

# Heritage & Community

## Case Study

### The Chocolate Quarter

Keynsham

Enhancing heritage and community spaces



# Case Study Heritage & Community

## Project Brief

Appointed by David Fear Electrical Contractors, Vaughan Sound was tasked with supplying and installing a range of audio-visual, background music, induction loop and public address systems throughout this expansive complex.

With a multi faith room, cinema, café, restaurants, hairdressers, gym, spa and wellbeing suite offering high end living synonymous with the glitz, glamour and grandeur of the 1920s, the equipment specified

needed to be suitable for the elegant and stylish surroundings.



## Client Overview

The Chocolate Quarter is a new retirement community built on the former Somerdale factory, which was closed by Kraft Foods in 2011. Originally built by the Fry family, the land became the home of a Cadbury's production facility following a financial merger in 1919.

A £60m development has seen Bristol-based charity, The St Monica Trust transform the 1920s buildings into a 93-bed care home and 136 assisted living apartments. The site also boasts leisure facilities, office space and retail outlets, which are open to the public.

"The AV and audio equipment installed by Vaughan Sound at The Chocolate Quarter perfectly matches the unique aesthetics and acoustics of these historical and cherished buildings. Working in sometimes challenging conditions, the equipment was installed on time, within budget and with no complaints from us or our residents."

**Ben Jailer**  
Project Manager,  
David Fear Electrical  
Contractors

## Technical Solutions

The Chocolate Quarter benefits from a zoned background music and public address system. An eight-zone venue mixer was combined with a CD/MP3/USB player, DAB/AM/FM tuner and c-burn hard disc music system. Together with a paging microphone plus 100-volt line and multi-channel amplifiers, the equipment delivers low level audio and announcements to the Café/Bar, Restaurant/Private Dining, Physiotherapy and Dance Studio, Gymnasium, Wellbeing Suite, Circulation, Cinema Room/Vocational and Pool areas. Each zone has a remote volume control, source select and auxiliary input point, enabling the selection and level control of the various music sources and allowing the connection of other devices such as iPods, iPads, laptops and mobiles.

In the B Block hairdressers and assisted bathrooms Vaughan Sound installed Bluetooth in wall audio systems, each complete with a pair of loudspeakers.

Multimedia projection systems with intuitive control interfaces can be found in the Meeting Room, Multi Faith Room and Cinema Room. The latter has also been equipped with a three-metre, tab tensioned retractable electric screen in 16:9 format, along with a Yamaha 7:1 surround sound package and Blu-ray player. An Apple iPad 2 with custom GUI allows simple management of the integrated entertainment systems – including an IPTV player and the curtains – in this impressive cross-functional space. A range of radio mics were also provided for presentations and small performances.

Induction loops were installed to the Multi Faith Room and Cinema Room too, linked to the audio systems to ensure compliance with the DDA and Part M of the Building Regulations.

Vaughan Sound now delivers planned preventative maintenance to the site to ensure all equipment remains in optimum working order.

## Outcome

Following design team meetings and client approval, Vaughan Sound worked in co-ordination with numerous other trades to complete all installations and training ahead of the development's grand opening.

Helping to breathe new life into a site with a great amount of local history, we were delighted to be involved in this impressive redevelopment scheme, assisting in the creation of a new community hub for Keynsham.

## Key Products

- c-burn hard disc music system
- Cloud mixers and amplifiers
- Crestron control systems
- Optoma projectors
- Yamaha 7:1 cinema surround sound



## The PAI Group of Companies

Three businesses specialising in the design, installation and support of integrated audio, video, lighting and control solutions for local, national and international clients. Together we form a dynamic partnership combining over 50 years of experience. Passionate and creative, we work with our clients to build relationships that last.



AV/IT Integration in Leisure,  
Retail and Networked  
Digital Media and Control.



Public Address, Voice Alarm, Induction  
Loop, Disabled Refuge, Audio-Visual,  
Stage Lighting, Performance Sound  
and Theatrical Systems.



Specialist Exterior and Interior  
Energy-Efficient Architectural  
and Solid-State Lighting  
& Control Systems.



PAI Group, Units 3 & 4 Heol Rhosyn, Dafen Park, Llanelli, Carmarthenshire SA14 8QG

Email [info@paigroup.com](mailto:info@paigroup.com)

Tel +44 (0)1554 740500

Fax +44 (0)1554 740501

[www.paigroup.com](http://www.paigroup.com)