



Pulse transform local authority leisure centre

into a one-stop destination in education, sports and wellness for the local community

Bridgend Life Centre is a shining example of how an older facility can be updated to rival its private competitors. The 40 year-old facility in South Wales has recently undergone an 18-month redevelopment transforming it into a state-of-the-art leisure centre.

Pulse was appointed to completely renovate the facility in 2012. The ambitious project was undertaken as a partnership between Pulse, Bridgend County Borough Council, Halo Leisure and GLL. The brief was two-fold; remove underperforming areas by

creating new facilities which will generate a profit – without making any changes to the building's footprint – and do so while ensuring minimal disruption to customers. To ensure this was achieved, developments took place in three phases so the centre could stay open throughout the work.

Pulse was appointed as Strategic Leisure Development Partner to GLL with overall responsibility for the renovation of the facility in 2012. With over 32 years of experience in the leisure sector and a proven track record in design and build projects as well as facility operation and equipment kit outs, Pulse was perfectly placed to lead on the project.

“For £4.5 million – a fraction of the cost of a new build – Bridgend now has a community leisure facility which brings together the best in sport, leisure, relaxation and cultural services.”

Our Approach:

Redevelop the existing space to offer something for all



From young to old, active to sedentary the design of the redeveloped leisure facility was to provide a breadth of activities and services to appeal to and attract new users and visitors to the leisure centre. In the hope to increase community engagement and inclusion the new centre boasts many exciting, fun, educational and social services in a modern, practical and welcoming environment.

The centre reopened in May 2014 and is unrecognisable from the original facility. The exterior of the building has been transformed by powder coated insulated metal cladding panels, inset windows, feature 'leaning' bays and full height glazing on the first floor.

An old, large, underused sports hall, concert hall and squash courts have been demolished and replaced with a wider range of more profitable facilities including a fitness suite, toning suite, exercise studios, dance studios, four-court sports hall and a 10-metre climbing wall. The new Play Kingdom soft play centre is also located in this area.

The fitness suite has been relocated and enlarged to 100 stations to meet member demand. The new gym is situated in the space formally occupied by the ground floor toilets, changing facilities and office space and now boasts state-of-the-art fitness equipment including SmartCentre.

SmartCentre's interactive technology provides motivation, stores personalised gym workout programmes and gives user feedback and guidance. The gym is also kitted out with Pulse Fusion cardiovascular equipment, Evolve strength equipment, an X-Cube functional rig and a free weights section.

Adjacent to the fitness suite, gym users now benefit from brand new dry side changing rooms which include new showers, toilets

and lockers. The changing rooms are fully inclusive to cater for users with disabilities.

From the new sports centre main building there is now direct access to the leisure pool building where customers can access the pool changing rooms and viewing area. This also affords access to the Thermal Suite and Spa, a new facility designed to generate additional revenue and offer luxurious relaxation facilities to customers. The thermal suite and spa add to the high quality experience at the centre. The former first floor lobby has been converted to create the facility which includes a steam room, ice igloo, sauna, heated

ceramic beds and experience shower. There is also a relaxation area and treatment rooms offering therapies and beauty treatments.

“The design of the new sports area centralises facilities to encourage optimum use and to make facility management easier for staff.”



Broad range of facilities created by Pulse to add value



Reception

A central spacious entrance 'hub' featuring a fully serviced cafe and comfortable seating area for up to 50 covers.



Library

A large modern two-storey library, with self-service touch screen kiosks, thousands of books, plus unlimited digital reading facilities with the many tablets and computer access.



Spa

A luxurious members thermal Suite and Spa which includes a steam room, ice igloo, sauna, heated ceramic beds, experience shower, relaxation area and treatment rooms.



Gym

A 100 station gym featuring Pulse SmartCentre, Fusion cardiovascular equipment, Evolve strength equipment, an X-Cube functional rig and a free weights section



Toning Suite

The new toning suite provides a relaxing whole body low impact workout in a 30minute circuit session for special populations.



Studios

The larger of the two dance studios can be split using integral soundproof screens, both feature mirrored walls and the latest sound system. There is also a separate group cycle studio.

Plus, all of these too



Children's Soft Play Area



Four Court Sports Hall



10 Metre Climbing Wall



Conference Facilities





Creating community cohesion within the leisure centre environment

The entrance has been completely remodelled to become the hub of the centre. There is ample space for customers to circulate, wait for friends or relax in comfortable surroundings. A newly created café affords views towards a soft play area, so parents can sit and watch their children enjoying active play. There is convenient and secure storage for pushchairs. A retail shop, located in the spa area, has been created to allow the centre to stock a range of health, beauty and fitness products.

Extending the appeal of the centre even further is a brand new library. A large modern space was created to house this

facility which incorporates a host of new services and features. As well as thousands of books, the new library contains extra computers and 'tablets', new furniture, comfortable seating, reading corners, and an exciting space for children which includes a giant book they can sit in and read. Locating the library within the leisure centre provides an additional reason for the community to visit the centre, bringing more people through the doors and turning the centre into a real community hub.

The facility has been designed to be a centre for education, sports and wellness. This was achieved by relocating an old and

tired library from Bridgend town centre, into the newly remodelled Recreation Centre. With facilities for fitness, relaxation, education and socialising side-by-side, a community hub has been created. The facility-mix attracts a far greater cross-section of the local community than a traditional leisure centre and all facilities benefit from the additional footfall.

The £4.5m investment has created a welcoming, inspiring and sustainable space that will continue to be at the heart of the Bridgend community for many years to come.



“The broad range of facilities really makes this centre a focal point for the whole community”, says Chris Johnson, Managing Director of Pulse. “We are delighted that we have been able to revive such a dilapidated facility and add tremendous value through additional services, all on a relatively modest budget.”

