



Client Requirements

- Improve revenue and usage levels
- Increase the size of the gym
- Expand activity mix to meet local demand
- Upgrade quality of facility in line with current market expectations
- Maximise available space

Proving the case for development

A feasibility study was undertaken by an independent consultancy, which identified demand for fitness. It recommended “a cohesive approach that brings gym, studio, health suite, catering and quality changing together”.

“The proposal to extend the gym over the sports hall may provide more accommodation than is actually required (for fitness) – however this should be explored at the design development stage”

Design Development

Bevis Moynan, Centre Manager says, “CREATEABILITY worked with us to explore the possibilities this extra space could include. Getting advice from a practical building and cost perspective was extremely useful and the visuals provided helped us to see how the options would look. Now the work is finished it has become obvious just how accurate these were”.



The Construction Phase

To minimise loss of revenue the work was phased so the majority of areas remained open during the 32-week building works phase – apart from a two week closure of the sports hall.

As recommended by the feasibility a ‘cohesive approach’ was taken to the new fitness offer. On the ground floor a larger gym was created, dedicated fitness changing areas built and heat treatment and therapy areas added.

“We wanted to attract more youngsters, from toddlers to teens, and a local facility for children had recently closed which contributed to the decision to add a second floor to the Sports Hall”

project

EXAMPLE



Huntingdon Leisure Centre



A soft play area, play structure and a multi-purpose area/studio with dance mats and a Sports Wall were incorporated into the new space.

Due to the lack of available information on the original building, risks to the project were identified and appropriate budgets set aside to cover these elements.

They included technical problems with piled foundation and drainage. CREATEABILITY managed to overcome all issues within the original budgets allocated.

Results

'The whole project has been a huge success, we are set to increase revenue and our customers love it.' 'The fitness suite is top notch, the best in the area by far'. 'The kids activities were much needed' ... are typical comments.

Our new fitness area has put us on a level playing field with local private sector providers – but at a more affordable price. The gym is really popular and the new changing rooms and heat treatment areas give a real quality feel.

But it is the response to the new children's activities that has really surprised us. It was, in part, a result of CREATEABILITY'S experience and understanding of the market that we incorporated these''.

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Contract value: £1.35m
Contract Length: 52 Weeks



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