



David Lloyd Gym

New Play Area for David Lloyd West Bridgford

Client: David Lloyd Leisure

Address: Rugby Road, West Bridgford, Nottingham, NG2 7HX

Budget: £36,000

Age Range: All Ages & Abilities

Project Story

David Lloyd in West Bridgford, Nottinghamshire wanted to provide an outdoor play facility that reflected their active environment and was innovative and exciting. It needed to complement existing facilities, catering for all ages and encourage fitness through play. The area highlighted for the facilities was small, so Proludic needed to design an area that was high on play value but compact.

All of the equipment has a dual function where they could be utilised by David Lloyds Junior Fit Camps' and the 'High 5 Club' for organised trails and activities. Sand play, balancing trails, a playhouse and a trampoline were provided for younger children. Older children had the more active multi-play unit called 'Biibox', a cableway and some sports equipment. The site was opened in October 2008 and 9 years on is still going strong.



Proludic did really well in custom designing the facility for the area we had available. The children who used the equipment on the day of the launch still go out to enjoy the facilities.



- Mike Garforth, Operations support Manager



Opening



Bilbox MPU



Sand Play



Tunnel



Why Invest In Play?

60% of people asked say it is important to have a good playground for children whilst visiting a pub, gym, holiday park or visitor attraction.

Let us help you increase your customers and keep them for longer!

Source: Representative UK sample, 1000 Omnibus survey 16+ years



Contact Us On: www.proludic.co.uk - marketing@proludic.co.uk - 0115 9823 980

