



motive8 announces five new gym fit-outs in five weeks

Gym & spa designer delivers five new gyms to residential developments across the UK

London, 30 May 2012 – [motive8](#), the UK's leading health and fitness consultancy specialising in [gym and spa design](#) and [fitness training](#), has announced that it recently completed the fit-out of five residential gyms in five weeks. The company has been working with a number of developers to design and deliver high-quality private gyms to their specifications but, unusually, the delivery of five of the projects happened within weeks of each other: a sign that the UK residential market has once again started to pick up thanks to the current UK economic climate appearing stable.

The gym fit-outs have taken place in a number of new residential developments in cities across the country, from Bristol to London, Cambridge and Leeds, and motive8 has worked with a number of top-end developers to deliver the residential gyms. Whilst motive8 is used to working within tight timeframes to ensure that gyms are installed on time, the company has never had to deliver five fit-outs in the space of five weeks.

Nick Sadler, MD of motive8, explains, "We're extremely pleased and proud that we were able to deliver five gyms in the space of five weeks, with each one designed to the individual requirements of each developer. The fact that motive8 has further projects in the pipeline with each of these award-winning developers is a great validation of the gym design and fitness training services that we provide."

The five new installation fit-outs are:

Saxton, Leeds – Urban Splash

The award-winning Urban Splash scheme is on the cusp of Leeds city centre. The development boasts apartments, allotments and six and a half acres of outside space. It now includes the largest private residents' gym in Leeds, which was initially installed by motive8 as a temporary gym 18 months ago, with the intention that this would be replaced by a permanent one as all the building work was completed. motive8 has installed a gym four times the size of the old one, with more fitness machines, CV equipment and cable machines. The free weights area has doubled in size and the stretch area tripled. An Olympic bench with Olympic discs has also been installed. There are plans for a boot camp and running club to be offered, and inductions and personal training are already underway.

The popularity of the new gym with residents has surprised those at Urban Splash. David Lynch, Development Manager at Urban Splash, commented, "We expected the on-site gym to be a hit with residents, but we had no idea just how successful it would be. The response has been fantastic – having such a well-designed and well laid out facility from motive8 is a genuine boost to the residential development here."

Lakeshore, Bristol – Urban Splash

Lakeshore, Bristol, is a unique scheme of apartments, developed over a lake. The Grade II Listed building, formerly the home of Imperial Tobacco, has 10 acres of green space and numerous great eco features. The motive8 gym has been kitted out with Technogym equipment, and includes a full range of CV and fitness machines, along with a free weight

and stretching area. motive8 has also employed a new Personal Trainer, Emma Melhuish, who will be responsible for regular inductions and personal training. Emma is also a qualified nutritionist and will be available to provide residents with nutritional advice. The gym in Bristol came about following motive8's gym installation at the Saxton development.

Evolution, North London – Barratt Homes

Evolution Edgware is a Barratt Homes residential development in West London, on the border of Edgware and Stanmore. A new neighbourhood of stylish, contemporary homes, the development also features boutiques, shops and restaurants to create an attractive new community. motive8 completed the gym development ahead of schedule so that Barratt Homes could use it as a sales and marketing tool – and it has proved a real draw in marketing the development. The gym features Life Fitness equipment and showcases the Optima strength and cable machines. It also has a free weights and stretching area and a full range of CV equipment. motive8 also put in the gym floor and flatscreen TVs. Residents' inductions began in May.

Matchmakers Wharf, East London – Telford Homes

Matchmakers Wharf offers stylish new apartments in East London. The development was the former Matchbox factory and was known as Lesley's Toy Factory. In keeping with the playful history of the factory, Telford has created a colourful, eye-catching exterior with apartments finished to high specifications. motive8 installed a two-floor gym; downstairs is a WC, a cardiovascular area, lockers and an area for stretching, whilst upstairs are the free weights, cable machine and a range of strength machines. The equipment is Star Trac throughout. motive8 also installed the flooring and the ceiling-mounted TVs. Initial responses to the inductions have shown that the gym is already proving popular with new residents.

Cambridge Riverside, Cambridge – Berkeley Homes

The new Cambridge Riverside development is the flagship site for Berkeley Homes in Cambridge. Set in the idyllic surroundings of Midsummer Common and the River Cam, Cambridge Riverside features apartments, penthouses and townhouses within walking distance of the city centre. One of the onsite facilities is the private residents' gym installed by motive8. It features Star Trac equipment and motive8 installed dual strength machines to make the most of the available space. It hosts cable machines, free weights and a stretching area, and motive8 also installed the gym floor. motive8 has also employed a new Cambridge-based personal trainer to handle the inductions and provide personal training to residents on an ongoing basis.

Ends

About motive8

motive8 is the market leader in residential gym and spa design, equipment supply and installation. Started in 1998, motive8 has fitted over 100 facilities nationwide, including home gyms, spa facilities, private training studios, corporate facilities and large fully-staffed residential sites. motive8 provides maintenance to gyms and has contracts with over 80 facilities. motive8 has two private studios, in London and Leeds, offering small classes, personal training and buddy sessions. motive8 also provides curricular and extra-curricular sports programmes for schools and children's coaching and parties.

For more information, please visit: <http://www.m8group.co.uk/>

For more information, high resolution images or interviews, please contact Kate Gordon, kate@aspiremarketingltd.com or 07980 921961.