



## PRESS RELEASE

### **motive8 unveils state-of-the-art leisure facilities at The Lancasters** *High-end residential Hyde Park development boasts expansive motive8 health and fitness facilities*

**London, 29 March 2012** – [motive8](#), the UK's leading health and fitness consultancy specialising in gym design and fitness training, has unveiled a new 4,000 sq. ft residential gym and spa at The Lancasters, the iconic residences overlooking Hyde Park. The central London redevelopment from developers Northacre and Nilsson Architects showcases a French Renaissance-style ambassadorial terrace, which includes a spa, 15m x 4m pool, steam room, sauna, treatment room and fully equipped gymnasium.

motive8 was introduced to the project by Qube Management, The Lancasters' management company. Having worked with motive8 on past developments, Qube recommended motive8 to Northacre and Nilsson to manage the design and build of the health and fitness facilities. motive8 was responsible for the design and fit out of the gym, and for two years, has also been acting as a consultant, advising on the overall layout of the rest of the facilities and ensuring they were fitted out to their specifications. The health and fitness facilities are part of The Lancasters' £6 million refurbishment which has seen the elegant parade of 15 magnificent stucco-fronted Grade II listed houses transformed into a luxury 77 home development.

The Lancasters now boasts inviting, luxurious and functional fitness facilities that provide a superior experience for its residents and which more than meet the expectations of their high-end surrounding. All the equipment has been supplied by motive8 in partnership with Technogym, a world leader in the design of fitness equipment, and includes a Dual Adjustable Pulley, two treadmills, one upright bike, one recumbent bike and a selection of Element resistance machines for all major muscle groups. This is complemented by stretch mats, free weights, a True Vibe vibration platform, a Concept2 rowing machine, an Octane Fitness Elliptical Cross trainer and Swiss Balls.

motive8 is responsible for maintaining the gym, and is currently in the process of working with Qube to develop bespoke training programmes for the residents, which could include personal training, injury rehab, massage and aromatherapy. The management, training and maintenance of the rest of the facilities will be decided shortly.

Nick Mansey, Commercial Director at Northacre, commented, "The Lancasters is one of our most high profile developments. The buildings are well-known in London and they have sympathetically redeveloped to create high-end, luxury living. We knew that we needed a tailored gym that would work well in this environment and working with motive8 enabled us to ensure that the leisure facilities more than matched up to the redevelopment. From pre-planning to design, completion and management, it has been

a professional, smooth process working with motive8.”

Nick Sadler, MD at motive8, adds, “In today’s economic climate, being able to offer a premium gym and spa not only satisfies people’s desire for convenience alongside luxurious living, but also provides the ultimate in added value for any residential development.”

As a market leader in residential gym design, motive8 has worked with developers and management companies throughout the UK and Europe to provide tailored gym facilities for over 110 residential developments. The facilities at The Lancasters are open now as each of the 77 homes continue to be completed.

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**About motive8**

motive8 is the market leader in residential and commercial gym design, personal training and school sports provision. Started in 1998, motive8 has fitted over 90 facilities nationwide, including home gyms, spas, 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 sports coaching and parties.

For more information, visit [www.m8group.co.uk](http://www.m8group.co.uk).

**About The Lancasters**

The Lancasters have been restored by teams of developers, architects and interior designers to create a unique fusion of traditional architecture with brand new design and construction. Most of the homes face south with views onto or across Hyde Park and each has been designed around the grandeur of the original architecture and interior features of the building, such as high ceilings, ornate cornicing and fireplaces. Each and every architectural and interior feature within The Lancasters reflects Northacre’s premium standards and principles: its ethos is to revive and rejuvenate buildings to their former glory. The Lancasters is a fantastic example of Nilsson’s ability to sympathetically restore magnificent buildings, capturing the rich architectural quality and creating modern homes for the future to the highest standards.

For more information, visit <http://www.thelancastershydepark.com/>.

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