

Pulse transforms former Newbury Park cinema into a modern fitness facility and delivers a turnkey leisure solution for Basingstoke Sports Trust.

A 900K investment has seen Pulse transform a disused building into a vibrant, welcoming fitness hub for the entire community in less than 9 weeks.



The project was completed on behalf of Basingstoke Sports Trust who received more than 1600 enquiries before the facility had even opened.

The not-for-profit trust, who celebrate their 50th year of trading and 45th year operating



a leisure centre in 2015, have been pro-actively looking for 12 months for a suitable venue for their second leisure site.

The venue on Newbury Park way in Newbury town centre, was a former 1930's cinema that had been converted into a gym in the 1900's by previous private gym owners. The site needed a complete refurbishment both internally and externally.

Pulse provided a complete solution handling every aspect of the project, from the design and reconfiguration, to kitting out the facility with 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.

bst fitness opened in April 2015 offering a welcoming, reenergised space with state-of-the-art fitness equipment & modern studios that can be enjoyed by the whole community.

Well on their way to an initial target of 1,600 members, Basingstoke Sports Trust plans to re-invest operating surplus into further leisure development projects so they may continue their strategic aims & core values to get communities healthy, active and engaged in physical activity.

The Vision

Basingstoke Sports Trust desire is to future proof the Trust by streamlining operational practices and expanding their portfolio of leisure clubs. Investing in bst fitness the Trust's vision was to create a physical activity hub for the local community which offered a mix of accessible and affordable activities.

Having received a brief from Basingstoke Sports Trust, Pulse were able to offer support in finding the right venue before getting to work on creating an inspiring space and

engaging leisure facility mix which would provide an accessible, inclusive facility for all.

The turnkey solution from Pulse detailed the return on investment for Basingstoke Sports Trust.



Our vision is to get our communities healthy, active and engaged.

The Challenge



Having been a 1930's cinema in its previous life, along with two previous failed attempts by competitor gym brands to operate the site as a fitness club, the Newbury Park site was tired & ageing, and needed to be handled with care.

Pulse had the experience and expertise to deal with the challenging space, having designed and built a vast array of venues across a range of market sectors, from private health clubs to educational institutions and military facilities.

With another fitness facility located near to the proposed site, & a chequered fitness club history, Basingstoke Sports Trust needed to ensure they had a desire to invest & upgrade



the facility to provide a strong customer offering with a clear USP.

Drawing on their experience across design, build, equipment and facility operation, Pulse were able to create a strong proposition for the local market. which included a functional training room



Pulse designed & kitted out a specific functional space to give the Newbury Park venue a point of difference.

A brand new studio space was also created to cater for more than 10 different types of training from HIIT classes to yoga.



The Solution

Pulse handled all aspects of the project so that Basingstoke Sports Trust were able to liaise with one key account manager throughout. This significantly streamlined the process for the Trust.

The extensive proposals from Pulse included a complete refurbishment of the old reception area to create a fresh, modern and welcoming space. Pulse adapted and improved the layout and flow through the building. This included re-defining two dedicated staircases to the revamped studio and functional workout area. Pulse' creative use of space ensures that every sq ft of the 21,000 sq ft building is fully maximised to generate profit and or efficient operational savings, for example the positioning of the vending area, converting two offices into beauty rooms and a physiotherapy clinic.

The Trust have also rented out the upper floor 990 sq ft space to a dance shop to attract a new but relevant audience to the facility. With a strong brand, it was important to Basingstoke Sports Trust that the interior reflected a defined and consistent brand personality. Using a bright colour palette with brand accent colours of orange, green and purple plus refreshed lighting throughout and the trendy white frame finish on Pulse equipment it has created a modern engaging member ambience from reception to the gym and beyond. Even corridor space and stairwells were refreshed.

A welcoming 100 station gym was created and kitted out with state-of-the-art cardiovascular & resistance equipment, ConceptII rowing machines, Power Plates & the latest Trixter Xdream bikes. Equipment was strategically positioned into workout zones with the main cardio section facing the original cinema stage which focusses the member to the adept motivational text 'Make every performance count'. A dedicated circuit



area consisting of 9 machines covering upper and lower body exercise complete with a training light column was introduced with a sub brand of 'work it circuit'.

On the upper floor Pulse created a dedicated functional training, strength and conditioning room consisting of 10 pieces of Pulse plate loaded and a bespoke 10 m functional

training station & accessories. The 1485 sqft studio was refurbished and fitted with 13 M3X Keiser bikes to deliver group cycle classes amongst other fitness classes. In order to create a lively atmosphere throughout the facility, Pulse installed a brand new audio visual entertainment system in the reception area, staff offices, first floor gym suite & in the second floor studio. Working within a restricted budget to deliver maximum impact (ensuring former members clearly recognise the development changes and investment) the biggest cost saving transformation was the refurbishment of the changing facilities. All 300 lockers within male, female & disabled change were repaired, sanded, re-painted and new locks & numbering installed. Additionally a deep clean, new lighting and refreshed paint was completed.



The Difference

Pulse has brought a former 1930's cinema into the 21st Century with innovative equipment and design to match.

Pulse has brought a former 1930's cinema into the 21st Century with innovative equipment and design to match. The Newbury Park site has been well received by the community since officially opening welcoming over 1200 visitors within the first month.

An attractive all inclusive opening membership from £20.95 per month clearly shows the trust's vision for the site. "We are a charity



whose number one aim is to get communities healthy, active and engaged, as such we provide a quality offer at an affordable price." says James Starbuck Chief Executive for Basingstoke Sports Trust.

By expanding their current portfolio to open a second site in Newbury, Basingstoke Sports Trust are continuing their mission to bring physical activity to their local communities.



Richard Sheen,
National Sales Manager
at Pulse

"With over 35 years' experience operating fitness facilities, providing equipment and delivering design and build services, we really understand what customers want, what works and the importance of seeing a return on investment. Working in partnership with Basingstoke Sports Trust, we have given an old building a new lease of life as an accessible and inclusive fitness facility. Our experience as operators allowed us to advise on the perfect mix of facilities and equipment for the local market and create a facility which will appeal to the whole community. Basingstoke Sports Trust now have a brand new site in their portfolio for people of all ages and abilities to get active in and we look forward to supporting them on further projects in the future."

Client Testimonial

Aiming to attract 1600 members in the first six months, Chief Executive of the Basingstoke Sports Trust, James Starbuck is delighted with what Pulse has achieved. "Having worked with Pulse in the past, I knew they were the only company to offer a one stop solution to deliver our vision at Newbury with the care and attention the site so desperately needed. The staff at Pulse truly wanted us to succeed, letting us know they were here for the

duration and not just the initial project. Having a second site has really opened doors for the Trust. We are reaching a wider audience and providing accessible facilities. These are our biggest priorities, as a charity we really want to engage the community in healthier, more active lifestyle choices. As a company invested in people, I felt that the Pulse team were knowledgeable and passionate enough to help us create our vision."

"Having worked with Pulse in the past, I knew they were the only company to offer a one stop solution to deliver our vision at bst fitness Newbury." James Starbuck, Chief Executive for Basingstoke Sports Trust

Services delivered:

- Dedicated account manager
- Site survey visit and report
- Building refurbishment and redecoration
- Equipment selection and layout advice
- 2D and 3D gym designs including interior branding
- Comprehensive staff training
- Attractive service and maintenance programme for 5 years



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