

leisure opportunities

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Your careers & recruitment partner

McFit plans to open 'fitness for free' model

German fitness operator McFit is planning to open a gym with an innovative membership model that allows users to train for free.

The operator will offer free membership "through sponsoring and partners from the business world," Mcfit founder Rainer Schaller said in Germany's *Handelsblatt Global*.

Adding: "It's not just about making money. If it were, we might not be doing it. Of course, the concept has to pay off, but when you're already the No.1 like we are, you look for new challenges."

To boost revenues, the club could stage industry conferences and sporting events, as well as showcase fitness equipment and sports brand manufacturers.

The operator, which is the largest in Europe in terms of memberships, is looking to convert an old industrial building in Oberhausen, western Germany, into the largest fitness studio in the world, costing in the region of €50m (US\$59.6m, £46.1m).

Named The Mirai, meaning "future" in Japanese, the club will sit on a



■ McFit will offer free membership 'through sponsoring and partners from the business world'


592,000sq ft (55,000sq m) plot of land and is expected to open in 2019.

Former FIBO event director Ralph Scholz joined McFit's management team in June to lead "an innovation project". He said: "As a trade show man in Cologne, I used to spend the entire year preparing for a four-day event. The Mirai could be a permanent, year-long showcase for our industry."



When you're already the No.1 like we are, you look for new challenges

Rainer Schaller
McFit



The Gym Group launches premium member service

John Treharne offers members premium service


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Thames Lido spa set for October launch

Mark Thwaites is operations director for the spa

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Tech startup creates brain-powered VR system

Michael Thompson explains the future of VR

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Ballerina and Strictly star **Darcey Bussell** to lead National Fitness Day workout

Strictly Come Dancing star Darcey Bussell will lead a workout in Central London to kick-start National Fitness Day on Wednesday 27 September.

The former ballerina will be joined at Paddington Recreation Ground by hundreds of participants for a 7:30am dance fitness session called 'Wake up and Work out', based on her DDMIX training.

She will be joined by stars from the venue operator Everyone Active's Sporting Champions programme, with Olympic silver medallist hurdler Colin Jackson and Olympic gold medallist Hockey forward Alex Danson taking part



■ Darcey Bussell will lead a workout on National Fitness Day

"We're passionate about getting all people moving through dance fitness and can't wait to kick start the day"

in the morning workout.

"Diverse Dance Mix and I are delighted to be a part of National Fitness Day again

this year," Bussell said.

"We are passionate about getting all people moving through dance fitness and

can't wait to kick-start the day with DDMIX."

Gym operators and physical activity providers across the UK will be opening their doors to offer a range of free taster sessions and gym passes on the day.

Steven Ward, ukactive chief executive, said: "National Fitness Day is a fantastic chance to spotlight physical activity and the role it plays in creating a healthier nation. These free events across the country provide a chance for everyone to experience the fun of fitness and carry forward healthy habits."

ukactive has launched a website, which signposts to the

Scotland first minister **Nicola Sturgeon** opens £12m National Sports Training Centre



■ Nicola Sturgeon was on-hand for the opening of the centre, which has inclusivity at its heart

One of Scotland's most important national sports facilities reopened on 30 August following a £12m redevelopment, hailed as a "first of its kind" for its commitment to inclusiveness.

Paralympians and Commonwealth Games athletes joined Scotland's first minister Nicola Sturgeon and children from local schools, clubs and community groups to explore the new-look National Sports Training Centre Inverclyde

"Scotland is even better placed to support our disabled athletes in their preparations"

in Largs, which is set in 86 acres of mature parkland.

The centre was co-funded by the Scottish government, North Ayrshire Council, and sportscotland – the country's agency for sport. The latter undertook consultations with clubs, schools and governing bodies including Scottish Disability Sport to ensure the facility meets the needs of all users.

"We want to do all we can to encourage more people to lead active lives," said Sturgeon.

"The new centre is designed with inclusivity in mind, ensuring Scotland is even better placed to support our disabled athletes in their preparations and help to ensure sport and activity is accessible to everyone."



■ Stuart Broster plans to focus on customer service in his new role

"It's about finding a member and keeping a member – customers are customers and their needs are similar"

Anytime Fitness chief **Stuart Broster** targets 400 clubs

Anytime Fitness says it's targeting 400 UK clubs within the next three years, as it continues with its aggressive expansion plans.

Newly-appointed chief executive, Stuart Broster, told Health Club Management that he has been drafted into the company to help drive growth. "Our aim is to be the biggest health club operator in the UK and there is an opportunity to do that. We have 124 clubs and we will be knocking on the door of 150 by the end of the year.

"The focus is growing the business, because that creates success for everybody. Within three years we want 400 clubs, potentially sooner."

Broster, who has previously

worked for LA Fitness and LivingWell Health Clubs, has spent the past nine years working in the hospitality industry but was keen to return to the fitness sector when approached about the role to lead Anytime Fitness in the UK.

Broster is keen to focus on customer service. He said: "This isn't as high profile as it used to be and it's not where it needs to be but that can be said about many industries.

"It's about finding a member and keeping a member – customers are customers and their needs are similar.

"We'll continue to use technology as an enabler and to help streamline the company."

leisure opps

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■ The STA has promoted Kaylë Burgham to the role of head of aquatics

STA appoints **Kaylë Burgham** as its new head of aquatics

The Swimming Teachers' Association (STA) has promoted

Kaylë Burgham as its head of aquatics.

In her role, Burgham will be responsible for leading the aquatics technical team and the progression of all aquatic qualifications. She will help drive standards in aquatic teaching to ensure STA's qualifications and programmes lead the way for teachers, employers and learners. Since joining the association in 2012,

"STA is in an exciting phase and Kaylë has played a central role in driving standards" – Dave Candler

Burgham has played a central role in the aquatics team, working to support members and develop the STA's portfolio of qualifications.

Most notably, she was involved in the STA Level 3 Baby and Pre-School Diploma, playing a key role in writing and developing the course.

Dave Candler, STA's chief executive, said: "STA is in

an exciting phase of growth and over the last few years Kaylë has played a central role in driving standards and in shaping STA's aquatic qualifications and learn to swim programmes.

"As such, Kaylë is highly respected by staff and members and we believe there is no one better suited to take on this important senior position."

Sweaty Betty founder **Tamara Hill-Norton** plans flagship London store with fitness studio and healthy eating

British-based athletic fashion brand Sweaty Betty is getting further into fitness with the opening of a three-storey flagship store in London's Soho this month, set to include a fitness studio, cafe, and blow dry bar.

The studio will host workouts run by boutique fitness groups, including Frame, Gymclass and Paola's Bodybarre.

Located at No.1 Carnaby Street, the 3,500sq ft (325sq m) retail space will be the company's largest store in Europe.

The move is part of Sweaty Betty's strategy of expanding into the growing market for experience-driven retail.



■ Tamara Hill-Norton wants to create a fun environment

"We've curated a space where you can work out daily, shop our new collection and eat the best healthy food in town"

Founder and creative director Tamara Hill-Norton wants to create a fun environment, where

people can socialise, work out, eat and shop.

"We've curated a space where you can work out daily

with London's hottest studios, shop our new collection and eat the best healthy food in town," she said.

This isn't the first time Sweaty Betty has looked to draw customers in through exercise. The company has spent much of the last decade offering weekly yoga sessions and workouts at its stores, with more than 600 women taking part in classes every week.

Workouts by BLOK Boxing, Third Space, Barry's Bootcamp, Psychle and Third Space will be available, while talks will be by Tanya Burr, Hemsley & Hemsley, Alice Liveing and Tess Ward, among others.



■ The study will examine the barriers for activities in Wales

Dr Dai Lloyd speaks out, as Wales launches physical activity inquiry

An inquiry into physical activity levels among children and young people in Wales has been launched, with results helping inform and develop the country's national obesity strategy.

As part of the consultation, a group of 11-16 year olds will discuss the barriers they face to being more physically active. Dr Dai Lloyd – the Welsh Assembly's health, social care and sport committee chair, and Rhun ap Iorwerth AM – is a committee member.

The inquiry will look at children and young people's levels of participation in exercise and sport, alongside the extent to



which they do other types of physical activity, such as walking to school.

It will also look at how effective Welsh government programmes and policies are in promoting exercise and the value for money of the programmes, and whether procedures are making a difference to the physical activity levels of those living in the most deprived areas of Wales.

"Keeping active brings long term health benefits, which is why it is so important that children and young people in Wales make it part of their everyday lives, and find a sport or activity they really enjoy," said Dr Lloyd.

"Keeping active brings long term health benefits, which is why it is so important that young people in Wales make it part of their everyday lives"

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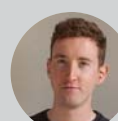
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Matrix Fitness Continues to Build on Strong Foundations

Matrix Fitness is one of the world's fastest growing fitness brands. Parent company Johnson Health Tech (JHT) launched its UK subsidiary 20 years ago, 4 years before the first range of Matrix products arrived in 2001. However the company's history and ethos, that have laid the platform for its success, can be traced back much further. Product Director for Matrix Fitness UK, Rob Knox explains:



Rob Knox, Global Product Director for Matrix Fitness UK on maintaining the Johnson story through Matrix Fitness's rapid growth.

Rob Knox is Product Director for Matrix Fitness and a Johnson Health Tech (JHT) veteran. As part of the UK team, Knox has been involved from the very beginning of JHT's UK journey. He has been a part of the Matrix Fitness team that has seen its turnover grow to £40 million.

An overview... How did it start?

Peter Lo, his wife Cindy Lo and their business partner, Jean Hung, started the company in 1975 in Taichung, Taiwan. They started with a simple foundry, at a time when American companies were looking overseas for manufacturing support. He called his company Johnson Metals, after the famous Xueshan Mountain in Taiwan (formally pronounced 'Chasen') which is similar to the European and North American name, Johnson.

Mr Lo earned his first client, Ivanko, by sending hundreds of handwritten letters to companies in America, offering his manufacturing services.

Our modest beginning quickly gave way to two decades of aggressive investment and growth. During this time, JHT emerged as a premier manufacturer for industry-leading fitness equipment companies.

What products are in the Johnson Health Tech portfolio?

Vision Fitness, introduced in 1996 was the first product brand. Today, our brands include Vision, Horizon, Tempo, Treo, AFG and Matrix. These product lines have been sold in nearly 100 countries. In the UK we purely focus on the Matrix brand.

Which brings us to Matrix Fitness – can you provide an insight?

Matrix Fitness is JHT's premium brand. Launched in 2001, it started as a small range of Cardiovascular and strength products for the commercial sector. Today we have over 500 products in the portfolio, including a home range, generating approximately \$420 million globally.

How do you differentiate yourselves from the other major fitness equipment suppliers?

I truly believe that our guiding values have made us one of the fastest growing fitness brands in the world – Health, Value, Sharing.

Health – We believe in health and wellness at all stages of life.

Value – We develop products with the highest standards of quality and the lowest cost of ownership, maximising value for all.

Sharing – Every customer, partner, shareholder and employee that joins our global family will share in our success.

Our people, our products and our company values differentiate us from our competition.

At the heart of everything we do are our people –

the ideation, creation, production and execution of a superior customer experience begins with our people. Our employees are our family; they're passionate about our industry and our company and we continually invest and look to improve continuously creating a more engaged culture.

“Continuous improvement is in our DNA.”
Jason Lo, CEO of Johnson Health Tech

We manufacture over 500 products within the Matrix portfolio, meeting every need of our customers. Our vast product offering enables our customer to differentiate their business. The product offering includes Cardiovascular, Strength, Group Training, Technology, Integrated HIIT programming, Medical and Athletic Performance products.

JHT is a Total Solutions Provider, offering much

more than just fitness equipment. We can provide education, training, marketing, finance and construction solutions for our customers too. Webinars, content marketing and training videos are examples of what's offered on our Matrix Learning Centre as a free educational resource for our customers.

Community and family is also a big part of the Johnson culture and is immersed into each of our 27 subsidiaries. Each do their part to help their local community. In Taiwan, the Lo family have given back to their childhood home, creating a library and a community and learning centre called the Lo Garden. In the UK, the Douglas Macmillan Hospice in Staffordshire is just one of the causes we are proud to support.



MATRIX

Matrix has positioned itself as a Total Solutions Partner, and manufactures an amazing number of products, how do you manage to maintain manufacturing standards?

We own our factories and control manufacturing, starting with parts, all the way to finished products.

This vertically integrated process enables us to realise greater value at each stage of production and pass those advantages along to our customers. It also means we don't have to rely on other companies during the production process.

We have manufacturing facilities in Taiwan, Shanghai and Wisconsin, with a total footprint of approximately two million square feet, featuring the latest in automation and robotic tools. In addition we have approximately 250 engineers based in the US and Asia who focus on new product development and innovation.

🔥 We own our factories and control manufacturing starting with parts, all the way to finished products. 🔥



What sets Matrix apart in the development process?

Continuous improvement and innovation is at the heart of what we do. We encourage our stakeholders to feedback to us and from this we make the small steps to improve. We talk to customers, service technicians and individual users to gather data and to identify ways to improve our existing products and develop new ones to address unmet needs. Our goal is to always challenge and improve on the status quo.

Our philosophy is to listen rather than to act. We gather all sorts of information and turn it into product enhancements and prototypes. We learn a lot about what does or doesn't work this way.

Where is Matrix Fitness today?

We continue to drive the evolution of fitness and wellness with our award-winning products. Our focus is on product technology and enhancements that improve the user experience.

We want to redefine fitness with our original group

training products and develop solutions to preserve and enhance health through all stages of life.

We have seen a number of changes in the UK business with Matthew Pengelly joining us as Managing Director, however we continue to follow the vision and values that provide the foundation to all that we do.

HIGHLIGHTS

- JHT employs over 5600 people globally
- In 2016 it generated over \$625 million
- Matrix commercial line generated \$420 million alone
- The Matrix portfolio consists of over 500 product lines



MEMBERSHIPS

The Gym Group launches premium service

Low cost fitness operator The Gym Group will introduce a new premium membership product, designed to provide members with an “enhanced offering”.

Speaking to *Leisure Opportunities*, Gym Group CEO John Treharne compared the new £5 per month add-on – which will be introduced later this year – to the optional upgrades offered by budget airlines.

“By paying another £5 on top of their monthly membership, members can access a number of benefits which we see evolving over time,” Treharne said.

“The benefits which we are introducing first will be access to every single club

nationwide, the ability to bring a friend along to an exercise session and unlimited access to a FitQuest machine, which measures body composition and allows members to undertake fitness tests.”

The new service will be initially tested in “around 40 sites” during Q4 2017, followed by a nationwide roll-out.

The news came as the group announced its interim results for the first six months of 2017. Revenues for the year to 30 June reached £42.8m – an increase of 18.8 per cent on 2016 figures.

During the period, The Gym Group opened six new gyms, increasing the total estate to 95.

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



■ A premium membership will offer gym users extended benefits



“
The £5 premium service will give access to a number of benefits

John Treharne

HEALTH

ukactive chief backs 'healthy towns' strategy



Incentivisation has worked in supermarkets

Steve Ward

ukactive is backing NHS proposals to create 10 “Healthy New Towns” that place physical activity at the heart of community life.

Under proposals, those who meet weekly activity targets could be offered discount gym memberships, savings on weekly supermarket shopping and sports gear, or free cinema tickets. Plans would also see housing developers offering free bikes with new homes, while streets could feature public gyms, adventure areas and sprint tracks.

ukactive chief executive Steven Ward said that incentivised gym



■ The scheme suggests discount gym memberships

memberships could provide a creative method to encourage people to be active, adding that “incentivisation has worked in supermarkets to make us buy more food so why shouldn’t it work for getting people more active?”

[More: http://lei.sr?a=x8E4X_0](http://lei.sr?a=x8E4X_0)

EUROPE

Basic-Fit continues with European expansion plans



We're on track to open 100 new clubs during 2017

Rene Moos

European low-cost gym chain Basic-Fit is on target to open 100 clubs this year after it reported revenue growth of 26 per cent in the first six months of 2017 to €156m (US\$183.2m, £142.1m), up from €124m (US\$145.6m, £113m) during the same period in 2016.

The company's latest trading update also showed that adjusted EBITDA (earnings before interest, tax, depreciation and amortisation) increased by 23 per cent to €45.5m (US\$53.4m, £41.5m) during the January-June period, up from €37.2m (US\$43.7m, £33.9m) in the same



■ Basic-Fit has opened 47 new clubs during 2017

period last year. In the first half of 2017, a total of 47 net clubs opened, growing Basic-Fit's network to 466.

Rene Moos, Basic-Fit CEO, said: "The pipeline remains strong with most clubs planned to be opened in France. With 47 net club openings, we're on track to open around 100 clubs this year."

[More: http://lei.sr?a=J2f7X](http://lei.sr?a=J2f7X)

RESEARCH

Group exercise "transforming leisure centres"

Growing numbers of leisure centre members are swapping traditional activities like swimming for spin bikes and other group workouts, a ukactive report has revealed.

Data from over three million customers and 130 million individual visits across 315 leisure centres in the UK over the past two years were analysed for the *Moving Communities: Active Leisure Trends* report, which was produced in collaboration with activity insight platform DataHub.

The number of swimming visits rose by 16 per cent



■ Group exercise has been one of the physical activity sector's biggest success stories



Group workout visits grew by 13 per cent in 2016

to 21.5 million in 2016, while group workout visits grew by 13 per cent in 2016 to 11.4 million, from 9.9 million in 2015.

The report found that "before 2017, up to 40 per cent of visits to leisure centres were for swimming" but that in 2017 "this dropped to 35 per cent, perhaps representing the increased popularity of group workouts."

[More: http://lei.sr?a=A3P8n](http://lei.sr?a=A3P8n)

DW Sports pumps £1m into Fitness First Bishopsgate

Fitness First Bishopsgate, part of the DW Fitness First Group, has undergone a £1m refurbishment, with cash being spent on a new swimming pool, mind and body studio, steamroom and changing rooms.

The revamp is part of the group's ongoing investment across the estate of 44 UK-based Fitness First clubs following the purchase of the brand by DW Sports in September last year.

The mind and body studio, which offers yoga and Pilates, adds 35 classes to the club's timetable.

[More: http://lei.sr?a=r7N8Y](http://lei.sr?a=r7N8Y)

TECHNOLOGY

Fitbit breaks into smartwatch market

Wearable technology giant Fitbit has announced the global launch of its first smartwatch, as it steps up its expansion beyond the activity tracker market.

The Fitbit Ionic will be released in October, along with two new products: Fitbit Flyer – a wireless headphone – and Fitbit Aria 2 – an updated version of Fitbit's smart scale.

The new watch combines the US company's renowned fitness and sleep tracking software with new features, such as a peripheral capillary oxygen saturation (SpO2) sensor, which permits estimation of the amount of oxygen in the blood, and swim exercise mode – made

possible by the watch's water resistance in depths of up to 50 metres.

The Ionic will also offer GPS tracking, on-device dynamic workouts and smart features, such as contactless payments and notifications.

Fitbit co-founder and CEO James Park said: "With Ionic, we will deliver what consumers have not yet seen in a smartwatch – a health and fitness first platform that combines the power of personalization and deeper insights with our most advanced technology to date, unlocking opportunities for unprecedented health tracking capabilities in the future."

[More: http://lei.sr?a=A2r9z_0](http://lei.sr?a=A2r9z_0)



■ The Fitbit Ionic will retail for US\$299.95



“We'll deliver what consumers haven't yet seen in a smartwatch

James Park

DEVELOPMENTS

Maidenhead's £32.8m leisure centre to open in 2019



“The centre will have a focus on sustainability

Samantha Rayner

The Royal Borough of Windsor and Maidenhead (RBWM) council has revealed detailed plans for the new £32.8m Braywick Leisure Centre in Maidenhead, scheduled to open in 2019.

Designed by architects Burke Rickhards, the centre will feature an indoor street and winter garden running through the spine of the building.

Councillor Samantha Rayner, RBWM's cabinet member for culture and communities, said the leisure facility's design will have a focus on sustainability – and is set to use 70 per cent less energy than the existing Magnet centre.



■ Burke Rickhards are the leisure centre's architects

“The centre will need to be cost effective and sensitively designed and I am thrilled with what Burke Rickhards, the architects, have put forward, especially their use of the parkland setting as a theme for the whole building,” she said.

[More: http://lei.sr?a=b9d5n_0](http://lei.sr?a=b9d5n_0)



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FACILITIES

National Curling Academy launches

Team GB's Olympic and Paralympic curling teams are opening the new National Curling Academy today (23 August), with the £3.15m (US\$4m, €3.4m) facility the first dedicated year-round curling centre in Scotland.

Located in Stirling and jointly funded by SportScotland and the Stirling Council, the academy has been built on an extension to the Stirling Sports Village PEAK facilities.

The Olympic teams, captained by Eve Muirhead and Kyle Smith, will be joined at the event by minister for Public Health and Sport, Aileen Campbell, SportScotland's performance director Mike

Whittingham and Stirling Council leader Scott Farmer.

Scotland is the home of British curling, which in turn is one of the sports that provide Team GB's best opportunities to win medals at the Winter Olympics. At the 2014 Winter Olympics in Sochi, Russia, the UK picked up a silver medal in the men's curling and bronze in both the women's and wheelchair events.

"SportScotland and Stirling Council's investment partnership has resulted in a world-class facility and home to curling in Scotland," said Mike Whittingham. "The sport can now attract new, grassroots curlers."

[More: http://lei.sr?a=9V4a8](http://lei.sr?a=9V4a8)



■ The site is the first dedicated curling centre in Scotland



“
The sport can now attract new, grassroots curlers
Mike Whittingham

ELITE SPORT

Floodlit test match hailed a commercial success



“
It's a great opportunity to attract more fans
Tom Harrison

England's cricket match against the West Indies – the first day/night test match to be played in the UK – is being described as a resounding commercial success after giving a £15m boost to the local economy.

Day/night cricket – also known as floodlight cricket – is a concept where part of the match is played in the evening or at night under floodlighting, a significant break from traditional daytime cricket.

The match at Edgbaston in Birmingham drew more than 70,000 spectators, recording sell-outs on the



■ The day/night Test attracted 70,000 spectators

second and third days. Total ticket sales increased by 25 per cent.

"It's a great opportunity to attract more fans and see how test cricket in the afternoon and evening fits with working patterns and modern lifestyles," said ECB chief executive Tom Harrison.

[More: http://lei.sr?a=y3e6k](http://lei.sr?a=y3e6k)

DEVELOPMENT

Warwickshire CCC unveils £85m residential project



This project will make the stadium a year-round destination

Neil Snowball

Warwickshire County Cricket Club (CCC) has announced an £85m (€93.4m, US\$109.2m) deal with German investment group Patrizia and the government's Homes & Communities Agency to develop a four-acre site next to Edgbaston Cricket Ground in Birmingham.

The agreement, which still requires planning permission, will see Patrizia's UK arm build 375 'build to rent' homes and new retail outlets on the site, which is close to the city's centre.

The proposal would also see Warwickshire CCC benefit from a new



■ The deal will see Patrizia UK build 375 homes

main entrance on Edgbaston Road, a plaza area for match-days and an extension to the stadium car park.

Stadium and cricket club CEO Neil Snowball said: "The apartments and retail outlets, combined with the new entrance and plaza, will make the stadium a year round destination."

[More: http://lei.sr?a=X3W7t](http://lei.sr?a=X3W7t)

GOVERNANCE

Table Tennis England has public funding reinstated

Table Tennis England's public funding has been reinstated after the national governing body finally agreed to a package of reforms compliant with the government's Code for Sports Governance.

Proposals made by the board were overwhelmingly accepted by members, with 97 per cent voting in favour of board and governance changes.

Last month, the same proposals were accepted by 74.93 per cent, falling 0.07 per cent below the 75 per cent threshold. As a result, Table Tennis England's £9m (US\$11.6m,



■ Losing the funding could have put the NGB 'at risk'



The suspension caused cash-flow and reputational problems

Sandra Deaton

€10.2m) was clawed back by Sport England.

However, following the new vote that money has now been reinstated.

Sandra Deaton, Table Tennis England chair, said the vote has put the body "back on track".

"The suspension of funding has caused cash-flow problems and reputational damage and restoring it was our top priority," she added.

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

EPL-chasing Brentford FC revises new stadium plans

Brentford Football Club has revised plans for its new stadium, with the capacity set to decrease from 20,000 seats to 17,250.

The Championship team has altered the original plans - which were submitted to the London Borough of Hounslow in 2014 - to accommodate spectator and broadcast requirements for the Premier League and Premiership Rugby.

It is expected that, professional rugby club London Irish will groundshare with Brentford at the new site.

[More: http://lei.sr?a=5a5H6](http://lei.sr?a=5a5H6)



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EVENTS

Date set for International Beauty Day

International beauty and spa therapy standard setter CIDESCO has deemed Saturday, 9 September International Beauty Day and aims to celebrate inner and outer beauty around the world and raise awareness for the importance of the beauty industry as a whole.

CIDESCO will be asking members and the public to share their own personal definition of what beauty is. The campaign will see countries globally using the hashtag #InternationalBeautyDay to share their definitions of beauty through words, images and video content. This will then be collated into CIDESCO's exclusive

'International Beauty Dictionary', providing insight into the beauty industry worldwide and bringing together the collaborative ideas from its students and clients in countries far and wide.

As well as sharing their thoughts on what 'beauty' means, CIDESCO are encouraging schools and members to get involved by offering beauty treatments to hard-working professionals.

"The beauty industry is extremely valuable as it helps people across the world look and feel good, inside and out," said Anna-Cari Gund, CIDESCO International president.

[More: http://lei.sr?a=6H6k3](http://lei.sr?a=6H6k3)



■ The event will celebrate the beauty and wellness industry



The beauty industry is extremely valuable

Anna-Cari Gund

NEW SPA

Thames Lido spa prepares for October opening



We have produced our own product range for the Lido spas

Mark Thwaites

The team behind The Lido in Bristol, UK, is preparing to launch its second spa and outdoor pool site in Reading, Berkshire.

The Thames Lido, on the site of the King's Meadow Swimming Baths, will include a 25m (82ft), outdoor heated pool, two poolside saunas, an outdoor hot tub, a plunge shower and "water bucket".

The Spa at Thames Lido will house eight treatment rooms – two of which will be dedicated solely to deep tissue massages. There is also a post spa treatment relaxation area, called Octagon.



■ The lido spa will house eight treatment rooms

According to Mark Thwaites, operations director at Thames Lido, the treatment menu will consist of bespoke products already used at the Bristol Lido.

"We've been working with Arcania Apothecary seven years and have produced our own range for both professional and retail use," he said.

[More: http://lei.sr?a=U3A4z](http://lei.sr?a=U3A4z)

NEW HOTEL

Hilton launches UK's first Curio hotel

Hospitality giant Hilton has opened its first Curio Collection property in the UK, renovating a landmark hotel in London's Trafalgar Square as a "sanctuary of style" in the heart of the city.

The Trafalgar St. James has 131 bedrooms and 15 suites. Each has been designed by British studio Shh Architects with Art Deco flourishes and references to the history of the building, which once housed the offices of the Cunard Steamship Company.

Tactile furnishings and bold colour choices have been used to create a sense of comfort, while art walls in the bedrooms pay tribute to some of London's music idols.

The hotel also features a house living room in an underground chamber; a Mediterranean restaurant; a 24-hour gym; and a rooftop bar, opening in October, with panoramic views over the square.

The hotel was previously operated by Hilton, without a brand, as The Trafalgar.

The hotel was previously operated by Hilton, without a brand, as The Trafalgar.

Commenting on the re-design and rebrand, Mark Nogal, global head of Curio Collection, said: "The Trafalgar St. James marks the consummate debut of Curio Collection by Hilton in the UK."

[More: http://lei.sr?a=M5U7m](http://lei.sr?a=M5U7m)



■ The Trafalgar St. James has 131 bedrooms and 15 suites



The Trafalgar property marks the debut of Curio in the UK

Mark Nogal

REDEVELOPMENT

Conran and Partners redesign Andaz London Liverpool St.



The conservative city meets the artistic vibe of east London

Tina Norden

Conran and Partners have redesigned the 267 guest rooms at the Andaz London Liverpool Street, two decades after the architecture practice first worked on the hotel – originally built in 1884 as one of the city's original railway hotels.

The renovation – commissioned by Andaz owners Hyatt – has updated the rooms to reflect changes in the surrounding City of London and the district of Shoreditch, and includes contributions from local East London artists. "We recognised the hotel as a place where the traditionally



■ The hotel is housed in a Grade II-listed building

conservative city meets the ever-evolving, vibrant artistic 'vibe' of East London," said Conran and Partners director Tina Norden. "Waking up in an Andaz is to know where you are in the world, through an authentic sense of place using subtle local touches rather than obvious theming."

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

What can be done about improving productivity?

According to the Office for National Statistics, UK productivity has fallen for the second quarter in a row, dipping below 2007 levels. UK productivity per hour is now 35 per cent below the German level, and 30 per cent below the US. Why is this?

Some reasons are within the gift of politicians and largely beyond the business community's control. The UK suffers from an overcrowded and poorly maintained transport infrastructure. Traffic congestion means deliveries and general commerce take longer. We are also slow at decision-making. Look at how long it is taking to decide where to increase airport capacity in southern England.

Other reasons can be attributed to how businesses, particularly large organisations, operate: resistance to change, lack of innovation, poor management practices, poor leadership, over-reliance on cheap labour, and not enough investment in research and development and new technology. The need to re-think how the UK does business could not be greater.

An illuminating new report from People 1st highlights how hospitality and tourism businesses are at various stages of looking at new approaches to retaining their staff in order to drive productivity and performance.

The performance & talent management revolution: Driving productivity in hospitality & tourism report comes to some interesting and perhaps surprising conclusions. On the subject of recruitment, for example, offering flexible working hours is generally seen as a positive in our sector. And yet one

business owner is quoted as follows:

"When we are advertising locally for roles we are saying, "Come and join us. Work any time between four hours and 40 hours across seven days a week." I think we have had a bit of a dawning realisation over the last six to 12 months that this is clearly not an attractive proposition in the current employment market. It might give us a really high degree of flexibility, which a lot of our managers value. However I think it is also leading to a high degree of instability amongst our team."

The report also finds that while zero-hour contracts are popular with students and young people, they are less so for older workers. Both recruitment and retention are more challenging if older people do not want to join the company.

Demographic change and Brexit are sharpening the minds of HR personnel who need to find new and creative solutions to recruitment and retention. For some businesses, recruiting at food fairs has been a new source of F&B staff. Improving productivity in the UK is not



■ Peter Ducker, chief executive of the Institute of Hospitality

about getting people to work harder. You are not going to get better results from your housekeeping team simply by cutting their break times and telling them that, instead of 13 rooms, they now have to clean 17 rooms per shift. It involves training, investment, innovation and finding smarter ways to do things. ●



The need to re-think how the UK does business could not be greater



■ Investing in training is at the heart of a happy and productive workforce

INBOUND TOURISM

Weak pound attracts record visitors

The UK attracted a record number of overseas visitors during June – thanks largely to the collapse in the value of the pound since the Brexit vote.

In total, there were 3.5 million visits to the UK in June, up 7 per cent on June 2016.

Overseas visitor spend also increased, reaching £2.2bn in June, up 2 per cent on 2016 levels.

The fastest growing inbound market for the UK is currently North America, with 650,000 visitors arriving during June – a 35 per cent increase on 2016 figures.

Earlier this year, online travel firm Expedia reported an 80 per cent jump in

UK summer bookings from across the Atlantic between January and March, compared with the same period last year.

VisitBritain Director Patricia Yates said: “Tourism is one of Britain’s most valuable export industries and this continued growth demonstrates the industry’s increasing importance as a key driver of economic growth across our nations and regions.

“The tourism industry is making a compelling case to be one of the industries included in the government’s industrial strategy to ensure Britain continues to compete globally.”

[More: http://lei.sr?a=j8N7K](http://lei.sr?a=j8N7K)



■ There were 3.5 million inbound visits to the UK in June 2017



“
**Tourism is one of the
UK’s most valuable
export industries**

Patricia Yates

SUSTAINABILITY

UNWTO launches sustainable tourism campaign



“
**Today, more than ever,
there’s a need for
sustainable tourism**

Taleb Rifai

As it continues to observe 2017 as the International Year for Sustainable Tourism, the United Nations World Tourism Organisation (UNWTO) has launched a new campaign aimed at raising awareness of the value and contribution that sustainable tourism can make towards development.

Called ‘Travel.Enjoy.Respect’, the campaign will run in various languages and outlets around the world, and will provide visitors to foreign countries with a set of recommendations to help them make responsible choices when travelling.



■ The campaign promotes sustainable tourism

“Whenever you travel, remember to respect nature, culture, and your host,” said Taleb Rifai, UNWTO secretary-general. “Today more than ever, ensuring tourism is an enriching experience for visitors and hosts alike demands strong, sustainable tourism policies.”

[More: http://lei.sr?a=R8B5k](http://lei.sr?a=R8B5k)

Where will the workers come from?

The year 2017 is shaping up to be a record year for the UK tourism industry. After the first six months, inbound tourism revenue is up 11 per cent over 2016, meaning that the UK should earn an additional £2.5bn in overseas revenue by the end of the year. And while domestic tourism is not expected to show quite the same level of increase, there is an expectation that the overall increase in revenue should be approaching £4bn by the end of the year.

This being the case, econometric modelling indicates that the additional revenue will create in the order of 70,000 new jobs for the UK economy – which is great news.

The problem, however, is how we are going to fill these vacancies. The UK's unemployment rate has now decreased to just 4.4 per cent which means that there is limited scope to fill these positions from within the UK.

As unemployment has fallen, the tourism industry has become increasingly dependent on migrant workers. It is currently estimated that EU nationals alone account for between 12.3 per cent and 23.7 per cent of the tourism workforce, and this percentage will increase due to demographic changes within the UK regardless of growth within the sector. This is because the tourism industry traditionally employs young people – around 40 per cent of people in the sector are under 30 – yet changing demographics means that, by 2022, there will be 700,000 fewer 16-24 year olds and more than 3.7m people aged over 50. So the sector

needs EU nationals to both cope with growth and to cope with fewer young people being available in the UK.

KPMG estimates that as a result, the sector requires 62,500 EU migrants per year to be able to maintain current activities and to grow.

Yet, with the probable end of “freedom of movement” in March 2019 as a result of Brexit, there is little scope for the industry to be able to gain workers from the EU due to the current immigration rules not valuing the soft skills that are needed by the tourism industry. That being the case, then the government needs to develop a mechanism to allow the industry to access the staff with the skills it requires to provide world-class service.

There are a number of options available, including a quota system agreed between the Migration Advisory Committee and the industry and an EU scheme similar to the one in place for countries like



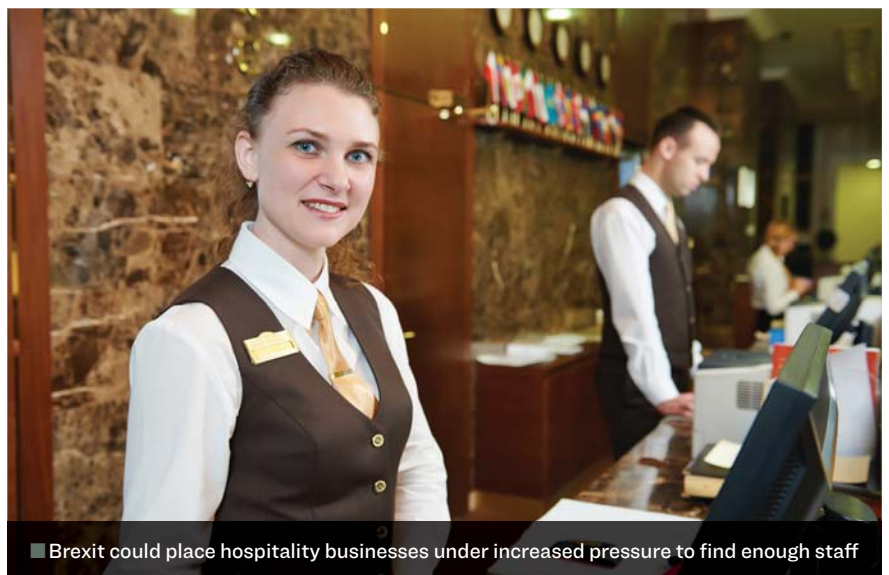
■ Kurt Janson, director of the Tourism Alliance

Australia, whereby their citizens can work in the UK for two years before they are 27.

The important thing is that a solution needs to be developed as soon as possible in order to provide businesses with the certainty they need to plan and invest for the future. ●



As a result of Brexit, there is little scope for the industry to gain workers from the EU



■ Brexit could place hospitality businesses under increased pressure to find enough staff

TRAINING

GEM scheme trains museums professionals

Arts Council England (ACE) funding has helped the launch of a new training scheme aimed at addressing the challenges facing professionals involved in education in the museum, heritage and cultural sectors.

Organised by the Group for Education in Museums (GEM), the courses will take place at the body's new Learning & Sharing Centre (LSC), which was set up last year thanks to a £168,000 ACE grant.

The LSC helps to equip museums professionals with the skills to educate through a range of face-to-face meetings, workshops and online digital resources. It also helps to develop

distance learning courses and set up a new online signpost to help staff find relevant training opportunities.

The new courses include foundation, intermediate and advanced levels. In the foundation course, trainees will be taught effective engagement for practitioners and volunteers in the early stages of their career in the museum sector. At intermediate level, five new courses will support the professional development of mid-career museum, heritage and cultural educators. At the highest level, people in leadership position will be taught about managing museum educators and their activities.

[More: http://lei.sr?a=g2c8a_0](http://lei.sr?a=g2c8a_0)



■ Participants take part in the first intermediate course



GEM's new training courses are providing museum professionals at all CPD levels with the skills they need to face future challenges

Dr John Stevenson, GEM CEO

TRAINING

John Ellerman Foundation launches curatorial training fund



The fund will strengthen the UK's regional museums

Sarah Riddell, JEF

A curatorial development fund worth £500,000 (US\$645,000, €550,000) has been created to help already established curators of museums and galleries in the UK learn new ways of working.

Financed by the John Ellerman Foundation (JEF), the Regional Museums and Galleries Fund has earmarked the funds to be awarded through 2018, with a focus on visual and decorative arts, and natural history collections.

"We want to help organisations enhance and sustain curatorial development to attract a broader public," said JEF chair Sarah Riddell.



■ Established professionals will learn new skills

"In the current climate they face increasing challenges from funding cuts and curatorial under-provision, reducing their scope to research and display collections and create new exhibitions.

"The fund will aim to help strengthen regional museums and galleries in the UK."

[More: http://lei.sr?a=d3h5H_0](http://lei.sr?a=d3h5H_0)

HERITAGE

Work begins to preserve HMS Victory

The National Museum of the Royal Navy has begun essential works to support the historic HMS Victory, with the 252-year-old vessel currently at risk of collapsing under its own weight.

The ship, which first set sail in 1765 and has been dry-docked in Portsmouth since 1922, is best known for its role as Lord Nelson's flagship at the Battle of Trafalgar in 1805. Open to the public as a visitor attraction since 1928, more than 30 million people have explored the Victory, which is also the oldest commissioned warship in the world.

Taking 18 months to complete, the £3m

(US\$3.8m, €3.3m) project is being carried managed by aerospace and defence company BAE Systems, who will create a better support system using a detailed laser scan of 89.25 billion measurements and computer modelling.

"Victory is possibly the most famous ship in the world. She remains a commissioned ship and the flagship of the First Sea Lord," said Dominic Tweddle, director general of The National Museum of the Royal Navy.

"This is the first time something like this has ever been done on a historic ship."

[More: http://lei.sr?a=V5Z3x](http://lei.sr?a=V5Z3x)



■ HMS Victory is one of the most famous ships in the world



This is the first time something like this has ever been done

Dominic Tweddle

FUNDING

DCMS introduces £15m cultural regeneration fund



Cities and towns will be able to develop inspirational projects

Karen Bradley

Culture and tech projects in the North of England will soon be able to bid for a slice from a £15m (US\$19.3m, €16.5m) funding pie, with a new fund established to help build a lasting regional legacy for the Great Exhibition of the North.

Called the Northern Cultural Regeneration Fund, grants of up to £4m (US\$5.1m, €4.4m) will be awarded by the Department for Digital, Culture, Media and Sport (DCMS) to support both major culture and tech capital projects in the North, helping to boost the Northern Powerhouse – a government scheme aiming to boost economic growth



■ The 2018 Great Exhibition of the North will take place in Newcastle and Gateshead

in England's north, particularly in the "core cities" of Manchester, Liverpool, Leeds, Sheffield, Hull and Newcastle.

"This fund is a fantastic chance for towns and cities to develop inspirational projects," said culture secretary, Karen Bradley.

[More: http://lei.sr?a=8E6J2](http://lei.sr?a=8E6J2)

RESTORATION

Six design teams shortlisted for Clandon Park project



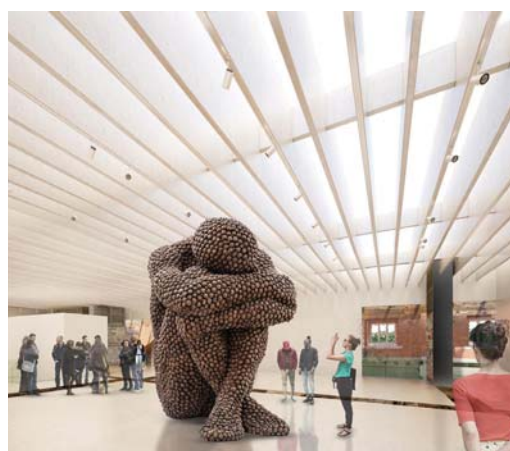
It's exciting to be at this stage of the project

Paul Cook

British conservation charity the National Trust has announced a shortlist of six architects in the running to rebuild Surrey's Clandon Park: a historic Palladian mansion that was gutted by a fire in 2015.

An international design competition, organised by Malcolm Reading Consultants, was launched in March 2017 to find a multi-discipline team to restore the 18th century Grade I listed building.

Sixty groups submitted designs for the project, which will include galleries, a visitor centre, a cafe and retail space.



■ The design proposed by the team of Donald Insall Associates and Diller Scofidio + Renfro

Construction of the project is expected to start in 2019, provided that the plans receive planning permission.

Clandon Park's project director Paul Cook said: "It's exciting to be at this stage, when we can see the thought processes and ideas from the six shortlisted teams come to life."

[More: http://lei.sr?a=4v2b4](http://lei.sr?a=4v2b4)

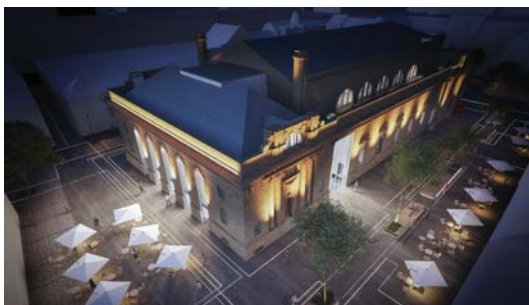
DESIGN

City hall to be transformed into 'cultural gateway'

A heritage listed city hall Scotland is about to undergo major works, after local authorities in Perth selected Dutch architects Mecanoo to transform the space into a new cultural venue for the city.

Perth & Kinross Council selected Mecanoo to renovate the listed Perth City Hall, which will feature exhibition galleries, learning suites, a café and shops.

According to the council, the reinvigorated city hall will create "a new gateway" to the city, which will be brought back to life through "light touch"



■ Transparent sections added to the elevations will entice passers-by to enter



The design will stand the test of time

Ian Campbell

interventions that "embrace the building's beauty and character, whilst improving accessibility and reinforcing existing connections."

"Mecanoo stood out as having responded sensitively to the brief, conserving much of the historic building with an innovative and flexible design that will stand the test of time," said council leader Ian Campbell.

[More: http://lei.sr?a=t6u8Y](http://lei.sr?a=t6u8Y)

Aberdeen Science Centre set to double exhibition space

Aberdeen Science Centre is to undergo a £4.7m (US\$6m, €5.1m) revamp, which will double existing exhibition space at the museum.

Located near the city's seafront, the former Stratosphere Science Centre is in need of renewal, with plans including development of a new upper floor to the building.

According to the science centre, the redevelopment is being created with young people in mind, with the revamped institution designed to get more young people interested in STEM subjects.

[More: http://lei.sr?a=P7X2M](http://lei.sr?a=P7X2M)



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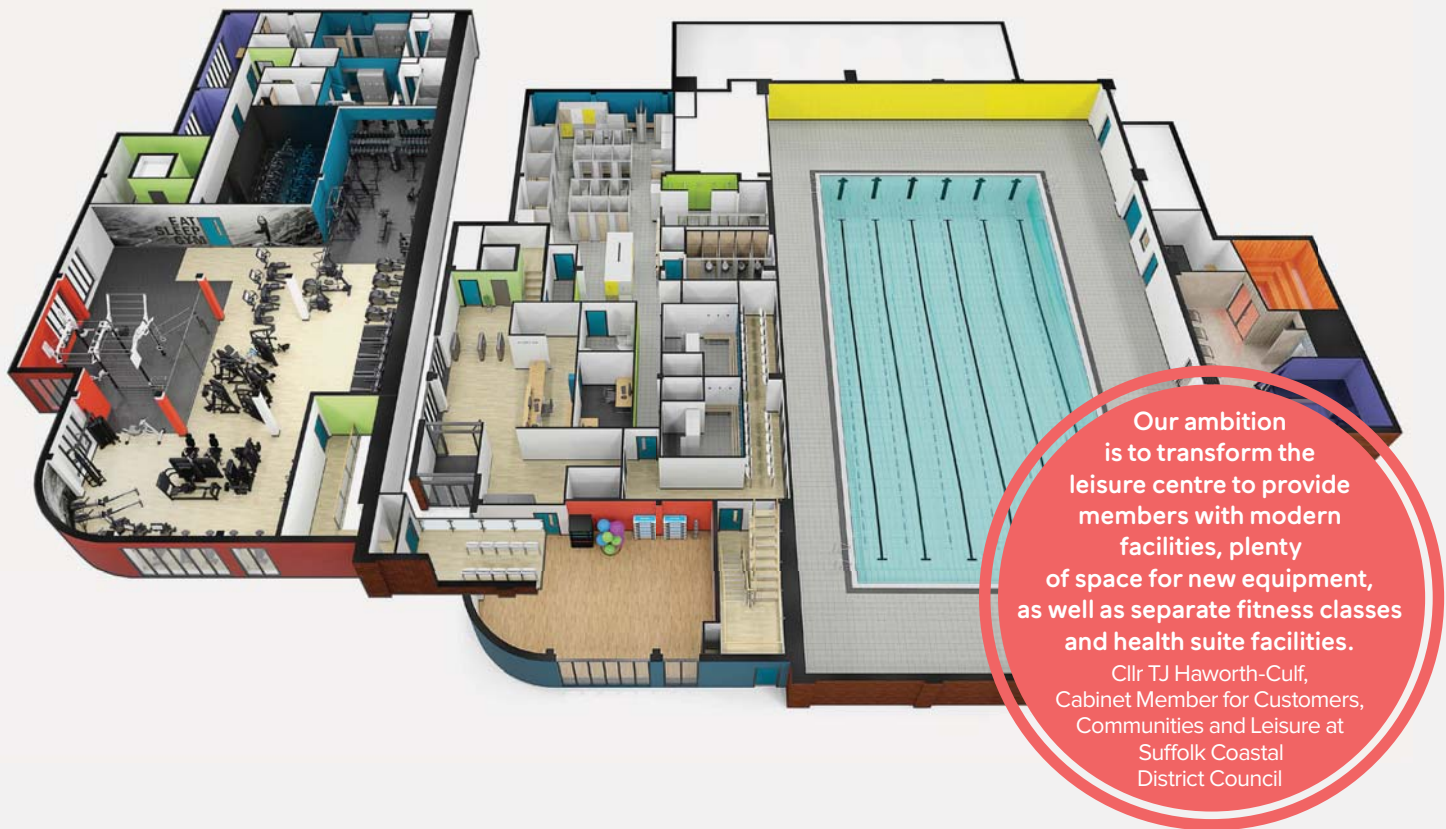
September 2017

pulsebeat

All the latest news and headline-grabbing stories from The Pulse Group



Construction work begins as Pulse Design & Build is set to transform Deben Pool



Our ambition is to transform the leisure centre to provide members with modern facilities, plenty of space for new equipment, as well as separate fitness classes and health suite facilities.

Cllr TJ Haworth-Culf,
Cabinet Member for Customers,
Communities and Leisure at
Suffolk Coastal
District Council

Pulse Design & Build, the dedicated construction arm of the Pulse Group, has been awarded a £3m contract which will see Deben Pool in Woodbridge transformed into a state-of-the-art leisure centre as part of the Suffolk Coastal District Council strategic leisure development plans.


Pulse Design & Build will be fully responsible for all construction work; the diggers will arrive on 4th September, with work due to be completed by Summer 2018.


The facility will boast:


- An extended state-of-the-art 50-station gym on the first floor, with all gym equipment supplied by Pulse Fitness.
- A new viewing gallery area into the pool
- A new thermal suite complete with steam, sauna, ice rooms and lounge area
- A new reception area
- A dance studio


- New village changing rooms and dry changing rooms
- A multi-purpose studio

The project is part of a wider contract which in March 2015 saw Pulse become Suffolk Coastal District Council's strategic leisure development partner for the next 20 years. The facility will be operated by Places for People, with Pulse as the Strategic Leisure Development Partner.

 Pulse reappointed MoD and MoJ contract

 Flooring can give your gym a new lease of life

 St. George's Park Westfield to officially open

 Mobile class booking app a great success



What could we do for you? Let's start the conversation today. Call us on (+44) 1260 294610.

St. George's Park Westfield to officially open

St. George's Park Westfield will open its doors to the public on 17th September, boasting a state-of-the-art fitness facility alongside world class football facilities.

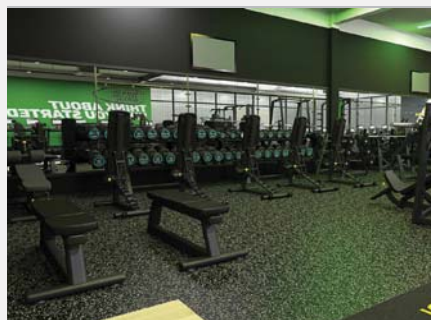
Pulse Soccer already acts as the strategic leisure development partner to the FA and Leisure United at two other facilities in Sheffield, St. George's Park Graves and St. George's Park Thorncliffe. The third 'Park Life' soccer hub comes as part of Pulse Soccer's original contract with the FA to deliver the three centres.

Using their expertise, Pulse Soccer advised the FA on the addition of a state-of-the-art 100 station gym in order to make the site a success. The addition of the new gym will ensure additional commercial revenue to make the site financially viable.

Pulse Soccer has appointed Pulse Fitness, the dedicated equipment arm of the Pulse Group, to design the new gym and to supply and install equipment from its latest CV and Strength lines.

The Pulse Fitness team will kit out the gym with an extensive free-weights area and a bespoke functional training rig. There will also be a packed timetable of group exercise classes on offer for the local community.

Pulse Solutions, the dedicated business support arm, has been appointed by operator Leisure United to be responsible for all sales and marketing of the facility, and is offering a pre-opening rate of just £16.95 per month for access to all facilities at the site.



Pulse Fitness called upon to improve teen fitness at West Wood Club

In an effort to help improve West Wood Club's teen fitness offering, the operator recently appointed Pulse Fitness Ireland to install 10 Trixter virtual reality bikes into its Leopardstown club.

"We were thrilled that West Wood Club chose Pulse as a partner to complete the installation

at Leopardstown," says Pulse Fitness Sales Manager Phill Griffin. "West Wood Club is a market leading operator and always quick to adopt new technology. The new Trixter bikes are a fantastic edition to what is already a great facility and we look forward to supporting them in their aim of getting more teens to lead an active lifestyle."

Pulse Fitness first choice for state-of-the-art installation at Abingdon School



To achieve their vision, the school were looking for a complete overhaul of the fitness suite to improve the provision for staff and students, as well as serving the growing public membership, with an increased focus on strength and conditioning.



Pulse Fitness has kitted out the gym with its latest CV lines with integrated touchscreen technology and equipment to satisfy high quality performance training. The facility is also home to a brand new free weights area and a functional training rig.

Pulse Fitness reappointed as preferred equipment supplier to the MoD and MoJ

After taking part in a rigorous tender process, Pulse Fitness has been reappointed as a preferred equipment supplier for the Ministry of Defence (MoD) and Ministry of Justice (MoJ) for the next four years, making them the only equipment supplier to retain the contract.

Pulse has been working with the MoD over the past four years, during which they have supplied over £7m worth of award-winning equipment to military bases in the Ascension Islands,

Germany, the Falkland Islands and the UK. UK installs include RAF Marham, RAF Coningsby, HMS Dauntless, Basingbourne Barracks and even the prestigious Royal Guards room at Buckingham Palace.

As part of their continued support to the armed forces, the new four-year contract will also include flooring, branding and artwork development as well as any necessary support on training if required.



FOCUS ON INDUSTRY

with Jake Saunders,
National Account Manager

Flooring

Flooring can give a gym a new lease of life and getting it wrong could certainly prove costly in the long-term, so it's well worth doing your research into the right solution for you.

For instance, using rubber is perfect for weights areas. It's slip resistant, protects sub-floors and equipment from impact and absorbs sound, which can be a concern for gyms in apartment or office buildings. Rubber also minimises the risk of weights bouncing back, which you will find when foam or thick layers of shockpads are used. Unlike foam, which has a tendency to flatten and rip over time, rubber will last for many years if installed correctly. Whereas using vinyl in weights areas is likely to cause damage to equipment and the sub-floor, leading to expensive repairs. Vinyl is a better choice in walkways and cardio areas; it can really help to brighten up a space, as rubber tends to be darker. We'd advised that foam should only be used for stretch areas.

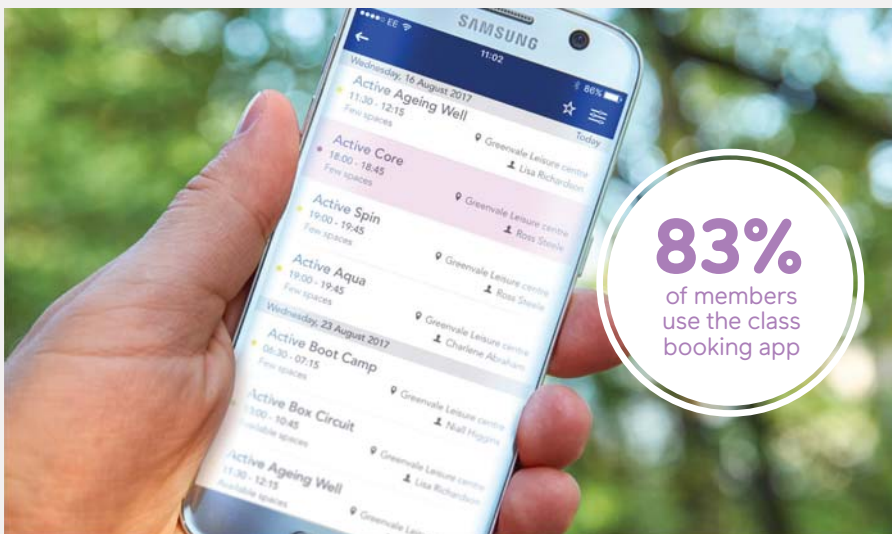
Most recently we have set up a new division called Floor Lab, which will support our Pulse Fitness and Pulse Design & Build divisions with the installation of specialist flooring solutions. We will use several suppliers to meet the functionality requirements of our customers, whilst being mindful of their budgetary constraints. To ensure that our clients receive the best flooring solution for their facility, as part of our service we take into consideration the space available, the capacity of users at any one time and the type of training that will take place. These factors all impact on flooring requirements, making each individual solution bespoke to the client.



Pulse Solutions sees success from launching mobile booking app system – success across entire portfolio

As part of its client offering, Pulse Solutions provides innovative membership management software solutions from Exerp. Exerp is used at over 30 Pulse clubs across the UK, equating to approximately 150,000 memberships. Four sites have also purchased the mobile booking app as an optional extra, with member downloads surpassing 5,000. The app can be fully customised to each site using individual client branding.

The mobile booking app can now be purchased as an optional extra. 83% of the 3,500 monthly class spaces at Greenvale Leisure Centre are now being booked through the mobile platform, showing a significant improvement in operational practise within the club. Pressure on busy reception staff has been alleviated, and the club is experiencing fewer no shows now that members can amend and cancel their bookings directly from the app.



Pulse Fitness continues to expand across the globe

Pulse Fitness has seen great progress with its global expansion plans and has recently appointed new dealers in Poland, Singapore, Vietnam, Thailand, Cyprus, Turkey, South Korea, South Africa and China to distribute and supply equipment from their awarded winning portfolio.

Chinese distributor Fitness Solutions has recently carried out its first Pulse Fitness install at the Deka Shaking Centre. The facility now boasts 35 stations of Pulse Fitness kit including items from their series 2 cardiovascular lines, H range strength lines, plate-loaded and free weights equipment which were installed in June.



"I send my warmest congratulations to Pulse Fitness' brand ambassador Eddie Hall on winning the world's strongest man title. It is a really outstanding achievement and it's been a privilege to support you on this remarkable journey to success! "



Chris Johnson, Managing Director.

What could we do for you? Let's start the conversation today.

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MY WORK

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

Jenny Patrickson

MANAGING DIRECTOR

Active IQ

There is an increasing need to equip fitness professionals with medical insight and training

Jenny Patrickson has 30 years experience working in the health and fitness industry. She joined Active IQ in 2014 as a commercial director and has worked her way up to the position of managing director after three years with the company. She talks to *Leisure Opportunities* about some of the exciting things happening at Active IQ.

Tell us more about your work at Active IQ?

I am the managing director at Active IQ. I oversee more than 100 accredited qualifications in a variety of disciplines. I am also responsible for strategic planning, business development and business process improvement. I manage a dynamic team who research, develop, implement and support a diverse range of training, professional recognition and career development programmes for the active leisure industry.



Active IQ is collaborating with Dr Dane Vishnubala, can you tell us more about this?

We appointed Dr Dane Vishnubala as our chief medical advisor to work in close partnership with us on a number of projects, including the development of our health-based CPD content. We are all aware of the need for greater physical activity and health related training and understanding within the active leisure industry.

Dr Vishnubala has contributed to our qualification offering at a time when there is an increasing need to equip fitness professionals with medical insight and training.

The problems relating to inactivity and chronic disease are constantly increasing and there is a clear need to have fitness professionals who are qualified appropriately in both physical activity and lifestyle advice to aid in the solution. With Dr Vishnubala's appointment, Active IQ is bringing the medical and fitness worlds together.

What are your hopes for the collaboration?

The first few months of our collaboration have shown the demand from our customers to forge closer links between the healthcare and physical activity sectors. Dr Vishnubala has brought us closer to the healthcare sector and given us a whole new appreciation of the excellent work they are doing to move closer to the fitness industry. Our collaboration shows that Active IQ is promoting education and understanding between the active leisure sector and healthcare professionals.



■ Dr Dane Vishnubala has joined the company as chief medical advisor

No restrictions: fitness for older adults

While some people over 70 are active on a daily basis, others struggle to walk unaided. How exactly should clubs engage with older adults?



■ The 'Iron Nun', 87-year-old Madonna Buder, started competing in Ironman events at the age of 55

Like anyone else, when you push them hard, they don't die – they get stronger, fitter and more independent

One of the biggest false facts believed in the physical activity sector is that retired people cannot train hard. Writing in the latest issue of *Health*

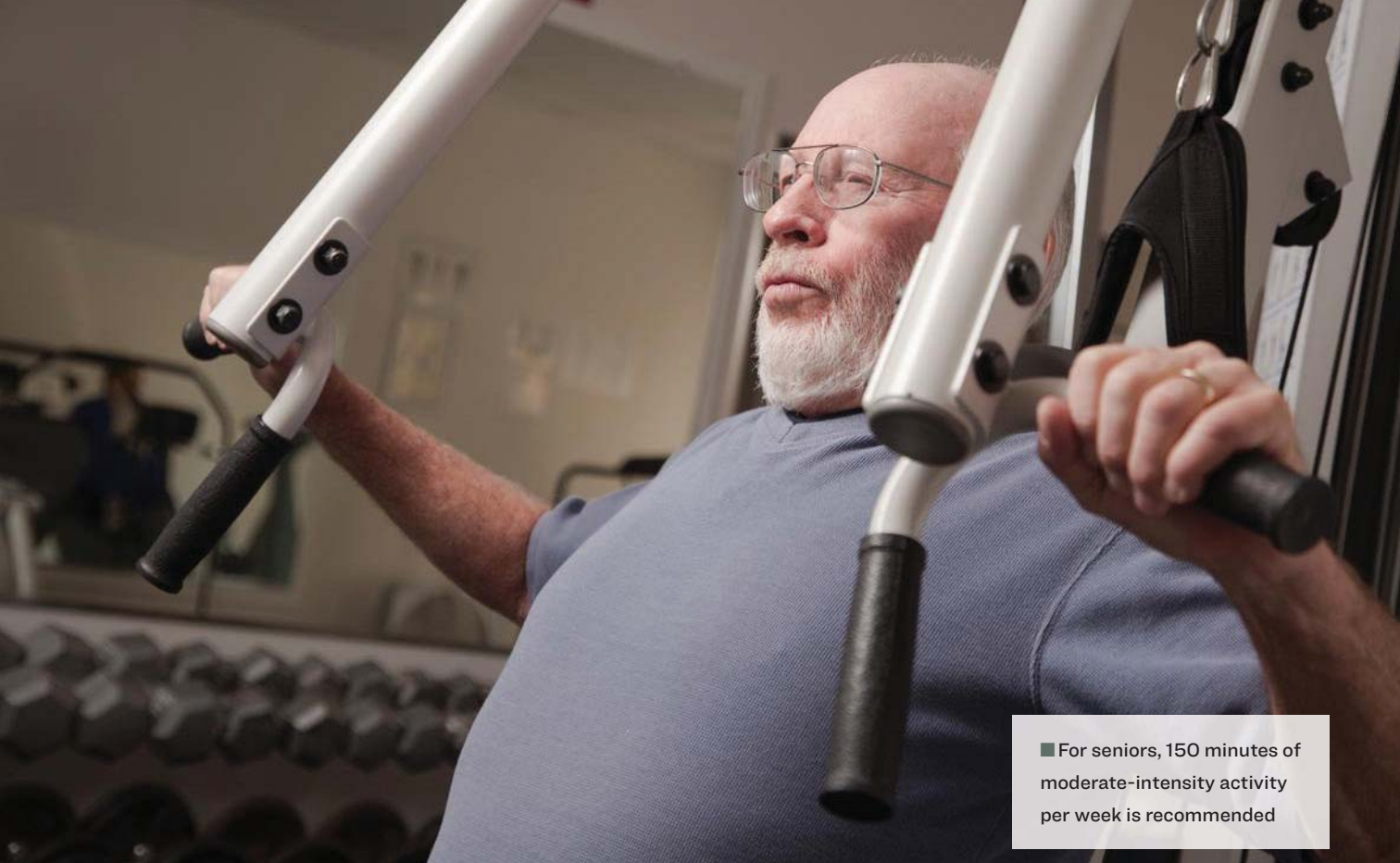
Club Management, Colin Milner, chief executive of the International Council on Active Ageing, said older people need gyms and health clubs to offer them tailored programmes to help improve their stamina, strength, power and flexibility.

Using HIIT (high intensity interval training) with older adults is becoming increasingly popular, according to Milner.

"The biggest misconception about this demographic is that they can't work hard," he said.

"Like anyone else, when you push them hard, they don't die – they get stronger, fitter and more independent. Some might need to spend part of the session in a chair, but the aim needs to be to get them to stand up for increasing amounts of time. Like anyone else, they need programmes to improve their stamina, strength, power and flexibility and they need progression.

"Going forward, personal training will become precision training, with technology allowing trainers to give precise advice, while wearables will start to give people more real time feedback."



■ For seniors, 150 minutes of moderate-intensity activity per week is recommended



The biggest misconception about this demographic is that they can't work hard



■ Colin Milner, CEO of the International Council on Active Ageing



■ Seniors may need medical clearance before exercise

WHO PHYSICAL ACTIVITY GUIDELINES FOR OLDER ADULTS

- Older adults should do at least 150 minutes of moderate-intensity or 75 minutes of vigorous-intensity aerobic physical activity throughout the week
- Aerobic activity should be done in bouts of at least 10 minutes
- For additional health benefits, older adults should increase their

- moderate-intensity aerobic physical activity to 300 minutes per week, or engage in 150 minutes of vigorous-intensity aerobic physical activity per week
- Older adults with poor mobility should perform physical activity to enhance balance and prevent falls on three or more days per week

- Muscle-strengthening activities, involving major muscle groups, should be done on two or more days a week
- When older adults cannot do the recommended amounts of physical activity due to health conditions, they should be as physically active as their abilities and conditions allow



We're demonstrating how brain sensors and neurotechnology can be integrated with AR/VR devices

Michael Thompson, vice president, Neurable



Brain-powered virtual reality

Could virtual reality powered entirely by the brain be the next step in AR/VR technology?



■ The Neurable VR device, powered by the HTC Vive, is completely hands-free

Tech startup Neurable has taken virtual reality to the next level, creating computer interfaces for the brain to allow users to control VR using only the power of their minds.

Showcased at the recent Siggraph event in Los Angeles, the Boston-based Neurable uses EEG (Electroencephalography) sensors combined with eye-tracking technology to allow users to interact with virtual objects through cerebral activity – creating a brain computer interface (BCI).

For the Siggraph event, Neurable debuted *Awakening*, a VR game preview likened to the show *Stranger Things* and made in partnership with eStudiofuture. In the game, the player is a child held prisoner in a government facility. The

■ The technology was showcased at the recent Siggraph event in Los Angeles, California



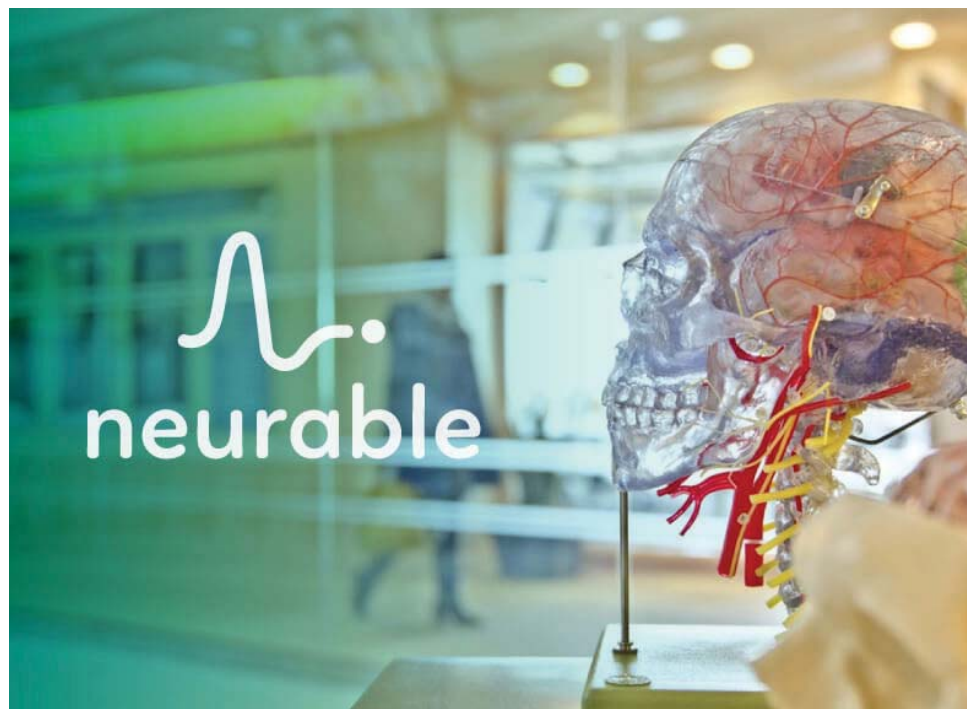
“ In the long run, we expect that AR/VR headset companies will integrate brain sensors directly into their products ”

player discovers they have gained telekinetic powers and must use them to defeat robot guards and free themselves from the lab. The game is played entirely without use of a handheld controller.

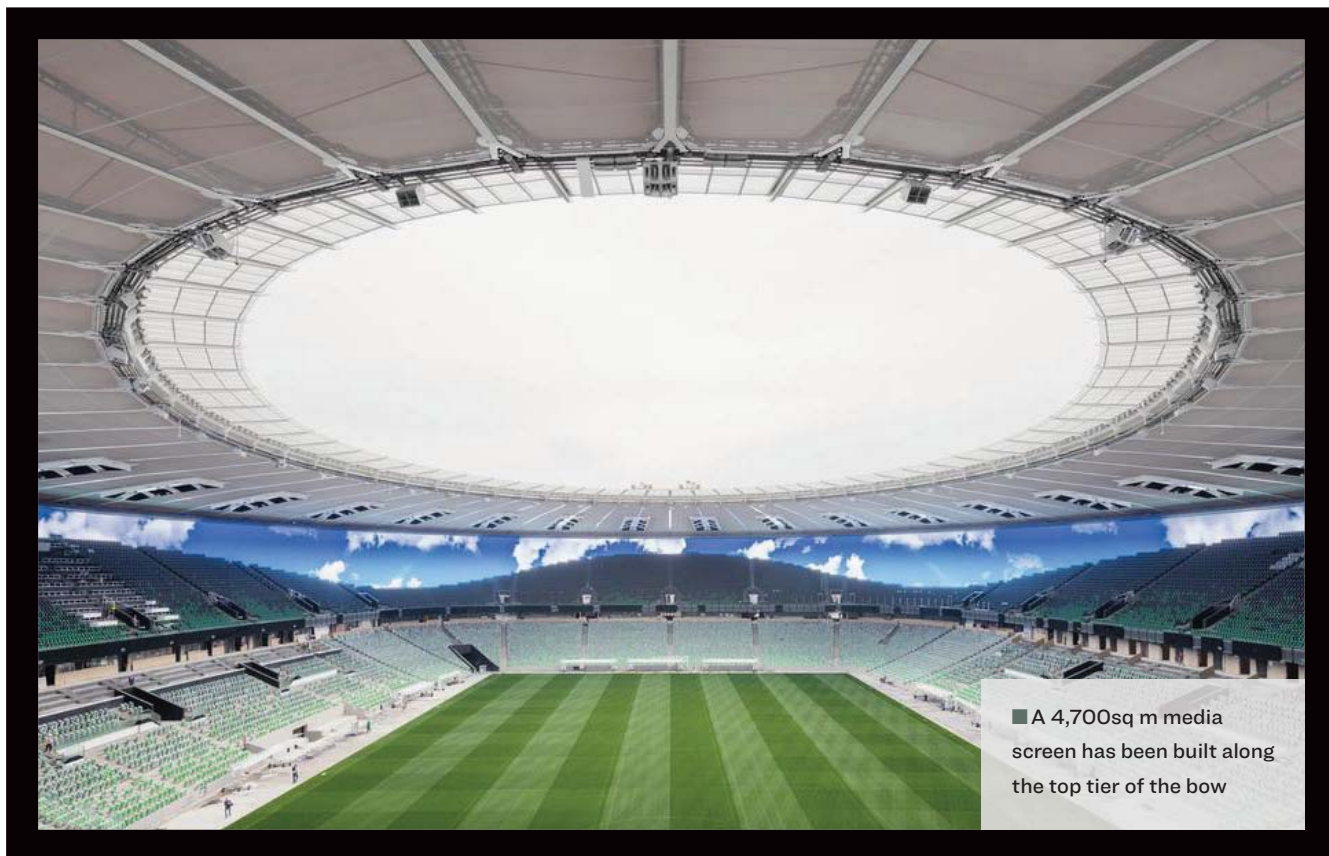
“Brain signal acquisition is accomplished through our upgraded headband for the HTC Vive,” said Michael Thompson, vice president of Neurable. “Simply remove the elastic straps in the back and replace them with our straps. Our solution is a demonstration prototype of how brain sensors and neurotechnology can be integrated with AR/VR devices.

“In the long run, we expect that AR/VR headset companies will integrate brain sensors directly into their products.

“What the touch interface became to smart phones, BCIs will become to mixed reality headsets.”



■ The startup last year raised US\$2m (£1.5m) in seed funding for its brain-computer interface



An ode to Roman amphitheatres

Russia's FC Krasnodar has installed a giant screen filling the entire top tier inside its new state-of-the-art stadium



■ gmp founding partner Volkwin Marg was a lead designer for the stadium

Thunderous sound effects, dramatic strobe lighting and enormous and exuberant video projections are welcoming players to the field at the new stadium

of Russian football club FC Krasnodar, which has installed a 4,700sq m media screen along the top tier of the bowl.

International architects Gerkan, Marg & Partners (gmp) and Russian design firm Maxim Rymar Architectural

Studio designed the 33,979 capacity ground, which is raised on a plinth slightly above a surrounding sports park and the club's football academy.

With its classical division into three elevated sections, the building references the generic style of the ancient amphitheatre. That sense of drama is emphasised on the interior with the unique media screen, that has been captured in videos posted on Twitter.

"The design combines the rationality of the construction and tectonics with



■ Krasnodar Stadium
has a capacity of 34,291
spectators and hosted its
first game in October 2016

innovative media technology to create the charged atmosphere of a football arena, thereby generating an exciting contrast between the lightweight and highly efficient roof structure and the archetypal form of the bowl and facade,” said gmp in a statement.

Krasnodar Stadium has the technical capabilities to stage fixtures for any tournaments organised by footballing bodies UEFA and FIFA. The design team used a special cable-stayed design for the roof that covers all the seats and

“
The design combines
the rationality of
the construction
and tectonics with
innovative media
technology to
create the charged
atmosphere of a
football arena

enhances the matchday atmosphere, and the stands are equipped with an infrared heating system to keep supporters warm.

Construction was launched in April 2013 and the first match there took place in October last year with a friendly between the Russian national team and Costa Rica.

For more architecture and design news for the leisure industry, check out *CLADmag*, available online and in print
www.cladglobal.com/digital

Fighting back against budget gyms

An innovative marketing campaign has helped Leeds City Council to conquer low cost competition, boosting membership by a staggering 2,000 members.

The council partnered with Alliance Leisure's client support team after 14 budget gyms opened in the city, posing a big threat to the success of the council's existing 16 leisure sites.

Launched in January 2017, the 'We Are Family' campaign was designed around the council's brand values and wide offering for local families.

"Our partnership with Alliance Leisure has enabled us to run a city-wide campaign targeting likely users of the leisure centres without stretching the limited resources available in the leisure marketing team," says Tim Quirke, marketing manager for Active Leeds.

Paul Woodford, director of Marketing and Partnership at Alliance Leisure continues "For each campaign, we use online advertising on channels such as Facebook, Instagram and Twitter to target customers in the local community served by each leisure centre. We also use search advertising on Google Adwords and YouTube to promote the campaign messages.



■ Alliance Leisure's strategy proved a success for the council-run gyms

"Coupled with other more traditional channels, this strategy ensures we target individuals located around each leisure centre and maximises the return on investment."

To support the campaign, Alliance also provided training for more than 600 members of staff. This ranged from management workshops focused on the sales process, coaching staff and monitoring performance to group training with frontline staff

covering customer service, enquiry handling and up-selling techniques.

The response to the digital advertising has

seen three-quarters of a million people living in Leeds exposed to some form of online campaign advertising since January. This has generated more than 3,500 leads for the leisure centres.

Membership has grown from 17,500 at the start of the campaign to the current membership of 19,500 with sales up by more than 60 per cent in some months.

Such has been the success of the campaign that it has been extended beyond the initial New Year period to front the introduction of single activity membership options, lower membership prices and the growth in the 'Leeds Fitness Family'. Using the tagline 'Our Family Just Got Bigger' Active Leeds is positive this will be their most successful year on record.



■ Sales have increased more than 60 per cent

Cheltenham leisure centre redevelopment

Cheltenham leisure centre's redevelopment is gathering pace as the project enters the detailed design phase, paving the way for work to begin this autumn.

The Cheltenham Trust, which manages and develops Leisure at Cheltenham on behalf of

Cheltenham Borough Council, appointed Alliance Leisure to conduct the detailed design work under the new UK Leisure Framework.

The project, funded by a loan of up to £1.5m from Cheltenham Borough Council, will help meet the growing and changing demands on

the facilities in the Leisure at Cheltenham portfolio, enabling more people to get active, especially families and young people.

The proposals include a gym extension, two new studios, changing areas to include sauna and steamroom facilities, and

the introduction of a family-focused aquatics play space.

The UK Leisure Framework launched in February to make it easier and more cost-effective for public sector providers to scope, develop and deliver physical leisure developments and cultural and marketing services.



■ Alliance Leisure was presented with the Supplier of the Year's Outstanding Achievement award at the 2017 Flame Awards

Alliance Leisure celebrates Outstanding Achievement award



Alliance Leisure is a forward thinking, innovative company which continues to challenge the way the public sector caters for community leisure needs

Steve Ward,
CEO, ukactive

In recognition of the huge contribution Alliance Leisure has made to getting more people, more active, more often, the private leisure development company has been presented with the Supplier of the Year's Outstanding Achievement award by ukactive.

Sarah Watts, founder and CEO at Alliance Leisure, says: "We have worked in partnership with more than 100 public sector leisure providers to regenerate hundreds of tired and struggling leisure facilities, creating new, innovative and aspirational environments where people want to be physically active.

"In addition to encouraging more people from all aspects of the community to lead a healthy, active lifestyle, our regeneration

projects offer our public sector clients new opportunities to generate significant income."

Steve Ward CEO, ukactive, adds: "Alliance Leisure is a forward thinking, innovative company which continues to challenge the way the public sector caters for community leisure needs. As the need to focus more on preventative care becomes apparent, it is companies like Alliance Leisure that will ensure our leisure facilities are fit for purpose and able to play a key role in the delivery of this solution."

CONTACT ALLIANCE LEISURE

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E: admin@allianceleisure.co.uk

W: www.allianceleisure.co.uk



active-net is in its fifth year!

14th and 15th of March 2018 at Eastwood Hall, Nottingham

Our winning formula (90% NPS) of one to one meetings, educational seminars, free use of leisure facilities, time to network, and an outstanding evening meal with speaker, means active-net 2018 is shaping up to be one of the best editions of the event yet.

To secure your place please visit our website at www.active-net.org and download a booking form or email kirstyreed@leisure-net.org

active-net enjoys the support of the sector, thank you to:



More people
More active
More often



www.active-net.org

leisure opportunities

Your careers & recruitment partner

Recruitment headaches? Looking for great people? Leisure Opportunities can help

Tell me about Leisure Opps

Whatever leisure facilities you're responsible for, the Leisure Opps service can raise your recruitment to another level and help you find great people.

How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

There are loads of recruitment services, how is Leisure Opps special?

Leisure Opps is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 30th anniversary of Leisure Opps, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Health Club Management, Sports Management, Leisure Management, Attractions Management, AM2 and Spa Business/Spa Opportunities.**

What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

What now?

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

Wellness Practitioner

ESPA International, the World's leading Spa Company, is taking to the Ocean in an exciting new venture that will revolutionise luxury Spas at Sea.

Celebrating 25 years of Spa expertise, exceptional award-winning training and team progression, successful business development and partnerships with luxury brands worldwide

ESPA are looking for extraordinary individuals to join our pioneering Maritime team, both on board and shore-side.

Be part of this exciting voyage and enjoy:

- Attractive and competitive remuneration packages
- Contracts from 6 months +
- Exceptional Technical and Operational Training – on land and on board
- Personal career development
- Accommodation and meals provided on board
- On board Medical cover provided
- Flights to and from your ship

Qualifying Criteria:

- BSc (Hons) in Osteopathy and/or Physiotherapy / Master's degree or equivalent in Acupuncture or TCM from a recognized establishment
- Strong working knowledge of cranio-sacral techniques / sports, injuries and rehabilitation
- Good understanding of TCM/ Acupuncture, Naturopathy and Personal Training with the ability to integrate these with Osteopathic / Physiotherapy treatment

- Personal Training skills/qualification would also be beneficial
- Genuine interest to be employed as part of a multi-award Maritime Spa team
- Flexible approach to working hours
- Excellent client care and professional standards
- Professional grooming with excellent communication skills

Successful candidates will:

- Be dynamic, energetic and excited to be part of the innovative new age of Ocean Spas
- Have at least 2 years' experience at a five star luxury spa - at sea or on land
- Have a good level of spoken and written English – additional language skills are a plus but not essential
- Possess a passion for people, a desire to provide guests with an impeccable, memorable spa experience and a mature approach to their working environment

ESPA

Apply now: <http://lei.sr?a=u6l9o>



Leisure Media

Senior media sales executive

Hitchin, United Kingdom

£competitive salary + uncapped commission

Leisure Opportunities is the market leading business to business recruitment service for the leisure industries. Our customers run sports, fitness and entertainment businesses.

For 30 years, the Leisure Opportunities magazine and online job board have helped leading employers recruit new talent.

Our success is founded on innovation, improvement and providing solutions built around the needs of our clients. We were online before Google and have just built our own studio to produce video content for clients, so our philosophy is to harness technology to deliver world-class products and services that our clients need.

Due to growth, we're seeking an experienced media sales person to drive our business development.

The Job

- Develop a pipeline of sales leads from our industry databases
- Engage with buyers and build strong relationships
- Create presentations and pitch them face to face and via screen sharing
- Provide expert media planning solutions for recruitment campaigns with clients
- Use technical knowledge of product offerings to build and close sales
- Upsell enhanced recruitment solutions to existing clients

The Person

We're looking for a self-starter with a personal philosophy of continuous improvement.

You'll also need to be:

- An experienced media sales person with proven success in business development
- Experienced in selling recruitment solutions and advertising campaigns
- Trained in different sales techniques and experienced in the sales processes
- Consultative in your style and able to demonstrate success in identifying, building and delivering long-term solutions for clients
- Organised, articulate and hard working
- Educated to degree level or equivalent

We'll reward your success with no cap on your commission earnings and offer excellent career development opportunities for the right person.

Apply now:

<http://lei.sr?a=Y1F4Y>



FAIRGROUND HERITAGE CENTRE

Operations Manager

at Dingles Fairground Heritage Centre

Salary: £28k-£35k

The Fairground Heritage Trust is a registered charity, responsible for the national collection of fairground equipment, art and ephemera, and the management of that collection in the Dingles Fairground Heritage Centre in West Devon - a working museum.

We have an exciting opening for an Operations Manager to work at Dingles Fairground Heritage Centre. This will involve taking responsibility for day-to-day running of our popular and expanding tourist attraction, and to take a lead in implementing the strategic plan of the Trustees, working in conjunction with the Curatorial and Engineering Managers.

We are looking for a proactive person who will share the vision of the Trustees in growing the potential of the centre in terms of marketing opportunities, ensuring visitors enjoy a positive experience and building a team of staff and volunteers who share a common goal.

On a day to day basis you will manage the experience of the visitors, take responsibility for bookings, and oversee marketing and event planning.

You will act as the focal point of contact to the Trustees' Management Committee, the landlord, staff, volunteers, catering licensees and members of the public.



You will need to have a proven track record of running a visitor attraction. Clear leadership skills, and a knowledge of current relevant legislation, are vital. A flair for marketing, line management of staff and volunteers, excellent communication skills and the ability to work independently as well as part of a team are all key attributes. You will also be expected to be IT literate and competent with MS Office and accounting software.

We need you to be prepared to develop an understanding of the collection and the aims of the Fairground Heritage Trust.

Driving license essential.

For further details of the post and the application process please contact Michael Smith (Secretary to the Trustees) secretary@fairground-heritage.org.uk.

A job description is available to download from our website <http://fairground-heritage.org.uk/vacancies/>

Castle Howard is a magnificent 18th century residence set within 8000 acres of breathtaking landscape in the Howardian Hills, an area of outstanding natural beauty in the heart of North Yorkshire. We operate daily tours of the House, offer fabulous grounds and gardens, an adventure play area, cafés and shops. We welcome visitors from all over the world throughout the year and deliver an extensive day and evening events programme.



CASTLE HOWARD

Duty Manager Visitor Experience – 1 Year Fixed Term Contract

Competitive salary, plus pension and benefits package

Full time, 40 hrs per week over seven days including weekends and bank holidays

We are seeking an experienced and creative Duty Manager to join, inspire and lead our team at Castle Howard. As Duty Manager Visitor Experience, your role will lead the team in the development of the visitor experience, ensuring regular assessment of feedback and content working closely with the Curatorial department. This role will also be instrumental in the operational delivery of events and functions. The successful applicant may have a background in developing tour content and previous event experience. Our Duty Managers have key operational, hands on roles with daily duty management responsibilities and will actively contribute to and deliver the visitor experience strategy embracing Castle Howard as an inspirational environment to be part of and bring visitors to. Candidates will have previous duty management and cash handling experience within the tourism or hospitality sector, be commercially astute, pro-active and motivated.

Sales & Reservations Assistant

Salary £17,000 per annum, plus pension and benefits package

Full time 40 hrs per week Monday – Friday

As our Sales & Reservations Assistant your days will be varied; you will manage incoming group enquiries and bookings online providing an efficient and excellent customer service, on a weekly basis you will be implementing sales activity to drive the bookings and generate sales and at busy times you will enjoy meeting and welcoming the coach operators and groups visiting Castle Howard. To achieve all this you will have excellent communication skills, be well presented and you will be motivated by achieving targets, you may even have either some previous sales or receptionist experience.

For further details of both roles including the full job descriptions please visit our website www.castlehoward.co.uk/recruitment. To apply, please send a CV and covering letter to: HR Department, Castle Howard Estate Limited, York, YO60 7DA or via email to: hr@castlehoward.co.uk.

CLOSING DATE FOR BOTH ROLES IS MONDAY 11 SEPTEMBER.

First interviews - Duty Manager Visitor Services: Thursday 28 September. Sales & Reservations Assistant: Thursday 21 September.



Eleven Arches is looking for talented individuals to join its Marketing and Production teams as 'Kynren – an epic tale of England' moves into its third season, and the development of a new daytime theme park begins.

Eleven Arches is the production company behind 'Kynren – an epic tale of England', the spectacular open-air live show in County Durham. A registered charity, Eleven Arches aims to establish Bishop Auckland as an international tourist destination, a new engine for economic growth, with Kynren and a future historical theme park at its heart. The roles offer successful candidates the opportunity to be involved in an inspiring, ambitious and unique project, working in a fast-moving, unpredictable, high-octane environment that accompanies the production of a world-class show.



We are recruiting for key marketing positions which will enable us to build our brand and develop opportunities and channels for ticket sales.

DIRECTOR OF MARKETING & COMMUNICATIONS

The Director of Marketing and Communications is responsible for maximising all streams of revenue, through developing B2C and B2B sales channels, merchandise and corporate opportunities, while optimising engagement and integrating Kynren within the local community. Reporting to the Chief Executive Officer, you will be responsible for orchestrating and driving the overall marketing strategy and leading the team to deliver consistent communications and collateral in line with the marketing plan as we develop new sales channels and optimise the customer booking journey. Leading a team of staff and agencies, you will also be responsible for the development and protection of the Eleven Arches and Kynren brands.

HEAD OF BUSINESS DEVELOPMENT

We are looking for an experienced marketing professional to drive the strategic development of our sales channels - trade, partnership and consumer - and deliver the marketing plan to achieve our sales objective. Reporting to the Director of Marketing and Communications, you will be responsible for the day-to-day running of all marketing operations, building the presence and profile of Kynren and Eleven Arches in the North East, nationally and internationally, building relationships with the travel industry and developing programmes and packages to help us broaden the reach and appeal of Kynren to new and growing audiences. You will also work closely with the communities, councils, organisations and businesses in Bishop Auckland, County Durham and the North East to develop their collaboration with and support for Kynren.

HEAD OF COMMUNICATIONS

We are looking for an experienced communications professional who will be instrumental in creating PR opportunities and engineering engaging content. If you have journalistic tendencies, an ear for good story and flair for great copy, this role could be ideal for you. Reporting to the Director of Marketing and Communications, you will drive Eleven Arches' communications through social media and public relations, and be closely involved in the delivery of our marketing plan, crafting compelling copy, generating ideas and content for use across traditional, digital and social media and internal communications, and shaping our Ambassadors and Outreach Programme.

In addition, we are keen to hear from individuals with a background in show production to assist with the delivery of our world-class show:

STAGE MANAGER

You will be instrumental in assisting the Creative Director and the Creative & Production Team to deliver the best possible performances of Kynren from the start to the close of each season. In addition to being involved in the technical and creative aspects of the production, this role also involves leading the cast and crew during rehearsals and throughout the performance season.

ASSOCIATE PRODUCER

Acting as a hub and support the Creative Director, the Producer and Executive Producer in co-ordinating all activities undertaken by various departments within the organisation, you will ensure that deadlines are met and that preparations for the show run smoothly. This project management role is pivotal in enabling the creative team to concentrate on the creative aspects, and head of departments to deliver on their respective mandates.

All positions come with a competitive salary and benefits package, commensurate with experience. For more information please visit our website www.elevenarches.org/our-story/careers and if you wish to apply, send your CV with a covering letter to recruitment@elevenarches.org



Strategic Leisure Contract Manager

£38,237 - £40,057pa (+ 15% market supplement £43,972 - £46,065)

An exciting opportunity has arisen for you to play a key role in shaping the delivery of sport, physical activity and arts development across the district of North Kesteven. We are looking for an experienced professional to oversee the delivery of an extensive portfolio of services which include two refurbished and award winning Leisure Centres, a Sports and Physical Activity Outreach programme, Countryside Service, Whisby Natural World Centre, ArtsNK (Arts Development) and the National Centre for Craft and Design. The Council is currently in the process of procuring new contracts for the delivery of its service offer which will operate from April 2018 onwards. You will have an opportunity to work towards the implementation of the new contracts during this exciting time, and to facilitate their success thereafter.

The Council has recently adopted a new Sports and Physical Activity Strategy and Arts Strategy, and which identify a number of Priority Outcomes that are being used to inform service delivery, including targeted interventions. The Council is also one of four UK Local Authorities to be selected to participate in the PHE funded 'Whole Systems Approach to Obesity' Pilot Programme, demonstrating the Council's commitment to promoting health and wellbeing. You will be responsible for ensuring that the new strategies are embedded into service delivery in order to encourage more active and healthier citizens and communities.

You will have experience of contract management related to the delivery of leisure and cultural services, including working with local communities and Partnership organisations. This management position will require the use of a car for work purposes and due to the nature of the role, candidates must be able to work flexible hours including some weekends and evenings.

In return, we offer the opportunity to work for an ambitious and high performing local authority, with a commitment to support your personal development and help you achieve your career goals. We are a predominately rural authority, but with good access to the East Coast Mainline and the A1, and within close proximity of the vibrant, historic city of Lincoln.

Closing date for applications: 25 September 2017

Interview date: 10 October 2017

Apply now: <http://lei.sr?a=n2q1H>

OPERATIONS MANAGER COMMUNITY

Salary: G7: £33,235 to £35,335 pa

Contract: Permanent. Hours: 37 per week, working 5 days in 7 including weekends and some bank holidays.

www.oxford.gov.uk



About us

Oxford City Council prides itself on delivering high quality, cost effective public services. Oxford is a world class city and the Council has high aspirations for its services and employees. We are a multi award winning Council and in 2015 we secured Champion IiP status along with Overall IiP Employer of the Year 2015, demonstrating our commitment to our employees and their wellbeing. We also scooped the Association of Public Sector Excellence Council of the Year award in 2015 and the Municipal Journal Best Achieving Council prize in 2014.

With over 1,200 staff dedicated to delivering the best service possible to our communities now is a truly exciting time to be working in Local Government. We are all about going above and beyond to improve outcomes for local people, and you might be surprised at the range and quality of services we provide.

We offer a great range of benefits which include generous holiday from 28 days per year plus bank holidays, Local Government defined benefit pension scheme, subsidised leisure membership, discounted travel and the ability to work flexibly in many of our roles. We offer well defined opportunities through our learning and development programme. We also support our staff through the employee wellbeing programme with a range of services including resilience training, an employee assistance programme and support via our dedicated occupational health service.

The role

We are looking for an excellent people manager for this exciting new opportunity to join our community facilities team.

The role will be predominantly based at Blackbird Leys Community Centre and Barton Neighbourhood Centre, but may involve work at our other Community buildings that include Rose Hill Community Centre, East Oxford Community Centre, the Town Hall and Leisure Centres.

We are looking for an experienced Operations Manager with a proven track record in a management capacity of working successfully in a busy venue or facility. You should have a clear understanding of the operational challenges and requirements associated with managing high profile community facilities and be an effective leader who is able to get the very best from the team whilst ensuring the facilities are operated safely, efficiently and to very high standards at all times.

If you have all the relevant skills and experience and like variety in your work, with no two days the same, then we would be pleased to hear from you.

Note: For roles that require a DBS Certificate (Enhanced and or Barred List check), candidates are required to supply their complete work history. Please ensure you explain any gaps in your work history.

We want our workforce to reflect the diversity of the community we serve so we welcome applicants from all communities. As users of the disability confident scheme, we guarantee to interview all disabled applicants who meet the minimum criteria for any vacancies.

Oxford City Council is not currently licensed as a sponsor and cannot employ migrant workers outside the European Economic Area and Switzerland under the Point Based System rules, issued by the UK Border Agency.

Closing Date: 19 September 2017

Interview Date(s):

Week commencing 02 October 2017

Apply now: <http://lei.sr?a=I7f1s>



Nottingham
City Council

Assistant Inclusive Sport Officer

Starting salary is £17,772 rising to £18,746 on first year anniversary, subject to satisfactory completion of a probation period Fixed Term for up to 2 years

This is an exciting opportunity to join an innovative and forward thinking team to support, assist and develop a range of inclusive and dedicated programs, projects, events and initiatives that enhance Community Sport and Physical Activity delivery for all sectors of the community.

- The post holder will assist in the coordination and delivery of the new English Federation of Disability Sport project, Get Out Get Active (GOGA), with the Sport, Leisure and Community Service, to increase inclusive sport and physical activity participation in Nottingham.
- They will support the identification, development and maintenance of a broad range of partners to include national, regional and local disability, community and sports organisations.
- They will plan and coordinate appropriate community sport activity programmes and ensure delivery of sessions are in accordance with good practice and health and safety requirements.
- They will provide accurate attendance and monitoring reports together with performance management information.

Essential Requirements:

- Experience of working within the field of disability, sport, community, leisure, health or physical activity to increase participation
- Knowledge of project coordination, and experience of successful delivery of key project milestones and outcomes
- Experience of delivering sport / physical activity sessions and managing/coordinating volunteers
- A supportive, understanding communicator that has the ability to adapt to a broad range of community challenges that may arise and affect project delivery in the city.

This post is covered by the statutory duty under Part 7 of the Immigration Act (2016) (English Language Requirement for public sector workers) and therefore the ability to speak fluent English, as detailed in the job description and person specification, is an essential requirement for the role.

CLOSING DATE: 12 SEPTEMBER 2017 AT MIDNIGHT.
INTERVIEWS WILL BE HELD TUESDAY 26 SEPTEMBER 2017.

APPLY NOW - <http://lei.sr?a=8n2U5>

SWIMMING INSTRUCTORS



Currently recruiting for venues in:

- North London
- Central London
- Heathrow
- Edinburgh
- Reading
- Slough
- Basingstoke
- Stratford-upon-Avon
- Cambridge
- Richmond
- Cobham
- Brighton

Are you a passionate and skilled swimming instructor with a talent for inspiring all ages to swim?

Swimming Nature is the UK's largest independent provider of private and bespoke swimming tuition, from babies through to adults with nearly 30 years of experience in the sector.

Following Swimming Nature's award-winning teaching programme, you will help your students progress through each skill level, supported by our unique rewards programme, and technology that's second to none. Working hours will include afternoons Monday to Friday and Saturday and Sunday mornings, although additional hours may be required. Flexibility is advantageous.

Instructor benefits

Alongside the opportunity to work in a progressive, dynamic and rewarding environment, Swimming Nature instructors enjoy a full range of employment benefits, including:

- A secure permanent position in the company
- An ongoing bespoke training programme, continuing professional development and various career pathways leading to join our sector Quality Assurance Programme
- A robust performance-related pay scale ranging from £16 to £21 per hour
- Opportunities to contribute in the media as part of our expert panel
- 28 days annual leave (pro rata)
- Access to a workplace pension and Perk Box benefits
- Annual appraisal and pay review

The essential ingredients

We are looking for teachers who were born to swim, and who are keen to train in the ground-breaking Swimming Nature method. Applicants will need to attend an in-water interview to demonstrate they can swim to a high standard. Other requirements include:

- An ASA Level 2 or an STA Full Swimming Instructor Qualification or the equivalent international qualification
- Exceptional communication skills and experience in a customer-facing/service environment
- A current lifesaving qualification (preferred although we can provide this if necessary)
- Excellent swimming ability with up-to-date knowledge of the sport

Interested?

APPLY NOW <http://lei.sr?a=P9N6O>



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.

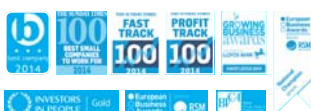
The Gym Group is the UK's fastest-growing low-cost gym operator. Open 24 hours a day, with no minimum contract, no punishing tie-ins or lengthy membership process.

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.

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



North

- Huddersfield
- Liverpool
- Manchester Openshaw
- Newcastle
- Oldham
- Sheffield

Midlands

- B'ham Castle Vale
- Leicester

South-East

- Croydon Central
- East Croydon
- High Wycombe
- Redhill

Wales & South-west

- Exeter
- Newport
- Plymouth
- Southampton

London

- Angel
- Barking
- Bloomsbury
- Chadwell Heath
- Colindale
- Feltham
- Greenwich
- Hounslow
- Southfields
- Tottenham Hale
- Vauxhall
- Walthamstow
- Wembley

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



OPERATIONS MANAGER

Fleming Park Leisure Centre

Location: Eastleigh, Southampton

Salary: Competitive

APPLY NOW:
<http://lei.sr?a=f2R6Z>

ARE YOU AN INSPIRING AND MOTIVATIONAL LEADER, CAPABLE OF DRIVING AND SUPPORTING YOUR TEAM TO ENGAGE, ENHANCE AND EXCEED?

Reporting to the General Manager, you will be responsible for the day to day operations management of the Leisure Centre, ensuring that the highest standards of customer care, health and safety, facility presentation and service delivery are achieved. This is an exciting opportunity for an individual who wants to develop their career in Leisure Management. We are looking for an excellent communicator and team player.

The new, state-of-the-art Fleming Park Leisure Centre (due to open late 2017) is being developed by Eastleigh Borough Council. This will be one of the biggest leisure developments in the south, the £25 million facility provides a superb quality design in keeping with the parkland environment and has high environmental standards. The new centre will include a huge sports hall that can accommodate 15 badminton courts and an eight-lane, 25-metre swimming pool and learner pool with a moveable floor.

Previous supervisory experience in the leisure industry is desirable. You will preferably be NPLQ qualified (National Pool Lifeguard Qualification), be trained in First Aid at Work and have Pool Plant Operator Qualifications.

You must also be able to work shifts including evenings, weekends and public holidays.

Places for People Leisure (previously DC Leisure) operate over 100 leisure centres across the UK and we're expanding rapidly. Our team of passionate individuals make Places for People Leisure what it is today, and that's the expert leisure operator in the industry. We see the whole team as our best asset and that's why we're committed to offering competitive salaries, working with Lifetime to provide high quality training and qualification opportunities as well as unique in-house talent development initiatives. We're looking for individuals who can engage with our customers, enhance their experience and exceed their expectations.

CONTRACT MANAGER

Test Valley

Location: Hampshire

Salary: Competitive

APPLY NOW:
<http://lei.sr?a=h1x8R>

The deadline for applications is
Friday 22nd September 2017

This is a new, 30-year contract recently awarded to PfPL that commenced on 1st April 2017. With an anticipated contract turnover of £7m; this will be an important contract within the PfP Leisure portfolio.

Responsible for the management of 5 sites, (4 locations): - Andover Leisure Centre (and its replacement), Romsey Rapids, Romsey Sports Centre, Knightwood Leisure Centre and Charlton Lakeside this is an outstanding opportunity for an experienced leisure professional.

The partnership with Test Valley Borough Council will see some exciting investments that will include the building of a new leisure centre for Andover, refurbishment of the fitness suite, members change, and refresh of the studios at Romsey Rapids, alterations at Knightwood Leisure Centre include a new gym, changing and new reception and the installation of High/Low Ropes courses and a Zip Wire across Charlton Lakeside.

We are looking for a strong leader to further develop the relationship with the council, deliver exceptional customer service, high standards and commercial growth.

Successful applicants will receive notification of an interview within 2 weeks of the closing date. If you have not heard within this timescale please assume that you have not been successful.

Offers of employment may be conditional upon a satisfactory DBS check, in line with the Places for People Leisure DBS Policy.

Places for People Leisure is an equal opportunities employer.

CLUB MANAGER

Hours: Full time to include evenings and weekends

Location: Leigh, Greater Manchester

Salary: £22k - £25K based on experience

With more than 2,750 clubs worldwide, **Anytime Fitness** is the fastest growing fitness chain across the globe and this exciting new gym concept is now growing rapidly in the UK.

With over 455 square metres, the most advanced equipment and proven club management expertise, Anytime Fitness Leigh will be the premier fitness facility within the area.

The role of Club Manager at Anytime Fitness Leigh is a highly rewarding and challenging role in which you will have accountability and responsibility for the club sales performance, and general club operations.

We are looking for a membership sales professional with entrepreneurial flair who will take ownership of the business. Who will proactively set and deliver successful activity plans to generate new leads, coach their team to successfully convert these leads to joiners, ensure team and personal targets are achieved and deliver an outstanding customer experience and quality sales process.

They will be a strong personality who can lead from the front, generate new business and be a relationship builder and strong networker.

Responsible for managing, coaching, training and developing a team of like-minded, performance driven sales staff and as such, outstanding communication and interpersonal skills are essential.

They will have the ability to drive the Anytime Fitness culture within the club and to exceed the member's expectations, ensuring members are engaged, have fun and feel that they belong to a club, leading to increased member satisfaction and improved retention.

This is a unique role in the health and fitness industry as we will enable you to manage, be empowered and have ownership for club performance.

If you've got the talent, personality and desire to manage a team to achieve targets and create a fun working environment then we would love to hear from you.



Apply now: <http://lei.sr?a=h5z5R>



Swimming Instructors

Location: Nationwide, UK

Salary: Competitive

The Parkwood Group, which operates 44 local pool and watersport sites on behalf of local authorities in England and Wales, was named Water Leisure Operator of the Year at the 2016 UK Pool and Spa Awards.

Suzanne Gabb, Parkwood Leisure's National Aquatics Manager said:

"We have a fantastic team which works extremely hard to provide well-managed and safe environments for people to enjoy swimming and other water-based activities."

You will:

- Be responsible for conducting and developing programmes and swim lesson plans for swimming stages of all levels.
- Ensure compliance with safety procedures and deal with patron's questions and concerns regarding swimming lessons.
- Be proficient in the four fundamental strokes and have a good understanding of water safety.

Skills:

- Strong communication towards parents/children and co-workers.
- Evaluate student performance, accomplishments and maintain records of performance and attendance.
- Prepare and organise equipment, supplies and general cleaning tasks.
- Ability to adapt to the skill level of each swimmer's needs.

Experience:

- L2 ASA Swim Instructor

*Parkwood Leisure is an
Equal Opportunities Employer*

Apply now: <http://lei.sr?a=M1i4S>

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



INVESTOR IN PEOPLE



everyone
ACTIVE

Feel better for it