

PHOENIX POOL & GYM



The Pulse Group has transformed Phoenix Pool following a £2m investment

Following a £2m investment the Pulse Group has redeveloped the former 1970s swimming pool into a multi-use facility, fit for the entire community, achieving 24% above latent demand in just four weeks.

In January 2016, leading leisure solutions provider Pulse was appointed by Great Yarmouth Borough Council (GYBC) to transform and upgrade the leisure facilities at Phoenix Pool. The project was completed in September 2016, comprising a brand new fitness suite, group exercise and dance studio, thermal suite and fully refurbished pool hall.

The brief

Pulse was appointed strategic leisure development partner for Suffolk Coastal District Council in March 2015. The twenty-year contract incorporates the redevelopment, equipment supply and operational support of multiple facilities within four local authority areas, including GYBC.

In January 2016, Pulse was tasked by GYBC in conjunction with management contractor Sentinel Leisure Trust, to transform and upgrade the leisure facilities at Phoenix Pool.

Prior to development Phoenix Pool consisted of a dilapidated 40-year-old swimming pool which no longer met the requirements of its users. The original brief set by the council was to update the swimming facilities within the existing footprint of the building. However, with over 35 years of experience in creating and operating facilities, Pulse carried out full in-depth research and put together a business proposition which demonstrated that there was the market for an additional fitness suite in order to make the centre financially viable. The project brief was then reworked to reflect this, and Pulse was tasked with redeveloping the whole site to provide a modern leisure centre that would meet the needs of the local community.

Building for the future

Pulse Design&Build - the dedicated construction division of the Pulse Group - has worked within the constraints taking the centre from just 860sqm to 1,498sqm with the addition of a brand-new extension and were responsible for all building work throughout the development.

The team had to safely remove all asbestos materials before the demolition of all internal walls could begin. The design and build team have created a brand new mezzanine level for the new fitness suite to ensure they fit within the footprint constraints. Visitors are also now met by a completely remodelled reception area, a modern re-cladded exterior, as well as a resigned carpark which maximises space and provides a welcoming first impression.

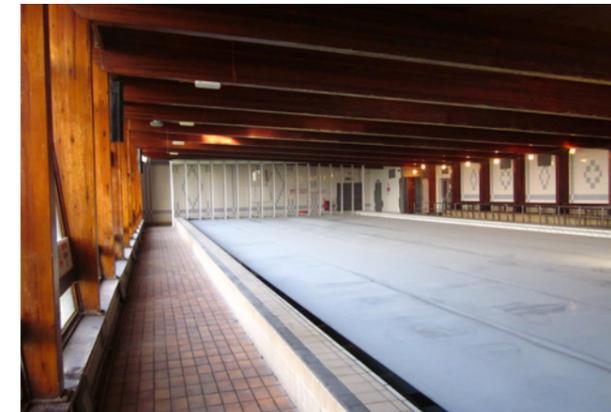
Phoenix Pool was originally a dual-use site with the neighbouring high school and is in a

residential estate. The key driver of the project was to create an accessible pathway for the local community to also enjoy the new modern centre as well as the neighbouring high school. It was therefore crucial to the project for Pulse Design&Build to re-locate the hidden side entrance, adjacent to the school, to the front of the building, and show good circulation all around the site.

Due to the residential location and building limitations, Pulse had to work hard to ensure the best use of space, maximising indoor space whilst not removing much-needed parking. The residential location also required a specialist safety procedure for use of a crane to deliver the steel building framework and other large items. Pulse took time to provide a proactive communications programme along with a dedicated spokesperson to keep residents

informed and minimise disruption. As part of their commitment to CSR, Pulse also actively recruited local tradespeople. In total over 1000 hours were given to tradesman within the local community during the building phase of the project.

Using their expertise, Pulse Solutions – the dedicated business support arm - was tasked with all interior décor, including the colour scheme, wall finishes, fixtures and fittings. Their in-house design team have created a welcoming, vibrant space complete with inspirational artwork throughout the centre. All design work has been kept in line with the nearby Waterlane Leisure Centre, which is also operated by The Sentinel Leisure Trust in partnership with Pulse, ensuring continuity between the sites and the brand.



Creating a hi-tech pool hall and new fitness suite

The main 25m swimming pool has undergone significant extensive refurbishment, with five lanes and increasing to 2m in depth. Pulse has created a future-proof design by completely remodernising the pool hall with high-tech developments.

A whiterock hygienic ceiling has been installed to form an impervious, virtually maintenance-free system that can be cleaned in-situ. The new ceiling also provides a bright durable surface to help reduce condensation. Swiss timing clocks have been fitted into the pool hall to provide accuracy for the large number of swimming clubs and races meets at the centre.

For added luxury and relaxation for customers, Pulse Design& Build have created a new thermal suite encompassing a sauna, steam room and jacuzzi. The team has also built a new village changing area, with wet and dry changing facilities as well as designated group changing area for school and family use.

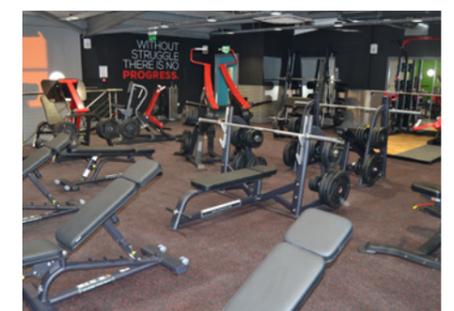
Pulse's dedicated equipment arm - Pulse Fitness – has brought the centre up-to-date by designing an impressive fitness space complete with sleek new equipment. The new 55-station gym includes top-of-the-range Series 3 Fusion Cardio machines, as well as strength and functional training kit. The addition of a brand new group exercise studio offers members a

full timetable of fitness classes. Users can also track their workouts both in and outside the gym using Pulse's innovative member management and activity software PulseMove, which is installed on all equipment.

As part of the modern technology throughout the building, all members now use an RFID (radio frequency identification) wristband which gives them access to the facilities - creating a seamless access controlled entry solution. The new access control system also ensures child protection and member security whilst enabling staff to monitor member activity.



The completed leisure facility

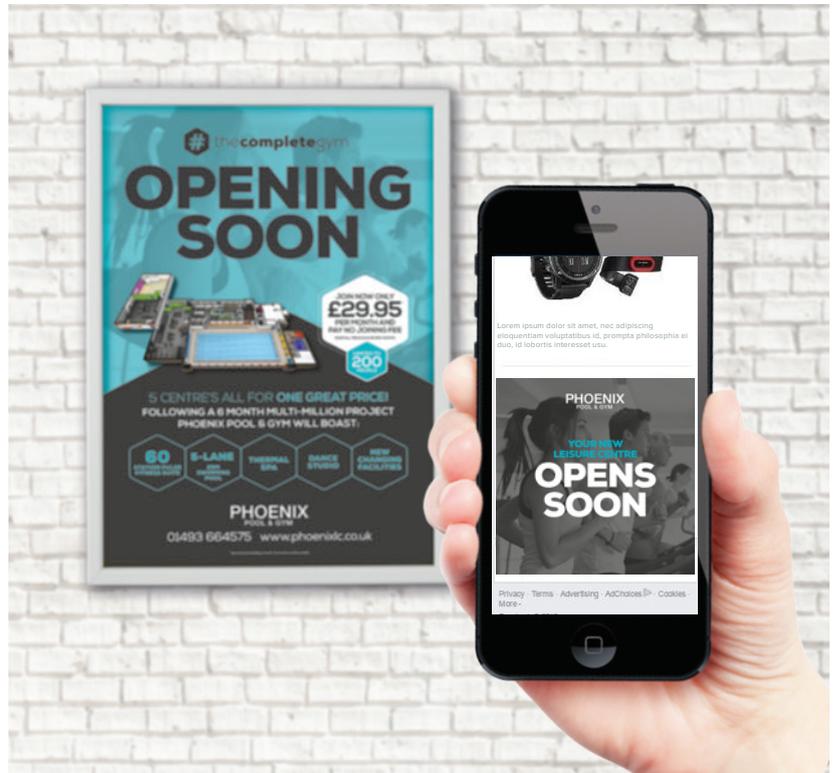


Exceeding expectations

As part of the contract Pulse are responsible for all sales and marketing through their Pulse Solutions division. Throughout August, Pulse set up a dedicated sales office on site so that members of public could liaise with the team regarding any membership enquiries prior to opening and the team achieved over 350 members in pre-sales alone. A strong marketing strategy was developed and put in place by Pulse Solutions which included leaflet distribution, newspaper adverts and a social media campaign.

The facility officially opened in September 2016 and is already exceeding expectation with members. On its opening weekend alone the facility received over 1000 visitors and has exceeded latent demand figures by over 24% in its first four weeks. The facility has attracted a wide range of the local community with a 55:45 female to male ratio, 35% of members aged between 21 to 35, 24% of members aged 36-49 and 16% of all members are 50 and over.

The annual footfall of the site prior to the development was 50,000 and this is predicted to rise to 150,000 following the refurbishments to the centre. The facility will be used by more than 100 swimming clubs going forward, as well as the local high school and surrounding community.



Don't take our word for it

“Once again Pulse has shown throughout the whole process be a reliable partner, providing not just market leading equipment but also fantastic levels of support, advice and excellent service,” says Stuart Everett, Managing Director for Sentinel Leisure Trust. “The level of knowledge the team has been invaluable to us and this has been proven by putting the right sales and marketing strategies in place to ensure we can appeal to the entire community.”

Stuart Everett
 Managing Director
 Sentinel Leisure Trust

