

SportsArt – an educated choice for Watford Grammar

Watford Grammar School for Girls, recently choose and installed SportsArt Cardio and Strength fitness-training equipment in its new 'dual-purpose' development - Fuller Life Health and Fitness Centre, to be used by students and by parents and the wider community out of school hours.

Watford Grammar School for Girls is well known nationally for its excellent academic standards and sees participation in sporting activities as of central importance to pupil's health, fitness and enjoyment at the school. The Fuller Life Health & Fitness Centre was designed to provide high quality facilities in order to enhance and optimise this important element of the national curriculum.

Fitness Centre Coordinator Liza Hyde reported, "We invited a number of fitness equipment suppliers to quote for the project of fitting out the new Fuller Life Health and Fitness Centre. Selection of the right products was essential as the dual-purpose facility and equipment would be used by people of all ages and had to be reliable, simple to operate and maintain.



After viewing the SportsArt fitness equipment first hand, we were impressed by the aesthetic quality of the design, its robust construction and the clear visual displays and user-friendly controls. The contract included for the supply of new treadmills, elliptical trainers, rowers and strength training equipment.

SportsArt was eventually awarded the contract, not only because their tender was competitive in relation to price v quality value, they were enthusiastic and could demonstrate success in similar 'dual purpose' fitness centres in educational establishments.

Designing a facility mainly for female use presents a number of challenges, in particular, achieving the right balance and ratio of strength equipment v cardio. It was important to ensure that the selected fitness equipment did not intimidate, whilst we also did not want to marginalise facilities for male users. SportsArt were extremely helpful and supportive throughout this planning phase and as a result, we believe we have created exactly the right balance.

This has been born out by the fact that our members have reacted very favourably to SportsArt fitness equipment and largely through their recommendations, our membership levels is growing daily.

Since opening, we experienced some initial teething problems that were satisfactorily resolved by SportsArt technicians and since then, the equipment has been fantastic!"

