

leisure opportunities

20 February - 05 March 2018 Issue 730

Your careers & recruitment partner

Franchise deals heat up fitness market

The UK's franchised fitness market is growing, with two operators aiming to strengthen their footholds in the industry after signing multi-site deals with franchisees.

US-based Orangetheory has signed a master franchise deal for the North and Midlands, covering an area from Buckinghamshire to Northumberland.

The studios will be operated by Wellcomm Health and Fitness, a company set up for the venture by a group of entrepreneurs led by chair Mike Dixon and CEO Alistair Firth. They are joined by two non-executive partners, Debra Martin and Colin Wright.

Firth said talks are at an advanced stage for the three first sites and the group aims to have at least two open during 2018.

"We'll confirm the first site within the next month or so," he said.

Meanwhile, 24-hour gym franchise Snap Fitness UK has announced plans for 34 more clubs in 2018, after opening six new sites in the first week of the year. The mid-market brand more than



■ The deal is the second master franchise deal signed by Orangetheory in the UK

doubled its presence last year, reaching 44 locations by December, up from 21 at the start of 2017. The expansion began in 2015 with only five clubs.

Snap Fitness CEO Isaac Buchanan said: "There are no signs of us slowing down during 2018 and our growth is largely driven by our franchisees."

[More: http://lei.sr?a=w7K2V_0](http://lei.sr?a=w7K2V_0)



The intention is to build brand presence in the markets we enter

Alistair Firth



SPORTS

Leicester City reveals £80m training ground plan

Premier League side plan facility upgrade

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WELLNESS

Global Wellness Summit names new co-chairs

De Leede and Kyricos to lead this year's event

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ATTRACTIONS

Eden Project signs deal for £150m Qingdao attraction

Sir Tim Smit's vision goes global with new plans

[p26](#)

Paralympic swimming champion **Ollie Hynd** is backing the UK's first Coaching Week

Great sports coaches will be celebrated in the UK's first dedicated Coaching Week, to be held in June.

UK Coaching has announced that related events will be held across England, Scotland, Wales and Northern Ireland between 4 and 10 June.

Backing the campaign, Paralympic swimming champion Ollie Hynd said: "I wouldn't be where I am today without the help of coaching.

"Throughout my journey as an athlete, from grassroots to elite level, coaches have helped me across all elements of my life to allow me to develop and become the person I am today."

The campaign is supported



■ Ollie Hynd is a three-time Paralympic gold medal winner

Throughout my journey as an athlete, from grassroots to elite level, coaches have helped me across all elements of my life

by national governing bodies for sport and is invited people to share examples

of great experiences.

It will focus on the impact of coaching on mental and

physical wellbeing. Recent figures show that more than nine million adults in the UK received coaching over the past 12 months.

Emma Atkins, director of coaching at UK Coaching, said: "We're very excited to be able to launch such an exciting campaign and ensure coaching across the UK is rightly celebrated.

"The exciting part of this campaign is to hear from the public about what they feel great coaching is for them.

"For coaching to be great it primarily must meet our own motivations, which in turn allows us to utilise sport and physical activity to benefit and in many cases, transform our lives."

Katherine Grainger calls for "reimagination" of the UK's sports funding system



■ Grainger said the funding systems at UK Sport and Sport England 'challenging'

Katherine Grainger, chair of UK Sport, has suggested a rethink of the funding system for British sport, from grassroots to elite level.

Grainger told an audience of sports governing bodies, clubs and charities that the current system is "challenging".

"All sports have different structures and different pathways of how athletes come into their sport, whether it's university-fed, club-fed or whether it's from

There's a massive challenge: how could you align, in an ideal world, all sports so there's a real structure?

a young age. I slightly naively thought there must be some way to clarify all these pathways from grassroots stuff to high-performance sport so there's a more natural flow, but it's so much more complex than that."

Grainger was speaking at the Fit for the Future Convention hosted by Sport and Recreation Alliance recently.

She said: "There's a massive challenge: in an ideal world, how could you align all sports so there's a real structure so as many people get involved as possible?

"We don't want or need everyone to get into sport purely to be successful at the top, but the ones that do want to progress need an obvious pathway to go through."



■ Honeyman spoke at the The Future of Leisure event in January

DCMS head of sport **Andrew Honeyman** says sector will play “important role” post-Brexit

The Department for Culture, Media and Sport (DCMS) is driving for the sports and physical activity sector to have an important role in the government's Industrial Strategy post-Brexit, according to its head of sport, Andrew Honeyman.

Speaking at 'The Future of Leisure'*, on 31 January, Honeyman said the DCMS' Sports Business Council – launched last year – has raised the question over whether the sector should have its own sector-specific deal in the strategy.

“We have a half an eye on what happens post-Brexit,”

Honeyman said. “And we're starting to have discussions in the [Sports Business] Council and consider the role that the sport and physical activity sector can play.

“Marshalling those arguments [regarding sport] into the debate would be of huge value and we feel that there are potentially some interesting outcomes in the future.”

Honeyman said the sector could play a “crucial role” in solving some of the challenges outlined in the Industrial Strategy – launched in November 2017 to buttress the UK economy ahead of the fallout from Brexit.

“We have a half an eye on what happens post-Brexit. We're starting to have discussions in the Sports Business Council and consider the role that sport can play”

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■ The TV presenter will launch the first site in Birmingham later this year

Bear Grylls plans to 'bring adventure to millions' with new survival attraction

Celebrity survivalist Bear Grylls has said that he wants visitors to "bring adventure to millions", with the launch of his new adventure attraction in Birmingham, UK, later this year.

Targeting the adventure-based experiences market, the £20m (US\$26.7m, €22.8m) Bear Grylls Adventure attraction being developed by Merlin Entertainments will be split up into five areas, with each offering a different set of

"We found during market research that 18 per cent of Brits don't get to do anything outside their comfort zone"

activities based on Grylls' high adrenaline experiences and past expeditions.

"I wanted to create a large scale attraction so you don't have to travel the world to get a real taste of adventure," said Grylls.

"We found during market research that 18 per cent of the British population rarely get to do anything outside of their comfort zone. With

Bear Grylls Adventure, we're here to help change that."

In October last year, Merlin CEO Nick Varney revealed plans to further expand the adventure concept, taking the Bear Grylls brand overseas in a major attractions rollout, with likely destinations including the US and China. The Birmingham park will be the first to open.

Dr James Steele to lead ukactive Research Institute

Ukactive has named Dr James Steele as its new principal investigator – a role which will see him lead the ukactive Research Institute.

Steele's appointment comes as the institute is undertaking a ground-breaking project on the impact of exercise referral schemes to inform future practice.

He will also continue as associate professor of sports and exercise science at Southampton Solent University – providing a link between university-based academic work and the real-world intervention studies of the institute.

"As someone who has studied and worked in exercise science for the past decade, I have seen the ukactive



■ Steele has been named new principal investigator for ukactive

"Together, we can support the research, development and innovation that we need to get more people, more active, more often"

Research Institute grow in prominence as the go-to bridge between academia and industry," Steele said.

"Together, we can support the research, development and innovation that we

need to get more people, more active, more often."

The new role follows Steele's appointment to the Chief Medical Officer's Expert Working Group for Physical Activity, which is responsible

for the review of the UK physical activity guidelines.

Six Expert Working Groups will each cover a different age range, and Steele has been appointed to the Expert Working Group for Adults.

The group will provide recommendations to the UK chief medical officers for physical activity guidelines for those aged between 19 and 64. The current UK physical activity guidelines for adults – 150 minutes of moderate physical activity a week – were published by the CMOs in 2011.

Formed in 2012, the ukactive Research Institute aims to build an evidence base for the use of exercise and physical activity programmes in the improvement of quality of life, and the prevention and management of disease.



■ Michael Mosley presents a number of popular TV shows on health

Michael Mosley to headline first Elevate Conference team

Journalist and presenter Dr Michael Mosley has been announced as a keynote speaker for this year's inaugural Elevate Conference in London.

Mosley, who presents The Truth About Exercise and Trust Me, I'm a Doctor, joins a lineup including minister for sport Tracey Crouch, Virgin Active UK managing director Robert Cook and public health expert Muir Gray, as part of the two-day event at ExCeL London from 9 to 10 May.

The speakers will lead the new thought leadership conference at Elevate, billed as the UK's largest physical activity event.

"The physical activity sector is gathering huge momentum in terms of government support,

media coverage and increased consumer engagement," said Max Quittenton, founder and director of Elevate.

"The inaugural Elevate Conference will challenge the sector to fulfil this potential, outlining an ambitious vision for its role in society.

"Influential speakers will assess the evidence, analyse the current state of play and present the opportunities."

Speakers will explore themes from social prescribing to open data and digital disruption to community-wide change.

The event will feature about 200 suppliers, showcasing products designed to get people more active.

The inaugural Elevate Conference will challenge the sector to fulfil its potential

Max Quittenton, founder. Elevate

MEET THE TEAM

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ACQUISITIONS

JD Gyms acquires Ben Dunne Gyms UK

The UK division of Ben Dunne Gyms has been acquired by JD Gyms in a multi-million-pound deal.

JD Gyms, part of JD Sports Fashion group, has closed the three sites for a full redesign, refurbishment and relaunch.

The sites – one in Manchester city centre and two near Liverpool city centre – will reopen as JD Gyms from mid-February onwards.

“This exciting acquisition helps to fuel our wider growth plans,” said Alun Peacock, managing director of JD Gyms.

“Our first acquisition is a milestone in the development of the brand and we’re open to approaches from

independent gyms or small chains that would help to further grow our expanding portfolio.”

Peacock first revealed the expansion plans in an interview with *Health Club Management* in August last year.

After strong organic growth in 2017, the acquisition will see JD Gyms reach 19 operational gyms by the end of Q1, with a further 10 sites to open within the 2018-19 financial year.

While the exact figure for the deal has not been disclosed, the low-cost operator will invest an average of £2m on each fit-out.

[More: http://lei.sr?a=m5f5P_0](http://lei.sr?a=m5f5P_0)



■ The acquisitions mark the start of further expansion for JD



This acquisition helps to fuel our wider growth plans

Alun Peacock

REDEVELOPMENT

Roehampton Club completes £4m upgrade



The works have given us two new studios for group exercise classes

Marc Newey

Roehampton Club, a multi-sport members' club in south-west London, has completed the redevelopment of its health club's outdoor pool, gym and studios.

The year-long refurbishment was part of a two-phase, £4m redevelopment programme, designed to “better reflect the premium positioning” of the club.

Phase one saw the upgrading of the existing outdoor pool to allow swimming all year round, while the second phase included a redesign of the health club and studios.



■ The refurbishment was part of a two-phase project

“The works have given us an attractive family-friendly outdoor pool plus two more dedicated exercise studios for spinning, yoga and pilates,” said Marc Newey, CEO of Roehampton Club. “Combine that with the new décor and we have a new gym and studios to be very proud of.”

[More: http://lei.sr?a=R4F4R_0](http://lei.sr?a=R4F4R_0)

RESEARCH

Brain-boosting exercise builds immune system



We now understand why exercise benefits the body

Jorge Ruas

The link between a sound body and mind has been demonstrated by scientists in a groundbreaking new study on the impact of exercise.

Researchers from Karolinska Institutet in Sweden found that the same mechanisms behind the beneficial effects of exercise training on the brain also help counteract fat and strengthen the immune system.

Jorge Ruas, principal investigator at the Department of Physiology and Pharmacology at Karolinska Institutet, said: "Our research adds to the understanding of why exercise training



■ The research studied the effect of kynurenic acid

benefits the body and in the long-run can lead to the development of new treatments for obesity or diabetes."

The research examined the function of kynurenic acid, following an initial study in 2014 which identified the beneficial effect of exercise training on the brain.

[More: http://lei.sr?a=p7s7r_0](http://lei.sr?a=p7s7r_0)

RESEARCH

Light exercise linked to lower mortality rates

Even low-levels of regular physical activity can lead to lower death rates among older women, research has concluded.

As part of a Women's Health Initiative study in the US, researchers wanted to learn more about how much exercise older adults are able to perform, and how it affects their health.

During 2012 and 2013, 6,489 women aged between 63 and 99 years old joined the study, agreeing to take in-home exams, answer health questionnaires and wear accelerometers to measure physical activity



■ The research could have impact on elderly care



The findings of the study are truly remarkable

Mike LaMonte

and sedentary time, as well as keeping sleep logs.

After examining the deaths of the women according to their activity levels, the researchers concluded that physical activity was both associated with lower mortality in older women.

"The finding for lower mortality risk associated with light intensity activity truly is remarkable," said Mike LaMonte, the lead author.

[More: http://lei.sr?a=v9Z6R_0](http://lei.sr?a=v9Z6R_0)

Human capital in focus at fifth European Health & Fitness Forum

Staff retention, leadership culture, professionalisation and quality standards will come under the microscope at this year's European Health & Fitness Forum.

The event, which takes place at FIBO in Cologne on 11 April, aims to bring together decision-makers for high-calibre networking.

Hosts EuropeActive has revealed details of this year's forum, which will begin with an overview of the European fitness industry provided by Karsten Hollasch – based on The European Market in 2017 study by EuropeActive and Deloitte.

[More: http://lei.sr?a=p8b5B_0](http://lei.sr?a=p8b5B_0)

PHYSICAL ACTIVITY

Sport England funds low income exercise

Sport England has announced new funding for community groups which help people on low incomes become more physically active.

A total of 26 projects have been given up to £10,000 each, with activities ranging from 'Dad Dancing' exercise sessions to cricket and badminton lessons for refugees.

Other projects to receive funding include The Booth Centre Sports Programme in Manchester, which will offer free sports sessions to the homeless, and the Community Renewal Programme in Newham, which will provide fitness sessions for ethnic minority women who do

not currently exercise.

According to Sport England figures, physical inactivity (doing less than 30 minutes of moderate exercise a week) among people on a low income is twice that of people on a high income.

Sport England executive director, Mike Diaper, said: "We know that people on a low income can face many pressures which make it difficult for them to be as active as they would like to be.

"We're working with community-focused organisations across the country to find ways to help people fit physical activity into their lives in ways that work for them."

[More: http://lei.sr?a=g3D5Y_O](http://lei.sr?a=g3D5Y_O)



■ 26 projects have been given up to £10,000 each



We're working with community-focused organisations across the country

Mike Diaper

HEALTH CLUBS

Private Surrey health club launches Hot Yoga Club



In our first week we secured more than 600 bookings

Peter Williams

The Thames Club in Staines, Surrey, has added a dedicated hot yoga studio to its offering as part of plans to establish the independently-owned club as a yoga and pilates destination.

Launched this month, the 100sq m (1,076sq ft) studio will be marketed as The Hot Yoga Club and will be offered as a standalone membership, with pay as you go options also available.

The instructor training and class schedules at the new club will be driven by hot yoga pioneer Amanda Free, who has been credited with being the first person to bring the discipline to the UK in 1995.



■ Hot Yoga Club has come to the Thames Club

"Initial feedback has been incredibly positive. In our first week we secured more than 600 bookings, with all classes achieving at least 80 per cent capacity," said Peter Williams, managing director at The Thames Club.

[More: http://lei.sr?a=p6J9K_O](http://lei.sr?a=p6J9K_O)

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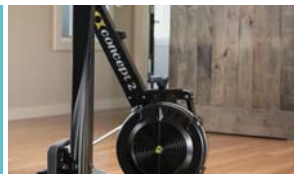
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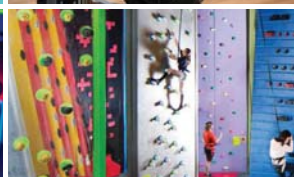
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PERFORMANCE AND REHABILITATION



"a great platform for us to create awareness for our sustainable innovative solutions"
SportsArt



"Elevate brings together the physical activity community to be able to tackle the inactivity challenge we face."
Prof Charlie Foster



NETWORK

- Build relationships with suppliers and industry leaders to benefit your business ambitions
- Arrange meetings in advance with existing and new contacts through our new app
- Enjoy socialising after hours with friends and colleagues



"Having an Innovation award at Elevate keeps the fitness industry on its toes, it shows that we are moving forward and trying new things in health and fitness."

Ben Coomber



"I wanted to come today to find out more about innovation in fitness, and see what was disruptive, what was accumulative, what was creating buzz within the community."

Lord Jason Allan Scott

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PUBLIC LEISURE

£28m floating rink for Sapphire centre

A 'floating' ice rink has opened in Romford as part of a new £28m leisure centre built to improve sports and fitness facilities in the area.

Sapphire Ice & Leisure, operated by Everyone Active, marks Havering Council's largest single investment in a borough-wide improvement programme and will become the new home of the London Raiders ice hockey team.

The floating rink – meaning one built above the ground floor – can be found above an eight-lane, 25-metre swimming pool.

It has the capacity for 1,200 skaters and rink-side seating for up to 1,000 spectators. The centre, constructed by Willmott

Dixon and named after the sapphire reign of Queen Elizabeth II, also features a learner pool with an adjustable floor and a 100-station fitness suite.

"This is a really exciting development for the area of Havering and we're proud to bring such top-class facilities to the community," said Duncan Jefford, regional director of Everyone Active.

Council leader Roger Ramsey added: "It's an honour to open this long-awaited facility.

"I hope all residents across the borough make good use of this complex to help maintain and improve the health and wellbeing."

[More: http://lei.sr?a=d5X8r_0](http://lei.sr?a=d5X8r_0)



■ The ice rink will be used by the public and London Raiders



This is a really exciting development for the area

Duncan Jefford

DEVELOPMENT

Leicester City reveals plans for £80m training ground



The club's experienced an extraordinary rate of growth

Aiyawatt Srivaddhanaprabha

2016 Premier League champion Leicester City Football Club (LCFC) has revealed plans to build an £80m training ground near Loughborough, Leicestershire.

The club has acquired 180 acres of land on the site of the former Park Hill Golf Club in Charnwood and the new centre will be designed by architects KSS.

The centre will include facilities for the club's first team and development squad and will also support the club's community programme.



■ The club currently trains at Belvoir Drive complex

Aiyawatt Srivaddhanaprabha, LCFC vice chair, said: "The club has experienced an extraordinary rate of growth in recent years. Keeping the local community at the heart of that growth has been and will continue to be a fundamental principle of our vision."

[More: http://lei.sr?a=T6Q6X_0](http://lei.sr?a=T6Q6X_0)

Athletics World Cup to launch in London



This is one of the most innovative events we're seeing in our sport

Seb Coe

British Athletics has announced that eight of the world's top athletics nations will compete in the first Athletics World Cup in London this summer.

Athletics World Cup London 2018 will take place at the London Stadium from 14 to 15 July, with the USS, Great Britain and Northern Ireland, Poland, China, Germany, France, Jamaica and South Africa competing for the inaugural World Cup Trophy.

Each nation will compete for a US\$2m (€1.6m, £1.4m) prize pot over two evening sessions featuring all track and field athletics up to and



■ The event will take place at the London Stadium

including the 1,500m. The event mandates that all team captains must be female, in support of the mayor of London's *#BehindEveryGreatCity* campaign for equality.

"This is one of the exciting innovative events we're seeing in our sport, said IAAF president Sebastian Coe.

[More: http://lei.sr?a=r7q4A_O](http://lei.sr?a=r7q4A_O)

SWIMMING

Water Babies to build and operate in Germany and China

Infant swimming school Water Babies has announced plans to open four new swim centres in the UK, Germany and China this year.

The franchise business, based in Devon, reached a weekly client base of more than 50,000 last year, with a business model heavily dependent on hiring pool space.

It is now looking to build and operate its own "premium facilities" to house Water Babies lessons, as well as aquanatal classes from sister company WaterBumps.

It has partnered with Italian pool building firm



■ The lessons teach babies to control their breathing



This is a game-changing development

Steve Franks

Myrtha Pools, which has constructed pools for the recent Olympic Games, World Championships and Commonwealth Games.

"This is a game-changing development for Water Babies and the infant swimming industry," said Steve Franks, MD of Water Babies. "Partnering with Myrtha, we're confident we'll offer baby swimming lessons unrivalled in the world."

[More: http://lei.sr?a=w5S8f_O](http://lei.sr?a=w5S8f_O)

Sustainable sports complex planned for Portsmouth

The University of Portsmouth has unveiled ambitious plans for a sustainable sports facility designed by architecture practice FaulknerBrowns.

The complex is the first major phase of the university's £400m estate development masterplan, which aims to reshape its city centre campus.

Irina Korneychuk, project leader at FaulknerBrowns, said: "The innovative designs for the new sports facility will promote integration of the university campus with its surroundings."

[More: http://lei.sr?a=A6r6f_O](http://lei.sr?a=A6r6f_O)



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EVENTS

De Leede and Kyricos to co-chair GWS

The Global Wellness Summit (GWS) has named fitness and wellness entrepreneur Tony de Leede and wellness consultant Mia Kyricos as co-chairs of this year's event.

The annual summit – focused on the US\$3.7tr (£2.65tr) global wellness economy – is set to take place from 6 to 8 October at the Technogym Village in Italy.

"I'm grateful for the talents and expertise that Tony and Mia will bring to curating an agenda that furthers conversations on the big business of wellness and embraces the heart of Italy's lifestyle, including its art, fashion and food," said Susie Ellis, GWS chair and CEO.

A successful fitness pioneer, de Leede built Australia's biggest fitness empire, Fitness First. He is also a wellness resort entrepreneur who co-owns a range of wellness hospitality businesses, including the destination spa resort Gwinganna and the surf wellness brand Komune.

"The Global Wellness Summit is attended by the top wellness companies, investors, researchers and policy-makers in the world," said de Leede.

"It's an honour to be a part of an event that facilitates cooperation and encourages relationships that shape the business of wellness."

[More: http://lei.sr?a=w7j6A_0](http://lei.sr?a=w7j6A_0)



■ Tony de Leede, left, and Mia Kyricos, will chair the annual event



Tony and Mia will curate an agenda that furthers wellness conversations

Susie Ellis

RESEARCH

GWI study reveals why 'good-looking' people have the edge



The link between beauty and wellness is not obvious

Anjan Chatterjee

According to a report sponsored by the Global Wellness Institute (GWI), good-looking people receive many advantages in life: they are more likely to be hired, given more pay, receive lesser punishments, and are assumed to be more intelligent and trustworthy.

Conversely, a "disfigured-is-bad" bias can exist, and people with minor facial disfigurements may be judged negatively and perceived as having undesirable personality traits, such as emotional instability or laziness.

The report, *Beauty2Wellness: Mitigating Barriers and Building Bridges*,



■ The report revealed a "beauty is good" stereotype

was conducted by Dr Anjan Chatterjee of the University of Pennsylvania.

"The link between beauty and wellness is not obvious, Chatterjee said. "An unhealthy preoccupation with beauty can emphasize a 'beauty is good' stereotype."

[More: http://lei.sr?a=C6h7b_0](http://lei.sr?a=C6h7b_0)

Spa & wellness news

AWARDS

Green Spa Network names sustainable award winners



Caring for the health of the planet is what the spa industry is about

Karen Short

The Green Spa Network has announced the winners of its sixth annual Sustainability Awards, which recognise innovation and leadership by the spa industry “in support of a vital planet and vital people”.

Michael Bruggeman, CEO of skincare brand Organic Male, received the Dedicated Contributor Award, while American environmentalist Paul Hawken was given the Visionary Award.

Other winners include Mohonk Mountain House, a Victorian castle resort outside New York City, which received the award for Sustainable



■ Mohonk Mountain House was among the winners

Building and Boulder, Colorado-based St Julien Spa, which picked up the Innovative Sustainability Initiative award for its waste-reduction initiative.

“Proactively caring for the health of our planet and people is what the spa industry has always been about,” said Karen Short, GSN board president.

[More: http://lei.sr?a=S9P2u_0](http://lei.sr?a=S9P2u_0)

MILLENNIALS

Well+Good launches new division of retreats

Alexia Brue and Melisse Gelula, founders of life-style website Well+Good, have launched a division of retreats, designed to appeal to a new generation of wellness travellers.

At the Global Wellness Summit in October, Brue and Gelula presented findings from a survey they conducted that showed that 40 per cent of their readers – more than half of whom are millennials – would rather go on a fitness retreat with their favourite instructor than to a destination spa.

“These days, among millennials, it’s more



■ Gelula (left) and Brue will work together on the retreats

Among millennials, it’s more brag-worthy to say you’ve snagged a spot in Taryn Tooney’s DR retreat than to say you’ve been to Canyon Ranch

Alexia Brue

brag-worthy to say that you’ve snagged a spot in Taryn Tooney’s DR retreat than it is to say you grabbed a spot at Canyon Ranch or Miraval,” Brue explained.

The first Well+Good Retreat taps into this trend and will be hosted by ‘self-care expert’ Candice Kumai (66.4k Instagram followers) and fitness and recovery influencer Charlee Atkins (18.6k Instagram followers).

[More: http://lei.sr?a=d8g5H_0](http://lei.sr?a=d8g5H_0)

HVS partners with Mackman to launch planning firm

Hospitality intelligence firm HVS and spa and wellness consultancy Mackman ES have formed an alliance in the US to provide spa-and-wellness valuation, feasibility and strategic planning.

The move allows HVS divisions worldwide to tap into Mackman’s expertise as needed, said HVS Americas president Rod Clough.

HVS has a team of more than 300 people located in over 50 offices around the globe – including in London.

[More: http://lei.sr?a=f4q9y_0](http://lei.sr?a=f4q9y_0)

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TECHNOLOGY

Pullman launches new sleep programme

AccorHotels has partnered with Rythm, a neurotechnology company, in a pilot programme that brings Rythm's wearable sleep tech product, Dreem, to guests at Pullman Paris Centre - Bercy and Pullman San Francisco.

Dreem is an active sleep solution designed to enhance sleep quality – a miniaturised headband uses ultra-fine sensors to track key information such as brain waves, heart rate and breathing, and discreetly diffuses sound to the inner ear. It claims to help users fall asleep more easily, enhance deep sleep and wake the user at the optimal time.

"Pullman is thrilled to have this amazing opportunity to work with Dreem, Rythm's scientifically proven way of

■ Dreem is an active sleep solution designed to enhance sleep quality



improving the quality of your sleep," said Aldina Duarte Ramos, director of wellbeing for Sofitel, Pullman and Swissotel.

"A good night's sleep is a cornerstone of Pullman's

wellness ethos," she continued. "We promote it as a pillar of its renowned wellbeing programme based on sleep, food, sport and spa, which is at the heart of Pullman's identity."

Rythm is a neurotechnology company that has previously worked with partners such as the Stanford Center for Sleep Sciences to develop consumer electronic products.
[More: http://lei.sr?a=N3w4v_0](http://lei.sr?a=N3w4v_0)

REFURBISHMENT

ReardonSmith complete renovation of Adare Manor



A new chapter is emerging for the estate as a destination

James Twomey

Adare Manor, Country Limerick's historic hotel and golf resort, has re-opened its doors after a multi-million-euro redevelopment, planned to establish a "new legacy" as Ireland's leading luxury resort.

Led by ReardonSmith Architects, the large-scale project has included the creation of new buildings as well as the restoration and refurbishment of existing properties, joined by interconnecting spaces.

James Twomey, director of ReardonSmith Architects, said: "The redevelopment of Adare



■ The project included the creation of new buildings

Manor into one of the finest golf resorts in Europe was a very special responsibility for the design team.

"Now, a new chapter is emerging for the estate as a destination that is contemporary, unique and world-class, while honouring its rich legacy."

[More: http://lei.sr?a=N4D3w_0](http://lei.sr?a=N4D3w_0)

GDPR: time for a data spring-clean

None of us likes receiving spam emails. Unwanted emails simply sit there unopened or are deleted automatically. Harmless enough? Not necessarily for the senders. Companies that do not respect the wishes of past, present or potential customers are already liable for fines, but the penalties are set to climb much higher thanks to the introduction of EU General Data Protection Regulations (GDPR) on 25 May.

A fine line

Morrisons, Honda, Flybe, Islington Council and Carphone Warehouse have recently been fined for either being careless with personal data or for sending millions of emails to people who had previously said they didn't want to receive marketing messages.

Under the GDPR, which will replace the UK Data Protection Act, fines will jump from the current maximum of £500,000 or 1 per cent of annual turnover to €20m or 4 per cent of annual global turnover.

Last summer, pub chain JD Wetherspoon decided to delete its entire emailing list. Observers speculated that the group might have lost track of which customers had given consent to be emailed for marketing purposes.

With GDPR on the horizon, companies clearly feel increasingly uneasy about keeping large amounts of data of uncertain value. Wetherspoon chief executive John Hutson suggested that email was not an effective marketing method anyway because many consider it "intrusive."

Be prepared

In order to be GDPR ready, companies need to carefully go through all of their data; check exactly what they have, why they have it, and what they need to do with it in order to be GDPR-compliant.

A hotel that has amassed the contact details of all its previous guests, for example, cannot send marketing messages to them unless it first has their permission.

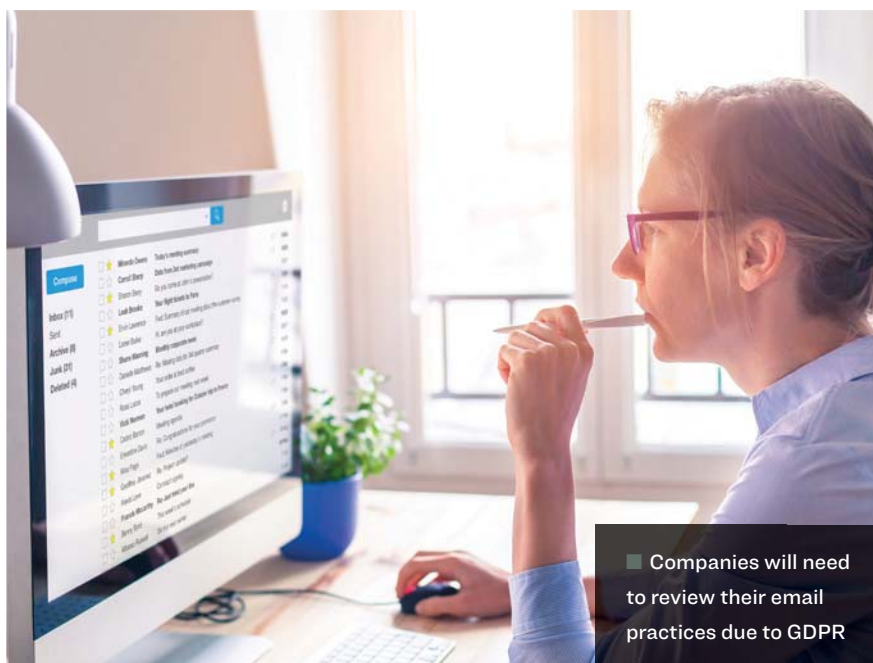
The GDPR puts the onus on companies to actively seek specific permission from individuals to use their personal details such as emails, phone numbers and postal and IP addresses. Relying on pre-ticked boxes or inaction (ie not unsubscribing) will not constitute consent. ●



■ Peter Ducker, chief executive of the Institute of Hospitality



In order to be ready for GDPR, companies need to carefully go through all their data – check exactly what they and why they have it



■ Companies will need to review their email practices due to GDPR

SPECIAL POPULATIONS

Increase in dementia-friendly tourism

The Scottish Government has been urged to create a register of accredited dementia-friendly attractions in the country to provide a boost to tourism and help families with members suffering from conditions such as Alzheimer's.

Conservative MSP and shadow culture secretary Rachael Hamilton has launched a campaign calling for a national accreditation scheme, stating that such a programme would help open Scottish tourism to the 1.7 million dementia patients and their carers in the UK.

In addition to helping people and families dealing with such conditions, the creation of a register would

encourage other businesses to improve their facilities, according to the MSP, positioning Scotland as a leading player as a dementia-friendly destination.

"The tourism industry in Scotland is more reliant on elderly customers than perhaps many people realise," said Hamilton.

"The sector, like everyone else, has a role to play in improving the lives of these vulnerable patients, and this would be a good way to do it."

In addition, Hamilton called on the government to help support businesses on measures to make their attraction more accessible for dementia sufferers.

[More: http://lei.sr?a=a4h4k_0](http://lei.sr?a=a4h4k_0)



■ UK tourism sites have begun to improve their accessibility



The sector, like everyone else, has a role to play in improving lives

Rachael Hamilton

CAMPAIGNS

VisitBritain launches 'I Travel For' campaign



By telling the stories of Britain, we want to inspire more visitors

Sally Balcombe

"I Travel For" is the new message from VisitBritain, which this week launched its tourism campaign for 2018 in a bid to reach record inbound figures.

Using a series of short films and storytelling to highlight the country's most popular landmarks and attractions, and some of Britain's less explored destinations, the digital campaign will be promoted through social media between February and April to the UK's largest and most valuable inbound visitor markets.

"By shining a spotlight and telling the stories of Britain's exciting and



■ British tourism hit record numbers in 2017

contemporary culture, innovations in food and drink, the beauty of our countryside and vibrancy of our cities, we want to inspire even more international visitors to book a trip right now," said VisitBritain chief Sally Balcombe.

[More: http://lei.sr?a=9C2z4_0](http://lei.sr?a=9C2z4_0)

Putting tourism on the government agenda

This year's English Tourism Week is being held on 17-25 March 2018 and, as usual, presents an opportunity for the tourism industry to highlight the benefits that tourism delivers for the local, regional and national economy.

Working on a deal

Highlighting the size and importance of the Tourism Industry is particularly important this year as we work to develop and implement a Tourism Industry Deal under the Government's new Industrial Strategy.

This deal will help support tourism businesses in a post Brexit environment by addressing long-standing issues such as the need for skilled workers, lengthening the tourism season and improving productivity. The deal which have been developed by the industry working through VisitBritain is now being considered by Government and the support of local MPs who recognise the value of tourism to their constituency will be important to obtaining Government's agreement to implement.

So, how do you become involved in English Tourism Week. The starting point is to have a look at the ETW18 website www.visitbritain.org/english-tourism-week. This will provide you with a range of ideas and opportunities to take part in this event including a toolkit of logos and posters to help you brand your events, activities or offers. There is also an ETW Events platform where you can register your event or offer so that that it's promoted across VisitEngland's

consumer website and social channels, as well as to media, trade, MPs and industry. You can also use the hashtag #ETW18 on social media to highlight your event and encourage your visitors, customers and even local residents to share their photos and experiences on social media through Twitter, Instagram and LinkedIn.

The other important aspect of ETW is to invite your local MP to come and visit your business or event on 23rd March 2018. This is Tourism Constituency Day and the Tourism Alliance has written to all MPs in England inviting them to visit a local tourism business on that day so that they can show their support for the tourism industry and better understand the value of tourism. This is also your opportunity to highlight issues that are holding back to growth of local businesses. So contact your local MP's office and ask them to visit your business that day. And if they agree, make sure that you let the local newspaper or radio station know as well. ●



■ Kurt Janson, director of the Tourism Alliance



We are working to develop and implement a Tourism Industry Deal under the government's new Industrial Strategy



■ Tourism will play an increasingly important role in a post-Brexit UK economy

REDEVELOPMENT

Portrait gallery set for £35.5m revamp

London's National Portrait Gallery has appointed architecture firms Jamie Fobert and Purcell to deliver the British institution's £35.5m transformation.

Called 'Inspiring People: Transforming our National Portrait Gallery,' the plans from the London-based practices mark the largest ever development for the Victorian-era National Portrait Gallery since it opened in 1896.

The decision follows an international selection process to find the best candidates, with Jamie Fobert – who recently celebrated the opening of the £20m Tate St Ives redevelopment in Cornwall

– leading the design process. The architects will work in conjunction with heritage experts Purcell, also working with engineers Max Fordham and Price & Myers on the plans.

"We were impressed by Jamie Fobert's evident love of the gallery, its collection and building, and the clear vision he had for how to make the most of these for our visitors, as well as his affinity with art and artists," said National Portrait Gallery director Dr Nicholas Cullinan.

Scheduled to start in 2020, the plans include an increase in exhibition space by 20 per cent.

[More: http://lei.sr?a=q3s4Y_0](http://lei.sr?a=q3s4Y_0)



■ The plans mark the largest ever development for the attraction



“
**We were impressed
by Jamie Fobert's
evident of the gallery**

Nicholas Cullinan

MUSEUMS

Living Museum benefits from regional skills initiative



**For a museum
steeped in
history, we're
very excited
for the future**

Michelle Lagar

The Living Museum of the North in Beamish has taken advantage of a regional programme to offer its staff a series of courses designed to boost their skillsets.

Called Go>Grow the £10m scheme funded by the European Social Fund is headed by Gateshead College, which is tasked with delivering training courses to North East businesses wanting to develop workforces.

The training is supporting the 'Remaking Beamish' project – an £18m expansion featuring a reconstructed 1950s town.



■ The museum experienced a record year in 2017

"For a museum steeped in history, we're very excited for the future," said Michelle Lagar, Remaking Beamish project officer.

The museum had a record 750,406 visitors last year and was recently voted the Large Visitor Attraction of the Year.

[More: http://lei.sr?a=b6X3J_0](http://lei.sr?a=b6X3J_0)

GALLERIES

Frida Escobedo to design 2018 Serpentine Pavilion



My design will be a meeting of material and historical inspirations

Frida Escobedo

Award-winning Mexican architect Frida Escobedo has been commissioned to design the 2018 iteration of the Serpentine Pavilion.

The Serpentine Pavilion programme, which began in 2000, sees an architect who has never built in the UK create a temporary summer pavilion and café space in Kensington Gardens.

Zaha Hadid, Herzog & de Meuron, Jean Nouvel, Sou Fujimoto and Bjarke Ingels Group are among the international architects to have previously taken part.

“My design for the Serpentine Pavilion 2018 will be a meeting of material



■ The pavilion will be based on an enclosed courtyard

and historical inspirations inseparable from the city of London itself,” said Escobedo, describing the project.

“It is based on an idea which has been central to our practice from the beginning: the expression of time in architecture through inventive use of everyday materials and simple forms.”

[More: http://lei.sr?a=P3a5e_0](http://lei.sr?a=P3a5e_0)

VISITING EXHIBITIONS

Terracotta Warriors travel 5,000 miles for Liverpool display

A highly anticipated exhibition of Terracotta Warriors, carefully transported from China's Shaanxi Province, launched in Liverpool on Friday 9 February.

The 2,000-year-old treasures, which depict an emperor's army, have gone on display at the World Museum for the next eight months in an exhibit entitled *China's First Emperor and the Terracotta Warriors*.

“The Terracotta Warriors exhibition is surely one of the most important exhibitions we've ever held here,” said David Fleming, director of National Museums Liverpool.



■ Ten life-size warriors are on display



The exhibition is one of the most important we've ever had here

David Fleming

“We look forward to sharing this spectacular show with the city's people and welcome visitors from across the UK to witness this unmissable opportunity to see some of the Terracotta Army up close.”

The terracotta statues show the army of Emperor Qin Shi Huang. More than 8,000 of them were buried alongside the emperor.

[More: http://lei.sr?a=U4g5f_0](http://lei.sr?a=U4g5f_0)

Welsh resort gets green light for £7m SkyDome

Bluestone National Park Resort has been granted planning permission for a huge transparent dome that will contain an amphitheatre and range of adventure activities.

The tourist attraction, in Pembrokeshire, Wales, is erecting the SkyDome to offer a variety of leisure options to its guests, including ropes courses and caving, cafés, shops and play areas.

The £7m dome, which is about 7,000sq m (75,347sq ft) and 116 metres tall, was provisionally approved by Pembrokeshire council.

[More: http://lei.sr?a=C4E2c_0](http://lei.sr?a=C4E2c_0)



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MY CAREER

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

James Barter

SENIOR SOFTWARE CONSULTANT

Clubware

{ The leisure industry is fast to adopt new ideas and isn't afraid to try new things }

James Barter started working in the leisure industry as a lifeguard at Felixstowe Leisure Centre when he was 16. He has been working in the industry ever since, and now works as a senior software consultant for management software provider, Clubware.



What changes would you like to see?

"I think there is a real issue with staff being underpaid and under-trained. Customers expect high standards, regardless of cost, yet we expect the front-end service to be delivered by underpaid, under-trained staff who work long hours. In terms of industry changes, I think we've become far more tech-savvy. The industry is fast to adopt new ideas and isn't afraid to try new things."

Tell us about your career

"After university I started in membership sales for Pulse Fitness. Membership sales was great, but I'd completed a degree in sport and exercise and wanted to get into fitness instructing. I found a job in HiLife, a fitness club in Ipswich, where I was given the opportunity to troubleshoot one of their struggling clubs. I went from fitness instructor to club manager in just a few months. I then gained experience working as the deputy general manager, and then manager, of a health club in South London, before moving into the supplier side of things. My first supplier role was with Torex, now XN Leisure, where I trained people to use the leisure management software, TLMS. I then spent two years working with the Amateur Swimming Association on their Everyday Swim Project. After two years, I applied for a senior position within CheckFree, now Jonas Fitness. I worked at Jonas for eight years, and got to work with some of the industry's biggest companies, including: David Lloyd and Xercise 4 Less. I was then headhunted by Transaction Services Group, to launch their leisure management software, Clubware, into the UK, and have been here ever since."

Proud moments

"When I worked in Woking, I started free regular swimming sessions for Muslim women in the area. More recently I played an integral role in one of the largest software transformations that the UK health and fitness industry has ever seen. It took two years to plan, and involved more than 500,000 members and 114 gyms."



PHOTO: SHUTTERSTOCK

■ Barter began his career as a lifeguard 24 years ago

Eden Project goes global

Eden Project signs deal for £150m Qingdao attraction



■ Sir Tim Smit's eco project is making its way overseas

Sir Tim Smit's Eden Project is making a giant leap to realising its first overseas attraction, following a trade meeting between the British and Chinese governments.

During the three-day trade mission to promote Prime Minister Theresa May's vision for a "global Britain", David Harland, Eden Project chief executive, signed an agreement with Zhao Lintao of China Jinmao Holdings, setting out terms for a future development in Qingdao.

Including the design, construction and operation of the planned £150m (US\$213m, €170.8m) attraction, Eden Qingdao will follow the theme of water and will as its centrepiece feature the world's largest indoor waterfall - roughly the same size as Niagara Falls at 50m (164ft) high.

"This is a huge development in the history of the Eden Project and the biggest step we have yet taken towards opening an Eden Project in China," said Harland.

"We are very excited about the possibilities for this attraction and the city of Qingdao and are very pleased to be working with our friends and colleagues at China Jinmao Holdings."

Following the China launch, there are plans for multiple Eden Project

We are very excited about the possibilities for this attraction and the city of Qingdao



■ Eden Project Qingdao will feature a waterfall the size of Niagara

IMAGE: © 2018 GRIMSHAW

This is a huge development in the history of the Eden Project

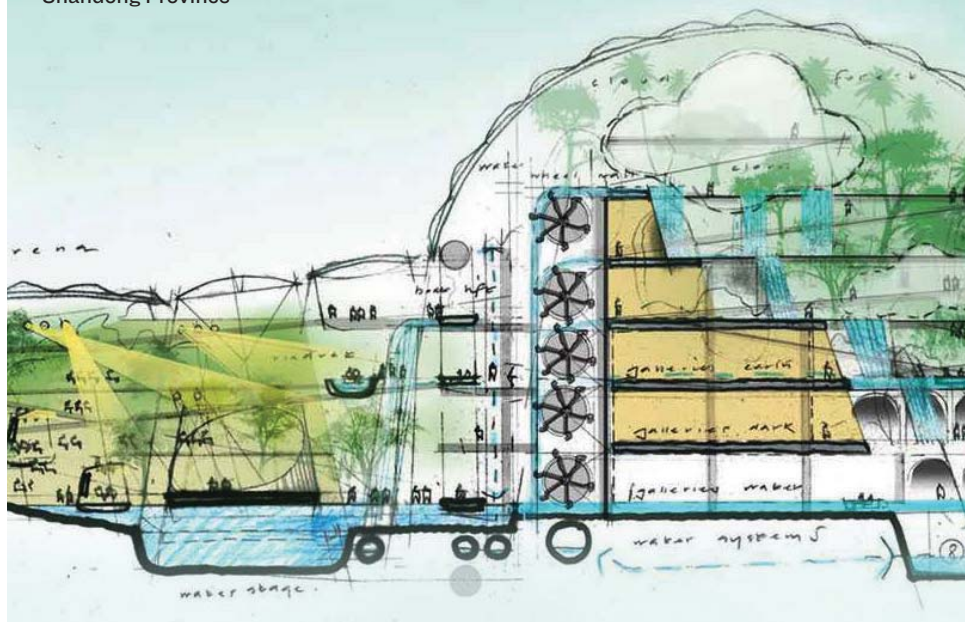
attractions worldwide, with locations in Australia and New Zealand already confirmed. Four other Chinese projects are also in the works. Grimshaw Architects, creators of the original Eden Project, are working on the design for each of these proposals.

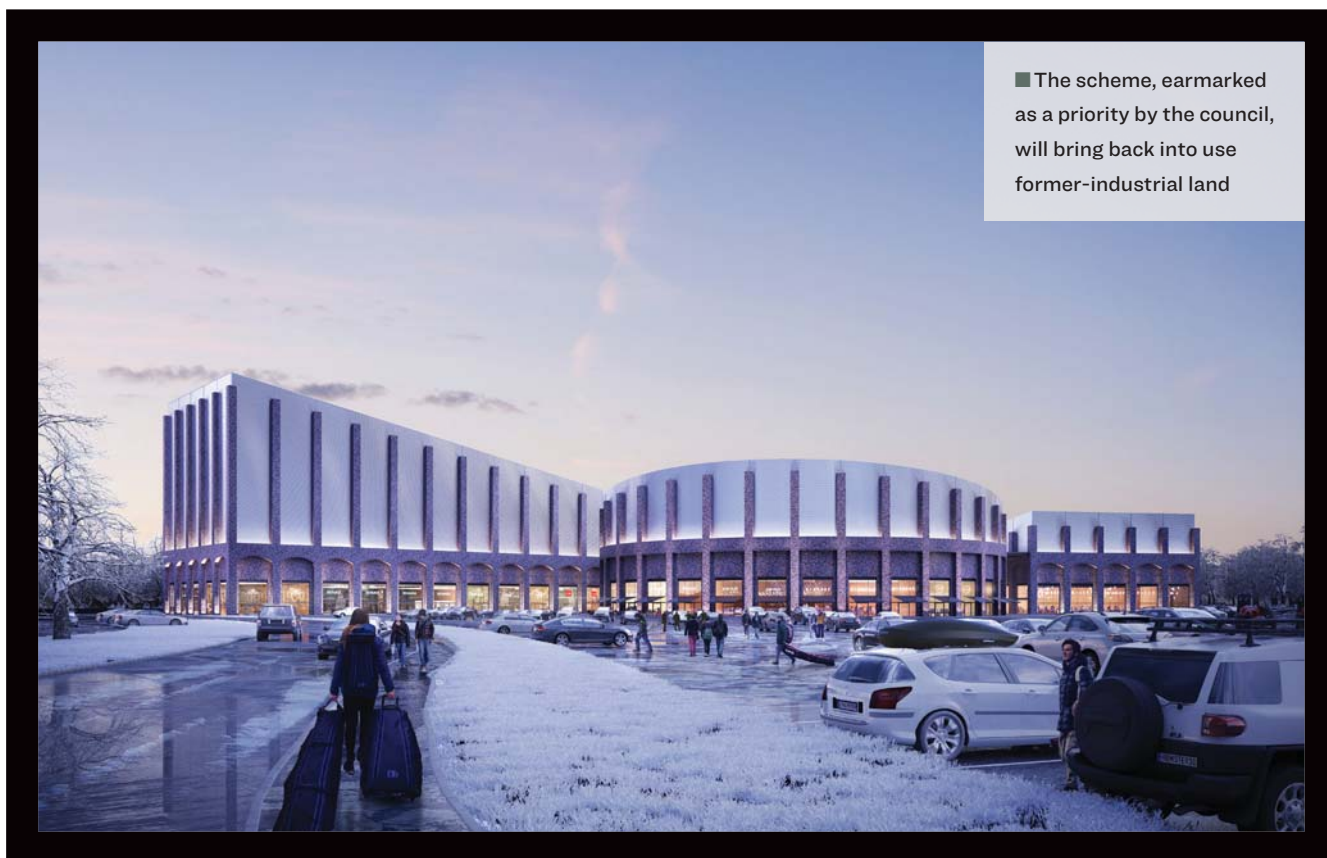
In its first 16 years, the Eden Project attracted more than 19 million visitors and generated £1.7bn for the regional economy. In 2016/17, accounts showed a cash surplus from trading of more than £1.6m.

During 2016, four per cent more people than the previous year visited and, for the first time since 2011, Eden welcomed more than one million visitors in a 12-month period.

The Qingdao project is expected to break ground this year, with an opening date set for 2020. Further overseas projects in the Middle East and Asia are expected to be announced later this year. ●

■ The second Eden Project in the world will be built in east China's Shandong Province





Off piste, on track

Dramatic design unveiled for indoor Swindon ski centre inspired by railway heritage



■ Russ Davenport,
FaulknerBrowns partner

ports and leisure specialists FaulknerBrowns Architects have submitted a planning application for a major new indoor snow centre and leisure destination in Swindon.

Plans for the destination include a 2,000sq m (21,500sq ft) snow centre featuring two real-snow slopes; a 12-screen cinema with the largest IMAX screen in the UK; a bowling alley; an indoor trampolining centre; a 130-room hotel; and a variety of shops, bars and restaurants.

The project is being developed by Seven Capital, and, if approved by Swindon Borough Council, it will become the seventh indoor slope in the UK.

The scheme, earmarked as a priority by the council, will bring back into use former-industrial land to the north of Swindon town centre.

The land, which sits adjacent to Oasis Leisure Centre, was previously occupied by the Great Western Railway Works – demolished almost a decade ago to make way for redevelopment.



■ The centre will have two real-snow slopes; a twelve screen cinema; a bowling alley; an indoor trampolining centre; a hotel; shops and restaurants

In reference to this railway heritage, the design of the centre's sweeping roof structure bears similarities with curved Victorian railway stations, such as Bristol Temple Meads a few stops down the track from Swindon. Enveloping steel columns, vertical brick piers and a two-storey brick arched base also echo this heritage, with the latter creating a framework for shops.

The two linear convergent slopes inside the building frame the corner of the site and form a backdrop for a circular rotunda, which contains restaurants with external

“

This will bring a neglected site back into use and provide visitors with a memorable experience, both on and off the slopes

- Russ Davenport

'terraces' on the ground floor and the multiplex cinema above. The main building and the rotunda are linked by a glass atrium.

This is the fifth indoor ski centre designed by FaulknerBrowns.

"It's fantastic to be able to bring our experience and expertise in indoor snow and leisure destinations to Swindon for this exciting development," said FaulknerBrowns partner Russ Davenport. "This will bring a neglected site back into use and provide visitors with a memorable experience, both on and off the slopes." ●



In recent years, our sector has evolved and expanded on a global scale into areas it never has before. Active Uprising will match these elevated ambitions

Steven Ward, ukactive chief executive



An Active Uprising

ukactive to replace Flame with new Active Uprising industry event



■ Active Uprising will be held at the Manchester Central Convention Complex

A new four-day “celebration of physical activity” – combining a conference, awards night and a two-day programme of events, designed to get communities

active – is to replace the Flame Conference and Awards this year.

Taking place from 20 to 23 June, Active Uprising looks to bring more than 1,000 industry leaders to a “festival of insight, debate and action” held at the Manchester Central conference venue.

ukactive CEO Steven Ward said: “Every year ukactive brings its members and partners to celebrate the best of our sector – and Flame has long been a pinnacle of the year for a subset of the physical activity movement.

“But in recent years, our sector has evolved and expanded on a global scale into areas it never

■ Active Uprising replaces ukactive's annual Flame Conference and Awards



Active Uprising looks to bring more than 1,000 industry leaders to a festival of insight, debate and action

has before. Active Uprising will match these elevated ambitions with a revamped and expanded format.”

The schedule of events will include the Active Uprising Conference on 21 June, combining keynotes from leaders in business, politics and media.

Among the conference agenda will be the return of Ignite, a series of educational leadership workshops for fitness managers, designed to help them thrive in a rapidly changing sector.

Innovation and technology will also take centre stage with the culmination of the ActiveLab start-up accelerator programme. Now in its second year, the mentoring initiative aims to revolutionise the way physical activity is delivered by matching startups with leaders in business and the fitness industry.

The finalists of ActiveLab will battle it out at Manchester in a

live-pitch competition, in front of an audience of 800 key influencers.

Also taking place during Uprising is Sweat North – bringing the London-based boutique fitness event to Greater Manchester – to discuss how the boutique fitness boom has become a national phenomenon, and exploring how other regions of Britain can become “boutique powerhouses”.

Meanwhile, the conference’s Active Communities strand will look to offer insight on the grassroots level, exploring programmes and investments transforming communities across the UK.

The ukactive Awards have also been revamped. Taking place on the evening of 21 June, there are a raft of new categories, widening the awards to celebrate achievements in all aspects of the physical activity sector. ●



■ The ukactive Awards have also been revamped

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Paul Thorman



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- ★ Aintree, Prenton, Wrexham and Chester
- ★ Lincolnshire and Humber



We are seeking a highly motivated individual to join our Becky Adlington's SwimStars Team who will coordinate the Learn to Swim provision for a cluster of sites, including primary schools.

The successful applicant will be expected to increase learning to swim and swimming participation opportunities to cover all age ranges and promote the teaching programme to a wide audience.

Applicants will possess a Level 2 Swimming Teacher Qualification and Current RLSS National Rescue Award for Swimming Teachers and Coaches or equivalent.

With previous experience of the delivery of aquatic initiatives, you should be able to prioritise your workload, have good organisational, planning and communication skills, be educated to a high standard and have good experience of partnership working.

The successful applicant will be required to undertake an enhanced check via the Disclosure and Barring Services (DBS).

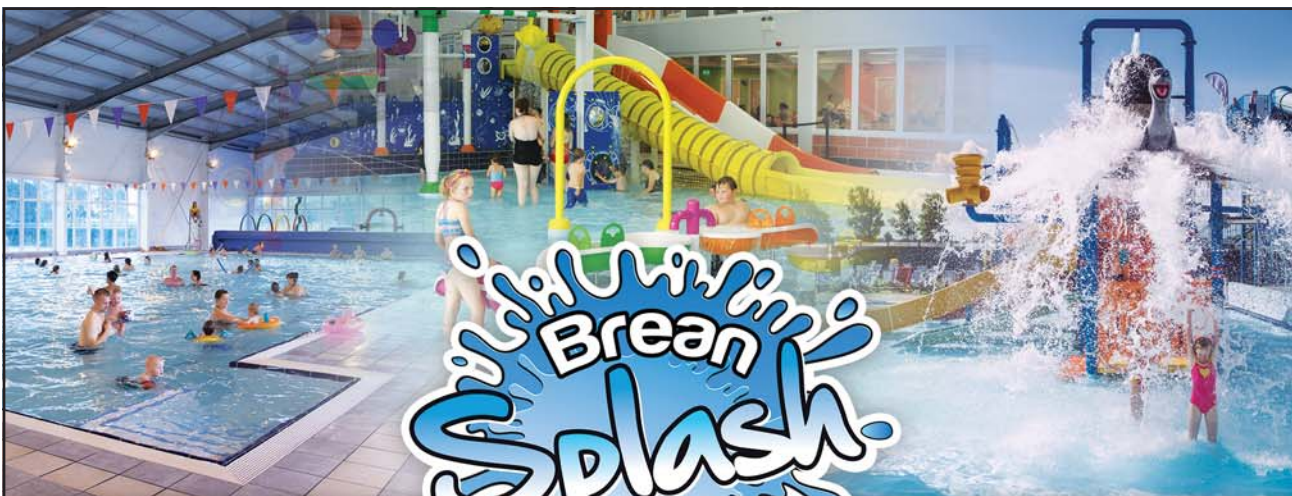
CLOSING DATE: 5TH MARCH 2018

Main tasks and responsibilities:

- ★ Manage, develop and monitor the implementation and administration of the Learn to Swim programme in order to meet the expected world-class standards of the BASS programme.
- ★ Assist in the effective operations of the activity of the swim school programme.
- ★ Co-ordinate the efficient and effective deployment of the team, to meet the customer, financial and operational demands of the centre.
- ★ Mentor and develop all swimming teacher/coaches in accordance with BASS training programmes.
- ★ Co-ordinate and implement staff training and induction sessions with regard to the planned staff training matrix.
- ★ Provide appropriate, relevant courses throughout the year in line with the needs of the organisation.
- ★ Prepare lesson plans and a comprehensive scheme of work that meets the requirements of BASS UK LTD.
- ★ Assist in programming and promotions by innovating ideas and initiating actions to meet the demands of the facility's customers, organisational plans and retention programmes.
- ★ Assist in the communication, sales, marketing and promotion of BASS UK LTD.
- ★ Prepare reports on the centre's operations, events and incidents when necessary and requested. Establish and maintain excellent relationships with our customers and potential customers, handling and escalating complaints where appropriate.
- ★ Ensure all concerns of a child safeguarding nature are referred in a timely and appropriate manner, in accordance with company Safeguarding policy.
- ★ Adhere to the Equality and Diversity Policy, Health and Safety procedures, operating procedures, customer service standards and uniform policy at all times.
- ★ Maintain own mandatory qualifications, licensing and CPD/ training requirements. -Teach lessons where appropriate to avoid cancellations in agreement with the National Account Manager Qualifications, experience, knowledge, skills and behaviours.
- ★ ASA Teaching Aquatics Level 2 (or equivalent). -Knowledge and understanding of the ASA National Plan for Teaching Children program, stages 1-10 and the swimmer pathways associated with this program.
- ★ Management or supervisory experience in businesses with high customer service demands. Experience of supervising a team including training, development, appraisals, performance management and mentoring.

For more details and to apply:
<http://lei.sr?a=A4h7j>





About us

Brean Splash Waterpark & Gym is an award-winning family business located at Brean Leisure Park, Brean Sands, Somerset. Our Indoor facilities are open all year and include an 6 lane 25m pool, Baby Pool, 2 Waterslides and Splash Zone with shallow beached entry pool with 4 mini slides. Our Outside areas open May-Sept and include 3 outdoor water slides and Seaside Pool which has 3 mini waterslides. Within the Leisure Complex we have a fantastic Gym and Soft Play area (Brean Play). We run a large Swim School and have an expanding membership database. Our team can exceed 50 team members at peak.

Pool Manager

(Annual salary £21,000 - £26,000)



Applicants must hold a valid NPLQ qualification, Pool Plant Operators Certificate and ideally hold a RLSS Trainer Assessor Qualification although not essential. Applicants must also be working (or have worked) at a comparable Pool Manager or Assistant Manager level within a current Leisure Facility and be looking for a new challenge within a larger facility.

Reporting to the Leisure Manager your daily responsibilities will include opening and closing the Waterpark. Operating pool plant, Water testing, Rotas, Cash Handling, Recruitment, Enforcing the NOP & EAP to ensure the safe and compliant running of the Waterpark, Induction training and mentoring. Full time, permanent role working 5.5 days a week, including weekends. Future training and development opportunities are available. Accommodation may be available for 3 months for re-location purposes if required.

Head Lifeguard/ Duty Officer (Hourly rate up to £8.50 per hour - 44 hours per week)

Applicants must hold a valid NPLQ qualification, Pool Plant Operators Certificate & RLSS trainer and assessor award is beneficial but not essential. Applicants must also have a minimum of 2 years' experience as a lifeguard and ideally at a senior or head lifeguard position.

Duties will include supporting and coaching the lifeguard team, operating pool plant and water testing and enforcing the NOP & EAP to ensure the safe and compliant running of the Waterpark and providing a fantastic service to our guests. You will also be trained as a Duty Officer that will include opening and closing the Waterpark. Full time, permanent role working 5.5 days a week, including weekends. Future training and development opportunities are available. Accommodation may be available for 3 months for re-location purposes if required.

Benefits

In return we offer 28 days holiday, auto enrolment pension, free leisure benefits including free swim pass and discounted gym and golf membership.

To Apply...

Email CV & covering letter to jobs@brean.com



www.breansplash.com • Email jobs@brean.com • Call 01278 751595
Brean Sands, Coast Road, Somerset, TA8 2QY

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=z9b7Y>

It's **amazing** what you
can find in the forest...



Deputy Leisure Services Manager

c. £40,700 + Bonus & Benefits

Join the UK's number one short break destination. We are proud to have more than 7,000 team members across five Center Parcs villages and Head Office, working to create memorable experiences for families in beautiful forest locations.

With up to 200 indoor and outdoor activities on offer across the village, our Leisure Services division is core to our customer proposition and key to helping us deliver a quality experience that keeps our guests returning, again and again.

Working closely with the Leisure Services Manager, you'll support every aspect involved with the commercial management and day to day operational activities of the division, ensuring we provide our guests with great memories, whatever their age or abilities. With a focus on excellence in service delivery, the achievement of financial targets and the development of business opportunities (and colleagues alike), you'll also agree and enjoy specific responsibilities that will underpin and help fulfil wider divisional targets and objectives.

As you can imagine, this is a key leadership role, requiring a Leisure Industry professional with at least three years relevant experience in a similar operational management capacity, who has a proven ability to lead, motivate and develop a diverse team. You should also have commercial know-how, as well as budgetary and financial controls experience.

In return we can offer a highly competitive salary and a superb range of benefits, including:

- Annual profit share bonus
- Staff Reward Scheme
- Free use of leisure facilities
- Discounted Center Parcs breaks
- 20% discount in restaurant and retail outlets

Interested? Then simply visit our careers website for more information about working for Center Parcs and the opportunity to apply.

Closing date: Tuesday 13 March 2018

www.centerparcareers.co.uk

Facebook: @CenterParcsCareers Twitter: @CPCareers

Woburn Forest,
Millbrook MK45 2HZ



GRAYSHOTT

HEALTH SPA

Spa Therapist

Full Time, Competitive Salary All Locations



Grayshott Medical Spa are looking **Spa Therapists** to join their Award-Winning Team.

Set in 47 acres of gardens and grounds, adjoining 700 acres of stunning countryside, Grayshott is only one hour's drive from London. The spa is located in the peace and tranquillity of the Surrey countryside and is a world away from stresses and strains of modern living. Its little wonder that we have received a clutch of prestigious awards.

- Good Spa Guide Best Wellness Programme
- Conde Nast Traveller Voted 14th Destination Spa Worldwide
- Spa Traveller Best UK Spa Cuisine
- Spa Traveller Top UK Spa Therapist
- England's Best Wellness Retreat 2017

The ideal candidate should have a passion for delivering great customer service and memorable treatments, a can-do attitude and the ability to multi-task and smile under pressure.

Spa Therapists will be responsible for:

- Consistently performing all spa treatments as per product and spa training.
- Providing exceptional, memorable guest service at all times.
- Maintaining the cleanliness and health and safety of the work place.
- Up-selling spa treatments and products.
- Carrying out Spa reception duties as required.
- Assist with demonstrations as and when required.
- Skills and Knowledge
- Recognised beauty therapy qualification e.g. NVQ Level 3/ HND in beauty therapy along with previous experience in a luxury spa environment.

- Previous experience in luxury spa or high-profile salon.
- A capability and commitment to delivering high levels of guest care.
- An outgoing personality with a proven sales track record.
- A smart and professional appearance.
- A positive attitude and excellent communication skills
- The enthusiasm to be part of a team.
- Flexibility in attitude, approach and working hours (to include weekends and bank holidays)

What we offer YOU

- Competitive salary
- Uniform
- Extensive training both internally and externally
- Professional learning and Development opportunities
- Meals on duty
- Retail / Treatment Commission
- Use of the facilities at designated times.
- Accommodation available

Eligibility:

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

Apply now:

<http://lei.sr?a=M8L4b>



Spa Therapist

London, United Kingdom, £23000 - £24000 per annum + commissions

We are excited to be recruiting a Spa Therapist for the Mandarin Oriental Spa.

The Spa Therapist will be responsible for the following duties:

- The Spa Therapist is responsible for, but not limited to performing as trained all spa treatments to guests in a professional and pleasant fashion.
- Be on time for appointments and thoroughly review appointments after completing each treatment
- Keep work area clean and neat at all times.
- Must follow all Standards and Procedures as taught by legendary trainers or Treatment supervisor/ Head Therapist
- To ensure that a high standard of service is maintained throughout the Spa.
- Must be NVQ Level 3 Diploma in Beauty Therapy qualified

We offer our Spa Therapists world class benefits but not limited to:

- Team member discounts on hotel stays and dining across the group
- Highly competitive salary within the luxury London Hotel sector
- Free laundry and complimentary meals whilst on duty
- Colleague recognition and reward programmes
- An exciting range of learning and development programmes
- Opportunities for promotion and transfers across the group
- Colleague Social events and Wellness programmes

About us:

In 2018 Adam D. Tihany will oversee the design of the next-generation Spa at Mandarin Oriental, London, which will be significantly expanded to include a couple's suite and an exclusive Mandarin Oriental Spa Wellness & Beauty concept, offering powerful and effective cosmeceutical and therapeutic treatments for both men and women.

The newly unveiled Spa at Mandarin Oriental, London will offer new services, many exclusive to London, inviting guests and members to discover a global well-being approach, encompassing both wellness and beauty.

With the extensive renovation a newly created position has arisen for a Spa Therapist. Reporting directly to the Spa Treatment Manager the ideal candidate will have previous experience in a similar role within the luxury sectors. The successful candidate will have strong organisational abilities, outstanding operational knowledge, an attention to detail as well as a passion for delivering guest service at the highest level.

Your career:

Working at Mandarin Oriental isn't just a job; it provides an opportunity to build a career for life with the potential to travel the world within our unique organization. Our people aim high and we support them all the way by providing career advancement and Learning and Development programmes designed to enable our colleagues to be the best. We do this by developing our Colleagues and encouraging them to take on new challenges, thus allowing us to identify their potential and help them expand their careers as the group's expansion plans take effect over the next few years with many new hotel openings on the horizon.

Eligibility:

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

Apply now:

<http://lei.sr?a=O2z7P>



Spa Therapist

Location: Ware £18.5k + 10% retail commission

With its fragrant walled gardens, stately Jacobean country house and 200 acres of Hertfordshire parkland, the historic Hanbury Manor Marriott Hotel & Country Club makes a lasting impression. Marriott International the world's largest hotel company with more than 500 global locations and 600,000 associates worldwide is redefining the art of hosting so that our guests can travel brilliantly. Combining old school, classic elegance and impressive grandeur with a contemporary, holistic approach, Hanbury Manor Marriott delivers premium choices, sophisticated style, and well-crafted treatments for the discerning.

Job Summary

As a Beauty Therapist you will help provide a friendly, knowledgeable and professional service offering a world-class range of Elemis, Decleor, Carita, Aromatherapy Associates & Jessica nail treatments. You will consult each client to fully understand their personal needs and be committed to delivering exceptional treatments. As a Beauty Therapist you'll also be supporting your line manager to maximise revenue through great customer service & proactive selling of high quality spa retail products.

Skills and Knowledge

- Previous experience in luxury spa or high profile salon
- Spa/Beauty qualification at NVQ Level 3/HND or equivalent
- Strong Communication skills & interpersonal skills
- Excellent level of spoken and written English
- Pro-active and reliable
- Able to work independently and within a team
- Excellent presentation & customer care
- Able to deal with difficult situations professionally and efficiently
- Flexible approach to working hours including evening, weekends & bank holidays

What we offer YOU

- Competitive Salary
- 10% Retail Commission
- 50% discount on Food & Beverage
- 30% discount on Golf & Spa retail products
- Free Relocation services
- Extensive training both internally and externally
- Worldwide career opportunities within Marriott & Starwood hotels
- Heavily discounted associate room rates for you & friends and family
- Professional learning and development opportunities
- Free meals on duty and free uniform
- Free car parking
- Play Golf for free and preferential rates for family & friends
- Extensive Marriott employee benefits

CLOSING DATE: 28TH FEBRUARY 2018

How to apply

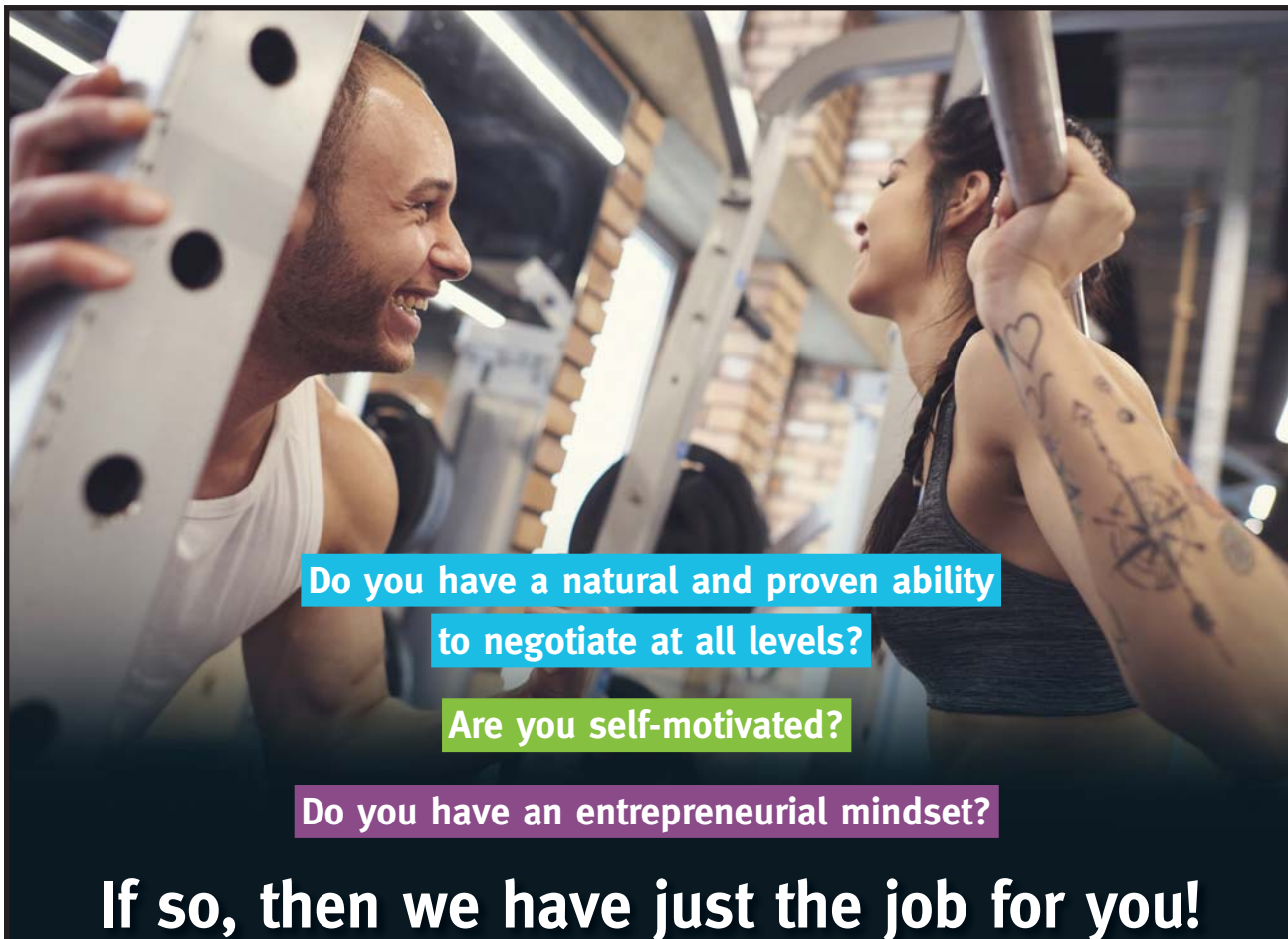
Please click link below to submit your CV and cover letter.

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



HANBURY MANOR
MARRIOTT HOTEL & COUNTRY CLUB

Apply now: <http://lei.sr?a=K9m1j>



Do you have a natural and proven ability to negotiate at all levels?

Are you self-motivated?

Do you have an entrepreneurial mindset?

If so, then we have just the job for you!

Business Development Executive



Location: Fareham, United Kingdom
Salary: £24,000 to £26,000 & Benefits

We're looking to appoint a Business Development Executive to join our dynamic and successful team.

Sales of corporate training solutions have experienced rapid growth over the past year and we need to expand the team with someone who's committed to developing new and existing business with the biggest brands in the health and fitness industry.

You'll identify new business opportunities, pitch our services to new clients and build key customer relationships. You will also look after existing clients to maintain a close working relationship and seek future opportunities with them.

Sales | Business Development | Account Management | Business Development Manager | Sales Executive

Essential requirements:

- Previous experience of success in a similar sales role is essential
- You will have a confident manner
- Excellent communications skills
- A 'can do' attitude
- You will research organisations online to identify new leads
- Build rapport with contacts

- Identifying potential business opportunities
- You will need to pitch our products and services
- Prepare presentations for clients

Desirable requirements:

A background or interest in the fitness industry would be desirable but not essential, although you will need to gain a thorough understanding of our products within the Schools of Personal Training, Pilates and Nutrition.

Additional Package Info:

Commission and Company Car

About our Company:

We're an ISO 9001:2015 standard company and winners of UKActive's Training Provider of the Year Award 2016 and 2017.

We're a member of the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) and key influencers within the health and fitness industry. Our constant focus is towards delivering the highest standards of training within the health and fitness industry and #raisingthebar

APPLY NOW: <http://lei.sr?a=m4X8L>

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 -
<http://lei.sr?a=R4n0K>



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Centre Manager

Rushcliffe Arena, Nottingham, UK



Parkwood Leisure and its subcontractors currently operate 80+ facilities throughout the UK and employ over 4,500 staff. Recognised as one of the leading leisure management companies in the UK, Parkwood Leisure is the market leader in leisure PFI/PPP projects, with managed revenues in excess of £80m per annum. Aiming to deliver high quality services to our customers, the company prides itself on its exemplary health and safety record and commitment to staff.

Rushcliffe's flagship site Rushcliffe Arena opened in January 2017 and is part of a contract located in South Nottinghamshire, which includes Bingham Leisure Centre, Cotgrave Leisure Centre and Keyworth Leisure Centre, with a growing gym membership base and swimming lesson programme the centre currently attracts in excess of 375,000+ visits per annum.

Reporting to the General Manager, the successful candidate will be required to take full responsibility for the effective management of this challenging centre ensuring the highest service standards possible.

The post holder will ensure that the service provided meets the requirements of the client as defined within the service specification as well as consistently driving the commercial performance for the centre.

The successful candidate is expected to have a recognised management qualification (Preferably at Degree level) as well as having a track record of managing both wet and dry leisure facilities. Experience or awareness of Local Authority contract management is essential. Experience of Multi-Site Management is also desirable.

Parkwood Leisure is an equal opportunities employer

Apply Now: <http://lei.sr?a=Y6D8Q>

Assessor in Personal Training



Field Based, South Wales, United Kingdom
£8,384 annum (£20,961 pro rata)
Closing date: 6th March 2018

About Us

ISA is a friendly, enthusiastic and passionate company who believe in quality and providing a great service for our learners, employers and staff.

We like to look for new ideas and ways to improve what we do and how we do it. We invest in our staff and have a great team who believe in our ability to Inspire, Succeed and Amaze. We are a successful and innovative training provider who deliver Work-Based Learning programmes across England and Wales. Traditionally, we deliver in the field of hairdressing and beauty and are currently looking to expand our provision within the fitness industry as part of our planned growth into 'Well-being'. Therefore, this will provide a great opportunity for you to lead our work in this all-important field.

What we expect from you

We are looking for a team member who is highly motivated, committed and enthusiastic about what they do and how they do it. We need you to be resilient, super organised and confident making your own decisions. We expect you to inspire others and make a positive impact on those around you.

If you enjoy getting the best out of others and can Inspire, Succeed and Amaze, then apply to join our team.

About the Role

Our Assessors are key to the success of our apprentices learning journey, you must be enthusiastic and passionate about your vocational area. Being able to share your skills and develop others alongside maintaining a positive relationship with the apprentice and employer is of utmost importance.

You will be field based and be responsible for recruiting and maintaining a caseload of learners as well as supporting learner achievement, success and progression. You will teach, assess and record all aspects of the vocational route using e-portfolios and learner journeys, creating a bespoke programme for each apprentice and their employer.

What we offer

We offer a competitive salary, training and mentoring support to enable you to fulfill these duties. Additional benefits include:

- 35 days Annual Holiday Entitlement (20 days Annual Leave, 8 days Bank Holidays, 7 additional ISA Days pro rata)
- Contributory Pension Scheme
- Flexible working scheme
- Child Care Voucher Scheme
- Laptop
- Smartphone
- Mileage allowance scheme

Areas of Responsibility

- Plan and deliver Apprenticeship programmes according to relevant Awarding Organisations, funding and organisational requirements
- Plan and deliver workshops or 'off-the-job' training sessions where necessary to provide effective teaching and learning opportunities to fulfil requirements of the programme
- Prepare and develop resources to support delivery of the learning programme
- Provide support, information and guidance to learners through a coaching model
- Completion of monthly learner progress reviews and target setting
- Track learner progression and assess achievement to ensure timely completion of programmes
- Support, deliver and develop learners awareness and skills in areas including literacy, numeracy, digital literacy, employability, Welsh Language and sustainability
- Support contract, quality and compliance requirements to ensure attainment, recruitment and caseload targets are met
- Contribute, support and comply with all contract requirements and corporate strategies including but not restricted to: Health & Safety Code of Practice, Contract & Audit requirements, Awarding Body requirements, Information Security Requirements, Safeguarding

For more information and to apply:
<http://lei.sr?a=h1o5w>



Club Manager

Southend-on-Sea, UK
Competitive salary

Would you like to build a business, make a difference to the lives of people and build a career in management?

At the énergie group, you can do all of these things.

We put club managers at the very centre of the group's success. Highly trained and well-rewarded, our club managers create a club atmosphere that WOW's its members. Our 'Clubs of the Future' are clubs where everyone can belong. Our fitness programmes are exceptional and our club staffing structure is unique.

We need aspiring managers that can fill our clubs with energised, motivated and achieving members.

As a Club Manager you will:

- Deliver an énergie experience that will wow all our members
- Build a team that out-performs all others in the fitness sector
- Partner with a franchisee who is investing in the business
- Manage a club operation that generates exceptional customer and staff retention and a great return on investment
- Seek out talent and promote it within and outside the club
- Advance your long-term career with the fastest growing budget franchise group in the sector

What can you expect?

At énergie you can expect to feel part of a team that will provide:

- Competitive salary and commission
- Career advancement
- Variety!
- Exceptional job satisfaction

Closing date: 25th February 2018



Apply now: <http://lei.sr?a=C8a0g>



General Manager

SUNDERLAND, UNITED KINGDOM

SALARY - COMPETITIVE

The Amusement Device Safety Council (ADSC) invite suitable applicants to apply for the position of General Manager of ADIPS Ltd.

ADIPS Ltd oversees the administration of the Amusement Device Inspection Procedures Scheme (ADIPS) on behalf of the ADSC. The work includes the registration of approved inspection bodies and the management of the system for issuing Declarations of Operational Compliance (DOC) to controllers of amusement rides and devices.

The General Manager is responsible for the development and execution of the company's business plan in conjunction with the Chair of the ADSC. The General Manager is ultimately responsible for the day to day management of the ADIPS and for implementing long-term and short-term plans, reporting directly to the Chair of the ADSC.

Apply now: <http://lei.sr?a=I5Q8u>

Theme Park Resort Duty Manager - Operations

Matlock Bath, Matlock, UK
Competitive salary



As our family Theme Park resorts continue to expand, an opportunity has arisen to join a rapidly growing business in a unique role at Gulliver's Kingdom, Matlock Bath.

With a hands-on approach and excellent communication skills, you will take on the role of duty manager responsible for the day to day operational control of the theme park resort, taking specific ownership for all rides, attractions and facilities management.

Complying with all health and safety legislation, with a technical knowledge and a strong operations background, you will focus on team development to expand upon rides service, standards and maintenance control.

This position is nothing like an office job and your shop-floor style will help to build a guest-focussed team, strengthened by your innovative ideas, attention to detail and structured leadership.

Gulliver's commitment to our family audience, offering maximum experiences at the best value, means you'll be amongst a fun and safe, family environment in the company of a well-established, committed management team.

Gulliver's theme parks is a family business with a history spanning 40 years with theme park resorts in Matlock Bath, Warrington and Milton Keynes, and a brand new development underway in South Yorkshire.

If you feel you have the desire and necessary skills for this position and would like to be part of a great, growing company then please apply with your CV and covering letter.

APPLY NOW:

<http://lei.sr?a=p8C5y>





The Football Association (The FA) is the governing body of football in England. We are responsible for promoting and developing the game at all levels; from grassroots through to the professional game, The FA Cup and the England International teams, and has two core assets: Wembley Stadium and St George's Park.



TOUR OPERATIONS MANAGER

Salary: Competitive **Role location:** Wembley **Ref:** TOM18

Overview of the role:

To proactively manage the Stadium Tour Operation in order to deliver the best possible tour experience at all times. The post holder will oversee Wembley Stadium tour operations ensuring a first class delivery of the tour experience for visitors.

Key responsibilities include:

- Responsible for the operational delivery of The Stadium Tour.
- Proactively manage the Stadium Tours operations team and ensure the tour is fully operational during opening hours.
- Proactively manage the relationship with the Stadium Operations, security and safety teams.
- Manage access and control of visitors on tours/security on the tour route.
- Proactively manage third-party relationship including smart guide, e-ticketing and call centre.
- Ensure the end to end visitor experience on the tour is world class; ensure that this is continuously reviewed and revised to ensure relevance.

What we are looking for:

- Proven experience in a relevant level operations role within a large football visitor attraction.
- Knowledge of a stadium/tours environment.
- Familiar with safety and operational guidelines.
- Demonstrable experience of continuously improving the customer experience.
- Demonstrable experience of dealing with live customer issues in a productive way.
- Experience proactively managing relationships with 3rd party suppliers.
- Ability to build productive lasting working relationships with internal and external stakeholders.
- Tourism and leisure experience within a stadium environment.
- Good understanding of the sports marketplace particularly football.
- Familiar with e-ticketing systems.

TOUR OPERATIONS EXECUTIVE

Salary: Competitive **Role location:** Wembley **Ref:** TOE18

Key responsibilities include:

- Co-ordinating the day-to-day FOH Operation from both a casual workforce and tour visitor perspective including delivering and updating daily schedules and maintaining the operational calendar.
- Oversee and carry out all delivery aspects including front of house, routing, ticketing sales, admissions and signage.
- Ensure that tour guides and support staff are in place and are working together to deliver the best possible tour experience at all times.
- Co-ordinating and circulating appropriate staff rotas (guides and tour support).
- Maintain and manage day-to-day FOH systems including smart guide, e-ticketing and scheduling system as well as ensuring that tills are ready for opening each day.
- Managing day to day communications with 3rd party suppliers.
- Providing support to the wider Tours team as required which may include representing Wembley Stadium Tours at group and travel trade shows.

What we are looking for:

- Proven experience in an operational role or relevant position.
- Experienced in managing daily, weekly and monthly schedules.
- Experience checking banking and cashing up.
- Proven experience in managing a casual pool team in a customer facing environment.
- Proficient in English (oral and written).
- Experience with Microsoft Office suite (proficient in Word, Excel and Outlook).
- Experience with relevant software solutions in an operational environment (e.g. ticketing system, scheduling system, till system).
- Strong numeracy skills.
- Experienced in delivering an excellent level of customer service.
- Full job descriptions for both roles are available on The Football Associations website.

The Football Association offers exciting and challenging roles within a changing, dynamic and world-renowned sports organisation. Both roles offer attractive benefits and a competitive salary for the right candidate.

Closing Date for both roles: Monday 26th February 2018

The Football Association Group promotes inclusion and diversity and welcomes applications from everyone. If you have any particular requirements in respect of the recruitment or interview process please mention this in your covering letter.

TO APPLY: www.leisureopportunities.co.uk/jobs/The-Football-Association