

leisure solutions





Christopher Johnson, Managing Director

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"After 25 years of delivering leisure facility design and development projects complete with add-on supporting services or full operations, we lead the way in facilities development for the local authority, trust and educational markets, combining innovation with quality to exceed customer expectations.

We specialise in the redevelopment of public sector owned sport and leisure centres, providing new or renovating existing facilities that include amongst others: receptions, sports halls, health suites, fitness suites, dry changing, village changing, swimming pools, soccer centres and cafeterias.

Our flexible approach meets the ever-changing needs of our portfolio of clients. Whether building new or refurbishment of the old, we offer a range of resources to expand your facilities, including everything from funded partnerships to operational management, staff development and marketing."

## concept to completion

“Pulse invested around £1million in the development of our new facility, in the form of a Pulse Investment and Services Partnership agreement and we are delighted with the results.”

David Gallagher, Portfolio Manager, Waveney District Council.



Waveney Valley Pool & Fitness Centre

## helping you deliver fitness for all

Pulse Select is your fast track route to state-of-the-art leisure facilities that you and your users will be proud of; a high income, customer service-oriented operation that encourages wider community involvement and participation.

We cover everything from initial concept and feasibility study to facility design, construction, ongoing project management and equipment provision, plus comprehensive support services ranging from staff training and sales support to marketing and operations management.

We offer a flexible 'menu of solutions' from which you select what suits your business plans; as little or as much as you need. What's more, we provide substantial investment without the need for capital expenditure from our clients.

Most importantly, we understand your need to respond to the social agenda and provide 'fitness for all' - so we advise on what activities to offer and help you deliver the activities required for your different target user groups.



## creating ideal leisure facilities



## proven track record

Effective design and build is the key factor in establishing your new facility, and our dedicated and highly motivated team have a proven track record of delivering tried and tested, high quality developments on time and on budget.

Our experience stems from the capability to manage large-scale entire leisure facility developments incorporating new build or refurbishment of redundant or under utilised areas - including fitness suites, dance studios, swimming pools, sports halls, spa facilities, soccer centres, changing rooms, receptions and cafeterias.

## getting it right

We undertake site surveys and produce a comprehensive feasibility study covering such issues as the suitability of the site, structure, space and layout, disabled access, Health & Safety, security and environmental impact.

Most importantly, we listen to what you want to achieve and create a proposal that is specifically tailored to turn your vision into reality and to meet the needs of your existing and future users.

## project management

Our service encompasses every aspect from architecture and interior design through scope of works to structural engineering, surveying, planning supervision and cost control.

We prepare a building programme and project-manage it through to completion, working with other construction professions and planning authorities to minimise downtime and maximise your income.

We manage and complete all building works, including extensions, refurbishment works, layout and modifications, and install all equipment, fixtures and fittings to an agreed specification and timescale.



Themed and branded signage, both directional and descriptive, is installed throughout the new facility.



Modern push button or automatic vandal resistant shower systems.



High quality, spacious and secure DDA compliant lockers help maximise valuable space.



Non-slip tiled floors with under-floor heating and drainage channels helps create an easy to clean, safe and comfortable environment.

## soccer centres

A Pulse Soccer Centre is a superb facility that serves the needs of the wider community, offering free use to key groups and local schools, creating employment opportunities for local people whilst also generating a financial return for the host public sector partner.

A Pulse Soccer Centre is a secure, completely self-contained facility that can turn an existing loss-making operation into a valuable source of income. You simply provide the site and Pulse Select will design, build, finance and operate this new and exciting state-of-the-art resource.

Pulse Select will meet all development and operational costs and will maintain the facility to a high standard, upgrading existing facilities where necessary to create a flagship development in a wide range of locations, including areas suffering from economic, health and sporting deprivation.

A typical Pulse Soccer Centre would have between 8 and 10 five-a-side floodlit football pitches, each of which is made from Premier League standard, third generation synthetic surfaces, along with its own car parking, clubhouse pavilion and changing rooms.

No capital investment or up-front capital is required from the partner as each Pulse Soccer Centre is an extension to the Pulse Partnership Programme, which offers self-financing investment in public sector owned facilities whilst providing sustainable income growth.



Image supplied by Desso

## move up to a higher league



“football centres generate income in the evening and can be made freely available to key groups and local schools during the daytime.”

Dave Pugh, Leisure Investment Manager, St Helens Council.

## investment

Pulse Select offers market-leading financial solutions to match your precise requirements. Supported by our flexible approach to business, we adapt to suit the ever-changing needs of our varied client base.

The choice available is wide-ranging; everything from Pulse Select Partnerships, which have been specifically designed to meet the demands of public sector leisure developments, to solutions for clients who prefer more fixed arrangements.



Initially, we would conduct a full feasibility survey and demonstrate a number of financial solutions to illustrate likely outcomes, leaving you to select the best solution to align with your current business model.

The major benefit of using Pulse Select investment options comes from the fact that whatever the project, whatever the cost, no capital outlay is required from our clients.

“we deliver state-of-the-art leisure facilities that compete with the best of the private sector – and it won’t cost you a penny.”

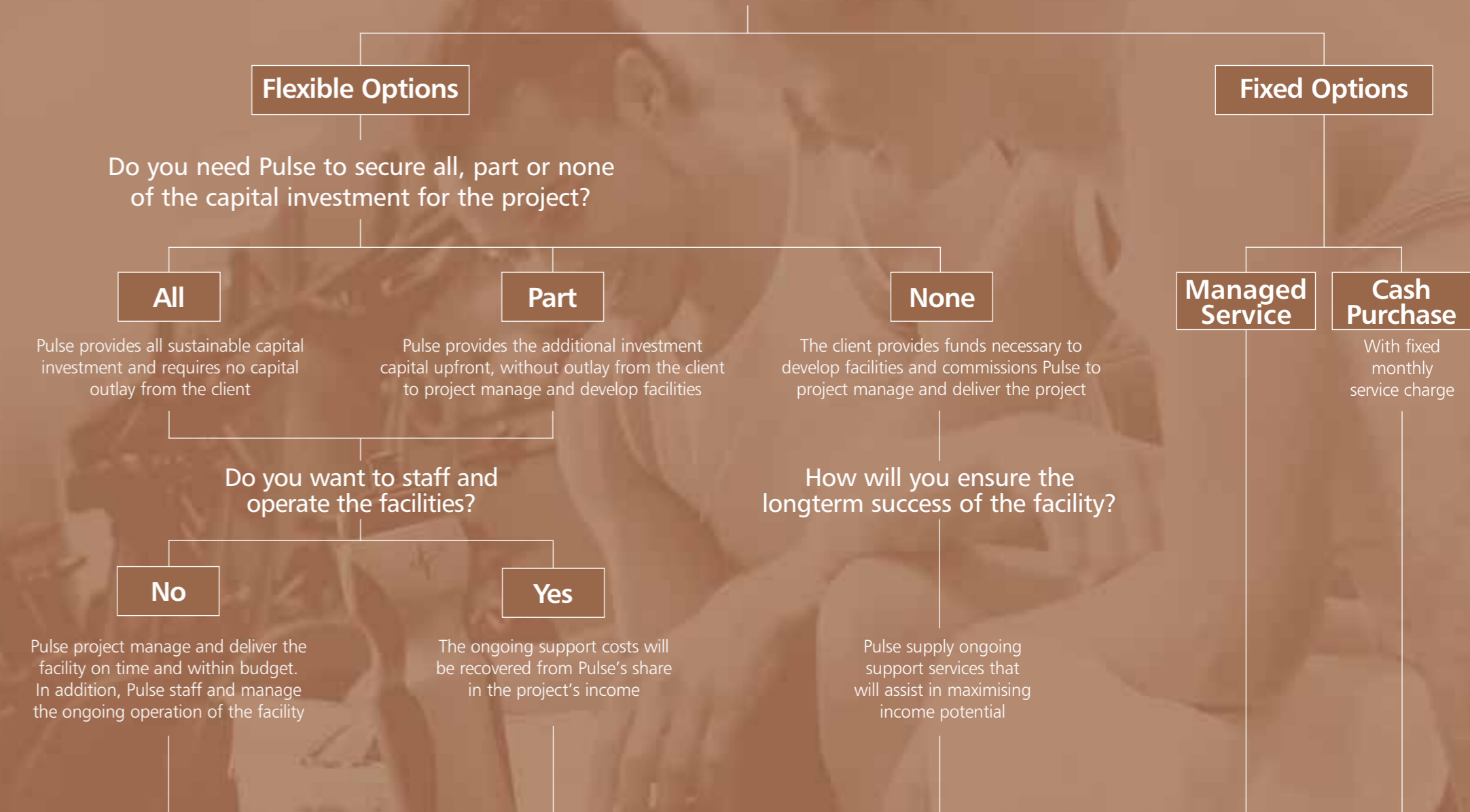
Christopher Johnson, Managing Director, Pulse.



## flexible options that make it all possible



## do you want investment that offers fixed or flexible arrangements?



### Investment & Operational Partnership

A comprehensive package of substantial investment by Pulse Select to design, construct, project manage and deliver the best in quality facilities - and what's more, Pulse Select continue to staff and manage the operations.

This is a Partnership Agreement which is a win-win situation. It transfers commercial obligation to Pulse Select, whilst the client retains a percentage of the profits generated by the facility.

### Investment & Services Partnership

A Partnership Agreement that requires no capital investment from the client, and yet offers a source of private capital for the development of a local authority, trust or educational-owned facility. The client staffs and manages the operation of the facility.

Pulse Select can design, renovate and hand-over the completed facilities on time and on budget. In addition, Pulse Select supplies support services to ensure the ongoing success of the facilities.

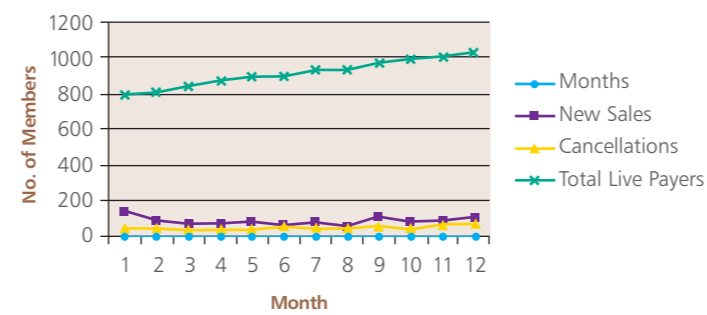
### Support Services Partnership

With this Partnership Arrangement, Pulse Select delivers the facility which is funded by the client. In addition Pulse Select provide support services to ensure sustainable longterm income and increased participation.

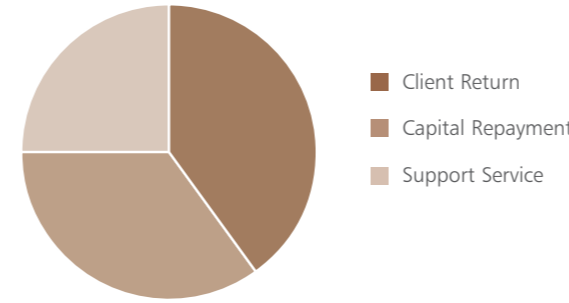
### Fixed Investment Partnership

A solution where Pulse Select acts as your facility development partner, brought in to deliver the project on time and within budget, with the benefit of add-on support services from Pulse Select for a fixed monthly fee to ensure the facility's longterm success.

### typical membership sales performance



### typical facility income



## operational support

To help ensure your leisure facility operates as smoothly, efficiently and profitably as possible, Pulse Select offers a complete suite of operational support resources that enable you to retain as much or as little control over the day-to-day operations as you desire.

### Operational Support

If you want to operate it yourself, we can assist with some of your main areas of operations including membership sales and administration, direct debit collection and staff training – all of which are critical both to the running of a successful business and to the delivery of a professional service.

### Management Solutions

If you would prefer us to run part or all of it for you, we offer a range of tried and tested operational solutions and management resources.

These include membership sales and marketing support and the provision of qualified staff for all disciplines, all backed by comprehensive standard operating procedures, Health & Safety management and Risk Assessment.

### Membership Management & Direct Debit Collection Service

We offer a membership management and administration system using our 'Leisure Flex' front desk operating computer system, including all IT hardware, software and support, plus a BACS Bureau Certified direct debit collection service with credit, debit and debt management.

### Full Performance Audits

To make sure your facility achieves the best possible performance, we provide operational performance audits to identify what you're doing right and areas for improvement. These can be benchmarked against other audited facilities, to combine financial success with effective service delivery in a single streamlined operation.



## managing a successful facility



“the Pulse Direct Debit team currently collects from over 50,000 bank accounts.”

Suzanne Machin, Office Manager, Pulse.

“well trained, motivated and knowledgeable staff are key to a successful leisure facility and Pulse offer in-depth training programmes, covering all aspects of operations and services.”

Paul Burrows, General Manager, Tunbridge Wells Sports & Indoor Tennis Centre.

## training

### Realising your full potential

Leisure centre management and staff training are critical, both to running a successful business and delivering a professional service. Helping to develop and focus staff, training assists in the retention of good people, fosters the development of team spirit and enhances the services available to users.

Pulse Select offers in-depth training across the whole range of required skills and disciplines, helping your staff perform to the best of their abilities.

### Launch Training

Our courses can be customised for staff from all disciplines and include; basic equipment and maintenance, membership sales techniques for non-sales staff, customer service, sales management, administrative skills and membership retention systems.

### Inductions Training

An intensive course that provides information and expert knowledge. It allows staff to properly conduct inductions and to help users get the most from the equipment.

### Specialised Training

We can provide a full range of training courses designed to help gain certification for all levels from unqualified staff to certified instructor status. All courses are certified by Focus and offer participants REPS accreditation where appropriate.

### Management Training

Our courses include supervisory management, pool plant operations and basic Health & Safety, all of which are certified training courses.



## sales & marketing

To ensure you make the most of your investment and deliver the best service to users, Pulse Select offers a comprehensive sales & marketing consultancy and support service, which includes expert consultation to assess your strategic marketing plans and the provision of area intelligence.

In addition, we provide promotional campaign planning and membership sales people with hands on day-to-day responsibility both for the generation of new visitors and the retention of existing users.

In effect, this is a complete programme designed to help you achieve significant increases in membership levels, improved retention rates and sustainable income growth.

### Strategic Marketing Support

We offer demographic analysis to help with identifying target markets and facility launches tailored to local requirements. In support of this, we also help with establishing corporate identity and branding, marketing materials and ongoing promotional support and out-reach work in the community.

### Sales Support

To help you conduct facility tours and secure membership sales, we provide dedicated site-based professional sales people along with accredited sales training for shortterm site launch programmes, longterm follow up of existing leads and the generation of new ones.

### Building on Success

A Pulse Select Partnership Agreement places a commercial incentive on Pulse to encourage wider community use of the facility, whilst protecting its longterm commercial viability to ensure that the investment is both sustainable and profitable.

## gaining and retaining your customers



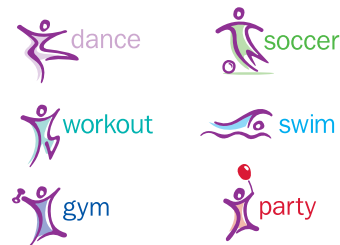
## club pulse

A popular and widely recognised force within the industry, Club Pulse is a complete branded package that includes everything from signage to t-shirts that you can adopt without going to the trouble of developing a new identity. Well supported by existing promotions and literature, it carries a high profile image that your customers will readily identify with.

Every Club Pulse comes complete with its own professionally designed interior with colours and finishes bespoke to your needs.



Alternatively our inhouse creative team can help you develop your own brand identity across a whole range of products and services.



“Pulse handled the £1million refurbishment of our dry-side facilities from concept to completion and delivered a truly inspiring scheme. Their sales and marketing team created our exciting ‘Active’ brand and have sold over 1000 new memberships.”

Neil Chaisty, General Manager, Tameside Sports Trust.



“creating a comprehensive leisure facility from an under-utilised area could increase potential income by as much as 30 times from the same space and drive significantly more participation.”

Ian Eldred, Chief Executive, Clwyd Leisure Limited.

designed to perform



## fitness equipment

Designed on pure biomechanical principles to replicate and control the natural body movement, Pulse Fitness equipment exhibits all the grace and power of the pure thoroughbred it is. Choose from a concise range of equipment, from innovative cardiovascular and strength machines to the best and most robust freeweights and studio cycles available today.

### Cardio

The Pulse Freedom range is the first of its kind to offer genuine wire-free performance where all systems are powered by the user. With no electric, coax or CAT5 cabling required and no raised podiums to conceal them, installation is easy and you make significant savings on building costs and infrastructure, whilst benefiting from improved reliability and no ongoing utility bills.

### Strength

Leading the way in biomechanical efficiency, the Evolve Strength range was created in partnership with the IFI and in association with the BiMal Medical & Sports Rehabilitation Clinic. Supported by high profile branding and 'use me' appeal, it encourages wider community participation in exercise.

### Pulse Smart Software Solutions

The Pulse Smart Centre is the ultimate in gym management software, enhancing the technical capabilities of the cardiovascular and strength fitness machines. The Smart Centre software increases user satisfaction and helps improve operational and business efficiency, customer retention and education.



"it was largely due to Pulse's equipment being fully inclusive and the Freedom range's wire-free flexibility, that we chose Pulse as our sole equipment provider."

Cormac McCann, Leisure Development Officer, Belfast City Council.



## customer care

Pulse Select offers full maintenance services and extended warranties to ensure your leisure facility is always available to your customers' satisfaction.

We supply new fitness equipment, refresh the facility at agreed intervals and offer a managed equipment service - a combined hire and maintenance facility that offers value for money and requires no capital outlay.



All equipment is supplied and maintained including scheduled servicing for routine and preventative maintenance. We offer replacement parts within 24 hours and a guaranteed 48 hour fix. In addition, our partners have access to a full inventory of consumable spare parts and our on-line parts ordering system 24/7.

In addition we supply tool kits and product manuals which are kept on site and this comprehensive package is at no cost to our partners.

“the customer service from Pulse has always been first class and the engineers couldn't be more helpful.”

Jim Kelly, Aactiva Manager, Swansea City Council.

### Our Service Promise

We provide routine and preventative maintenance programmes, including parts and labour, emergency call-outs and scheduled servicing. We operate a fix or replace policy, with loan machines and guarantee to supply replacement parts within 24 hours or less and on site fix within 48 hours or less.

# keeping it all running smoothly



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