

DLL set to buy 16 Virgin Active clubs

David Lloyd Leisure (DLL) has exchanged contracts to buy 16 Virgin Active health clubs for an undisclosed sum. The deal will bring the total number of DLL clubs to 111 and is expected to be completed in Q2 2017.

The clubs are in Berkshire, Brighton, Clearview, Dorset, Glamorgan, Gloucestershire, Hampshire, Lanarkshire, Lancashire, Lichfield, Norfolk, Northwood, Surrey, Thorpe Wood, Warwickshire and Wearside. DLL operates 83 clubs in the UK with a further 12 in the Netherlands, Belgium and Spain, including its latest club at Aravaca, Madrid which opened on 1 February.

Since being acquired by private equity company TDR in 2013, DLL has embarked on a major programme to improve existing clubs. To date the company has invested more than £120m in refurbishing and



DLL CEO Glenn Earlam says the acquisition will accelerate the company's growth

developing its estate, including the opening of five newly-build clubs.

The Virgin deal underlines DLL's aggressive growth strategy in the UK and across Europe. Five clubs have opened in the last 16 months in Newbury, Rouken Glen (Glasgow), Colchester,

Antwerp in Belgium, and in Madrid in Spain.

Commenting on the Virgin deal, Glenn Earlam chief executive officer, said: "The acquisition of these new sites will be a great move for us, and will greatly accelerate our medium-term growth plans in the UK allowing us to concentrate more on our move into European markets.

"Most importantly, they move DLL into several new areas of the country, reaching new local markets. It means that more people can take advantage of our facilities.

"We are committed to investing and developing these newly acquired clubs, which is great news for both team and members at these clubs."

He added: "We look forward to welcoming them all to David Lloyd Clubs."

Details: http://lei.sr?a=e8z3z_O

New senior team for Paramount project

London Resort Company Holdings (LRCH) – the developer behind London's Paramount project – has shaken up its leadership team by announcing the appointment of Humphrey Percy as CEO.

The group has also named Mike Morrison and Kevin Doyle in senior roles alongside Percy.

Percy, who is also CEO of LRCH's parent company Kuwaiti European Holding Group (KEH), takes over from David Testa, who stepped down from the project in February.

Continued on back cover

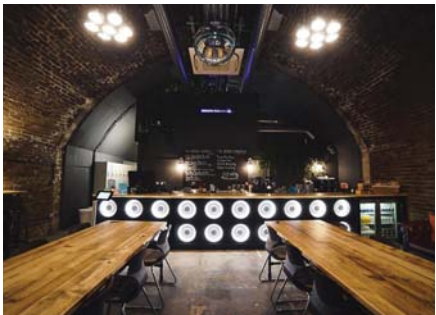
Ministry of Sound opens London gym

Dance and house music brand Ministry of Sound has opened a gym – The Arches Ministry Does Fitness – in Elephant and Castle, London.

The training studio has a fully licensed bar, offering protein shakes, beers, wine and cocktails. It also has the same sound system as the iconic nightclub.

Personal trainer Harry Jameson has designed classes focused around seven purpose built training stations.

Each station features a wide range of equipment, including treadmills, kettlebells, weights, a TRX, an XCUBE fitness frame, slam balls, battle ropes and benches.



The new fitness club boasts a fully licensed bar

Classes will consist of cardio on Monday, strength on Tuesday, endurance on Wednesday, core on Thursday, with Friday and Saturday offering an intense full body workout.

Classes start at £14 per session, with discounts available for group packages.

Details: http://lei.sr?a=D2S3B_O

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SPORT

Latest NGB grants revealed

Sport England has unveiled its latest tranche of national governing body (NGB) grants, distributing £101m between 25 national governing bodies.

Several of the governing bodies receiving grant funding in this batch will be tasked with fostering participation with hard to reach individuals, and absorb more people from diverse demographics into their core market. As

expected, NGBs' 2017-2021 awards have been cut substantially from the grants distributed over the 2013-2017 Whole Sport Plan.

However, the organisations will have to adhere to a reduced remit.

The Lawn Tennis Association (LTA), for example, has been granted £8.2m over the next four years, down from the £17.4m it received during the last Whole Sport Plan. In return, the body will be expected to target disabled people and those from lower incomes.

Basketball England and the Rugby Football Union (RFU) will have to make similar commitments in return for public money.



Smith said governing bodies supported Sport England's decisions

The latter will have to put a significant amount of its £12.6m to bring rugby to states schools as part of its All Schools strategy.

"The governing bodies that we're announcing our backing for today have shown us how much they understand and are up for the challenge of keeping sport's regulars playing," said Phil Smith, Sport England's director of sport.

"I've been really impressed by the approaches in their plans, the evidence they've gathered to back up their ideas and the enthusiasm they've shown for putting customers first."

Details: http://lei.sr?a=9m5P8_O

Diversity quotas 'have a value'

Shadow sports minister Rosena Allin-Khan has said that there is "value" in setting quotas for ethnic minority representation on the Football Association (FA) board during a parliamentary debate that ended with a vote of 'no confidence' for the FA.

Responding to a question from Leicester East MP Keith Vaz about the possibility of targets for women and black, Asian and minority ethnic (BAME) individuals in the FA, Allin-Khan said that "putting a quota has some value".

However, she stressed that the organisation needed to create an environment where "women and people from ethnic minority backgrounds feel empowered, not just on the field but in the boardroom."

She added that she had met FA chair Greg Clarke on "a number of occasions" and believes he "understands the importance of diversity".

The UK Sports Governance Code – which was published last October – has created the



Allin-Khan (left) was named shadow sports minister in October 2016

requirement that national governing bodies in receipt of public funds must have at least 30 per cent gender representation.

There is no hard and fast target to increase BAME representation, although progress is expected to be made.

According to Damian Collins, chair of the DCMS Select Committee, the 122-member FA Council has only eight women and four people from BAME backgrounds.

Details: http://lei.sr?a=r9w5f_O

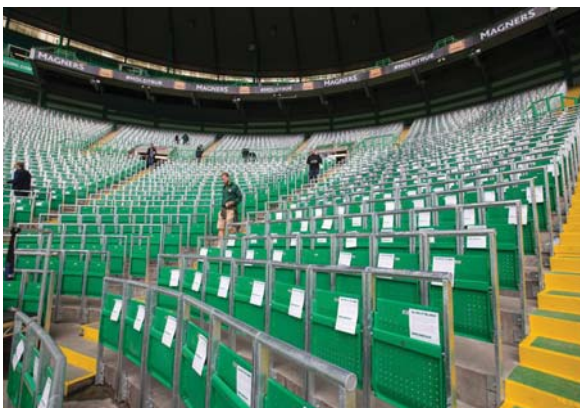
Safe standing fails to convince DCMS

The UK government has poured cold water on the possibility of allowing safe standing areas within Premier League football grounds, claiming that it “remains unconvinced” of its safety credentials.

In the Department of Culture, Media and Sport’s (DCMS) first *Sporting Future* annual report, it was claimed that despite “growing speculation” that safe standing could be introduced, government was unlikely to change policy on this in the near future.

“Since a rail seating section was installed at Celtic Park, there has been growing speculation that such accommodation could be introduced into Premier League and Championship football grounds,” said the 40-page report.

“Government remains unconvinced by the case put forward for re-introducing standing accommodation at football grounds covered by the all-seater requirement.”



Celtic introduced 3,000 safe standing bays in its stadium last summer

However, the report stipulated that the DCMS would “continue to monitor how it is working at Celtic”.

The current Scottish Premiership champion is trialling safe standing this season, installing 3,000 rail seats last summer.

The policy to include safe standing seats has been strongly backed by the Football Supporters’ Federation (FSF). The FSF has consistently campaigned for its inclusion.

Details: http://lei.sr?a=a9m6r_O

Economic profile of sport raised by new report

Government departments should turn to sport and outdoor recreation as cost effective solutions in combating poor health and declining communities, according to the Sport and Recreation Alliance.

The organisation has published *Reconomics Plus*, an online resource designed to demonstrate the value of outdoor recreation to the economy.

Put together in partnership with Manchester Metropolitan University, the report shows outdoor exercise delivers an estimated £2.2bn of health benefits to adults in England each year – while around £11.8bn is spent on trips involving outdoor recreation annually.

Details: http://lei.sr?a=6x7g3_O



Carr took up his role as UK Sport chair in 2013

London Irish close to Brentford deal

Championship rugby club London Irish has been given the all-clear to move into Brentford FC’s new stadium, which is due to be completed by the start of the 2019-20 season.

London Irish has been in talks with the football club for a number of months over a groundshare, and the London Borough of Hounslow has now approved the move.

Bob Casey, chief executive of London Irish, said the decision was a “step towards a return to our roots in London”.

“London Irish share common values and a community ethos with Brentford FC which augurs well for a future commercial relationship,” he added.

The club had been playing its home matches at Reading FC Madejski Stadium since 2000, but has been trying to find a route back to the capital since. AFL Architects have designed the new venue.

In a separate statement, Brentford FC said: “Brentford Football Club very much welcomes this positive decision to allow rugby to be played at the new stadium.

“Progress on the implementation of the Brentford Community Stadium project is



The stadium is due to be completed by the 2019-20 season

continuing apace and physical works are expected to commence on the Lionel Road South site shortly. The stadium is due to be completed by the 2019-20 season.”

London Irish competed in the top flight of English rugby union between 1996 and 2016, but was relegated into the Championship last year. Last season, the club made history by playing in the first-ever Premiership match outside England, when it faced Saracens at the Red Bull Arena in New York, US.

Details: http://lei.sr?a=v4X5C_O

UK Sport seeks new chair after Rod Carr steps down

The Department of Culture, Media and Sport (DCMS) is on the hunt for a new chair for UK Sport to replace the outgoing Rod Carr.

Carr will step down from the position he has held since 2013, and not seek reappointment for another four-year term. The application period opened on 6 February and was due to close on 24 February.

A final interview will take place on 4 April before an appointment is made later that month. Carr’s decision to stand aside represents a good opportunity for the DCMS to appoint a female candidate, or someone from a black, Asian or minority ethnic (BAME) background to demonstrate its diversity credentials.

UK Sport – alongside Sport England – published the UK Sports Governance Code late last year. Boardroom diversity has a significant presence in the document, with the threat of public funding for national governing bodies being withdrawn if they do not comply. However, UK Sport can boast just one BAME board member out of 10.

Details: http://lei.sr?a=w6m4u_O



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Should offices embrace green gyms?

Companies can inspire productivity, profit and improved health and wellbeing among their staff by introducing biophilic amenities such as green fitness centres into their workplaces.

That is the view of Despina Katsikakis, a leading workplace design consultant, who claims that the cost of such changes is “negligible when compared to the benefits it brings for the organisation, its staff and the economy.”

She made the comments during a panel discussion recently held at Biofit – the pop-up health club in London described as “the world’s first biophilic gym.” The role of green leisure environments, particularly health clubs, in improving quality of life both in and out of work was the main topic of conversation.

“We need active design where people can be inspired and regenerate,” Katsikakis said. “To attract top staff, companies have to think about what workers demand.”

“They want to feel that their knowledge development and health and wellness is supported. That means there’s a need for well thought through and activated amenities.”

“That’s not just putting a couple of treadmills in a leftover space in the basement,



Biofit founder Matt Morley is seeking partners to rollout his ‘organic, biophilic gym’ concept across the UK

but rather creating something that brings inspiration, delight, respite and helps people do their best work and improve their life.”

“We should understand that 90 per cent of the cost of any business is people and 10 per cent is real estate and other costs,” she added. “Companies typically squeeze out money from the 10 per cent, but don’t care that the 90 per cent are heavily impacted.”

Absenteeism currently costs the UK workplace £16bn per annum, and £9.8bn of that is due to stress-related illnesses from working in poor environments.”

Details: http://lei.sr?a=V3m3a_O

PT union affiliates with Unite

A personal trainer hoping to secure contracts and minimum levels of pay for fitness professionals has received backing from the largest union in the UK. Ashley Simcock – a PT from the north west – launched the Fitness Professionals Association (FPA) just before Christmas in 2016, and has now been backed by Unite.

The association already has more than 1,000 members.

Simcock told *Leisure Opportunities* that the idea to launch the group was born out a frustration at the level of pay he and his contemporaries were being offered by large gym chains to take classes, and limited scope for freelance professionals to gain proper contracts.

He estimated that fitness professionals were being paid, on average, around £15-£20 per class, but suggested that £30-£40 was more appropriate for their level of training and the time and effort put into class preparation.

“I didn’t realise how bad the pay actually was,” he said. “Particularly when you think about how much time you spend preparing for a class and travelling for a class.



The association aims to achieve better contracts and rates of pay

“The gyms decide the rate. Give me another profession where the customer decides how much they want to pay. We’re trying to encourage contracts and freelance terms – a massive per cent of self-employed people in the industry have zero-hours contracts.”

He was quick to point out, however, that despite achieving affiliation with Unite, a lot of work needs to be done to get people to sign up to the union to achieve the change.

Details: http://lei.sr?a=E3F9n_O

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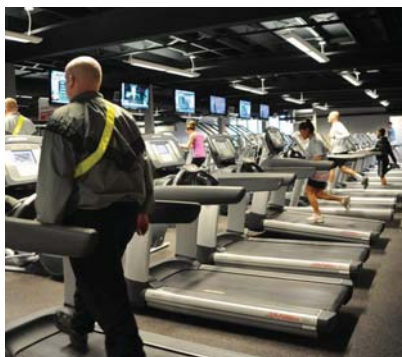
Places for People Leisure secures 20-year contract

Places for People Leisure has won a 20-year contract to run council-owned fitness facilities in Epping Forest, Essex.

The contract, which is due to start on 1 April, includes plans for a new £9.5m leisure facility at Waltham Abbey to replace the existing Waltham Abbey Swimming Pool, as well as investment to existing sites – Epping Sports Centre, Loughton Leisure Centre and Ongar Leisure Centre.

Places for People Leisure will design and build Waltham Abbey Leisure Centre with its construction partners Pellikaan Construction and architects Pozzoni.

Details: http://lei.sr?a=V3q9q_O



Gyms showing TV or films will face new charges

ukactive strikes deal to save money on licensing

UK gym operators will be able to save thousands of pounds in the face of new legislation around the use of video content on commercial premises after an intervention by ukactive.

The physical activity sector body has been in talks with licensing authorities about reducing the cost to gyms as a result of legal changes, as well as delaying their implementation.

Following changes in legislation, health club operators that show television and film content on their premises were facing significant charges for its use – under a similar model to how PPL (Phonographic Performance Limited) and PRS (Performing Rights Society) are paid for music licensing.

In October 2016, health club operators received letters from the body tasked with collecting the charges – Motion Picture Licensing Company – with each site facing new licensing costs of up to £500 per year, which would have been backdated to July 2016 when the new law came into effect.

Details: http://lei.sr?a=A9N6g_O

Wexer launches virtual meditation

Fitness and technology company Wexer has launched a suite of virtual fitness classes, with a focus on meditation.

Content for the classes has been produced by Move123 – a virtual fitness platform provider.

Through virtual training technology, the pair have created a channel for club operators to deliver meditation to members. The new content aims to promote mental and physical calm, as well as deeper breathing to quieten the nervous system.

Meditation is widely recognised as an effective wellness tool, with more people becoming aware of mindful exercise, and the subsequent positive effects they have on personal wellbeing.

“More and more we are seeing club groups refer to virtual fitness as the new must-have, but to be successful it requires current fitness videos which meet consumer demand, and this is exactly what we are



Bowman said virtual fitness capability was becoming ‘must have’

getting from our partnership with Move123,” said Paul Bowman, chief executive of Wexer.

Boxing, kickboxing and other fighting style workouts have seen an increase in popularity among gym-goers. To meet demand, Wexer have launched Boxx Method on all virtual players, and Move123 are also adding to this category with new Fight workouts.

Move123 have also produced a collection of workouts targeting the senior member.

Details: http://lei.sr?a=Y4v2D_O

Anytime to hit 90 UK franchises in 2017

Anytime Fitness plans to have 200 UK franchises by the end of the year as it accelerates its growth strategy. The company, which opened its 100th UK club in North West London in December, has 113 franchises in the country and is confident of hitting its target for 2017, despite economic uncertainty surrounding Brexit.

Speaking to *Leisure Opportunities*, Brett Edwards, Anytime Fitness UK general manager, said: “We’ve accelerated growth at the moment. We aim to

have 200 clubs open by the end of the year. We are very comfortable with the properties we have and the ones we are negotiating on.

“We will open 90 clubs this year, with a target of 550 clubs by the early 2020s.”

The business, which has 100,000 UK members, employs five acquisition managers in its property team looking for sites typically between 4,500sq ft to 5,000sq ft.

The process from finding a property to opening it usually takes between six and eight months. With initial costs to set up a franchise



Brett Edwards says Anytime is targeting 550 UK clubs by 2020

costing between £300,000 and £350,000 before rent and staffing expenditure, more than £30m will be spent on new locations this year.

Edwards said: “We are looking from top to bottom for properties – England, Ireland, Scotland and Wales. We are seeing more activity in the North where there are more properties available. When we first started everyone wanted to be in London but you can run a really profitable club outside of London if you find a great town.”

Details: http://lei.sr?a=W8h9z_O



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Psychologist Amy Cuddy to address ISPA Conference

Social psychologist Amy Cuddy has been confirmed as the opening keynote speaker for the 2017 ISPA Conference & Expo at Mandalay Bay Resort and Casino in Las Vegas from 16-18 October 2017.

The 27th annual event will kick off with Cuddy, who is also a professor at Harvard Business School and Harvard School of Public Health, New York Times best-selling author, and Young Global Leader at the World Economic Forum.

She has also written for the *New Yorker* magazine, *Harvard Business Review* and CNN. Cuddy teaches people how to become more present, influential and satisfied in their professional and personal lives.

Details: http://lei.sr?a=e3k6b_O



Julie Garrow, MD of researcher Intelligent Spas

Wellness spas 'achieve higher annual revenue'

Spas focused on wellness generate more average income than their generic counterparts, according to a report published by Intelligent Spas.

The first-ever detailed benchmark report on wellness spas also revealed that they employ more people, attract a greater percentage of local residents, and generate more revenue per square metre/foot.

Intelligent Spas defined a wellness spa as offering a variety of spa treatments and packages incorporating wellness attributes, health and fitness related services, classes and consultations, plus an emphasis on wellness throughout its branding. The research was conducted by selected spa owners and managers.

"Wellness spa owners and managers may benchmark their performance against these unique key performance indicators to identify areas of strength or weakness, then create a relevant plan to protect their business," said Julie Garrow, managing director of Intelligent Spas.

Details: http://lei.sr?a=B6a4u_O

New wellness offer for Pullman

Pullman Hotels and Resorts has designed a complete wellness offer for fitness and spa, embracing four themes: balance, energy, detox and age defence.

Based on the universal pillars of wellness - Sleep, Food, Sport and Spa - the concept and core brand markers have been created following an extensive 18 month period of research, review and expert collaboration, as well as a comprehensive five month piloting process and best practice monitoring in strategic hotels within the Pullman network.

With a focus on the guest - the millennial frequent traveller - Pullman's aim is to engage with and address their needs as nomads who want to enjoy wellbeing experiences wherever they may be heading.

"We believe that wellbeing should be accessible to everybody, no matter where you are, which time zone you're in, how your schedule reads, or what your personal wellbeing practice is," said Aldina Duarte Ramos, director of wellbeing for Pullman.



The wellness programme will be rolled out across the Pullman portfolio

The Pullman Wellness programme will be launched at Dubai City centre on March 29, and includes in-room morning and evening yoga routine videos; active breakfast options including detox; 7-minute workout videos, and treatment spa options addressing detox, age-defence, detox and energy needs.

Following its launch, the programme will be rolled out across the group's entire portfolio, which includes two UK locations in London and Liverpool.

Details: http://lei.sr?a=E9A2Q_O

Spa Experience expands to Belfast

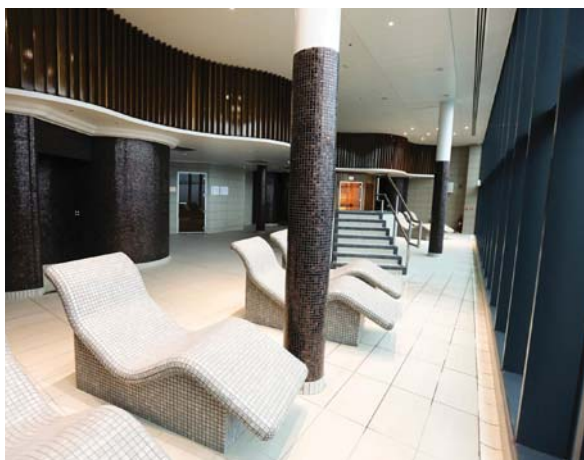
Spa Experience has opened its ninth UK spa in Belfast, as part of the redevelopment of the Olympia Leisure Centre in the city's centre.

The Belfast outlet follows the successful introduction of the UK's first public sector spa concept to Bethnal Green in London's East End over ten years ago, and is the group's first location outside England.

A joint venture between not-for-profit social enterprise GLL and Belfast City Council, Spa Experience at Belfast offers an accessible, luxury yet welcoming

spa experience within a state-of-the-art community facility. Visitors can enjoy traditional treatments and the latest modern therapies from brands including Murad, Elemis, La Sultane de Saba and CND, along with Spa Experience's own bespoke products.

Also on offer are thermal facilities including a hammam, heated loungers, steam room, solarium, ice room and hydrotherapy pool.



Spa Experience is part of the Better Leisure brand, owned by GLL

Spa Experience's signature treatments include the Total Spa Experience, a 50-minute treatment including a full body exfoliation, a warm cocoon envelopment, soothing face and scalp massage and hot stone massage.

Treatment prices start at £10 and a three-hour visit to the thermal facilities has been priced at £19.50 per person.

Details: http://lei.sr?a=y2e3c_O



Face-to-face meetings are at the heart of the Sports & Leisure Forum

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Previously known as the Sports & Leisure Facilities Forum, the event will be hosted on June 19th & 20th 2017 at the Radisson Blu London Stansted Hotel, focused on an intimate audience of just 45 VIP delegates and the industry's most trusted suppliers.

Current attendees include 1Life, ACS Cobham International School, Active4Today, Arsenal Football Club, Balance Health Clubs & Spa, Base-Fit UK, City of Lincoln Council, City of York Council, Ealing Council, Erith School, Lordswood Leisure Centre, Purbeck District Council, Rendcomb College, Sylvestrian Leisure Centre, The

The Sports & Leisure Forum has been redesigned from the ground up for you – the huge community of operations, leisure and facilities managers from gym chains, local authorities, hotels, spas, sports trusts, wet/leisure centres and stadiums throughout the UK.

Hurlingham Club and more. They have already submitted their interests to ensure the supplier meetings arranged for them at the event are the most suitable for their upcoming projects.

In terms of format, the Sports & Leisure Forum offers a bespoke itinerary for each delegate and supplier, full of pre-matched meetings, in addition to an unrivalled amount of networking interactions over lunches, coffee breaks and dinner.

Learning and professional development are also high on the agenda, with a two-day seminar programme hosted by industry thought leaders. Each session offers a CPD certification – yet another valuable attending benefit.

So if you're an industry professional or supplier looking to meet and network with senior executives and managers from across

the fitness spectrum, contact Event Manager Gillian Small on 01992 374073 / email g.small@forumevents.co.uk or visit www.sportsandleisureforum.co.uk.

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How to promote new apprenticeships to SMEs



PETER DUCKER

is chief executive of the Institute of Hospitality

You're a small business owner, you're doing well and have plans to open a third site – but you're concerned about your ability to train, incentivise and retain your employees.

You've heard about a new generation of apprenticeships and the terms 'trailblazer', 'frameworks' and 'standards' but you are not sure what they mean. You would like to know more about a scheme that can provide a clear career pathway to your employees while not taking them away from the workplace for long, not least because you read somewhere that the government will pay 90 per cent of your costs for training.

These thoughts of a small business owner highlight the benefits of apprenticeships but also the obstacles that need to be tackled.

Apprenticeships are growing in popularity. In England in 2015-16 there were 904,800 people on an apprenticeship compared to 871,000 the previous year. Leisure, travel and tourism was the seventh most popular sector subject. In the top three were business administration and law; health, public services and care; and retail and commercial enterprise.

The transformation of apprenticeships in recent years is part of the biggest shake-up of the post-16 skills system since WWII. Groups of employers representing sectors across the economy, from fashion to nuclear power, have designed new apprenticeship standards. These groups, whose work is now finished, were known as 'trailblazers.' The old 'framework' apprenticeships are being progressively phased out and new standards-based ones introduced, a process that will be complete in 2020.

The new apprenticeships represent a real opportunity to improve vocational education in general, but there are a number of issues to iron out. Overall, the ability to communicate simply what the new apprenticeships are, how they work and what they cost, is paramount. Unless access is easy to understand, then SMEs may miss out on the significant benefits and the government funding. The onus may be on training providers to be proactive and be the ones to approach SMEs.

HOTELS

London's Pilgrm Hotel set to open

The concepts of "old world design and the glory of British craftsmanship" have inspired the designers of a 73-bedroom hotel to open in London this summer.

The Pilgrm has been conceived as reinterpretation of the traditional hotel, located in a historic Victorian building in Norfolk Square, Paddington, with many of the original exterior and interior features retained by design studio 93ft.

Founded by hoteliers Jason Catifeoglou, Andreas Thrasyvoul and Steph Thrasyvoul, the concept offers "a seamless experience by removing perceived barriers between guest and hotel", such as the lobby. Items "unnecessary to the modern-day traveller" will be removed.

Guests will check in online prior to arrival, removing the need for a reception desk or a traditional hotel lobby. Instead, they will enter through a ground floor neighbourhood café integrated into the community.



The Pilgrm Hotel will be located in Paddington's Norfolk Square

"We will combine the finest guest experience of today, with the finest British craftsmanship of yesterday," said Catifeoglou, who is the new brand's chief executive.

"The Pilgrm represents the journey of a collective of individuals I've enjoyed knowing over the years. Together we present a new luxury to today's traveller, often from unexpected places."

Details: http://lei.sr?a=P8p6T_O

Pioneer Award for Ian Schrager

Boutique hotelier Ian Schrager has won the 2017 Pioneer Award for "his outstanding impact on the hospitality industry" and his longstanding support for design-led hotels.

The prestigious accolade is awarded each year by the International Society of Hospitality Consultants (ISHC) to celebrate the recipient's active involvement in the industry, their contribution to hospitality, and their "personal qualities."

Schrager received his award at the recently-held Americas Lodging Investment Summit (ALIS) in Los Angeles.

The entrepreneur has recently launched a new brand, Public Hotels, while his partnership with hotel company Marriott International led to the creation of the Edition brand – with one location in London.

In its award citation for Schrager, the association said: "For over five decades, Ian Schrager has set an unrivalled standard for hospitality, real estate and nightlife. Throughout his illustrious career, Schrager



Ian Schrager accepting his 2017 Pioneer Award in

not only changed nightlife with Studio 54 [an ever-mutating nightclub he co-owned that celebrated design], but also pioneered the design-forward boutique boom.

"He achieved international recognition for concepts such as 'lobby socialising', 'the hotel as home away from home', 'the hotel as theatre', 'cheap chic', 'the indoor/outdoor lobby', 'the urban resort', and 'the urban spa', that have revolutionised the entertainment, residential and hospitality industries."

Details: http://lei.sr?a=D6Q7X_O

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Ecsite highlights science centre trends for 2017

Mobile AR, New Media Education and the accumulative advantage have all been highlighted as potential trends affecting scientific institutions across the world, according to the European Network of Science Centers and Museums (Ecsite).

Ecsite's digital publication *Spokes* highlighted these trends among others, using an amalgamation of professional predictions and analyses from a number of sources and speaking to a range of contemporaries from across Europe. Also highlighted was New Media Education, exploring topics such as how the internet works, what a fact is and how social networks work.

Details: http://lei.sr?a=z2M4R_O



There are potential plans for an entire theme park based on Aardman's characters

Aardman outlines theme park ambitions

Aardman Animations – creator of popular IPs such as Wallace and Gromit and Shaun the Sheep – has grand plans for its attractions and live experiences division, with ambitions to create an entire theme park dedicated to the studio's creations.

In addition to existing attractions including Wallace and Gromit's Thrill-o-Matic ride at Blackpool Pleasure Beach and the Shaun the Sheep Experience at Skånes Djurpark, Aardman recently revealed plans for a Shaun the Sheep FEC concept and an Aardman Experience. But the company's vision goes beyond that, with plans for an entire theme park based on Aardman IPs.

"We have ambitions to develop our presence within the sector," said Ngaio Harding-Hill, senior manager of attractions and live experiences for Aardman, speaking exclusively to *Leisure Opportunities*. "We'd love to create an Aardman Land with the right partner."

In addition to its theme park ambitions, new IPs on the horizon for Aardman open up new possibilities, according to Harding-Hill.

Details: http://lei.sr?a=P4M2d_O

Merlin submits 'Project Thor' plan

Merlin Entertainments has submitted plans for a brand new addition to its midway portfolio – a £20m adventure attraction dubbed "Project Thor". The 145,000sq ft (13,500sq m) plans include a skydiving experience and high ropes course, and were submitted to Solihull Metropolitan Borough Council. If approved, Merlin will transform Birmingham's National Exhibition Centre's (NEC) Pavilion building into the new attraction.

Both an indoor and outdoor attraction, Project Thor would have a capacity for up to 2,000 visitors daily, with activities taking place in four half-hour slots. In addition to activities, the attraction will feature an on-site shop.

"Active and adventure experiences are becoming increasingly popular and it is predicted that this sub-sector will continue to grow," said Nathaniel Lichfield & Partners, which submitted the proposal on behalf of Merlin. "This imaginative development will set a new standard in terms of indoor themed attractions; it will be operational year round,



Project Thor will be found at Birmingham's NEC Arena

supporting the role of the NEC overall as well as generating its own benefits for the local area.

"The application proposal supports the wider 'Destination NEC' strategy, of which 'Phase Two' comprises development of the estate's leisure and entertainment facilities.

"It helps diversify the overall NEC operation which in turn assists this important business to compete in the international market."

If approved, the plans would create 25 full time positions, with a further 93 people brought in during the busier summer period.

Details: http://lei.sr?a=X6v2M_O

Westfield and Disney pop-up deal

Disney-themed attractions are due to pop up at London's Westfield shopping centres, with a number of campaigns and activities scheduled throughout 2017.

The partnership between Westfield and the iconic children's brand will result in Disney-branded play areas unveiled at both the former's Stratford City and Shepherd's Bush locations.

Winnie-the-Pooh and Friends will be the first theme in Q1, with specially designed family rooms transformed into the 100 Acre Wood. In the second quarter of the year, two Mickey Mouse-themed play zones will open to the public, offering physical and interactive play features for pre-schoolers. Finally, Westfield Stratford City will gain a new Frozen-themed play zone, which will debut in Q3.

The attractions will be part of the "Destination Westfield" campaign, with a Star Wars fashion campaign at the forefront.

"We are delighted to be partnering with Westfield to add Disney magic



The attractions will be located at Westfield's two shopping centres

to these fantastic shopping centres," said Anna Hill, chief marketing officer, The Walt Disney Company UK & Ireland.

"We know how much our characters and stories resonate with families of all ages so they are the perfect choice to bring fun, original and innovative entertainment to the thousands who visit Westfield each day."

Details: http://lei.sr?a=K5W5b_O

pulsebeat

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Eddie Hall,
UK's Strongest Man



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Pulse launches ground breaking Virtual Reality fitness equipment

Pulse will be launching a range of fully immersive virtual reality fitness equipment set in a gaming environment. The new range will be launched to market at this year's IHRSA show, 8-11 March in Los Angeles.

Over the past five years, Pulse have been developing groundbreaking new technology in partnership with CSE Entertainment to create the first real change in cardio equipment for over 40 years. The new software and hardware will be compatible with Pulse treadmills with other cardio products to follow later this year. The technology will be available via the console and is also fully compatible with virtual reality headsets.

Users will be able to explore over 100 different virtual gaming programmes and environments such as coastal, countryside and city based locations. The software will give them a unique 360° real life experience, with incline and

resistance that autonomously adjusts to the terrain.

Designed as a fun, compelling and challenging way to keep fit, users will be able take part competitively by running alongside fellow gym users or web racing globally. They will also be able to try and beat their previous scores when using the equipment, as well as using the software to add variety and energy to their usual workout routine.



Pulse sets sights on global expansion with appearances at IHRSA and FIBO Germany

Pulse will be attending the International Health, Racquet & Sports club Association (IHRSA) show in Los Angeles, to showcase its full range of innovative and dynamic fitness equipment and services. It will be Pulse's debut at IHRSA, which takes place 8-11 March.

Having enjoyed significant growth in the UK market over the last 36 years, Pulse is now addressing its growth internationally and aiming

to establish its position as an innovative and leading global supplier within the US market.

Pulse will be looking for new distributors to help support growth plans, and with three new roles recently created in the international sales team to manage the increase in international business, exhibiting at IHRSA is the next step. As part of this strategy, Pulse made its debut appearance at FIBO China in 2016.

Pulse will also be attending FIBO Germany again this year, with brand ambassador Dame Kelly Holmes in attendance. At the show Pulse will be launching three brand new 'independent arm machines' which form part of the strength line, bringing the range to a total of 29 stations. This will also be the first official European debut for the new VR range.





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Chris Johnson,
Managing Director

State-of-the-art leisure facility Go! Active @ The Arc opens following £4m redevelopment

Following a stunning £4m new build project, Go! Active @ The Arc in Clowne, Derbyshire now houses a brand new 25m swimming pool, a children's pool and flume ride, a play kingdom, new wet changing rooms, a café, two brand new dance studios and a spin studio.

In addition to the brand new facilities, the fitness suite has also been extended to a 100-station gym which has been kitted out with the latest CV, Strength and plate-loaded lines from Pulse

Fitness as well as a bespoke functional training rig. All equipment is fully compatible with Pulse's innovative tracking and member management software PulseMove.

The facility is owned by Bolsover District Council and operated in partnership with Strategic Leisure Development (SLD) partner Pulse.

The Pulse Group were appointed as the council's SLD partner last year and have been responsible

for all aspects of the project, including the design and build, fit-out and all sales and marketing.

The centre officially opened on Saturday 27th January with the council and Pulse hosting a free open weekend for members of the public to come and try out the new facilities. The facility received more than 6,000 visitors during the open weekend and current membership resides at more than 2,500 members after just one week of opening, with numbers continuing to grow.





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with football and develop
talented young players.

Warren Ormerod,
Director of Pulse Soccer

Pulse champions grassroots football as part of nationwide FA plan

Pulse has already seen fantastic success since kicking-off the FA's national Parklife Project, which aims to get more people involved in football at a grassroots level.

St. George's Park Graves and St. George's Park Thorncliffe, which officially opened in October, now have 16,000 registered players with an average of at least 60 team bookings each week.

To encourage people to get more active and involved with football, both facilities have recently launched several exciting new programmes including walking football, soccercise and dedicated play and play sessions for children aged 4-12 years old.

"We are passionate about inspiring more people to get involved with football and develop talented

young players," says Director of Pulse Soccer, Warren Ormerod. "Our state-of-the-art facilities are helping to boost community football in Sheffield, and we now have thousands of young players coming through our doors."



Pulse completes transformation of Jesmond Sports Centre

As part of the ongoing partnership established in July 2015 between Sport Aberdeen and Pulse as their Strategic Leisure Development Partner, Jesmond Sports Centre is the first facility to undergo a state-of-the-art refurbishment which maximises space and offers members an upgraded range of new equipment.

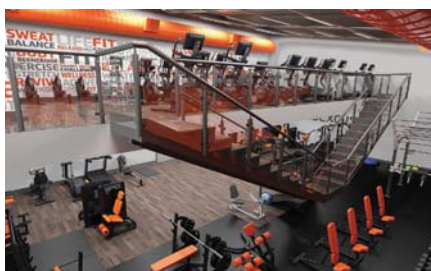
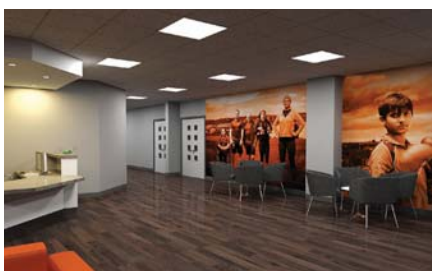
Pulse Design & Build has relocated the reception to allow for easier access, and converted the sports hall into a two-storey mezzanine gym kitted

out with the latest lines of cardio and strength equipment from Pulse Fitness.

In line with the growing popularity of group classes, Jesmond Sports Centre is now home to a brand new immersive group cycling studio, exercise studio and a dedicated interactive fitness suite created by Pulse Design & Build. The interactive fitness suite is an innovative approach which hopes to introduce more inactive members of the community to fitness.



pulse
design&build



Pulse converts Phoenix Pool into state-of-the-art Leisure Centre

To boost the provision of health and fitness within the local area, in January 2016, Pulse was tasked by Great Yarmouth Borough Council in conjunction with management contractor Sentinel Leisure Trust, to transform and upgrade the leisure facilities at Phoenix Pool.

With a £2m investment from the council, Pulse has transformed the dilapidated 40-year-old facility into a state-of-the-art leisure centre, featuring a new extension which brings the site up to 1498m²

compared to its previous 860m². Not only did the swimming pool undergo a full refurbishment, the team from Pulse Design & Build have utilised the space available by redesigning the carpark, lobby and reception area.

This brand-new extension offers customers and members of Phoenix Pool an upgraded experience and variety of options now made available including: a thermal suite, fitness studio and a 55 station gym and functional training rig.

The facility officially opened on 14th September and is already exceeding expectations. During its opening weekend alone the facility received over 1,000 visitors and membership has achieved 24% over latent demand figures for the area in less than four weeks of trading.

The Sentinel Leisure Trust will be in charge of operating the facility whilst Pulse Solutions will be providing ongoing sales and marketing support.





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Pulse welcomes World Strong Man Eddie Hall to the family

The UK's Strongest Man and third in the world, Eddie Hall has joined Pulse as an ambassador at an exciting time. 2016 saw Pulse Fitness launch brand new strength and plate-loaded lines, as well as creating the Pulse Sport and Performance division. The new division, under the leadership of Jake Saunders, is responsible for designing and creating innovative high performance facilities

complete with Pulse's top of the range equipment. In his role as ambassador, Hall will be hoping to inspire others to get into the increasingly popular style of training as well as sharing his considerable training wisdom. As strongman training becomes more mainstream, Hall will be supporting Pulse on both a local and national level to inspire the next generation.



pulse
fitness



We are delighted to welcome Eddie as part of the Pulse family and believe he will be a fantastic edition to our growing ambassador programme.

Dave Johnson,
Production Director

Partnership with Basingstoke Sports Trust goes from Strength to Strength

Having previously worked on projects with the Basingstoke Sports Trust, Pulse has now carried out a comprehensive £400k upgrade at Basingstoke Sports Centre, which is managed by the trust. In 2015, Pulse managed the complete refurbishment of Newbury Park, turning the site into a vibrant, welcoming fitness hub, and the burgeoning relationship has continued to grow year on year.

Thanks to the support and expertise of the Pulse Fitness team, members can now benefit from a new state-of-the-art training zone which includes

Pulse's Series 3 cardio equipment, a bespoke functional training rig, turf sled tracks and interactive CardioWalls.

"Having worked with Pulse in the past, we knew they were the perfect company to offer a modern fitness vision," says James Starbuck, Chief Executive for Basingstoke Sports Trust. "As a charity, we really want to engage the community in healthier, more active lifestyle choices and we were able to liaise closely with the Pulse team to select the perfect mix of equipment for the whole community."



Pulse appointed by KA Leisure

Leading leisure solutions supplier, Pulse has recently been appointed by KA Leisure to supply £350k worth of state-of-the-art equipment at both the Portal, a new £18m leisure centre, and at Garnock Community Campus, a brand new dual use facility shared between Garnock School and KA Leisure.

Both sites will receive a wide range of the latest equipment from Pulse Fitness including, cardiovascular equipment from their Series 3 range, Keiser group cycles and bespoke functional training rigs. KA Leisure is one of the first operators worldwide to receive Pulse's brand new strength range machines. Much of the equipment is IFI accredited.

As part of the project Pulse Solutions and their in-house design team provided 2D and 3D visuals to bring these new projects to life as well as create beautifully designed video walkthroughs of how the site will look. The combination of the varied equipment and design support provided through Pulse will assist KA Leisure in ensuring local people get more active.



FOCUS ON INDUSTRY

with Richard Sheen, Sales Manager

Creating hybrid solutions for space saving fitness

Functional fitness first emerged in the American College of Sports Medicine (ACSM) annual trends survey in 2007 and has featured amongst the top trends year on year ever since. Ten years on, the benefit of strength training in a way that is transferable to everyday life has become fundamental to the way we exercise. Rather than dying down, functional fitness is here to stay, and now has a major impact on the way we design gyms. Over the past 18 months we've seen a huge demand in dedicated functional spaces. More recently we have started to see a shift towards a demand for hybrid studios and gym areas that can be used for both functional fitness and traditional group exercise classes without compromising on space.

The gym floor is becoming a far more fluid space for operators rather than the traditional set for spaces equipment and we have seen great advances in gym design and layout to incorporate these types of spaces, bringing innovative and bespoke new kit into the limelight. The use of clever storage, for instance, allows smaller gyms to accommodate functional fitness kit as well as traditional group class. This has created the need for bespoke, branded areas within the gym using distinguished flooring to accommodate for all different types of training methods. It's something we are asked about on regular basis, as operators and gym owners look to maximise on their facility usage.



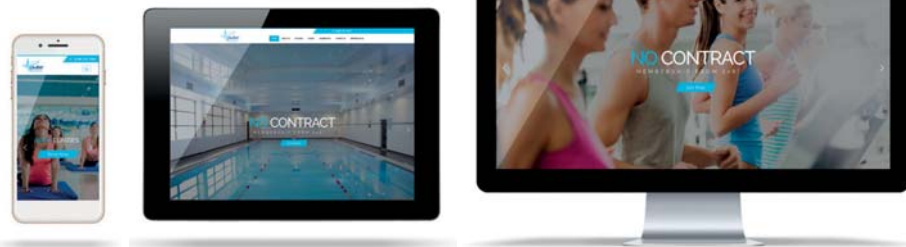
New online offering for Pulse Health and Fitness Carshalton

Pulse Solutions, the dedicated business support arm of the Pulse Group, have been busy redesigning the website for Pulse Health and Fitness Carshalton. Completed by Pulse's in house team of experts, the website has undergone an extensive revamp to modernise and simplify the site with special attention paid to enhancing the user experience. The website is now fully mobile responsive and has been integrated with Pulse's member management software expert to allow for a more streamlined and joint approach.

As part of the redesign customers can now familiarise themselves with the centre and even join online. They can also book spaces in a variety of classes covering all types of training from HIIT to Water Aerobics. Recognising the ease of use offered by a handheld device, a new Pulse app will also allow members to book via their smartphone in seconds.



pulse
solutions



The Pulse Group gets a new look and brand that focuses on wellness and is passionate about partnerships

Over the past year, the team at Pulse have been busy working behind the scenes to create a new look for the 36 year-strong brand. The Pulse Group consists of four separate divisions, each with their own vision:

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VisitBritain opens Saudi office

VisitBritain has become the first national tourism board of a European country to open an office in the Saudi Arabian capital city Riyadh.

The launch of the outpost is part of VisitBritain's strategy to attract more visitors from Saudi Arabia to the UK and includes the appointment of Saudi national Badr Almandeel as VisitBritain country representative.

British Ambassador to Saudi Arabia Simon Collis said: "The appointment of Badr Almandeel to head VisitBritain's in-country operations builds on a century of strong trade and cultural relations between the two countries.

"Every year Britain welcomes more and more Saudis in the UK with thousands visiting on business, for tourism or to study.

"I would strongly encourage Saudis to go and see for themselves everything that the UK has to offer."

VisitBritain chief executive Sally Balcombe added: "The new office in Riyadh will see



The opening is part of a strategy to attract more visitors from Saudi Arabia

us engage more effectively with potential visitors to Britain, converting aspiration to visit into bookings and inspiring more Saudi Arabians to book a trip now to come and explore our nations and regions."

The launch follows the development of a partnership between VisitBritain and Al Tayyar Travel Group Holding Company, which saw a campaign promoting London, Manchester and Edinburgh to Saudi tourists. Details: http://lei.sr?a=v7E9R_O

Helping the UK's rural tourism



KURT JANSON

is director of the Tourism Alliance

Much of the work that has been undertaken on Brexit so far has been to assess the likely impacts on the tourism industry and what can be done to mitigate potential problems. Yet there are a number of opportunities that arise from Brexit that we need to seize if the current growth in tourism is to be maintained. One of the most important of these is replacing the Common Agricultural Policy (CAP) payment scheme with one that produces better outcomes for the rural economy.

Tourism is an important component of the rural economy in the UK. In 2015, 355m trips were made to rural destinations where visitors spent £20.7bn. This, in turn, provided more than 380,000 full-time jobs in the rural economy. This means that not only is tourism now more important to rural communities than agriculture, it is the biggest means of wealth transfer between urban and rural areas outside the government.

However, while tourism now brings more revenue to rural communities than agriculture and employs more people in rural areas than agriculture, funding available for rural tourism development via the CAP-funded Rural Development Programme for England and the LEADER Programme is only £80m – a fraction of the £27.7bn in CAP payments being received between 2014 and 2020.

It is accepted that the UK will have to develop and implement a replacement scheme for CAP from 2020 if the agricultural sector is to survive and the UK's historically and environmentally important rural landscape is to be maintained. This provides an opportunity to both reassess the incentive structures that underpin CAP payments and for payments to recognise the importance of tourism to the rural economy.

What is needed is a new scheme that recognises the linkages between farming, the environment and maintaining the UK's unique rural landscape which attracts millions of visitors every year. Developing a more holistic approach to rural funding will not be an easy task, but it is important that the role tourism in maintaining a sustainable rural economy is more fully understood and is incorporated the forthcoming discussions.

Railway delivers tourism boost

Tourism businesses in the southern Scottish regions of Borders and Midlothian have benefitted from a boost in business thanks to the introduction of the Borders Railway.

The Scottish Tourism Economic Assessment Monitor (STEAM) statistics, published in February, show a significant improvement in key tourism performance figures in the first half of 2016, compared to the first half of 2015.

The railway was launched by The Queen in September 2015.

STEAM figures show that in the Borders, the number of bookings at hotels and bed and breakfasts rose by 27 per cent, while the region also experienced a 20 per cent increase in visitor spend.

Meanwhile, Midlothian benefitted from a 12.3 per cent rise in the number of visits to hotels and bed and breakfasts when compared with the first six months of 2015. Visitor spend on food and drink in the same period increased by 6.5 per cent.



Tweedbank, the southern terminus of the new Borders Railway

Councillor Stuart Bell, Scottish Borders Council's executive member for economic development, said: "Tourism is absolutely vital to the Scottish Borders' economy and that is why this substantial rise in tourism activity in the first half of 2016 is so important.

"For the first time, the Borders have shown improved results in every STEAM category – the only area of mainland Scotland to do so." Details: http://lei.sr?a=P8p6T_O



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QPR eyes site for new stadium

Queens Park Rangers Football Club (QPR) is exploring the possibility of building a 30,000-capacity stadium on the site of the Linford Christie Athletics Stadium, after being thwarted in its attempt to develop at Old Oak Common.

According to multiple reports, the Championship football club wants to demolish the athletics venue and build a stadium on the site alongside a new adjacent athletics facility.

The Linford Christie Stadium – currently used by the Thames Valley Harriers athletics clubs – is situated next to Wormwood Scrubs.

Lee Hoos, chief executive of QPR, said the proposal “could bring benefits to both clubs,” but a consultation process would have to begin before any plans were submitted.

“We are currently looking at all possible options to secure the future of the club in Hammersmith and Fulham and benefit the community,” he added.

QPR had originally earmarked a site at Old Oak Common, which is owned by Cargiant, to



QPR CEO Lee Hoos said the club was looking at ‘all opportunities’

build an ambitious 40,000-capacity stadium and housing development. Opposition to the plan from the landowner, however, stopped the proposals in their tracks.

The club, which plies its trade in the English Championship, currently plays its home games at the ageing, 18,000-capacity Loftus Road stadium. The ground was first used for football in 1904 and QPR moved in during 1917.

QPR chair Tony Fernandes first mooted plans to move the club in November 2011.

Details: http://lei.sr?a=g5D6M_O

Maiden energy milestone for Lord's

Lord's Cricket Ground has become the first purpose-built cricket stadium in Britain to run on 100 per cent renewable energy.

As part of the sustainability strategy devised by Marylebone Cricket Club (MCC) – the owner of Lord's – the ground has met its 2020 emissions target already and reduced its electricity consumption by seven per cent since 2010.

The ground's new Warner Stand – which will be complete in April 2017 – will add weight to its sustainability credentials.

Designed by Populous, the stand will include photovoltaic roof panels for electricity generation and a water collection and recycling system.

Derek Brewer, MCC chief executive and secretary, said it was “important all organisations embrace sustainability” and that he was pleased Lord's was setting the agenda in the UK.



The redevelopment of the Warner Stand will be completed by April 2017

The drive is part of a wider campaign to increase awareness about climate change, which has caused extreme weather patterns disrupting cricket. Weather linked to climate change has caused more than £3.5m of damage to 57 cricket clubs, according to the England and Wales Cricket Board (ECB). The ECB also had to fork out £1m in emergency funding to flood-hit clubs in 2016.

Details: http://lei.sr?a=S4w3h_O

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A Soft Market Testing event is being held on Thursday, March 2, 2017 at Rosliston Forestry Centre.

To request further information and to attend the event please register at

<http://lei.sr?a=P8F3g>



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Plus there are more than 70 other companies represented by individuals.

Bannatyne offers 'cancer training'

Health club operator Bannatyne Group has introduced specialist training for its spa therapists so they can offer treatments for clients affected by cancer.

Therapists have received training and accreditation from Wellness for Cancer, a cancer-focused training organisation for the spa and wellbeing industry, to give them an insight into what clients with the illness may be going through, both physically and emotionally. The group has seen a rise in the number of clients recovering from cancer over the past few years.

Karen Wilkinson, group head of spa, said: "We're delighted to be able to offer selected treatments for our clients who are living with cancer, that are both safe and relaxing."

"The training that our therapists received gave them a greater insight into the mind and physical condition of clients living with cancer, and allowed them to adapt their services accordingly. We already support Look Good Feel Better, a charity that helps female cancer sufferers to look and feel their



Julie Bach, executive director of Wellness for Cancer, praised Bannatyne

best, but this training will allow us to take our spas to the next level and help clients approach recovery from a more holistic angle."

Julie Bach, executive director of Wellness for Cancer, said: "I applaud Bannatyne management and staff for wanting to step up in a bigger way for their clients."

"Bannatyne spas will be our largest individual client in the UK and will be a global leader in showing other large-scale enterprises what is possible when we invest in staff."

Details: http://lei.sr?a=w9u2P_O

Peer learning network launches

The Happy Museum Project – a scheme which aims to "reimagine museums for a changing world" – has formed a peer learning network of 15 affiliate organisations to provide a framework for museums improving sustainability and wellbeing.

Working in collaboration, the network will take part in a series of peer-developed seminars, exhibitions, workshops, placements and other events.

"Affiliates will form part of a supportive and collaborative peer network to explore the role of museums and culture in addressing the big issues – such as climate change and social justice," said a statement, which added that connecting affiliates to thinkers beyond the museum sector in economics, ecology and psychology will lead to exciting programmes and partnerships. Affiliate organisations in the new network include Art Council England's (ACE) Major Partner Museums, Leeds Museums and Oxford University Museums, in addition to a number of independent institutions, including the London Design Museum, Manchester's People's



The project looks to improve the museum experience

History Museum and local authority museums including both Reading and Abergavenny Museum. Chester Zoo will also play a part, as will publishing agency Culture 24.

"We're delighted that so many museums want to support a creative network based on a mutual belief in shared humanity, care and stewardship of the environment," said Tony Butler, founder of the Happy Museum Project.

Details: http://lei.sr?a=x5K2w_O



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Company: **Discovery Learning**
 Location: **Nationwide, UK**

- Personal Trainer Diploma



Company: **Xtreme Training**
 Location: **Nationwide, UK**

- Level 2 in Instructing HIIT



Company: **Club Training**
 Location: **Various, UK**

- Personal Trainer Courses



Company: **YMCA Fitness**
 Location: **Nationwide, UK**

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"As a direct result of CREW training our fund pot for "Gems of the Jungle" at £5000 in August went through the roof and we amassed a further £18,000 in just six weeks. Brilliant!" (summer season 2011)

Dianne Eade, Newquay Zoo
Head of Finance, Human Resources and Administration



www.crew.uk.net
info@crew.uk.net
0845 260 4414

One Leisure is the in house leisure operator for Huntingdonshire District Council and operates 7 leisure facilities across the District. With continued expansion and capital investment in existing facilities we are keen to recruit two new posts to support the One Leisure team.



Business Systems Manager

Salary - £28,259 - £31,806

Integral in driving the ongoing development business at One Leisure is a Systems Manager who will work with the organisations senior management team to maintain and improve current initiatives and back office support functions. There are four key functions of the job role:

- ♦ The management and delivery of the corporate membership management system (currently Gladstone Plus2) and associated software.
- ♦ Management of One Leisure Direct Call Centre to continue to support the fantastic delivery of exceptional customer service.
- ♦ Business Intelligence is a growing area of the business that is driving business decisions and strategy, and therefore working with data to provide meaningful visualisations and suggestions will also be vitally important to the success of the individual and the business.
- ♦ To support the capital investment programme and continuous improvement of One Leisure, project management will be an essential part of this role. The successful individual will be expected to be well organised, methodical and be able to communicate effectively and confidently.



Marketing Manager

Salary - £20,444 - £22,346

Wishing to build on our continued successes we are keen to speak with marketing professionals who have ideally worked in the leisure sector, who are keen to help shape the future of One Leisure and who are experts in social media and marketing strategies.



- ♦ Putting our customers first is one of our key objectives so research into customer needs, customer satisfaction and the monitoring of activity trends and new fitness products is essential. Understanding our customers is crucial, so your experience in research and development will be used to identify and target market segments.
- ♦ Must be capable of delivering content on social platforms that drive strong reach & engagement, as well as setting up & running cost effective ad campaigns on social platforms that demonstrate strong return on investment.
- ♦ You will have proven knowledge and application of a wide range of marketing techniques and concepts.
- ♦ Your excellent oral and written communication skills with copy writing experience preferably will help you stand out from the crowd.

Closing date for applications for both roles: 6/03/2017

Interview date: W/C 13/03/2017

Online details and an application please visit <https://www.publicsectorjobseast.co.uk> and select Huntingdonshire DC



NOW RECRUITING FOR OUR NEW SITE IN BRAMLEY, LEEDS, DUE TO OPEN SPRING 2017



Gymnastics Manager & Assistant Manager

Gymfinity Kids is an exciting new brand of childrens gymnastics and activities centre. We offer a wide range of services which include baby gym classes through to teenage classes as well as dance and ninja.

We are looking for an experienced and motivated individual who enjoys working with children and has a passion for both gymnastics and dance. The candidate appointed as Gymnastics Manager must be self-motivated, confident, professional and have excellent customer service skills.

This is a tremendous opportunity for growth, continuing professional development and higher management pathways.

Applicants will need:

- Previous management experience.
- Gymnastics Coaching Qualification; Minimum Level 2 in one or more disciplines.
- Be available to work evenings and weekends.

Salary dependent on experience and qualifications.

Gymnastics, Dance & Ninja Coaches & Trainees

We are looking for experienced, motivated coaches and teachers who enjoy working with children who are willing and prepared to learn to teach and coach children across a multitude of disciplines.

Experience and qualifications in gymnastics, dance or martial arts preferred but full training can be given. There are full and part time opportunities and pathways to management for the right candidates. Must be prepared to work evenings and weekends.

Successful applicants will be subject to an enhanced CRB check.

Please apply in writing to, stating which position you're applying for.

Selina Shackleton, Countrywide Leisure, The Hutts, Grewelthorpe, Ripon, HG4 3DA
Email : Selina@countrywideleisure.com

Sales & Marketing Manager

We are looking for a "Sales and Marketing Manager" to take ownership of the sales and marketing for two new exciting consumer facing companies, based in the North of England.

The individual will be responsible for the implementation and execution of the sales strategy in order to achieve the targets both in the form of memberships, treatment sales and products

They will be responsible for the development of the overall sales strategy with the aim of improving performance and developing the brand standards

The successful candidate will have:

- An outgoing positive drive and determination in abundance.
- A can do attitude who will lead by example.
- Experience of multi-site sales and marketing.
- Experience of planning and delivery of marketing and outreach activities.
- Evidence of high performance in previous commercial roles.

Benefits include a competitive basic salary depending on experience, car allowance and bonus potential.

Please send your CV to

Selina Shackleton
Countrywide Leisure
The Hutts, Grewelthorpe
Ripon, HG4 3DA

Email Selina@countrywideleisure.com

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Harrow School's Sports Centre comprises a 25m swimming pool, fully equipped fitness suite, sports hall and climbing wall and is programmed to cater for the needs of the School as well as a thriving health and fitness club open to the public, outside schools and clubs.

Full-Time and Part-Time Operations Assistants (Lifeguards)

We are looking for full time and part time Operations Assistants who are flexible, committed and enthusiastic to join our small team and assist in the day to day operation of this dual purpose facility. A current National Pool Lifeguard Qualification would be desirable but not applicable as training will be provided.

Freelance Private Swimming Teacher

Candidates applying for this position must have the following: minimum ASA level 2 qualification, relevant insurance, friendly and outgoing personality, excellent communication skills, commitment and passion. In return, you will work on a self-employed basis with the opportunity to expand your client portfolio through the Harrow School Sports Club membership base. Harrow School Sports Club offers access to significant pool time during the day and in the evenings, with a competitive rental system and introductory rates that mean your success as a freelance private swimming teacher is in your own hands.

Application packs are available to download from the School's website by going to www.harrowschool.org.uk/Work-At-Harrow and clicking on the vacancy, or by contacting the HR Department on +44(0)20 8872 8314 or recruitment@harrowschool.org.uk.

If you have any queries or would like further information regarding a position, please email HR or call them on +44 (0)20 8872 8314.

The School is committed to safeguarding and promoting the welfare of children, and all successful applicants must be willing to undergo child protection screening appropriate to the post with any past employer and the Disclosure and Barring Service. Harrow School is an equal opportunities employer.

For more details on the following jobs
visit www.leisureopportunities.co.uk
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Fitness Instructors

Company: énergie group
Location: Nationwide, UK

Senior Recreation Assistant

Company: GLL
Location: London, UK

Catering Assistant

Company: GLL
Location: Greenwich, London, UK

General Manager

Company: truGym
Location: Chatham, UK and Boston UK

Sport Centre Duty Supervisor

Company: Ampleforth Abbey
Location: Ampleforth, York

Events Co-ordinator

Company: Carmarthenshire CC
Location: Carmarthenshire, UK

Watersports Instructor

Company: London Borough of Bexley
Location: London, UK

Senior Watersports Instructor

Company: London Borough of Bexley
Location: London, UK

Events and Facilities Manager

Company: Carmarthenshire CC
Location: Carmarthenshire, UK

Duty Manager x 2

Company: Parkwood Leisure
Location: Bexley, UK

Senior Recreation Manager

Company: Carmarthenshire CC
Location: Carmarthenshire, UK

Climbing Leader (part time)

Company: Everyone Active
Location: Sunbury-on-Thames, UK

Account Manager

Company: Xn Leisure
Location: Southern Region, UK

Catering Assistant

Company: Everyone Active
Location: Bedworth, UK

Tutor

Company: Premier Training Int.
Location: London, UK

Receptionist

Company: Parkwood Leisure
Location: Bristol, UK

Recreation and

Sport Director

Company: LeisureForce
Location: Abu Dhabi, UAE

Personal Trainers

Company: The Gym Group
Location: Nationwide, UK

Leisure Assistants

(lifeguard)

Company: GLL
Location: Nationwide, UK

General Manager

Company: The Gym Group
Location: Brighton London Road, UK

Assistant General Manager

Company: The Gym Group
Location: Derby, UK

Coaching Manager

Company: MK Health Hub
Location: Solihull, UK

Private Swimming Teacher

Company: Harrow School
Location: Middlesex, UK

Lifeguards

Company: Harrow School
Location: Middlesex, UK

Fitness Motivator

Company: Everyone Active
Location: Stratford-on-Avon, UK

Centre Director

Company: Greenhouse Sports
Location: Marylebone, London, UK

General Manager

Company: The Gym Group
Location: Strood, Kent, UK

Aqua Aerobics Instructor

Company: Parkwood Leisure
Location: North Devon, UK

Sports & Leisure

Contract Officer

Company: Warwick District Council
Location: Warwick, UK

Gym Instructor

Company: Warwick School
Location: Warwick, UK

Swimming Teacher (Level 2)

Company: Legacy Leisure
Location: Exeter, UK

Duty Manager (Wet)

Company: Everyone Active
Location: Bishop's Stortford, UK

Swimming teachers

Company: Everyone Active
Location: Buckingham, UK

Senior Recreation Assistant

Company: GLL
Location: Woolwich, London, UK

Swimming teachers

Company: Everyone Active
Location: Aylesbury, UK

Sports Development

Manager

Company: Legacy Leisure
Location: Exeter, UK

Associate Tutor

Company: Premier Training Int.
Location: Plymouth, UK

Tutor Assessor

Company: Premier Training Int.
Location: Bournemouth, UK

Sport Activity Manager

Company: activeNewham
Location: Stratford, London, UK

Events Assistant (Seasonal)

Company: GLL
Location: Manchester, UK

Lifeguards

Company: Filton Town Council
Location: South Gloucestershire, UK

General Manager

Company: Jump Arena
Location: Cardiff, UK

Aquatics Manager

Company: Sheffield International Venues
Location: Sheffield, UK

Membership consultants

Company: Everyone Active
Location: Southampton, UK

Membership consultants

Company: Everyone Active
Location: Fleet, UK

Activity Development Manager

Company: Everyone Active
Location: London, UK

Lead Swim Teacher

Company: Becky Adlington's Swim Stars
Location: Various, UK

Membership consultants

Company: Everyone Active
Location: Watford, UK

Membership consultants

Company: Everyone Active
Location: Carshalton, UK

Fitness Manager

Company: The River Bourne Club
Location: Chertsey, UK

Personal Training Manager

Company: The Bankside Health Club
Location: London, UK

Fitness Manager

Company: Regent's Place Health Club
Location: London, UK

Duty Managers

Company: Life Leisure
Location: Stockport, UK

Swimming teachers

Company: Everyone Active
Location: Plymouth, UK

General Manager

Company: The Gym Group
Location: Colchester, UK

Lifeguards

Company: Life Leisure
Location: Stockport, UK

Cafe and Bar Assistants

Company: Life Leisure
Location: Stockport, UK

Leisure Operatives

Company: Life Leisure
Location: Stockport, UK

Swimming Teachers

Company: Life Leisure
Location: Stockport, UK

Regional Facilities Manager

Company: The Gym Group
Location: London, UK

General Manager

Company: The Gym Group
Location: London Kingsbury, UK

Assistant General Manager

Company: The Gym Group
Location: London Kingsbury, UK

Assistant Manager -

Customer Experience

Company: Vibrant Partnerships
Location: Lee Valley, UK

Assistant General Manager

Company: The Gym Group
Location: Edinburgh Cameron Toll, UK

Assistant Manager - Product

Delivery and Development

Company: Vibrant Partnerships
Location: Lee Valley, UK

Sales Manager

Company: Soho Gyms
Location: London, UK

Active Start Co-ordinator

Company: Vision Redbridge Culture
and Leisure Ltd
Location: London, UK

Events Assistant

Company: GLL
Location: Crystal Palace, UK

Senior Fitness Activator

Company: University of Lincoln
Location: Lincoln, UK

Catering Manager

Company: Parkwood Leisure
Location: Nottingham, UK

Regional Co-ordinator

Company: Total Swimming Academies
Location: Merseyside, UK

Sales Advisor

Company: Legacy Leisure
Location: Exeter, UK

Development Manager

Company: Parkwood Holdings
Location: Worcester, UK

Personal Trainers

Company: Everyone Active
Location: Nationwide, UK

Key Account Manager

Company: Netpulse
Location: London, UK

Personal Trainer

Company: The Hurlingham Club
Location: Fulham, UK

Gym Instructor

Company: The Hurlingham Club
Location: Fulham, UK

Membership Operations and Administration Officer

Company: Royal Yachting Association
Location: Hamble, UK

Wellbeing Officer

Company: Chelmsford City Council
Location: Chelmsford, UK

Swimming Teacher - Newbury

Company: Basingstoke Sports Trust
Location: Newbury, UK

Maintenance Engineer

Company: Everyone Active
Location: Plymouth, UK

Retention & Fitness Manager

Company: Parkwood Leisure
Location: Paignton, UK

Membership Consultant

Company: Everyone Active
Location: London, UK

Fitness Manager

Company: Everyone Active
Location: London W10, UK

Fitness apprenticeship

Company: Everyone Active
Location: London, UK

Personal Trainers

Company: énergie group
Location: Nationwide, UK

Recreation Assistant

Company: Legacy Leisure
Location: Hungerford, UK

Swimming Instructor

Company: Harrow School
Location: Middlesex, UK

Team leaders (Wet)

Company: Everyone Active
Location: Stowmarket, UK

Team Leader

Company: Everyone Active
Location: Mid Suffolk, UK

Business Development Analyst

Company: Parkwood Leisure
Location: Worcester, UK

Fitness Instructor

Company: Legacy Leisure
Location: Exeter, UK

Regional Partner Manager

Company: Move GB
Location: London, UK

Area Sales Manager

Company: eGym
Location: North Thames, UK

Recreation Director

Company: Thames Valley Summer Sch
Location: South-east, UK

Marketing Manager

Company: Huntingdonshire DC
Location: Huntingdonshire, UK

Membership Sales Advisor

Company: Everyone Active
Location: South East, UK

Membership Consultants

Company: Everyone Active
Location: Hampshire, UK

Swim Manager

Company: Volair Limited
Location: Knowsley, UK

Fitness Motivator

Company: Everyone Active
Location: Stowmarket, UK

Swimming teachers

Company: Everyone Active
Location: Nationwide, UK

Events Manager

Company: One Hyde Park
Location: Hyde Park London, UK

Client Coordinator

Company: Harrods
Location: Knightsbridge, London, UK

Assistant Manager

Company: Gymfinity Kids
Location: Bramley, Leeds, UK

Gymnastics Manager

Company: Gymfinity Kids
Location: Bramley, Leeds, UK

Advisors - Sales & Retention

Company: Brio Leisure
Location: Various, UK, UK

Front of House Manager

Company: Harrods
Location: Knightsbridge, London, UK

**Gymnastics/Dance/
Ninja Coaches/Trainees**

Company: Gymfinity Kids
Location: Bramley, Leeds, UK

Fitness Instructor

Company: énergie group
Location: Manchester Piccadilly, UK

Roving General Manager

Company: énergie group
Location: National, UK

Club Promoter

Company: énergie group
Location: Manchester Piccadilly, UK

Assistant Regional Director

Company: Parkwood Leisure
Location: North and Midlands, UK

Aquazone Manager

Company: Legacy Leisure
Location: Kettering, UK

Business Systems Manager

Company: Huntingdonshire DC
Location: Huntingdonshire, UK

UK Bungee Crew

Company: Big Bang Promotions
Location: London, UK

Segway Events

Company: Big Bang Promotions
Location: Windsor, UK

Partner Consultants

Company: Move GB
Location: Nationwide, UK

Membership Sales Advisor

Company: énergie group
Location: Forest Hill, UK

Membership consultants

Company: Everyone Active
Location: Fareham, UK

Casual Lifeguards

Company: Everyone Active
Location: Ware, UK

Membership consultants

Company: Everyone Active
Location: Watford, UK

Duty Supervisor

Company: Northampton Leisure Trust
Location: Northampton, UK

**Sales and Marketing
Manager**

Company: Countrywide Leisure
Location: North of England, UK

Personal Trainers

Company: Matt Roberts
Location: London, UK, UK

Swimming Teachers

Company: Everyone Active
Location: Nationwide

Attention Personal Trainers

Company: Club Training
Location: Nationwide Opportunities

Level 2 in instructing HIIT

Company: Xtreme Training Academy
Location: Nationwide

Membership Consultant

Company: Xercise4Less
Location: Nationwide, UK

Impact Sales Consultant

Company: Xercise4Less
Location: National role , UK

General Manager

Company: Xercise4Less
Location: Various

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

Sales and Marketing Manager

Company: Xercise4Less
Location: Nationwide, UK

Lifeguards

Company: Everyone Active
Location: Nationwide, UK

Swimming Teachers

Company: Everyone Active
Location: Nationwide, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Woburn & Longleat, UK

Spa Manager

Company: Everyone Active
Location: St Albans, UK

Spa Therapist

Company: Celtic Manor Resort
Location: Newport, UK

ITEC/NVQ L3-Qualified

Head Spa Trainer
Company: Myoka Spas
Location: Malta, Malta

Beauty Therapists

Company: Lifehouse Spa and Hotel
Location: Frinton-on-Sea, UK

Operations Host

Company: Madame Tussauds
Location: London, UK

HR Advisor

Company: Merlin Entertainments Grp
Location: Chessington, UK

Marketing Manager

Company: Merlin Entertainments Grp
Location: Poole, UK

Head Chef

Company: Parkwood Leisure
Location: Crawley, UK

Commercial Event Manager

Company: Parkwood Leisure
Location: Crawley, UK

Duty Manager (Events)

Company: Sea Life
Location: Minnesota, United States

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Visionary Award for Sue Harmsworth

The International SPA Association (ISPA) will present the 2017 ISPA Visionary Award to ESPA International chair and founder Sue Harmsworth at the 27th annual ISPA Conference & Expo in Las Vegas, from 16-18 October, 2017.

The award is presented each year to someone in the spa industry who has made significant contributions to both the definition and positive movement of health and wellness over the lifetime of their career.

"Sue is recognised as one of the world's leading spa experts," said ISPA President Lynne McNees. "Her innovative, inspirational and forward-thinking approach combined with her passion and vision helped shape the spa industry into what it is today."

"We are thrilled to be able to honour her achievements with this award."

Harmsworth has devoted her life to spa and wellness, leading the industry by creating spas and helping to educate the industry on the impact of health and wellbeing on beauty. Her early career began in health and beauty



Sue Harmsworth is the chair and founder of ESPA International

journalism before she opened a salon in Toronto, a thalassotherapy resort in France, and a health farm in the UK. She has been responsible for the design and management of more than 200 spas in 60 countries.

Harmsworth founded ESPA in 1993 and worked with experts in natural science, to create ESPA's product range, which is powered by combinations of plant actives, marine actives and essential oils. In 2010, Harmsworth was honoured with an MBE in recognition of her services to the spa and beauty industry.

Details: http://lei.sr?a=w7V2S_O

New team to head Paramount London

Continued from front cover

Testa's departure follows that of Fenlon Dunphy, who left the project in August, and Tony Sefton, the man who originated the idea before leaving the project in 2015.

"David Testa has decided to step back from the KEH Group and cease his roles within all Group Companies, including LRCH," said Percy. "David's input into the project has been hugely appreciated and we wish him well in the next stage of his career."

"We are now entering a new exciting phase of the project as we carry out our final stage of consultation prior to submitting our Development Consent Order (DCO)."

Mike Morrison, who has previously held senior positions at investment bank Morgan Stanley and WestLB AG, takes up the role of CFO, while Kevin Doyle, who joined the project at its inception becomes Development Consent Order (DCO) coordinator.



Percy is also the CEO of parent company KEH

"This announcement reaffirms our determination to submit our application for the Entertainment Resort," added Percy. "After many months of review, revision and reappraisal we have a robust business plan for building a world-class entertainment resort in the UK and are ready to push forward."

Details: http://lei.sr?a=U2f5v_O

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