



HABITECH PRO
CASE STUDY

THE REMAKING OF MACCLESFIELD TOWN FC

Excellent AV design serves the vision for a new and dynamic sports and social hub at one of England's most historic football clubs



There's more to Macclesfield Town football club than meets the eye. Currently riding high in the North West Counties Football League, one of England's oldest clubs has become a thriving sports/exercise and entertainment hub for the local community. The new-look Macclesfield Town complex, which is open to the public all-year round, is the brainchild Rob Smethurst, whose plan for multiple revenue streams includes an all-weather pitch, refurbished stands and floodlights, a thriving youth football academy, two state-of-the-art private membership gyms and a large sportsbar/restaurant, dubbed 'Bar Twenty-Seven'. In keeping with new décor and generously equipped health and social spaces, the club also sports the latest A/V systems designed and installed by Wilmslow Custom Integrator 'Lux Integrate'.



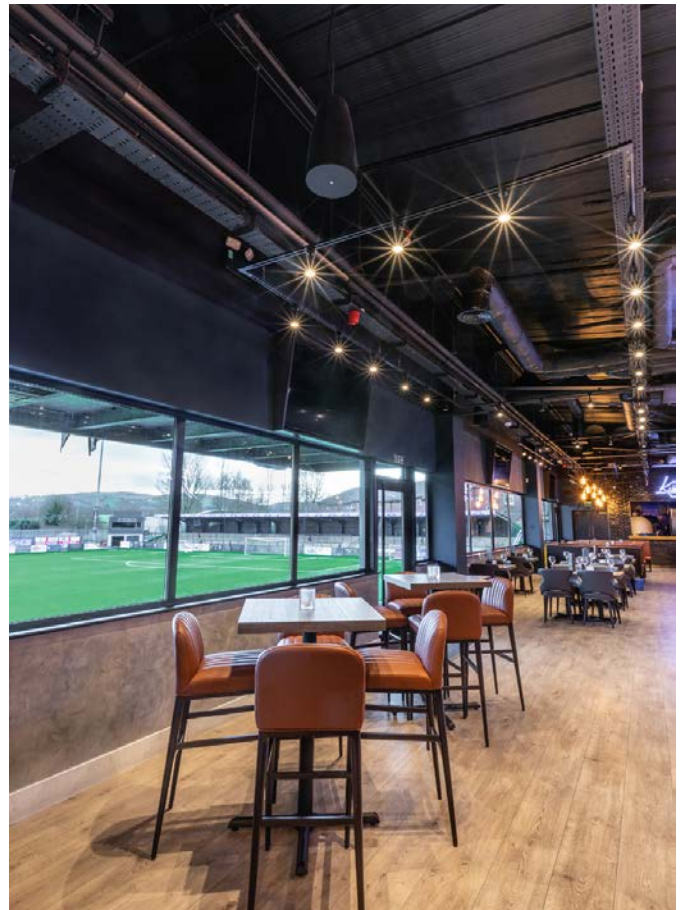
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Lux Integrate, which is the CI arm of established local retailer Bang & Olufsen Wilmslow, has been developing its residential business for several years in order to extend the value of its franchise sales, but the Macclesfield Town project is its first large-scale commercial venture. Lux Integrate's Jay Hussain takes up the story: "we'd completed a couple of little projects, mainly audio distribution, for local businesses prior to the Macclesfield Town job, but this was to become our first big commercial challenge, and funnily enough, it came to us via a residential customer: our favourite ex-footballer Robbie Savage! "Robbie is part of the team working with Rob Smethurst to build the business at Macclesfield Town FC."

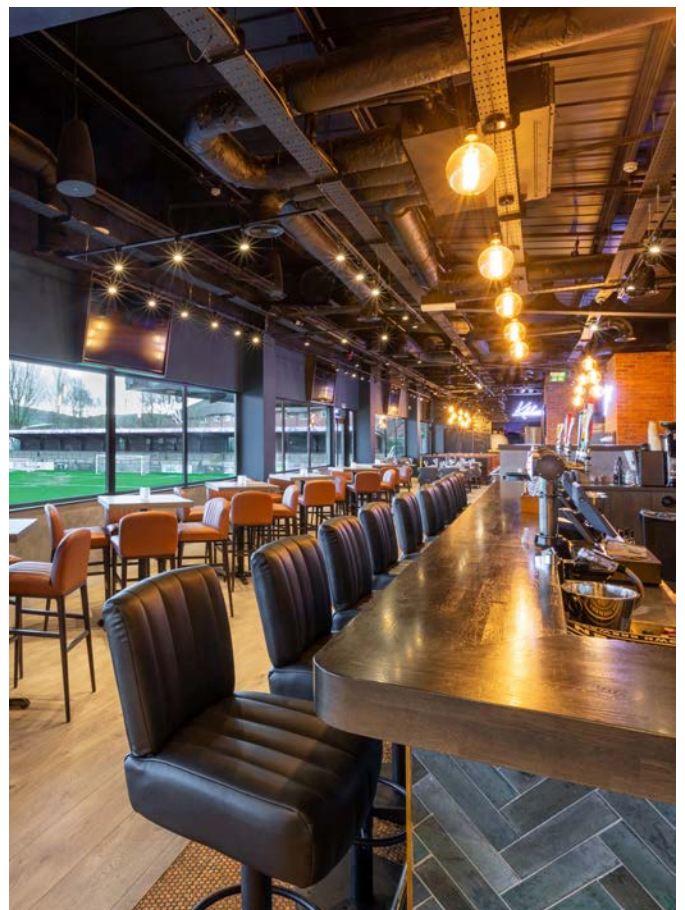
"He contacted us with the idea of installing a couple of TVs and soundbars in the club's boardroom. "But when we got there, Rob showed us the plans for larger scale AV distribution, supplied as part of a full refurb by a contractor. "I realised the plan wouldn't deliver what Rob needed, and with Habitech's support, I suggested a few changes, upselling the idea of spectacular high quality video walls and evenly distributed wide bandwidth sound to go with them."

"This would deliver the new experience that would get customers talking about the club and coming back in greater numbers. "So, he asked us for a detailed proposal and virtually overnight my role changed from consultant to project facilitator in charge of design and installation. "I'd had this vision of sports bar AV done right and this was my opportunity to prove it."

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Plans for large-scale AV distribution at Macclesfield FC included Bar Twenty-Seven, a new sports bar/restaurant with pitch-side views





Bar Twenty-Seven

"In my opinion, too many sports bars skimp on the very thing that defines them: the AV! "Many suffer from inadequate sound, patchy in level: too loud in some areas, almost inaudible in others. "Invariably the screens are too small for the space and suffer from poor resolution, so customers have to squint to see what's going on. "For Bar Twenty-Seven, which is a large 20m x 10m area, we wanted to make a statement with a state-of-the-art AV experience. "We used larger 2 x 2 video walls by Dahua, each comprising four 55-inch DAH-LS550UCM monitors, positioned in the restaurant areas away from the bar's longer pitch side elevation. Similar Dahua video walls are positioned in the two gyms, with all screens hooked up to Sky and Freeview through Wyrestorm's NetworkHD 400 Series 4K AVoIP encoder/decoders."

"Between the video walls in the bar we hung ten evenly spaced Sonance PS-P63T 6.5-inch Pro Series pendant speakers from the ceiling. Stylistically they work really well with the exposed air conditioning pipes and cable trays."

"Over several weeks we had the chance to test the audio in all conditions, and while it worked beautifully for high quality background music and voices, the intelligibility needed a boost on match days as the live commentary was getting drowned out by the noise in the bar. "So, we installed little Yamaha IF-2205 2-way 2 x 8-inch speakers in strategic positions to enhance the

vocal frequencies, and the system works a treat, delivering high quality audio and video to drinkers, diners and spectators alike."

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The VIP Bar

“Bar Twenty-Seven forms one zone of an eight-zone audio network, which runs on Yamaha Commercial's MTX-5D matrix processor and three XMV amplifiers, with local control from seven Yamaha-DCP4V4SEU wall switches.”

“Another zone covers the VIP bar: a 15m x 8m space with wide pitch side views, which is used for dining and hospitality events on matchdays and throughout the year. “As you'd expect it has a very tasteful designed interior, so we installed a total of fifteen ultra-discreet Sonance PS-C63RT 6.5-inch Pro Series in-ceiling speakers to blend in.”

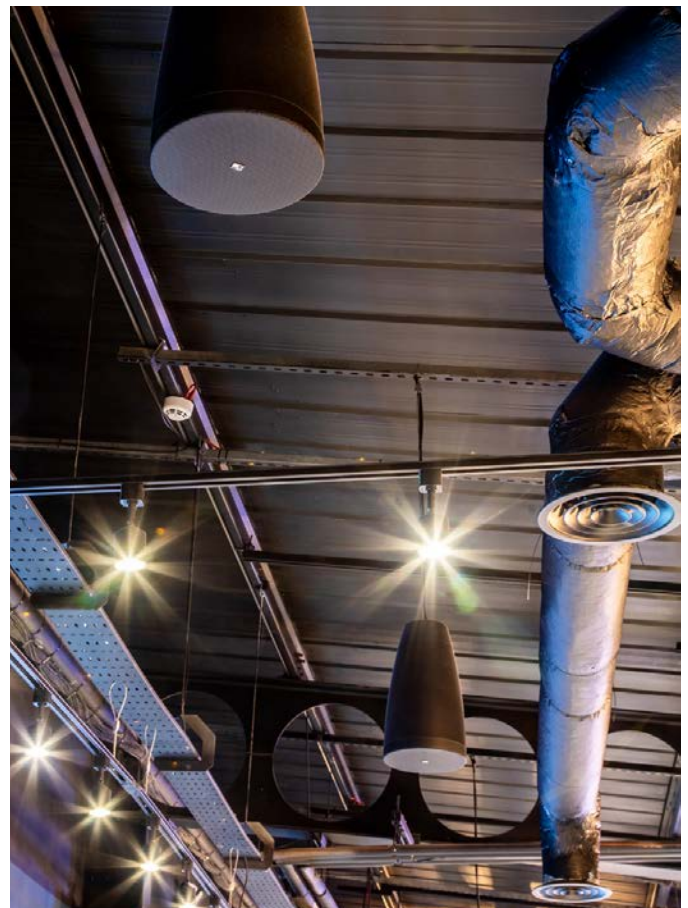
The Gymnasiums

“Forming an important part of Macclesfield FC's new business model are the refurbished gyms, which are used by the football squads and academy players as well as being open to public membership. “Upstairs with a pitch side view is the 'Stealth Gym', dedicated to cardiovascular exercise, with an appropriately pumping AV system featuring seven Sonance PS-P83T 8-inch Pro Series pendants and another Dahua 2 x 2 video wall, while downstairs there's a larger health club space having its own reception, free-weight area, a spin-class section and even a boxing ring. “For the spin class area, we used four Sonance PS-S83T 8-inch Pro-Series surface mount speakers, which tuck beautifully between the exposed pipework of the open ceiling architecture. “Beneath a further Dahua video wall we installed enclosures concealing two Sonance PS-S210SUBT dual 10-inch Pro Series bandpass subs: it's a very discreet solution for high quality full-range audio at any level. “A total of twenty-two Sonance PS-S63T 6.5-inch Pro Series surface mount speakers nestle in the ceilings of the reception, weights and boxing areas.”

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The restrained aesthetics and background sound of the VIP bar contrast with the pumping audio environment of the Stealth Gym.





The ground floor health club space comprises a reception, free-weight area, a spin-class section and even a boxing ring

“By contrast the adjacent changing rooms are altogether more tranquil, needing just the right level of background audio definition from twelve Sonance PS-C43RT 4-inch in-ceiling speakers for the warm down. “And for a little hospitality area outside, we used Sonance Landscape Series all-weather satellites. “This little install formed the final zone of our audio distribution at Macclesfield Town FC and used the last lengths from the fifteen drums of SCP CAT 6A and 100V line cable we needed for the job.”

The challenges?

“The biggest challenge for any integrator is having to deal with your client’s changing vision for the space (which can often arrive in an overnight epiphany), and then having to ‘move the goalposts’ within the contractor’s schedule of works to make the adaptations. “Otherwise, the job was fairly straightforward, not least because Habitech, and particularly John Perry, were there with advice and assistance every step of the way.”

“I mentioned that this was our first big commercial job but having experienced how the Habitech team responds with design ideas, ideal products and ongoing support from the get-go to final commissioning and beyond, we no longer fear any commercial project, however large and complex. “Not only was John Perry instrumental in creating the proposal that won us the job in the first place, he and the team, including Jane

Anstead, Dave Bunnage and Winston Williams, stayed with us to ensure a great result for our customer. “With other distributors you’re made to feel like a number, with Habitech you feel supported. “I’ve been in the industry for seven years, and in all that time I’ve not known a rival distributor get anywhere close to Habitech’s level of service.” No kidding, if I could buy a box of screws from Habitech, I would.”

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The results

“Rob Smethurst is delighted with the work and feels that the quality of the AV performance and the installation has made a big contribution to the new Macclesfield FC experience. “On the back of this success we’re

quoting for further large-scale commercial projects, but they’re under NDA so I can’t be specific. “In any event we’ll be picking Habitech to play their part in our winning team on every matchday.”



Macclesfield FC's new health club reception and spin class area featuring a Dahua video wall, Sonance surface mount speakers and twin bandpass subs



Equipment

Sports Bar:

2 x Dahua 2 x 2 x 55" VIDEO WALL comprising 8 x Dahua 55" DAH-LS550UCM Video Monitor

10 x Sonance PS-P63T Pro Series 6.5" Pendant Speaker

4 x Yamaha IF-2205 2-way 2 x 8-inch speakers

VIP Bar

15 x Sonance PS-C63RT Pro Series 6.5" Round In-Ceiling Speaker

Stealth Gym

7 x Sonance PS-P83T Pro Series 8" Pendant Speaker

2 x Dahua 2 x 2 x 55" VIDEO WALL comprising 4 x Dahua 55" DAH-LS550UCM Video Monitor

Spin Class area

2 x Dahua 2 x 2 x 55" VIDEO WALL comprising 4 x Dahua 55" DAH-LS550UCM Video Monitor

4 x Sonance PS-S83T Pro Series 8" Surface Mount Speaker

2 x Sonance PS-S210SUBT Pro Series Dual 10" Bandpass Subwoofer

Gym Reception/Weights/Boxing area

22 x Sonance PS-S63T Pro Series 6.5" Surface Mount Speaker

Restrooms

12 x Sonance PS-C43RT Pro Series 4" In Ceiling Speaker
Outdoor area

Sonance Landscape Series all-weather satellites

Comms

1 x Yamaha MTX5-D Scalable Fixed Architecture Audio Matrix DSP Processor with Dante

3 x Yamaha Multi Channel Installation Amplifiers

7 x Yamaha DCP4V4SEU Wall Mountable Digital Control Panel With 4 X Switches + 1 X Rotary Encoder

30 x Wyrestorm NetworkHD™ 400 Series 4K AVoIP

