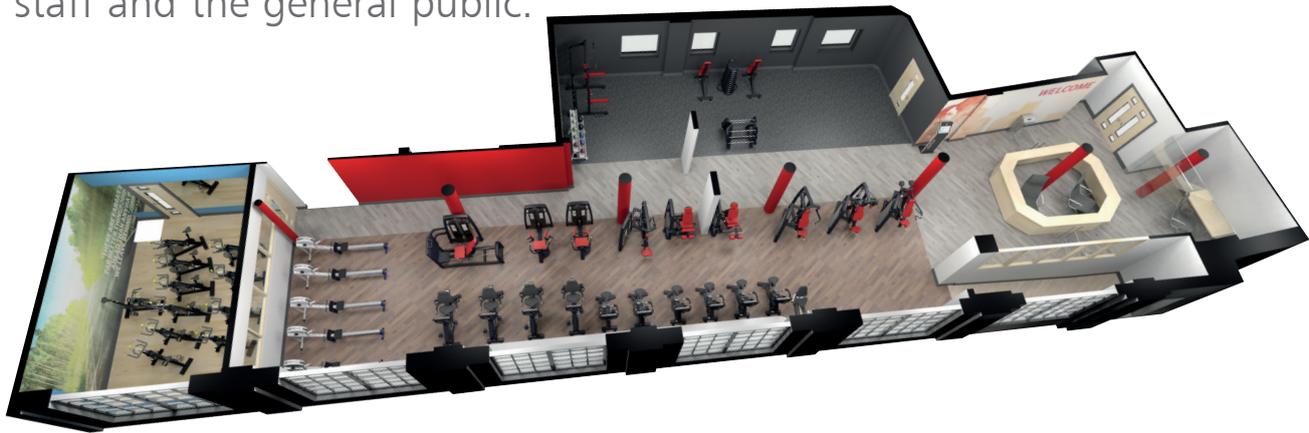


## Pulse delivers the perfect member experience at Kings College London, boasting a 38% member increase!

A 250k investment has seen King's Sport in partnership with Pulse transform a tired gym at Kings College London into a vibrant fitness hub providing holistic health and wellbeing services for students, staff and the general public.



Pulse's expertise in creating viable fitness spaces combined with the company's leading gym management and retention software solutions has helped to significantly increase membership at King's Sport Health and Fitness Centre.

Prior to the renovation, the centre had 1,200 members, dated equipment and was in need of modernisation. The university facility is now used by 16 BUCS teams, including five performance teams, 23 elite athletes, staff, students and the general public and is well on its way to hitting its target of 2,500 members.

### A world-leading university who recognise the importance of sport, exercise and student wellbeing

King's College London (KCL) is one of the world's leading universities, ranked sixth in the UK by The Times Higher Education World University Rankings 2013-14, and 16th in the world by the QS World University Rankings 2014.

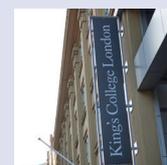
Specialising in law, nursing and bio medical sciences and with an internationally renowned research and teaching faculty, the university offers cutting edge facilities, which now extend

to its health and fitness facilities following an extensive refurbishment of the King's Sport Health and Fitness Centre in Waterloo.

Despite not offering sports courses, KCL strives to offer a holistic experience for their students, catering for health and wellbeing as well as academic development. It is KCL's mission to improve the performance of every student and this extends to health and fitness as well as academic study.

### Services Delivered

- Dedicated account manager
- Site survey visit and report
- Layout advice
- Equipment selection and installation
- 2D and 3D gym designs
- IT solutions including front-of-house management software and direct debit collection
- Comprehensive staff training
- Gym management system – SmartCentre – to improve efficiency
- Installation of Fitness on Demand
- 24/7 service assistance
- Sales and marketing advice
- Custom-made graphics



**KING'S SPORT**  
**HEALTH & FITNESS CENTRE**

## Offering a total solution - excellent value for money and unsurpassed added value

KCL aims to help every student achieve their potential and believes in the value of health and fitness to support academic development. As such, the university wanted to transform its tired gym into a contemporary fitness hub, incorporating the latest technology, to serve the health and wellbeing needs of students, staff as well as the public.

With a history of delivering successful redevelopment projects within the higher education sector, and with its unique combination of operator and supplier experience, Pulse was selected for the £250,000 project in 2014 following a competitive tender. Pulse was appointed to redesign, fit out and equip the facility and to provide ongoing IT solutions including member management and direct debit collection for which they provided full, on-site training.



"We were able to visit Pulse's headquarters during the tendering process to try out some of the equipment and to meet their in-house product design team. We saw that Pulse could provide us with a total solution and more added value than the other contenders in the process. They offered us support and advice from

equipment and interiors to sales and marketing. This, combined with their proven track record in the university sector and 35 years' experience in the industry, convinced us that they would be the ideal delivery partner," says Andy Allford, Head of Sport, Health and Wellbeing at King's College London.

## Embracing technology to grow and retain membership

With restricted external signage, the club is using the Smart technology to communicate with its growing membership, cross-selling its different services and providing promotional offers.

**With over 25,000 tech savvy students, incorporating the latest technology was a key requirement of the project and tender.**

It also runs weekly member attendance reports. Pulse's membership retention and gym management system, SmartCentre, was introduced to improve efficiency at the site. Additionally, we use the system to deliver and monitor high quality fitness programmes to our diverse membership.

With SmartCentre, King's Sport Health and Fitness Centre can also view reports on membership and demographics, oversee personnel and equipment usage, monitor staff performance as well as customer attendance to prevent membership loss. Pulse also installed its front-of-house

management software Exerp. The software includes access control management, a fully integrated Direct Debit solution and standalone touch screen kiosks for group exercise class bookings at busy times.

KCL has been particularly impressed with the efficiency of Pulse's 24/7 service assistance, accessed via an online portal where KCL staff can log problems, order new parts, request an engineer etc. Pulse is the only fitness company that employs its own service team covering the whole of the UK, 364 days of the year.

## Creating an inspiring and hardworking environment

Prior to the refurbishment, the centre comprised a small fitness facility, studio and changing areas located on the lower ground floor of the building. Layout was restricted and the equipment was in need of modernisation. Pulse in partnership with King's Sport reconfigured the area to optimise the space creating dedicated training zones. The project included a new access point to better manage customer flow and specialist fitness flooring. New CV and strength equipment from Pulse was also added, while a new AV and sound system was installed in the studio along with a Fitness on Demand box offering the latest virtual fitness classes.

To extend the fitness provision, office and student union space located on the ground floor directly above the gym was repurposed allowing King's Sport to create a two-storey facility. The area was stripped back to its shell and redeveloped to provide a CV and resistance area, a dedicated free weights zone and an indoor cycling studio. A new entrance was also created.



Pulse was careful to select an engaging mix of equipment to attract and retain students, staff and the general public. The new facility features equipment from Pulse's Evolve Strength and Series 3 Fusion Cardio ranges. The cardio equipment includes the new Cirrus Console, an 18.5" touch screen android tablet which incorporates market-leading technology to allow members to personalise workout options and experience digital TV, radio and full internet browsing with social media access while they exercise. KCL was the first site to install the M3x Indoor Cycle, a product merger between Keiser's M3 Indoor Fitness Cycle and Trixter's popular patented X-bars. "Delivering cutting edge technology which would engage our students was one of the major criterion within the tender and Pulse's submission was exactly what we were looking for," says Allford. "Their Cirrus Console and Trixter products are particularly impressive and a huge hit with our tech-savvy users, while their SmartCentre member

management system and Exerp software allow us to manage our systems with ease and efficiency."

The facility boasts fresh interiors specifically designed for King's Sport Health and Fitness Centre. KLC branding and bold graphic imagery has been applied to walls to create an exciting and inspirational environment for members. Everything from colour schemes to flooring was specially selected to enhance the experience within the facility.

The confined nature of the site presented challenges for the design team, particularly on the lower ground floor, which has a long and narrow arrangement. To transform the area into a vibrant fitness zone and to create the illusion of space, the team introduced oversized murals detailing some of London's most iconic landmarks such as Big Ben and Tower Bridge reflecting the club's central location in the capital.



## Delivering on time and to budget



Launched in September 2014 in time for the new academic year, the redevelopment has been wholly transformational. Users are thrilled with the extended facilities and the new fitness offer, while the university is delighted to be able to offer a more holistic experience for its students and staff.

The new facility has become a central fitness hub serving users of all fitness abilities from the general public to the university's 16 BUCS teams, which include five performance teams - the university's highest achieving sports teams - and 23 elite student athletes, who have one-to-one personal training sessions at the facility.

Following the introduction of the new studio, the centre now offers 40 timetabled classes a week including kettlebells, boxing and yoga.

**"The primary aim of the refurbishment was to enhance the experience for students and staff, but also to be sustainable through public memberships. The new facilities have helped us to more than double our membership. Prior to the refurbishment we had 1200 members. We currently have approximately 1,650, 80% of which are students from our other campuses. Our aim is to grow the membership to 2,500 by the end of the year."**

**Andy Allford, Head of Sport, Health and Wellbeing, King's College London.**



KCL offers a range of affordable membership pricing options for students, staff and the public ensuring accessibility for all whilst ensuring additional revenue for the university.

The new facilities are also attracting interest from prospective students, proving a useful marketing tool and yet another way for the university to distinguish itself in an increasingly competitive market.

The development has proven so successful that further works are scheduled for the near future. During 2015, the university aims to improve accessibility for customers with disabilities by adding a new changing facility on the ground floor and making the entrance more accessible.

## Client Testimonial

"Pulse clearly understands the operational needs of University Health and Fitness Centres and could cater for our specific needs with a tailored solution encompassing not only equipment, but added value services such as the membership and gym management systems, the stunning interiors and sales and marketing advice, all of which have proved invaluable. This was a self-financed refurbishment, which means every penny counts. Pulse provided not only the widest choice of additional services, but the best value for money ensuring we got the very most from our investment."

**Andy Allford,  
Head of Sport,  
Health and Wellbeing,  
King's College London.**



**Richard Sheen,  
National Sales Manager at Pulse**

"Our experience in operating dual-use facilities in educational institutions gives us a unique appreciation of what makes fitness spaces successful in these environments, both in terms of the member experience and in delivering financial returns for the facility. The refurbishment at KCL is a prime example of the gains that can be made by investing in the right services and facilities to meet the needs of this market."



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