

# leisure opportunities

22 Aug - 4 Sept 2017 Issue 717

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## Westway reopens after giving Grenfell aid

The Westway Sport & Fitness Centre in North Kensington, which became a humanitarian centre for those affected by the Grenfell disaster, has officially reopened, following a refit.

The centre, located just 200 yards from the residential tower, was originally due to reopen in June. However, it was instead offered as a humanitarian location by Everyone Active – which operates the centre on behalf of the Westway Trust – to support those affected by the devastating fire on 14 June.

Among other relief activities, the centre was used as temporary accommodation for those who lost their homes in the blaze.

The centre, is fresh from its £2m upgrade, which included the installation of a new 110-station gym floor, two new exercise studios, an extended bouldering area, upgraded changing rooms, new group exercise equipment and a new visitor café

Everyone Active organised the opening event, which took place on 5 August, and combined it with a free community sports day to provide residents,



■ Grenfell Tower residents and volunteers were offered free physical activities

volunteers and all those affected by the disaster with a day of free activities.

Alison Norman, Everyone Active contract manager, said: “During this difficult time, members of the community have really come together to support each other.

“The day was a great opportunity to celebrate the strength of our community.”

[More: http://lei.sr?a=T4s2h](http://lei.sr?a=T4s2h)



**The community have really come together to support each other**

Alison Norman,  
Everyone Active



### Kelly Holmes Trust names Gail Scott-Spicer as new CEO

Appointment comes ahead of expansion across the UK

p4



### truGym launches new HIIT concept called 'truintensity'

Founder, Parm Singh: Aiming for 25 sites by Q4 2018

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### Bear Grylls Survival Academy launches at ZSL

Children to be taught how to study animal behaviour

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## Sadiq Khan sets out vision for a greener London as he plans to make the capital the first National Park City

London mayor Sadiq Khan wants the UK capital to become the world's first "National Park City", laying out £9m (US\$11.6m, €9.9m) plans – via a Greener City Fund – to boost the number of trees and green infrastructure within the city.

The mayor has said he will use planning regulations to protect the Green Belt and incorporate more green roofs, green walls, rain gardens and wildlife habitats into new developments. The fund will also include the planting of thousands of trees, and investment into London's green spaces and parks.

"London is home to outstanding green spaces that I want to protect, invest



■ The move is part of a fight against London's toxic air problem

**"London is home to outstanding green spaces which I want to protect and improve as we aim to become the first National Park City"**

in and improve as we aim to become the world's first National Park City," said Khan. "We can also increase

the amount of greenery in the city by installing many more green roofs and making our streets greener.

From our famous Royal Parks, to our much-loved community gardens, allotments and urban nature reserves like Woodberry Wetlands, this 'green infrastructure' is a vital asset that improves air quality, boosts quality of life, conserves wildlife and attracts thousands of visitors to the city."

Khan added that local groups in the capital can now apply for an initial £1m (US\$1.3m, €1.1m) of grants, which will be used for planting trees within neighbourhoods and maintaining green community areas for the benefit of all. Find out more at [nationalparkcity.london](http://nationalparkcity.london)

## Archery Paralympian Pippa Britton is among new Sport Wales board appointments



■ Britton competed at the 2008 Paralympic Games in Beijing

Pippa Britton, chair of Disability Sport Wales, has been appointed as vice chair of Sport Wales amid a number of new board appointments.

Former Paralympic archer Britton replaces Adele Baumgardt, who was asked to step down in March alongside former chair Paul Thomas. The position of chair is still vacant, although Lawrence Conway is acting as interim chair.

Rebecca Evans, public health minister for Wales,

**"The new board members bring a wealth of experience of working with under-engaged communities"**

made the appointment alongside one of a number of additions to the board.

Ashok Ahir, Ian Bancroft, Christian Malcolm and Alison Thorne will commence their three-year terms from October 2017.

Two existing board members – Richard Parks and Samar Wafa – have been reappointed for a further three years after

successfully serving one term each already.

Evans said she was "very pleased" to make the appointments.

"Together, they bring a wealth of experience of working with under-engaged communities to inspire and increase participation levels, as well as an understanding of the needs of elite athletes," she added.



■ Graham joined FitQuest as a non-exec director on August 14th

**"We need to encourage the people in our city region to maximise their contribution to being a healthy society"**

## Former Gym Group COO **Jim Graham** joins FitQuest

**J**im Graham – the former chief operating officer of The Gym Group – has joined the board of FitQuest as a non-executive director.

Graham will assist the business with product and market strategy, and advise the board on scaling the operation to deliver growth.

FitQuest is a "mini sports science lab" that measures human performance using technology, allowing gym users to assess their fitness levels.

Commenting on Graham's appointment, Brian Firth, FitQuest MD, said: "With his impressive background in strategy and private equity, I know Jim will be an invaluable asset to the team. I look forward to

seeing what comes next."

Graham said: "FitQuest has a long history in human performance measurement. The company is perfectly positioned to lead the way in fitness measurement and the creation of actionable fitness insight. I'm looking forward to working with Brian and his team to help take the company through its next phase of growth."

Graham, who left The Gym Group in November after more than two years at the company, will begin his role at FitQuest on 14 August.

• For a full interview with Jim Graham and the opportunities that lie ahead for the fitness sector, see *Health Club Management* 2017 issue 2.

# leisure opps

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■ Scott-Spicer replaces Atkins, who left for UK Coaching in June

## Dame Kelly Holmes Trust announces **Gail Scott-Spicer** is new CEO

**G**ail Scott-Spicer, former chief executive of the Carers Trust, has been appointed as the new CEO of the Dame Kelly Holmes Trust.

Scott-Spicer replaces outgoing chief executive Emma Atkins, who joined UK Coaching earlier this year.

Tracey Fletcher had been acting as interim CEO since Atkins' departure in June.

As leader of the Carers Trust, Scott-Spicer oversaw the national organisation for unpaid carers. She has significant experience

**{ I've been impressed by the trust's commitment towards being at the forefront of best practice }**

in the charities sector, holding down senior leadership roles at the Scout Association and Catch 22.

Also a charity, the Dame Kelly Holmes Trust trains transitioning athletes to help empower young people facing disadvantage through a number of programmes.

Michael Kelly, chair of the Trust, said Scott-Spicer "stood out for her passion"

amid an "exceptional candidate shortlist".

"Gail joins at an exciting time for the charity, as we continue our growth into new areas across the UK," he added.

Scott-Spicer said: "I've been impressed by the trust's commitment to being at the forefront of best practice in the programmes it delivers."

## Former Commonwealth champion **Brendan Foster** joins Birmingham 2022 bid team

**B**rendan Foster, the former Commonwealth 10,000m champion, has joined the team working to bring the 2022 Commonwealth Games to Birmingham.

Foster is the founder of the Great Run Company, the mass participation sports event body that organises the Great Birmingham Run, the Great Birmingham 10k and Birmingham International Marathon.

He joins a Birmingham 2022 bid team that includes Birmingham City Council deputy leader Ian Ward, UK Athletics chief executive Niels de Vos, NEC Group arenas



■ Brendan Foster is the founder of the Great Run Company

**{ "Birmingham is the ideal location to host such a prestigious global event. Our company has a strong relationship with the city" }**

managing director Phil Mead and University of Birmingham director of sport Zena Wooldridge.

Warwickshire County Cricket Club chief executive Neil Snowball, Birmingham Chamber

of Commerce CEO Paul Faulkner and Performances Birmingham chair Anita Bhalla are also part of the team, among others.

Foster said Birmingham was an "ambitious, vibrant city with a great sporting heritage".

"I believe [it is] the ideal location to host such a prestigious global event," he added.

"Our company has a strong relationship with Birmingham through organising Great Run events in recent years."

Ward said Foster's knowledge as a former athlete and business professional will "boost our efforts".



■ Steve Spiro, CEO of equipment supplier Global Halotherapy Solutions

## Steve Spiro to chair GWI's new Halotherapy initiative to drive education and research

**T**he Global Wellness Institute (GWI) has launched a new initiative: "Exploring Salt and Halotherapy," which is to be chaired by Steve Spiro, CEO and founder of equipment supplier Global Halotherapy Solutions.

Ann Brown, founder and CEO of Saltability, a line of Himalayan salt products, will serve as vice chair.

While salt-based therapies have existed for centuries, the GWI says a surge in salt-infused environments and approaches at wellness centres and spas worldwide and a profusion of salt-based products being marketed direct to consumers

means there is a need for more education and research.

Spiro said: "This initiative will investigate the effects of a wide range of salt therapies, and provide guidance to businesses and spa practitioners who want to better understand and utilise salt therapy to positively impact their clientele.

"End-users report that salt therapy alleviates respiratory conditions, improves certain skin problems, and has a positive impact on stress.

"And while there has been some research on its benefits, too many of the positive claims remain anecdotal."

**"This initiative will investigate the effects of a wide range of salt therapies and provide guidance to businesses and spa practitioners"**

## MEET THE TEAM

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## RESEARCH

### Rewards 'no incentive' to visit the gym

Offering people small monetary incentives to go to the gym does not work, according to a new study.

An investigation carried out by Case Western Reserve University found that there was no difference between two groups of gym goers offered different small financial incentives to continue their exercise programme.

For visiting the gym nine times over a six-week period, participants were offered a US\$30 (£23, €25) Amazon gift card, a prize item or a US\$60 (£46, €51) Amazon gift card, while a control group were offered a US\$30 gift card no matter how often they visited.

While incentivised participants showed a slight increase in gym visitation during the final week, they only made 0.14 more visits per week than those promised no reward at all.

The group promised the US\$60 gift card also did not visit the gym more than those offered the US\$30 card or prize.

After the first week of the study, 14 per cent did not visit the gym again.

"The motivation that gets people to get a gym membership may be unrelated to what drives them to earn financial incentives," said study co-author Mariana Carrera.

[More: http://lei.sr?a=x9b3z\\_O](http://lei.sr?a=x9b3z_O)



■ 14 per cent stopped going to the gym after a week



**The motivation to go to a gym may be different from earning incentives**

Mariana Carrera

## RETENTION

### Friendly environment key to keeping gym members



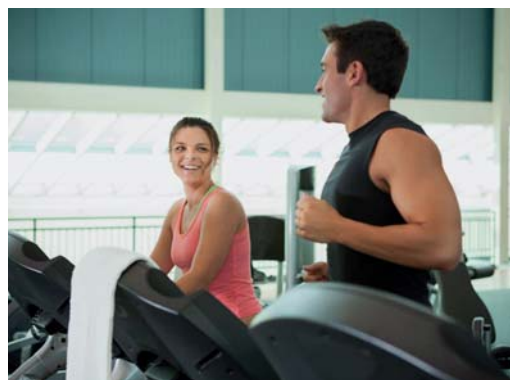
**Boutique fitness sector is growing because it offers a community**

Helen Fricker

Gym-goers who have made a friend at their health club are 40 per cent less likely to cancel their membership than those who have not, according to the *Mintel UK Health and Fitness Report 2017*.

The analysis found that a friendly environment is important for member retention.

Results from a survey of 708 actual and potential gym users showed the biggest issue was staff not speaking to them. This is given as one of the reasons why the boutique gym sector continues to grow, as consumers



■ A friendly atmosphere was top of the list

are being provided with a sense of community and belonging.

Helen Fricker, analyst at Mintel, said: "The boutique fitness sector is growing rapidly and this is because these studios give consumers something they fail to get from health and fitness clubs."

[More: http://lei.sr?a=b5d3Y\\_O](http://lei.sr?a=b5d3Y_O)



ACQUISITION

## Bannatyne buys Virgin Active's Lincolnshire club



**All members will automatically transfer to Bannatyne Health Clubs**

The Bannatyne Group has bought Virgin Active Humberston, with members and staff to transfer over at the end of the month.

The acquisition is the Bannatyne Group's second since June, when it purchased Weybridge Health Club and Spa in Surrey.

Since being launched by Duncan Bannatyne in December 1996, the company's health club portfolio has grown to 69, with more than 200,000 active members.

In letters sent to its members, Virgin Active said it was concentrating



■ Bannatyne Group founder Duncan Bannatyne

on its city locations. Of Virgin's 45 UK clubs, 33 are in London.

"We confirm the sale of Virgin Active Humberston to Bannatyne is effective from 31 August 2017," said a spokesperson for Virgin Active. "All members will automatically be transferred to Bannatyne."

[More: http://lei.sr?a=T3j5t\\_0](http://lei.sr?a=T3j5t_0)

FITNESS TECH

## Fitness First Asia partners Wexer for digital membership

Fitness First Asia has launched a digital membership for both members and non-members in a bid to broaden the reach of its brand and inspire people to stay active.

Working in partnership with fit-tech company Wexer, the digital membership is delivered through the CustomFit app, Fitness First's version of the Wexer Mobile app. The Wexer app was created as a white label solution for operators to extend their reach beyond the four walls of the gym.

The CustomFit app allows Fitness First to live-stream



■ The digital membership is delivered through the CustomFitApp, a version of Wexer Mobile app



**We want members who can't make the gym to stay on track**

Simon Flint

group fitness classes from its clubs, direct to users wherever they are, and provide a library of hundreds of on-demand virtual classes.

Simon Flint, CEO of Evolution Wellness – the parent company for Fitness First Asia – said: "There may be occasions where members can't make it to the gym, so we want to provide tools which will allow them to stay on track."

[More: http://lei.sr?a=q2n9n\\_0](http://lei.sr?a=q2n9n_0)

**People who *think* they're exercising more live longer**

Believing you're doing more exercise than your peers can significantly increase your lifespan according to researchers.

People who think they're less active than others their age die younger than those who believe they're more active – even if their activity levels are the same – according to research by Stanford academics Octavia Zahrt and Alia Crum, published in *Health Psychology* magazine.

"Our findings fall in line with research suggesting mindset plays a crucial role in health," explained Crum.

[More: http://lei.sr?a=V4b7e](http://lei.sr?a=V4b7e)

## FRANCHISES

### truGym team launches HIIT concept

The team behind family-run gym operator truGym has launched a 1,600sq ft (149sq m) HIIT (high-intensity interval training) boutique studio in Bromley, Kent, with plans for eight sites in London by the end of the year.

truIntensity is targeted at 20-40 year-olds and incorporates eight stations with different exercises based on the workout of the day. Functional workouts include Wheels of Steel, Quarter Back, Condition-X, Big 3, Hit or Miss and Super Torso.

Members can have personal classes or group sessions of up to 20 people, with a monthly

membership costing £60 (US\$77.10, €65.80). The Bromley club has sold more than 750 memberships in its first three weeks.

truIntensity was created as a sister company to truGym, which boasts 12 health clubs across the UK.

Future truIntensity studios will be approximately 175-300sq m (1,884-3,229sq ft) on one floor and "ideally close to residential, retail or main transport locations" with good visibility for both pedestrians and traffic.

Parm Singh, founder of truGym, said: "TruIntensity is taking the industry by storm."

"Our target is 25 sites by the end of 2018."

[More: http://lei.sr?a=J8M6t\\_0](http://lei.sr?a=J8M6t_0)



■ truIntensity is targeted at 20-40-year-olds



**Our target is 25 sites by the end of 2018**

Parm Singh

## RETENTION

### Report: fewer people willing to use leisure centres



**This is surprising, given the investment made in public sector facilities**

Mike Hill

Outdoor activities and budget gyms have possibly led to fewer people willing to use local leisure centres, according to the latest *Health and Fitness Omnibus Survey* (HAFOS) 2016 report.

While the desire to keep fit and the proportion of people exercising appear to have risen since 2012, the trend in willingness to use local leisure centres has dropped.

More than a third of the 2,309 respondents surveyed (39 per cent) said they would consider using a leisure centre - 13 per cent



■ Outdoor fitness may have impacted behaviours

lower than the 52 per cent who made the same claim in 2012.

Mike Hill, director of Leisure-net Solutions, which published the report, said: "This is surprising, given the investment that has been made in many local public sector facilities."

[More: http://lei.sr?a=t8z6u\\_0](http://lei.sr?a=t8z6u_0)





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## STADIUMS

### £70m stadium planned for Hastings

Non-league football club Hastings United is to press ahead with an ambitious stadium development, which will include a gym and new housing for the area.

Funding for the project has already been secured and a planning application is now likely to be submitted to Hastings Borough Council at the start of 2018.

If it is approved, the stadium and surrounding facilities should be built in time for the 2019/20 season.

As well as new facilities for Hastings United, a cricket pavilion will be constructed for Hastings and St Leonard's Priory Cricket Club, as well as a new pitch for the South Saxons Hockey Club.

The football stadium will include conferencing and banqueting rooms, classrooms and a sports bar.

A gym and sports hall will be built to be the catalyst for "healthy living schemes".

Overall, £70m will be spent on the project, with £58m on new housing, built by Keepmoat Homes, and £12m on sports facilities.

"The club has the drive and determination to move forward and play at a much higher level.

"We have great fans and there is no reason why we cannot head towards the Football League in the next 7-10 years," said football club director David Nessling.

[More: http://lei.sr?a=E7h4m](http://lei.sr?a=E7h4m)



■ The sports development will cost £12m



“  
**There's no reason we cannot head towards the Football League**

David Nessling

## SPONSORSHIP

### Liverpool named UK's 'Greatest Sporting City'



**Sport is a tool to change lives – and Liverpool 2022 will do exactly this**

Joe Anderson

Liverpool has been named as the UK's 'Greatest Sporting City', giving a boost to its campaign to host the 2022 Commonwealth Games.

A research project carried out by sports media company ESPN and the University of Bath found that Liverpool was highly regarded in terms of atmosphere, venues, community, choice and history.

Its sporting achievement, principally the success of Liverpool FC and Everton FC, contributed to the award.

Manchester, which will host some events if Liverpool is successful in



■ Liverpool's football clubs contributed to the win

its bid, was named second while Liverpool's rival bidder for the Games, Birmingham, came 11th.

Liverpool Mayor Joe Anderson said: "Sport is a tool to change the lives of many, and we believe that Liverpool 2022 will do exactly this."

[More: http://lei.sr?a=U5Y4d](http://lei.sr?a=U5Y4d)



MAJOR EVENTS

## FA prepares bid for women's 2021 UEFA Championships



**The performances this summer gave the country great pride**

Martin Glenn

The English Football Association (FA) is planning to swoop for the 2021 UEFA European Women's Championship as part of its strategy to grow the female game.

Plans to double the female participation rate put forward by the FA in March were followed by a stellar performance by the England women's team in the 2017 European Championships when they reached the semi-final stage.

The match against the eventual champions the Netherlands garnered four million viewers for Channel 4.



■ England reached the semi-finals this summer

Martin Glenn, the FA's chief executive, said: "The Lionesses' performance at the Euros this summer gave the country great pride.

"It also showed the significant impact that hosting a major European tournament can have on growing and developing women's football."

[More: http://lei.sr?a=J7G6b](http://lei.sr?a=J7G6b)

SUSTAINABILITY

## Emirates is first Premier League stadium to go 'green'

Arsenal Football Club's Emirates Stadium has become the first Premier League football venue to use 100 per cent renewable energy.

The club has teamed up with renewable specialist Octopus Energy, which has a network of solar farms, saving 2.3 million kilograms of carbon dioxide per year.

Emirates Stadium now has a recycled water supply, while all food waste is sent to an anaerobic digestion plant where it is turned into more energy for the club.

Ivan Gazidis, Arsenal FC chief executive, said:



■ The Emirates Stadium has switched to green energy



**Green energy is now at a tipping point**

Greg Jackson

"It's important we all take steps in this area and I am pleased that we have switched to green energy."

"Green energy is at a tipping point," added Octopus chief executive Greg Jackson.

"The technology to create electricity from renewable sources is now so efficient, that we can offer 'green' energy to our customers that is cheaper than many 'non green' tariffs."

[More: http://lei.sr?a=Q6P8K](http://lei.sr?a=Q6P8K)

## UK leads on international federation of parkour

Parkour UK, the newly-recognised governing body for the sport in Britain, has become a founding member of a new international federation. Parkour Earth has been established to demonstrate "common unity and purpose" within the "international parkour community".

Eugene Minogue, CEO of Parkour UK, has been appointed as Parkour Earth's interim chief executive to head up a transitional board.

Earlier this year, parkour was officially recognised by the government as a sport.

[More: http://lei.sr?a=G5u4N](http://lei.sr?a=G5u4N)





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# Active iQ

## Qualifications or attitude?

**W**hat's more important: qualifications or attitude? Looking at the way our sector recruits, you'd be tempted to say qualifications, which is why we invest so much time and money in improving them.

Many companies, however, recruit on attitude and train for skills, believing that it's more important for staff to share the values of their organisation than to have a string of qualifications.

### Do we know what we want?

Until now, the attitude and behaviour element has largely eluded us. Why? In truth, we've struggled to even identify the attitude and behaviours we want our workforce to possess, let alone capture them in the way we organise and drive the recruitment process. But all that is set to change.

### Getting together

Aware of the challenge, employers asked us – their chartered institute – for help. CIMSPA's first step was to bring together leading bodies which have been examining or are researching the role of behaviour and attitude in their organisations.



■ CIMSPA wants operators to develop hiring tools to ensure staff have the right skills and attitudes

The group gathered for a day's workshop led by training and consulting company Sport and Beyond.

Sitting around the table with CIMSPA were Sport England, Sports Leaders UK, UK Coaching, Swim England, Street Games, Fusion Lifestyle and the English Federation of Disability Sport.

Together we identified the behaviours we want our staff to display. We then developed these into a group of descriptors that will enable us to assess a person's suitability for a role.

Our next step is to work with employers to develop a sector-wide behaviour matrix that can inform standards and help to shape recruitment going forward. It's a game-changer for our sector.

### Combined skills

By recruiting on attitude and behaviour in addition to skills, not only will we be able to attract the right people who are truly aligned to the ambitions of our sector, but we will also be able to retain them for longer. I truly believe that this is what will take our industry from good to great. ●



■ Tara Dillion, chief executive of CIMSPA



We'll work with employers to develop a sector-wide behaviour matrix to help shape recruitment. It's a game changer for our sector



## REDEVELOPMENT

### Lanserhof acquires Grayshott Spa

The historic Grayshott Spa in Surrey has been acquired by Austria-based health and medical resort specialists the Lanserhof Group.

The family-run Lanserhof, which owns spas in Austria and Germany, has teamed up with real estate agency London and Regional Properties (L&RP) to purchase Grayshott as part of a joint venture.

No financials have been revealed for the deal, but both Lanserhof and L&RP will acquire a 50 per cent stake in the business.

With 59 rooms and 36 treatment rooms, Grayshott spa already offers health-based wellness programmes – ranging

from those targeting the digestive system, weight loss and regeneration following injuries or illnesses.

Following the deal, Grayshott Health Spa will continue to operate under its old name. Lanserhof Group plans, however, to refurbish and focus on the spa's medical wellness offering.

Dr Christian Harisch, managing director of Lanserhof Group, said: "We've found the ideal partner with L&RP.

"We would like to supplement the existing Grayshott Health Spa offer and develop it as the first address for FX Mayr medicine in England."

[More: http://lei.sr?a=z7u3c](http://lei.sr?a=z7u3c)



■ Lanserhof and L&RP each hold a 50 per cent stake in Grayshott



**We've found the ideal partner in L&RP**

Dr Christian Harisch

## NEW SPA

### Leisure centre operators embracing spa trend



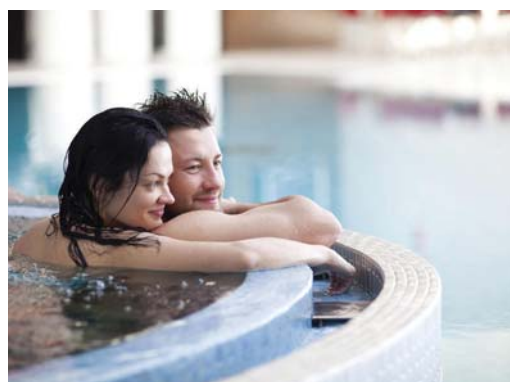
**There's been a shift towards holistic wellbeing**

Duncan Jefford

An increasing number of local authority-owned leisure centres are being upgraded with spa facilities, as operators embrace the emerging trend to provide members with a wellness offering.

Leisure operators and suppliers, such as Everyone Active, Malling Leisure Trust, Sentinel Leisure Trust and Pulse Group among others, have identified that council partners are increasingly expressing an interest in spa and wellness facilities.

Everyone Active, which operates eight spas across its 150 leisure centres, is attempting to close the gap between



■ A number of centres are introducing spa facilities

private and public sector facilities by growing its premium spa brand.

Duncan Jefford, Everyone Active regional director, said: "There has been a consumer shift towards holistic wellbeing, and including spas in the facility mix reflects this."

[More: http://lei.sr?a=d2N3j](http://lei.sr?a=d2N3j)



**EVENTS**

## Luxury spa refused planning for major development



**The development at Lighthouse remains an exciting project**

Peter Murphy

One of the UK's biggest destination spas, the Lifehouse Spa and Hotel in the village of Thorpe-le-Soken, Essex, has had expansion plans scuppered by local planners.

The owners of Lifehouse – Castle Hotel Management Company (CHMC) – had conceived an ambitious expansion plan to add residential and commercial real estate to the property, which sits on an expansive site.

A planning application was made last autumn for a development of 50 holiday apartments, 200 new homes, 92 assisted living properties



■ Lifehouse could appeal against the planning decision

and a number of business units. A further £3m investment in the spa and hotel was also proposed.

Peter Murphy, CEO and co-owner at CHMC, said: "The development at Lighthouse remains an exciting and ambitious project, which could bring a great many benefits to the whole surrounding community."

[More: http://lei.sr?a=T5s6X](http://lei.sr?a=T5s6X)

**FACILITIES**

## Historic mill could become luxury boutique spa hotel

A new spa and hotel could be developed in the village of Chipping, in the Forest of Bowland.

Kirk Mill, with its 11-acres (4.5-hectare) of land and mill pond is on the market with Savills.

The building has full planning consent for redevelopment as a 60-bed hotel and spa, with additional facilities, including restaurants, a trailhead centre, kids' club and wedding venue.

Discussing the potential for the Kirk Mill site, hotels director at Savills Tom Cunningham said: "This is an excellent opportunity



**This is an opportunity to acquire a significant hotel opportunity**

Tom Cunningham

to acquire a significant hotel opportunity in an area with a strong tourist and leisure trade.

The development will sit at the heart of the wider Kirk Mill conservation area.

"Many of the original features of the 18th century mill at the heart of the site have been maintained which will create a real point of difference."

[More: http://lei.sr?a=h8K6G](http://lei.sr?a=h8K6G)

## ACQUISITIONS

### Henderson Park buys into UK market

European real estate investment platform

Henderson Park has acquired two Hilton-operated hotels in London and Birmingham – signalling the group's entry to the rapidly-growing UK hotel market.

The deal, believed to be worth around £500m, will see Henderson Park take control of two of the UK's largest hotels.

The Hilton London Metropole is the capital's second largest hotel by room count and one of Hilton's flagship hotels, housing 1,059 bedrooms and 42 conference and meeting rooms.

The 790-bedroom Hilton Birmingham Metropole is the UK's largest hotel outside

of London and the UK's largest conference hotel by delegate capacity, with 33 banquet and meeting rooms for up to 2,000 delegates.

Henderson Park acquired the hotels from Tonstate Group, which bought them in 2006 for £417m.

Henderson Park was formed by former Goldman Sachs executive Nick Weber last year.

he said: "We've acquired two of the UK's largest hotels and are thrilled to mark our entry to the UK hotels market. The additions to our portfolio provide us with assets of substantial scale and pre-eminence in prime locations."

[More: http://lei.sr?a=g4G5q](http://lei.sr?a=g4G5q)



■ The deal is believed to be worth around £500m



**The hotels will provide us with assets of substantial scale**

Nick Weber

## REDEVELOPMENT

### Weak pound helps to increase in room revenue for UK hotels



**The hotel sector is adapting to customer demand**

Russell Kett

A weaker pound and a number of high-profile events has contributed to UK hotels experiencing increased revenue per available room in the first six months of 2017.

London experienced an 8 per cent uplift as international visitors took advantage of the weak pound following Britain's decision to exit the European Union last June.

According to hotel consultancy HVS, 7,500 new hotel bedrooms opened across the country during H1 2017 – the highest number since 2012. The growth was driven



■ London experienced an 8 per cent uplift

by a number of independent and boutique hotels launching.

Russell Kett, chair of HVS, said: "This activity confirms that the hotel sector is adapting to customer demand and the need to stay ahead of the game by offering something on-trend and edgy."

[More: http://lei.sr?a=7J4k9](http://lei.sr?a=7J4k9)



## CAMPAIGN

# European visitors targeted with new app

Interactive video technology will allow holidaymakers to create their own personalised digital itineraries when visiting the English coastline.

As part of the England's Coast project, visitors will be able to use the technology to select the areas of coastline they wish to visit, as well as destinations, retailers and attractions.

The app can also be used to book accommodation, activities and attractions, and specifically targets German, Dutch and French visitors.

England's Coast has been led by the National Coastal Tourism Academy (NCTA) after the body received a £1m grant from VisitEngland's

Discover England Fund.

The fund, which will be distributed over a two-year period, has been 40 per cent match-funded by the NCTA and its partners from the public and private sector.

John Glen, the minister for arts, heritage and tourism, said England's Coast was a "great example of how technology can be used to target key markets."

VisitEngland chief executive Sally Balcombe added: "England's Coast will develop and connect the coast, extend the season and target European markets, getting more people out exploring everything our coastline has to offer."

[More: http://lei.sr?a=n4d8E](http://lei.sr?a=n4d8E)



■ The app can be used to get information about coastal visits



**It's a great way of using technology to target key market**

John Glen

## STATISTICS

# China of "increasing importance" to UK tourism



**The UK is offering great value for Chinese travellers**

Sally Balcombe

Around 250,000 holidaymakers from China spent more than £1bn in the UK last year, marking the increased importance of the country to the UK's tourism market.

According to figures released by VisitBritain, the number of Chinese visitors to the UK hit a record high in 2016, in terms of hotel nights spent in the country.

There is still plenty of space for growth too. While the Chinese outbound market is booming, China currently only ranks as the 24th largest inbound source market for the UK.



■ A record number of Chinese visited the UK in 2016

"The UK is offering great value for Chinese travellers at the moment," said VisitBritain CEO, Sally Balcombe.

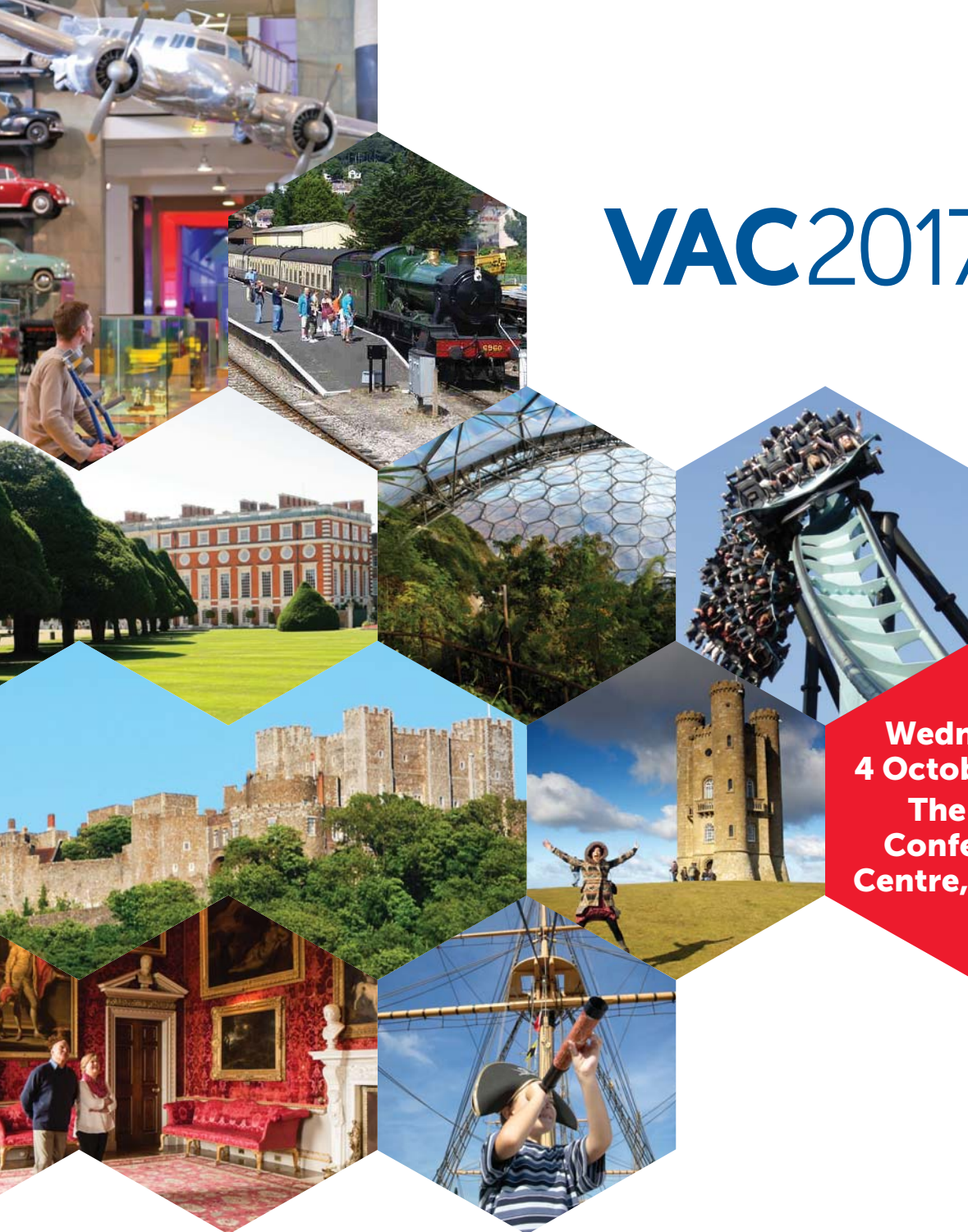
"By showcasing the diversity of incredible experiences across our nations and regions, we want to attract even more Chinese travellers."

[More: http://lei.sr?a=g2S4C](http://lei.sr?a=g2S4C)





# VAC2017



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## THEME PARK

### Expansion for Legoland Windsor on the cards

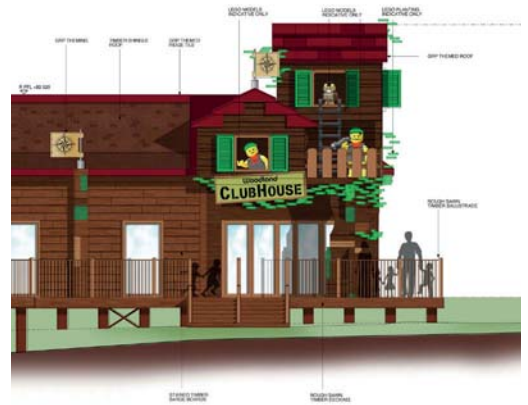


**We're excited by the long term underlying growth prospects**

Nick Varney

Merlin Entertainments is planning a grand expansion of Legoland Windsor, after the operator filed a planning application to include new attractions and accommodation as part of an eight-year masterplan to develop the visitor attraction.

The application is split into eight separate projects, with work to be carried out through to 2024. Merlin is seeking full planning permission for the first four projects, with outline planning permission sought for the final four. The expansion will increase the size of the park by 450,000sq m (4.8m sq ft).



■ The application is split into eight separate projects

"We are excited by the long term underlying growth prospects in our market and have the strategy in place to exploit these," said Merlin chief executive Nick Varney.

"We are on track to meet our 2020 milestone targets, supported by progress made on our pipeline projects."

[More: http://lei.sr?a=g6H3F](http://lei.sr?a=g6H3F)

## RIDE SAFETY

### UK rides reopen after US death on similar attraction

A number of rides at theme parks in the UK have reopened after being shut down by the Health and Safety Executive (HSE) following an accident on a similar attraction in the US which left one dead and seven injured.

Eighteen-year-old Tyler Jarrell died at the Ohio State Fair on 26 July after being thrown into the air by the Fire Ball spinning pendulum ride, which broke apart while in operation.

The HSE confirmed in a statement that five similar KMG Afterburner rides in the UK were subject to a



■ Lightwater Valley was forced to close its Eagle's Claw following the accident in the US



PHOTO: NICK BUTHER



**The manufacturers told us how to make the ride safe**

Adam Noble

prohibition enforcement notice, meaning that they were taken out of operation.

One of the rides closed as a result of the notice was at Pleasurewood Hills in East Anglia.

The park's general manager Adam Noble said: "The manufacturers inspected the ride in America and shared with us the instructions as to what we needed to change to make sure the ride was safe."

[More: http://lei.sr?a=m5z8y](http://lei.sr?a=m5z8y)

### Bulmers Cider plans €1.8m visitor centre in Clonmel, Ireland

Irish cider giant the C&C group has announced plans to build a €1.8m (£1.6m, US\$2.1m) visitor centre dedicated to its Bulmers brand.

To be located in Clonmel, Ireland, the centre will feature a living experience where visitors will be able to follow an apple's journey through the various stages of cider production. During the experience, they will also get to visit the coopers' room where barrels are built and repaired.

The development is part of a larger €5m tourism scheme for Clonmel.

[More: http://lei.sr?a=t6a6W](http://lei.sr?a=t6a6W)



## DESIGN

# Architects wHY to design Ross Pavilion

An international design team led by US architects wHY have won the international competition to design the £25m Ross Pavilion and West Princes Street Gardens project in Edinburgh.

The Ross Development Trust together with the City of Edinburgh Council are replacing a bandstand on the site, which has fallen into disrepair, with a new visitor centre, café and flexible platform for cultural programming. The surrounding landscape is also being improved.

Competition organisers Malcolm Reading Consultants led the five-month search for a design team to take the

project forward. In total, there were 125 first-stage submissions. Seven studios were shortlisted, including BIG, Adjaye Associates and William Matthews Associates with Sou Fujimoto Architects, who have been awarded a special commendation by the jury for their proposal.

"wHY is built around an ecology of disciplines, the convergence of ideas," said Kulapat Yantrasast, founder of wHY. "The Ross Pavilion and West Princes Street Gardens represent this convergence and this was the perfect ground to further our approach to design."

[More: http://lei.sr?a=q8F4b](http://lei.sr?a=q8F4b)



■ wHY's competition-winning design proposal



**This was the perfect project to further our approach to design**

Kulapat Yantrasast

## PLANNING

# London's Garden Bridge project formally scrapped



**We haven't been able to make the dream a reality**

Lord Mervyn Davies

The Garden Bridge Trust, the charity established to build and run the proposed Garden Bridge in central London, has today (14 August) announced that it will be finally winding up the project.

The decision, which brings an end to one of the city's most protracted development sagas, has been made with the Trust unable to find alternative funding for the scheme, following the decision by London mayor Sadiq Khan in April to scrap any mayoral financial guarantees. After receiving a damning independent report on the



■ The decision to scrap the bridge brings an end to one of the city's most protracted development sagas

project, Khan said a significant funding shortfall meant the project represented too much risk to the taxpayer.

"We're sad that we have not been able to make the dream of the Garden Bridge a reality," said Lord Mervyn Davies, chair of the Garden Bridge Trust.

[More: http://lei.sr?a=W2P7w](http://lei.sr?a=W2P7w)



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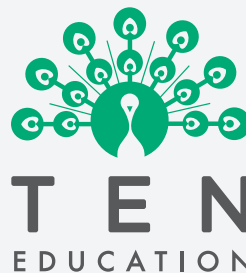
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Ross Snipp MSc, Flamingo Land Deputy Executive  
 Vice-Chair of BIAZA living Collections Committee





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**#MOVEBETTER**



# leisure opps

## MY CAREER

Leisure industry professionals share how they got to where they are today

### Ian Cook

REGIONAL CONTRACT MANAGER

Everyone Active

Everyone Active

I realised I had a passion for helping people to get physically active and healthy.

Ian Cook joined Everyone Active in 2005 as a fitness manager at Fareham Leisure Centre before working his way up to regional contract manager for the south east.



longer the manager at Fareham, it's great to see that the centre is still performing to a very high standard and went on to win this award again in 2011. The centre has also gone on to retain 'Outstanding' in Quest a further three times, no other site has ever been able to achieve this."

### Tell us about your career

"I joined the leisure industry back in 1990, starting out as a lifeguard. 27 years later I'm still working in an industry that I have a total passion for. I joined Everyone Active in 2005 as a fitness manager at Fareham Leisure Centre, and worked my way up to become general manager, before progressing to contract manager for Fareham. I then became area contract manager for the south east before being promoted to my current position of regional contract manager in 2016.

### What drew you to the leisure industry?

"I've always enjoyed team sports, which led me to working in leisure, luckily I loved it. I realised I had a passion for helping people get physically active and healthy, so the journey continued. As I progressed, I also discovered an affinity for the commercial and service aspects of our business and overcoming the challenges they bring. Fortunately, it's very simple, more people getting active the better your bottom line looks."

### Proud moments

"The proudest moment of my career was back in 2009 as the general manager at Fareham Leisure Centre, we won 'Leisure Centre of the Year' at the ukactive Flame awards and also became the first leisure centre in the country to achieve 'Outstanding' from Quest. Even though I am no

### Careers advice

"The best piece of careers advice I've been given is follow a route that you're passionate about and not where the short-term financial reward comes from. Someone once told me to think wisely about the company you're working for as they hold the key to your future. If they are constantly on the move, forward thinking and fun to work for, that allows you to grow with them. I thoroughly enjoy working for Everyone Active and I'm really looking forward to the challenges ahead."

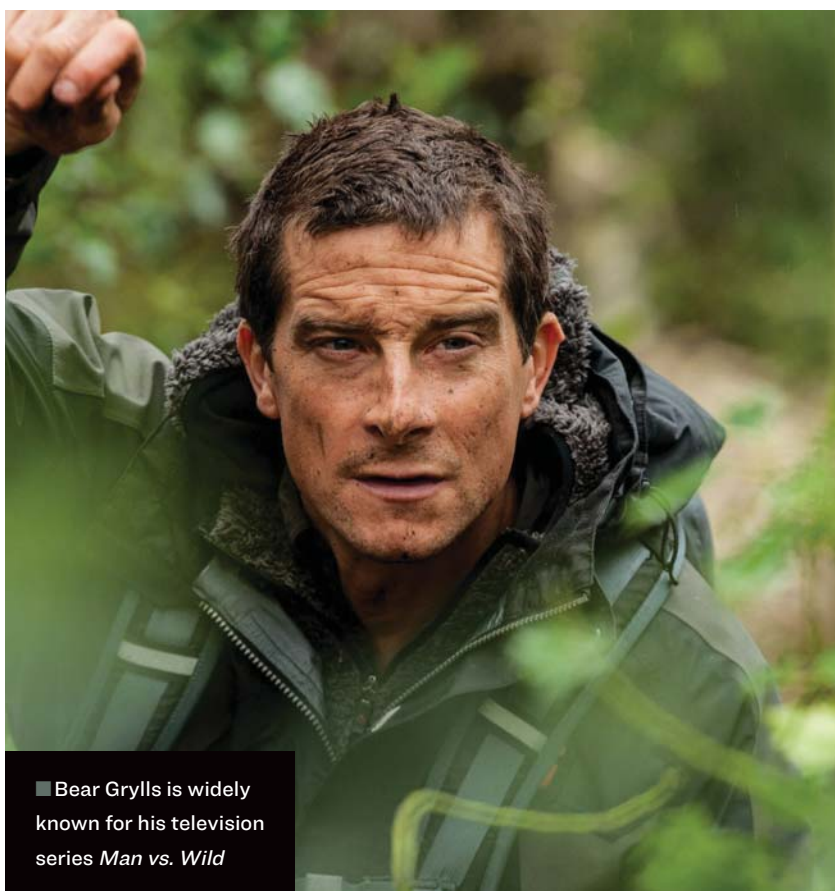


■ Ian started his career as a lifeguard on a YTS



# The Bear Necessities

Bear Grylls – the world's most recognisable face of survival and adventure – launches the kid-friendly Bear Grylls Survival Academy at ZSL Whipsnade Zoo



■ Bear Grylls is widely known for his television series *Man vs. Wild*

**A**dventure survivalist Bear Grylls and ZSL Whipsnade Zoo in Bedfordshire, UK, have teamed up to bring a brand new summer academy for kids, designed to put their survival skills to the test.

The academy, which opened on 29 July and runs through to 3 September, gets visitors can take on a number of Bear Grylls-inspired challenges and activities, including tackling an assault course, learning how to build shelters and testing their wildlife knowledge.

“This is all about unleashing the inner explorer and the inner adventurer in you,” said Grylls.

“You’re going to learn incredible survival skills, you’re going to get muddy, you’re going to be challenged and maybe a little bit scared at times. But, at the end of it, you’re going to be bigger, better, stronger, and you’re going to know how to survive, when the chips are really down.

“I challenge you to go for it, get outdoors, embrace the adventure and come along for the ride.”

Foods that could be sourced in the wild, including fruits, herbs and mealworms, will be available to sample for the most adventurous of visitors. Children will also be taught how to track animals, while zoo conservationists will teach them some tips on studying animal behaviour.

“This is all about unleashing the inner explorer and the inner adventurer in you”





■ An assault course for kids is among the activities on offer

## “The skills and techniques visitors will try at this event are the same as those used by Bear Grylls out in the wild”

As part of the partnership, daily talks from Bear Grylls Survival Academy instructors will educate visitors on how animals, and humans, can survive in the harshest conditions in the wild, with the talks including live challenges for guests to try to complete.

“There is a whole host of fun and interactive activities for visitors to get stuck into, from learning how to tie life-saving knots and camouflaging themselves to eating bugs,” said Victoria Sage, events manager at ZSL Whipsnade Zoo.

“The skills and techniques visitors will try at this event are the same as those used by Bear Grylls out in the wild.

“To be the first place in the UK to host the Bear Grylls Wild Survival Academy experience for the five-week summer holidays is hugely exciting, and we’re sure visitors will love it. What’s more, the whole event is included in the standard Zoo entry ticket price.” ●



■ The survival academy caters to children and gives them a safe, fun way to learn the special skills used by Bear Grylls in the wild with bespoke activities





We're delighted to help provide adults in and around the area with opportunities and skills they need to take the first step towards a fruitful career

Greg Baker, head of the Saints Foundation



## Tackling the Big Issue

Premier League football club Southampton FC have given Big Issue vendors the opportunity to work at the club as part of a new employment scheme



■ Big Issue vendor Lee with Southampton FC wide midfielder and England star Nathan Redmond

Vendors of The Big Issue magazine – traditionally sold by the homeless – will be given the chance to work for Southampton Football Club as part of a new initiative.

The Premier League football club has enrolled local vendors on an eight-week employability programme, run by its Saints Foundation, to upskill them and get them ready for work.

When they complete the course the vendors will then be encouraged to apply for long-term appointments with Southampton FC.

Improving the lives of vulnerable local adults is a key part of the work done by the Saints Foundation.

Last year, the Southampton's chair Ralph Krueger told *Sports Management* about the club's extensive outreach programme,



■ A special edition of The Big Issue was published to mark the initiative



We hope to see fans and residents alike get involved in the campaign to support local Big Issue vendors

which includes donating kits to children living in deprived boroughs and working with local people in drug rehabilitation centres.

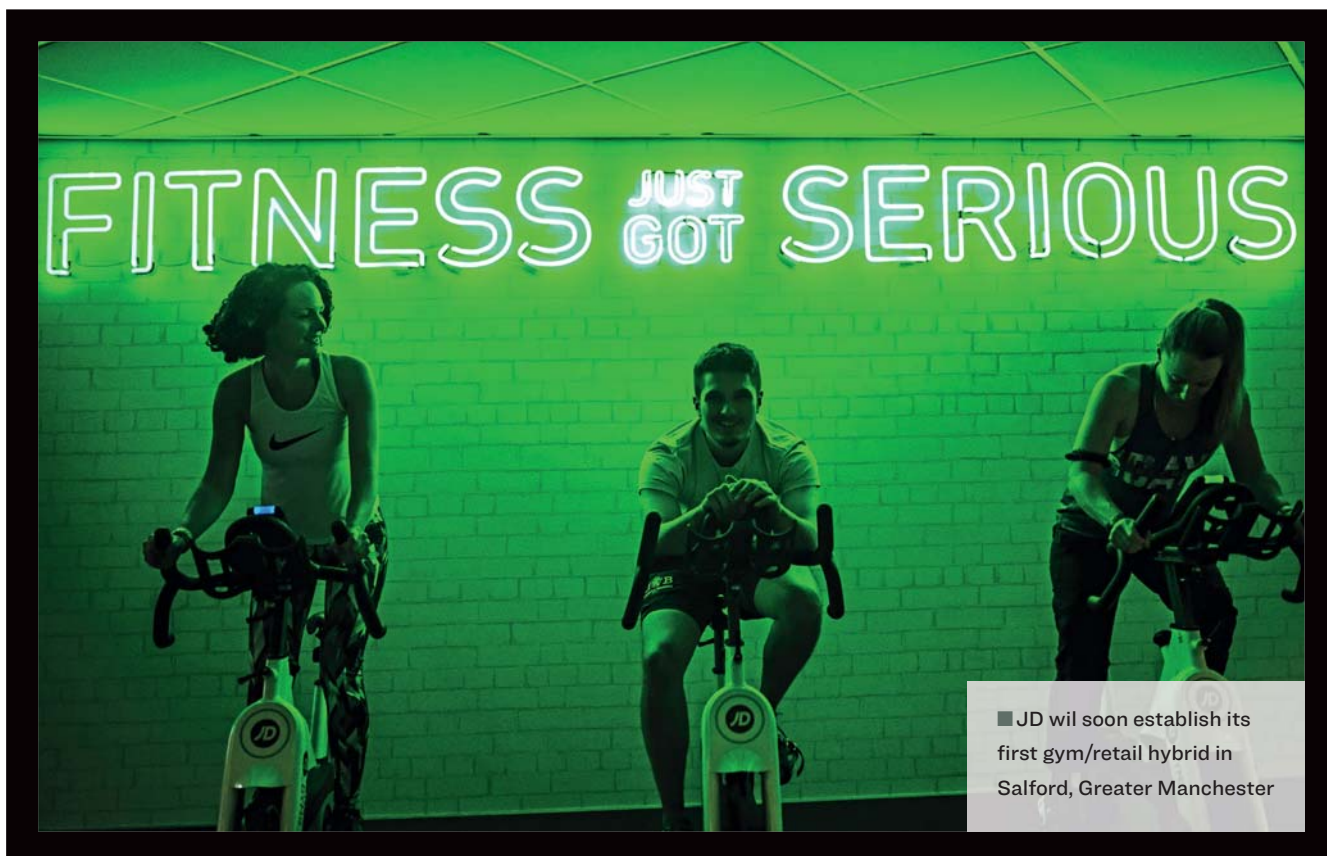
Greg Baker, head of the Saints Foundation, said the club was keen to “drive further positive change among our community”.

He added: “We’re delighted to help provide adults in and around the area with opportunities and skills they need to take the first step towards a fruitful career – whether that be with Southampton FC or elsewhere – and we hope to see fans and residents alike get involved in the campaign to support local Big Issue vendors.”

As part of the campaign, a special Southampton FC edition of The Big Issue was sold in the run-up to the club’s first Premier League match of the season on 12 August.” ●



■ Matchday programmes for Southampton vs Swansea on the opening day of the Premier League season were sold by Big Issue vendors as part of the employment scheme



## JD's hybrid health clubs

JD is preparing to launch a new gym/retail hybrid in Salford, and is planning 12 more sites in 2018



■ Managing director Alun Peacock said JD Gym's wouldn't compromise quality by rolling out too quickly

**J**D Gyms is close to establishing its first combined retail and fitness site in Salford, and is aiming to open another 12 gyms over the course of 2018.

Salford will be the operator's 11th site. Launching in

September, the location will house JD's traditional offering of a sports store with its growing health and fitness portfolio.

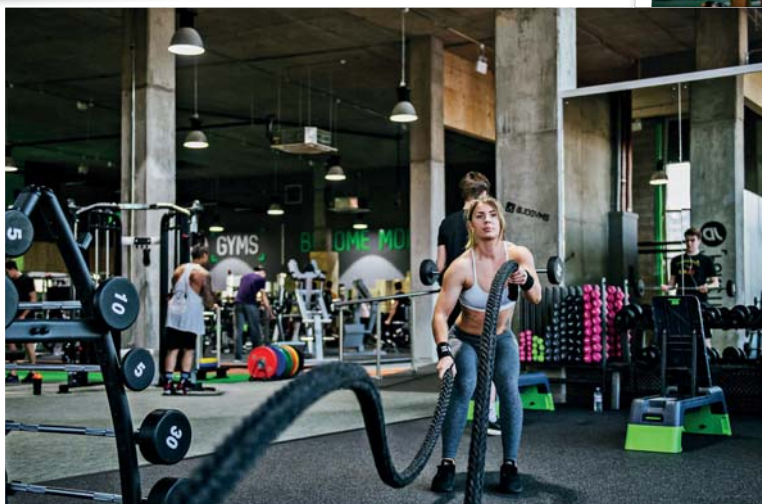
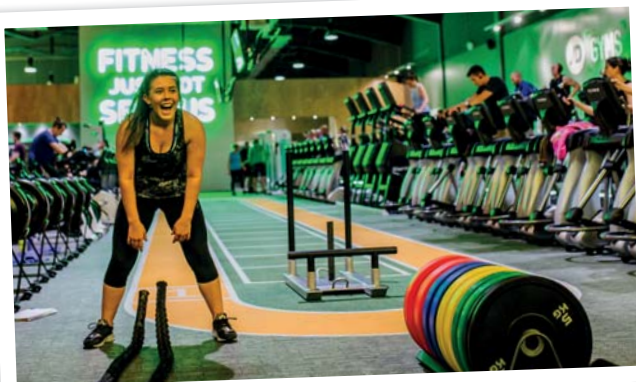
However, managing director Alun Peacock said the plan had more to do with the design of the site.

He told *Health Club Management*:

"I'd love to be able to tell you it's some strategic move beyond that, but very simply, we found a space that works for JD from a retail perspective and works for JD Gyms from a gym perspective.

"That's quite unusual, as our requirements are generally very different, so this is by no means the start of a widescale rollout of a retail/gym hybrid. We'd look to do it again if another opportunity came along that worked for both, but it isn't a priority within our rollout."





■ JD is expected to have 16 sites up and running by the end of 2017, with a further 10-12 launching over the following 12 months

Peacock expects JD to have 16 sites up and running by the end of 2017, with a further 10-12 launching through 2018.

He said there was an “appetite to grow faster” and the resources to spend £1.5m–£2m to fit-out each new site.

But Peacock said that growth would be facilitated on sustainable terms, and that the brand’s biggest challenge was not compromising quality by “moving too quickly”.

“There isn’t going to be a race towards a certain number of sites,” he said.

“

There isn’t going to be a race towards a certain number of sites. Quality is more important than quantity for us

“Quality is more important than quantity for us. We will increase the number of openings year-on-year, but we’ll continue to grow in the same way we always have: sensible property deals in locations that offer long-term sustainability for a successful business.” ●

To hear more from JD managing director Alun Peacock, check out the August edition of *Health Club Management*.  
[www.healthclubmanagement.co.uk/digital](http://www.healthclubmanagement.co.uk/digital)

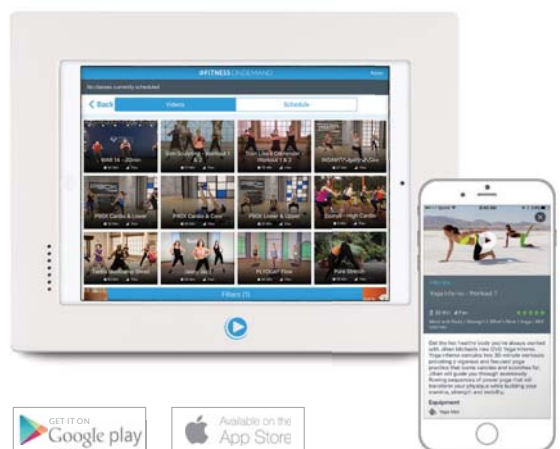




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We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

## Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



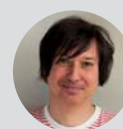
Paul Thorman



Sarah Gibbs



Chris Barnard



Simon Hinksman

Hope to hear from you soon on +44 (0)1462 431385 or email [theteam@leisuremedia.com](mailto:theteam@leisuremedia.com)



## VP, European Sales, Professional Sports & Entertainment

KORE Software is looking for an experienced, flexible, and creative Vice-President, European Sales to continue KORE's MRR growth of 7% month over month. Maintaining and exceeding this target will rely on strong direct sales to professional sports clubs and entertainment enterprises around the European Union.

KORE sells a vertical software-as-a-service (SaaS) solution that enhances a sports or entertainment enterprises' CRM or back-office operations.

### Position Description:

The right woman or man will be responsible for the acquisition of new customers and recurring revenue through direct sales using a structured team sales methodology.

You will be expected to identify new prospects and successfully convert them into long-term satisfied customers. You will discover prospects through a combination of inbound leads, networking and cold calling. A moderate amount of travel would be expected.

### Responsibilities:

- Direct sales activities
- Networking within the professional sports and entertainment industries
- Target list development and management
- Preparing for sales calls, including coordination of the team selling effort
- Creating and delivering sales presentations
- Direct follow-up and managing on-going follow up with prospects

### Indirect sales responsibilities:

- Preparing for and participating in sales meetings
- Participating in business development events
- Assisting with marketing campaigns
- Participating in events to strengthen KORE's key business partner relationships
- Actively managing and increasing the market's awareness of KORE

### Education, Certifications and Experience:

- 5 or more years' experience in SaaS software sales – and/ or - 5 or more year's sales experience in the sports and entertainment industries.
- Must have prior experience selling with an average contract value over 100K
- Professional, assertive, and skilled in forming new relationships in their territory
- Proven presentation, proposal development, and writing skills

- Proven record of exceeding quota
- Prior experience using a CRM system to manage a pipeline preferred
- Must be willing to work closely with other KORE sales teams

### Profile for Success:

- Professional demeanor
- Excellent written, oral and interpersonal communication skills
- Entrepreneurial attitude: self-motivated, self-directed
- Flexibility: task assignment, priorities, work environment
- Open minded, desire to learn
- Quick thinker, creative problem solver
- Willingness to travel
- Detail oriented, strong analytical, numerical, planning and reasoning abilities
- Ability to work independently and on a team

### Benefits include:

- Competitive medical insurance plan
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- Reasonable base salary, with a high-leverage commission
- Opportunity to attend sports and entertainment events around the country

If you believe you have the business savvy, determination, and communication skills to join our team please submit your resume to the email address shown with a cover letter highlighting your skills, experience, and the benefits you can bring to our team.

### About KORE Software

KORE Software is the global leader in sports and entertainment business management solutions. Serving more than 100 Major League teams and 200 collegiate customers worldwide, KORE provides practical tools to harness customer information including their preferences and behaviors, creates valuable insights, and helps teams follow up with powerful action.

The KORE Software product suite includes: Ticketing & Fan Engagement™, Sponsorship™, Suites & Premium™, and Data Warehouse & Analytics™ ("DWA"). For more information please visit [www.KOREsoftware.com](http://www.KOREsoftware.com)

**Apply now: <http://lei.sr?a=j4c9A>**





# Stadium Manager Opportunity

**Falkirk, United Kingdom**  
**Salary: £37,658 - £41,188**



An interesting leadership opportunity is being offered to manage and develop Falkirk Stadium.

**The successful applicant will create and implement the company Business Plan to:**

- Manage and develop stadium programmes
- Deliver a conference and catering service within the Stadium
- Oversee management of The Westfield Cafe, a busy cafe within the Stadium
- Provide support for tenants, including Falkirk Football Club, within the Stadium

Applicants should be experienced Managers familiar with the operation of a busy leisure and catering environment. Experience of relevant legislation and implementation of the same would be an advantage.

The successful applicant will be based at Falkirk Stadium and will be the Lead Manager for all Falkirk Community Stadium Ltd (FCSL) work and will report to the Board of FCSL.

Applications for the position should be made in writing with CV and supporting statement addressed to The Chairman, FCSL by email to Donna Easton.

**For an informal discussion about the role,  
contact Maureen Campbell on 01324 590902**

**Closing Date for applications is Midday Friday 1st September 2017**

**APPLY NOW: <http://lei.sr?a=f7M3i>**



**Forestry Commission**

## Forest Centre Manager

**Forestry Commission**

**£29,401 - £32,486**

**Wendover, United Kingdom**



**This is an enviable opportunity to take the lead at a visitor attraction in a beautiful and unique setting**

**A**t the Forestry Commission, we manage and care for England's public forests. Wendover Woods in the Chilterns is home to one of our forest centres. Around 350,000 visitors every year enjoy a wide range of activities including tree top adventure, cycling and walking. We are about to begin a major £4.5 million capital investment project, spanning everything from a new cafe to improved play facilities. These developments create a significant opportunity to deliver an even bigger, better and more diverse recreation offer. You'll be at the forefront at this exciting time.

As Wendover's first ever dedicated Forest Centre Manager, you'll build a team of Recreation Rangers and Visitor Services staff. Together, you will create a flagship forest centre that visitors consider to be the best around. Setting its direction, you'll drive business growth by identifying all kinds of new opportunities to

deliver more income from better services. You'll make a positive impact supporting the delivery of the capital investment project. Ultimately, you'll be at the heart of a visitor experience that is fun, safe and memorable.

To be equal to the challenge, you'll need proven business management skills. We'll expect you to have managed a successful facility, destination or attraction. There, you've led and managed a skilled team, and taken responsibility for the health and safety of staff, contractors, facilities and services. Dedicated to delivering quality services and achieving great value for money, you are an excellent communicator and an inclusive leader, with a passion for partnership and collaboration.

**Closing date is 1st September 2017**

To apply please visit: <http://lei.sr?a=x7X0u>

## Visitor Services Manager

A Visitor Services Manager is sought who will be responsible for the operational management and development of Raby Estates privately owned visitor attractions; Raby Castle, one of the most beautiful and intact medieval castles in the country and High Force Waterfalls in Upper Teesdale, one of County Durham's most popular tourist attractions.

As a new appointment, this is a key role within the senior management team and is primarily to develop and improve the quality and financial performance of the Visitor Services operation. You will work closely with Lord & Lady Barnard and their CEO.

Candidates need relevant past experience, sound commercial judgement, flexibility in approach, an entrepreneurial outlook, ability to manage people & budgets and to contribute to business development planning.

You will need to develop & implement marketing/PR plans, a special events programme, catering and retail offerings. Effective communication and organisation skills, honesty, a high level of integrity, attention to detail, enthusiasm and a capacity for hard work are also required. Salary & Benefits: Competitive

**Deadline: Friday, 1st September 2017.**



**RABY ESTATES**



**Apply now:**

<http://lei.sr?a=G0i9z>





# Head of Site

**Royal Horticultural Society Garden Wisley**

**Salary: circa £70,000**

**Location: Wisley, United Kingdom**



The Royal Horticultural Society has been the force behind gardening for more than 200 years, and today our aim is to enrich everyone's life through plants and make the UK a greener and more beautiful place. Our Gardens are a key part of this vision, and are amongst the finest in the country, showcasing the best in horticulture, as well as being centres of learning and major visitor destinations.

RHS Garden Wisley is the flagship garden of the RHS, attracting over 1 million visitors a year. The garden is currently going through an exciting change programme of £60m+ capital investment which will create world class welcome buildings, catering facilities and a Centre for Horticultural Science and Learning which will establish RHS Garden Wisley as the premier horticultural visitor destination in the UK.

As of Head of Site you will be responsible for leading a team of site managers and ensuring the smooth operation of the garden, delivering an excellent visitor experience through imaginative delivery of service, interpretation, events and engagement. The position will be both challenging and rewarding and we are looking for an exceptional leader to become the driving force behind continued operational and commercial success of the garden. You will have one eye firmly on the day to day but will be also adept at planning and delivering the future.

## To be successful in the role you will have:

- a motivational leadership style
- a "can do" attitude
- experience in working with visitors in a similar or related environment
- worked within a senior management team on strategic planning
- a wealth of ideas for attracting and delighting visitors of all ages and backgrounds
- a keen interest in horticulture
- experience of working on HLF funded projects would be an advantage

## More information and to apply click:

<http://lei.sr?a=v2M0q>

*No agencies please*

**The closing date for applications is Friday 8 September 2017**





CELTIC MANOR  
HOTELS, RESORTS, CONFERENCES

# SPA THERAPIST

NEWPORT, UNITED KINGDOM

Highly trained ✓ Qualified to NVQ Level 3 ✓ Experienced ✓ Enthusiastic to learn more ✓

If you are magic at massage and fantastic at facials, then you could be for us. We're looking for a Spa Therapist to join our award winning team and spa\*.

The Celtic Manor Resort houses two luxurious spas with 16 gorgeous treatment rooms, offering the latest in therapies with leading products, ready and waiting for you to get your hands on.

When you join the Celtic Manor family, you get some pampering too!

## Celtic Manor Resort family benefits include:

- Very competitive rates of pay, which are reviewed on a regular basis £8.30-£9.58 per hour, depending on experience.
- Attractive commission scheme
- Own in house Celtic College
- 28 holiday days per year
- Free Meals on Duty
- Discounted Leisure Membership
- Childcare Voucher Scheme
- Cycle 2 Work Scheme
- Discounted Room Rates
- Discounted Food & Beverage Rates
- Discounted Spa & Resort Retail
- Discounted On-Site Activities
- Staff Accommodation £459pcm (subject to availability)

\*Voted Readers' Choice Best UK Hotel Spa & Best UK Spa Manager 2015 Spa Traveller awards.

*In line with the requirements of the Asylum & Immigration Act 1996, all applicants must be eligible to live and work in the UK. Documented evidence of the eligibility will be required from candidates as part of the recruitment process.*

*The Celtic Manor Resort is an equal opportunity employer and would welcome interest from applicants of all ages.*



Apply now - <http://lei.sr?a=B5U1K>

# Spa Therapists

bamford

**Location:** Gloucestershire, United Kingdom

**Salary:** £19-21k Depending upon experience



Bamford Haybarn at Daylesford Organic Farm in the Cotswolds is a day spa that nurtures the mind, body and spirit, based around our heartfelt connection with nature. The Haybarn offers: Yoga, Pilates, Meditation Facials and Massages. Offering a relaxing day retreat and a holistic approach to well-being, we provide an environment of calm tranquillity.

An integral member of the Spa team, the Therapist position performs a variety of treatments according to the Bamford Haybarn protocols but is also responsible for creating an environment that is of pure peace and relaxation for all Spa guests. They will be able to read guests and customize treatments based on needs and preferences.

Recognised beauty therapy/massage qualification with previous experience in a luxury spa environment + Therapists – NVQ level 3, CIDESCO, CIBTAC, ITEC – OND or HND, VTCT, City & Guilds

Genuine interest in holistic spa treatments

Ability to work as part of a dedicated and passionate team

Subsidised staff accommodation available in nearby Chipping Norton

Generous staff discount across Daylesford Organic and Bamford brands

Cvs to [katherine.pye@bamford.co.uk](mailto:katherine.pye@bamford.co.uk)  
<http://lei.sr?a=j4S2A>





**University of Brighton**

# Sport Participation Officer

**Eastbourne, United Kingdom**

**£21,843 to £24,565 pa**

Expand your knowledge of co-ordinating sport events and developing new initiatives at our university, where sport participation opportunities are continually evolving - last year's social and recreational sports development programme 'Parklife' engaged with approximately 9000 staff and students (<http://www.parklifeplay.co.uk/>).

Based at our Eastbourne campus whilst working across all our sites, you will specifically be involved in organising and promoting sport programmes, aiming to increase participation levels within the University community. You will also be responsible for implementing systems to ensure that the University's duty of care for those participating in our sporting activities meets and where possible exceeds best practice.

Knowledge of sports development, participation and evaluation is essential to success in the role whilst effective communication skills to

liaise with professional sport services and external agencies, experience of managing volunteers and knowledge of the organisation and administration of sport will also be key requirements. A clean driving licence is required as the role requires regular transportation of sport equipment to other sites. In addition, there is a requirement to work some unsociable hours.

Please note that this is a fixed-term contract until 30 June 2018.

Working at the university has an attractive range of benefits including use of our wide range of sporting facilities. You can find more information in the Working here section of our website which includes information on Equality, diversity and inclusion and Benefits and facilities.

**Closing Date:**  
**Thursday 24 August 2017**  
**Interview Date: Tuesday 12**  
**September 2017**

**APPLY NOW:**  
**<http://lei.sr?a=8f4F4>**

## Hull Culture & Leisure Ltd

is seeking two exceptional individuals to join the Leisure Services Team. We are the biggest leisure provider in the City, managing Hull's public leisure centres, sports facilities and parks. If you are looking for your next challenge, this is an exciting opportunity to make your mark and help to transform and develop what we do. We offer a city centre office base and generous staff terms and conditions package.



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## Leisure Marketing Manager

**Ref: HCL077**

**Salary: £30,785 - £33,437**

## Projects Delivery Officer

**Ref: HCL068**

**Salary: £17,072 - £18,070**

**For more information and to apply please visit:  
[www.hcandl.co.uk](http://www.hcandl.co.uk) or call Alastair Wood on:  
01482 614327.**

**The deadline for applications:  
Friday 8 September.**



## Surbiton Racket &amp; Fitness Club

Surbiton  
Racket &  
Fitness  
Club**Duty / Bar Manager**

£20k - £23K depending on experience

This position is ideal for a person with food and beverage management experience. This is a very customer service based role with lots of interaction with members, club guests and staff.

**Principle Job Purpose**

To manage the bar and the bar team, organise functions and Club events, assist in the day to day running of the Club and ensure the processes and systems are kept to a high standard

**Management:**

- Work with the Catering /Duty Managers on a day to day basis
- Liaising with clients for the organisation and running of functions and events
- Organising and promoting offers throughout the year
- Supervise, develop and organise the bar team
- Lead the team in delivering excellence
- Manage the cleaning, health and safety and working conditions of the bar and kitchen

**Administration:**

- Responsible for cashing up and bar banking on a daily and weekly basis
- Responsible for producing the bar staff rota
- To find cover for shifts when required
- Complete all paperwork for function bookings and function sheets
- Daily & weekly stock ordering

**General:**

- To be a key member of the club team
- Carry out staff training for new starters
- To be a key holder and responsible for opening and closing the Club
- To have fun, interact and be positive

**Closing date:****Thursday 31st August 2017****Apply now:****<http://lei.sr?a=M6I6b>**

## Community Exercise Programme Officer

**Location:** Abingdon, Oxfordshire, United Kingdom

**Salary:** £20,930 pa (£11.50 per hour)

Age UK Oxfordshire is focused on providing support, information and opportunities for older people in Oxfordshire to love later life. Our Generation Games team provide a wide variety of exercise and physical activity options across the county, with a particular focus on long-term health conditions. Their aim is simply for people to lead more active lives.

The **Community Exercise Programme Officer** is a vital role working with the Generation Games team to support the supervision and administration of the Generation Games Programme. Important tasks linked to this are to assist manage the community exercise programme, regularly visit classes, develop and implement the annual evaluation of programme, point of contact for exercise programme, assist with website and provide administration support.

This role would be suitable for an enthusiastic exercise tutor with admin experience, who enjoys working with the community and making a difference.

Benefits with working with Age UK Oxfordshire include: Flexible Working, Pension Scheme, Childcare Vouchers, Health Care Plan as well as an enjoyable and caring environment.

**Closing date:** 1st September 2017

**Interview date:** 8th September 2017



**Apply Now:** <http://lei.sr?a=n0v9d>

## Level 2 Swim Teachers

**Location:** Bracknell, United Kingdom

**Salary:** £15.46 weekdays & £18.68 weekends pa

**Bracknell Leisure Centre is looking for enthusiastic, driven Swim Instructors to join our team.**

As a Swim Instructor you will be expected to run sessions effectively and efficiently, setting up and maintaining equipment, undertaking appropriate administration and adhering to safeguarding and company policies.

### We offer:

- Competitive rates of pay
- Small class sizes
- A fun and exciting working environment
- Developed swim school

### Skill set required:

- Level 2 Teaching Aquatics Qualification
- Ideally the candidate will hold, in addition to the teaching qualification, a valid RLSS NASTC award or the STA Pool Emergency Award.
- Professional, punctual and well-organised person responsible for the implementation, development and organisation of swimming classes

- Ability to work flexibly to meet the needs of the swimming lesson programme
- Good communicator, both written and verbal - particularly in relation to building trust and rapport with children and their parents
- Experience of successfully mentoring/supporting colleagues
- Understanding of relevant health and safety legislation

*This role is subject to an enhanced Disclosure and Barring Service check.*

If you are looking to start or further your career in swimming, with a dynamic company that makes a positive impact on the community, then we want to hear from you.

**Enquiries to Sally Dawes on 01344 355416**

**Apply:** <http://lei.sr?a=t5u7A>





STEVENAGE LEISURE LTD

# CENTRE MANAGER

CATMOSE SPORTS CENTRE

Oakham

40 Hours per week



**Stevenage Leisure Limited (SLL)** is a registered charity, one of the UK's leading 'leisure trusts', a community-based and focused Non-Profit Distributing Organisation. We currently work closely in partnership with local authorities in Hertfordshire Bedfordshire and Rutland to manage 20 leisure and cultural facilities across 11 towns



We are looking for a highly motivated, committed, enthusiastic and passionate Centre Manager with excellent communication skills to manage Catmose Sports Centre.

The successful candidate will be responsible for the financial and operational performance of the centre and will therefore require experience and skills in, sales, budgets and business planning, staff and rota management, Health & Safety and all other operational processes.

A recognised qualification in Leisure Management and demonstrable ability and experience are essential for this position.

SLL aims to be an employer of choice and offers many benefits including free Lifestyles Gym membership for yourself, discounted gym membership for a nominated friend / family member and/or discounted use of facilities across the SLL Leisure, Theatre and Golf Sites, discounts at major retailers and attractions, ongoing training and fantastic career opportunities.

**To apply please send a CV and a covering letter along with details of your current salary and salary expectations to [recruitment@sll.co.uk](mailto:recruitment@sll.co.uk)**

**Closing date for all applications is Monday 28th August 2017  
Interviews are to be held on Thursday 7th September 2017**

**Oxford University Sport** is looking for suitably experienced and qualified professionals to join their operational teams:



## Lifeguard/Sports Assistants

**Location:** Iffley Road, Oxford

**Salary:** Grade 2: £16,289 - £18,412 per annum

You will ideally hold an RLSS National Pool Lifeguard Qualification (NPLQ) but training will be available for the right candidates who do not hold this qualification.

You will work throughout the entire Sports Complex at Iffley Road, with specific involvement within the swimming pool, gyms, sports halls and multi-purpose room. Sports staff work on a well-balanced shift rota which includes evenings, weekends and early mornings. The rota includes a 6-hour weekend shift once per fortnight, alongside two regular days off each week (including one weekend day). Working hours are an average of 36.5 per week over a set 2-week shift pattern.

**For further information and to apply for this role please visit Oxford University's recruitment website at:**

**[https://www.recruit.ox.ac.uk/pls/hrisliverecruit/erq\\_jobspec\\_version\\_4.jobspec?p\\_id=130601](https://www.recruit.ox.ac.uk/pls/hrisliverecruit/erq_jobspec_version_4.jobspec?p_id=130601)**

## Sports Grounds & External Operations Manager

**Location:** The University Parks, Oxford  
**Grade 7:** £31,076 - £38,183

You will be responsible for maintenance of the highest standards of all outdoor sports playing surfaces and amenities across the University of Oxford sports estate, together with external tender contracts.

Reporting to the Director of Sport, you will manage a team of grounds staff to ensure the cost effective delivery of services and end user satisfaction.

You will have substantial relevant experience in sports pitch provision and maintenance, multi-site staff management, possess excellent communication skills and sound fundamental budget planning and control skills.

**For further information and to apply for this role please visit the Oxford University recruitment website at:**

**[https://www.recruit.ox.ac.uk/pls/hrisliverecruit/erq\\_jobspec\\_version\\_4.jobspec?p\\_id=128517](https://www.recruit.ox.ac.uk/pls/hrisliverecruit/erq_jobspec_version_4.jobspec?p_id=128517)**



# Group Exercise Manager



London, United Kingdom  
£21,000 - £23,000

Flexibility is required to meet the needs of our business. Variable shifts to include evenings and weekends are the norm.

- ▶ To be responsible for developing and directing a comprehensive program of group exercise.
- ▶ To be responsible for the recruiting, hiring, training, motivating and evaluating of all group exercise instructors.
- ▶ To solicit, listen to and respond to member and instructor concerns and feedback in relation to the scheduling of classes, the instruction given, and the environment provided and use that information to develop future programmes.
- ▶ To take on duty manager responsibilities along with your departments

## Jubilee Hall Trust - Values

### ✓ PASSIONATE

We are passionate about our purpose, about the service we provide and about our supporters and members. We love what we do and how we go about doing it.

### ✓ INCLUSIVE (open, friendly, accepting)

We welcome everyone into our community irrespective of their background, motivations or ability

### ✓ PRODUCTIVE (results-orientated)

We are going to make a difference. We set goals and aim to beat them.

### ✓ ENTERPRISING (imaginative, energetic)

We go the extra mile, find smart solutions to issues, invent new ways of doing old things better and learn from our mistakes.

### ✓ SUPPORTIVE (co-operative, compassionate)

Together we're stronger. We work as a team to build the organisation and no-one colleague, supporter or participant - gets left behind.

**For more information and to apply:** <http://lei.sr?a=q4T2d>





# PERSONAL TRAINERS

Nationwide Opportunities

## Help our members find their fit!

- Do you want to be part of a successful gym?
- Do you want to keep 100% of the earnings from your PT work?
- Would you prefer not to pay any "rent" or for a "licence fee"?
- Do you want to work in a state-of-the-art gym that'll have over 5000 members and more giving you a huge potential client base?

If your answer to all these questions is yes, then we'd like to hear from you. In return, you'll need to give an agreed number of hours a week of your time to contribute to the success of the gym.

The Gym Group is the UK's fastest-growing low-cost gym operator. Open 24 hours a day, with no minimum contract, no punishing tie-ins or lengthy membership process.

Our state-of-the art facility can be accessed from just £10.99 per month. We're looking to recruit Level 3 certified Personal Trainers to join our exceptional teams across the UK.

We're looking for driven, business minded team players who want to operate as a freelance Personal Trainer, who believe in offering a high level of customer service to members and who want the opportunity to develop their own business and the business of the gym in which they work.

If you are an experienced Personal Trainer looking to build a successful client base, in a superb location, with fantastic career development opportunities, then please apply in confidence by clicking 'apply now' to submit your CV.

### North

- Manchester Openshaw
- Oldham

### Midlands

- Bedford
- Birmingham Castle Vale
- Birmingham City
- Burton-on-Trent
- Milton Keynes
- Shirley, Solihull

### South-East

- Bracknell
- Crawley
- Hemel Hempstead
- Luton
- Norwich City
- Redhill, Surrey

### Wales & South-west

- Exeter
- Newport

### London

- Alpertown
- Angel
- Barking
- Dartford
- East Croydon
- Edmonton Green
- Feltham
- Greenwich
- Harrow-on-the-Hill
- Kingsbury
- Stockwell
- Sunbury
- Vauxhall
- Walworth Road

To find out more about these exciting opportunities visit our recruitment website: [www.leisureopportunities.co.uk/GymGroup](http://www.leisureopportunities.co.uk/GymGroup)



Apply now: <http://lei.sr?a=X4I2W>

# CAN XERCISE4LESS OFFER YOU MORE?



With an excellent starting salary, industry leading bonus and commission, management training programs and ongoing development, we definitely can!

We're also one of the fastest growing companies in the UK so why not join us and see your career grow too.

**Due to our rapid growth, we are on then look out for leaders across the UK in the following roles:**

**GENERAL MANAGERS**

**SALES MANAGERS**

**MEMBERSHIP**

**CONSULTANTS**

**RECEPTIONISTS**

**PERSONAL TRAINERS**

## **You will be:**

- Competitive by nature and be motivated by money.
- Motivated and driven to succeed.
- Able to work in a fast paced and ever changing environment.
- A real people person and able to communicate and empathise with people.
- Passionate about fitness, sport and all things healthy!

## **Other Awesome Benefits:**

- Opportunity to progress within a growing company.
- Contributory pension scheme.
- Access to excellent training programs – management, e-learning and onboarding.
- Free gym membership.
- Access to discounts at hundreds of global brands through Perkbox including free Tastecard.
- Free mobile phone insurance and breakdown cover.

If you would like to apply, please head to our website via [xercise4less.co.uk](http://xercise4less.co.uk) and go to the careers section.

To make a speculative application, please send your CV along with a cover letter to [recruitment@xercise4less.co.uk](mailto:recruitment@xercise4less.co.uk).



XERCISE4LESS



**HATFIELD**  
**TOWN COUNCIL**  
HERTFORDSHIRE

## DUTY MANAGER

Hatfield, United Kingdom Salary: £17,500 - £20,000

We are looking for an individual who will deliver superb customer care and someone who wants to make a difference by delivering excellent services to exceed visitors' and hirers' expectations. You must be a strong communicator to your team, be a good organiser with meticulous planning and attention to detail. It is essential that you are a strong leader and good at directing your team but also a team player.

We need someone with experience in Duty Management who can inspire and motivate the team yet retain a hands-on approach to the operations.

The role requires someone who is commercially minded with the ability to demonstrate a track record of developing efficient and cost effective processes and that you have first class communication skills.

You will be expected to assist at the Town Council events (approx. 4 per year) – Music Festival, Fireworks etc

### Package description

- Mon – Sun 8.30am to 10pm (variable hours 37 per week)
- Salary £17,500 - £20,000 depending on experience
- Pension – Local Government Pension Scheme
- 25 days annual leave plus 8 bank holidays (or TOIL instead of them)
- Free car parking

Birchwood Leisure Centre has 4 badminton courts/multi-use sports hall, a small gym, pilates studio, a 3G astro, indoor soft play and the Town Council also hires out its other four halls for leisure activities, meetings and functions. Please take a look at our website [www.hatfield-herts.gov.uk](http://www.hatfield-herts.gov.uk) for more information.

We are going through a re-structuring process and an ambitious revaluation of our assets which makes this an exciting period of change for everyone. The successful candidate will be encouraged to add their own ideas and expertise to changing the offer available to our customers.

*The position will be subject to an enhanced DBS check.*

Interviews will be held throughout the process starting 16th August, please apply as soon as possible to avoid disappointment.

CLOSING DATE 12 NOON 10th SEPTEMBER 2017

**APPLY NOW: <http://lei.sr?a=i8q2g>**



# EARN WHILE YOU LEARN!

KICK START YOUR CAREER WITH EVERYONE ACTIVE  
**RECRUITING APPRENTICES NOW!**

- ✓ **Do you have** a passion and enthusiasm for working within the sport and leisure industry?
- ✓ **Do you want** to receive free membership and use of over 140 centres nationwide?
- ✓ **Would you like** to gain nationally recognised qualifications?
- ✓ **Would you like** to earn while you learn?

**We have a range of great career opportunities within our rapidly expanding company.**

**To find out more, visit -**  
**[www.leisureopportunities.co.uk/EApprentice](http://www.leisureopportunities.co.uk/EApprentice)**



INVESTOR IN PEOPLE



**everyone**  
**ACTIVE**

**Feel better for it**



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