

leisure opportunities

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Your careers & recruitment partner

UFC Gym enters UK and Ireland markets

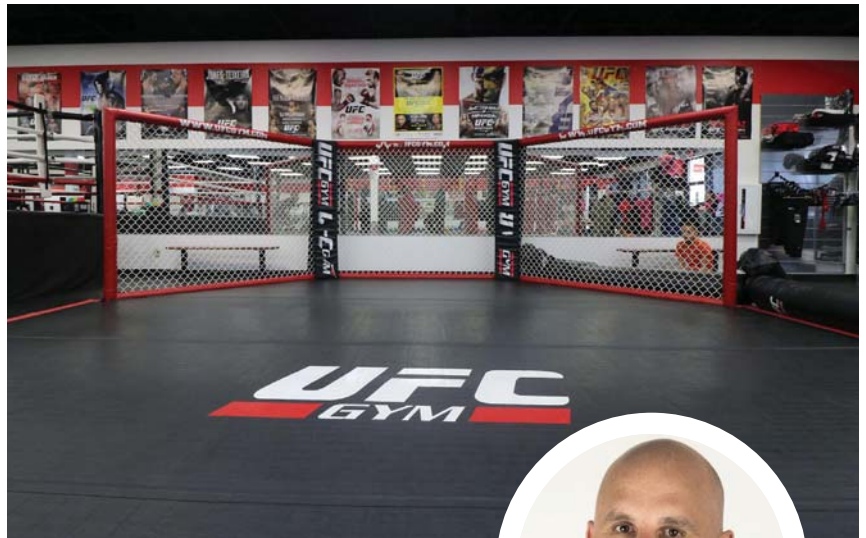
UFC Gym has revealed plans to open 100 fitness clubs across the UK and Ireland, marking the company's entry into the European market.

The US-based chain – a brand extension of the world's largest mixed martial arts organisation, Ultimate Fighting Championship (UFC) – has signed a 10-year partnership with TD Lifestyle, which will operate the sites.

TD Lifestyle is a venture set up to manage the portfolio. The ownership group includes former UFC middleweight champion Michael Bisping – who made history in 2016 as UFC's first British champion – and former British karate heavyweight champion Joe Long.

Launched in 2009, UFC Gym currently has more than 150 locations throughout the US, Australia, the Middle East and Asia.

"We are thrilled to announce this exclusive partnership and expand UFC Gym's global footprint throughout Europe," said UFC Gym president Adam Sedlack. "This historic partnership



■ UFC Gym currently has more than 150 locations worldwide

serves as a milestone and an opportunity for both UFC and UFC Gym brands, as the UK and Ireland markets host a significant population of MMA fans and fitness enthusiasts.

The UFC Gym brand is the first major brand extension of UFC, the world's premier MMA organisation, and was developed in partnership with New Evolution Ventures.



This is a milestone and an opportunity for both UFC and UFC Gym brands

Adam Sedlack



FITNESS

Brunswick to spin off its Life Fitness business

Move will see five brands operated by new company

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SPORT

Fan-funded club aims to reach Scottish top flight

Former Motherwell player reveals ambitious plans

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WELLNESS

Pop-up sandwich spa to launch in central London

"Anti-ageing sandwiches" partner spa treatments

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Bannatyne Group CEO **Justin Musgrove** promises 'further growth' following 57 per cent profit increase

Health club operator Bannatyne Group has posted a 57 per cent increase in profits, thanks to a record turnover of £117.6m.

Announcing its results for the year up to 31 December 2017, the group recorded overall profits of £14.3m, acquiring four new sites during the year and spending £14m modernising its portfolio of 71 premium health clubs.

Following customer demand for a more holistic approach to wellness, Bannatyne opened nine spas during the year, taking the total number of spas in its portfolio to 46. As a result, spa revenue increased by 13 per cent through the year.



■ Justin Musgrove said the fitness marketplace is strong

"We are seeking to expand further through both organic growth and by careful acquisition"

According to CEO Justin Musgrove, the group is operating in a marketplace

"that has strong fundamental growth drivers" and said that there will be "significant

further growth" during 2018. We are seeking to expand further through both organic growth – as our current reinvested estate potential is realised – and by careful acquisition," Musgrove said.

"We are excited about prospects for 2018, a year which has started well with more than 19,000 new members, another record, signed up to date."

He added that during the year the company successfully absorbed a number of "cost headwinds", such as the increases in national and living wage and the apprenticeship levy.

At the end of December 2017, Bannatyne employed more than 3,000 people.

Inclusive HIIT to become more popular at public leisure centres, says Speedflex CEO **Paul Ferris**



■ Paul Ferris co-founded Speedflex Europe in 2011

Everybody Sport & Recreation will transform an underutilised space at a leisure centre into a Speedflex Studio, adding a HIIT element to its community fitness offering.

Due to open in early May, the new suite at Wilmslow Leisure Centre, near Manchester, will include eight Speedflex machines and eight auxiliary stations.

Everybody Sport, a leisure trust which manages 15 leisure facilities on behalf of Cheshire East Council,

"We're confident that other trusts and local authorities will follow to incorporate Speedflex training"

is introducing the studio as part of plans to provide HIIT to those requiring low impact exercise.

Paul Winrow, Everybody Sport's director of operations, said the trust was impressed by how inclusive the Speedflex offering is.

Speedflex machines generate personalised resistance levels and are designed to deliver the benefits

of HIIT without the risk of injury. The machines also reduce post-exercise pain by responding to the user's force.

"This installation marks the first leisure trust to bring Speedflex on board," said Paul Ferris, Speedflex CEO.

"We're confident that other trusts and local authorities will follow to incorporate Speedflex training in their offering."



■ Farr will join Parkwood from FMG Consulting on 1 May 2018

Parkwood appoints **Andy Farr** as new business director

Management company Parkwood Leisure has named Andy Farr as its new business development director.

Farr will be tasked with growing Parkwood's core business, exploring opportunities to work with local authorities and identifying key growth strategies – with a focus on both new markets and maximising local benefits from existing partnerships.

He will join Parkwood's senior management team on 1 May from specialist management consulting firm FMG Consulting, where he was founder director.

Farr has a distinguished career in leisure, having overseen a number of high-profile procurement and delivery projects – including British Cycling's National Facilities Strategy and the National Football Facilities Strategy for the FA, Premier League and Sport England.

He was also the lead author of the Leisure Procurement Toolkit on behalf of Sport England.

"I look forward to helping grow through a focused and collaborative approach, working with key partners to maximise the local impact of our services," said Farr.

"I'm looking forward to helping the business grow further through a focused and collaborative approach"

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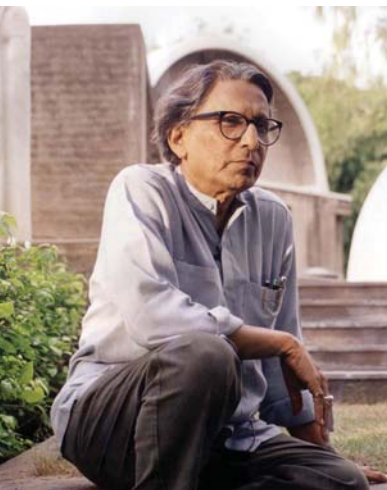
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■ Doshi, aged 90 is the prize's first Indian recipient

Balkrishna Doshi becomes 45th winner of Pritzker Architecture Prize

Indian architect Professor Balkrishna Doshi has been selected as the winner of the 2018 Pritzker Architecture Prize.

The award – architecture's highest accolade – honours a living architect or architects "whose built work demonstrates a combination of talent, vision, and commitment, and who has produced consistent and significant contributions to humanity and the built environment."

Doshi, aged 90, is the 45th winner the prize, and

"My works are an extension of my life, philosophy and dreams trying to create treasury of the architectural spirit"

its first Indian recipient. The jury hailed his "deep sense of responsibility and a desire to contribute to his country and its people through high quality, authentic architecture" – from cultural projects to buildings for public administration, education and housing.

Doshi's leisure work includes spaces such as Tagore Memorial Hall, the Institute of Indology and

Premabhai Hall – which are located in Ahmedabad.

Responding to the announcement, he said: "With all my humility and gratefulness I want to thank the Pritzker jury for this deeply touching and rewarding recognition of my work. This reaffirms my belief that, 'life celebrates when lifestyle and architecture fuse.'"

Andrew Message and Peter Webb to lead Core Health

Fitness equipment giant Core Health & Fitness has announced two major appointments following the retirement of its MD and industry veteran John Gamble in November.

Adrian Message will take up Gamble's role as EMEA managing director, while Peter Webb has been named the new vice president of EMEA sales.

Message has more than 30 years' of experience in the fitness industry and has held executive roles at both suppliers (Life Fitness, Technogym) and club operators (Fitness First).

Webb – a former club operations director for Holmes Place – has a 21-year career in fitness and for the past 12 years has headed up the Core



■ Message (left) and Webb will be based at Core's UK office

"I'm looking forward to putting my industry experience into enhancing our customer offering and supporting our team"

Health & Fitness' export team as EMEA general manager.

Commenting on his new role, Message said: "This is a time of great opportunity for Core Health & Fitness. I'm looking forward to putting

my industry experience into enhancing our customer offering and supporting our committed team in developing their roles and careers".

Peter Webb added: "It is a great honor to be leading

Core Health & Fitness sales in EMEA at this time, with the strong foothold we have been making in both the emerging and mature markets in recent years.

By living our Core values, we create a positive outcome for our customers. With the growth of our strong team, partners and potential, this can only lead to an exciting future".

Message and Webb will be based in the Core's EMEA HQ in High Wycombe.

US-based Core Health & Fitness supplies fitness products under the Star Trac, StairMaster, Schwinn and Nautilus brands.

It is currently the world's fifth largest marketer and distributor of commercial fitness products.



■ James Tindale appeared in 10 seasons of TV show *Geordie Shore*

Former *Geordie Shore* star **James Tindale** opens gym

James Tindale, who starred in the popular reality TV show *Geordie Shore*, has become a fitness entrepreneur.

Alongside three business partners – Kate Thorne, Chris Fairless and Aaron Arkley – Tindale has converted an industrial warehouse in Durham into the 13,000sq ft (1,200sq m) functional fitness-led Gym Unique with four exercise studios.

Kitted out by Physical Company, the gym features a large, central rig with a range of attachments for functional training, as well as a wide range of strength and conditioning kit to provide options for personal training sessions.

There is also a 22x4m sprint track, a bank of 20 cardio

machines and four group exercise studios offering 70 classes a week.

Gym Unique will have a focus on personal training and will also offer sports injury rehabilitation and sports massages on site.

“Converting a travel warehouse gave us a generous footprint, high ceilings and a regular shape,” said Tindale

“We wanted to maximise the space but not fall into the trap of packing it out with too many cardio machines, preferring instead to install a big rig, some key resistance machines, plenty of free weights and a generous selection of functional training equipment.

“One of my bugbears is cramped gym space where people can barely move.”

“We wanted to maximise the space but not fall into the trap of packing it out with too many cardio machines”

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REOPENING

Virgin Active relaunches Kensington club

Virgin Active has relaunched its Kensington Collection Club in West London as part of its UK-wide redevelopment programme.

Following a “substantial investment”, Virgin has added a total of 502sq m (5,400sq ft) of new studio space to the flagship Kensington club as it looks to create a “hospitality-led, studio-rich environment”.

Virgin has identified studios and group exercise as its focus for the future and enhancements are now being made at a further seven clubs – including sites in Angel, Wandsworth and Mayfair.

During 2018, an additional 24 programmable spaces will be added across the

estate, with 17 new studios and a total floor space increase of 15 per cent.

The redevelopments are at the heart of Virgin Active’s 360-degree wellness strategy, which is underpinned by an “awareness of member need and focuses on creating an inclusive, studio-rich and personalised wellness environment all under one roof.”

Robert Cook, Virgin Active’s managing director, added: “We have listened to our members and realised the opportunity we have to help them find their own red-hot paths to their personal health and wellbeing goals.

[More: http://lei.sr?a=R7S7G](http://lei.sr?a=R7S7G)



■ The club has large Dynamic Reformer studio with 21 beds



We have listened to our members and realised the opportunity we have

Robert Cook

SUPPLIERS

Brunswick to spin off its Life Fitness business



A spin-off is the best option to maximise the value of the business

Mark Schwabero

Manufacturing conglomerate Brunswick has announced plans to spin off its fitness business, forming an independent, standalone, publicly traded company called FitnessCo.

The move will see Brunswick’s fitness brands – Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT – being operated by the new company.

In a statement, Brunswick said the move would allow the new company to better focus on “driving product leadership, operational excellence and technology development to



■ Life Fitness is one of five brands in the Brunswick portfolio of gym equipment

address evolving commercial fitness marketplace trends”.

“We determined that a spin-off of the fitness business is the best option to maximise the value of both businesses,” said Brunswick chair and CEO Mark D. Schwabero.

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

TRAINING

Training levy under fire after apprenticeship numbers fall



The levy's impact on employers has been disastrous

Dame Judith Hackitt

The number of people starting new apprenticeships has fallen by a third, igniting worries that the government's new apprenticeship levy is having an adverse effect on companies taking on apprentices.

According to Department for Education figures, apprenticeship starts in November 2017 were down by 35 per cent, when compared with November 2016.

The latest decline follows an even more dramatic fall recorded for the May to June 2017 quarter, when the number of young people starting

apprenticeships fell by 59 per cent.

According to Dame Judith Hackitt, chair of the manufacturer's body EEF, the levy is working against the aims it is trying to achieve. "While the levy has laudable aims, its impact on employers has been disastrous," she said.

[More: http://lei.sr?a=N5T4E_O](http://lei.sr?a=N5T4E_O)



■ The levy is at the centre of the government's plans to double investment in apprenticeships

RESEARCH

Exercise prevents immune system from declining

Regular exercise in older age can prevent the human immune system from declining, according to a study by King's College London and the University of Birmingham.

A study of amateur, older cyclists found that many had levels of physiological function that would place them at a much younger age.

The study, published in the *Aging Cell* journal, observed 84 male and 41 female cycling enthusiasts – aged 55 to 79 to explore how ageing affects the human body.

The study showed that loss of muscle mass and



■ Physically active people are "younger than their age"



Cyclists are healthy because they have been exercising

Stephen Harridge

strength did not occur in those who exercise regularly cyclists also had an immune system that did not seem to have aged either.

Professor Stephen Harridge from King's College said: "The findings emphasise that cyclists do not exercise because they are healthy, but that they are healthy because they have been exercising for such a large proportion of their lives."

[More: http://lei.sr?a=p4n2G_O](http://lei.sr?a=p4n2G_O)

Details confirmed for first ever FIBO USA event

Reed Exhibitions has confirmed the dates and venue for the first ever FIBO USA fitness trade show later this year.

The event will take place between 6 and 8 December at the Orange County Convention Center in Orlando, Florida.

FIBO USA is part of Reed's strategy to expand Reed's global activities and establish a direct presence in the world's leading fitness markets.

A spokesperson said the US edition will be "calibrated to cater for the American market."

[More: http://lei.sr?a=m9N6m](http://lei.sr?a=m9N6m)

PHYSICAL ACTIVITY

Free gym entry aids 'every social group'

Offering free access to gyms and leisure centres – and promoting them heavily – could have dramatic results on the health of communities.

That is the finding of a study into Re:refresh, a subsidised access scheme which has been running for a decade in Blackburn and Darwen, a local authority in north west England.

The Re:refresh campaign has removed access fees for gyms and leisure centres and coupled it with a strong marketing drive, as well as the appointment of five extra community health trainers.

As a result, the facilities involved in the scheme received 26,400 extra physical activity swim and

gym visits per quarter – in a borough of 150,000 people.

Re:refresh also led to the proportion of the population taking part in monthly physical activities increase from 3 per cent to 15 per cent – with disadvantaged socioeconomic groups seeing the largest growth.

The scheme is a joint initiative driven by the NHS and local authorities.

“The Re:refresh approach shows that community-based multi-pronged interventions increase physical activity and reduce health inequalities,” said Dr Rupert Suckling, director of public health at Doncaster Council Civic Office.

[More: http://lei.sr?a=D3r6X_0](http://lei.sr?a=D3r6X_0)



■ Re:refresh resulted in increases in physical activity participation



Community-based, multi-pronged interventions increase physical activity

Rupert Suckling

INSIGHT

'Engagement academy' to focus on customer interaction



We have got some really exciting plans for the CEA

Mike Hills

A new research and educational initiative aims to help fitness operators improve the customer experience they offer, by providing insight into the interactions they have with members.

The Customer Engagement Academy (CEA) – launched in partnership by member engagement software provider TRP and Dr Melvyn Hillsdon, associate professor of sport and health sciences at University of Exeter – will aim to establish itself as a resource for research carried out in the field.

One of the first pieces of research CEA will undertake is a new, annual



■ The initiative looks to uncover best practice

study measuring changes in customer engagement practices over time.

“This kind of survey is a great way of taking the pulse of where we currently stand as an industry,” said CEA chair Mike Hills.

[More: http://lei.sr?a=6q9f8_0](http://lei.sr?a=6q9f8_0)

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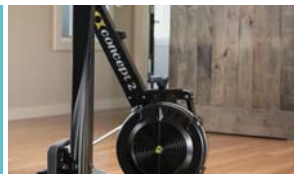
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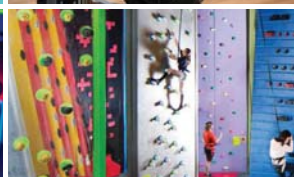
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SportsArt



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



NETWORK

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- 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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CROWDFUNDING

Fan-funded club aims for Scottish top flight

A fifth-tier Scottish football club has set its sight on reaching the Scottish Premiership by 2025, using a radical online venture funded by fans.

Edusport Academy, which currently plays in the Lowland League, has launched a campaign encouraging fans all over the world to become members.

For an annual fee of £25, fans will be able to influence key decisions – from choosing the team's new name, electing board members and recommending signings.

The initiative is the brainchild of former Motherwell player, Chris Ewing, who in 2011 founded a full-time, all-year-round, private football

academy in Glasgow, targeting young French footballers.

As part of their education, the students have benefitted from the experience of playing in the semi-professional Lowland League.

Now, Ewing is altering the structure and separating the club from the academy.

Under the name "OurFootballClub.com", the initiative has already attracted fans to sign up from more than 25 countries.

Ewing said: "We want to be the most innovative fan experience in the game. We aim to offer the most immersive experience in world football, which is exactly what we feel the game needs."

[More: http://lei.sr?a=u8G5N_0](http://lei.sr?a=u8G5N_0)



■ The initiative is the brainchild of Chris Ewing (centre)



We want to be the most innovative fan experience in the game

Chris Ewing

FAN-FUNDING

Norwich City launches mini-bond to fund £3.5m academy



The academy is a vital part of our long-term strategy

Steve Stone

Norwich City Football Club (NCFC) has launched a £3.5m Canaries mini-bond to fund a new high-performance Academy – giving supporters the chance to directly invest in the club's future.

The money raised by the five-year bond, which has a maximum £5m threshold, will be ring-fenced to ensure it is invested in facilities at the club's training ground in Colney.

The initiative is part of a long-term strategy to produce more home-grown players and to build a sustainable future for the club.



■ The funds will be invested in youth development

NCFC's managing director Steve Stone, said: "Developing the Academy is a vital part of our long-term strategy and will secure your youth set up the Elite Player Performance Plan (EPPP) Category 1 status into the foreseeable future."

[More: http://lei.sr?a=n9j9K_0](http://lei.sr?a=n9j9K_0)

STADIUMS

Community stadium project clears final planning hurdle



There is a very high bar set for construction within the green belt

Pippa Corney

Cambridge City Football Club's decade-long journey to build a new stadium has been given the final green light by the government.

Sajid Javid, the secretary of state for housing, communities and local government, approved the scheme for a 3,000-capacity venue at a former landfill site at Sawston, Cambridgeshire.

The plans had already been approved by South Cambridgeshire District Council (SCDC) in June 2014, but the decision was overturned by the Court of Appeal following an objection from a local resident.



■ An application was approved in November 2017

Councillor Pippa Corney, chair of South Cambridgeshire District Council's Planning Committee said: "It's positive news that the project is allowed to proceed. There is a very high bar set for construction within the green belt so it is quite right that there is this extra check in place."

[More: http://lei.sr?a=k6N5h_0](http://lei.sr?a=k6N5h_0)

GOVERNMENT

SRA: sport can help government shape civil society strategy

The Sport and Recreation Alliance (SRA) is encouraging the sports sector to engage in a new consultation launched by the Department for Digital, Culture, Media & Sport (DCMS), which aims to help the government shape its strategy for civil society.

The consultation, launched in February by the minister for sport and civil society Tracey Crouch, will look to have an "open conversation" on the current state of civil society and what government can do to improve it.

The DCMS is looking to use the consultation as a building block to produce a Civil



■ The consultation will form part of the new strategy



Sport and recreation is a key component of civil society

James Allen

Society Strategy (CSS), which will outline plans to support people to play an active role in building a stronger society.

It will also look to "unlock the full potential" of the private and public sectors to support social good.

James Allen, director of policy at SRA, said: "Sport and recreation is a key component of civil society and of the voluntary sector more specifically."

[More: http://lei.sr?a=2F2w3_0](http://lei.sr?a=2F2w3_0)

IOC reveals 25 'actions' to tackle gender inequality

The International Olympic Committee (IOC) has taken what it calls "concrete steps" to tackle gender inequality at all levels of sport.

The organisation said it will begin implementing 25 recommendations from its recent *Gender Equality Review Project*, which looked to identify ways to advance women's participation. Describing the recommendations as "challenging", the IOC said the actions will be implemented across five areas – governance, human resources, funding, sport and the portrayal of women.

[More: http://lei.sr?a=x4D7u_0](http://lei.sr?a=x4D7u_0)



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I think will be my 5th year at SIBEC and from both a business and personal perspective there are a number of reasons why I continue to attend yearly-

1. It is one of the best business networking events I have attended in the Industry and year on year continues to put me in touch with new suppliers and buyers that consistently open my eyes to further business opportunities.
2. It allows me to be a source of referral for any of our existing suppliers who are looking to work with other operators.
3. It gives me the opportunity to meet up and socialise with other Industry leaders within their field.



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POP-UPS

Pop-up 'sandwich spa' to open in London

A pop-up 'deli-come-spa' is due to open in London, offering customers specially created health and beauty sandwiches with an accompanying beauty treatment.

The unique concept was developed by gluten and wheat-free food brand BFree foods, with healthy-eating guru, and future Countess of Sandwich, Julie Montagu. It is set to be situated in La Galleria Pall Mall.

The full menu, which was created by Montagu, features five sandwiches and treatments; Roll Back the Clock, Mindfulness Bites, B.L.T (Beautiful Long Tresses), A Slice of Energy and Good Gut Club.

Roll Back the Clock is an anti-ageing sandwich - the world's first - that contains anti-ageing ingredients including spinach and sweet potatoes. It is served alongside a vitamin C-rich facial that is designed to revitalise the skin and boost collagen production.

Montagu said: "We wanted to create recipes that have considerable health benefits, using ingredients that are good for the mind and body.

"The anti-ageing sandwich contains ingredients such as buckwheat, which supports cell repair, and spinach - a source of phytonutrients that can help prevent sun damage."

[More: http://lei.sr?a=z9f8q_0](http://lei.sr?a=z9f8q_0)



■ The spa will couple healthy sandwiches with spa treatments



We want to create recipes that have health benefits

Julie Montagu

TRAINING

Applications open for ISPA's Mary Tabacchi Scholarship



The scholarship continues to encourage and inspire the industry

Lynne McNeas

The International SPA Association (ISPA) has announced that it is now accepting applications for the 2018 ISPA Foundation Mary Tabacchi Scholarship.

The recipient will receive US\$5,000 (€4,050, £3,600) towards education expenses, as well as a travel stipend, hotel accommodation and complimentary registration to attend the 2018 ISPA Conference & Expo.

Previous scholarship winners include Michelle Bashore, Alison Harrigan, Kate Sornson, Jessica Barnett, Carmen Nash, Kendra Koble, Nicole Meneveau and Josee-Ann Cloutier.



■ Frank Pitsikalis, chair of the ISPA Foundation, and Mary Tabacchi with last years winner LaTesha Council

"We are so honoured that after 12 years, the ISPA Foundation Mary Tabacchi Scholarship continues to encourage and inspire those joining the spa industry," said ISPA president Lynne McNeas.

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

Spa & wellness news

ACQUISITIONS

Mindbody acquires rival Booker in US\$150m deal



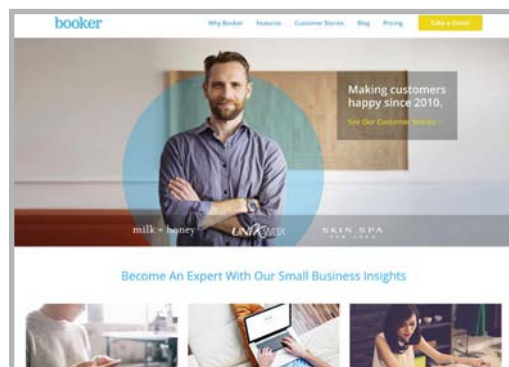
Our intention is to rapidly expand our wellness platform

Rick Stollmeyer

Mindbody will acquire rival, Booker Software, in a deal worth US\$150m, said CEO Rick Stollmeyer on 12 March. The agreement is expected to be completed by the end of Q2

The deal will add a roster of around 11,000 locations to the Mindbody portfolio, bringing together Mindbody's clientele of boutique fitness studios and consumer network with Booker's network of spas and day spas.

"Our intention is to rapidly expand our wellness and beauty platform by delivering more value to customers, consumers and partners alike," said



■ Booker processed US\$1.4bn in payments in 2017

Rick Stollmeyer, Mindbody CEO.

"By combining our technology and teams, we will help our customers grow, by connecting them to even larger consumer audiences."

The business was founded in 2006 by SpaFinder CEO, Pete Ellis and MD, Daniel Lizio-Katzen.

[More: http://lei.sr?a=V9T9J_0](http://lei.sr?a=V9T9J_0)

FITNESS IN SPAS

GOCO invests in Space Cycle for global expansion

International wellness consultancy, development and management firm GOCO Hospitality has entered into a long-term strategic partnership with fitness company Space Cycle. Joining other investors, including Alibaba, GOCO will help bring the firm to a wider international market.

Space Cycle, the brainchild of former music industry executive Matthew Allison, is a workout that includes high-intensity cycling, barre, yoga, and dance, combining inspirational coaching with motivational playlists. The brand's facilities feature



■ GOCO Hospitality CEO Ingo Schweder, left, and Space Cycle CEO Matthew Allison



Space Cycle will help expand and diversify our guests' experiences

Ingo Schweder

high-end sound systems and theatrical lighting.

"Today's wellness enthusiasts are seeking unique experiences, and we see Space Cycle as the leading brand changing the relationship of group fitness in the wellness industry," said Ingo Schweder, founder and CEO of GOCO Hospitality.

"Its offering will help expand and diversify our guests' experiences."

[More: http://lei.sr?a=p2q8J_0](http://lei.sr?a=p2q8J_0)

New Warm Welcome initiative for Apex Hotels

Family-run hotel chain Apex Hotels has appointed wellbeing expert Celynn Morin to lead its new guest wellbeing campaign, Warmer Welcome.

The campaign, which launched at the Apex City of Bath Hotel, will see the introduction of new in-room guidebooks written by Morin, a registered dietician, keynote speaker and author.

The guidebook will offer guests advice on healthy habits, including getting good-quality sleep.

[More: http://lei.sr?a=C4p9H](http://lei.sr?a=C4p9H)

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THEMED HOTELS

BrewDog to open craft beer hotel

Independent brewer BrewDog has revealed plans to build an immersive craft beer hotel and brewery expansion at its headquarters in Ellon, Aberdeenshire, Scotland.

To be called DogHouse, the hotel is scheduled to open in the first half of 2019 and will be marketed as the world's first craft beer hotel.

Featuring 26 bedrooms, DogHouse will feature beer taps in the rooms, a built-in shower beer fridge, and rooms will overlook the brewery itself.

Guests will be able to watch brewers at work from rooms overlooking the new facility, providing an "immersive beer experience".

The hotel and brewery will be built on a 3.25 acre

site adjacent to BrewDog's current brewery.

The funding for the hotel and brewery expansion has come from BrewDog's Equity for Punks crowdfunding initiative, which has seen the Scottish brewery raise more than £53m since 2009 – with more than 73,000 people contributing.

BrewDog cofounder James Watt said: "The DogHouse is our gift to passionate craft beer fans making the pilgrimage to our brewery.

"The idea of opening a beer hotel has always been on our agenda, and now we are able to realise that dream at our headquarters in Aberdeenshire."

[More: http://lei.sr?a=j2s2Z_0](http://lei.sr?a=j2s2Z_0)



■ The DogHouse will feature 26 bedrooms and in-room beer taps



The idea of opening a beer hotel has always been on our agenda

James Watt

NEW OPENING

Virgin Hotels plans first European site in Edinburgh



We're thrilled to bring Virgin Hotels to Edinburgh and Europe

Sir Richard Branson

Virgin Group has confirmed plans to open a hotel in Edinburgh, Scotland – the group's first in Europe.

The 225-bedroom Virgin Hotel Edinburgh will be located in the landmark India Buildings at 1-6 Victoria Street in Edinburgh's Old Town.

Facilities will include multiple dining and drinking outlets, as well as numerous meeting spaces.

Virgin's inhouse design team will work to preserve the historic property's features, while "adding a sense of style and sophistication".



■ The 225-bedroom Virgin Hotel Edinburgh will be located in the landmark India Buildings

Sir Richard Branson, founder of Virgin Group, said: "Edinburgh is an iconic city and we're thrilled it will be the home to Europe's first Virgin Hotel.

Virgin Hotels currently operates one hotel in Chicago, US, and has plans to open nine further sites.

[More: http://lei.sr?a=F2n9N_0](http://lei.sr?a=F2n9N_0)

How to close the gender gap in hospitality?

Although it has been illegal for nearly 50 years to pay a man and a woman different amounts for doing the same job, that doesn't mean it doesn't happen.

We only have to look at the recent revelations of unequal pay within the BBC for evidence.

Gender balance

Clearly unequal pay needs to be stamped out and exposing it is part of a wider scrutiny of diversity and what goes on in our workplaces. Globally, 70 per cent of hospitality, tourism and leisure workers are female, and yet men hold the vast majority of management and board positions.

More women than men gain university degrees and women earn more than men early in their careers. But the situation starts to reverse when people get into their mid-thirties. Women are less likely than men to go for a promotion that they don't feel 100 per cent qualified for, as well as wary about negotiating their salary.

Under a new legal requirement, UK companies with 250 or more employees will have to publish their gender pay gap data by April 2018. A large gender pay gap could be a source of embarrassment and damage a company's reputation if it indicates that the majority of well-paid positions are occupied by men, or worse, the existence of unequal pay.

Trailing behind

PWC, Korn Ferry, People 1st, and Oxford Brookes University have published a report to see how equipped the hospitality

industry is to achieve 33 per cent female representation on boards by 2020. Current representation of women at board level stands at 25.5 per cent – lower than the 29 per cent across the UK economy.

The percentage of women on UK boards as a whole has decreased in recent years and compares unfavourably with major European countries where the use of quotas has been more readily accepted.

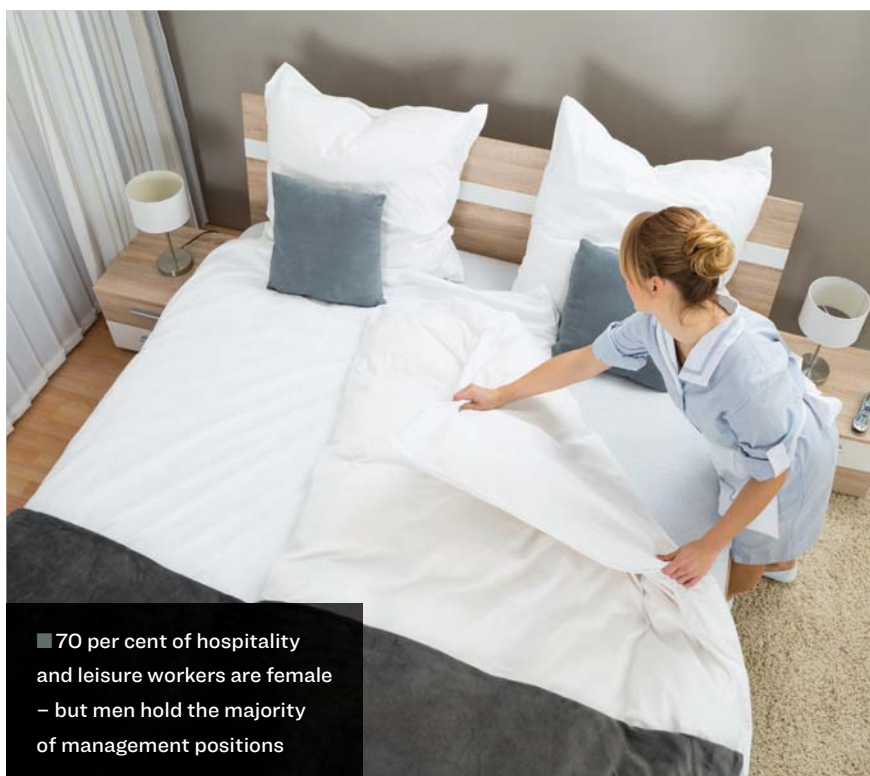
The report says that companies such as IHG, Whitbread, Merlin and easyJet stand out as leaders on the diversity agenda, but more action is needed. ●



■ Peter Ducker, chief executive of the Institute of Hospitality



Current representation of women at board level within hospitality and leisure stands at 25.5 per cent – lower than the 29 per cent across the UK economy



■ 70 per cent of hospitality and leisure workers are female – but men hold the majority of management positions

TECHNOLOGY

UK's 5G trials put tourism at forefront

Tourism is at the forefront of a new government initiative to bring 5G to the UK, with six projects established in an attempt to accelerate the rollout of the wireless networking technology in Britain.

As of last year, development of 5G is being led by several companies, including Samsung, with a worldwide commercial rollout expected by 2020.

Focusing on the corporate and industrial applications of 5G and boosting connectivity for rural communities in Britain, the government has awarded a combined total of £25m to six 5G testbed projects. Among them is the 5G Smart Tourism plan,

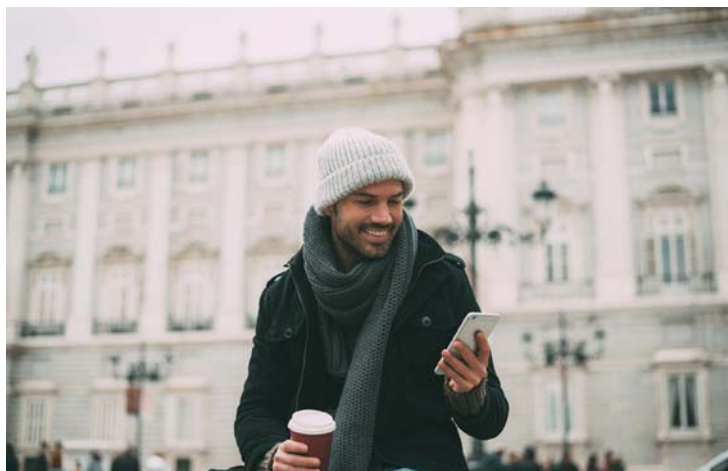
which will see the West of England Combined Authority teaming up with the BBC and Aardman Animations, to provide augmented and virtual reality experiences to tourists in Bath and Bristol.

"Imagine a virtual Roman soldier showing you around the Roman Baths," said West of England mayor, Tim Bowles.

"Now imagine this moving 360 degrees on your mobile phone at a resolution you have never experienced before - that's what 5G technology can offer.

"The 5G Smart Tourism bid will allow us to trial some exciting technology at our top tourist attractions."

[More: http://lei.sr?a=9N9z7_0](http://lei.sr?a=9N9z7_0)



■ A total of £25m will be spent on testing new 5G applications



The 5G bid will allow us to trial technology at our attractions

Tim Bowles

PARTNERSHIPS

VisitBritain signs first-ever commercial deals with DMCs



This partnership will boost sales of existing tourism products

Carol Dray

VisitBritain has agreed commercial deals with destination management companies (DMCs) for the first time, in order to better promote England's tourism products overseas.

The partnerships will focus on increasing awareness of 20 Discover England Fund tourism projects – such as Golf Tourism England, the South West Coast Path and The Great West Way project.

The three-year Discover England Fund, which runs from 2016-19, is designed to improve England's competitive tourism offer by building bookable



■ Golf Tourism England will benefit from the deal

tourism products and getting them to "the right international customers".

Carol Dray, VisitBritain's commercial director, said: "This partnership will boost sales of the existing tourism products and increase awareness of the Discover England Fund projects."

[More: http://lei.sr?a=s6Z3P_0](http://lei.sr?a=s6Z3P_0)

A matter of Principle

Philip Hammond presented the first Spring Statement last week after the government decided to move the Annual Budget from March to October each year in order to give businesses more time to adjust to new policies and tax rates ahead of the new financial year.

This means that the focus of the Spring Statement has moved from being a large list of new policy announcements to a much shorter “roadmap” of how the government intends to deliver on policy.

Tourism in focus

In terms of tourism, there were a number of announcements which will have an impact on the industry. These range from bringing forward the next business rates revaluation from 2022 to 2021 and inviting bids from cities across England for £840m of transport infrastructure funding to the consultation on reducing single-use plastic waste – such as cups, straws and plastic cutlery – through a tax similar to that currently applied to plastic shopping bags.

However, the main tourism-related announcement was the launch of a consultation on the impact of high levels of Air Passenger Duty and tourism accommodation VAT on the tourism industry in Northern Ireland. This consultation is part of the agreement that the Conservatives signed with the Democratic Unionist Party (DUP) in order to be able to form a government after the last election.

The DUP is concerned that the much lower rates of APD and VAT that apply in Ireland are harming Northern Ireland's tourism industry and, therefore, the country's economic prosperity. Indeed,

there is significant evidence of people in Belfast travelling to Dublin to take cheaper flights which, in turn, impacts on the viability of flights to Belfast airport. Similarly, hoteliers in Northern Ireland complain that they find it difficult to compete with counterparts in Ireland.

Lowering the rate of tax

This consultation therefore represents an ideal opportunity for the UK industry to show that high rates of taxation on tourists are not just detrimental to the economy of Northern Ireland, but to the UK economy as a whole.

Because, while the consultation is limited to just discussing the impacts of high levels of tourism taxation in Northern Ireland, if the Government accepts the principle that tourism taxes distort consumer behaviour, then the acceptability of this principle can then be used to make the case that for lowering tourism taxation across the UK. ●



■ Kurt Janson, director of the Tourism Alliance



The consultation represents an opportunity for the UK industry to show that high rates of taxation on tourists are detrimental to the UK economy



■ The government is studying the VAT situation in Northern Ireland after its DUP deal

HERITAGE SECTOR

Sustainability a 'benefit' for museums

A new census looking at environmental sustainability for cultural leaders – has found that nearly all museum and heritage organisations in Britain have experienced positive benefits when taking environmental action.

Produced by Julie's Bicycle and supported by Arts Council England (ACE), the *Creative Climate Census* is long-running research which captures the attitudes, values and actions of cultural leaders in response to climate change and environmental sustainability and their impact on business planning.

For museums and heritage organisations,

94 per cent said that they had experienced benefits over environmental actions – higher than any other group surveyed. 94 per cent of those surveyed in the museums and heritage sectors also said that they consider environmental sustainability to be relevant to their organisational vision and mission.

"There is clear evidence of an evolution of organisational strategies: respondents highlighted that environmental sustainability was now an embedded, overarching feature of strategic considerations and actions are becoming routine," the report states.

[More: http://lei.sr?a=q3s4Y_O](http://lei.sr?a=q3s4Y_O)



■ Nearly all museums now consider sustainability important



There is clear evidence of an evolution of organisational strategies around sustainability

Creative Climate Census report

MUSEUMS

Plans unveiled for £35m vintage car museum in Oxford



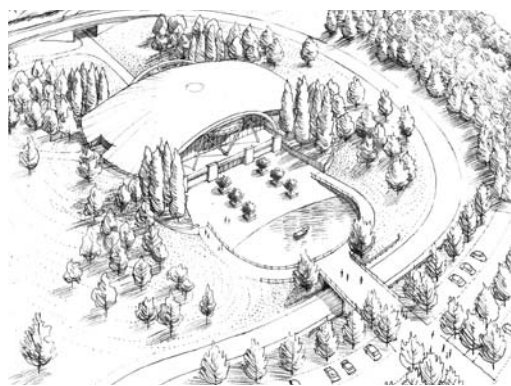
This has become a once in a lifetime opportunity

Peter Mullin

A planning application has been submitted for a classic car museum in Oxfordshire, UK, with American vintage car collector and philanthropist Peter Mullin behind the £35m plans.

Mullin, founder of the M Financial Group and Chairman of its subsidiary, M Financial Holdings, is an avid car collector, establishing in 2010, the Mullin Automotive Museum in Oxnard, California and also serving as the President of the American Bugatti Club.

His latest venture envisions use of the 630,000sq m (6.8m sq ft) Enstone Airfield near Chipping



■ The museum will be designed by Portus + Whitton

Norton, something Mullin says would "transform the scarred brownfield site."

"All my collection is European and this has become a once in a lifetime opportunity to bring them home. And where better than the epicentre of motorsport in Britain," said Mullin.

[More: http://lei.sr?a=T5W9p_O](http://lei.sr?a=T5W9p_O)

TRAINING

Gulliver's seeks next round of applicants for trainee scheme



Our trainee management programme is unique

Dean Kimberley

UK theme park operator Gulliver's is accepting the next round of applicants for its in-house training programme, as the company seeks fresh new talent to lead the company in the years to come.

Entering its fourth year, the programme has resulted in 11 individuals working in managerial positions for the company, with the recruits undergoing Gulliver's Trainee Management Programme.

During the year-long training scheme, trainees will complete placements at each of Gulliver's three parks, working both peak and quiet



■ The project has created 11 managers for Gulliver's

periods with a course designed to equip them with leadership skills, practical experience, technical understanding and product knowledge.

"The Trainee Management Programme is a truly unique experience," said Dean Kimberley, director of guest services at Gulliver's.

[More: http://lei.sr?a=p7y4d_0](http://lei.sr?a=p7y4d_0)

EVENTS

Registration opens for IAAPA EMEA Spring Forum

Registration for IAAPA EMEA's 2018 Spring Forum in Dublin and Belfast has now opened.

The three-day event (14-16 May) gives attractions professionals the opportunity to hear keynote speeches on a range of topics including guest experience, operations and using a brand to create memorable experiences.

It will feature presentations from Paul Carty, CEO of Guinness Storehouse, and Judith Owens, CEO of Titanic Experience.

In addition, it will also offer a number of networking opportunities including a



■ Guinness Storehouse will feature at the event



We look forward to introducing IAAPA members to the region

Jakob Wahl

networking reception at Tayto Park and networking lunches.

Jakob Wahl, vice president of IAAPA EMEA, says: "Ireland is seeing an exceptional number of strong branded attractions. Bringing the event to the region, we look to introduce IAAPA members to the attractions industry in this region."

[More: http://lei.sr?a=6p3y8_0](http://lei.sr?a=6p3y8_0)

Samsung patents flying, controllable screen device

Samsung has patented a display screen that flies around, can recognise voices and be controlled by eye movements.

As well as acting as a floating hands-free device, like a tablet or an e-reader, the drone-meets-screen could have multiple applications across the leisure sectors, especially for combinations of small screens or larger screens.

The US patent was filed in 2016 but only recently approved.

Samsung may also equip the device with gesture tracking and voice control.

[More: http://lei.sr?a=J4e2q_0](http://lei.sr?a=J4e2q_0)



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MY CAREER

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

Lucy Buckby

RECREATION TEAM LEADER, WATERSPORTS

Anglian Water

{ Working outside, with people enjoying their leisure time was where I wanted to be }

Lucy Buckby is a recreation team leader in Watersports for Anglian Water. She started her career in leisure as a volunteer in 2002 and has been working in the industry ever since.



What are your goals?

“Anglian Water only has the one Watersports Centre, Rutland Watersports. My goal is to make Rutland as successful as possible and the centre of choice for recreational sailors and windsurfers from across the UK. I would also like Rutland to be the first choice of destination for schools, colleges and organisations within the region, who wish to give their students and members a chance to experience outdoor activities. I would love to see the company open more centres at our other waterparks.”

Tell us about your career

“My background is in retail management and customer-focused roles. I started working in watersports in 2002 but had no specific qualifications at that time. My first role with Anglian Water was as a volunteer at Rutland Watersports. I helped out with safety duties, dishing out hire equipment, wetsuits and buoyancy aids and cleaning the centre. I soon realised that I wanted to pursue a career in watersports. Working outside, in a beautiful environment, with people enjoying their leisure time was where I wanted to be. Financially it was a difficult decision, but the job - teaching people new and exciting skills, and giving youngsters the confidence to get out on the water and achieve things they never thought possible - is incredibly rewarding. It's a very social and happy industry, that allows you to build solid friendships and give life skills, like no other.”

What is your favourite part of your job?

“My favourite part of the job is the people I get to meet. Working with such a wide variety of people, of all ages and abilities, and getting to see them enjoy watersports as much as I do, is really very rewarding. Many of our customers return year on year and become friends, not just customers. The people are a huge draw for me.”

Proud moments

“The proudest moment of my career was being asked to drive the boat which carried the Olympic torch across Rutland Water in 2012, alongside achieving my RYA instructor qualification and getting my current job.”



WE ARE
RECRUITING
SEE PAGE 47

■ Buckby was a volunteer at Rutland Watersports



Stephen will be mourned for his remarkable impact on cosmology and as a beacon of inspiration for overcoming limitations of the body

Roger Highfield, Science Museum Group

STEPHEN HAWKING

London's science museum pays a moving tribute to a "remarkable man" who helped whet the public's interest in science



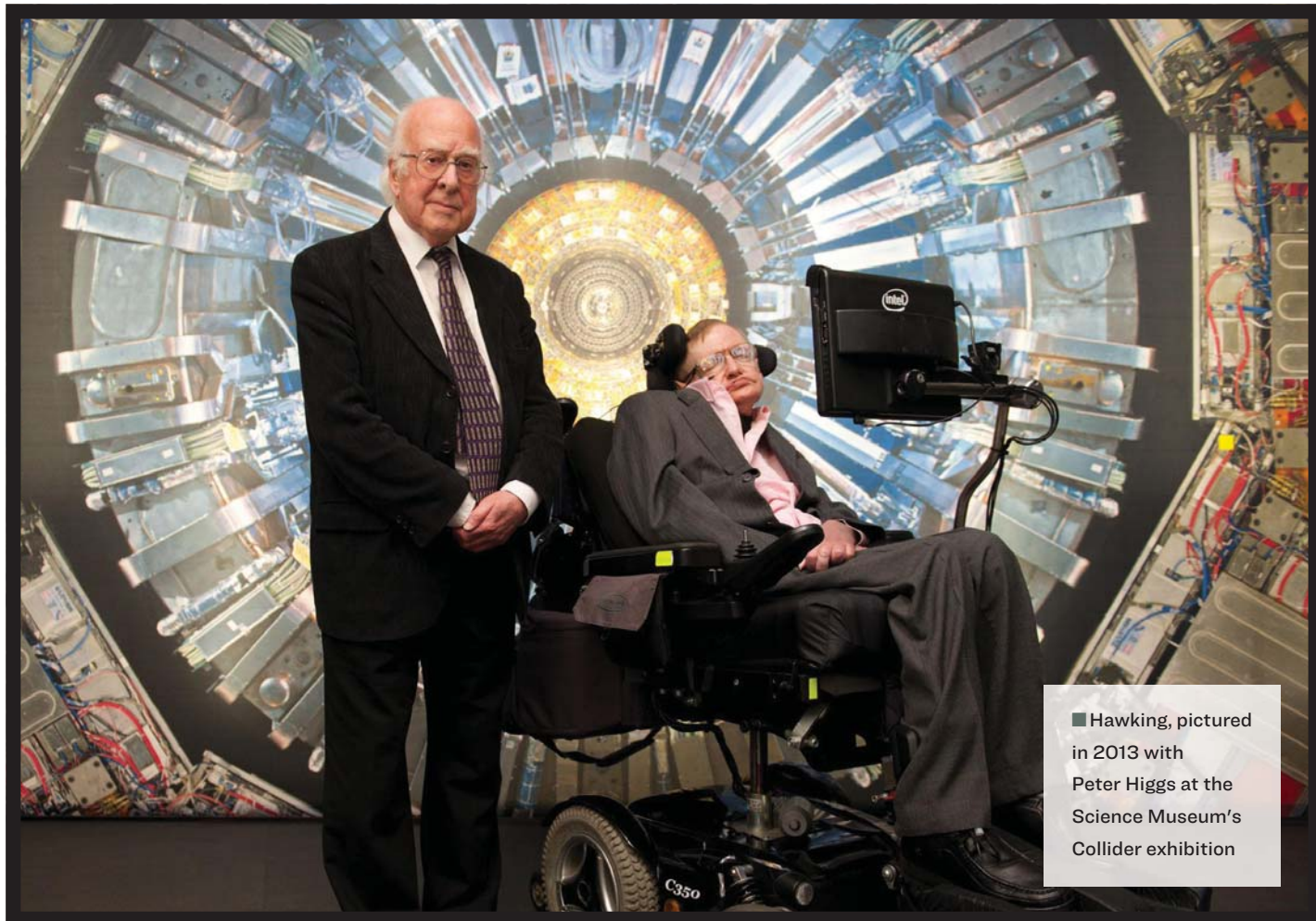
■ Hawking was made Fellow of the Science Museum in 2012, the highest accolade that the Museum can bestow upon an individual

London's Science Museum has paid tribute to Stephen Hawking, calling the famous scientist a "beacon of inspiration" following his death on 14 March.

Hawking, who died at the age of 76 at his home in Cambridge after a long battle with motor neurone disease, was a big supporter of the museum, calling the London attraction one of his favourite places to visit.

Hawking, who died at the age of 76 at his home in Cambridge after a long battle with motor neurone disease, was a big supporter of the museum, calling the London attraction one of his favourite places to visit.

"He was generous to a fault in supporting our work and in allowing us to join him in seeking to inspire the next generation to look



When we were young, my mother used to leave me at the Science Museum and collect me at the end of the day

up at the stars,” said Ian Blatchford, director of the Science Museum Group.

“Stephen was once kind enough to describe the Science Museum, where he was a Fellow, as one of his favourite places and the feeling was absolutely mutual.”

In 2012, the museum celebrated Hawking’s 70th birthday, which it marked with an exhibition and portrait by British artist David Hockney. In 2013, he visited the museum for the opening of the museum’s Collider exhibition, meeting Peter Higgs, discoverer of the Higgs boson “God” particle. Hawking visited again in 2015, sharing some of his thoughts about the importance of human space exploration.

“Hawking will be mourned now not just for his science but for his cosmic force of will that saw him defy a devastating diagnosis for

more than half a century,” said Roger Highfield, director of External Affairs at the Science Museum Group.

“He will be mourned for his remarkable impact, not just on the

field of cosmology but as a hugely successful science writer and a beacon of inspiration for how the limitations of the body can be overcome by the power of the mind.” ●





■ Paralympic athletes Ben Moore (Para snowboard), Angie Malone (wheelchair curling), Brett Wild (Guide)

Paralympians: Making an impact

A Virgin Media study has revealed that young people rate Paralympians as the most "inspirational and courageous"



■ Tim Hollingsworth,
Paralympics GB CEO

Paralympians are seen as the most inspirational athletes by children and young people, according to research by Virgin Media.

When asked which group of sportspeople youngsters look up to most, nearly a third (30 per cent) of respondents valued the grit and attitude shown by Paralympians, followed by Olympians (21 per cent), footballers (9 per cent) and rugby players (5 per cent).

The research also found that Paralympians are considered to be the most fearless athletes (31 per cent of all respondents), followed by rugby players (18 per cent) and – in the far distance – footballers (4 per cent).

Tim Hollingsworth, CEO of the British Paralympic Association, said: "We know ParalympicsGB athletes are amongst the most inspirational and the most fearless figures in public life and their success can have a real impact by challenging perceptions of what



■ Paralympics GB are set to achieve their best ever result at a Games – thanks in part to double silver medallists Menna Fitzpatrick and Jen Kehoe (left)

disabled people can achieve.”

The study was conducted in the run up to the PyeongChang 2018 Paralympics, which took place in March. Paralympics GB sent a team of 17 athletes to the event, the biggest representation since the Turin Paralympic Games in 2006.

At the time of going to print, British athletes were on course to achieve their best result at the Paralympics for 30 years, with five medals – four silvers and a bronze.

“

The increased coverage of parasports has had a positive effect on participation in disability snowsports across the UK

In all, The Games will featured 670 athletes, competing in 80 medal events across six sports.

The increased coverage of parasports has had a positive effect on participation in disability snowsports in the UK. The number of people taking part regularly has almost doubled since the Sochi Games in 2014.

The UK has a rich tradition in parasports and the Stoke Mandeville Hospital is recognised as the spiritual home of the Paralympic Games. ●



We're going to help create a kid-friendly atmosphere to bring our stories to life in ways that delight young patients and ease the stress of their hospital stay

Bob Iger, Disney chair and CEO



Disney reimagines health care

Disney's Imagineers are creating experiences for sick children in hospital



■ Bob Iger (right) With Black Panther and Mark Wallace (left) at the Texas Children's Hospital

Disney is committing more than US\$100m (£71.6m) to children's hospitals across the world, with the company's Imagineers tasked with reinventing the patient and family experience in a care setting.

Disney's Imagineers, who usually lend their talents to theme park design, will create a rich array of distinctly Disney elements, bespoke for children's hospitals. Using Disney's iconic characters, the Imagineers will create a number of experiences, all of which will include a supportive atmosphere that is personal, warm and entertaining for patients and families during their time at the hospital.

Announced at the Texas Children's Hospital in Houston, US, the five-year initiative will be rolled out worldwide, building on a legacy of supporting



■ Disney's involvement helping sick children goes back decades to Walt Disney

“ We’re starting with the Texas Children’s Hospital, where we will add a little Disney magic to their fantastic new expansion ”

children’s hospitals dating all the way back to company founder Walt Disney.

“We’re starting with the Texas Children’s Hospital, where we will add a little Disney magic to their fantastic new expansion,” said Disney chair and CEO, Bob Iger, speaking at the company’s annual shareholder meeting.

“With the help of patient care experts and our own Imagineers, we’re going to help create a kid-friendly atmosphere incorporating our beloved characters and legendary creativity to bring our stories to life in ways that delight young patients and ease the stress of their hospital stay, and then we will replicate that effort in several more hospitals over the next five years.”

Among the plans, a new RFID (Radio-frequency identification)-based system will allow patients to customise their hospital visit by choosing their favorite

Disney stories and characters, which will surround them during their stay. The RFID system will unlock special elements to further personalise and enhance the experience, such as “enchanted” artwork that comes alive.

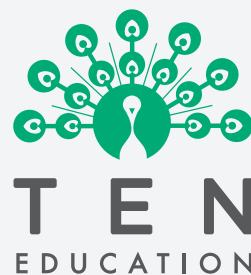
The Imagineers will also create themed treatment and patient rooms, with interactive murals of Disney stories, bed linens and gowns featuring each child’s favourite characters, and personalised in-room entertainment. In these special rooms, mobile “play carts” will feature Disney-themed games and activities. Also available in-room, themed pop-up theatres will show Disney films, with first-run movies just released available to view for patients.

As part of the programme, doctors, nurses and hospital staff at

participating locations will be given Disney customer-experience training. The training scheme will focus on leadership, employee engagement and high quality service, with a special customised programme for healthcare professionals designed to foster a less stressful, patient and family-centric hospital experience.

“We are honoured to be the inaugural hospital to collaborate with Disney on this exciting patient-focused initiative,” said Mark A. Wallace, president and CEO of Texas Children’s Hospital – the largest children’s hospital in the US.

“In addition to providing the highest-quality medical care to children, we strive to make the hospital experience as enjoyable and stress-free as possible for every patient and their family.”



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

Is there more?

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

What now?

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

Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Simon Hinksman



Gurpreet Lidder

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



**We are recruiting
apprentices from 16-60+**

énergie Fitness, the UK's leading fitness franchise operator, are building an apprenticeship programme without boundaries. You can view the 4 key job roles of Host, Sales Prospector, Personal Trainer and Club Manager on the énergie Leisure Opportunities portal www.leisureopportunities.co.uk/jobs/energie

At énergie we recruit apprentices from all ages and backgrounds. You can earn attractive salaries and are guaranteed free training leading to recognised, national qualifications. If you want to make a difference to the lives of people, and create a fitness club where people feel they belong, then let's have a conversation.

énergie operate over 100 clubs over UK and Ireland, locally-owned, nationally-led.

Apply now: <http://lei.sr?a=Y1m4y>



**énergie
Fitness**
where you belong...

LOVE LEISURE, SPORT AND FITNESS?

• LEARN
• EARN
• WORK
• SUCCEED



Get on a Better Apprenticeship and turn your passion into a career.

Benefits include:

- competitive pay, well above the national minimum rates
- a guaranteed minimum 12-month contract
- guaranteed career progression opportunity on completion of the scheme
- all training and development for industry-recognised qualifications
- free uniform
- your very own mentor
- discounted membership at our leisure centres and gyms
- great social scene

Look out for the following apprenticeships in:

- Swimming
- Tennis
- Coaching
- Fitness
- Customer Service
- Recreation Assistant

Get your career started now and apply at www.gov.uk/apply-apprenticeship and search for GLL or Better.

BETTER
the feel good place

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COLLEGE



GLL
better for everyone

Better is a registered trademark of GLL (Greenwich Leisure Limited), a charitable social enterprise. Registered address: Middlegate House, The Royal Arsenal, London SE18 6SX IPS Registered No. 27793R Inland Revenue Charity No. XR43398.

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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MANAGING DIRECTOR

Competitive salary plus relocation Location: Orkney

The Pickaquoy Centre are looking for a forward thinking, dynamic and inspirational Managing Director. Our 120 full and part time staff are fun, hardworking individuals who are passionate about their roles and you will lead this exceptional team to deliver a wide range of services to the 20,000 Orcadians and the some 129,000 tourists and visitors each year.

The Pickaquoy Centre

Our leisure centre is located in the main town of Kirkwall and is recognised as Orkney's community hub. We are proud to host high profile guests including royalty, entertainment professionals and the sporting elite but what makes us unique is that we are the heart of the community. Our visitor numbers reached 670,000 over the past 12 months, a year on year increase of 13%, largely due to the launch of our successful ActiveLife membership scheme in partnership with Orkney Islands Council. Just under 25% of the Orkney population is now registered under this scheme, bringing us closer to our vision of Every Body, Every Day, Active.

Mission - "Enriching people's lives through sport, arts & leisure activities"

We host an exceptional range of activities for all ages and abilities from early years aquatics to The St Magnus International Festival. Our campus also includes a fully digital cinema with a comprehensive programme that includes live streaming of West End theatre, opera and ballet, a four star camping park and a daycare centre for adults with learning difficulties. The quality of our facilities and services enables sports people to compete regularly at regional and national level, putting Orkney high on the sporting map. Orkney was rated the most desirable place to live in the UK (source: Herald Scotland April 1st 2017). The people of Orkney are a vibrant, outward-looking island community with a can do attitude and a passion for sports and arts participation.

The Role

Reporting directly to the Trustees, the Managing Director will be responsible for leading the strategic development of this multi-service centre with a current turnover of £2.7 million.

This is a business critical role where you will be instrumental in driving our continued growth.

We are looking for a passionate and enthusiastic Managing Director to lead the Centre through the next stage in its development. The successful candidate should be experienced in strategic planning, communications and financial control as well as having the ability to develop and maintain client and stakeholder relationships.

This is a rewarding, exciting and challenging role for an ambitious applicant. Experience in developing strong teams, enhancing operational standards and developing new business through innovation and engagement with local communities, are key to this position.

Enquiries

For a confidential discussion about the role please contact Katy Gall or Nigel Fortnum at our recruitment partners, Aspen People, on 0141 212 7555.

CLOSING DATE FOR APPLICATIONS IS MONDAY 9TH APRIL 2018.

Apply now - <http://lei.sr?a=q8DOE>



Our family Theme Parks are thriving and this year we begin work on a brand new resort project at Rother Valley which means we need more great leaders for the future. Following the huge continued success of our Trainee Manager programme, we are delighted to announce its annual return in 2018 for the fourth consecutive year. This is a fantastic opportunity to join a rapidly growing business in a challenging leadership role at one of Gulliver's Theme Park Resorts at Warrington, Milton Keynes or Matlock Bath and with one eye on Rother Valley.

With a hands-on approach and excellent communication skills, you'll be used to organising and dealing with customers, be innovative with your ideas and have an infectious enthusiasm that engages and inspires those around you.

The Trainee Manager programme will be structured over a 12 month period starting in May 2018 and will include:

- A number of placements across different areas of the business.
- First class training programme to develop skills and knowledge.
- Senior level mentor from within the business and access to external development coaches and experts.
- Ownership of bespoke projects which will challenge skills and develop learning.

You'll be a high energy, ambitious individual who is prepared to work hard to gain experience and develop new skills in order to progress into more senior leadership roles within the business. The ability to work across all of our locations is essential and you will be able to demonstrate evidence of a strong work ethic from your previous experiences.

2018 is Gulliver's Ruby Jubilee, celebrating 40 years of great value family fun. With resorts in Warrington, Matlock Bath and Milton Keynes our resorts include Theme Parks, Splash Zones, Nerf Zones, high ropes experiences, Dinosaur and Farm Park, plus themed hotels and lodges.

Our award winning accommodation offering is also expanding rapidly and we'll be hosting even more sleepovers, short breaks and 'Stay and Play' experiences during our Ruby Jubilee year and beyond. With all of this expansion and our fourth theme park resort on the horizon, we'd love to meet individuals who share the desire for a future that's as ambitious as ours.

If you feel you have the drive, attitude and necessary skills for the Trainee Manager positions and want to be part of a great, growing company then please apply below.

Candidates MUST send a Covering Letter with their application - otherwise they will not be considered. Closing date 6th April 2018.

Interview and assessment days will be held on 13th, 14th and 15th April 2018.

To Apply, Email Your CV and Cover Letter to: careers@gulliversfun.co.uk



Eleven Arches, the production company behind 'Kynren – an epic tale of England', the spectacular open-air live action show in Bishop Auckland, County Durham, is looking for a highly experienced and talented Technical Director to join the team as the show moves into its third season and we embark on our next exciting chapter.

Kynren is the UK's biggest live production since London 2012 and is presented on a 7½ acre stage of land and water with a cast and crew of 1,000 professionally trained volunteers. Kynren was created with world-renowned Puy du Fou (winner of the prestigious Applause Award and the Thea Classic Award) as our artistic partner. The next leg of our incredible journey is to follow Puy du Fou's steps with the development of a new daytime theme park.



TECHNICAL DIRECTOR

Location: Bishop Auckland, UK

Salary: Competitive plus benefits

THE ROLE:

The role offers the successful candidate the opportunity to be involved in an inspiring, ambitious and unique project, working in a fast-moving, unpredictable, high-octane environment that accompanies the production of a world-class show. Reporting to the C.E.O., you will work at a strategic and operational level to design, plan and oversee the construction of new attractions as well as leading and delivering the technical operations of the show and site.

The Technical Director sets up, directs and runs Kynren with a passionate team that includes volunteers and a small team of employed Technicians. As we plan future shows, they will be run by a team of paid Technicians as part of season-long operations outside of Kynren nights.

You will be called upon to deal with a wide range of technical issues and will have a strong working knowledge of techniques, methods and procedures of show production gained in a visitor attraction, theatrical or outside broadcast environment.

KEY RESPONSIBILITIES:

As a strong, "hands-on" leader you will:

- Work with the Senior Management Team to plan and develop our next phase of development
- Plan and deliver all technical requirements and resources needed on the site and stage area necessary for the Show or other performances including lighting, sound, staging and any other requirements

- Advise production staff, lighting and sound designers on the technical specifications, costs and usage of technical equipment required for each show and supervise the implementation of approved technical designs
- Plan and deliver training - ensuring that our volunteers involved in the Technical team have an extraordinary experience with Eleven Arches, all the while ensuring the professional quality of our show
- Monitor and swiftly resolve technical issues both on the show and for all the site
- Own of the technical yearly budget; scope business cases for Capital & Operational Expenditure whilst ensuring procurement best practice

ABOUT YOU:

- A strategic thinker with a 'can-do' attitude to delivery, you will be happy to get your hands dirty.
- An effective leader and team player, you will have experience of managing and motivating individuals to deliver to their full potential.
- With a proven track record in a similar role, you will have the ability to make informed decisions with confidence and will lead capital projects including the specification, planning and delivery of technical infrastructure.
- You will have strong "hands-on" knowledge of Electrical, Hydraulic, Lighting, Sound, Video and other systems.

For more information and to apply please visit: <http://lei.sr?a=Z0B7T>

CAN XERCISE4LESS OFFER YOU MORE?



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

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

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

GENERAL MANAGERS

SALES MANAGERS

MEMBERSHIP

CONSULTANTS

RECEPTIONISTS

PERSONAL TRAINERS

If you would like to apply, please head to our website via xercise4less.co.uk and go to the careers section.

To make a speculative application, please send your CV along with a cover letter to recruitment@xercise4less.co.uk.

You will be:

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

Other Awesome Benefits:

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





FITNESS TRAINER

Salary: £20,000

Location: West Byfleet, UK

Speedflex is seeking to recruit a highly motivated and personable individual who has a level three training qualification, as recognised by Register of Exercise Professionals (REPS). Ideally, the successful candidate would have already been a personal trainer and must be REPS registered.

Speedflex offers customers a high intensity, low impact workout, with little to no post-exercise muscle soreness. All sessions - for up to fifteen people - are led by a professional trainer (registered with REPS and qualified to a minimum of level three personal training). The combination of cardio and resistance training encourages a high calorific burn in a safe, non-threatening environment.

What the role entails:

- To deliver Speedflex sessions to customers, in line with the ethos of the Speedflex brand
- To keep customers motivated, happy and make them feel at ease
- To explain the unique nature of Speedflex in an articulate and informative way
- To follow the sales process to encourage more paying customers
- To deliver Body Composition assessments

The ideal candidate:

Will be very personable and ensure that everyone who comes into contact with the centre; employees, customers and general suppliers, feel positive about being associated with Speedflex

This is a varied role offering an exciting opportunity to develop alongside an innovative and growing business. It's a hands-on role, so you'll need to be outgoing and ready to roll your sleeves up and get involved in every aspect Speedflex.

Be able to sell and market the Speedflex concept in a knowledgeable, professional and successful way.

Should also be competent at housekeeping tasks that fall within a centre such as ensuring the experience of customers is at the highest level possible, that we adhere to health and safety requirements and that the centre is kept clean and tidy at all times.

The candidate should be competent at administration tasks such as answering the telephone and using the IT systems.

With exciting plans for the future, we can offer you the opportunity of growing with us.

Full and Part Time Roles Available

Apply now: <http://lei.sr?a=h3T9S>

SPEEDFLEX



PERSONAL TRAINERS

Help our members **find their fit!**

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

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

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

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

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

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

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



Nationwide Opportunities

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



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=U5m3r>



Be at the start of an exciting new massage brand.

The Massage Company™ is looking for ambitious Assistant Managers and Sales Supervisors to help lead our exciting, new massage concept at our flagship centre in Camberley.

To be successful you will need to share our passion for bringing high-quality massage to the mainstream; transforming it from the occasional or a treat to a routine and vital part of a better and balanced life for our clients. With other sites opening soon, both these roles offer excellent career progression into higher management and/or new site opening positions.

Assistant Centre Manager

SURREY, UK

£21,000 - £22,000 full-time (part-time available) plus commission

As an ACM you'll be establishing operational processes and creating excellent guest experiences. You'll help train and develop our therapists and sales supervisors in some of the core skills they need as well as helping to promote The Massage Company™ ethos. You'll also be promoting the sale of memberships and of our exciting range of upgrade massage products and services as well as being responsible for scheduling appointments for our clients.

You'll need to have worked in a very customer service oriented role, be able to speak fluent English and have the right to work within the UK. But most importantly you must be passionate about bringing high-quality massage to the mainstream.

Membership Sales Supervisor

SURREY, UK

c£18,000 full-time (part-time available) plus commission

As a MSS you'll be generating new clientele and promoting The Massage Company™ brand. You'll provide clients with the best massage service advice to fit their needs and by matching them to the right therapist as well as promoting our internal upgrades of massage products and services.

You'll also be helping to create an excellent guest experience and occasionally being part of promotional activity both onsite and offsite locally.

For both roles, you'll need to have worked in a very customer service oriented role, be able to speak fluent English and already have the legal right to work in the UK. But most importantly you must be passionate about bringing high-quality massage to the mainstream.

For more information about these opportunities and to apply visit: <http://lei.sr?a=d6n6l>



Retail Therapist / Facial Trainer

London, UK Competitive Salary & Benefits

FACE GYM.

The only cult non-invasive facial workout studio is looking for passionate candidates to join us on our mission to revolutionise the future of beauty

If you are tired of just applying a product to the skin, working in soulless spas or for traditional brands that are outdated and boring you have come to the right place. As an entrepreneurial start-up business, we thrive on disrupting, innovating and promoting facial fitness for all. We are looking for strong hands and fitness fanatics with a dedication and drive to making people look and feel great

We currently have two sites; our Oxford Street retail studio based within the world-famous Selfridges Department Store and our Flagship Store on the Kings Road, Chelsea. You will have the opportunity to work across both accounts and also be involved in our new sites as we expand into more London locations and regionally in Manchester. Our growth trajectory is bold so opportunities will continue to present themselves for those who perform and want management exposure and travel.

What/Who are we looking for?

Our face trainers perform a range of face lifting, sculpting techniques to visibly tone, tighten and lift your face.

Our goal is to provide the best services, training approach and beauty results to our customers.

We are on a mission to hire the strongest talent to join our squad of professional, knowledgeable and enthusiastic trainers. Are you ready for the challenge?

Candidates with knowledge in deep tissue massage and facials are well suited, we also love those who have a true enthusiasm for skincare, fitness and wellness.



We look for highly skilled therapists with a winning attitude and experience within beauty/retail environment.

We ask that you have NVQ 3 or above with experience in medical grade technology.

Ultimately, we want you to be a true ambassador for Facegym, to LOVE what you do and what we stand for!

It's not all about us, it's about you!

We are fast-paced, energetic and fun with a strong emphasis on coaching and training.

We take employee development seriously and our training academy is best in class; we empower you to deliver a world-class experience with confidence and conviction. We are growing fast so there is scope for you to grow with us and carve a meaningful career.

In addition to this we offer:

- Rolling Rota, with shifts across both stores and confirmed in advance
- 28 days holiday
- Pension Scheme
- Attractive commission structure
- Monthly Gift voucher incentives and rewards for high achievers

What are you waiting for?

Apply now: <http://lei.sr?a=i9p4d>

GENERAL MANAGER COPPER BOX ARENA

Up to £43,680 + 8% attendance bonus after qualifying period

GLL, the UK's largest leisure operator, is looking for a General Manager for the iconic Copper Box Arena on Queen Elizabeth Olympic Park, near Stratford in East London. The Copper Box Arena is a major events venue and London's third largest indoor arena with a capacity of 7,500 spectators, hosting everything from international sporting events, to concerts, awards ceremonies, product launches and local community events.

This is no ordinary General Manager role. Aiming to generate an income in excess of £2 million each year, you'll ensure the venue operates to extremely high standards and provides an excellent service to our thousands of users in the community as well our key stakeholders. The General Manager will be a real figurehead for the Arena, who will lead and inspire their teams to ensure our resident clubs (London's only professional basketball team - the London Lions - and Pulse netball team), plus local schools and individuals can enjoy the venue, whether it's for training, learning, performing or relaxing with a cup of coffee in our café.

With a natural gravitas and excellent communication skills, you'll support and lead a team of event managers, service managers, duty managers and the wider support team to ensure the 'Box that Rocks' continues to innovate and produce a wide variety of events. Naturally, you'll need a strong background in running high-profile major venues and a track-record of leading a team with an excellent customer service ethos. Expertly handling a budget, your current knowledge of the leisure, fitness and lifestyle worlds will be just as key as your passion for ensuring the local community have access to a healthy lifestyle and employment opportunities.

In return, we'll provide you with all the support and benefits that you'd expect from a national business – as well as a career in one of the most exciting venues to open in the UK in recent times.

If you have the passion and skills for this role, apply now via www.glljobs.org and search **Copper Box**. Closing date: **1st April 2018**.

BETTER
the feel good place



GLL
better for everyone



Anglian Water is more than just pipes and pumping stations.



Did you know we are also responsible for some of the area's most popular recreational sites in England? Our Recreation Team manages over 4,000 hectares of parkland, woodland and reservoirs including Rutland Water. These areas provide valuable open space offering high-quality leisure opportunities ranging from international triathlons, sailing regattas to fishing competitions. We want our visitors to experience and enjoy our great leisure facilities and to be as passionate and proud of our environment as we are.

Set in 4200 acres of open countryside, Rutland Water Park is the central rural attraction in England's smallest county of Rutland and offers activities for all the family.

LIFEGUARD/SENIOR LIFEGUARD

● OAKHAM, RUTLAND, UK ● COMPETITIVE SALARY

We are looking for Lifeguards to make sure our visitors are safe when on our inland beach at Sykes Lane.

Hundreds of people visit Rutland Water Park every year and we need dedicated lifeguards and senior lifeguards who take a vigilant approach and respond with urgency and efficiency to any swimmers and visitors in distress. You'll be the first point of contact for our visitors so you'll need strong communication and social skills.

It's an advantage if you hold the National Pool Lifeguard Qualification (NPLQ) and have previous experience in a similar outdoor environment.

Training may be provided to exceptional candidates who can commit to working for at least 30 hours a week over the peak season in July and August.

If you thrive with extra responsibility and feel that you have the skills to lead and supervise a team of lifeguards, you could be our next senior lifeguard.

This is a seasonal opportunity (June – October), and you will be employed on a flexible, 0 hours contract.

Spend your summer, helping the public, in a beautiful lake setting.

WATERSPORTS INSTRUCTOR

● OAKHAM, RUTLAND, UK ● COMPETITIVE HOURLY RATE

We are looking for Watersports Instructors to work at Rutland Water and provide tuition and general assistance to our visitors.

Our visitors can hire rowing boats, canoes and kayaks and take part in raft building and power boating. As a Watersports Instructor, your key responsibility is to ensure all visitors are enjoying their time at the Park whilst remaining safe.

Working on a casual basis during busy periods, mainly at the weekends and during school holiday periods, you will be paid a competitive hourly salary and become part of the great Rutland Water Team.

You will receive in-house training, an annual car parking pass to use at our Water Parks and discounted rates on many of the activities at the Park.

Requirements:

- You'll have a keen interest in watersports and have experience in a similar role and want to share your enthusiasm with our visitors.
- It's advantageous if you have a First Aid qualification and/or watersports qualifications.

If successful you would be issued with a flexible zero hour contract, therefore shift patterns and rotas vary, dependent on the need of the Water Park and your availability.

Closing date for both positions: 12th April 2018

Apply now: <http://lei.sr?a=D5F3c>

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=d5v3a>