

Case Study

H2 Club



Specialist gym containing 230 secure bike parking spaces and 40 showers
Value: £1.5 million | April 2011



WILLMOTT DIXON
GROUP



INVESTOR IN PEOPLE

Introduction Willmott Dixon Interiors has created the first ever H2 Club, a new club specially designed for the growing number of people in London who run or cycle to work.

Details This first H2 Club in Dufours Place, Soho, includes 230 secure bike parking spaces and 40 showers so that members can safely store bikes and freshen up before going to work. Members can have maintenance work carried out on their bikes and take advantage of dry cleaning services.

The £1.5m development is the first of a proposed number of clubs to be located in strategically convenient places across central London. It will also include fitness classes and locker hire to create a generation of 'H2 Commuters' who get fit as they travel to work.

The H2 Club concept was created by Piers Slater, the founder of property development company Reef Estates. Piers believes there is a demand for 20 clubs across central London and had already identified 10 locations. For further information see www.h2clubs.co.uk.

Quote Piers Slater, founder of Reef Estates

"H2 Bike Run are very pleased with our new club developed by Willmott Dixon Interiors, whose experience in the health and fitness sector proved invaluable when finalising design and materials. Our mechanical and electrical engineering requirements were complicated and working closely with Willmott Dixon Interiors and our in-house design team, Urban Reef, we delivered a quality development that complies with our performance criteria. After a detailed pre-commencement process, Willmott Dixon Interiors went on site at the end of January and we opened for business on 27th April. A great team effort."

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