

# leisure opportunities

12 - 25 June 2018 Issue 738

Your careers & recruitment partner

## Growth drivers of fitness identified

**Increased consumer awareness of the benefits of exercise, flexible offers at gyms and advances in wellness technology are driving strong growth in the UK's fitness industry, according to a new report.**

The *2018 Insights Report and Wellness Index*, compiled by wellness platform Mindbody, also identified an increased corporate interest in wellness as contributing to the growth.

The report analysed data from 70,000 UK businesses and more than 2,000 UK consumers, and combined them with a recent IBISWorld industry report on the UK fitness sector.

Among the findings of the Mindbody data was that three-quarters of the nation (75 per cent) no longer had an ongoing gym or studio membership, but that 63 per cent valued flexibility when it came to their workout regime.

The report predicts that the increasingly flexible approach to workout regimes – and working hours – will ultimately bring an end to the traditional 'peak hours' and



■ The report predicts the increasingly flexible approach to workout regimes will bring an end to 'peak hours' at gyms

instead create a fitness landscape that fits into the nation's routines. Another key finding from Mindbody's research was the increased and varied role that technology plays in the fitness industry.

"More than three-quarters (77 per cent) of 18-24-year-olds use technology as part of their fitness routine," the report states.

[More: http://lei.sr?a=s4P8P](http://lei.sr?a=s4P8P)



**Among the findings of the Mindbody data was that 63 per cent valued flexibility when it came to their workout regime**



### FITNESS

**énergie opens new HQ with on-site franchised gym**

Silicon Valley-inspired office has a focus on collaboration

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### SPORT

**Olympic hero Roger Black helps launch 'Uber for coaches'**

Online platform to offer coaches across 30 sports

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### ATTRACTIONS

**Blackpool Pleasure Beach launches Icon coaster**

Amanda Thompson says ride will bring repeat visits

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## Philippe Starck partners with French rugby icon Sébastien Chabal for range of sports equipment

French rugby legend Sébastien Chabal and French designer Philippe Starck have joined forces to create a range of urban sports equipment which promotes free and accessible sport to everyone.

The initiative is part of the Heritage Plan 2024 – one of the legacy projects linked to the Paris 2024 Olympic Games.

Called Station Sport Lib', the equipment aims to "make people embrace movement and encourage them to do sports freely by providing innovative and rewarding equipment", accompanied by on-site coaching sessions.

"Station Sport Lib' will feature totally minimalist



■ Starck (left) and Chabal launched the equipment last month

**"Station Sport Lib' will feature totally minimalist objects, simply governed by their function and their environment"**

objects, simply governed by their function and their environment," Starck said. "Whatever the level of

practice or training routine and the available time, they enable everyone to exercise based on their own

ambition, and the intensity they want to put in.

"It is equipment whose goal is to encourage sharing and exchange. Surrealist sculptures placed on a sidewalk, in a park or a garden – they will attract people and make them want to get active. The equipment is both beautiful and useful."

The first Station Sport Lib' installation took place in the city of Clichy this month and will be rolled out across the country later this year.

The equipment will be distributed by Chabal's new venture, Concept Sport, which the former French international launched following his retirement from professional rugby."

## Mark Tweedie appointed new chief executive of Active Northumberland



■ Tweedie is a founding member of GM Active, the association of Greater Manchester leisure trusts

Active Northumberland has appointed Mark Tweedie – former chief executive of Active Tameside – as its new CEO.

The charitable trust, which manages leisure services on behalf of Northumberland County Council, was launched in 2013 and currently operates 16 leisure centres.

Tweedie, a founding member of GM Active, the association of Greater Manchester leisure trusts, took his post up this month. He began his career as a PE

**"I know the organisations here have a progressive vision to promote health, wellbeing and active lifestyles"**

lecturer before moving into sports development and leisure service management.

"I know Northumberland County Council and Active Northumberland are committed to a strong and long lasting partnership with a progressive vision to promote health, wellbeing and active lifestyles to all sectors of the community," Tweedie said.

"I'm really excited about the future, the challenges and the huge opportunities ahead."

David Hall, chair of the Active Northumberland board, added: "We had a thorough recruitment process during which Mark really stood out and demonstrated that he has the skills we have been looking for to lead the Trust forward."



■ Max Whitlock Gymnastics will consist of structured sessions aiming to give children the chance to develop and perfect their skills

**"I truly believe that gymnastics is one of the best sporting foundations for children and young people"**

## Olympic star **Max Whitlock** launches gymnastics initiative

**D**ouble Olympic gold medallist, Max Whitlock, has launched a new gymnastics programme pledging to get one million more young people doing gymnastics by 2020.

Max Whitlock Gymnastics will consist of structured sessions aiming to give children the chance to develop and perfect their skills as they progress.

The young participants will have the opportunity to their hand on a number of apparatus and take part in activities devised by Whitlock and his elite coach wife Leah.

The initiative will be rolled out across 32 leisure centres operated by Everyone Active, the programme's delivery partner.

The partnership follows on from Whitlock's ongoing relationship with the sports and leisure operator through the Everyone Active Sporting Champions Scheme, which he has been part of for the past three years.

"I truly believe that gymnastics is one of the best sporting foundations for children," Whitlock said.

"It helps them to develop skills that can be used in all aspects of their lives. It's a sport that has opened many doors for me and I hope it can do the same for others."

Everyone Active's regional director, Duncan Jefford, added: "The scheme is part of our drive towards increasing sports participation across the UK."

# leisure opps

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■ Susan Dyson opened the first Hiitgirl studio in 2013.

## Hiitgirl founder **Susan Dyson** reveals plans to expand brand "beyond four walls"

**S**usan Dyson, founder of Hiitgirl, has revealed plans to develop the brand and expand its presence beyond the single studio site in London's Highgate.

Hiitgirl – which, according to Dyson, is based on a concept of catering for "women who hate gyms" – opened its first studio in 2013.

Workouts are done barefoot in small groups and include a wide range of eco-friendly fitness toys

**"We're looking at how we can monetise the concept outside of our studio, with videos, apps and licensing"**

– from mini trampolines and medicine balls to things like water-filled kettlebells.

In creating the studio environment, Dyson has used the same retail design agency as sports retailer Sweaty Betty and perfumier Jo Malone and has also signed up a fragrance partner, NEOM Organics, to create a multi-sensory space with smells, textures and visuals.

The success of the concept has now led Dyson to plan an expansion of the brand.

"We're currently developing a wider range of experiences to enhance our core offer," she told *Leisure Opportunities*. "We're also looking at how we can monetise the concept outside of our studio, with videos, apps and content licensing being a natural progression."

## National Museums Liverpool names **Laura Pye** as its new director

**L**aura Pye has been named director of National Museums Liverpool (NML), with the current head of culture for Bristol City Council to take up her new position in August.

Returning to her hometown of Liverpool, Pye will be responsible for eight venues, including some of the most visited museums in England outside of London.

Pye joins following a career in the sector focused mainly on museum education.

Working in her current role, Pye has overall responsibility for five museums – Bristol Museum



■ Pye is currently head of culture for Bristol City Council

**"Pye will be responsible for eight venues, including some of the most visited museums in England, outside London"**

and Art Gallery, MSHED, Blaise Castle House, Red Lodge and the Georgian House – as well as the

Bristol Record Office, the City Arts Programme, Bristol Film Office and the Bristol Regional

Environmental Records Centre. She replaces David Fleming, who retired in March after taking up the position in 2001.

During his lengthy run, he supervised the completion of several major capital projects, including the £45m (US\$60m, €51.5m) Into The Future project, which featured major refurbishment of both the Walker Art Gallery and World Museum, the opening of the International Slavery Museum in 2007, and the creation and opening of the Museum of Liverpool in 2011.

NML last year recorded its highest annual visitor figure ever.



■ Treharne has led the company through its first 10 years

## John Treharne hands over the reins at The Gym Group

**J**ohn Treharne, founder of The Gym Group, will step down from his role as CEO in September.

The announcement was made on 30 May by the company's board.

Treharne has led the company through its first 10 years, growing the portfolio from a single gym in Hounslow to 133 gyms today.

In a statement, the board said Treharne is stepping down to "allow more time for his family and personal interests".

"John will remain on the board as founding director, continuing to provide the benefit of his immense network and experience across the

sector with a focus on nurturing culture and entrepreneurial activity," the statement said.

Treharne will be replaced by Richard Darwin, currently the company's chief financial officer.

Darwin joined The Gym Group prior to the Company's IPO in 2015 and has worked closely with Treharne in delivering the group's rapid profit growth and site expansion. The company has begun the process to appoint a new CFO.

"John pioneered the low cost model and developed the firm into the fastest growing company in the sector in Europe," said The Gym Group chair Penny Hughes.

**"John pioneered the low cost fitness model and developed The Gym Group into the fastest growing company in the sector in Europe"**

The Gym Group chair Penny Hughes

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## GUIDANCE

### ‘Fitness at Work’ guidance published

The UK government is encouraging businesses to get their staff more physically active, as part of efforts to make the workforce healthier and more productive.

The *Fitness at Work* guidance, produced in collaboration with ukactive, highlights how businesses can harness the tax system and encourage physical activity among their employees by making it cheaper and easier for them to work out.

It lists examples on how companies can go about setting up a gym at a place of work or to negotiate discounted gym membership rates.

The guidance also details how companies can utilise

the Benefits in Kind and Making Good tax practices, which allow companies to pass on the discounted rates they negotiate with gyms directly to staff.

Employers looking to engage with nearby fitness facilities are signposted to ukactive’s ‘Find a gym’ tool, which lists gyms, leisure centres and activity providers operating in their local area.

“Employers have a vital role to play in overturning the physical inactivity crisis,” said ukactive CEO Steven Ward. “We’re delighted the government has highlighted ways that businesses can help get their employees more active.”

[More: http://lei.sr?a=s8D2Q\\_0](http://lei.sr?a=s8D2Q_0)



■ The guidance encourages companies to negotiate discounted gym membership rates with clubs and leisure centres



“  
**Employers have a vital role in overturning the inactivity crisis**

Steven Ward

## PARTNERSHIPS

### Dyaco signs strategic partnership deal with Gym80



“  
**The deal will strengthen the offering of both companies**

Simal Yilmaz

Two fitness kit manufacturers have signed a partnership deal in order to create a combined product portfolio for the commercial market.

Taiwan-based Dyaco International and German firm gym80 will use the strategic alliance to “share infrastructure, resources and expertise”, but will remain independent entities.

According to Simal Yilmaz, CEO of gym80, the move will strengthen the commercial offering of both companies to the fitness and medical markets.

“With Dyaco, we have the perfect partner that optimally complements



■ Gym80 specialises in strength training equipment

our already existing product lines, resources and existing know-how – and vice versa,” Yilmaz said.

The move comes two months after Dyaco launched operations in the UK. It’s commercial brands include Spirit Fitness and Xterra Fitness.

[More: http://lei.sr?a=p4z8h](http://lei.sr?a=p4z8h)



**PUBLIC SECTOR**

## Finesse Leisure and GLL finalise fitness merger



**We were keen to explore the merger due to the values we share**

Robin Loader

Greenwich Leisure Limited (GLL) and Finesse Leisure have finalised their merger, which will see GLL take over the facilities operated by Finesse on behalf of Welwyn Hatfield Borough Council (WHBC).

Finesse has operated WHBC's portfolio of seven sports and leisure sites since 2004, including the Hatfield Leisure and Swim Centres, Stanborough Park, Panshanger Golf Centre and King George V playing fields.

The merger will see the centres being operated under GLL's 'Better' brand and is expected to save around

£7.2m over 10 years by "steadily reducing the management fee".

Finesse's 140 staff will be transferred across to GLL.

"We were keen to explore the merger, not simply due to GLL's strength in the sector, but because of the values we both share," said Robin Loader, chair of Finesse Leisure.

[More: http://lei.sr?a=D7x4w](http://lei.sr?a=D7x4w)



■ All seven Finesse Leisure centres will be operated under GLL's "Better" brand

**BOUTIQUES**

## TRIB3 to launch flagship studio in Madrid

UK-based boutique studio operator TRIB3 has confirmed plans to launch its "most luxurious site to date" in the Spanish capital, Madrid.

The announcement of the new property comes just days after the opening of TRIB3's first Spanish site in the city of Barcelona.

The Madrid studio – which is scheduled to open in August – will be 5,000sq ft in size and will have a capacity for 48 people at one time.

It is part of an expansion programme which will look to achieve 50 new



■ TRIB3's Spanish growth will be based on a mixture of corporate-owned and franchised-owned studios



**We need to be aware of what's going on with the local market**

Rod Hill

openings in the country over the next five years.

TRIB3 president, Rod Hill, said the plan is to use the company's core concept of HIIT workouts and fine-tuning each new site to cater for regional markets.

"We're taking the TRIB3 model across the globe, but we're aware that you have to know what's going on with the local market," he said.

[More: http://lei.sr?a=E9T4B](http://lei.sr?a=E9T4B)

## Woodford centre reopens after £6m redevelopment

Woodford Leisure Centre in Hull, East Yorkshire has reopened after undergoing an 18-month, £6m redevelopment.

Works at the centre included the installation of a new 25m six-lane swimming pool, the addition of a learner pool and a new gym fitted with Precor equipment.

The gym also features a new, fully-immersive virtual studio, with a six-metre screen, interactive lighting and audio system. The studio is among the largest in any UK public leisure centre and will deliver 30-bike 'rides' and holistic sessions.

[More: http://lei.sr?a=3E4r2\\_0](http://lei.sr?a=3E4r2_0)

## FRANCHISING

# énergie unveils new headquarters

In the latest move for budget club operator énergie Fitness, the company has opened a new headquarters that puts employee wellness, productivity and the needs of franchisees centre-stage.

The design and free-flowing workspace of the new £1m, 15,000sq ft facility in Milton Keynes – dubbed ‘énergie Central’ – takes its inspiration from Silicon Valley tech giants like Google.

The open-plan office has been designed to encourage collaboration – a key component of énergie’s corporate culture. énergie Central includes a running track connecting the reception to the offices, high-standing communal

workspaces, “hot desks” (where employees can choose to work wherever they want), “hot boxes” (where employees store their equipment for the hot desks), quiet pods for concentration, and a full-scale on-site énergie health club within the same building.

The 5,000sq ft on-site franchised gym is a key component of the space.

The énergie Central facility is also designed with a large training room for franchisees.

“In terms of the training, having the franchise on-site is essential,” said CEO Jan Spaticchia. “It’s immediate – you can touch and feel and go in a working énergie facility.”

**More:** <http://lei.sr?a=J2z7R>



■ The open-plan has been designed to encourage collaboration



**In terms of training, having the franchise on-site is essential**

Jan Spaticchia

## TECHNOLOGY

# Myzone secures Hero Wellbeing partnership deal



**What will appeal to our clients is that, with Myzone, you can level the playing field**

Joe Gaunt

Wearable technology company Myzone has secured a partnership deal with fitness tech and services company Hero Wellbeing.

Hero will integrate the Myzone heart rate and tracking products in its programmes as part of plans to strengthen personalisation and “shareability” across its fitness services. It will also work with Myzone to offer privilege rates, education and content to its growing network of corporate clients.

Hero currently operates mainly in the corporate fitness market, but is currently preparing to launch its



■ Myzone will feature at Hero’s Performance Hubs

Performance Hubs across the UK, with the first set to open in early 2019.

“What will appeal to our clients is that with Myzone you can level the playing field,” said Hero Wellbeing CEO Joe Gaunt. “A novice can compete against someone who works out every day.”

**More:** <http://lei.sr?a=F8D9j>





## Professionally recognising your training is as easy as AIQ...

Did you know Active IQ can offer you a professional kite mark of quality for your bespoke training, workshops, conferences or other activities?

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More and more businesses are developing their own bespoke and professionally recognised training to stand out from the crowd – are you one of them?

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# Active iQ

## TRAINING

### "Uber for sports coaches" launches

A team of entrepreneurs – including double Olympic medalist Roger Black – has launched a new online service which will help connect members of public with sports coaches.

Described as the "Uber for sports coaches", the new Coach Cycle service will offer a web-based database of coaches in more than 30 sports.

People will be able to search for coaches and coaching businesses via a map directory, while coaches can upload their certificates and experience onto a public profile, advertising their services in their area.

Coaches will also be able to post video sessions and

written tips on any sport discipline they coach in.

The online service will be made available as a web service, as well as on the iOS and Android platforms, and will cover the entire UK.

According to Black, the service will fill a much-needed gap in the sports market.

"There currently isn't any obvious place to go to find a sports coach, other than contacting local sports clubs," Black said.

"Coach Cycle really puts coaching in your hands. The coaches will come to you, to fit in with your life, rather than you having to go somewhere at a certain time."

[More: http://lei.sr?a=e3s2A](http://lei.sr?a=e3s2A)



■ The service will offer coaches across 30 popular sports



**The coaches will come to you and will fit in with your life and schedule**

Roger Black

## FUNDING

### Troubled British Basketball given "lifeline" to fulfil fixtures



**There is work to do to ensure the long-term future of elite basketball**

Ed Warner

UK Sport is to deliver a "one-off" support deal to British Basketball, in order to help the troubled national governing body fulfil international fixtures scheduled for its men's and women's teams.

The DCMS has authorised a funding package worth £500,000 to save the NGB from the embarrassment of not being able to provide a team for the World Cup qualifying games in Scotland.

In return for the grant, the DCMS has, however, made stringent demands on British Basketball for the rest of the funding to be released. This includes the sport agreeing an effective



■ Team GB can now take part in World Cup games

governance structure – including ongoing compliance with the Code for Sports Governance – and production of commercially sustainable financial plans.

"There is a lot more work to do to ensure long-term sustainability for elite basketball in Britain, but today's news is very welcome," said Ed Warner, chair of British Basketball.

[More: http://lei.sr?a=S8M8p](http://lei.sr?a=S8M8p)

**STADIUMS**

## Chelsea FC plans on hold due to 'investment climate'



**The cost of the stadium was initially £500m, but reports last year put the figure closer to £1bn**

Chelsea Football Club has put its new stadium project on hold, blaming "the current unfavourable investment climate".

According to the London club, no further pre-construction design and planning work will occur on the Stamford Bridge project, designed by architects Herzog & de Meuron, and no time-frame has been set for it to reconsider its decision.

The 60,000-seat stadium was granted planning permission in 2017 and had received the green light from the mayor of London, Sadiq Khan.



■ Herzog & de Meuron have designed the stadium

The cost of the project was initially £500m but reports in November last year said internal discussions at the club had put the figure closer to £1bn.

The latest announcement comes after Roman Abramovich, the club's billionaire Russian owner, has reportedly experienced difficulties renewing his UK visa.

[More: http://lei.sr?a=W5D9g](http://lei.sr?a=W5D9g)

**PARTNERSHIPS**

## UK Sport launches consultation into elite sport funding

The way elite sport is being funded in the UK could be facing a shake-up, following a consultation into how UK Sport distributes National Lottery money.

Launched by the high-performance funding agency, the public discussions will look into the UK Sport's future investment principles and how best to "inspire the nation through elite success".

The organisation invests around £100m of lottery and government money into high-performance sport each year.

Its 'no-compromise' policy – which places heavy emphasis on medal



■ UK Sport invests around £100m in sport each year



**The challenge is now to build on the success of Team GB**

Katherine Grainger

success at Olympic Games – has widely been credited with elevating Team GB into one of the most successful Olympic and Paralympic teams since its launch in 1996.

"The challenge now is how we build on that success, aiming for even more inspirational impact on the UK as a whole," said UK Sport chair Dame Katherine Grainger.

[More: http://lei.sr?a=S2w5m](http://lei.sr?a=S2w5m)

## Scottish sports participation programmes 'changing lives'

A report into the work of Sportscotland has found that participation programmes supported by the agency are having "a life-changing effect" on those who are taking part.

The independent research praised several of Sportscotland's programmes – including Active Schools, which, according to the study, has made 98 per cent of children and young people feel healthier.

The findings also showed that participation levels on programmes are at a record high.

[More: http://lei.sr?a=f5X5A](http://lei.sr?a=f5X5A)



## COMMUNITY SPORT

# Street League adds rugby to its range

Street League has added a rugby version to its expanding range of sports-related employability programmes.

The nationwide charity uses a combined sport and education curriculum to support 16 to 24-year-olds from disadvantaged backgrounds into employment and training.

It has so far achieved impressive results through football, dance and fitness. Now, thanks to funding from England Rugby's 'Try for Change Fund' and financial services group Société Générale, the sport is being added to the mix.

According to Matt Stevenson-Dodd, CEO

of Street League, the charity helped 1,652 young people progress into work, education and training in the UK during 2017.

"Launching Street League Rugby, with support from our partners, will help us reach many more young people and especially those for whom the principles of rugby – teamwork, respect, fair play – will make a huge difference in their lives."

Street League Rugby was officially launched by culture secretary Matt Hancock.

"Sport has a unique power to improve lives, build confidence and bring communities together," Hancock said.

[More: http://lei.sr?a=f8c2p](http://lei.sr?a=f8c2p)



■ Street League Rugby was officially launched by culture secretary Matt Hancock (standing, fifth from right)



**“**  
**Launching rugby will help us reach many more young people**  
Matt Stevenson-Dodd

## LEGACY PLANS

# Detailed designs released for Birmingham 2022 village



**“**  
**The Village is the largest new-build element of the Games**

Ian Ward

Designs for the Birmingham 2022 Commonwealth Games Village, released this week, show that the Games will leave behind both a sporting and a housing legacy.

The Games Village – comprising accommodation, dining, medical, transport and essential services for athletes and team officials during the Games – will be situated on a 24-hectare site at Perry Barr in the north of the city.

Up to 6,500 competitors and officials will be housed in 1,000 new homes in the Village, consisting of a mix of apartments and town houses.



■ The village will house 6,500 people during the Games

"The development of the Village is the largest new-build element of the Games and will help rejuvenate the wider surrounding area, meaning there will be a meaningful and lasting legacy for the people of Birmingham" said Ian Ward, Birmingham City Council leader and chair of the Birmingham 2022 bid team.

[More: http://lei.sr?a=a6x5Z](http://lei.sr?a=a6x5Z)



# Time to celebrate

When the industry gathers at the prestigious Active Uprising conference this month, leaders, influencers and practitioners will discuss and debate, celebrate and deliberate what's good and what has yet to be achieved in the industry. Active IQ – sponsor of the Ignite strand of the conference – will leave delegates in no doubt that it has something to celebrate as it marks its 15th Anniversary this month.

## Small beginnings

Active IQ was founded on June 27, 2003 by Norman Basson. Originally called Premier IQ (PIQ), it began with one training provider and Norman had just two colleagues, Lori Randall and Bev Williams. Its first two qualifications – Level 2 Certificate in Gym Instructing (1/5/04) and Level 3 Certificate in Personal Training (1/5/04) – were approved on the NQF in 2004. Today, Active IQ offers 103 qualifications and employs 54 staff.

## Adapting and evolving

The company changed its name to Active IQ at Leisure Industry Week in September 2004 and has been adapting and evolving ever since. “The physical activity sector has changed dramatically in the last 15 years and the demand on training providers and the scrutiny of graduates has never been higher nor the diversity of qualifications greater,” says Jenny Patrickson, Active IQ Managing Director. “Our growth has not been without its challenges,” she continues. “We have created and redeveloped our qualifications for four different Government qualification frameworks and have also seen numerous changes to funding policy with plenty of education reform.”



■ Active IQ team L-R, Jenny Patrickson, Laura Sheasby, James Clack and Sarah Edmonds

## Challenges and changes

Active IQ responds to changes and challenges with confidence and determination and has adapted to deliver fit-for-purpose qualifications and comprehensive support for centres, training providers and learners with initiatives including:

- The Professional Recognition ‘kitemark’ for centres to achieve high standards in the delivery of continuing professional development programmes.
- A Professional Career Development programme to upskill trainers to deliver, assess and quality assure at an advanced level.
- A discrete department to deliver End-point Assessments for apprenticeships
- Its Skills Hub resource of learning materials including: Qualification Launch Pad; Continuing Professional Development; Graduate Tool Kit; Funding & Policy; Chief Medical Advisor; Business & Marketing and Marketing Tool Kits.

- Tech Level qualifications for colleges, providing rich learning resources for students aged 16+
- Qualifications embedded into university degree programmes, equipping students with vocational skills and work opportunities.

“At Active IQ we constantly evolve to meet the needs of the sector and our 360-degree vision includes learners, trainers, training providers, employers and industry bodies,” says Jenny. “Over the next 15 years we will continue to embrace change in order to fulfil our company values of being creative, efficient, professional, responsive and agile.”

## Active iQ

See how Active IQ can help you by visiting [www.activeiq.co.uk](http://www.activeiq.co.uk) or emailing [businessdevelopment@activeiq.co.uk](mailto:businessdevelopment@activeiq.co.uk)





## GLOBAL WELLNESS SUMMIT 2018

OCTOBER 6-8 | TECHNOGYM VILLAGE, ITALY

# SHAPING THE **BUSINESS** OF WELLNESS

Delegates to the 12th-annual Global Wellness Summit will come together in Italy to focus on future business opportunities and trends in all ten sectors of the multi-trillion dollar global wellness economy. They will also be the first to see the highly anticipated *2018 Global Wellness Economy Monitor* (2015 data is below).



Join us and be part of  
**Shaping the Business of Wellness.**

2018 GLOBAL WELLNESS SUMMIT  
October 6-8 | Technogym Village, Cesena, Italy

**Register at [globalwellnesssummit.com](http://globalwellnesssummit.com)**



## TRAINING

# University launches masters in wellbeing

Robert Gordon University (RGU) has launched a new degree aimed at helping exercise professionals "change the public's perspective of exercise and keeping fit".

The new MSc Exercise Health and Wellness Coaching will begin in September this year and has been developed in-house by RGU's School of Health Sciences.

According to Laura Stewart, course leader for the new qualification, the MSc will differ from most sports science degrees.

"Traditionally sport science has been focused towards performance sports and working with those who are already engaged in sport and exercise," Stewart said.

"More recently this focus has broadened, with the importance of exercise for health growing in recognition.

"The field of sport science now regularly incorporates teaching around exercise for health with many institutions offering undergraduate and postgraduate study in this field.

"Where we have looked to develop something unique is in encompassing the concept of wellness coaching – a developing area that looks to draw upon coaching philosophies developed in performance sport and applying them to populations with health and wellbeing needs."

[More: http://lei.sr?a=e3G7A\\_0](http://lei.sr?a=e3G7A_0)



■ The course will end in an MSc in Exercise and Wellness Coaching



**We've looked to develop something unique**

Laura Stewart

## ONBOARD SPAS

# Viking Cruises launches 'world's longest spa break'



**The journey will span 59 countries and will include treatments at the ship's LivNordic spa**

Viking Cruises has launched an around-the-world luxury cruise, complete with a LivNordic spa, making it the longest spa break in the world.

The Viking Sun will span 59 countries during a 245-day journey, which will reach every continent excluding Antarctica – and will cost £67,690 per person. The wellbeing experience will depart from London on the 31 August 2019 and return to the British capital on 2 May 2020.

The spa aboard The Viking Sun was created and designed by LivNordic. The Scandinavian spa features



■ The spa aboard The Viking Sun was created and designed by LivNordic

its own Nordic sauna and Snow Grotto, offering guests the chance to enjoy a traditional Nordic bathing experience, which exposes the body to hot and cold temperatures.

[More: http://lei.sr?a=j3M9n\\_0](http://lei.sr?a=j3M9n_0)

# Spa & wellness news

## NEW OPENING

## Large destination spa set for luxury South Lodge hotel



**Spa consultancy Sparcstudio has worked on the spa design and concept, which has been created with sustainability in mind**

A new two-storey, 44,000sq ft (4,087sq m) spa will open at the South Lodge hotel in Horsham, England, will open later this year after a £14m investment.

The five-star country house hotel is owned by Exclusive Hotels & Venues, whose portfolio includes Pennyhill Park, which also includes a substantial spa.

Spa consultancy Sparcstudio have worked on the spa design and concept, which has been created with sustainability in mind.

Fourteen nature-themed therapy rooms will host a selection of treatments,



■ Terraced sun decks will surround the UK's first heated natural swim pond

all of which have been developed with the natural philosophy of Exclusive's bespoke product range, The Spa, in mind.

The spa will include a juniper-infused sauna and two steamrooms – one salt and one herbal, as well as a further two swimming pools – an indoor heated infinity edge ozone treated pool and an outdoor vitality hydrotherapy pool.

[More: http://lei.sr?a=P5H8e](http://lei.sr?a=P5H8e)

## MARKETING

## GWI launches monthly virtual think tank series

The Global Wellness Institute (GWI) has launched access+INSIGHTS, a new series of monthly virtual video explorations of the most relevant topics impacting the US\$3.7tr global wellness economy.

The forums, which take place the last Wednesday of each month, focus on timely wellness topics and are led by experts with insight into economic shifts and industry breakthroughs.

The access+INSIGHTS series is available exclusively to GWI Ambassadors, individuals who have pledged support of GWI's global



■ GWI senior research fellows Ophelia Yeung (left) and Katherine Johnston are among confirmed speakers



**The series will give our ambassadors access to research**

Susie Ellis

campaign to empower wellness worldwide, and have contributed at least US\$1,000 (£746, €851) each year to the Institute.

"We're thrilled to announce access+INSIGHTS, giving our ambassadors unprecedented access to evidence-based research, wellness experts and thought leaders, including provocative Q&A sessions," said Susie Ellis, GWI chair and CEO.

[More: http://lei.sr?a=b9W7x](http://lei.sr?a=b9W7x)

## Inaugural World Bathing Day to take place 22 June

The first -ever World Bathing Day – an international celebration of bathing cultures – is set to take place on 22 June. The idea has been spearheaded by professor Marc Cohen of RMIT University in Australia, and Charles Davidson, founder of Peninsula Hot Springs in Australia.

While the event's genesis may have been in Australia, its reach is global, with locations around the world offering special events in celebration of the day.

[More: http://lei.sr?a=D2P4K](http://lei.sr?a=D2P4K)

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## NEW OPENING

# Westin to make UK debut in London

Marriott International has announced plans to debut its Westin brand in the UK, with Westin London City scheduled to open in 2020.

Owned by 4C Hotel Group and managed by RBH, The Westin London City will boast a prime riverfront location in the heart of the City of London. The company said the hotel signing illustrates that the demand for wellbeing continues to propel Westin's growth. Westin also has upcoming debuts in Malaysia and the Maldives.

"Transforming the way travellers experience wellness continues to be a powerful proposition for Westin, and one that has become increasingly important as

people integrate wellbeing more holistically into their lifestyle," said Brian Povinelli, SVP and global brand leader, Westin Hotels & Resorts.

"We are thrilled to not only debut the brand in London, but also to open this marquee hotel on the iconic River Thames, where travellers and locals alike are staying active every day."

The hotel's 220 bedrooms, including 29 suites and Presidential Suite, are designed to offer guests a nature-inspired respite in the centre of a bustling city, balancing a calming palette of natural colours with contrasting tones, textures and materials.

[More: http://lei.sr?a=Z6w4t](http://lei.sr?a=Z6w4t)



■ The Westin London City will be a key part of the redevelopment of the former Queensbridge House site



**We want to transform the way travellers experience wellness**

Brian Povinelli

## REDEVELOPMENT

# Leicester Council earmarks location for hotel site



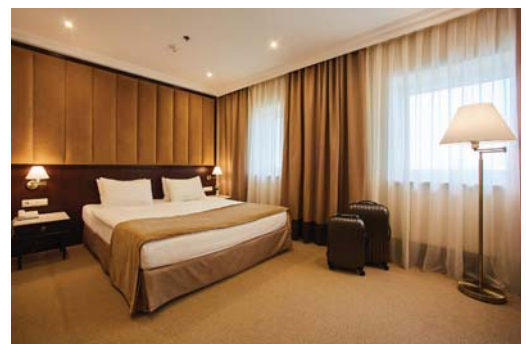
**This is a high-profile part of our city centre**

Sir Peter Soulsby

Leicester City Council has revealed plans to take out a 125-year lease on an empty office block in the city's Haymarket shopping centre, in order for it to be converted into a 67-bedroom hotel.

The council has agreed a £10m funding package to redevelop the property – known as Haymarket House – as a hotel and then lease it to an operator.

It is believed that the council will offer the hotel to operators on an initial 25-year sub-lease, with an option to extend it for a further 50 years.



■ The council will look to find an operator for the hotel

The hotel was originally given the green light last year, but the development has stalled. Haymarket House has been empty for a decade.

"This is a high-profile part of our city centre and it is vital that we continue to invest in it," said Leicester mayor Sir Peter Soulsby.

[More: http://lei.sr?a=R2r8b](http://lei.sr?a=R2r8b)

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## HERITAGE

# Trust earmarks £57m to protect assets

National Trust for Scotland will spend £57m on the country's built and natural heritage – which includes some of the country's most popular tourist attractions – in the largest and most ambitious programme for investment that the charity has ever proposed.

To be spent over the course of the next five years, the Trust's plan is a framework that commits to modernising its approach.

As part of this, the body will invest in technology, also developing learning experiences for more than 100,000 people each year.

It will also introduce new, engaging and more inclusive ways to present

its collections, gardens and Scotland's history.

The framework aims to increase the number of visitors to its sites to more than five million people, increasing annual donations to more than £10m and its membership to 490,000 people.

"This strategy outlines everything that the National Trust for Scotland stands for: protecting our heritage, sharing unique experiences with people and promoting Scotland, all through the collective endeavour of our supporters and staff," said Simon Skinner, National Trust for Scotland, chief executive.

[More: http://lei.sr?a=y4E7N](http://lei.sr?a=y4E7N)



■ Projects for the trust include the construction of Charles Rennie Mackintosh's The Hill House in Helensburgh



**This strategy outlines everything that the trust stands for**

Simon Skinner

## SPACE TOURISM

# Virgin Galactic takes one giant step for space tourism



**We are ever closer to realising our goals**

Sir Richard Branson

Space tourism for the masses is a step closer, after Sir Richard Branson and his aerospace company, Virgin Galactic, conducted a second successful test flight of the company's commercial spaceship.

Called the VSS Unity, the supersonic, rocket-powered craft is designed to be turned around and flown at a higher frequency than has traditionally been the case for human spaceflight. During a voyage, passengers will experience about four minutes of weightlessness and will be able to view the Earth from roughly 150,000ft (45,700m) up.



■ During a spaceflight, passengers will experience about four minutes of weightlessness

"It was great to see our beautiful spaceship back in the air and to share the moment with the talented team who are taking us, step by step, to space," said Branson. "Seeing Unity soar upwards at supersonic speeds means we are close to realising our goals."

[More: http://lei.sr?a=d3w9a](http://lei.sr?a=d3w9a)



## Impact of VAT and APD

**A**s part of the government's agreement with the Democratic Unionist Party, the Treasury has been undertaking a call for evidence on the impact the VAT and Air Passenger Duty (APD) rates have on tourism revenue.

The reason for doing this is that there have been claims from the Northern Ireland tourism industry that they are at a competitive disadvantage to tourism businesses in Ireland, which have benefitted from the Irish government's decision to cut VAT on accommodation and abolish APD in order to help stimulate the country's tourism industry in the wake of the global economic crisis.

The Tourism Alliance has long held that high VAT and APD rates restrict tourism revenue growth – but does the evidence from Northern Ireland actually support his claim?

### REGIONAL DIFFERENCES

A look at the Northern Ireland international tourism figures between 2009 and 2016 shows that tourism revenue increased by 19.5 per cent over this period. However, over the same period, England, Scotland and Wales all achieved revenue growth rates of between 33-37 per cent, indicating that Northern Ireland was the one part of the UK to under-perform.

The comparison between tourism to Northern Ireland and tourism to Ireland is even more stark. In 2009, Ireland received 6.60m visitors, who spent €3.4bn (£2.9bn). With the reduction on VAT and APD rates introduced by the Irish government in order to stimulate the industry, inbound tourism to Ireland increased to 8.74m visitors who spent €5.1bn (£4.5bn)

by 2016. This means that inbound tourism to Ireland rose 32.4 per cent and expenditure generated by these visitors increased by 50 per cent.

### CLEAR EVIDENCE

The rate of tourism revenue growth to Ireland has therefore been over 2.5 times that of Northern Ireland since the economic crisis, indicating that the low tax policies adopted by the Irish government have succeeded in significantly boosting their tourism economy.

Moreover, the figures showing that Northern Ireland's performance has been poor in comparison to the rest of the UK indicates that Northern Ireland has suffered the "double whammy" of not just maintaining a high tax environment for the tourism industry during this period but, by being located beside a country which has adopted a low tax environment, it's tourism industry has suffered displacement through being less competitive.

It's a compelling set of figures on the damage caused by high levels of taxation on visitors. ●



■ Kurt Janson, director of the Tourism Alliance



It's a compelling set of figures on the damage caused by high levels of taxation on visitors

■ Belfast's visitor industry has grown slower than Ireland's





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## TALL ATTRACTIONS

# Europe's tallest wheel set for Newcastle

Forget the London Eye, Newcastle's 'Whey Aye' is set to outdo its southern sibling by becoming Europe's tallest observation wheel.

The 140m-tall (459-foot) attraction, which will be located at the east end of the city's Quayside and offer 30-minute "flights", will be five metres taller than the London Eye and takes its nickname from the oft-heard Geordie phrase, "Whey aye, man".

Around the observation wheel – which is expected to welcome 800,000 guests in its first year – a pedestrianised area with bars, restaurants and a brand new visitor attraction will be built. The attraction, Giants of

the North Experience, will use state-of-the-art technology to tell the stories of some of the northeast's greatest citizens, including sports stars, musicians and artists, and pioneers of industry.

The World Wheel Company is behind the project, with the firm already responsible for giant wheels in Suzhou, China, and Tbilisi, Georgia, as well as more than 20 family entertainment centres globally.

"This is without doubt one of the most exciting investment and regeneration projects in the UK, if not the world," said Phil Lynagh, CEO of World Wheel Company's Newcastle operation.

[More: http://lei.sr?a=C2z2W\\_0](http://lei.sr?a=C2z2W_0)



■ Artist's impression of Whey Aye observation wheel



**This is, without doubt, one of the most exciting projects in the UK**

Phil Lynagh

## MUSEUMS

# Westminster Abbey reveals 'hidden museum'



**Visitors will gain a greater insight into history than ever before**

Dr John Hall

Westminster Abbey has officially unveiled The Queen's Diamond Jubilee Galleries for the first time, with the museum's public opening held on 11 June.

The new gallery spaces, which will display 300 treasures from the Abbey's collection, are hidden inside the building's triforium, a loft-like space some 52ft (16m) above the Abbey's floor.

The Triforium, unused for centuries and never before open to the public, has been transformed by McInnes Usher McKnight Architects (MUMA) "to allow people to deepen their understanding



■ Sections in the museum include one on royalty

of a royal church which has been at the centre of the nation for centuries."

"The views are breathtaking; the space astonishing; the displays fascinating," said Dr John Hall, dean of Westminster. "The visitor will gain far greater insight into the life and history of the Abbey than ever before."

[More: http://lei.sr?a=f2e4z](http://lei.sr?a=f2e4z)



# Attractions news

## THEME PARKS

### Blackpool Pleasure Beach launches £16.25m Icon ride



**We have to keep investing in our resort**

Amanda Thompson

Blackpool Pleasure Beach has debuted its highly-anticipated steel launch coaster – Icon – which opened to the public on 25 May.

Designed by German rollercoaster engineer Werner Stengel and manufactured by Mack Rides, the £16.25m ride is the first multi-launch coaster to come to the UK.

In the works since 2013, Icon serves as the park's tenth rollercoaster. The ride has a Japanese theme, with visitors entering through a large Japanese-style set of gates, before walking down landscaped pathways. At its peak,



■ The ride is the park's 10th roller coaster

the ride, reaches heights of 88.5ft (30m), with drops of 82ft (25m).

"We have to keep investing in our resort because everyone comes back to Blackpool time and time again," said Amanda Thompson, director of Blackpool Pleasure Beach.

[More: http://lei.sr?a=r5u9t](http://lei.sr?a=r5u9t)

## REDEVELOPMENT

### Architects appointed for Paisley Museum

Architects AL\_A have been named as the lead designers for the £42m redevelopment of the Paisley Museum in Scotland.

The transformation of the museum is the flagship project of Renfrewshire Council's planned £100m investment in cultural venues in Paisley and forms the cornerstone of plans to utilise the city's cultural assets to transform its future.

The museum will close in late 2018 and re-open in 2022 as a "revitalised home" for Paisley's internationally-significant



■ The museum will close in 2018 and re-open in 2022



**This is one of the most radical briefs I've read**

Amanda Levete

textile heritage and natural history, art and science collections.

AL\_A was founded by Amanda Levete – a former winner of the RIBA Stirling Prize.

"This is one of the most radical briefs I have read – it triggered in us a desire to tell the untold history of Paisley and search for a narrative thread that will drive the design," Levete said.

[More: http://lei.sr?a=w4K6S](http://lei.sr?a=w4K6S)

### Royal Wedding-themed addition for Madam Tussauds

Image capture specialist Picsolve has created a brand new visitor experience for Madame Tussauds London, starring the newly-wed Duke and Duchess of Sussex.

Guests pose in front of a 15ft (4.5m) floor-to-ceiling HD screen, with Tussauds' latest works, Meghan, the Duchess of Sussex and a restyled Prince Harry, against a backdrop of their choosing. The new wall replaces the traditional green screen backdrop, and is the first of its kind to open in Europe.

[More: http://lei.sr?a=o2V0I](http://lei.sr?a=o2V0I)

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## FitLiving UK

FitLiving UK will be held for the second time this year. *Leisure Opportunities* sat down with Gemma Harris, founder of the fitness festival, to find out more



■ As well as mass exercise sessions, the event will include a seminar for fitness businesses

### How did the idea to hold FitLiving UK in Bournemouth come about?

ukactive published a report showing Bournemouth is one of the fittest towns in the UK and we realised there was a gap in the market for a large-scale fitness event with a beautiful backdrop.

There were lots of advantages to Bournemouth as a location – it has so many varieties of health and fitness disciplines and was also voted has having the UK's best beaches (Tripadvisor 2018). We knew there'd be a significant number of people who'd love to come and experience the town for the weekend and also to try something a little different – enter FitLiving UK.

### Tell us about the event

It's a show that looks to involve people of all abilities – whether you're a fitness bunny or just want to dip your toe in and get started. We want people to exercise while having fun.

It's important to us that everyone involved really shares our values and you just need to see how the event was received last year to know that's exactly what it's about. Our amazing exhibitors and instructors really helped bring the show to life.

This year, we've created three separate events – FitBiz, FitMix and the main event, FitLiving UK.

This year, there are three separate events – ranging from a business seminar for fitness professionals to an "Ibiza-style" party



■ The event has a focus on outdoor activities



“ When you start a journey like this, you can’t be sure how things turn out, but the first event in 2017 exceeded all our expectations ”

FitBiz is a day-time seminar and social event for people interested in growing their fitness or wellbeing business. We’ll be launching with leading names from the industry; PTs, fitness celebrities, entrepreneurs, trade bodies and fitness and wellness brands.

FitMix is an evening ‘IBIZA Party’ with fitness classes aimed at those who like to mix dance and fitness.

There’ll be a range of brands showcasing their products and people will be able to move, rave and hip-hop under the stars by the beach to amazing music featuring the best dance fitness classes and a light show by leading DJs. Then they’ll cool down at the pop-up restaurant and bar.

FitLiving UK is the main event on Saturday 29th September. It will launch with a free celebrity-led warm-up at 8.30am, followed by more than 30 fitness classes (HIIT, boxing, yoga and meditation).

Well known names from the world of fitness will feature, with guest-led classes, along with seminars from nutritionists and fitness experts.

#### **What did you learn from the inaugural event in 2017?**

When you start a journey like this, you can never be sure how things will turn out, but it exceeded all our expectations.

Weather was a big factor – on our first day, we had glorious sunshine and the footfall on the beach was huge, so it helped draw in the crowds.

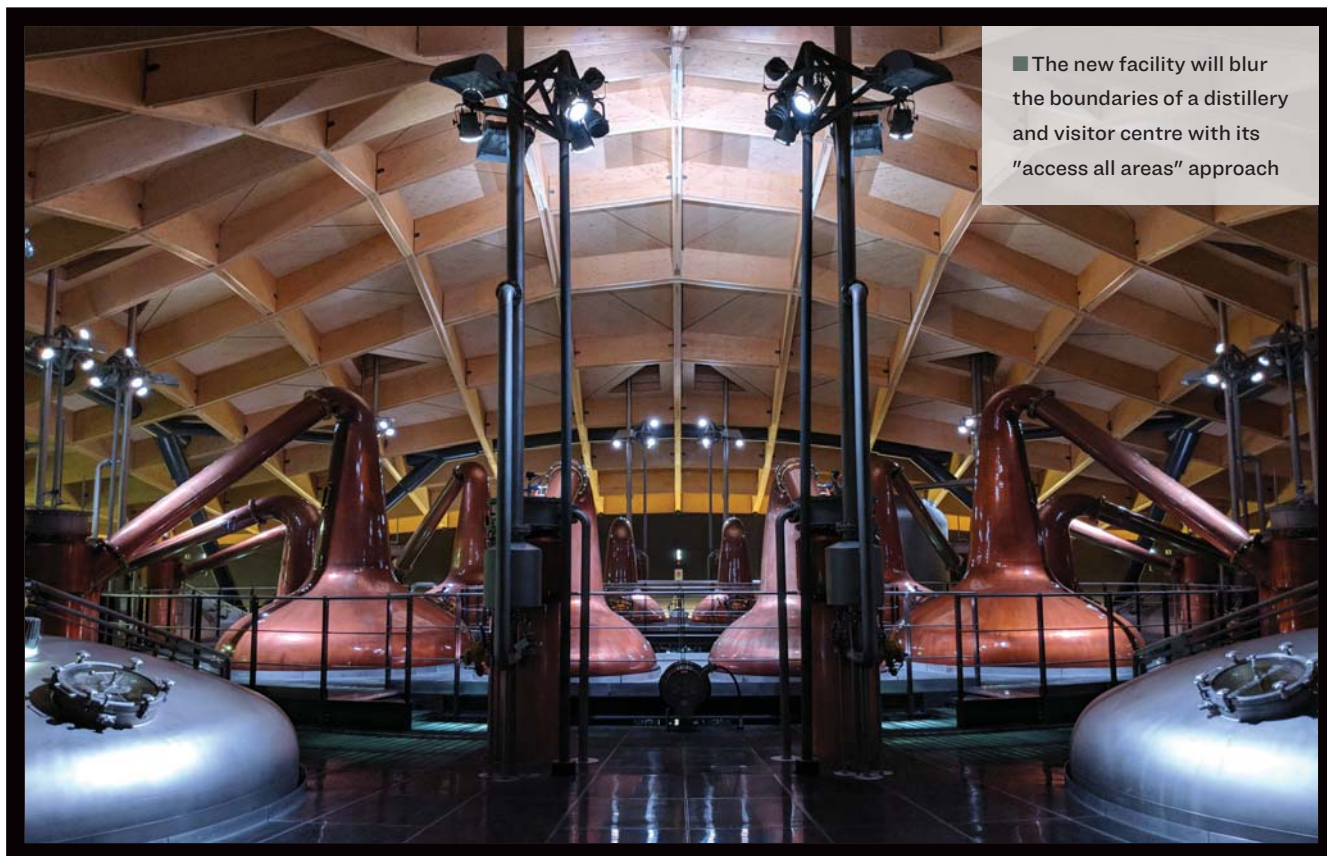
However, on Sunday, heavy wind and rain meant we had to close the beach area earlier than intended for safety.

Also, the venues for 2017 were too spaced out, so this year, we’ve amalgamated them and created a boutique fitness community/party space.

*This year’s FitLiving will take place 28-29 September 2018 at the Waterfront Site, Pier Approach, Bournemouth. ●*



■ Gemma Harris founded the event in 2017



■ The new facility will blur the boundaries of a distillery and visitor centre with its "access all areas" approach

## Macallan's big £140m dream

Macallan Distilleries has opened a new £140m, integrated distillery and visitor centre, creating an immersive experience for guests



■ Clementine Fletcher-Smith worked on bringing the visitor journey to life

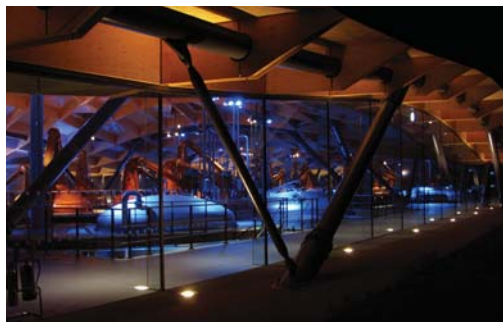
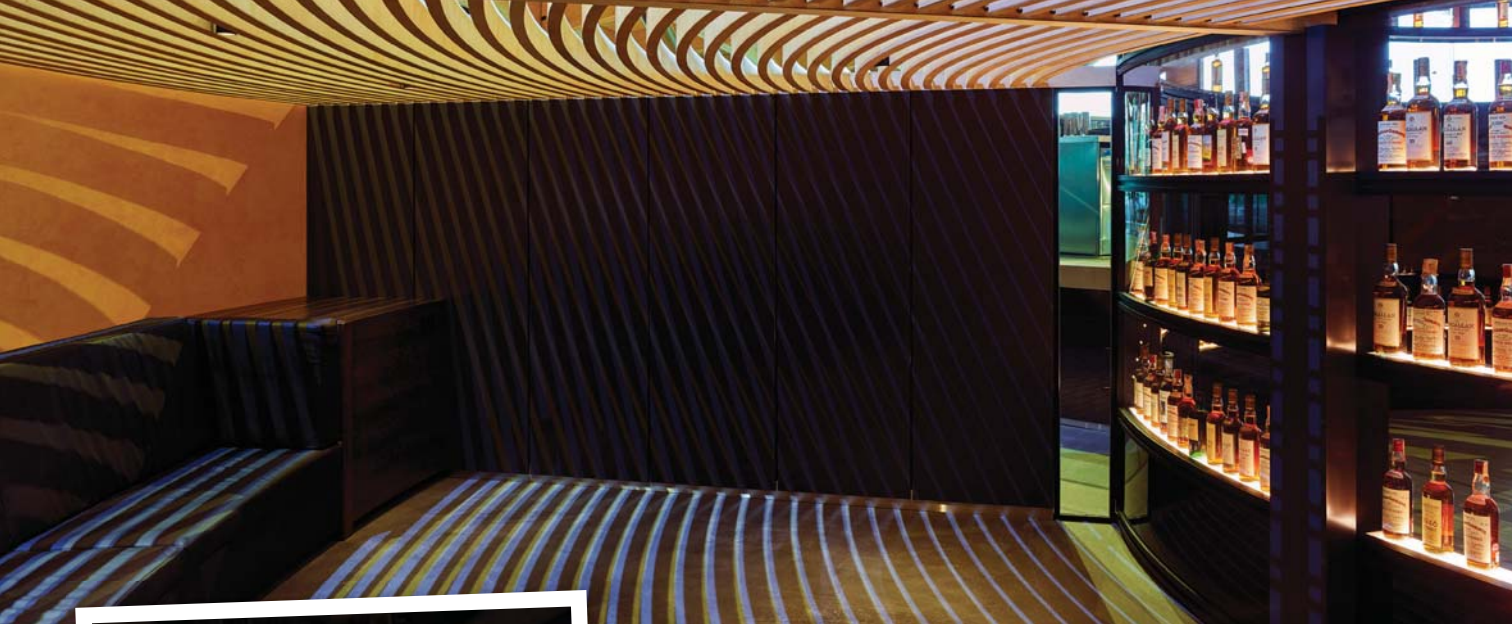
Architecture firm Rogers Stirk Harbour + Partners has completed a distillery and visitor experience for whisky producer The Macallan, embedded into the landscape of Scotland's Easter Elchies Estate. The £140m project, which took three and a half years to build and opened on 2 June, features a meadow-covered roof described by the Macallan as "one of the most complicated timber structures in the world" It is the first

distillery on Speyside to be designed by an internationally acclaimed architect.

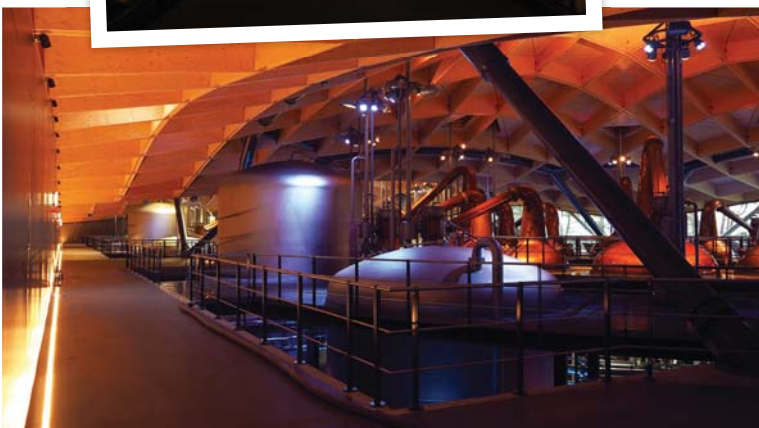
The new visitor centre is expected to double the number of people visiting the site in the first year, while the production capacity of whiskies will rise by up to a third.

Inside, guests can take a tour of the whisky production facility, as well as go through an immersive brand experience covering everything from the whisky's production to the effect of barrel-aging on the liquid. The multi-sensory





■ Facilities at the visitor centre include a VIP bar, featuring rare whiskies, and observation decks above the distillery spaces



experience will allow people to feel and "nose" the wide range of different whiskies produced at the site.

#### DESIGN MATTERS

The design of the distillery building is inspired by the ancient Scottish hills, and minimises the visual impact of the structure on the surrounding Speyside landscape – an 'Area of Great Landscape Value'. Natural materials such as local stone and timber – as well as the wildflower-covered roof – have been used

“

It's been fantastic exploring how light can be used to reveal the narrative of the product

to strengthen this concept and “provide an atmospheric journey for visitors.”

Companies including Atelier Bruckner, Concept Bars and Modo+ worked on the interior fit out and lighting consultants Speirs + Major provided consultation.

Associate partner of the latter, Clementine Fletcher-Smith, said: “It's been fantastic exploring how light can be used to reveal the narrative of the product. Our lighting design reveals the beauty of the rare bottles and shows off the colour of the precious liquid.” ●





The framework takes the financial and operational pain out of the process of developing leisure facilities

Jamie Groves, Denbighshire County Council



## The UK Leisure Framework

Denbighshire County Council is looking to expand its new leisure framework across the UK. Jamie Groves, the council's head of facilities, explains how



■ Agreement signing (from Left) councillor Hugh Evans, leader of Denbighshire County Council; Paul Cluett, Alliance leisure, MD; Jamie Groves, head of facilities

### What is the UK Leisure Framework?

The aim of the Framework is to provide a simple, cost effective, easy to use and transparent process to manage the delivery of leisure development programmes collaboratively across the UK public sector.

It was launched by Denbighshire County Council, which appointed Alliance Leisure as the leisure development partner. The Framework term is four years and has a potential value of £750m and the maximum value of any project awarded under the Framework is £20m.

### What was the motivation behind the Framework and is driving it?

Previously, our leisure portfolio was like many others in the public sector – suffering from years of under-investment and a lack of relevance to the local community. In partnership



■ The new SC1 leisure centre in Rhyl – one of the framework's flagship projects

## In the first year of the Framework, developments with an estimated value of £27m have been signed up

with Alliance, we launched the first Framework in 2012 and, through the improved efficiencies, we transformed our leisure offer, creating vibrant physical activity hubs which now fully engage a wide segment of the community.

When we developed the second generation of the Framework, we decided to open it up to public sector organisations across the UK in order to support the wider leisure sector.

### How has it been received?

In the first 12 months of the Framework, developments with an estimated value of £27m have been signed up. Five leisure projects have completed with a further six developments currently on site. Project locations include England, Northern Ireland, Scotland and Wales so we are already nationwide.

### How many more do you hope to sign up?

It's very difficult to say, but our first year achievements are encouraging. So far, projects have been extremely diverse, ranging from a £250,000

investment to develop new 3G pitches in Flintshire to a £14.8m investment to create a new leisure complex in Rhyl.

### What challenges do local authorities face when developing facilities?

Leisure provision is a non-statutory service and all councils are under pressure to make cost savings, which can make it difficult to argue the case for major investment in leisure facilities.

### How can the Framework help with those challenges?

By reducing costs and streamlining efficiencies across the entire development process.

This not only maximises budgets but also simplifies the practicalities of project delivery by creating a single point of contact, in this case Alliance Leisure. Most council officers are so stretched they struggle to deliver their day to day roles. Adding a multi-million pound build project into the mix is not always welcomed.

The Framework takes the financial and operational pain out of the development process. ●



■ The Framework aims to provide sustainable community leisure facilities

Invitation to tender to  
manage and operate the  
former

# Plaza Cinema

Port Talbot  
SA13 1DH

**An opportunity has arisen for prospective operators to tender for the management and operation of the soon to be refurbished Former Plaza Cinema, Port Talbot.**

The new facility will include space for a café with scope to include a training kitchen, office/business incubator units for sub-let, activity space with potential for use as a gym, two retail units to the front of the building and a multi-functional hall for hire.

**Tenders need to be submitted by 2.30pm, 20th June 2018**

**To register your interest on eTender Wales and access the documents please use this link:**

<http://lei.sr?a=e5y2S>

**OJEU Reference: 2018/S 085-191704**

**eTender Reference: ITT\_67206 / Project\_38625**







## Lease opportunity

# Retail unit at Lee Valley Ice Centre



Ideally located within Lee Valley Ice Centre (Lea Bridge Road), one of the UK's most popular ice rinks, the 18m<sup>2</sup> Retail shop is available on a short lease.

**For more information on this opportunity or to arrange a viewing please contact Marigold Wilberforce on 01992 709 883 ([mwilberforce@leevalleypark.org.uk](mailto:mwilberforce@leevalleypark.org.uk))**

**Closing date for Expressions of Interest is 17:00 on Friday 15 June 2018**

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

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

### What are the most powerful features?

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

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

### I hear you're part of Leisure Media

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

### What packages are available?

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

### Is there more?

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

### What now?

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

## Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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



# SIMPLY GYM CARDIFF BAY

## WE ARE RECRUITING

Simply Gym will soon be opening an exciting new gym in the Red Dragon Centre in Cardiff Bay. This 20k square foot facility will offer the highest quality equipment and facilities. The gym will include an extensive Hammer Strength free weights area, studio, spin studio, functional training rig and a wide range of CV equipment. Simply Gym is an innovative and expanding Health & Fitness chain.

### We are looking for applications for:

#### Duty Managers x 3 £25k OTE

You will take responsibility for delivering an excellent product and achieving commercial targets. You will take genuine ownership for all aspects of the operation when you are on shift. This is an exciting and varied role which will provide exposure to all aspects of running a gym. You must be customer focused and have a passion for high standards. A REP's Level 2 gym instructor qualification is essential.

#### Sales Manager £30k OTE

You will have a track record of creating a strong sales process and culture, consistently achieving sales targets. The Sales Manager will be expected to ensure a strong sales culture and processes are embedded within the business. The sales process from lead generation right through to member sign up will be a key focus. Health & Fitness experience is not essential.

#### Coffee Shop Hosts

You will provide a welcoming face for our gym members and deliver the highest standards of customer service in our coffee shop and reception. An enthusiastic outlook and passion for standards is essential. A range of full time and part positions are available.

#### External Class Instructors

We would like to hear from class instructors who would be interested in providing classes in what will be Cardiff's newest and most exciting gym. Yoga, Pilates and Les Mills qualified instructors are of particular interest.

If you are interested in applying for any of these roles, please email Sarah Jones [sarah.jones@bayleisureltd.co.uk](mailto:sarah.jones@bayleisureltd.co.uk) by the 25th June outlining why you are interested along with your CV. Interview dates are 3rd July (Duty Manager and Sales Manager) and 6th July (Coffee shop hosts)

*Simply Gym is a not for profit company that is committed to the ongoing development of our teams. All team members will benefit from ongoing training and development, competitive salary and bonus together with an excellent benefits package.*

**For further information on Simply Gym and the roles please visit <http://lei.sr?a=u5FOP>**



**BEYOND**  
**ESCAPES**  
*Be You Be Here*

## OPERATIONS MANAGER (Live-In)

Location: Devon, UK  
 Competitive Salary & Benefits



**Beyond Escapes (BE)** is a completely new luxury holiday and leisure experience brand... you probably won't have heard of us as we only started to welcome guests in February this year, but we're excited to be looking for new people to help shape our future.

We have an ambition – a business vision – which comes from our own varied personal experiences of family breaks in the UK and abroad.

Like most families - holidays are a treasured escape from the treadmill of life. A time to simply be with each other as a family and enjoy quality time together. To relax, recharge, to reconnect with each other (and ourselves!) as well as disconnect from the day to day.

We were finding it more and more difficult to find a place that offered a quality holiday experience for both adults and children (tiny and teenager-y), without feeling conscious of the rules and constraints of the places we stay at.

We're determined to create the perfect escape that is accessible to everyone and caters for all.

A place where you can be the you, you love to be.

### Your Role

Our Operations Manager is key to delivering operational success, ensuring our guests are provided with a consistently high-quality experience so they really enjoy their stay and want to return. In promoting a fun, safe environment, for our guests and team, whilst delivering our brand values, the Operations Manager is responsible for ensuring the operational strategy is consistently delivered to the highest standards across all areas.

The Operations Manager role is a stand-alone position but it can also be an excellent route to becoming a General Manager within Beyond Escapes as we develop the brand to five sites in the near future.

**CLOSING DATE: 21 JUNE 2018**

**For more information and to apply: <http://lei.sr?a=m8k3z>**



# Duty Manager

**A Duty Manager is required for an independently owned 4\*Hotel, spa, restaurant and health club.**

You will have experience of working in a similar environment of the same standard and you will have a proven track record of working across a broad range of departments in the hospitality industry. Experience working in health and fitness would be desirable.

You will be required to work closely with the Assistant General Manager and General Manager to oversee the day-to-day operations of this business. You will be the first point of contact for all staff on duty and will be involved in all aspects of the operation.

- Staff supervision
- You will be experienced in using hotel/spa PMS booking systems and competent in hotel reception duties
- Assist in the running of the fitness centre, helping to deliver a fantastic service by planning offers, events and retention activities
- Deal with any guest concerns efficiently and deliver exceptional customer service
- Ability to work closely with the existing management team and assist in the smooth operation of their departments
- Communicate and enforce company policies and procedures
- Strong team manager with experience managing a large team
- Passionate, positive individual
- Self-starter with the ability to adapt quickly to any situation

If you are looking to move into a role where you will have the opportunity to get involved in a wide range of departments and learn new skills then this role could be for you.

This is a hands-on full-time position and due to the nature of the business, the role would include daytime, evening and weekend work. You must be flexible and committed with an ability to work as a strong team player. In return we offer...

- An opportunity to work in a hotel where your input counts and you see your ideas - come to life
- A chance to develop within a progressing company
- 40% off all food for you and your guests when dining in any of our restaurants
- Free gym membership
- Discount on treatments and products
- Company pension scheme
- Childcare voucher scheme

This is a full-time position. The hours would be worked over 4 days as a 12-hour shift.

**For more information and to apply, please click link:**  
**<http://lei.sr?a=v0q5e>**



# 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](http://www.leisureopportunities.co.uk/GymGroup)



**Nationwide Opportunities**

**Apply now:** <http://lei.sr?a=c3P0I>





## 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](http://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=W4C8t>



# 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](http://xercise4less.co.uk) and go to the careers section.

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

## 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.



XERCISE4LESS



## 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

£ Competitive 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

£ Competitive 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=L2l3f>







*We are recruiting a new Team for a 1,600m2 new spa hotel currently under construction in Iver, Buckinghamshire, due to open in autumn 2018.*

The former country estate of the Duke of Marlborough is being renovated to create a world-class five-star hotel and spa, set in the heart of the Buckinghamshire countryside.

We are building a state of the art facility, sympathetically blended into the original estate.

We have a range of different positions that we're recruiting for including:

### Senior Spa Therapist

circa £24,000 plus benefits scheme (Full time)  
and

### Spa Therapists

circa £20,000 plus benefits scheme (Full time/  
Part-Time/Casual)

#### Essential Attributes :

- Experience of working in a similar business.
- A passion for customer service excellence.
- Beauty Therapy qualification NVQ Level 3 or equivalent.
- Exceptional treatment standards.
- Ability to work as part of a team.
- Reliable, efficient and pro-active.
- Keen for personal development and learning.
- Experience of working with Premier Core and further beauty qualifications are an advantage.

### Spa Receptionist

circa £20,000 plus benefits scheme (Full-time)

#### Essential Attributes:

- Experience of working in a similar position.
- Reception, reservations or customer facing experience.
- Good IT skills to include Microsoft Office packages.
- Reliable, efficient and pro-active.
- Keen for personal development and learning.
- Ability to work calmly under pressure.
- Pool Plant, Lifeguard, Fitness Instructor or Beauty Therapy qualifications are advantageous.

#### In addition, we offer the following benefits:

- |                                |   |
|--------------------------------|---|
| ● Bonus Scheme                 | ● Pension Scheme  |
| ● 28 days holiday              | ● Discounted hotel and F&B rates for Marriott globally (the hotel will be a member of one of the world's leading luxury hotel brands) |
| ● Training programmes          | ● Childcare voucher scheme  |
| ● Meals on duty                |   |
| ● Uniform                      |   |
| ● Dry Cleaning Service         |   |
| ● Social Events and Activities |   |

**To apply and view  
all vacancies  
available please  
visit:**

**<http://lei.sr?a=z4l9f>**



A Global Spa and Wellness Leader is currently recruiting various positions within Doha, Qatar

This brand new site will be the Middle East's largest female-only Wellness & Spa Centre, offering fantastic opportunities for growth and progression.

**These are just some of the roles we're recruiting for:**

- **Wellness Director**
- **Spa Operations Manager**
- **Sales Manager**
- **Event Manager**
- **Fitness Manager**
- **IT Supervisor**
- **Fitness Instructor**
- **Sport & Recreation Coordinator**
- **Personal Trainer**
- **Wellness Advisor**
- **Butler**
- **Retail Assistant**
- **Chef de Partie**

Click link below to apply now or view the full list of vacancies available.

<http://lei.sr?a=B2z8w>



# INTERESTED IN A FUTURE CAREER AT IMPULSE LEISURE?

Impulse Leisure is an ambitious and innovative organisation that operates a number of Charitable Leisure Trusts. With approx. 420 employees, we operate a total of 11 facilities across Essex and West Sussex, in pursuit of our mission - *Creating Active and Healthy Communities*.

We are a vital component in the improvement of health and wellbeing in the communities in which we work, and continually seek applicants who will share in our vision. As a large local social enterprise, we invest all our surpluses into developing even bigger and better facilities and services. We believe in rewarding and training our most important assets - our employees. Therefore, we only seek the most inspiring, highly motivated and professional people to join our teams.

We offer a range of employment benefits, to include up to 33 days annual leave, flexible working patterns/hours, competitive salaries, contributory pension, opportunities for personal and professional development through our appraisal scheme, access to CIMSPA Membership and career pathways, accredited e-learning programme, healthcare cash plan, Rewarding Excellence Nomination Scheme, Performance Related Pay, FREE use of the facilities/discounts for partner, access to hundreds of lifestyle discounts, and finally an excellent team working environment!

Impulse Leisure offers an array of career possibilities, apprenticeships and training opportunities. If you have used our centres, you may have seen many of our departments in action from Receptionists, Fitness Instructors, Lifeguards, Swimming Instructors, Management Team etc. But, there are many other roles behind the scenes, which also contribute to our success as an organisation.

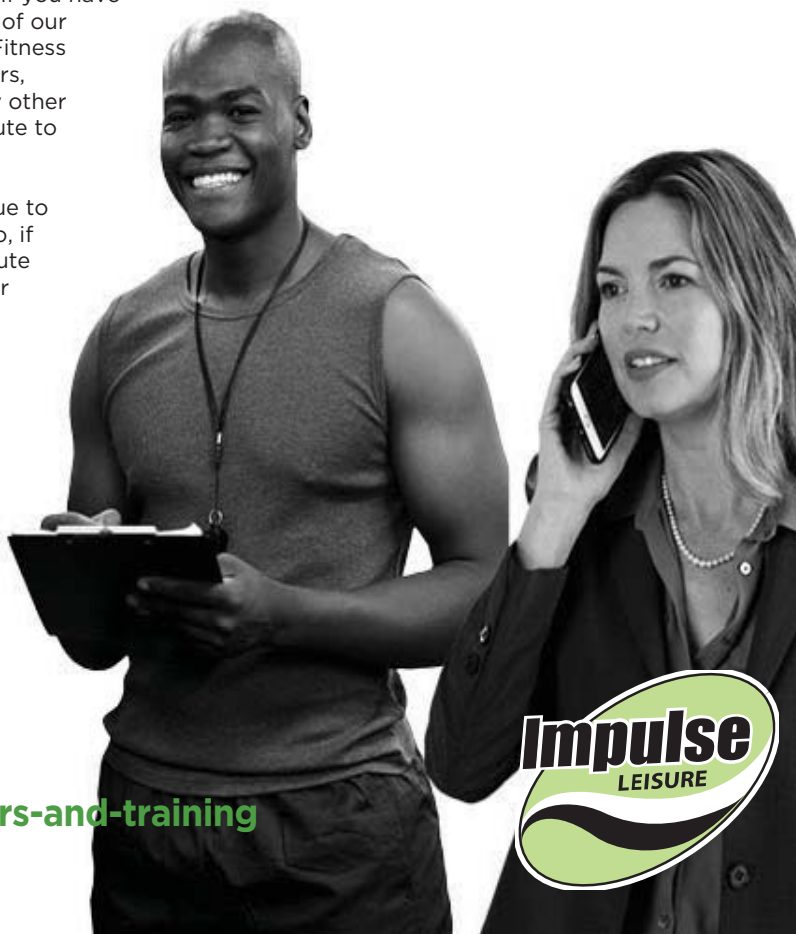
It's an exciting time to join us, as we continue to seek and create expansion opportunities. So, if you would like to join our team and contribute towards delivering our vision, please see our Current Vacancies or alternatively our Apprenticeships/Training Opportunities.

To see our current vacancies visit  
[www.leisureopportunities.co.uk/jobs/Impulse-Leisure](http://www.leisureopportunities.co.uk/jobs/Impulse-Leisure)

**A NEW JOB MADE  
#JUSTRIGHT**

[impulseleisure.co.uk/careers-and-training](http://impulseleisure.co.uk/careers-and-training)

Charity numbers: ACL 1112020 & TCL 1080186





# GYMNASTICS COACHES FOR THE NEW MAX WHITLOCK GYMNASTICS PROGRAMME

**Locations:** Ealing, Spelthorne, Sutton, Fareham, Chichester, St Albans, Watford, Hart (fleet), East Hampshire, Plymouth, Stratford, Warwick, Stroud, Ashdown, Sunderland, Middlesbrough, Redcar & Cleveland, Sutton-in-Ash eld, West Lindsey (Lincolnshire, Nuneaton & Bedworth

**Salary subject to qualifications and experience**

Everyone Active is currently seeking high calibre, positive, supportive, inclusive and progressive gymnastics coaches to lead our Max Whitlock Gymnastics Programme. The ideal candidate will be Gymnastics Level 1 qualified or above, and able to coach our courses during the week, weekends and holiday periods.

The successful candidate will be:

- Able to lead a group of children and teach a variety of gymnastics skills and techniques
- Able to adapt gymnastics teaching skills to deliver the Max Whitlock Mastery Awards Framework
- Hold a Level 1 qualification in gymnastics and/or above
- Able to adopt a positive approach and engage with parents to provide feedback
- Be punctual and able to cover holiday and sickness
- Embrace our brand mission of 30 minutes of activity 5 times a week.

Application Deadline: **Friday 29th June 2018**



**MAX WHITLOCK**  
Gymnastics

POWERED BY everyone ACTIVE

WE PLEDGE TO GET ONE MILLION KIDS ENGAGED WITH GYMNASTICS BY 2022

Voted No 1

Accreditations & Partners



**FOR MORE INFORMATION AND TO APPLY: <http://lei.sr?a=N2M7j>**

# SWIMMING INSTRUCTORS



swimming  
nature 

**Currently recruiting  
for venues in:**

- North London
- Central London
- Slough
- Heathrow
- Bath
- Harrow
- Teddington

**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=y8j2S>**



**Circadian Trust**  
giving more

## Current vacancies include:

- Leisure Assistants
- Fitness Assistants
- Swimming Teachers
- Customer Services Advisor
- Party Hosts
- Soho Team Members
- Contact Centre staff

(Roles such as Leisure Assistant, Fitness Assistant and Swim Teacher require qualifications)

Our staff are our most important asset; we always aim to recruit customer-friendly people who enjoy working as part of a team and who have a passion for the industry. We aim to recruit high quality personnel who are trained in their field of expertise and are eager to work towards obtaining further training and qualifications through continual professional development.

### Who are we looking for?

- Happy staff who share their passion for Inspiring Active Lifestyles
- People who are highly motivated, supportive and enthusiastic
- People who are Friendly and dynamic, with strong communication skills - who thrive in a fast paced environment!
- Staff with a positive attitude, and who is committed to achieving high standards of customer service
- Staff who take pride in their work, are always on time, organised and totally reliable

### Why work for us?

- You will receive excellent training and career development.
- To have the opportunity to work with like-minded people.
- To be able to work a variety of shift patterns and hours.
- Get free use of the amazing facilities!

**Active**  
Lifestyle Centre

INSPIRING  
ACTIVE  
LIFESTYLES

For more information and to Apply: <http://lei.sr?a=q8t0W>





**South Suffolk Leisure** is a charitable Trust formed in 2006 managing leisure facilities across Suffolk. As a charity, our trading surplus will be re-invested back into developing and improving the facilities and services for our customers. With a mix of leisure centres with wet and dry facilities as well as a dual-use sports centre, we offer the community a variety of activity options.

Our gyms offer state of the art gym equipment as well as a variety of fun, motivational and challenging classes for all ages and abilities. As well as health and fitness we offer the Swim England accredited swimming lessons at both our swimming pools. Sports and junior clubs are run at our four sports centres and soft play is located at our Little Kingfisher play centre.

*We are leading the way to active living.*

*We recognise our workforce is key to our service delivery*

*Our Vision is To improve the Health and Wellbeing of our Community*

*Our Mission is To provide quality facilities and services for our community that promote a healthy lifestyle.*

### Currently recruiting for:

- Group Exercise Instructors
- Health & Wellbeing Coaches
- Exercise On Referral Coordinator
- Manager On Duty
- Lifeguards
- Apprenticeships

## OUR FOUR PRIORITIES ARE:

### OUR WORKFORCE

To be recognised as an excellent employer

- We will invest in training
- We will offer clear development pathways for our staff
- We will encourage a healthy lifestyle

### OUR BRAND AND PRODUCTS

To provide accessible facilities and deliver excellent service

- We will support communities to improve their health and wellbeing
- We will develop innovative and engaging programmes
- We will ensure diversity, equality and inclusion.

### OUR COMMUNITY

To work with our partners to encourage healthy living

- We will build strong and innovative partnerships
- We will bring together partners to drive shared goals
- We will inspire and encourage volunteering

### OUR FUTURE

To be financially sustainable in order to achieve our vision

- We will ensure that we operate in a cost-effective manner
- We will invest to ensure efficiency and growth
- We will create stronger more resilient communities

See our current vacancies here: <http://lei.sr?a=k5m6g>