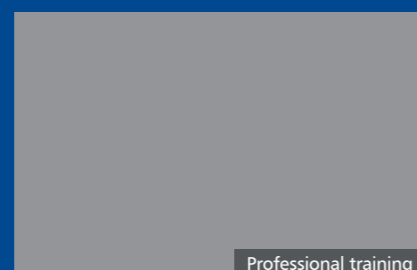
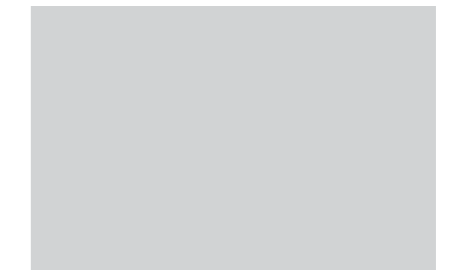
Pulse also used their operational experience to support the recruitment and training of the new and existing team, ensuring they all had a thorough understanding of the brand, sales strategy, software systems and gym equipment.

## M Club Spa and Fitness Newcastle

M Club Spa and Fitness Hanley opened its doors to the Public after just three months of work. The club was an instant success and twelve months later in 2012 Chaudry approached Pulse to help him create his second site, M Club Newcastle.

The facility mix and club design from Hanley were used as the blueprint for the new club which Pulse began to bring to life with 3D visualisations. The 200 station gym has been fitted out with the latest Pulse equipment including their Series 2 Fusion Cardio and Evolve Strength kit. Free-weights and plate loaded machines have also been added into the club. Plus, member management software solutions – SmartCentre and Exerp.

Conveying the M Club brand was again essential to differentiate the facility from the formal Total Fitness club which previously occupied the site. Using the tried and tested model of M Club Hanley, M Club Newcastle enjoyed similar success, increasing its total membership by 257% signing up an impressive 2,200 more members in the first 6 months.



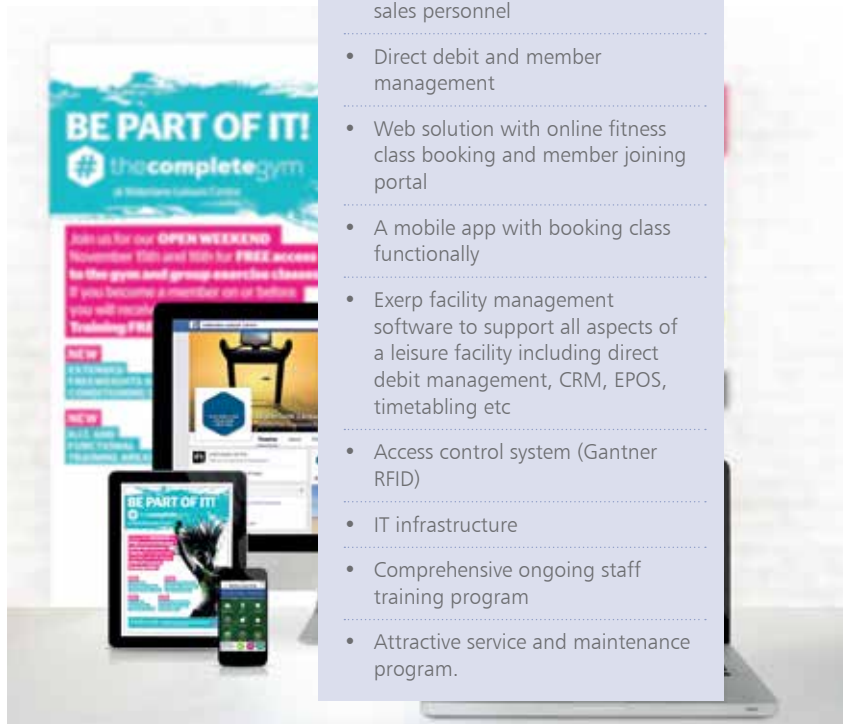
## Continued professional development and training

From sales, marketing and membership management to preventative maintenance of the fitness equipment and accreditation, Pulse delivered a wide range of professional certified training services. This included investing in and developing personal trainers and the senior management team at SLT.

## Marketing

Pulse offer SLT a full service creative agency solution from their UK head office. This includes writing marketing strategies for one year that cover all aspects of the mix including insight, strategy, design, copywriting, social media, email marketing, signage, public relations, location photography and digital/online marketing.

The first task was to develop the brand identity, portraying the brands vision of a high standard facility at an inclusive price point. This included something for all and ensuring its consistency throughout the centre. This included contemporary, colourful and inspirational graphics.



## Pulse deliver a wide range of business support services

In the last 35 years Pulse have provided business support to more than 10,000 fitness facilities. Using this experience they were able to offer a range of operational support services which included;

- Leisure business consultancy
- Equipment selection and layout advice
- 2d and 3d gym designs including interior branding
- Sales and marketing management
- Operational management support
- Recruitment, appointment and management of three dedicated sales personnel
- Direct debit and member management
- Web solution with online fitness class booking and member joining portal
- A mobile app with booking class functionality
- Exerp facility management software to support all aspects of a leisure facility including direct debit management, CRM, EPOS, timetabling etc
- Access control system (Gantner RFID)
- IT infrastructure
- Comprehensive ongoing staff training program
- Attractive service and maintenance program.

## The Results

Since Pulse became the Strategic Leisure Partner for WDC, Waterlane has undergone a dramatic, modern transformation. Membership now sits at 3500. The site has seen the average length of stay increase by 57% and attrition levels have dropped to just 4%. The new online booking and kiosk systems are proving popular, with over 75% of members now using it. The booking facility has reduced queuing times and further improved overall customer satisfaction.

“The partnership demonstrates our belief in our own equipment, our team’s ability to redevelop Waterlane Leisure Centre and our effective business model,” says Chris Johnson, Managing Director at Pulse. “As partners to Waveney District Council and Sentinel Leisure Trust, we are equally invested in the success of the facility and continually strive to deliver above and beyond expectations.”

**“The results speak for themselves! We have an impressive, modern leisure centre, which is delivering surplus results coupled with Pulse, a proactive partner who possess passion, experience and an aspirational philosophy to persistently deliver engaging, inclusive and sustainable leisure facilities”**

Stuart Everett, Managing Director, Sentinel Leisure Trust

