

# JESMOND SPORTS CENTRE

Pulse Design & Build exceeds expectations after completing refurbishment project



Completed with a two-storey 70-station gym, functional training and free-weights area, virtual activity zone and immersive spin studio. The project has been hailed by Sport Aberdeen, the venues operator, as a resounding success, with memberships increasing by over 450% since the venue reopened its doors to the public in January 2017.

## The Background

Back in 2015, after a competitive tender process, The Pulse Group were appointed by Sport Aberdeen as their Fitness Development Partner for the next five years. As part of this role, Pulse was tasked to redevelop venues and upgrade equipment at a number of its facilities across the city, ensuring they meet the needs of the community.

As part of an initial £5M investment strategy, Get active @ Jesmond was identified for comprehensive redevelopment. It is the first in Sport Aberdeen's programme of major reshaping and investment.

Pulse has worked closely with the Leisure Trust to review the facility mix on offer and that of the wider leisure stock portfolio.

 Pulse appointed as fitness development partner

 Sports hall converted into two storey fitness suite

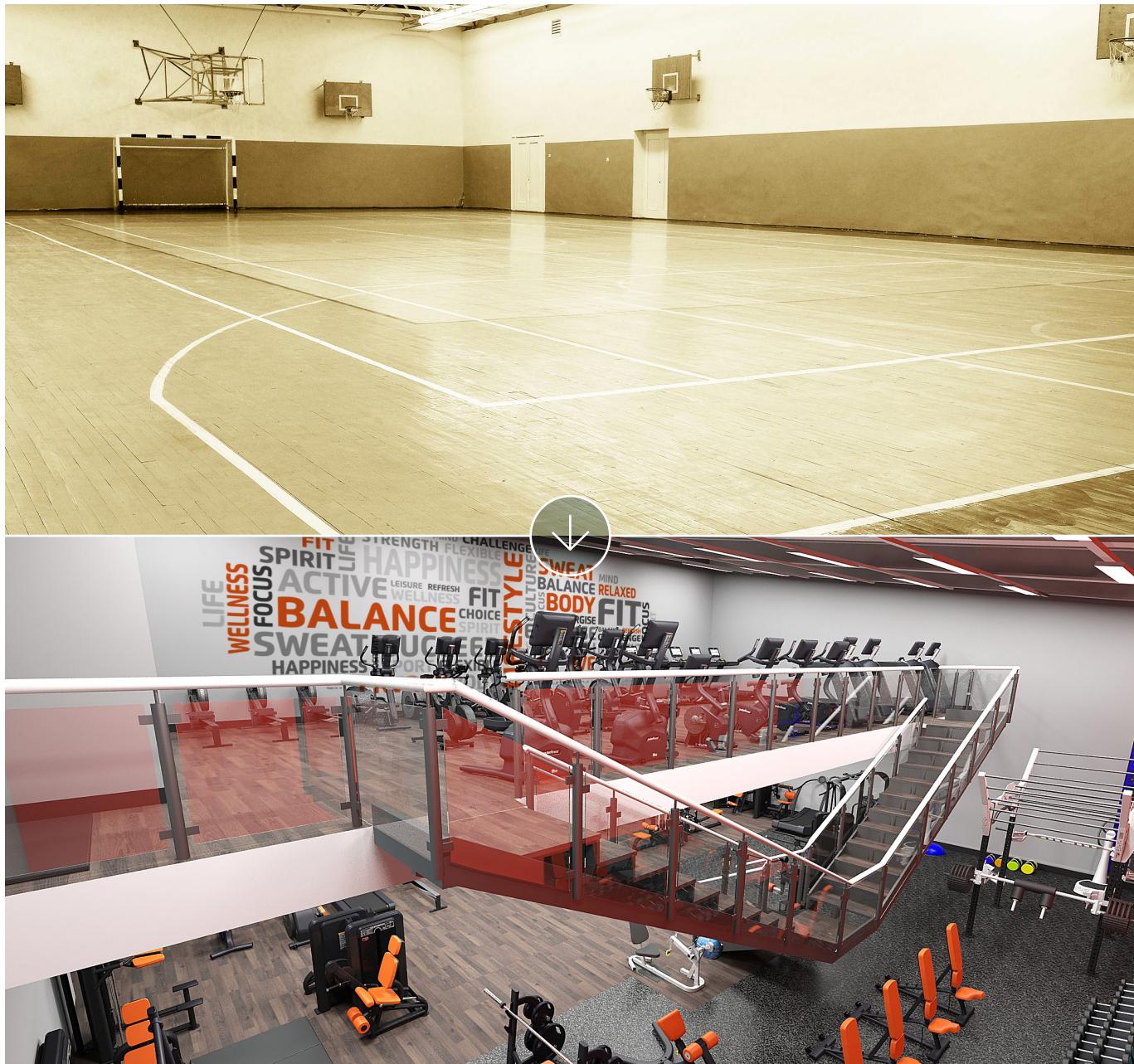
 Fully immersive virtual activity zone introduced

 Redevelopment seen a 465% membership increase



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## Redevelopment within existing footprint



### The Brief

Sport Aberdeen has a key objective to promote and increase opportunities for participating in sport and physical activity, and contribute to the city's vision of making Aberdeen the most active city in Scotland by 2020. The overall goal was to provide first class fitness facilities within a community setting, breaking down barriers to allow people of all ages and abilities to participate in sport and physical activity.

The latent demand research, which Pulse carried out, showed that there was potential to grow memberships by at least 300%. The gym previously had 25 stations and other elements of the site were underutilised. The latent demand research also indicated opportunities to appeal to families and responding to this Pulse proposed a brand new virtual activity zone; part of its plan to attract a younger and more diverse audience.

Get active @ Jesmond can now act as a blueprint for investment across the trust's portfolio.

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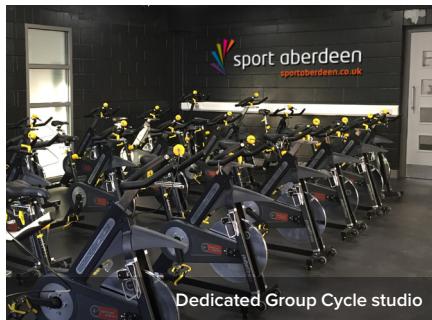


## Creating a high-tech modern leisure centre

In 2016 Pulse Design & Build, the dedicated construction arm of the Pulse Group, began the 12-week project.

Working within the original footprint of just 950sqm, Pulse Design & Build completely reconfigured the space transforming it into a state-of-the-art venue. A new main entrance was created through a wholly remodelled front elevation and the team relocated the reception and foyer to allow for easier access. The new reception includes a welcoming seating area for visitors and members.

The old reception area and entrance has been converted into a fully immersive virtual activity zone, which was proposed by Pulse as an innovative way to attract members. The activity zone is one of the first of its kind to be installed



in Scotland and has been kitted out by Pulse Fitness with Trixter bikes, a Nexersys Ultimate Cardio Machine which offers full-body interval-training using boxing moves, as well dance mats, Eyeplay and a cardio wall.

The old multi-use hall has been converted into a two-story 70-station gym complete with a free weights area and brand-new mezzanine floor. The gym has been kitted out with the latest equipment from Pulse Fitness' award-winning portfolio including CV, strength equipment and free-weights. All equipment has also been fitted with Pulse's innovative member management software, Pulse Move, which allows members to track their activity both in and outside the gym.

As part of the reconfiguration, the Pulse Design & Build team also built an immersive spin studio, a new aerobics studio and new changing rooms.

Pulse's Design & Build team has been responsible for all building work throughout the refurbishment project, from new electrics and air

conditioning within the facility to new flooring, mirrors, fixtures and fittings as well as all internal and external signage. Pulse worked closely with Sport Aberdeen to modernise dated décor,

producing a powerful, locally bespoke brand standard with new striking, motivational wall art and colour scheme throughout, including the Trust's iconic 'haeexcuses' tagline.



## The Result

Through the investments made, the Pulse Group has been able to provide customers with a second-to-none health and wellness experience, all to help Sport Aberdeen deliver its commitment to creating opportunities, inspiring people and changing lives through sport and physical activity.

The modernisation has had a hugely positive effect on the community with substantially more people, of varying ages and abilities, engaging in physical activity. Since opening, membership has increased by over 450%, more than half of whom live within a 1-mile radius of the venue. The Pulse Group has supported Sport Aberdeen in exceeding their initial expectations, and that of Pulse's latest demand analytics, where a 76% increase in membership take-up was predicted.



**465%**

Increase in memberships  
since official opening



**1442**

Live members  
have now joined!

## Great partnership model

"The redevelopment of Get active @ Jesmond really showcases what can be achieved within the parameters of an existing facility, all whilst on a budget and delivered to a tight timescale for the size of the centre".

"This is a real testament to the efforts our team has made to ensure we offer Sport Aberdeen not only the right facility mix, but also a modern and sustainable centre for the local community. This project is also fantastic example of how improving your existing facilities can be a great way to drive and increase participation without having to build a brand-new club."

Matt Johnson,  
Executive Director  
at Pulse Design & Build



"We're absolutely delighted to have worked in partnership with Sport Aberdeen on this project to redevelop Get active @ Jesmond."

"We are pleased to see that this has resulted in such fantastic uptake in membership as the centre offers something for everyone, and we look forward to continuing our relationship with Sport Aberdeen, helping them to achieve their strategic aims."

Chris Johnson,  
Managing Director  
at Pulse Group



"When embarking on this project we had a key objective to promote and increase opportunities for participation in sport and physical activity for everyone in Aberdeen, focusing on assisting the least active to become more active."

"The uptake in memberships has been astounding and to see the range of people participating in physical activity is brilliant. Get active @ Jesmond now reflects the need of the local people and through our partnership with Pulse, we are delighted to be able to deliver a first-class experience within an inclusive community setting."

Alistair Robertson  
Managing Director  
at Sport Aberdeen



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

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