

Hartsdown Leisure Centre



Background

Recent extensive retail and leisure development in the Margate area had created significant competition. New competitors had eroded uptake of fitness, the primary revenue stream.

To retain levels of business and income the existing space needed upgrading to provide comparative, modern, demand led products – doing nothing was not an option.

Project Management

CREATEABILITY offered a practical solution based on their leisure development experience. Working as part of a team, they liaised with all parties involved to provide a solution that addressed the condition of the building and upgraded the offer mix - within the allocated budget.

Design Development

It was agreed that the fitness offer should be renewed and expanded within the main centre to make access easier – it was previously in a separate building. The customer experience begins and ends at reception so this area was to be remodelled to incorporate a café and a children's activity section.

To achieve these two priorities more space was required but it was not possible to extend



beyond the footprint of the building, which is bounded by essential car parking. To provide this CREATEABILITY proposed to build a mezzanine floor above the sports hall, which was also refurbished to create design cohesion throughout.

Construction Phase

Because the construction phase stretched over six months CREATEABILITY worked with Thanet Leisureforce, the operating Trust, to sequence a programme of works that would minimise its impact on customers and revenue. To achieve this reception and the café were temporarily relocated but most areas remained open throughout.

“CREATEABILITY were very helpful on site and managed to keep the operation running.”

project

EXAMPLE



Hartstodown Leisure Centre



Warren Reeve, The Trust's Operations Manager says "CREATEABILITY were very helpful on site and managed to keep the operation running. Only the sports hall and dry changing rooms had to be taken out of action but as soon as individual areas were finished they were reopened. The first of these was the sports hall, followed by reception and the cafe".

Results

The new facilities have been exceedingly well received and the development has brought a fresh outlook to the Centre with increased participation over all areas. Our customers have commented on the standard of the finish and the overall look of the building, which has been transformed by CREATEABILITY. People are quite amazed at what has been achieved in such a short period of time.

The introduction of the soft play area appeals to the family market that we wanted to target but did not previously cater for. This new market sector has had the side effect of contributing to improved levels of participation in swimming.

Uptake of the fitness area has also increased markedly. Incorporating this within the main building along with new studios and changing rooms has made it more accessible and given a 'club' feel which puts us on the same footing as local private sector competitors – but at a more affordable price.

Contract value: £1.4m
Contract Length: 25 Weeks

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