

casestudy
**Midland
Heart**



Midland Heart own and manage over 32,000 properties. These include affordable rented housing and homes for sale, as well as extra care and support services to over 4,500 older people who live in specifically designed extra care and retirement housing.

The newest communities for the over 55's, at Broad Meadow, Dudley and Willowfields, Coseley, have been developed in partnership with Dudley Council.

These are large sites with comprehensive facilities. Broad Meadow has 132 apartments and can potentially accommodate around 250 people. The extra care scheme includes a restaurant, bar, social lounge and games room, a hair and beauty salon, well being centre and a gym.

Midland Heart undertook a market research exercise to investigate fitness equipment for the gyms and selected HUR because of its appropriateness for the age and abilities of their residents, such as ease of use and safety aspects.



Equipment Ranges

- Easy Access Line - wheelchair accessible
- Rehab Line
- Age friendly cardio equipment
- Balance testing & training platforms

Safe and easy to use

- HUR's air resistance system reduces stress on vulnerable joints and connective tissues reducing the risk of injury. It produces a more consistent resistance profile that makes the movement feel smoother and easier to execute
- The near zero resistance feature can be adjusted 'steplessly' to facilitate passive and assisted mobilisation. A simple + or – push button makes this easy to use
- The machines are easy to get on and off. Adjustments can be made from sitting.
- HUR was designed in collaboration with universities and practitioners worldwide – ongoing research and development ensures its safe and practical application.



HUR strength exercise machines and balance testing platforms are designed to help in the implementation of various programmes for healthy ageing such as falls prevention, incontinence reduction, mobility and physical therapy.





Neil Smith – Project Manager

“Evolving research shows that physical, intellectual, social, emotional and spiritual activity - wellness - is key for ageing people in maintaining health, mental skills and quality of life. Improving quality of life keeps our residents engaged, which in turn enables them to live more independently and keep active for longer. To this end we offer between 8 and 10 activities every day.

Amongst these are sessions to introduce use of the fitness equipment, which some staff are trained to undertake. For senior citizens, muscular strength is directly connected to functional ability, balance control and managing everyday tasks. However we recognise that providing a gym is only the first stage of an ongoing process. It can become a pointless exercise unless people are sufficiently confident in its use.

We have a well-being nurse on site who works hand in hand with other relevant staff to promote the benefits of an active lifestyle and in maintaining independence. Between them they encourage, amongst other things, a balance of healthy eating and activity. ”

Age-friendly

Various adjustments, supports and enhanced optional features, such as range limiters, are available to suit specific user needs.

Non intimidating

HUR machines have no weight stacks so they are smaller than traditional weight stack machines and their visual appearance is less intimidating.

Smart Card

HUR's integrated IT option encourages independent exercise with motivational help and feedback including on-screen videos of exercise technique. Also monitors performance and visits.

Space and cost savings

Smaller machines, some of which incorporate two exercises for space and cost savings.

Silent operation

The air resistance system works silently, which older users often prefer. This also improves communication when working with instructors.

We will be happy to discuss and/or look at your project.
Please call us on 01206 798864



Our Services

- Site visit, survey and report
- Equipment selection and layout advice
- Computer Aided Gym Designs - 2D and 3D
- Provision of cardiovascular equipment
- Equipment servicing and maintenance
- On site staff training
- On site engineer and telephone technical support
- Building work and redecoration
- Rental/leasing options