

# leisureopportunities

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## Legal challenge leaves Spurs in stadium limbo

Premier League football club Tottenham Hotspur may be forced to play a season away from home thanks to a legal wrangle over the club's new stadium development.

Plans for the £400m 58,000-seat stadium, being built next to Tottenham's current home of White Hart Lane, have been challenged by landowners at the High Court because of a compulsory purchase order of land that was approved in July.

"The club has revised its construction programme in order to take the shortest possible time to construct," said a statement issued by the club on Wednesday 10 September.

"This now therefore involves the club moving away from the Lane during construction for a period of one season, to start at the beginning of a season in order to comply with Premier



Tottenham's much-delayed new stadium will cost around £400m to develop

League rules." The club went on to say it was "undertaking due diligence on alternative stadium options," with Milton Keynes thought to be a likely temporary venue for Spurs, after representatives from the club visited

the 32,000-seat Stadium mk for the recent Capital One Cup clash between MK Dons and Manchester United. Other options include rotating between Wembley, the Olympic Stadium and Stadium mk, depending on the fixture schedule and availability of the grounds.

Earlier this month, Queens Park Rangers football club encountered similar problems, with a local car dealership refusing to move in order to make way for the club's proposed new stadium.

For the Tottenham development, the club says Archway Sheet Metal Works

and the Josif Family have challenged the decision, which will now go to the High Court, meaning for the 2017-2018 season at least, the club will be without a home.

Details: <http://lei.sr?a=c4P3N>

### Fitness First moves to hasten rebrand project

Fitness First will double the pace of its UK and Australia club transformation programme – citing encouraging business results – as the gym chain bids to ignite a roaring recovery.

The company is reporting the first growth in UK membership since 2009, with revenues up by between 5 to 15 per cent in each of the 19 UK clubs to have been rebranded so far this year, prompting the decisive march forward. As a result, 66 UK clubs and 50 clubs in Australia will be transformed by the end of 2014.

*Continued on back cover*

### Center Parcs chief forms consultancy

Don Camilleri, director of construction for Center Parcs, has left the UK holiday village company to start his own consultancy firm called Hospitality and Leisure Concepts.

Known for his work with Center Parcs to produce and evolve the five separate Center Parcs within the UK, Camilleri is hoping to branch out and advise a new variety of clients, while still providing support to the leisure village enterprise when needed. The new consultancy has already gained several clients, including Corinthia Hotels, for which Camilleri is a non-exec director on its QP Management arm board.

After completing the latest Center Parcs Woburn Forest, with a multi-sensory Aqua



Camilleri worked at Center Parcs for 28 years

Sana spa, Camilleri is looking for a new challenge. "I've perfected five Center Parcs villages and I believe someone else can take the reins and go further," he told *Leisure Opportunities*.

Details: <http://lei.sr?a=f3Z9C>

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## SPORT

# EPL clubs splash £835m on transfers

The collective buying power of English Premier League clubs remains unrivalled in world football, making the competition the richest football league in the world.

Heading into the last day of the 2014 summer transfer window (1 September), analysis by Deloitte showed that gross transfer spending by EPL clubs had already reached £780m – surpassing last year's previous record by more than £100m. After all business was concluded, the total figure reached £835m.

The amount spent by EPL clubs dwarfed the money dished out by rivals in the Spanish La Liga, with most of the £450m paid out by the league's two giants, Barcelona and Real Madrid. In total, EPL clubs spent more money on summer transfers than all the clubs in the German Bundesliga, the French Ligue 1 and Italian Serie A put together.

Dan Jones, partner at Deloitte's Sports Business Group, commented: "It has so far seen a higher level of spending than in any



Angel di Maria's move to Manchester United was an English record

previous window, with a new record gross spend in a single window for a single Premier League club, and has included a record transfer fee for an individual player in English football (Angel di Maria to Manchester United).

Jones added that there are a number of factors contributing to this summer's massive spend, including the showcase for global talent a World Cup provides. Details: <http://lei.sr?a=m7W2M>

## Teenage girls put off sport by 'ugly' PE kit

Almost half of UK 16-year-old girls say their fondness for sport and activity is being hampered by having to wear their school PE kit, according to newly-published research.

A study carried out by Virgin Active to support its Active Inspiration campaign found that 39 per cent of girls, rising to 46 per cent among 16-year olds, said they enjoy being active but hate the PE kit. Meanwhile, 48 per cent of girls admit to making up excuses to get out of PE lessons and 28 per cent of 16-year old girls say that they avoid sport as wearing their PE kit makes them feel ugly.

The findings follow a recent cross-party parliamentary report that concluded a number of reforms must take place to make school sport more accessible to girls, and are the latest in a long line of studies outlining the barriers that conventional PE lessons pose to young females.

To tackle the issue of 'ugly' PE kits, Active Inspiration campaign partners the Women's



Changing the traditional PE kit could have a big impact on participation

Sport and Fitness Foundation (WSFF) and Virgin Active have teamed up with designer Lexie Sport and a group of girls from Isle of Portland Aldridge Academy, where PE kit has been a barrier to girls taking part in physical activity. The girls were challenged by Lexie Sport founder Lily Rice to create their perfect PE kit, before choosing a winning design by 13-year old Emily Marshall. Details: <http://lei.sr?a=D7Q2D>



## York's £37m stadium is good to go

Work on a £37m sports stadium to house both York City Football Club and the York City Knights Rugby League team is set to start in May, after more than a year of delays, from plans which originally date back to 2009.

The 8,000-seat stadium – designed to easily expand to 12,000-seats should the need to increase capacity arise – is scheduled to be built within a timeframe of 18 months. The stadium is due to open in late Q3 2016.

A consortium led by Greenwich Leisure Ltd (GLL) has been awarded a contract by City of York Council to oversee and build the new development, which will also include a swimming pool, gym and several artificial football pitches.

Also being constructed as part of the development are a number of retail outlets, including stores from Marks and Spencer and Next on the 339,000sq ft (31,494sq m) land area. The Council is investing approximately



There have been plans to build a new stadium in York since 2009

£8m into the project, with the rest of the funding coming from grants and revenue generated through commercial developments.

Work was due to start on the project earlier this year, but a combination of unseasonably cold weather and the discovery of great crested newts – which are a protected species under Schedule 5 of the Wildlife and Countryside Act 1981 – led to lengthy delays.

Details: <http://lei.sr?a=z2T2h>

## Large golf resort planned for outskirts of Edinburgh

Planning consent has been granted for a hotel and leisure development on the edge of Scotland's capital Edinburgh – the latest project in what is fast-becoming a mini-boom for the nation's golf course sector.

The deal sees a consortium of British businessmen put its weight behind a development of almost 500 acres on the outskirts of the Scottish capital. The development will include a 240-bed-room resort hotel and a championship golf course designed in conjunction with golfing legend Sandy Lyle, who says the high-profile development has the potential to rival any golf course in Scotland.

Details: <http://lei.sr?a=z8W4P>



Boggis has impressed with her work in government

## Boggis appointed Sport and Recreation Alliance CEO

Emma Boggis has taken up the role of CEO for the Sport and Recreation Alliance, replacing interim CEO Sallie Barker.

Prior to her appointment, Boggis was non-executive director for the British Paralympic Association and head of the government's Olympic and Paralympic Legacy Unit.

Boggis has also held roles as private secretary to David Cameron, deputy head of mission and political counsellor with the Foreign Office, and deputy director of social policy and legislation for the Cabinet Office.

In her role as CEO, Boggis will take over all responsibilities for delivering and shaping the direction of the Sport and Recreation Alliance, aiming to keep the organisation in the centre of the UK sports sector.

"We are really pleased that Emma will be joining us to take the Alliance forward with our plans to continually modernise our services and be an effective voice for the sector," said Andy Reed, Sport and Recreation Alliance chair. "Emma has a proven track record in her work with the Legacy Unit and has impressed with her insight and experience. Details: <http://lei.sr?a=S6h2c>

## Manchester United posts record revenues

Manchester United Football Club's poor start to the post-Ferguson area on the pitch doesn't appear to have hampered the club's finances so far, after it reported record revenue of £433.2m in the year to the end of June.

Despite a disappointing campaign under David Moyes, finishing seventh in the Premier League last year, the club turned a "core profit" of £130m thanks to TV rights, merchandise sales, matchday

revenue and competition bonuses. However, this year is expected to be a slightly different story, with the club absent from the lucrative Champions League for the first time in 20 years.

United forecasts that revenue and profit will fall in 2014-15 as a result – down to £395m and £95m respectively – while it remains unclear how the high-on £200m spent in the summer transfer market will affect the club's books.

Executive vice chair Ed Woodward was quick to talk up the results and suggested the appointment of Dutch manager Louis van Gaal – in place of Moyes – would lead to a reversal in the Manchester club's on-field fortunes.



The Old Trafford club benefited from being league champions in 2013/14

"We are very proud of the results achieved in fiscal year 2014 as we once again generated record revenues," said Woodward. "With Louis van Gaal at the helm as manager, and the recent signing of some of the world's leading players to further strengthen our squad, we are very excited about the future and believe it's the start of a new chapter in the club's history."

"Louis' footballing philosophy fits very well with Manchester United and he has an impressive track record of success throughout his career, winning league titles with every club he has ever managed."

Details: <http://lei.sr?a=t4q9r>

### Olympic champion Trott joins Matrix cycling team

Laura Trott, one of the superstars of the London 2012 Olympics, has joined the Matrix Fitness – Vulpine cycling team.

As well as the sporting prowess Trott offers, Matrix Fitness MD Jon Johnston believes there is “no better person to inspire youngsters to get active”. Trott, the current British road race champion, will join the team at the start of 2015, with Matrix Fitness – Vulpine recently announcing plans to register as a UCI professional team next year.

Johnston said Trott was both an ambassador for cycling and a role model for young people who “shared many values and objectives” with Matrix Fitness. Details: <http://lei.sr?a=V5V8A>



Co-founders Ward (left) and Neil Harmsworth

### PayasUgym launches new Fitness Marketplace service

Online gym pass provider PayasUgym has launched an innovative new Fitness Marketplace enabling customers to search and choose gym passes, fitness classes and memberships from more than 2,000 gyms and health clubs across the country.

Described by the company as ‘a UK first’, the PayasUgym Fitness Marketplace provides a ‘shop window’ for gym operators to promote the services they offer. In addition, customers can read hundreds of thousands of independent gym reviews which have been left on the PayasUgym website to help them make their decision. Until now, potential gym users have relied on time consuming multiple web searches of gym operators own websites to find and locate the services they require.

PayasUgym CEO Jamie Ward said: “The launch of our marketplace means we now provide customers with a genuine ‘one-stop shop’ to find and compare local gyms, and in doing so we provide gym operators with an innovative solution to market their products and attract new customers.” Details: <http://lei.sr?a=w7S9m>

## Industry to rally for Fitness Day

An industry-wide coalition of physical activity advocates is urging Britons to lace up their trainers and get moving on Friday 26 September as part of National Fitness Day – the largest celebration of physical activity in the UK.

Founded by the énergie Group, ukactive is now co-ordinating the day, which will see thousands of people don their exercise gear and flock to gyms, health clubs, leisure centres and parks around the country to take part in free ‘Power Half Hour’ exercise events.

Les Mills, Better Gyms, British Military Fitness, Club Company, Energie, Everyone Active, Fitness First, Lifestyle Fitness, Gym Group, Places for People, Pure Gym and Spirit Health Clubs are just some of the major fitness providers inviting the public to try a variety of free sessions at more than 1,000 sites – from indoor cycling, exercise to music classes and swimming to yoga, boot camp and pilates. More venues are joining daily and are searchable through the digital activity finder at [www.nationalfitnessday.com](http://www.nationalfitnessday.com).



Fitness sessions will be taking place across Britain on 26 September

“We’re a nation that just sits down too much. There’s a multitude of reasons for that, but right at the top of the list are lack of accessible opportunities to exercise and lack of motivation,” said David Stalker, CEO of ukactive and director of National Fitness Day. “The initiative is about removing the barriers by making physical activity enjoyable and open to anyone through free sessions, on their doorstep. If National Fitness Day can inspire people across the UK to move even just a little bit more, then we’re on our way to a happier, healthier nation.” Details: <http://lei.sr?a=D4b8N>

## Treharne: Indie gyms should lobby local MPs

The Gym Group CEO John Treharne has highlighted the role individual MPs can play in lifting physical activity up the political agenda, noting that lobbying local representatives can be an effective means for independent gyms to be heard.

With less than a year until the next general election, Treharne said it is important that politicians recognise the role that the health and fitness industry has to play in reducing the strain on the NHS, noting that now is a pertinent time to reiterate the compelling case for physical activity.

“The UK’s health crisis is placing a massive burden on the NHS and it’s a pity that the government doesn’t do more to support the physical activity sector – be it through reducing VAT on gym memberships, or incentivising employers to subsidise fitness programmes,” Treharne told *Leisure Opportunities* in a recent interview.

“It will certainly be interesting to see whether any of the major parties offer policy support in their upcoming manifestos.

Treharne said the fragmented nature of the UK gym sector – estimated to comprise 6,000 gyms, but with the majority operating in silos



Treharne believes local MPs have a key role to play

– means it’s important for discussions to happen both at government and local level.

“I think on a national scale, ukactive is an effective representative of the major players in the health and fitness industry, but 80 per cent of UK gyms are small independents, making them very difficult to mobilise,” he added.

“For these businesses, I think lobbying local MPs to get behind physical activity is the most effective way to spread the message and ensure policymakers take note.” Details: <http://lei.sr?a=g2P2u>



## UK cycling more popular than ever

Cycling in the UK is more popular than ever, with a 14 per cent increase in bike sales over the last five years causing the market to grow from £639m in 2008 to £754m in 2014, according to research.

To commemorate National Cycle to Work Day (4 September), market research company Mintel recently produced a raft of statistics spotlighting the spread of cycling across the UK.

In the year that saw Yorkshire host the start of the Tour de France, participation has grown across the country with 35 per cent of adults describing themselves as cyclists and a further 31 per cent say they would consider cycling in the future. As has been evidenced in cities like Bristol, the number of people community on two wheels has also increased, with 28 per cent of current cyclists in the UK saying that they usually ride to their place of work, up from 25 per cent who said the same in 2013.

With its vast network of cycle lanes and hire bikes – and two new superhighways potentially on the way – London is unsurprisingly



Inner and Greater London remains the most popular place to cycle

the UK's busiest city for cycling, with 45 per cent of the Inner and Greater London population identifying themselves as frequent cyclists.

But safety concern is still the biggest barrier to wider participation. Nearly 40 per cent of the public believe cycling would be safer in towns and cities if cyclists were separated from other traffic, while 32 per cent of adults believe it's too dangerous to ride a bike on the road, suggesting the 19,000 deaths or injuries from cycling on UK roads last year loom large in their minds. *Details: <http://lei.sr?a=z9m3M>*

## Brain could be retrained to favour healthier foods: study

The brain could potentially be retrained to prefer healthy foods, helping people with weight loss and healthy eating plans, according to a small-scale pilot study published in the journal *Nutrition & Diabetes*.

Conducted by researchers at the Harvard Medical School and other research centres in the US, the study observed how the brain's reward system responds to healthy and unhealthy food. The research looked at a part of our brain that seemingly gives us rewards by releasing chemicals such as dopamine in anticipation of our consumption of food. The scientists have recommended further research be carried out.

*Details: <http://lei.sr?a=N3A9u>*



Users are treated to gifts after hitting goals

## Olympian Kate Haywood heads into fitness

Double Olympic swimmer Kate Haywood has swapped the famous rings for REPs by embarking on a new career as a fitness instructor.

Former BBC Young Sports Personality of the Year Haywood – who represented Team GB at the Beijing 2008 and London 2012 Olympic Games – has launched Straightline Energy fitness sessions, which will be held across a number of parks in Wandsworth, London.

Haywood has taken her knowledge of fitness and nutrition from her days as an Olympic athlete and, having qualified as a REPs trainer, developed an extensive training programme to get Londoners fit and healthy. The sessions are designed to challenge and push those who are either new to fitness or seeking to reach new goals. They cover strength, speed, endurance, aerobic and anaerobic training.

"We saw an opportunity to create a fitness training programme that can bring



Haywood was Britain's leading female breaststroke swimmer for a decade

Olympic-style training to residents in South West London," said Haywood.

"The sessions are designed to get people outdoors and really challenge themselves; being trained by an Olympic athlete gives people access to a level of expertise and professional quality of training that is not readily available to amateur athletes or those embarking on a fitness regime for the first time."

*Details: <http://lei.sr?a=h7G9W>*

## RunKeeper to reward users with gifts for fitness feats

Fitness tracking application RunKeeper has partnered with mobile reward service Kilp to give users gifts and brand samples when they reach their exercise goals.

The offering comes as a number of technology producers turn to the carrot and stick method for motivating fitness enthusiasts and people looking to lose weight.

For example, Pavlok's fitness tracking device will soon look to shock users with a buzzer, give away their money or shame them on social media if they fall back into bad workout habits or fail to get out of bed.

The latest move from RunKeeper will see users receive a pop-up congratulations message and the opportunity to click-through to redeem their gift when they achieve certain goals. Initially the service will see 10 gifts and rewards offered, with smartwatch maker Pebble, Quaker Oats and P&G's Secret Deodorant among the first brands to join the programme. Also included are song downloads sponsored by specific brands, which users can unlock when they achieve certain personal landmarks. *Details: <http://lei.sr?a=W7f7P>*

## Forced investment from allergen rules is also an opportunity



**UFI IBRAHIM**

is chief executive officer of the British Hospitality Association

Just in time for the 2014 Christmas party season, every UK food vendor will have to accurately track, record and communicate to the public 14 of the most common foods to cause allergic reactions. This applies to cafes, canteens, restaurants, hotels, pubs, take-aways, motorway service stations, festival caterers, schools, hospitals and prisons. In fact, anywhere that food is eaten out of home. When you consider that some eight billion out-of-home meals are served every year, the enormity of the task quickly becomes clear.

The introduction of new Allergen Regulations on 13 December 2014 is mandatory for all EU member states.

The British Hospitality Association estimates the cost of implementing the new allergen regulations for businesses will be between £90-150m per year on sourcing and management processes, adapting menus and websites and training staff. To support businesses, the BHA has created a Guidance Toolkit, designed to help hotels, restaurants and caterers understand and implement the new regulations and minimise implementation costs for the business. The Toolkit will be supported by a series of Regional Workshops and its aim is to minimise the cost and impact of the regulations for food vendors, and offer guidance and support to all BHA members.

While some food vendors may view the new regulations as excessive, this EU legislation is binding for all member states. It is designed to ensure that food businesses can confidently inform their customers about food allergens so that customers are able to make informed choices about what to eat.

Hospitality, as an industry is continually striving to attract bright new talent and achieve its vision of shaping the future of hospitality and tourism as a driver for international competitiveness and economic growth. It must therefore be devoting both time and energy into training its staff, continually evolving and raising its standards. Only by investing and training our workforce will we become a world class industry. Understanding and implementing the new allergen regulations is a good start.

## HOTELS

### WHG snaps up Manchester's Lowry Hotel

Manchester's Lowry Hotel – currently thought to be home to several of Man United's expensive summer signings – has been bought by Westmont Hospitality Group (WHG) and its investment partner Mount Kellett Capital Management for a reported £40m.

Newly-arrived United stars Marcos Rojo, Radamel Falcao, Louis Van Gaal, Daley Blind and Angel di Maria have all been photographed at the five-star hotel in recent weeks, which was sold by Rocco Forte Hotels in early September.

WHG – which has strategic alliances with renowned hotel brands including Intercontinental, Fairmont, Leading Hotels of the World, Hilton and Marriott – will now operate the site, but it is to retain the existing senior management team.

A spokesperson for the hotel group told *Leisure Opportunities* that the 158-room Lowry would now be subject to a refurbishment programme, which will see improvements made to the suites, foyer and reception area. They



New star striker Falcao is believed to be among the hotel's inhabitants

were unable to confirm the reported selling price for the hotel – which opened in 2001.

Speaking after the sale, Sir Rocco Forte said: "I am very proud that we created the Lowry as a first-class hotel in 2001 with an outstanding team and, in the process, played a role in the renaissance which Manchester has enjoyed in recent years. I wish the team at the Lowry, its customers and its new owners the very best for the future." Details: <http://lei.sr?a=W7r6R>

### Accor purchases 13 UK hotels

French hotel group Accor has spent £71m on acquiring 13 UK properties as it looks to gain ownership over the hotels it currently leases.

The transition away from the often-popular asset-light strategy deployed by other hotel groups comes as the business looks to set about re-structuring under the guidance of new chief executive and chair Sébastien Bazin.

The group will now feature two main divisions, its HotelInvest sector, which will

act as a property investor, while the other will be known as HotelServices, with a designated role of running hotels and managing brands.

Accor, well known for its Ibis, Novotel and Mercure hotel brands, has purchased the 13 hotels from investment group Tritax.

"These transactions demonstrate Accor's ability to act swiftly in implementing the strategy announced nine months ago," said John Ozinga, chief operating officer of HotelInvest.

"It's an important step forward in the significant restructuring that we are leading in HotelInvest, fully aligned with our objectives



The move goes against the standard hotel operator 'lease strategy'

which include creating value by optimising return on capital employed, while strengthening our position as the largest owner of economy and midscale hotels in key European markets."

The group's acquired portfolio, which includes 12 Ibis and one Ibis budget hotels, represents 1,194 rooms across the UK.

Accor's entrance into UK ownership comes as hotel rival Kempinski has announced it will be temporarily without a presence in the UK, after its contract ended for The Stafford London, currently owned by Britannia Hospitality. Details: <http://lei.sr?a=z7r5y>



# DON'T MISS THE HEALTH CLUB AWARDS AT LIW!



The 4th annual **MEMBERS' CHOICE Health Club Awards** take place on 30th September on the first night of LIW where the best clubs in the UK will be honoured once again.

Make sure you don't miss out on the passion & excitement at this prestigious event.

**BOOK YOUR TICKETS NOW AT**  
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## LEISURE INDUSTRY WEEK

30 September - 2 October 2014  
NEC Birmingham, UK

### A breath of fresh air in the outdoor arena

Fitness is moving into the great outdoors, and the LIW show floor will once again be extending its presence outside.

HAGS SMP will be launching its new outdoor Fitness Range, Trinity Cycle, whilst Parkour Generations will be showcasing its high flying skills, as well as an exciting new range of diverse workouts.

The Playbus Company will be displaying its double decker buses, which convert into comprehensive mobile play centres, whilst Innovative Leisure is going to be on hand to discuss every aspect of its comprehensive product range.

### BALPPA comes back to play at Leisure Industry Week

The British Association of Leisure Parks, Piers and Attractions (BALPPA) will be bringing an exciting line-up to LIW this year for members, with events including an extensive seminar programme, two free lunches and an exclusive BALPPA reception at Drayton Manor Park.

There will be a number of seminar highlights and these include BALPPA CEO Paul Kelly talking about effective public relations (PR) when a disaster strikes and Indoor Play guru Neil Scot hosting an interactive session where he'll discuss new ideas and innovations in the FEC sector.

### Parkour Generations set to launch MOV' at LIW 2014

New to LIW this year, Parkour Generations will be on stand H684, in addition to holding demonstrations in the outdoor area to showcase 'MOV', its revolutionary new small group training programme.

Split into Circuit MOV', Flow MOV', JumpMOV', BalanceMOV' and TribalMOV', each programme offers a natural method of bodyweight exercises that encourage people to step outside of their comfort zones and use the fundamentals of movement in a fun, accessible environment to improve their levels of fitness and wellbeing.



Ryan Damon is uniquely positioned to offer insights into what the future holds for group training

## Explore the evolution of group training

Across from the States for LIW, Ryan Damon, TRX's senior commercial business director, will be hosting an education seminar on both Tuesday and Wednesday in Theatre 1 to discuss the evolution of group training.

As one of the industry's pioneers in small group training, TRX has created a formulaic approach to launching and sustaining a successful fee-based group training programme

for leisure facilities of all shapes and sizes.

Ryan draws on a wealth of knowledge having worked in the fitness industry – and specifically in the group training space – for well over a decade, to talk through the key points for maximising retention, attracting new members, increasing revenue and building a stronger training culture at your facility through small group training.

## Life Fitness theatre to see industry experts lead series of topical sessions

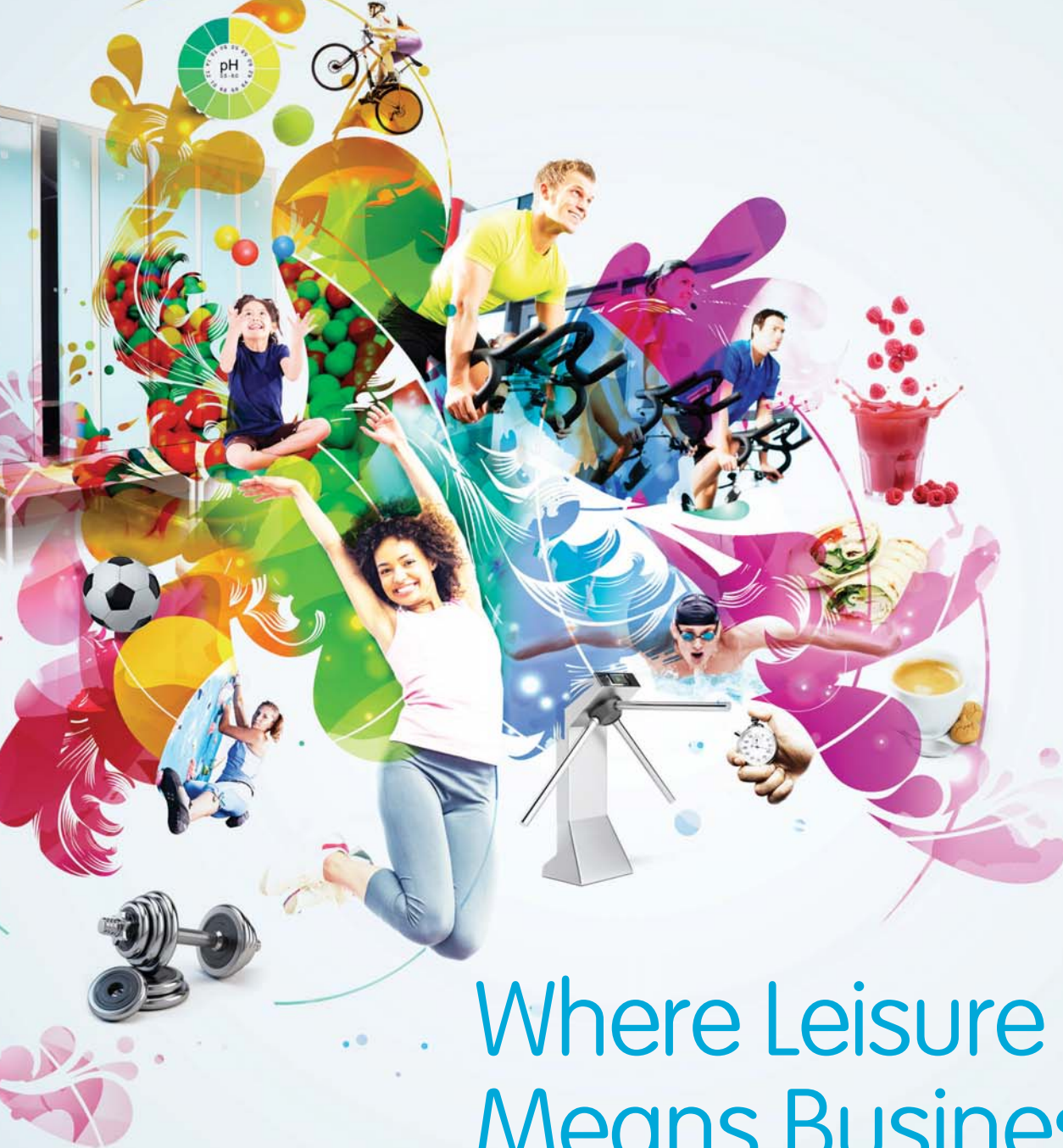
This year's keynote theatre is sponsored by Life Fitness and will host exclusive sessions on the latest industry topics. On Tuesday, retention guru, Paul Bedford, will review retention strategies operators can make; Keith Smith from KLS Limited will define small group training and its importance in the member journey and Stuart Stokes, from Refer-All, will present real data on services and trusts successfully delivering public health interventions.

Leon Rudge, technology solutions manager at Life Fitness, will start the Wednesday sessions discussing how technology impacts our industry, followed by Nick Mennell explaining how to create experiences that inspire exercisers and another session from Keith Smith, this time exploring the personal trainer experience. Wrapping up the Thursday sessions will be Unique Results' James St Pierre, outlining the seven habits of successful gym owners.



Leon Rudge will be speaking about technology





PLAY

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## Closure of Leeds spa blamed on daily deals websites

The UK's first five-star women-only spa – which opened in 2005 – has closed, citing daily deal websites and increased competition as reasons for its demise.

Developed by the County Durham-based Ebac Group – a European manufacturer of bottled watercoolers and domestic dehumidifiers – the 4,800sq ft (446sq m) Waterfall Spa was located at the Brewery Wharf development in Leeds city centre.

“Over the past three years the spa business has changed dramatically and the combination of daily deal sites and increased competition has made the business unviable,” said a statement on the spa's website.

Details: <http://lei.sr?a=h2e7z>



Further Lounges are planned at major airports

## Yoga pilot scheme added to Heathrow spa experience

Global airline alliance SkyTeam's Exclusive Lounge, which opened in 2009 at London Heathrow Airport's Terminal 4, is offering a two-month yoga pilot project to customers on any of its 13 member airlines.

This scheme builds on SkyTeam's existing 1,600sq ft (149sq m) relaxation facilities at Heathrow, including a wellness centre that offers spa treatments, an oxygen bar, three full-body massage chairs, five showers, a green botanical wall featuring more than 60 different species of plants, four day-beds, two VIP meeting rooms and a wine bar.

The pilot yoga studio “will have yoga mats and a video showing a series of easy-to-follow sequences,” according to SkyTeam.

“Behind the design concept of each SkyTeam Exclusive Lounge is a focus on our customers' wellbeing, taking them away from the hectic airport terminal and into a tranquil environment,” said Fatima da Gloria, brand and communications director of SkyTeam. “Yoga is renowned for improving the mind and body through its focus on stretching and breathing.”

Details: <http://lei.sr?a=d2q7K>

## P&O cruise floats wellness concept

Set to join the P&O fleet in March 2015, the greatly anticipated 1,082ft (330m) cruise ship Britannia, which is 20ft (6m) longer than the Eiffel Tower, will boast expanded wellness offerings at sea.

The ship has 15 public decks for a maximum of 3,647 passengers and 1,400 crew members, in addition to a signature Oasis Spa, alfresco terrace bar called The Retreat, plus the first Oasis Villa, salon menu and spa shop.

The Oasis Spa – to be operated by Steiner Leisure – will feature a hydrotherapy suite with heated loungers, waterbeds, salt cave, hydrotherapy pool providing reflexology, massage jets and air recliners. Product lines available at the spa have been added to the menu to include Elemis, La Therapie, Phyto, Bliss and Sebastian. The new spa shop will stock retail products from these companies.

The salon blowout menu, which includes blow dry, hair styling and makeup application, will be available at the ship's hair salon.



Britannia's maiden cruise leaves Southampton on 14 March 2015

Britannia will also have four pools as well as a gym and dedicated sports space called The Arena for short tennis, cricket or football.

A total of 13 dining experiences will be open to passengers, plus a chance to join P&O's newly developed Cookery Club where cooking classes are delivered by leading chefs, such as British chef James Martin. Details: <http://lei.sr?a=e8e8j>

## Franz Linser joins GSWS board of directors

Plans for the new £25m St Michael's Spa & Wellness Resort in Falmouth, Cornwall, have taken a step further forward having been given unanimous approval by the Falmouth Town Council Planning Committee.

Having met with the current St Michael's owner and project developer Nigel Carpenter, the council has agreed on the plans on the basis that a layer of car parking and four eco lodges that were originally planned for the site are removed.

The plans are now to be put forward to Cornwall Council, which will make a final decision in early November. The Poynton Bradbury Wynter Cole-designed project would see the existing St Michael's hotel and spa facility become part of a larger development using the site of the former Falmouth Beach hotel.

The new destination spa will house seven treatment rooms, a beauty salon, swimming pool, relaxation areas and a new conservatory.



Falmouth Town Council Planning Committee has backed the project

Other facilities housed at the site include a hydrotherapy pool, sauna and steamroom, experience rainforest showers, relaxation areas, an outdoor Finnish sauna and a spa café with spa gardens. In terms of hotel facilities, there will also be 30 new hotel suites and 51 ocean-facing apartments. There are also plans for restaurants, retail facilities and a health club. Work is hoped to start next year and will last for 18 months. Details: <http://lei.sr?a=g4A5B>



## Halal summit to spotlight trends

This year's international Halal Tourism Conference in Europe will launch an index of Muslims' travel habits and current trends, shining light on a market said to be worth millions to the UK tourism industry.

The conference – which takes place in Andalucia, Spain, from 22-23 September – will unveil the *Muslim Travel Index Europe 2014* which uses travel research from residents from the United Arab Emirates, Saudi Arabia and Malaysia to outline current travel preferences and perceptions among Muslim communities.

According to the latest figures, the halal tourism sector was worth £84bn in 2013, representing around 13 per cent of global travel expenditure, and this figure is expected to reach £193bn by 2020. In London, there are around 13,400 Muslim-owned businesses, making up 33.6 per cent of the total SME's in the capital.

Meanwhile, recent research produced by UK tourism agency VisitBritain found that Middle Eastern visitors are the biggest shoppers of all UK inbound tourists, noting that the average visit from a Kuwaiti citizen delivers £4,000 to the UK economy, compared to the £343 spent by the average French tourist.

"The recent *Muslim Travel Index Europe 2014*, which surveyed tourists from Malaysia, Saudi Arabia and UAE who travel to Europe, revealed that 93 per cent said it was important that the country they travelled to caters for a halal



The halal tourism sector was worth £84bn in 2013

lifestyle," said Tasneem Mahmood, director of Birmingham-based event organisers CM Media.

"This shows the demand is there and it means that UK companies can plug that demand. We predict that supplying the halal tourism market could potentially be worth millions of pounds to UK businesses."

The two-day conference will host around 500 delegates and exhibitors from the Middle East, Far East and Europe, including those currently active in halal tourism and countries looking for help to break into the sector.

Speakers due to appear at the event include Kempinski Hotels VP for IMEA development Chris Nader, Indonesian tourism ministry DG Esthy Reko Astuti, as well as co-founder of *HalalBooking.com* Elnur Seyidli. Details: <http://lei.sr?a=v8c2V>

## London: Most expensive EU city for culture

A visit by two people to an art gallery, a museum, a heritage site, the opera, the ballet and a classical concert in London will cost £256, making it the most expensive city for culture in Europe, according to a recent survey.

The research – conducted by Post Office Travel Money – looked at 12 of the top European travel destinations, with London coming out higher than the likes of Paris, Rome and Vienna.

Paris and Barcelona were second and third at £251.56 and £241.58 respectively, while Warsaw was by far the cheapest destination, with a culture trip costing a mere £63.40.

The survey said prices were high in London despite the fact a lot of major museums in the capital are free, though even with this amendment, two tickets for the Royal Ballet in London cost £91, while a pair of tickets to the opera would set people back £117.50, keeping London in the top four regardless.

By contrast, two tickets to the ballet in Warsaw would cost £20.13, with an opera ticket



A day of culture will set London visitors back £256, says the study

coming in at the same price. While London was deemed the most expensive of the 12 European cities surveyed, culture costs have actually seen a drop of 21 per cent since 2009. Culture prices in Rome and Vienna were also down by 36.1 per cent and 27.3 per cent since 2009 respectively, while costs in Amsterdam jumped 37.3 per cent. Details: <http://lei.sr?a=K5e2J>

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## RAF Museum invites entries for revamp competition

A competition has been launched to find a landscape design team for the RAF Museum's highly-anticipated revamp. The attraction is undergoing a £23m renovation as it builds up to the centenary celebrations of the Royal Air Force in 2018.

The winning team will help achieve the master plan designed by architecture firm Wilkinson Eyre in 2011. The four-phase renovation of the site in Hendon, London, is known as the Centenary Programme and includes: refitting of the 1915 factory, due to be completed in December; restoring public-use 1931 buildings by 2016; creating a new exhibition and entrance by 2016; and refitting the hangar with a visitor centre and exhibits by 2017. Details: <http://lei.sr?a=a3k5y>



The copper cladding is a nod to the distilling process

## Beefeater Gin launches visitor centre in London

British brand of London Dry Gin, Beefeater, has recently opened its new visitor centre and exhibition space in London.

Following a competition held in 2008, Lee Boyd Architects and Four-by-Two design consultants made the winning bid to construct an extension that has tied two of the Beefeater sites' original buildings together; creating a new point of entry and allowing visitors to move freely inside the distillery without interrupting its daily routine.

Designed to immerse the visitor in the story of gin and the history of London, the centre now features a retail space, as well as several interactive exhibition galleries where individuals can learn about gin's dark beginnings and the history of the Beefeater brand.

This is followed by the Still Room – where the visitor discovers the production process – and has a small sample of the end result at a sleek new gin bar. The outside of the new extension is clad in undulating copper-coloured cladding, giving a nod to not only Beefeater's traditional copper distilling process, but also the surrounding industrial heritage. Details: <http://lei.sr?a=s8R6k>

## Council backs Robin Hood attraction

Plans for a Robin Hood-themed attraction in Sherwood Forest are still very much alive, despite the public collapse of a £13m deal earlier this year.

Nottinghamshire County Council (NCC) has said it is still fully committed to building a visitor centre by 2017 "in order to do justice to the legend of Robin Hood", with investors in the project still reportedly very interested in making the idea become a reality.

The multi-million pound visitor attraction was due to open in Q1 of 2015, but in June, NCC pulled a



NCC wants to 'do justice to the legend of Hood' (played here by Russell Crowe)

deal it had with Discovery Attractions, citing failure to secure enough funding for the project, despite the fact Discovery attested it had secured £60m of funding pledged from a range of overseas and UK investors.

With multiple interested parties, NCC has said a formal process of finding a new external partner for the visitor centre development will start soon, though Discovery Attractions

has previously stated it would build the attraction "with or without the council's backing."

"Following the launch of the formal tendering process in late October, we are now aiming to secure a partner organisation by the summer of 2015, with a view to the new attraction being open at some point in the summer of 2017," said NCC's Steve Bradley. Details: <http://lei.sr?a=A3G8y>

## Inverness could house new science attraction

Inverness could become home to a science-themed visitor attraction to help educate and develop careers in the sector, as the Scottish city seeks to build on the announcement of a planned Science Skills Academy.

Despite details remaining scarce, *The Inverness Courier* reports that part of the facility's funding has already been agreed for the project, with a number of locations now being considered across the city.

Complementing the proposed Highland Science Skills Academy, which recently secured £150,000 in funding, the science-themed attraction would be used to draw additional visitors to the city, while also helping to deliver an impact on the development of certain scientific careers.

"We are working with partners at the moment to bring a large scale multi-million pound investment to the city centre, which will stimulate public interest and provide a welcome economic boost for the city centre," said Highland Council leader Drew Hendry.

"It will be cutting edge and a game changer in the public's perception of science. It is



The attraction is expected to be built in the city centre

highly ambitious and in my view will bring a lot of excitement to the city centre. We are currently at the very early stages of discussing and developing this and are trying to lever in funds from outwith the Highlands."

It is thought that jobs will be created as part of the visitor attraction, with additional office space for science and technology companies also being suggested for the development.

Given that space in the city centre is limited, the facility could potentially be housed inside, or in place of, an existing property. Details: <http://lei.sr?a=W7B8p>





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22 squadrons were at the base during WW2

## RAF site may transform into mixed-use development

North Lincolnshire Council has reportedly submitted a last-gasp bid to buy RAF Kirton, with plans for a major new business, housing and leisure development it says will create thousands of jobs.

The 305-acre site is being sold off as personnel have been relocated to nearby RAF Scampton and the local authority has placed an undisclosed bid for the land, the *Scunthorpe Telegraph* reported.

The deadline for bid for the site – which opened as an airbase in 1916 and played a key role in WW2 – was noon Friday 29 August, with the sale to the successful bidder to be completed by the end of September.

“We are in the final stages of completing the documentation required to bid for the whole camp,” North Lincolnshire Council leader Liz Redfern told the paper.

“If successful, the council will merely act as an enabler to secure this site for local people to create employment. We will then seek partnerships to develop the employment sites and housing development. We could have the potential to develop a site that would deliver employment and homes and leisure activities for our residents for years to come.”

Details: <http://lei.sr?a=h3c4H>

## Contracts exchanged for Swindon's Regents Circus

UK Commercial Property Trust (UKCPT) has exchanged contracts to acquire the Regent Circus leisure development in Swindon for £40.5m from Ashfield Land.

The Regent Circus project is in the process of being created and will be home to an array of leisure and retail facilities, anchored by a six-screen Cineworld cinema and a Morrison's supermarket.

Set out over 97,000sq ft (9,011sq m), the leisure development is being viewed as a catalyst for further regeneration of the Wiltshire area, with 94 per cent of facilities on offer coming under a pre-let status.

The deal will conclude later this year with the leisure element set to open in early 2015. Details: <http://lei.sr?a=A6G2T>

## £30m Feethams leisure development underway

Work on Darlington's long-awaited £30m Feethams leisure development is due to begin by the end of September, with developer Terrace Hill announcing that funding is now in place to progress with the full construction of the project.

The development is to feature a nine-screen multiplex Vue Cinema, an 80-bedroom Premier Inn and a number of restaurant chains. Among the restaurants and eateries present will be a Hungry Horse offering from pub giant Greene King.

Funding for the Niven-designed project was expected to come from outside investors, however Terrace Hill recently merged with fellow developer Urban and Civic to raise £120m on the Stock Exchange. As a result, Terrace Hill



The developers are planning an opening date for late 2015

now plans to build and finance the project for its own portfolio. The council believes the impending start proves developers have faith in Darlington and its ability to serve as a profit-maker for both local businesses and investors. Details: <http://lei.sr?a=X5D5D>

## Foster joins row over 'Boris Island' airport

Lord Norman Foster – whose architecture practice was behind designs for the 'Boris Island' airport discounted by the Airports Commission – has become the latest high-profile figure to vent frustration over the decision.

The panel set up to decide on the best way to increase air travel capacity around London concluded that the Foster + Partners-designed proposal for a new four-runway airport in the Thames Estuary had “substantial disadvantages that collectively outweigh its potential benefits.”

The Tourism Alliance appeared to be the voice of reason in the aftermath, with policy director Kurt Janson noting it was important to: “Respect the process and not turn the Commission's finding into a political football, as this will simply delay the development of additional capacity.”

For his part, mayor of London Boris Johnson – whose vehement support of the project prompted the 'Boris Island' moniker – was less phlegmatic. He blasted the Airport Commission's “myopic” decision and said its report would be consigned to the “long list of vertically filed reports on aviation expansion that are gathering dust on a shelf in Whitehall.” Now Lord Foster – one of the world's most



Foster + Partners designed plans the airport hub for the Thames Estuary

famous architects and a key figure behind the airport project – has weighed in with his views, joining Boris Johnson in questioning the relevance of the Airport Commission.

“I predict that Londoners will be scathing in their condemnation of today's announcement, when confronted with the inevitability of the blighting influence of Heathrow – the risks, noise and environmental impact of overflying London – and its inability to cope with predicted growth,” said Foster in a statement on the Foster + Partners practice website.

“The outcome of this process calls into question the validity of the Commission.” Details: <http://lei.sr?a=5u5V2>





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Further information contact  
Ben Gelister, Property Surveyor  
[bgelister@leevalleypark.org.uk](mailto:bgelister@leevalleypark.org.uk)  
01992 709 883



### Procurement of Operator for Catering Facilities at New Huddersfield Leisure Centre

**Kirklees Active Leisure (KAL)** intends to complete a procurement process to appoint an organisation to manage the catering facilities at the new Huddersfield Leisure Centre due to open summer 2015.

It is proposed that the new operator would take a lease of the area for 3 years with the option to extend for 2 years.

**To request a tender pack contact Joe Baker**  
[Joe.Baker@Kirklees.Gov.Uk](mailto:Joe.Baker@Kirklees.Gov.Uk) or 01484 234107.

A site visit can be arranged by contacting Hazel Francis  
[Hazel.Francis@Kirklees.Gov.Uk](mailto:Hazel.Francis@Kirklees.Gov.Uk) Visits to take place between 22nd September and 3rd October 2014.

Tender submissions must be delivered by post or in person (not electronically) no later than 17.00 hours on Friday 10th October 2014

## Pearls of wisdom from our British elite level athletes



**IAN TAYLOR**  
is chief executive  
at Skills Active

Having personally been on both sides of the fence, it's clear that our sectors can learn a great deal from the world of elite sport and I'm thrilled that this year's Leisure Industry Week and REPs National Convention offer the chance for the workforce in our sector to experience first-hand just how much we can learn from those at the top of their chosen profession.

At this year's REPs Convention, Olympic weightlifter Zoe Smith (alongside her coach, Sam Dovey), Olympic heptathlete Louise Hazel and Paralympic alpine skier Anna Turney will be our guest speakers delivering engaging and informative sessions. As elite athletes they will share their expertise on recovering from setbacks and outline exactly how to bring out the focus, determination and immense ambition in those who are developing a career in the fitness industry.

There are also technical sessions; and this diverse learning approach will undoubtedly make for a stronger fitness workforce.

Aside from essential qualities, elite athletes can advise budding athletes and professional trainers on developing programmes appropriate to one's individual needs. Their years of experience allow them to focus and guide people on how to create an exercise routine which enables them to reach their full potential. Moreover, the qualifications of these expert athletes mean they have superior knowledge of the fitness industry and know how to achieve goals.

What makes the fitness industry an exemplary and relevant example here, is the shared commitment to goal-setting, targets, remaining focused and achieving tangible outcomes. All of these attributes are at the heart of an exercise professional's values.

SkillsActive believes that the fitness industry will grow and flourish with the advice from such experts. The pairing of motivational qualities in elite sport, combined with expert technical knowledge allows our workforce to fully explore and discover the extent of their abilities.

## TRAINING

### CIMSPA embarks on aquatics partnership

The Chartered Institute for Management of Sport and Physical Activity (CIMSPA) has announced a new partnership with aquatics bodies the Institute of Qualified Lifeguards (IQL) and the Institute of Swimming (IoS) to deliver its pool plant operator qualifications.

CIMSPA's tie-up with the IQL – the awarding body of the Royal Life Saving Society – and IoS, which is the premier training provider for the ASA, brings together the three biggest organisations in aquatics. The full suite of CIMSPA qualifications organised and delivered by the IoS, with external quality assurance and certification provided by the IQL.

Under the terms of the three-year agreement, CIMSPA will work with both organisations to review and develop the qualifications, introducing more tutors and improving resources and quality assurance systems in order to maintain standards.

The move is in line with the institute's new business plan, approved by members in November 2013, which determined that CIMSPA would no longer deliver education, but instead focus on setting the highest standards for training within the sector.



The new tie-up brings together three giants of UK aquatics

"CIMSPA has more than 40 years' experience in providing pool and spa plant training. This new partnership is great news for the institute and pool plant operators," said interim chief operating officer Tara Dillon.

The partnership with the IoS and IQL took effect from 1 September 2014. Course prices, partner discounts and course content will not alter for the next 18 months to minimise the impact on customers and candidates.

Details: <http://lei.sr?a=y7y8Q>

### New course covers training older adults

Active IQ has announced the launch of a new qualification designed to provide learners with the skills to design and adapt exercise programmes to meet the needs of older adults.

There has been a slew of recent evidence highlighting the importance of exercise in maintaining quality of life for older people. Separate research studies have found that exercise taken by those in their twilight years can improve brain function, stave off depression and prevent cancer.

The new Level 3 Award in Designing Exercise Programmes for Older Adults (QCF) is aimed at fitness instructors wishing to work with individuals in the older age bracket, taking into account the extra considerations required for putting together an effective exercise programme. Participants will also be taught how to interpret the amount of physical activity clients can do and how to assess health issues.



Participants will be taught the specifics of assessing clients' needs

"The needs of the older generation can be different to young adults and exercise plans need to be designed and adapted around what physical activity individuals can do, whilst taking health issues into consideration," said Suzy Gunn, operations director of Active IQ. "The new qualification gives learners and training providers the opportunity to address these particular issues." Details: <http://lei.sr?a=t9h6Q>



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Dianne Eade, Newquay Zoo  
Head of Finance, Human Resources and Administration



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The Arsenal in the community team is dedicated to improving the lives of our local community through the delivery of various programmes across sports, education, health and social inclusion. These programmes embrace a wide variety of community involvement and are delivered and received with the same energy and commitment today as when they started 30 years ago.

Key duties will include organising and overseeing the day to day efficient running of the facility, managing a small team and ensuring compliance with the Club's Safeguarding Policies, Health and Safety and other relevant legal and statutory frameworks and governing bodies. Liaising with the Arsenal in the community team and being aware of and assisting with running the various programmes. You will be responsible for promoting the facilities in the local community and identifying opportunities particularly for Open Bookings and Pay per Play scheduled sessions. Ensuring the facility delivers services which meet the needs of the local community, whilst keeping apprised of local developments which may have an impact upon the services being provided will be integral to your role.

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CLOSING DATE 30 SEPTEMBER 2014.



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If this sounds like the type of business that you would like to be a part of, we invite you to enquire via our 'career' site at [www.energiefranchise.com](http://www.energiefranchise.com) with a cover note including the role and location that you are interested in.



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Company: The Gym Group  
Location: Various locations, UK

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Company: Parkwood Leisure  
Location: Bristol, UK

#### Fitness Motivator

Company: Everyone Active  
Location: Staines, UK

#### Fitness Instructor

Company: énergie group  
Location: Leighton Buzzard, UK

#### Sport and Leisure Assistant

Company: The Knole Academy  
Location: Sevenoaks, Kent, UK

#### Leisure Attendant H&F

Company: Erewash Borough Council  
Location: Derbyshire, UK

#### Team Leader

Company: Erewash Borough Council  
Location: Derbyshire, UK

#### Duty Manager - Part Time

Company: Everyone Active  
Location: Tenbury Wells, UK

#### Duty Manager

Company: énergie group  
Location: Leighton Buzzard, UK

#### Senior Sports Administrator

Company: Oxford University Sport  
Location: Oxford, UK

#### Personal Trainer

Company: énergie group  
Location: Leighton Buzzard, UK

#### Associate Director

Company: FMG Consulting  
Location: Midlands & North, UK

#### Personal Trainer

Company: Pure Gym Limited  
Location: Various locations, UK

#### Duty Manager

Company: The Robert Gordon Uni  
Location: Aberdeen, UK

#### Recreation Attendant/Lifeguard

Company: Everyone Active  
Location: Malvern, UK

#### Apprentice H&F Advisor

Company: YMCA Club  
Location: Central London, UK

#### General Managers

Company: The Gym Group  
Location: Various locations, UK

#### Chief Executive Officer

Company: Bramley Baths  
Location: Leeds, UK

#### Fitness Manager

Company: Parkwood Leisure  
Location: Portsmouth, UK

#### Swimming Teachers

Company: Everyone Active  
Location: Northolt, London, UK

#### General Managers

Company: truGym  
Location: Various locations, UK

#### Weekend Sports Supervisors

Company: University of Essex  
Location: Essex, UK

#### Personal Trainer

Company: Pure Gym Limited  
Location: Various locations, UK

#### Fitness Apprenticeship

Company: énergie group  
Location: Wilmslow, UK

#### Head of Finance

Company: The Life Leisure Trust  
Location: Gwent, UK

#### Recreation Assistants

Company: Parkwood Leisure  
Location: North Somerset, UK

#### Duty Manager

Company: GLL  
Location: Royal Borough of Greenwich

#### Dry Attendant p/t

Company: Everyone Active  
Location: Loughton, UK

#### Fitness Apprenticeship

Company: Energie Group  
Location: Harlow, Essex, UK

#### Facilities Manager

Company: The Gym Group  
Location: Nationwide, UK

#### Customer Relations Manager

Company: Fusion  
Location: Tunbridge Wells, UK

#### Dance and ZUMBA Instructors

Company: Aston University  
Location: Birmingham, UK

#### Fitness Instructor

Company: énergie group  
Location: Dundee, UK

#### Dry Operations Manager

Company: Fusion  
Location: Witham, UK

#### Dry Operations Manager

Company: Fusion  
Location: Oxford, UK

#### Membership Consultant

Company: Everyone Active  
Location: Watford, UK

#### Development Officer (NGBs)

Company: Northamptonshire Sport  
Location: Northamptonshire, UK

#### Group Exercise Instructors

Company: énergie group  
Location: Bromley, UK

#### Recreation Assistant

Company: GLL  
Location: London Borough of Islington, UK

#### Participation Manager

Company: Tower Hamlets  
Location: London, UK

#### Gymnastic Coaches

Company: Everyone Active  
Location: Fareham, Hampshire, UK

#### Health Works Activator

Company: Eastleigh Borough Council  
Location: Eastleigh, Hampshire, UK

#### Fitness Instructor

Company: Aston University  
Location: Birmingham, UK

#### Sports Development Manager

Company: Tower Hamlets  
Location: London, UK

#### Recreation Assistant x 2

Company: Parkwood Leisure  
Location: Exeter, UK

#### Receptionists (2 x Part Time)

Company: Parkwood Leisure  
Location: Exeter, UK

#### Lifeguards

Company: Everyone Active  
Location: Cleveland, UK

#### Fitness Motivator

Company: Everyone Active  
Location: Staines, UK

#### Duty Manager

Company: GLL  
Location: Queen Elizabeth Olympic Park

#### Group Exercise Instructors

Company: Everyone Active  
Location: Hertfordshire, UK

#### Fitness Instructors (3 posts)

Company: Ipswich Borough Council  
Location: Ipswich, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Exeter, UK

#### Assistant Sales Manager

Company: Kirklees Active Leisure  
Location: Huddersfield, UK

#### General Manager

Company: Fusion  
Location: Thornton Heath, UK

#### Recreation Assistants

Company: Parkwood Leisure  
Location: North Devon, UK

#### Swimming Teachers

Company: Everyone Active  
Location: Bristol, UK

#### General Manager

Company: GLL  
Location: Amersham, UK

#### Membership Manager

Company: énergie group  
Location: Warrington, UK

#### Senior Fitness Motivator

Company: Everyone Active  
Location: Warwickshire, UK

#### Exercise Referral Instructor

Company: GLL  
Location: Royal Borough of Greenwich

#### Assistant General Manager

Company: The Gym Group  
Location: Glasgow Quay, UK

#### General Manager

Company: GLL  
Location: Cambridge, UK

#### General Manager

Company: GLL  
Location: East Manchester, UK

#### Assistant Manager

Company: GLL  
Location: East Manchester, UK

#### General Manager

Company: GLL  
Location: Waltham Forest, UK

#### General Manager

Company: The Gym Group  
Location: Hemel Hempstead, UK

#### Assistant General Manager

Company: The Gym Group  
Location: London Kingston, UK

#### Freelance Tutor

Company: YMCAfit  
Location: Bristol and South Wales, UK

#### Personal Trainer

Company: énergie group  
Location: Various locations, UK

#### Fitness Instructor

Company: énergie group  
Location: Wallington, Surrey, UK

#### Casual Trampoline Coach

Company: Everyone Active  
Location: Romford, UK

#### Sales Advisor

Company: GLL  
Location: Cambridge, UK

#### Fitness Instructor

Company: Parkwood Leisure  
Location: Bexley, UK

#### Duty Manager

Company: Redgrave Sports Centre  
Location: Buckinghamshire, UK

#### Sports Facilities Manager

Company: Moseley School  
Location: Moseley, Birmingham, UK

#### Area Manager (East)

Company: LED Leisure Management Ltd  
Location: Honiton, Devon, UK

#### Lifeguard

Company: Everyone Active  
Location: Cirencester, UK

#### Personal Trainer

Company: Everyone Active  
Location: Staines, UK

#### Membership Advisor

Company: Parkwood Leisure  
Location: Exeter, UK

#### Swim Teacher

Company: Everyone Active  
Location: Malvern, UK



### Lifeguards

Company: Everyone Active  
Location: Warwickshire, UK

### Membership Sales Manager

Company: énergie group  
Location: Long Eaton, UK

### Sports Facilities Officer

Company: Brighton & Hove City Council  
Location: Brighton, UK

### IT / Sales (part-time)

Company: énergie group  
Location: Ely, UK

### Pool Trainer and Assessor (NPLQ)

Company: GLL  
Location: Rugby, UK

### Fitness Instructor (part-time)

Company: énergie group  
Location: Ely, UK

### Swim Teachers

Company: Everyone Active  
Location: Nuneaton, UK

### Club Manager

Company: 3d Leisure  
Location: London, UK

### Fitness Apprentice

Company: énergie group  
Location: Ely, UK

### Membership Consultant

Company: Everyone Active  
Location: Fareham, UK

### General Manager

Company: The Gym Group  
Location: Colchester, UK

### Assistant General Manager

Company: The Gym Group  
Location: Leicester, UK

### Cafe/Bar Manager

Company: Fusion  
Location: SS5 4LN, UK

### Senior Fitness Motivator

Company: Everyone Active  
Location: Ashdown, Poole, UK

### Regional Sales Manager

Company: Sports Art Fitness  
Location: North, UK

### Lifeguard/Swimming

### Instructor/ Aqua Fit Instructor

Company: Darwin  
Location: Swanage, Dorset, UK

### Swimming Instructors

Company: Parkwood Leisure  
Location: North Somerset, UK

### Sports Centre Manager

Company: Arsenal Football Club plc  
Location: Islington, London, UK

### Fitness Instructor

Company: énergie group  
Location: Maidstone, UK

### Fitness Instructor

Company: Énergie Group  
Location: Croydon, Greater London, UK

### Lifeguard

Company: Everyone Active  
Location: Shipston on Stour, UK

### Duty Manager

Company: Arsenal Football Club plc  
Location: Islington, London, UK

### Trainee Personal Trainer

Company: The Training Room  
Location: Nationwide, UK

### Football Operations Manager

Company: Fusion  
Location: N22 5QW, UK

### Dry Operations Manager

Company: Fusion  
Location: SE25 4PT, UK

### Membership Consultant

Company: Everyone Active  
Location: Staines, UK

### Personal Trainers

Company: Everyone Active  
Location: Hampshire, UK

### Membership Consultant p/t

Company: Everyone Active  
Location: Wallington, UK

### General Manager

Company: GLL  
Location: Rugby, UK

### General Manager

Company: The Gym Group  
Location: Bedford, UK

### Football Coaching - USA

Company: UK Elite Soccer  
Location: US

### Fitness Instructor (Part Time)

Company: énergie group  
Location: Lincoln, UK

### Membership Sales Consultant

Company: énergie group  
Location: Lincoln, UK

### Splash Team Member

Company: Butlins  
Location: Bognor Regis, UK

### General Manager

Company: GLL  
Location: Manchester, UK

### Swim Teachers Level 1 and 2

Company: Brio Leisure  
Location: Various locations, UK

### Membership Sales Executive

Company: Momentum Excel  
Location: London, UK

### Club Manager

Company: Handpicked Hotels  
Location: West Yorkshire, UK

### Franchise Opportunities

Company: Fit4Less  
Location: Nationwide, UK

### Operations Manager

Company: Xercise 4 Less  
Location: Nationwide, UK

### Membership Consultant

Company: Xercise 4 Less  
Location: Nationwide, UK

### Sales and Marketing Manager

Company: Xercise 4 Less  
Location: Nationwide, UK

### Personal Trainers Needed

Company: Lifetime  
Location: Nationwide, UK

### Intensive Personal Trainer

Company: Lifetime  
Location: Nationwide

### Gym Instructor

Company: Amac Training Ltd  
Location: Nationwide

### Personal Trainer

Company: Amac Training Ltd  
Location: Nationwide

### Personal Trainers

Company: Everyone Active  
Location: Warwickshire, UK

### Weekend Beauty Therapists

Company: Center Parcs Ltd  
Location: Bedfordshire, UK

### Spa Directors

Company: GOCO Hospitality  
Location: Asia

### Red Spas Manager

Company: Scarlet Hotel  
Location: Cornwall

### Spa Manager

Company: Bedford Lodge Hotel  
Location: Newmarket, UK

### Spa Senior Therapist

Company: Luxury Collection  
Location: Warsaw, Poland

### Commercial Manager

Company: National Trust  
Location: Herefordshire, UK

### Duty Manager

Company: Merlin  
Location: Missouri-Kansas City, US

### Duty Manager

Company: Legoland Discovery Center  
Location: New York, US

### Head of Marketing

Company: Merlin  
Location: New York, US

### Supervisor - Admission

Company: Legoland Malaysia  
Location: Johor, Malaysia

### Front Office Assistant

Company: Legoland Malaysia  
Location: Johor, Malaysia

### Water Park Operations Manager

Company: LEGOLAND California  
Location: California-Carlsbad, US

### Marketing Manager

Company: Merlin  
Location: Florida-Orlando, US

### Promotions Manager

Company: Sea Life  
Location: Florida-Orlando, US

### Marketing Coordinator

Company: LEGOLAND Florida  
Location: Florida-Winter Haven, US

### General Manager

Company: Merlin  
Location: Arizona-Tempe, US

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## Fitness First eyes London domination

*Continued from front cover*

Of the rebranded Fitness First sites, two of the standout performers have been the Tottenham Court Road and South Kensington clubs. Encouraged by this, Fitness First is now looking for potential sites predominantly in central London, amid plans to open up to 10 new clubs over the next five years.

The strategy came into force with this month's launch of the new flagship Bishopsgate Fitness First – the gym chain's first new opening since its scrape with administration in 2012. The site boasts a raft of innovative equipment and looks set to rival the two 'tech-savvy' London offerings recently announced by competitor Virgin Active.

"London has always been a strategic focus for us and opening a hi-tech club like Bishopsgate, our seventh club in the square mile, further stakes our claim as the capital's top fitness brand," Fitness First CEO Andrew Cosslett.

"Our new brand will reach 155 clubs globally and over 500,000 members by the end of 2014 – sending a clear message that we aim to continue rewriting the rules of the fitness industry."

The Bishopsgate launch marks a milestone in the company's ongoing recovery and comes at



CEO Andy Cosslett is intent on rejuvenating the business

a time when the group is undergoing a £270m global makeover, implementing a training overhaul and planning expansions in Asia.

"We're attracting and retaining more members, which shows that the enhanced experience and transformed clubs are already helping members to crack the motivation code," added Cosslett. "This puts us in a position to go further for our members, and rollout transformed clubs, personalised expertise and new workouts even quicker than we'd planned. We know our business works best when our members are getting the most from their workout."

*Details: <http://lei.sr?a=j4P6D>*

## UK alcohol consumption: Record low

UK alcohol consumption fell once again in 2013, plunging to the lowest level this century, according to figures from the British Beer & Pub Association's (BBPA) *Statistical Handbook 2014*.

In 2013, alcohol consumption per capita fell 1.7 per cent, with the handbook identifying a strong downward trend in consumption over the past decade – per capita consumption has fallen a substantial 18.1 per cent since 2004.

The handbook's section on alcohol related-harm shows falling trends in several key indicators. Drinking by young people has fallen; in England in 2013, 39 per cent of 11-15 year olds had ever drunk alcohol, compared to 43 per cent in 2012 and 61 per cent in 2001. Among 11-15 year olds who drank in the last week, the average weekly consumption was 8.2 units, compared to 12.5 units in 2012 and 9.8 in 2001.

"It's great to see trends in alcohol harms coming down, showing that investment by the industry and partnership with government,



Simmonds: Government must offer more support

through targeted measures, is having a positive impact," said Brigid Simmonds, BBPA chief executive. "But despite the recent cuts in beer duty, Britain's consumers are still subject to some of the highest tax rates for beer in the EU. Let's hope we see another tax cut next year."

*Details: <http://lei.sr?a=X4Y7m>*

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- Arts Council +44 (0)20 7333 0100  
[www.artscouncil.org.uk](http://www.artscouncil.org.uk)
- ASVA +44 (0)1786 475152  
[www.asva.co.uk](http://www.asva.co.uk)
- BALPPA +44 (0)20 7403 4455  
[www.balppa.org](http://www.balppa.org)
- BHA +44 (0)845 880 7744  
[www.bha.org.uk](http://www.bha.org.uk)
- BiSL +44 (0)20 8780 2377  
[www.bisl.org](http://www.bisl.org)
- CMAE +44 (0)1334 460 850  
[www.cmaeurope.org](http://www.cmaeurope.org)
- CIMSPA +44 (0)1509 226 474  
[www.cimspa.co.uk](http://www.cimspa.co.uk)
- CPRE +44 (0)20 7981 2800  
[www.cpre.org.uk](http://www.cpre.org.uk)
- English Heritage +44 (0)870 333 1181  
[www.english-heritage.org.uk](http://www.english-heritage.org.uk)
- FSPA +44 (0)2476 414999  
[www.sportsandplay.com](http://www.sportsandplay.com)
- Fields in Trust +44 (0)20 7833 5360  
[www.fieldsintrust.org](http://www.fieldsintrust.org)
- HHA +44 (0)20 7259 5688  
[www.hha.org.uk](http://www.hha.org.uk)
- IAAPA +1 703 836 4800  
[www.iaapa.org](http://www.iaapa.org)
- IEAP +44 (0)1403 265 988  
[www.ieap.co.uk](http://www.ieap.co.uk)
- Institute of Hospitality +44 (0)20 8661 4900  
[www.instituteofhospitality.org.uk](http://www.instituteofhospitality.org.uk)
- LPF +44 (0)1462 471932  
[www.leisurepropertyforum.org](http://www.leisurepropertyforum.org)
- Natural England +44 (0)845 600 3078  
[www.naturalengland.org.uk](http://www.naturalengland.org.uk)
- People 1st +44 (0)870 060 2550  
[www.people1st.co.uk](http://www.people1st.co.uk)
- REPs +44 (0)20 6866 6464  
[www.exerciseregister.org](http://www.exerciseregister.org)
- SAPCA +44 (0)24 7641 6316  
[www.sapca.org.uk](http://www.sapca.org.uk)
- Sports Aid +44 (0)20 7273 1975  
[www.sportsaid.org.uk](http://www.sportsaid.org.uk)
- Sport and Recreation Alliance  
+44 (0)20 7976 3900  
[www.sportandrecreation.org.uk](http://www.sportandrecreation.org.uk)
- Sport England +44 (0)8458 508 508  
[www.sportengland.org](http://www.sportengland.org)
- Springboard +44 (0)20 7529 8610  
[www.springboarduk.org.uk](http://www.springboarduk.org.uk)
- SkillsActive +44 (0)20 7632 2000  
[www.skillsactive.com](http://www.skillsactive.com)
- Tourism Management Institute  
+44 (0)1926 641506  
[www.tmi.org.uk](http://www.tmi.org.uk)
- Tourism Society +44 (0)20 8661 4636  
[www.tourismsociety.org](http://www.tourismsociety.org)
- ukactive +44 (0)20 7420 8560  
[www.ukactive.org.uk](http://www.ukactive.org.uk)
- VisitBritain +44 (0)20 7578 1000  
[www.visitbritain.com](http://www.visitbritain.com)
- World Leisure +1 250 497 6578  
[www.worldleisure.org](http://www.worldleisure.org)