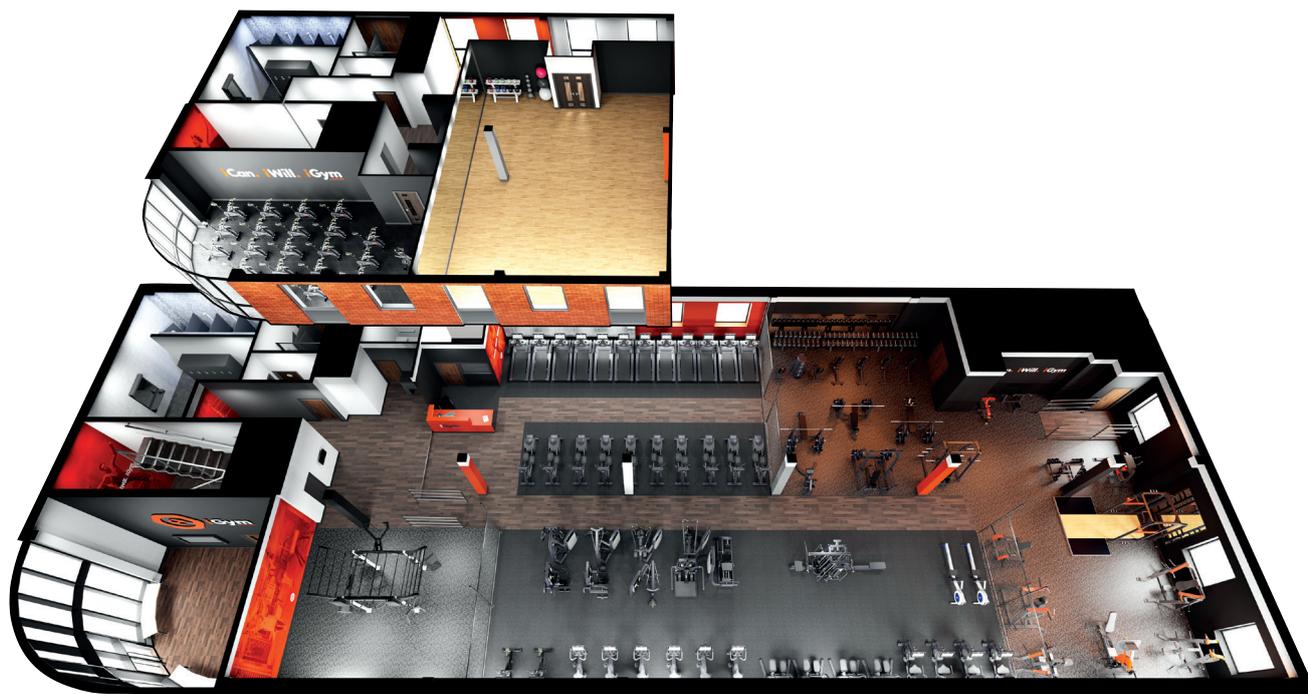


Pulse turns empty shell into state-of-the-art fitness facility in just 10 weeks



A £1.3m investment from Imperial College London has seen Pulse design, equip and create the brand new fitness facility, iGym, at Imperial College London's new residential campus in North Acton. Pulse has also been appointed to fully operate the facility for the next 10 years.

Pulse won a rigorous tender, through which they demonstrated extensive experience operating dual use facilities in higher education institutions. Having provided leisure support solutions to in excess of 500 further and higher education facilities throughout the UK - including King's College London and Goldsmiths, University of London - Pulse was perfectly placed for the task at hand.

Deadlines were tight to ensure the facility was operational in time for the start of the 2015/16 academic year. Pulse rose to the challenge, turning an empty shell into a state-of-the-art facility in just 10 weeks.



The objectives

- To create a modern, sustainable, durable and motivational fitness suite which caters for students but which also appeals to staff and community users.
- To deliver a future proof, long term partnership solution which requires no additional subsidy.
- To deliver a brand identity and customer experience which matches the prestige of Imperial College London.

Creating a facility to match the prestige of Imperial College London



Truly integral to the project, Pulse began with a full site survey where they produced plans, architectural drawings and concepts including a detailed quotation for a turnkey solution. The Pulse design shaped the function, comfort, appearance and performance of the 1300ft² building, whilst working within the constraints of an existing shell.

The project began with the completion of major structural works which included the dividing of interior walls and floor levelling. A full internal fit out followed which included:

- Laying the flooring
- Completing electrical and plumbing work
- Installing air conditioning and air handling systems
- Installing fluorescent low energy lighting
- Plastering and painting walls in pantone colours to perfectly match the iGym brand
- All internal signage and décor including artwork and feature walls
- Selecting furniture which included a ground floor seating area
- Installing access control and CCTV.

Careful consideration was given to the fit out to ensure running and maintenance costs remained low whilst still giving a high tech, high quality feel.

Best practice for inclusive access was used in the design of the dedicated changing areas, lift and reception counter.

The main ground floor entrance is glazed to create a welcoming focal point. Further glazing on the upper floor shows passing traffic the gym experience and in particular the 3D simulator group cycling sessions which take place in the group cycle studio using the latest Spivi software.

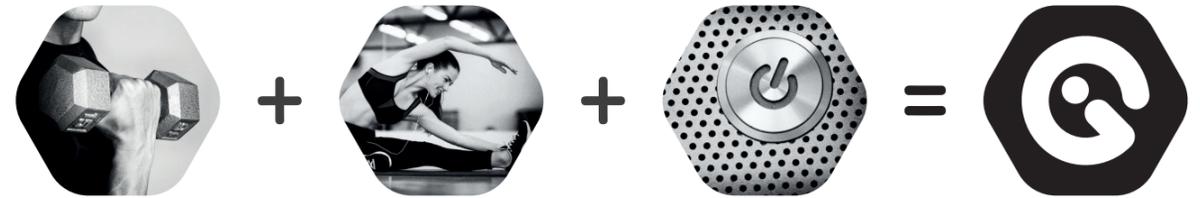


Pulse commissioned and installed all fitness equipment. The site now boasts a high-tech 85-station, two storey gym. The fitness suite has been fitted with state-of-the-art equipment including Pulse's technologically advanced Series 3 Fusion Cardio and Evolve Strength equipment. All Series 3 equipment comes complete with an 18.5" interactive touch screen which allows members to surf the web and experience digital TV whilst working out. The gym also benefits from a functional rig, plate loaded equipment and Olympic lifting platforms. Pulse created two group exercise studios with adjoining shared storage and separate group cycle studio with state-of-the-art Spivi software and 21 Pulse Group Cycles.

Durable materials such as chequer plating in the free weights area, galvanised steel partitions to the gym, exposed ceilings, colour strip lighting, walnut finish doors and floors have been fitted to be in keeping with the site's modern industrious feel. Pulse also created dedicated male, female and disabled toilets, showers and change with luxurious but durable finishes including underfloor heating.

Creating the iGym brand

iGym caters for the student market but also needed to be open to the public to be commercially viable for the long term. Pulse conducted thorough market research and demographic studies, carefully reviewing local competitors before presenting the university with the brand proposition.



**iCan.
iWill.
iGym**
.LONDON

fitting tribute is to alumnus Roger Bannister and provided a striking vintage image of the athlete to be displayed in the reception area. This presented a design challenge for Pulse who had to look at ways to successfully juxtapose this new vintage feel with the industrial vibe. Pulse's design team rose to the challenge, adding additional vintage artwork and wood finishes to successfully achieve this. The result was a fun, functional and inspiring facility.

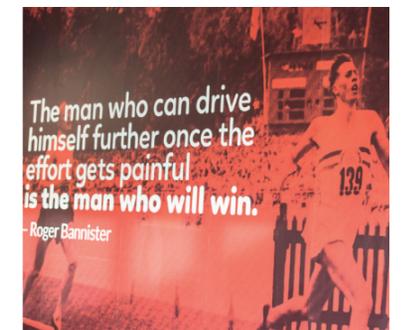
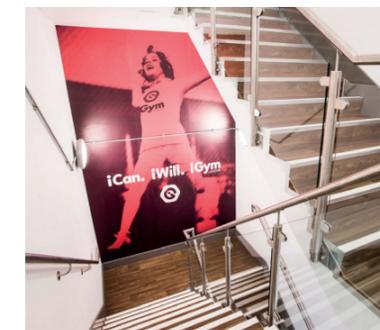
To ensure the brand was slick and cohesive, the marketing team worked extremely closely with the architect, interior design team,

builders, project manager and the university. The outcome was a highly attractive durable design and a strong brand. The iGym branding is reflected throughout the centre through signage, on staff uniform, on equipment, and accessories such as padlocks, water bottles and towels. By working together Pulse's in house professional teams were able to deliver the right scheme at a cost of just £1,000 per M².

To support the new brand Pulse have developed and will implement a full marketing strategy that covers all aspects of the marketing mix.

iGym was chosen, trademarked and developed to represent technology and modernity. Incorporating the letter 'i' ties the brand back to Imperial. The inspirational strapline 'iCan. iWill. iGym' has been interwoven with the facility's strong design.

To create a technological and industrial vibe, Pulse's in-house design team selected a black and grey colour scheme, adding bright orange accents throughout the centre to give the facility warmth and vibrancy. The university requested the building pay a



Exercise studio room



Staff & Uniforms



Equipment branding



Smart card technology



Class booking kiosk

All operational systems installed

Pulse drew on their 35 years' experience to ready iGym for operation in the tight 10 week timeframe. Pulse installed all infrastructure necessary for the efficient running of the facility including modern, touch screen, self-service kiosks which take care of the joining process and all class bookings. This combined with access control barriers and Exerp front of house software frees up staff from admin duties and allows them to focus on delivering a better customer experience.

To appeal to tech-savvy students, Pulse's intelligent member management and tracking software PulseMove, has also been installed. The software comprises of an in-gym kiosk, website and mobile app which will allow members' data to be collected both in and

outside the gym and synched in real time across all devices. PulseMove supports the gym team by creating programmes and automatically configuring equipment for each individual member. The use of all this technology combined has made the site more efficient and improved service delivery of all operations. PulseMove will also aid retention by connecting equipment, staff and management with members.

Using experience drawn from operating in excess of 30 other facilities, Pulse was able to create programming and pricing policies for iGym with ease. They also conducted a thorough recruitment process to ensure iGym had the right staff to operate the facility, training each to the highest standard.

Launching iGym

A powerful pre-launch campaign has set Pulse well on the way to the target of 2,000 student members. The target of 500 external members within the first 12 weeks has already been exceeded with Pulse signing up their 600th member just two weeks after opening.

Pulse's marketing team developed a pre-opening offer of just £28 per month which has undoubtedly contributed to this success.

A digital marketing campaign promoting the offer drove 3,000 people to the iGym microsite in the first three weeks and the Facebook page received 500 likes.

With customer experience ranking high on the list of brand values - and being tracked through the Net Promoter Score framework - Pulse believe they have created a facility which will build and retain members for the long term.

"I am delighted that we have been able to work in partnership with Imperial College London to deliver this fantastic facility. The excellent knowledge and expertise of our in-house team are what made it possible to deliver the project in the short timeframe. Pulse has an extensive background in this sector and I am fully confident we have delivered a facility that will not only meet, but exceed the objectives and targets set by the university. I look forward to the future and working alongside Imperial College London to support them achieve their goals."

Chris Johnson, Managing Director, Pulse Group

Services delivered by Pulse

- Dedicated account manager
- Detailed business plan
- Site survey visit and report
- Equipment selection and layout design
- 2D and 3D gym designs including interior branding
- Total sales and marketing management
- Branding and design
- Operational management
- Operational Performance audits
- KPI reporting
- Ongoing consultancy
- Retention training and solutions
- Direct debit and member management
- Web solution with online fitness class booking and member joining portal
- IT infrastructure
- Full POS system - including cash registers, ticket printers and card terminals
- Recruiting all staff and delivering a comprehensive ongoing training programme
- Virtual gym management and tracking software - PulseMove
- Exerp facility management software to support all aspects of a leisure facility including direct debit management, CRM, EPOS and timetabling
- Multi-functional membership cards - magnet swipe and PulseMove chip
- Access control system (Gantner RFID)
- Attractive service and maintenance programme
- Full IT support available 24/7



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