



## SportsArt enthusiasm proves a winner with Excelsior Academy

Excelsior Academy, a brand new state of the art academy situated in the West End of Newcastle recently awarded SportsArt Fitness UK the contract to supply both cardio and strength training products to equip their new fitness centre.



The new Excelsior Academy gym will provide a professional sports environment for the academy, which is a new concept in secondary education, featuring 'five schools built around a central courtyard and delivering education and learning opportunities to 1800 students aged 11-18. The facility will provide a range of health and fitness equipment to support and encourage both students, staff and the local community to participate in leisure pursuits.

Business Manager for Excelsior Academy Peter Snowdon reported, "It was vitally important that any new selected fitness equipment was user friendly and fit for purpose, especially as the facilities were to be in constant use by a wide age group, 7 days a week. The project was put out to tender

and eventually after careful consideration the contract was awarded to SportsArt.

SportsArt eventually supplied over a dozen Cardio and Strength fitness training stations including treadmills, ellipticals, upright & recumbent bikes, chest, shoulders and arms apparatus and as a result, feel that we have provided members with an excellent balanced training circuit within our budget.

In making that final decision, apart from the excellent build and aesthetics of the fitness equipment, the differentiating factor that swayed us to appoint SportsArt was their enthusiasm when talking about sport and health; plus in discussion, it was obvious that SportsArt were passionate about doing a good job. SportsArt was very professional in its approach, very constructive and helpful in offering advice on layout and equipment selection, but at no time did we feel under pressure or consider that they were trying over sell.

The project was completed on time, within budget and provides Excelsior Academy with a state-of-the art fitness suite to complement the PE curriculum. It also enables us to work with the local community to promote the benefits of health and fitness, encouraging community groups to commit to using the new training equipment.

Since installation, SportsArt fitness equipment has been reliable and performed well and our experience of its after sales service has been excellent. On that basis, we would have no hesitation in recommending doing business with SportsArt Fitness UK."

