

2<sup>nd</sup> July 2025

## **‘Fit for purpose’ as Mablethorpe Leisure Centre specify world class floorcoverings from Gerflor.**

The new Station Leisure and Learning Centre in Mablethorpe opened in 2024 and was delivered by Alliance Leisure in partnership with a range of partners.

High on the procurement agenda for this brand-new £13.5M project was the need for a vast array of world class, high quality, fit for purpose floorcoverings. This was supplied by international flooring specialists Gerflor who provided over 500m<sup>2</sup> of products to fulfil the demanding specification requirements for the gym, changing rooms, corridors, main entrance and stairs. The interior finishing accessories were supplied by Gradus, a company of Gerflor, for a complete solution to the client.

The range of products specified for the project included Gerflor’s Olympic pedigree Taraflex<sup>®</sup> Multi-Use sports floors, Taralay Impression heterogeneous vinyl, Tarasafe Impression safeties, Powershock rubber tiles, together with GTI Max Technical tiles, and Gradus RT247 anodised aluminium ramp edge trims.

Located on the high street with its own car park, the new Station Leisure and Learning Centre replaces the Station Sports Centre. In addition to the four-lane, 25 metre pool and changing village, the 3,000m<sup>2</sup> scheme included a large gym featuring functional areas and a EGYM (smart strength training equipment), a multi-purpose studio and group cycling studio, as well as a Magna TAG active indoor adventure area (dedicated for users as gaming experience, designed to test strategy, speed, agility, awareness and bravery) as well as soft play zones for younger children.

Magna Vitae Trust for Leisure and Culture operates the new centre on behalf of East Lindsey District Council. Councillor Richard Fry, from East Lindsey District Council said he hoped the venue would "make a huge difference to the community and people from the local area".

Juliette Chapman Specification Area Sales Manager, Gerflor, Northwest and Yorkshire said, "This iconic project came initially through the specifier, as they were inquiring about our world renowned Taraflex sports flooring. We arranged a review meeting and introduced the client to also other floor covering collections within our vast portfolio that could compliment well the design brief for other locations and applications within the facility, This included a multitude of high performance sheet vinyl and tiles, alongside rubber floorings from Gerflor, as well as Gradus accessories for the interior trims."

Making comment on the specification decision Juliette Chapman went on to expand, "Pozzoni Architecture chose Gerflor products for several reasons when comparing with other manufacturers in the marketplace,

The contemporary designs and finishes available, as well as their performance attributes and sustainability credentials were critical success factors in the final specification for this prestigious new build project. They also appreciated the fact that they could deal with one company, rather than gathering information and samples from multiple suppliers."

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At Pozzoni Architecture, their ethos remains the same as it was when they were established in 1983. Pozzoni believe in working in partnership with their clients to deliver architecture that enhances quality of life and wellbeing. They develop award-winning buildings from their offices in Altrincham and Brighton.

Commenting on the development Martin Bransby, Director at Pozzoni said, “We were invited to look at Mablethorpe by Alliance Leisure back in 2017, initially as a modest refurbishment project. As concept schemes were developed and exchanged with the Client, East Lindsey District Council, and their Operator Magna Vitae Leisure Trust, it became clear that they had a far greater aspiration to develop a new build centre which incorporated a pool in addition to the current dry side offer. The project took on many iterations, and Covid naturally had a big impact on getting the project to site, however, we finally started construction in 2023.”

The high specification requirements for the Mablethorpe project were key to its overall success. Martin Bransby highlighted that there were many reasons for specifying Gerflor and Gradus. Being well-established in the marketplace and having a great range of solutions at competitive price points, coupled to strong environmental credentials, together with high quality products and contemporary designs were all seen as crucial factors.

Martin Bransby went on to further comment, “It is key to our leisure design ethos that any interior finishes specified and installed must meet a number of high-performance standards including exceptional quality, optimum durability, easy to clean and maintain, and reliable and consistent slip resistance. For a main contractor, the fact that we could easily specify everything, other than ceramic tiles, from one group company made the project extremely simple. We also found that the Gerflor Technical and Sales Specification teams were highly knowledgeable and obtaining the samples for client approval was very fast and efficient.”

One thing that Martin Bransby much appreciated and valued was that different Gerflor products had complimentary colours and finishes, meaning that they could create a fully coordinated look without compromising on performance or durability. Working in collaboration with a one-stop-shop company like Gerflor meant that every solution (vinyl, rubber, entrance barrier matting, nosing’s) has been tested and specified in the same rigorous and meticulous way. They also found that when it came to value engineering, if required, it would be a far easier process, as the Gerflor technical and sales teams could offer the required performance across a number of interior products that would suit a range of budgets.

Leeds/Bradford -based Paynters Contract Flooring ensured that the Mablethorpe Leisure Centre would benefit from the specified range of Gerflor and Gradus products in delivering the high standards of installation that the project so demanded. Paynters are one of Yorkshires longest established flooring contractors who install contract and commercial flooring. They also work across the UK assisting main contractors and clients in need of a reliable flooring subcontractor. Their Commercial and Contract Flooring Specialists strive to provide a superior service with every installation. Paynters installations provide long-lasting results by using hard wearing commercial flooring products.

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Rob Dixon, Estimator at Paynters Contract Flooring said, "This was originally a tender enquiry sent by ISG. Both the Gerflor and Gradus products were extremely easy to lay and work with."

Rob Dixon added, "We specify both Gerflor and Gradus on a host of projects as their innovative products are cost effective, work well, look impressive and are easy to get hold of for fast renovations."

Juliette Chapman finally commented, "This was a unique project to work on in that it provided cross-selling opportunities where we were able to provide solutions for each requirement within the building project brief. The end result is that the client is extremely pleased with the final look and performance of the products we supplied. "

Martin Bransby concluded, "Initial feedback from the centre has been extremely positive. We and our Clients could not be happier with the final result, and in fact we presented completion photographs of Mablethorpe to other Clients who immediately said, 'we want that'."

Aeneas Richardson, Executive Director of Magna Vitae, who operate the venue, said at the time "The positive impact this facility has on the people of Mablethorpe, visitors to Mablethorpe and the very prominence of the town itself, is very significant."

Located in the heart of Mablethorpe town centre and just a short stroll from the beach, this new state-of-the-art facility with its new Gerflor flooring products and Gradus accessories now offers a unique experience of fitness and leisure for the local community.

## **Supporting Information**

### **Overview of Gerflor and Gradus and products installed.**

#### **Gerflor Company Overview**

Gerflor is a manufacturer of comprehensive contract interior flooring solutions, including vinyl, linoleum, carpets, and rubber. Gerflor innovations help to create attractive and functional environments, as well as enhancing and protecting a vast range of leisure, well-being, and fitness interiors.

Gerflor solutions are proven to enhance the longevity of a building whilst reducing long term maintenance costs. Gerflor works in partnership with the leisure and fitness sector to ensure buildings are both safe and accessible for all users. By working closely with the leisure, sport, and fitness sectors, Gerflor ensures that its solutions meet the highest standards of safety and hygiene.

#### **Gerflor products overview specified for Mablethorpe Leisure Centre**

##### **Taraflex<sup>®</sup> Multi-Use Sports Flooring**

Taraflex<sup>®</sup> Multi-Use sports floor is a P1 category sports flooring, designed with both sport and non-sport use in mind, making it ideal for multi-purpose areas.

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Taraflex<sup>®</sup> Multi-Use protects users by delivering excellent shock absorption and impact protection between 25% to 35%. It's tough enough to protect itself against non-sporting demands often found in a host of leisure environments, such as the movement of tables, chairs, and exercise equipment. This is due to its improved indentation resistance and recovery through Gerflor's new innovative CXP HD+ foam technology.

Taraflex<sup>®</sup> Multi-Use sports floors are available in 15 urban and modern finishes for freedom of design, with a masking effect and include a new range of wood designs which are even more ultra realistic. Specifiers and designers can also make use of Gerflor's MyTaraflex which is an innovative design service for optimal court customisation. Taraflex<sup>®</sup> has been used by the largest international sports federations for decades. Through partnerships with these federations, Gerflor has been present at the Summer Olympic Games since 1976. Over eight million children everyday enjoy the benefits of Taraflex<sup>®</sup> sports flooring. With a complete range of shock absorption P1/P2/P3, Taraflex<sup>®</sup> sports floors from Gerflor, deliver the right solution every time whether it is for exercise or play.

Taraflex<sup>®</sup> is treated with ProtecSol<sup>®</sup>, which renders polish redundant and is triple action meaning no polish is ever required, it contributes to easy maintenance and is anti-friction burn and slide/grip. Meanwhile, surface reinforcement which delivers durability and abrasion resistance is provided by a D-Max fibreglass grid.

The flooring offers maximum hygiene with bacteriostatic and a fungistatic treatment and comes with the Triple Action ProtecSol<sup>®</sup> surface treatment which provides easy maintenance, friction protection and 'intelligent' sliding coefficient. This stunning multi use sports flooring is available in five wood-effect and two concrete-effect designs and four solid colours.

#### **Taralay Impression Heterogeneous Floor coverings**

Taralay Impression Compact is a unique, stunning, and eco-friendly collection, designed for high quality interiors. It offers excellent value for money in printed roll formats and is available in 2m width. It is part of a wide and flexible range of high performance floor coverings. Ideal for hardworking contract interiors.

This flooring is treated with ProtecSol<sup>2</sup> surface treatment, for easy cleaning and maintenance. The vinyl is scuff resistant and requires no waxing or polishing to maintain its appearance and colour brightness for years.

Taralay Impression is designed to combine high-end aesthetics with outstanding performance. Ideal for commercial and public spaces, it offers a wide range of contemporary and customizable designs inspired by natural textures and modern trends. With a Group T wear rating and a 0.65 mm wear layer, it delivers exceptional durability for high-traffic areas.

The Taralay Impression Comfort version features a Very High Density (VHD) foam backing, providing excellent acoustic insulation and underfoot comfort. Easy to maintain, slip-resistant, and environmentally responsible, Taralay Impression is a versatile solution that meets both functional and design needs in demanding environments.

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**Tarasafe Impression Safety Flooring**

The Tarasafe Impression Collection is a stunning safety flooring range that comprises of realistic wood and mineral finishes that relate to contemporary up-and-coming trends. Tarasafe Impression is perfect for both refurbishments and new builds. A multi-purpose floorcovering it's ideal for a host of heavy traffic environments where slip resistance is a must. Providing 18 design-led colourways and is the ideal choice for a vast array of leisure applications and other commercial interiors.

Crucially, Tarasafe Impression has the technical qualities of a safety flooring that can be relied upon when it counts. Designed for medium to high traffic commercial applications it comprises of a compact backing, reinforced with a glass fibre and a printed design that is protected by a transparent wear layer. It is slip resistant to  $\geq 36$  HSE standards, has a R11 slip resistant rating and has achieved a 20RTMRz micro surface roughness measurement, which indicates a low slip risk in wet conditions.

It is also an exceptionally hardwearing, tough, and durable 2mm thick, compact flooring with a 0.70mm thick wear layer. Tarasafe Impression also offers a hygienic solution thanks to a revolutionary UV cured PUR surface treatment for easy cleaning and maintenance. With the ProtecSol<sup>®</sup> Control surface treatment it's extremely easy to clean. Developed to make a favourable 'impression' where both aesthetics and safety are paramount, Tarasafe Impression provides inspirational design, superior slip resistance and outstanding performance within new build and refurbishment projects.

**Powershock Rubber tiles**

Powershock 300 rubber tiles from Gerflor are ultra-durable, high-impact flooring solutions designed specifically for heavy-duty gym and fitness environments. With a 30 mm thickness and made from vulcanised rubber, these tiles provide exceptional shock absorption and protect subfloors from damage caused by dropped weights—up to 200 kg from a 2-meter height. They also offer excellent acoustic insulation (24 dB), are non-porous and odourless, and feature pre-installed connector pins for fast, and easy installation.

**GTI Max**

The GTI Max range from Gerflor provides a speedy renovation solution and can be installed over many different types of existing floorcoverings, with minimal subfloor preparation, as well as requiring no adhesives and most importantly... no disruption or need to close the establishment. They come with a PUR+ polyurethane surface treatment for ease of maintenance and specifiers and designers can also benefit from mixing and matching colours to create corners and walkways using its modular tile format. These dovetail interlocking tiles are perfect for when a fast loose lay installation is required, and are highly durable, one of the best in the marketplace and especially suitable for locations where there is high traffic footfall.

**Gradus Company Overview**

Gradus is a manufacturer of comprehensive contract interior solutions, including stair edgings, floor trims, barrier matting, lighting, and wall protection. Gradus innovations help to ensure that all buildings are safe and accessible, whilst also providing inclusive environments for all users. Gradus products enhance safety, aesthetics, and sustainability in leisure, fitness, and other well-being interiors. Gradus products help maintain the aesthetic appeal of busy leisure spaces such as gyms, and support environmentally responsible design.

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**Gradus products specified for Mablethorpe Leisure Centre****Gradus RT247 Trims**

The Gradus RT247 is a high-quality anodised aluminium ramp edge trim designed to provide a safe and visually appealing transition between floorcoverings of different heights. Ideal for use in commercial interiors, it accommodates height differences from 0mm to 18mm, making it suitable for joining materials like carpet, stone, concrete, and resilient flooring. Its design neatly conceals raw edges, protecting them from damage while ensuring a smooth and secure transition underfoot. Supplied pre-drilled and countersunk for easy installation, the RT247 is available in polished or silver anodised finishes, offering both functionality and a sleek aesthetic.

Learn more about Gerflor solutions, ask for a free sample or contact us to speak to a specialist today by calling 01625 428 922, emailing [contractuk@gerflor.com](mailto:contractuk@gerflor.com), or visiting [gerflor.co.uk](http://gerflor.co.uk) for the latest flooring innovations.

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