



## Quality key in Beyond Escapes launch destination

Beyond Escapes Devon is the first of several new holiday and leisure experiences planned over the next five years. Boutique apartments and luxury lodges with exhilarating hot tubs are set in the grounds of a stately mansion overlooking the South Devon countryside near Totnes, commanding magnificent views down to the Torbay coastline.

“We have started as we mean to go on,” the company proclaims, “with a level of quality décor and fittings that set high standards to help ensure the best possible guest experience.”

Alongside the 50 boutique-style suites, apartments and lodges, the operator offers residential and local guests the on-site BE Tempted Restaurant and BE You Spa & Gym, embracing fully-kitted gym, outdoor vitality pool, steam room and sauna, heated loungers and four treatment rooms.

Quality changing areas are increasingly important in specification criteria and for this project, Alistair Johnson, Managing Director of Spa Creators chose Made in Britain specialist furniture manufacturers and installers Crown Sports Lockers to meet exacting standards.

Crown supplied and fitted bespoke timber lockers with Digilock Axis RFID locks, towel display and drop, kitting out the four treatment rooms with purpose-built cupboards, tops and storage. Front of house installs included the reception area and desk and a retail unit, which Spa Creators designed with Crown.

### Alistair Johnson, Founder, Spa Creators

*“Quality is crucial in changing facilities. Crown delivers it.”*



## Gym change uplift “a breath of fresh air”

Upgrade of the busy Pace Gym is the latest phase of a rolling redevelopment programme at the vast 895-room Park Inn, Heathrow. Project architects Satellite have worked with the hotel for the last seven years, refashioning several key facilities, including the bar and restaurant. This time round, refreshing the gym was the project in hand for Satellite.

Fitness is a fast-moving market, with tastes and trends shifting regularly. Décor particularly can date quickly and facilities can age too given the thousands of times annually that guests use them to work out and change.

“The scope of the project involved new lighting and redecoration, re-equipping the gym, fitting a sauna in the pool area, fresh flooring and male and female changing provision,” stated project architect Giedre Kazlauskaitė. “We sourced locker suppliers and Crown looked to have the quality, expertise and experience to handle the work.”

The new designs were a departure from the existing layout though, in which male and female areas had been positioned on opposite sides of the gym – not the most satisfactory solution from a privacy standpoint, Giedre said. The vision for the project was as refreshing as the décor chosen to deliver it. “Slate grey, anthracite, Capri and Royal blue patterned locker doors, with cream interiors create a sense of playfulness and generate an uplifting environment in which to change and an aesthetic to attract new customers too,” she explained.

The tones and ambience are mirrored in slate grey bench seating with stainless steel legs, and contrasting upholstered Agua Aries charcoal island seats. Dry vanity units finished in sophisticated slate grey laminate, picked up in shower and toilet cubicles and Corian Cameo white wet vanities complete a turnkey scope of project that Crown increasingly handles.

Added Giedre: “Crown’s quality of product and work were excellent throughout and they were so easy to deal with. Everything ran like clockwork.”



# CROWN<sup>®</sup> SPORTS LOCKERS

More than just lockers



- Lockers for spa, sport and leisure sectors
- 3D visual concepts
- Washrooms
- Bench seating
- Free site meeting and no obligation quote



Crown Sports Lockers (UK) Ltd  
 Tel 01803 555885 Email sales@crownsportslockers.co.uk  
[www.crownsportslockers.co.uk](http://www.crownsportslockers.co.uk)



## Unique designs for changing times...



## Changing demands deserve creative solutions...

Crown Sports Lockers designs and delivers made-to-measure changing room solutions throughout the leisure, hospitality, sport and fitness sectors.

A registered Made in Britain furniture manufacturer, Crown crafts quality timber and laminated lockers, seating, vanities and spa treatment room cupboards and cabinets that match any scale of provision.

We offer a spread of digital locking systems to ensure efficient facility management, or traditional brass lock and key methods if clients request these.

At our free on-site consultation we determine how best to meet your requirements then using 3D visual concepts design layouts that optimise available space and member/guest demographic, while creating distinctive, comfortable and restful environments.

A dedicated project manager partners you throughout the project, fine-tuning and adapting the scheme as required, before Crown's experienced team of installers fit out the facility with minimal fuss and intrusion.

After 25 years delivering premier changing room provision, Crown continues to raise the bar on standards across the sectors it serves – from evocative LED mood lighting for locker interiors to on-trend surfaces and shades, innovative locker security and robust, stylish designs to meet changing demands.



"It's all about blending the indoors and outdoors so that guests can experience the seascape and landscape while relaxing in the vitality spa," says Group Sales and Marketing Manager Kelly Brend. "They often stay here to reset their internal compass – to step off daily life and restore a sense of balance as they recharge their batteries."

"Crown were a delight to deal with throughout," Adrienne reports. "I was well impressed with their professionalism. Like us, they like everything to be perfect. From start to finish their service was brilliant as is their aftersales service. I couldn't fault them."

**Adrienne Brend**

*"From start to finish their service was brilliant."*



### CROWN COMMITMENT...

- A generation of service excellence
- Bespoke 'Made in Britain' furniture
- Dedicated project manager
- Total design and install capability

## Crown sign off stunning Saunton Sands Source Spa ...

One of Crown's finest-ever fitouts has opened at Saunton Sands Hotel. The £2m Source Spa & Wellness expansion raises the period 4-star destination to a heightened level of provision for guests visiting the popular coastal location.

Leaders in West Country hospitality for more than 50 years, owners Brend Hotel Group brought in the locker specialists to handle spa changing and treatment rooms at its 90-bed North Devon Art Deco era property – a flagship among the 11-site estate.

Fitted throughout in characterful Grain of Nebraska Oak, clothes lockers include popular RFID Digilocks, while wet and dry vanities are surfaced in crisp white Corian tops, with upholstered seating adding a touch of class, alongside disabled changing area and washrooms. Crown have fitted out five single and one double treatment rooms to add to the original three, all featuring floor-to-ceiling cupboards, counters and trolley stores.

Hotel guests and those staying in the 12 apartments adjoining the main building can enjoy bespoke treatments from the exclusive Kerstin Florian and IS Clinical brands in the twin-level spa, which includes thermal suite, salt shower, ice experience and sauna. Bifolding doors open on the second-floor relaxation suite to reveal stunning, panoramic views across the five-mile stretch of sand and Atlantic swell beyond.

"The décor features a plain, simple, contemporary feel, with neutral whites, blues and greys, with mood lighting," states Adrienne Brend, who project managed the spa design and layout. "We wanted something out of the ordinary and chose a minimalist, clean, sharp feel. Not your usual spa," she adds. "Natural light floods the interior, while we have maximised our biggest asset – the fabulous sea view."

Crown's adaptability on site came into play during the fitout. "They were able to reposition wash basins in the ladies vanity area to neatly create a slimline hand towels cupboard," Adrienne explains. "It was a case of adapting as we went along." Every locker houses dressing gown, towel and a pair of flip-flops, she reveals. "They are the beginning of the experience and our changing areas are vital in presenting the right first impression for guests, before they progress to the pool and thermal suites."

"This is a job we can be really proud of," adds Crown's project manager Sam Palmer. "The hotel is beautifully situated with great sea views and the new Source Spa & Wellness is a facility to die for. A lovely project to be involved with." Established in the 1960s by Percy Brend, the fourth-generation of the family business that claimed AA's coveted Hotel Group of the Year in 2015 is further building on its robust reputation with a new era of leisure delivery.



## St Michaels mounts destination drive

Award-winning leisure destination St Michaels resort has completed an £10m expansion programme, redeveloping its spa and health club and enlarging its guest accommodation under a wider £50m construction programme.

The four-star destination – said to be the only Elemis SkinLab in the region and winner of the Best Spa in Cornwall accolade, specified changing rooms specialists Crown Sports Lockers. Their latest upgrade features lockers, vanities, bench seating and cubicles to complement the luxurious provision at the beach-front resort. The spa stands alongside the destination's popular health club, opened in 2017, which includes high-end gym, three fitness studios, 17m pool and separate sauna.

A stone's throw from Gyllyngvase Beach on Cornwall's south coast, St Michaels has adopted a subtle maritime theme with the new spa, says Interior Designer and Procurement Executive Chloe Adcock. "As a leading destination spa in the region, we were seeking that little bit of extra luxury throughout the spa and applied the same criteria to lockers, changing and washroom areas. Crown offered that with their bespoke painted timber profiled beachwood-effect lockers – a style that runs throughout the spa."

Wall-mounted and freestanding bench seating feature in both male and female changing areas, along with showers, wet changing cubicles and off-white Corian vanity surfaces, to complete the latest in a growing list of spa clients for Crown's bespoke expertise in the design, manufacture and installation of high-end facilities.

St Michaels adopted a unified approach to locker security, specifying keypads controlled by wristband for the spa changing areas to mirror the health club's system. "Swim, gym and access to changing facilities can be controlled from the wristband and it's a convenient way for us as we prefer not to have the offering managed with staff," Chloe adds. "Crown worked closely and flexibly with us throughout the project and were happy to install the locker keypads, which we had purchased separately. Crown were insistent on ensuring that the fitout would go without a hitch and we enjoyed constant communication with them. When the install team arrived on site they were conscientious enough to double check we were happy with the layout once the lockers were in situ, before finally fixing them into place."

Now an 84-bed resort, St Michaels attracts many overseas guests to a region renowned for its scenery. "We enjoy fabulous views over the beach and beyond," says Chloe, "and have strived to create a look and feel indoors to match that outside."

