



Pulse transforms Newbury Park



A £900K investment saw Pulse transform a disused building into a vibrant, welcoming fitness hub for the entire community in less than nine weeks.

Pulse provided a complete solution handling every aspect of the project, from the design and reconfiguration, to kitting out the facility with more than 100 pieces of brand new equipment.

Pulse's design team worked to save and incorporate the original features of the cinema building, combining them with modern décor and inspiring graphics. This allowed Pulse to retain the venue's charming character whilst also giving it a contemporary feel.

Newbury Park opened in April 2015 offering a welcoming, re-energised space with state-of-the-art fitness equipment and modern studios the facility proudly boasts a membership of more than 1,600.



Our added value services



2D planning and 3D visualisation

Equipment layout and design

Pulse re-designed the gym to accommodate an additional 30 stations - this was presented in a 2D CAD plan. Furthermore, Pulse then created a 3D visualisation of the new gym detailing all interior design features such as colours and wall-art. BST used these assets to support their marketing strategy to communicate the refurbishment plans.

Installation

Powered by an eight-man team and a total of 8 HGV trucks the whole gym installation took four days. The Pulse team worked 12-hour shifts a night to ensure the project was delivered on time and so the leisure centre, which is over five floors and cited in a busy shopping centre, could remain open to the public.

Marketing support

Pulse provided the BST team with a wide variety of digital marketing assets such as videos, images and detailed equipment specification so they could efficiently promote the new equipment and refurbishment project.

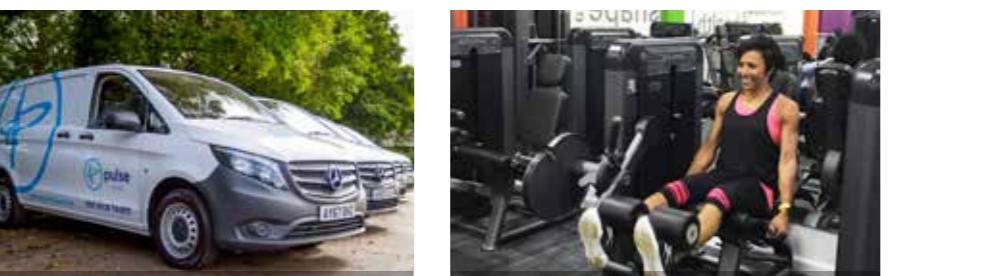
Lastly, Pulse assisted with arrangements and hosting of a commemorative event which saw Pulse's official ambassador Dame Kelly Holmes visit the centre and celebrate its success with local community groups, staff and members.

Service and warranty

As part of their dedicated service promise, Pulse has provided BST with a complete five-year warranty and service on all equipment. Pulse is the only fitness company to employ their own UK-based service engineers, offering an unsurpassed 97.5% first time fix rate to ensure equipment downtime is reduced and member experience is maximised.



In-house service team



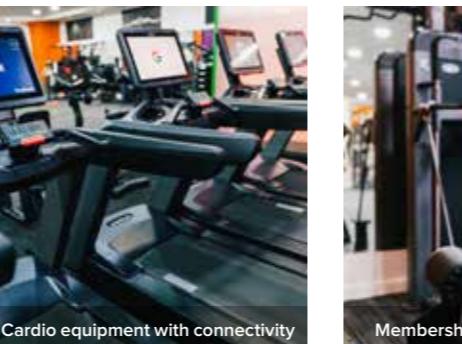
Pulse's Brand Ambassador Dame Kelly Holmes



Impressive results achieved

A combination of knowledge, experience and a clever use of space has led to the creation of the perfect local authority leisure centre gym. With the number of stations increased by 25% and capacity reached, Basingstoke Sport Centre is now fit for the future. The additional 30 stations in the gym has increased accessibility during peak times and reduced waiting times for popular machines - something that was key to the Trust to ensure they could create the best experience for their customers.

Since completing the install and officially reopening in late 2016, the Trust has seen a 10% increase in memberships from those aged 14-18 years as a direct result. The Trust attributes this in part to the brand new Pulse equipment, which is fitted with the latest technology including the ability to surf the web, watch the latest TV programmes as well as access to social media whilst working out. The new Cardio Walls are also proving very popular with this younger audience as a great new way to get active.

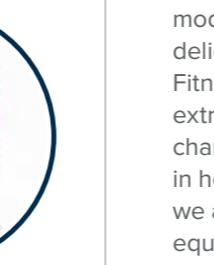


10%
Increase in memberships aged 14-18 years.

+30
Additional stations in the gym.

Modern way for the ultimate gym

"Our team has created the blueprint for a successful local authority leisure centre gym and we were delighted to work with Basingstoke Sports Trust once again on this project. Having worked alongside them previously, we understood exactly what the focus needed to be. With this knowledge, our team have focused on a modern, stylish gym with the very best fitness equipment and technology. We look forward to supporting the Trust in years to come."



Chris Johnson,
Managing Director
at Pulse Group

James Starbuck,
Chief Executive of the
Basingstoke Sports Trust



Don't take our word for it

"Having worked with Pulse in the past, we knew they were the perfect company to make our modern fitness vision a reality. We are absolutely delighted by what has been achieved by Pulse Fitness and the new equipment has been extremely well received by our members. As a charity, our top priority is engaging the community in healthier, more active lifestyle choices and we are confident we have the perfect mix of equipment to engage a wide demographic. Pulse are a great partner, understanding the importance of operating a busy leisure centre their ability to provide added value services truly show this."



CASE STUDY BASINGSTOKE SPORTS CENTRE

Pulse Fitness transforms the 'Evolve' gym at BSC into the perfect community gym



An investment of £500K has enabled Pulse Fitness – the dedicated equipment arm of the Pulse Group – to complete a total upgrade of the 'Evolve' Gym. With this investment, the centre, operated by The Basingstoke Sports Trust (BST), has become the ideal community gym.

The Background

The Pulse Group previously worked with The Basingstoke Sports Trust on a project which saw them transform a tired gym in Newbury Park into a modern state-of-the-art facility. A £900k investment delivered in less than 9 nine weeks. At the time, the facility had already reached its

capacity, so the Trust needed a fitness partner that could help ensure the sustainability of the facility and retain its strong 5,400 membership base, so they decided to turn once again to the expertise of Pulse Fitness.

What could we do for you? Let's start the conversation today.
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Another successful project with BST

Creating a gym for all

Pulse provide added value services

Impressive results achieved



What could we do for you? Let's start the conversation today. Call us on (+44) 1260 294600

Read the full stories and much more Pulse Group news online at www.thepulsegroup.co.uk

Creating a gym with something for everyone

As a leisure trust, it was important for the Basingstoke team to appoint a supplier who could cater to the needs of a diverse community.

Using their 35 years' worth of experience, Pulse Fitness carefully selected a wide range of equipment that would do exactly that. The gym previously had capacity for just 120 stations, but thanks to clever space saving design and advice from the Pulse Fitness team, it now boasts 150 stations, including Pulse's technologically

advanced Series 3 cardiovascular equipment, as well as resistance equipment, functional training zone and free-weights area. Within the new, dedicated free-weights area, the team has also created built-in drop zones for Olympic lifting.

Identifying a gap in the local market for functional training and Olympic lifting, the team at Pulse Fitness advised on the creation of a wall-to-wall functional training zone to give the centre a real point of difference. The new area, which has

been designed and equipped by Pulse Fitness, includes a large bespoke functional training rig - which features a turf prowler track, TRX resistance bands and three punch bags - as well as two interactive Cardio Walls.

The majority of the new equipment is also Inclusive Fitness Initiative (IFI) accredited, a key factor for the Trust as they have a growing number of customers with disabilities who are now able to achieve an effective workout.



Plate loaded equipment introduced



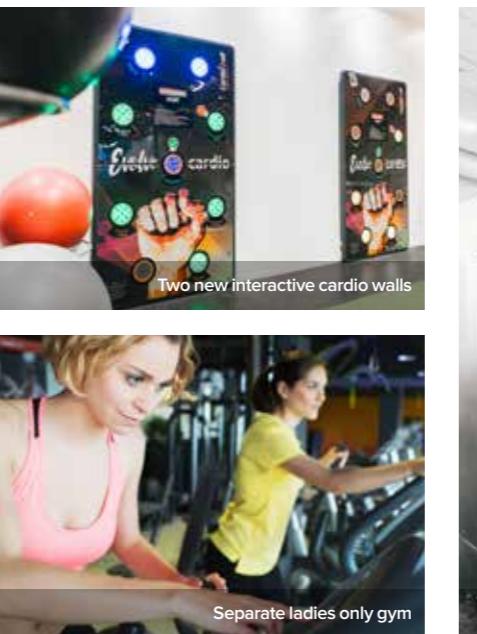
#DesignedToPerform



A bespoke 70sqm functional training rig



New dedicated freeweights area



Two new interactive cardio walls



Separate ladies only gym

25% equipment increase in new gym design layout.

A bespoke 70sqm Functional Training rig with integrated storage.

A connected entertainment solution on the cardio equipment.

More than 40 Pulse 'H Range' strength machines