

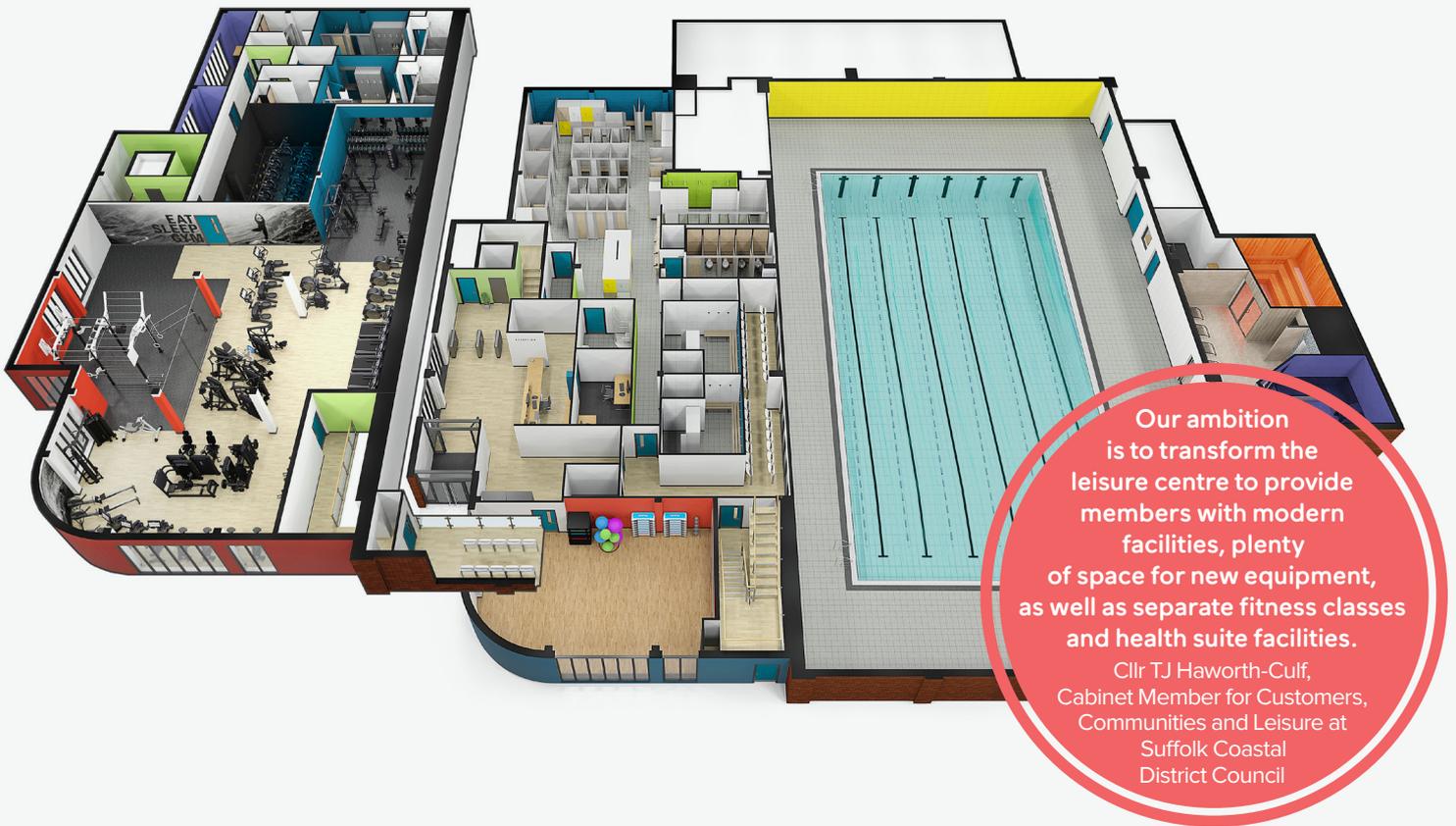


# pulsebeat

All the latest news and headline-grabbing stories from The Pulse Group



## Construction work begins as Pulse Design & Build is set to transform Deben Pool



Our ambition is to transform the leisure centre to provide members with modern facilities, plenty of space for new equipment, as well as separate fitness classes and health suite facilities.

Clr TJ Haworth-Culf,  
Cabinet Member for Customers,  
Communities and Leisure at  
Suffolk Coastal  
District Council

Pulse Design & Build, the dedicated construction arm of the Pulse Group, has been awarded a £3m contract which will see Deben Pool in Woodbridge transformed into a state-of-the-art leisure centre as part of the Suffolk Coastal District Council strategic leisure development plans.

Pulse Design & Build will be fully responsible for all construction work; the diggers will arrive on 4th September, with work due to be completed by Summer 2018.

### The facility will boast:

- An extended state-of-the-art 50-station gym on the first floor, with all gym equipment supplied by Pulse Fitness.
- A new viewing gallery area into the pool
- A new thermal suite complete with steam, sauna, ice rooms and lounge area
- A new reception area
- A dance studio
- New village changing rooms and dry changing rooms
- A multi-purpose studio

The project is part of a wider contract which in March 2015 saw Pulse become Suffolk Coastal District Council's strategic leisure development partner for the next 20 years. The facility will be operated by Places for People, with Pulse as the Strategic Leisure Development Partner.

 Pulse reappointed MoD and MoJ contract

 Flooring can give your gym a new lease of life

 St. George's Park Westfield to officially open

 Mobile class booking app a great success



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## St. George's Park Westfield to officially open

St. George's Park Westfield will open its doors to the public on 17th September, boasting a state-of-the-art fitness facility alongside world class football facilities.

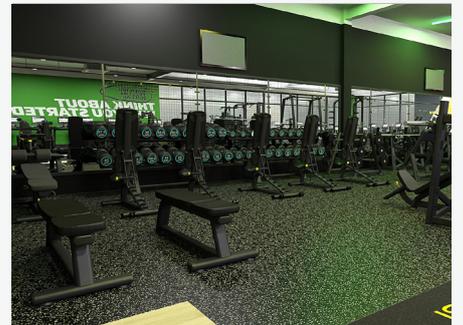
Pulse Soccer already acts as the strategic leisure development partner to the FA and Leisure United at two other facilities in Sheffield, St. George's Park Graves and St. George's Park Thorncliffe. The third 'Park Life' soccer hub comes as part of Pulse Soccer's original contract with the FA to deliver the three centres.

Using their expertise, Pulse Soccer advised the FA on the addition of a state-of-the-art 100 station gym and two group fitness studios at third facility in order to make the site a success. The addition of the new gym will ensure additional commercial revenue to make the site financially viable.

Pulse Soccer has appointed Pulse Fitness, the dedicated equipment arm of the Pulse Group, to design the new gym and to supply and install equipment from its latest CV and Strength lines.

The Pulse Fitness team will kit out the gym with an extensive free-weights area and a bespoke functional training rig. There will also be a packed timetable of group exercise classes on offer for the local community.

Pulse Solutions, the dedicated business support arm, has been appointed by operator Leisure United to be responsible for all sales and marketing of the facility, and is offering a pre-opening rate of just £16.95 per month for access to all facilities at the site.



## Pulse Fitness called upon to improve teen fitness at West Wood Club

In an effort to help improve West Wood Club's teen fitness offering, the operator recently appointed Pulse Fitness Ireland to install 10 Trixter virtual reality bikes into its Leopardstown club.

"We were thrilled that West Wood Club chose Pulse as a partner to complete the installation

at Leopardstown," says Pulse Fitness Sales Manager Phill Griffin. "West Wood Club is a market leading operator and always quick to adopt new technology. The new Trixter bikes are a fantastic edition to what is already a great facility and we look forward to supporting them in their aim of getting more teens to lead an active lifestyle."

## Pulse Fitness first choice for state-of-the-art installation at Abingdon School



To achieve their vision, the school were looking for a complete overhaul of the fitness suite to improve the provision for staff and students, as well as serving the growing public membership, with an increased focus on strength and conditioning.



Pulse Fitness has kitted out the gym with its latest CV lines with integrated touchscreen technology and equipment to satisfy high quality performance training. The facility is also home to a brand new free weights area and a functional training rig.

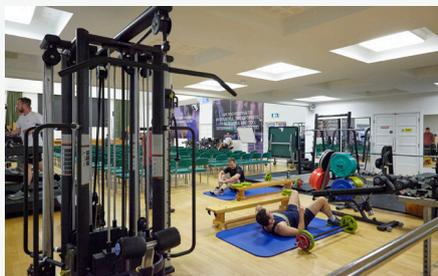
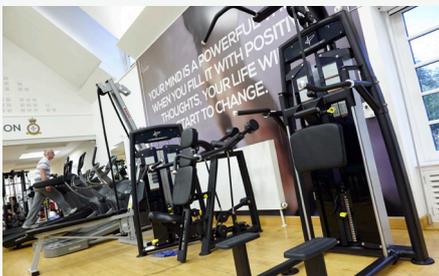
## Pulse Fitness reappointed as preferred equipment supplier to the MoD and MoJ

After taking part in a rigorous tender process, Pulse Fitness has been reappointed as a preferred equipment supplier for the Ministry of Defence (MoD) and Ministry of Justice (MoJ) for the next four years, making them the only equipment supplier to retain the contract.

Pulse has been working with the MoD over the past four years, during which they have supplied over £7m worth of award-winning equipment to military bases in the Ascension Islands,

Germany, the Falkland Islands and the UK. UK installs include RAF Marham, RAF Coningsby, HMS Dauntless, Bassingbourne Barracks and even the prestigious Royal Guards room at Buckingham Palace.

As part of their continued support to the armed forces, the new four-year contract will also include flooring, branding and artwork development as well as any necessary support on training if required.



### FOCUS ON INDUSTRY

with Jake Saunders,  
National Account Manager

## Flooring

Flooring can give a gym a new lease of life and getting it wrong could certainly prove costly in the long-term, so it's well worth doing your research into the right solution for you.

For instance, using rubber is perfect for weights areas. It's slip resistant, protects sub-floors and equipment from impact and absorbs sound, which can be a concern for gyms in apartment or office buildings. Rubber also minimises the risk of weights bouncing back, which you will find when foam or thick layers of shockpads are used. Unlike foam, which has a tendency to flatten and rip over time, rubber will last for many years if installed correctly. Whereas using vinyl in weights areas is likely to cause damage to equipment and the sub-floor, leading to expensive repairs. Vinyl is a better choice in walkways and cardio areas; it can really help to brighten up a space, as rubber tends to be darker. We'd advised that foam should only be used for stretch areas.

Most recently we have set up a new division called Floor Lab, which will support our Pulse Fitness and Pulse Design & Build divisions with the installation of specialist flooring solutions. We will use several suppliers to meet the functionality requirements of our customers, whilst being mindful of their budgetary constraints. To ensure that our clients receive the best flooring solution for their facility, as part of our service we take into consideration the space available, the capacity of users at any one time and the type of training that will take place. These factors all impact on flooring requirements, making each individual solution bespoke to the client.



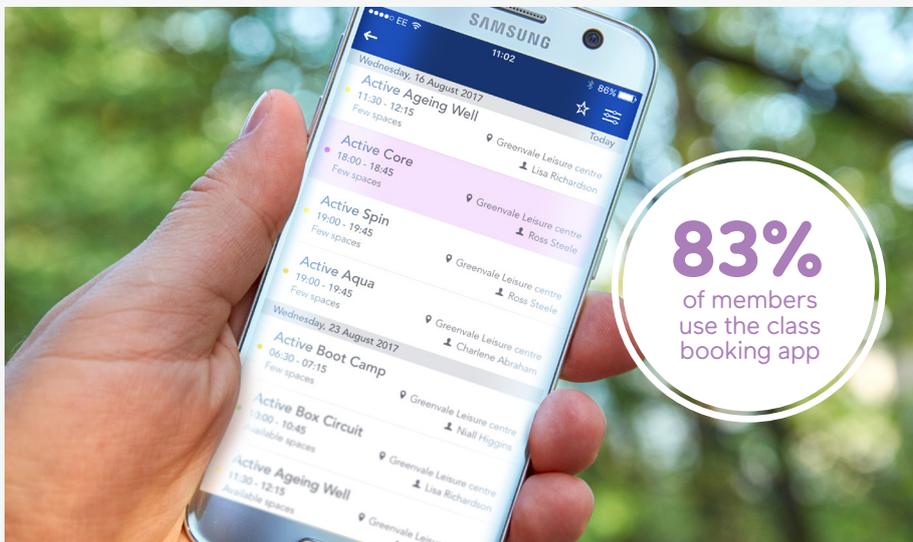
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## Pulse Solutions sees success from launching mobile booking app system – success across entire portfolio

As part of its client offering, Pulse Solutions provides innovative membership management software solutions from Exerp. Exerp is used at over 30 Pulse clubs across the UK, equating to approximately 150,000 memberships. Four sites have also purchased the mobile booking app as an optional extra, with member downloads surpassing 5,000. The app can be fully customised to each site using individual client branding.

The mobile booking app can now be purchased as an optional extra. 83% of the 3,500 monthly class spaces at Greenvale Leisure Centre are now being booked through the mobile platform, showing a significant improvement in operational practise within the club. Pressure on busy reception staff has been alleviated, and the club is experiencing fewer no shows now that members can amend and cancel their bookings directly from the app.



## Pulse Fitness continues to expand across the globe

Pulse Fitness has seen great progress with its global expansion plans and has recently appointed new dealers in Poland, Singapore, Vietnam, Thailand, Cyprus, Turkey, South Korea, South Africa and China to distribute and supply equipment from their awarded winning portfolio.

Chinese distributor Fitness Solutions has recently carried out its first Pulse Fitness install at the Deka Shaking Centre. The facility now boasts 35 stations of Pulse Fitness kit including items from their series 2 cardiovascular lines, H range strength lines, plate-loaded and free weights equipment which were installed in June.



“I send my warmest congratulations to Pulse Fitness’ brand ambassador Eddie Hall on winning the world’s strongest man title. It is a really outstanding achievement and it’s been a privilege to support you on this remarkable journey to success!”



Chris Johnson, Managing Director.

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



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