

# pulsebeat

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



## Paralympian Ian Marsden unveiled as ambassador for Pulse Fitness.

We are delighted to announce Paralympic medal-winning canoeist Ian Marsden as our newest ambassador.

“Having been involved in sport and physical activity from a young age, both as an able-bodied person and someone with a disability, I know how difficult it can be for someone with a disability to step into a gym environment,” says Ian. “I am delighted to become Pulse’s newest ambassador as they are truly paving

the way when it comes to creating fitness equipment for those with a disability. I’m looking forward to supporting them and working together to create more opportunities for those with disabilities.”

Ian will be supporting Pulse nationwide, inspiring those with disabilities and driving awareness through various events and appearances of our award-winning range of inclusive fitness equipment.

“I am delighted to become Pulse’s newest ambassador as they are truly paving the way when it comes to creating fitness equipment for those with a disability.”

Ian Marsden,  
Paralympian.



From the left:  
Dave Johnson, Production Director at Pulse Fitness,  
Ian Marsden, Paralympian,  
Mo Chaudry, Chairman at Pulse Group.

 Inclusive fitness at the heart of the Pulse Group

 Eddie ‘The Beast’ Hall ‘competition winners revealed

 Pulse Design & Build on schedule at Deben Pool

 All the news on the latest Pulse Fitness installs



What could we do for you? Let's start the conversation today. Call us on (+44) 1260 294610.

Read the full stories and much more Pulse Group news online at [www.thepulsegroup.co.uk](http://www.thepulsegroup.co.uk)



# Inclusivity at the heart of Pulse Group

## Designed to perform

"Inclusivity has been at the heart of the Pulse Fitness design process for more than 15 years, that is why we have more IFI accredited commercial fitness products than any other UK fitness supplier.

We firmly believe that everyone, regardless of disability, should have access to high tech fitness equipment. To date, we have 38 Pulse machines (including cardiovascular and strength) that are accredited by the Inclusive Fitness Initiative and encompass inclusive features such as swing-away seats and multi-position handgrips for wheelchair users and large raised iconography on weight stacks for visually impaired users.

Our intuitive biomechanical design approach means our inclusive fitness accredited strength machines fully accommodate able-bodied users as well, thus keeping costs minimal to the operator as one machine is truly inclusive.

From the initial sketch through to prototype and product testing, my British in-house product design team work in partnership with the IFI and disability user groups at every stage of the product design process to deliver a peak performing, safe and reliable suite of machines for all."



Comments: Dave Johnson, Production Director at Pulse Fitness



Design, innovation and development



Pulse has a range of inclusive cardio products



Pulse has a range of inclusive strength products

## St. George's Park Westfield brings health & fitness to all

Supporting inclusivity initiatives can also be seen in the clubs The Pulse Group operate too. St. George's Park Westfield has a partnership with the charity Disability Awareness in Sport (DAWS) to offer specialised fitness programmes for those living with a disability.

St. George's Park Westfield is operated by Leisure United in partnership with the FA, The Pulse Group and Sheffield City Council. The

facility is one of three soccer hubs part the Park Life project, a grassroots initiative to get more people playing football.

DAWS, was set up by Stephen Birkby, after he suffered an accident at work which fractured his spine and left him paralysed. The group was set up to tackle the lack of exercise provisions for those with a disability in the city of Sheffield and to help those with a disability get into fitness.

The 150-station gym is equipped with a wide range of kit from Pulse Fitness' award winning IFI accredited equipment. It is now the permanent home for the charity and they run eight hourly sessions per week to assist those living with a disability get into fitness, with over 30 members travelling across the county.



Stephen Birkby founder of DAWS



DAWS joined SGP Westfield at the official opening



Over 30 members join the weekly sessions

## Construction at Deben Pool nearing completion

The £3M construction project at Deben Pool is 90% complete. Pulse Design & Build, the dedicated construction arm of the Pulse group, has been working in partnership with the Suffolk Coastal District Council for the last 8 months to transform the dated facility into a state-of-the-art leisure centre. The pool, originally built in 1973 as an outdoor lido, has

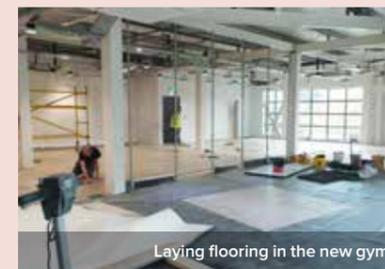
been completely refurbished and now includes a viewing gallery, alongside a new thermal suite, complete with steam, sauna, ice rooms and lounge area. It also features a 50-station gym on the first floor, with all gym equipment supplied by Pulse Fitness, a fitness studio, group cycling area and new reception area.



Installing high level fascias



Tiling the refurbished pool hall



Laying flooring in the new gym



Tiling complete in the new thermal suite

"The redevelopment of Deben Leisure Centre over the past eight months really showcases what can be achieved within the parameters of an existing facility, all whilst on time and to budget. We are excited for the final fit out and ultimately the grand unveil which will show the local community what an impressive, modern and sustainable leisure facility we have created."

Matt Johnson, Executive Director at Pulse Design & Build

## Pulse Fitness creates state of the art gym for Eastbourne College

Pulse Fitness were awarded the contract due to their extensive expertise and knowledge of the strength and conditioning market. The facility forms part of the college's new build Sports Centre, which will be used by students and staff alike as well the college's specialist sports teams.

Team Pulse carefully selected and installed a wide range of equipment from their strength and conditioning range including dumbbells, Olympic benches, a plate loaded leg press machine and alpha plates.



Strength & conditioning focus to the new gym

## Thornton Recreation Centre receives full equipment upgrade to attract a younger market

The gym at Thornton Recreation Centre, operated by Bradford Council, has recently undergone a complete transformation in an effort to attract a younger demographic to the facility.

Pulse Fitness has supplied and installed a wide range of its state-of-art equipment including our top of the range Series 3 cardiovascular equipment complete with E-scape Virtual technology and PulseMove. The Series 3 range also allows members to connect to the internet,

watch TV and access social media all whilst working out.

The gym has benefited from a complete upgrade of its strength equipment and now includes 12 stations from Pulse's latest H-Strength line as well as equipment from its plate-loaded range. Pulse Fitness has also supplied a wide range of equipment from its free-weights and functional training range including dumbbells, barbells, half racks and Olympic discs.



Top of the range cardio equipment

What could we do for you? Let's start the conversation today. Call us on (+44) 1260 294610.



## Pulse Global Dealer of the Year awards

We are incredibly proud of our global business. With a growing number of dealers right across the globe we are now represented in 31 countries across six continents and have enjoyed a 40% increase in global sales year on year. Every year we celebrate with our Dealer of the Year awards which recognise the best dealers and thank them for their contribution to our business. This year's award winners were:



All the winners celebrating at Pulse Global awards

### Global Dealer of the Year

- 1st** **SCOTFIT**  
GERMANY
- 2nd** **H2 SPORTS**  
SWEDEN
- 3rd** **PULSE FITNESS**  
GHANA

### BEST NEWCOMERS

**FITNESS SOLUTIONS**  
CHINA

### BEST LOOKING CLUBS

**UPDATE FITNESS**  
SWITZERLAND

## Eddie competition winners revealed

We received an overwhelming response – more than 2,500 entries – to our train with Eddie Hall competition we launched in January.

A diverse mix of gyms including chains, boutiques and private operators all entered for a chance to train alongside The Beast.



We are delighted to announce the three winners are:

**JD GYMS**  
of Birmingham

**RHINOS GYMNASIUM**  
of Stamford

**SOUTHGATE LEISURE CENTRE**  
of London

Be sure to follow us on facebook [@thepulsegroup](https://www.facebook.com/thepulsegroup) to see videos and updates of Eddie's training sessions at each of the winning gyms.

