

# NORTH EAST DERBYSHIRE

Pulse Design & Build completes £1.7m leisure refurbishment projects



Pulse Design & Build has completed refurbishment projects at Dronfield Sports Centre and Eckington Swimming Pool, bringing the two facilities into the 21st century with modern, future-proof facilities.

## The Background

A highly successful tender win in 2015 saw Pulse become Strategic Leisure Development partner for Suffolk Coastal District Council, and several other local authorities who joined the tender process.

One of these authorities was Bolsover District Council and in January 2017 Pulse completed a £4m redevelopment of Go!Active @ The Arc in partnership with them. North East Derbyshire District Council, who have a strategic alliance with Bolsover District Council were so impressed with The Arc they approached Pulse to assess leisure provision in

their local community. With poorly maintained and out-of-date facilities, Pulse identified several opportunities to modernise the leisure provision in North East Derbyshire to better meet the needs of the local community.

Notably, Pulse identified an opportunity to significantly improve leisure facilities in the area with the goal of increasing participation rates, tackling social exclusion and sustaining cultural diversity.

In December 2016, Pulse Design & Build – the dedicated construction arm of the business – was tasked by North East Derbyshire District

Council to deliver the redevelopment projects at Dronfield Sports Centre and Eckington Swimming Pool. The projects would totally modernise both centres and provide a wide range of new and enhanced facilities to better meet North East Derbyshire District's demands.

Pulse Fitness, the dedicated equipment arm of the Pulse Group, was also appointed to provide and install a range of equipment at each site from its award-winning portfolio. Both refurbishment projects were completed in March and were delivered by the team on time and on budget.

 Two leisure refurbishment projects

 State of the art fitness suites

 Exceeding sales targets

 An intricate design process



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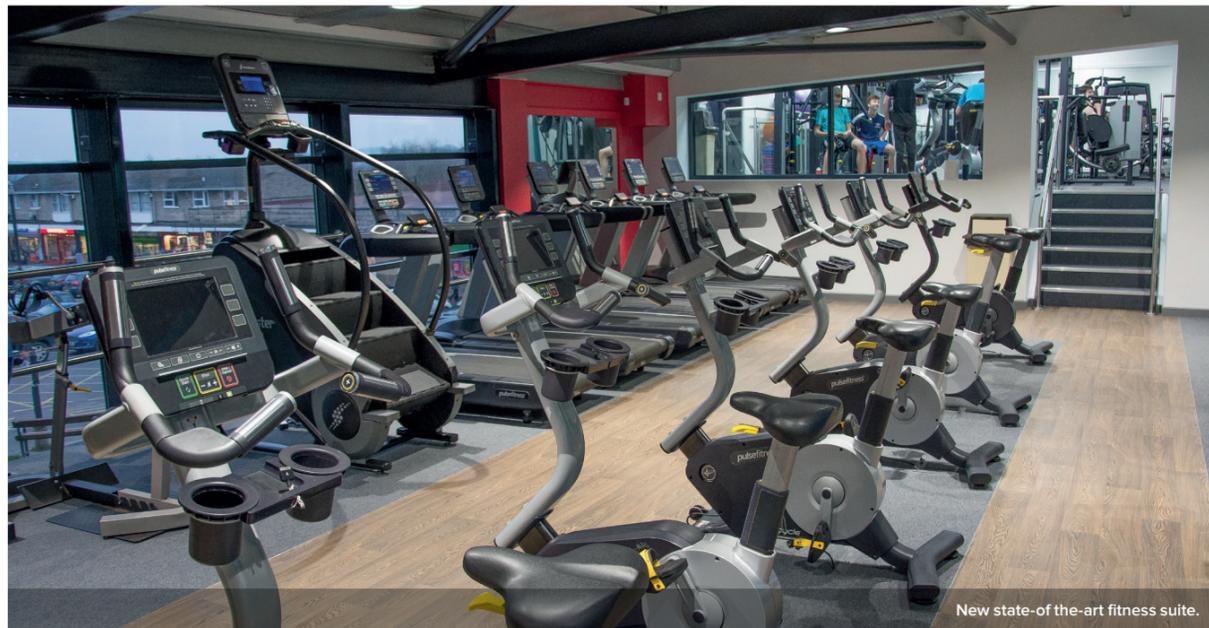
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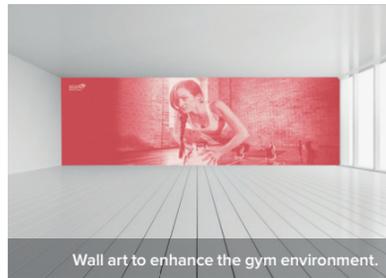
## Dronfield Sports Centre

### The Brief

The objective of the project was to enhance existing leisure provision to meet the rising levels of demand by the local community. The upgrade needed to be attractive and modern in design whilst in keeping with the character of the existing building. It needed to be accessible and sustainable, ensuring that the leisure facility could be efficiently maintained to provide long-term value to the local community.



New state-of-the-art fitness suite.



Wall art to enhance the gym environment.



New studio space introduced.

A £385K investment at Dronfield Sports Centre enabled Pulse to transform the centre's health and fitness facilities.

Pulse Design & Build was responsible for the installation of a brand new mezzanine floor in the gym, substantially increasing the size of the fitness suite from 58 to 75 stations. Removing the existing sauna, Pulse created a new studio/multi-use space for health and fitness classes, allowing the centre to offer more than 20 different classes per week. Catering to a range of demographic users, Pulse Fitness installed a variety of equipment to ensure all members of the local community

can benefit from the refurbishments. The facility now boasts equipment from Pulse Fitness' Series 2 cardio range including treadmills, steppers, indoor bikes and cross-trainers, as well as equipment from Pulse's latest strength lines and a new freeweights area. Maximizing the existing space, the layout is spacious, safe and accessible for all members of the community.

To ensure the facility remained true to the existing brand character, Pulse's in-house design team created bespoke wall art using the local authority brand colours giving the facility a fresh, modern feel.

### The Results

Since completing the refurbishments, participation and membership levels have increased.



Dronfield has already exceeded its latent demand and membership continues to grow.

## Eckington Swimming Pool

### The Brief

Like Dronfield Sports Centre, the objective of the project was to enhance existing leisure provision to meet the rising levels of demand by the local community. The upgrade needed to be attractive and modern in design whilst in keeping with the character of the existing building. It needed to be accessible and sustainable, ensuring that the leisure facility could be efficiently maintained to provide long-term value to the local community.



Remodelled reception area.



New cafe and play area.

Following a £1.4m refurbishment at Eckington Swimming Pool, Pulse Design & Build completely redesigned the existing facility.

The front-of-house reception area was completely redesigned, giving it a new, modern feel with updated colours and a feature wall. The pool now boasts brand new male, female and family changing rooms alongside a new poolside viewing and vending area. To meet the growing demand for fitness facilities in the area, Pulse Design & Build expanded the gym area to 231 sqm thanks to a newly created mezzanine floor. The fitness suite was also upgraded and kitted

out by Pulse Fitness with its Series 2 cardio equipment, strength kit and freeweights. As part of the project, the team also created a modern café area. The café is home to Pulse's brand new 'Gym Bar', which offers customers a wide range of healthy smoothies with the option of an added protein shot to supplement a pre or post workout drink.

To attract young families within the local area to the facility, Pulse Design & Build created a brand new children's soft play area. The facility now has a unique three-tiered play experience to help keep younger members of the community active and engaged.

### The Results

Membership figures have quickly been exceeded post development.



There are a wide variety of users – age, gender and ethnicity now enjoying the facility.



A wide range of Pulse Fitness equipment installed.

## Created by a professional touch

### Gym Design

Pulse takes a holistic view, considering local needs, demographics, customer expectation, local competition, latent demand, legislation and an analysis of current facility provision before starting the design process.

In both projects, the brief was to improve the leisure offer, on time, to budget and without making any changes to the buildings footprint and character.

The Pulse team of in house professional architects and project managers created 2D plans of the proposed remodelled layout in consultation with key stakeholders. The designs were visualised in real-life replica in 3D, complete with proposed colour schemes, branding and interior furnishings - all complimentary to North East Derbyshire brand standards. A full 3D rendered animation and supporting stills were used to communicate to members and the community during the development.



## Getting the right mix

“Our extensive research revealed the best facility mix for these two refurbishments.

As a result, we focused on creating modern, future-proof facilities that would make a significant impact on leisure provision right across the county within the budget and time allocated.

We utilized the existing buildings and remodelled the layouts to maximise space, facilities and to enhance the member journey.”



Chris Johnson,  
Managing Director  
at Pulse Group



## Don't take our word for it

“Pulse have been an excellent partner helping us create better leisure provision to meet the demands of the local community. We are thrilled to offer better, more modern facilities fit for the whole community. Since the refurbishments, the community response has been phenomenal. The impressive membership increases speak for themselves.”



Councillor Graham Baxter MBE,  
Leader of North East Derbyshire  
District Council



What could we do for you? Let's start the conversation today.

Pulse Group, Radnor Park, Greenfield Road, Congleton, Cheshire CW12 4TW  
T: +44 (0)1260 294600 E: [info@thepulsegroup.co.uk](mailto:info@thepulsegroup.co.uk) [www.thepulsegroup.co.uk](http://www.thepulsegroup.co.uk)