

leisureopportunities

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Labour reveals vision for activity-focused NHS

Shadow health secretary Andy Burnham believes the coalition government has failed to tackle Britain's inactivity epidemic and has pledged that physical activity would be available on prescription from every GP surgery under a Labour government.

With less than six months until the 2015 general election, the respected physical activity advocate made the bold pledge at the ukactive National Summit in central London on 13 November. In his keynote address, the MP for Leigh said Labour would make physical activity a national priority and ensure exercise can be prescribed by having an exercise professional on staff at every GP surgery.

There was also the pledge of a more people-focused NHS under Labour, embracing physical activity to make healthcare preventative.

"This is the decade of the ageing society. Does anyone think we can carry on as we are with a treatment culture?" he asked, adding that there is a need to empower individuals



Burnham speaking at the ukActive Summit in London this month

to take control of their lives. "Pharmaceutical companies may not like it, but bad luck."

He said that changing activity patterns is the easiest lifestyle change to make, but acknowledged that many still struggle and must be supported. "The message of physical activity should be all inclusive so people do not feel intimidated," he added.

Burnham said the habits of a healthy lifestyle must be instilled from an early age. He outlined plans to set new standards for food in schools – with targets such as reduced fat and salt – as well as the goal of ensuring that all children should leave school with the ability to swim and ride a bike safely. To boost activity levels from an early age, Burnham called for longer school opening hours from 8am to 6pm so that sport is available both before and after school. For the general population, the shadow health secretary announced a new national ambition to get people more physically active. This would seek gradual change, first by raising the recommended minimum levels now, but also by setting a more ambitious level with the aim that at least 50 per cent of the population will be meeting it by 2025. To make this achievable, Burnham called on councils and businesses to do more to ensure activity hubs such as parks and leisure centres are more easily accessible.

Details: <http://lei.sr?a=Z9z4v>

Tourism revenue boom for on-screen locations

Blockbusters and television shows can generate millions in revenue – equivalent to free advertising – for on-screen locations via social media.

A report compiled by Human Digital – a social media intelligence firm – for Euroscreen and Film London illustrates the effect social media commentary has on the locations featured in films and TV shows.

Human Digital created a method for understanding Location Placement Value (LPV) by analysing a social media dataset. *Continued on back cover*

BIG to make UK debut at Battersea

Bjarke Ingels' Copenhagen and New York-based architecture firm, BIG, is tipped to design a new public square as part Rafael Viñoly's £8bn (US\$13bn, €10bn) masterplan for Battersea Power Station, London.

Although no official report has been released, the Architects Journal has reported that BIG will be making their UK debut with 'Malaysia Square' – a large piece of public realm design that will act as the 'front door' to the entire Battersea site.

'Malaysia Square' will link Frank Gehry and Foster and Partners' pedestrianised high street with the old power station itself, which is being revamped by Wilkinson Eyre.



An aerial impression of the Battersea masterplan

BIG are also rumoured to have made an entry for the high profile Olympicopolis design competition – a new £400m development at the Queen Elizabeth Olympic Park. *Details: <http://lei.sr?a=m8B6e>*

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Wimbledon to return to Plough Lane

AFC Wimbledon has submitted a planning application to Merton Council for a new stadium at Plough Lane in South London. The League Two football club is planning to build a 11,000-capacity stadium on the site of Wimbledon Greyhound Stadium – a location the club calls its “spiritual home”.

The application has been submitted in partnership with residential builder Galliard Homes and seeks permission to build 600 residential units along with retail and commercial space plus a leisure club.

Detailed plans will not be available until Merton Council has completed its verification process, which is expected to take until the end of the year (2014). The plans will then be made available for public scrutiny.

According to AFC Wimbledon CEO Erik Samuelson, the master plan seeks to revitalise the Greyhound Stadium area of Merton and bring economic benefits to the area – as well as community facilities for local residents.



An artist's impression of the planned stadium at the Greyhound site

Samuelson said: “This is the culmination of 18 months of intensive work for the club, Galliard Homes and our team of advisers. It's a comprehensive proposal covering every aspect of the development and associated issues.”

The club currently plays at the 4,800-capacity Kingsmeadow stadium, which it shares with semi-professional club Kingstonian. AFC Wimbledon was founded by fans of Wimbledon FC (WFC) in 2002 after WFC moved to Milton Keynes and became MK Dons.

Details: <http://lei.sr?a=z9Y5D>

GB Basketball secures emergency funding

GB Basketball has secured an emergency £1.18m funding package from Sport England to support the Team GB elite teams.

The funding will contribute to the travel and coaching costs for the teams competing in international competition, securing the immediate future of Britain's elite men and women's basketball teams.

The future of the high performance teams seemed to be under threat earlier this year after UK Sport, which funds elite and Olympic teams, pulled its funding of British Basketball due to the lack of success on court. It deemed the national governing body “had not done enough” to prove it could medal at the 2016 or 2020 Games.

While Sport England – which usually funds grassroots and community sport projects – has provided the emergency funding, UK Sport has agreed to provide British Basketball with additional technical advice.

This covers talent identification, development of coaches, and the areas of science, medicine and technology to support elite teams.

The Sport England funding will also come with new and stronger conditions around the governance of basketball. Expert support



British Basketball has welcomed the consultation

from UK Sport will look to address the root causes of basketball's underperformance against its targets in previous years.

Since having its elite funding cut, the men's Team GB basketball team has only won one of its 11 games. During that time it suffered a disastrous qualifying campaign in its efforts to reach the Eurobasket 2015 tournament – losing all four of its games and finishing bottom of its group. Details: <http://lei.sr?a=Z2H6Z>

Gloucester Rugby in profit again

Aviva Premiership side Gloucester Rugby has continued its strong performances off the field by reporting pre-tax profits of £512,000 – up nearly 68 per cent on the previous year.

It is the fourth year running that the club has reported profits, a rare occurrence among elite English rugby clubs. Sale Sharks, Saracens, Bath Rugby, London Wasps and Worcester Rugby are among teams to have posted heavy losses during the last year.

Gloucester's set of accounts reveal a turnover of £12m, up 3.7 per cent on the previous financial year. According to CEO Steve Vaughan, the club has managed to deliver a profit at a time it is making record investments in coaching, playing and support staff, as well as developing the rugby environment at its Hartpury Training Centre. It has also invested in redeveloping its home stadium Kingsholm, which will host four games at Rugby World Cup 2015.



Gloucester CEO Steve Vaughan previously worked on the 2012 Games

"It has, of course, been a challenging 12 months," Vaughan said. "These results have been achieved despite what was a tough season on the field of play.

"For the club to increase turnover and profit reflects the hard work of everyone at the club, and is also thanks to the continued magnificent support of our sponsors and supporters who have been first class in every respect."

Details: <http://lei.sr?a=Z7m8c>

Racial discrimination still "rife" in football

English football still suffers from "institutional discrimination", according to a report commissioned by equality pressure group, the Sports Person's Think Tank (SPTT).

The report – *Ethnic minorities and coaching in elite level football in England: A call to action* – shows that there are only 19 black and ethnic minority (BME) coaches in the 552 top coaching positions at professional English clubs.

Only two of the 92 professional football clubs in England currently have managers from a BME background – Chris Powell at Huddersfield Town and Keith Curle at Carlisle United. This means BME coaches occupy just 3.4 per cent of top coaching roles in English football – despite more than 25 per cent of players coming from BME backgrounds.

The research pinpoints four inter-related themes for the under-representation – one which was a "conscious and unconscious racial bias and stereotypes in the coaching workplace".

Other issues highlighted by the report include limited access to high level coach education courses; over-reliance on 'networks



Chris Powell is one of only two black managers in England's Football League

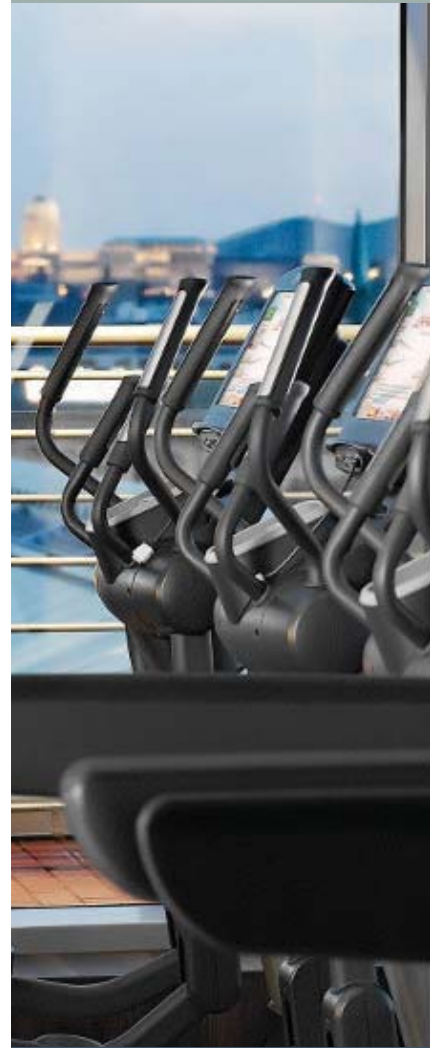
based' methods of coach recruitment; and consequent lack of BME coach role models.

The subject of under-representation has also raised the issue of bringing in 'a Rooney Rule', created in the United States by the National Football League (NFL), that requires teams to interview at least one BME candidate for a head coach position once there is a vacancy.

The report's publication on 10 November coincided with the launch of SPTT, which aims to address the lack of coaches from black and minority ethnic (BME) groups working for professional football clubs in England.

Details: <http://lei.sr?a=e8C7g>

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Gym renovation for Ireland's National Aquatic Centre



Customised Cybex equipment includes 770 series Arc Trainers

The National Aquatic Centre (NAC), Ireland's premier venue for competitive swimming, diving and water polo, has undergone a major gym refurbishment in partnership with fitness equipment supplier Cybex.

With over 4,500 members, ToneZone is now home to 790T treadmills, Cybex's premium treadmill with enhanced speed and incline features, the Bravo Functional Training System and Big Iron Combo Rack.

In addition, the venue, which served as a pre-Olympic Games training camp for 13 countries in 2012, also offers 770 series Total Body and Lower Body Arc Trainers and a multi-station Jungle Gym.

The equipment incorporates customised frame and upholstery colours in line with the gym's branding; a service made possible by Cybex's build-to-order policy.

"We decided it was time for the gym to move with industry trends, while maintaining the right balance and facilities for our current clients; Cybex was chosen following a stringent tender process where we decided that the premium quality and design of Cybex equipment was the right fit for us," explains Chris Melia, ToneZone gym manager.

"The site is used by individuals of all training abilities and our equipment range has to reflect this; the feedback has already been greater than we anticipated and we now have the equipment to match the high quality of service that we provide."

NAC is the latest addition to Cybex's growing portfolio of gyms in Ireland, which includes University College Dublin, West Wood Health Clubs and the University of Limerick.

HEALTH & FITNESS

Snap Fitness targets UK rollout

Global 24/7 gym franchise Snap Fitness has set its sights on major growth in the UK through a new master development agreement with fitness startup TwentyTwoYards.

Set up earlier this year by Australian businessmen and fitness enthusiasts Matt Quinn and Scott Jones, TwentyTwoYards plans to open 200 locations over the next four years, aiming to emulate the success they've witnessed of 24/7 gyms Down Under. An as yet undefined number of these clubs will be operated by TwentyTwoYards, while a significant number will be franchised to third parties. The pair have enlisted Bidwells and RSR Properties to source potential gym sites – which will typically span 5,000sq ft (464.5sq m) – with a first location expected to launch in March.

Speaking to *Leisure Opportunities*, Quinn said the chain would attract "hidden demographics" who cannot afford mid-range club membership fees but expect a better package than those offered by the low-cost sector.



Quinn hopes to open his first Snap Fitness UK gym in March

"Pricing will obviously vary across the UK geographically, but memberships will be lower than you typically pay at a mid-range club," said Quinn. "Our clubs are going to be more intimate than a lot of our competitors and that will hold us in good stead when it comes to sourcing properties." Quinn also said he believes the fact he and Jones are newcomers to the industry won't be a problem, due to the 'solid' business model. Details: <http://lei.sr?a=g4azQ>

Encore takes fourth premium London gym

Private investment firm Encore Capital is in the midst of what looks like a buying spree of London's premium health clubs.

Having recently acquired the Third Space chain – whose Soho and Marylebone clubs boast a range of celebrity members – Encore has now snapped up the Tower Bridge 37 Degrees health club for an undisclosed fee. The 27,000sq ft (2,508sq m) site overlooking the Thames features a 6,000sq ft (557sq m) gym, swimming pool, sauna, steamroom, several studios, a medical centre and a spa.

These recent acquisitions, together with Encore's ownership of the Reebok Sports Club in Canary Wharf underline its ambitious growth plans in the fitness sector.

"The acquisition of 37 degrees at London Bridge fits our strategy well. Our aim is to be the leading luxury health club operator in the best locations in London," said Encore partner Shirin Gandhi. "We aim to invest heavily in upgrading the already high quality facilities within this club which, together with the redevelopment of London Bridge Station will add to the attractiveness of this location."

The Tower Bridge club has been acquired from a joint venture between Albion Ventures



The site overlooking the Thames features a 6,000sq ft gym

and London Health & Fitness – owned by founders Andy Kay and Mhairi FitzPatrick. Kay and FitzPatrick are now focusing on their new leisure investment vehicle Socius Investing, with the former telling *Leisure Opportunities*: "We are very pleased to have done this deal with Encore Capital. We've known the executive team at The Reebok Club for many years and they are very well placed to take this special club to the next level". Details: <http://lei.sr?a=X9U9g>



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Chris Brown swaps FitLinxx for Performance Health

Equipment supplier Performance Health Systems (PHS) has appointed Chris Brown head of healthcare and medical for its Power Plate and bioDensity brands.

In his new role Brown is tasked with identifying opportunities and managing sales in the corporate wellness, elderly care and medical markets. He is expected to expand distribution of the company's vibration training machine Power Plate, as well as introduce and sell the bioDensity osteogenic loading system – a piece of technology that helps rebuild bone density among people affected by osteoporosis – to the UK market. Details: <http://lei.sr?a=c3q9e>



The new studio will feature nightclub style décor

Barry's Bootcamp to launch second London studio

US boutique fitness company Barry's Bootcamp has announced plans to launch a second London studio set to open just in time for the busy new year period.

The new two-storey studio – situated near Moorgate station – is aimed at both city workers and those employed in the Shoreditch and Silicon Roundabout areas. It follows the launch of the initial Barry's Bootcamp studio near Euston two years ago, and marks the latest flurry of activity in the London premium gym sector, after the recent series of acquisitions by investment Group Encore Capital (see page 4).

Opening in January 2015, Barry's latest Bootcamp will be equipped for the chain's signature 60-minute high intensity workouts, with customised Woodway 4Front treadmills, as well as Barry's branded hand-weights, medicine balls and resistance bands.

At street level, the Barry's Bootcamp sportswear range and Fuel Bar will take pride of place, with a relaxation area for people to enjoy protein shakes, as well as fuel food provided by The Good Life Eatery. Details: <http://lei.sr?a=d3y5x>

Les Mills launches 'Born to Move'

Les Mills has become the latest fitness brand to set its sights on tackling youth inactivity with the launch of its new programme Born To Move.

There has been a flurry of childhood activity initiatives in recent months, with Places for People Leisure announcing a tie-up with popular IP Peppa Pig and Fit For Sport joining forces with the Power Rangers brand to promote regular exercise and a healthy diet.

Les Mills' new programme comprises a series of activity and fitness classes for youngsters aged two to 16. It uses foundational movement skills such as dance, martial arts, plyometrics, core, yoga and sports training in a bid to develop a lifelong love of movement in children, as well as to build confidence. The classes have been developed with age-appropriate moves and music to appeal to kids of all ages.

Childhood inactivity is a growing concern and many British GPs have urged the government to take urgent action to quell the epidemic. Approximately 33 per cent of



Everyone Active is the first operator to provide Born To Move

11-year-olds are now overweight or obese and among 4 to 5-year-olds the figure is 22 per cent.

"These statistics are set to go in the same direction as the nation's waistline – upward, unless something is done to curb this trend," said Keith Burnet, CEO of Les Mills UK.

"Our Born To Move programme looks to respond to the rapidly declining level of physical activity among children and young people."

Details: <http://lei.sr?a=J8d6b>

MMA-themed indie gym packs a punch

A mixed-martial arts (MMA) themed gym in Kings Lynn is hoping to provide members with a knock-out experience at its new 13,000sq ft site.

Having launched two years ago, Heros Gym has moved to the larger premises to accommodate its growing member base, with owner Ben Tansley and his team largely renovating the property themselves.

As well as a fully-equipped gym area, the club also offers a class studio, group cycling studio, a dedicated high level boxing training area, café and sports massage facilities.

The gym area features an extensive range of Life Fitness and Hammer Strength equipment, featuring pieces from the Insignia, Integrity and Elevation ranges including the new FlexStrider variable-stride trainer and PowerMill climber. Members also have access to Hammer Strength Motion Technology Selectorised (MTS) equipment, HD Elite and Hammer Strength Plate Loaded



The new open-plan site – formerly a Laser Quest – spans two floors

equipment. Jordan Fitness supplied the free weights, functional and studio equipment, plus the first example of its new Ignite Rig.

"Heros Gym is well-known for its expertise in MMA and boxing," said Tansley. "In our new location, we can offer a far greater range of facilities and it has helped us broaden our appeal." Details: <http://lei.sr?a=z7J3G>

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Keeping safe from Legionnaires' disease



PETER DUCKER

is chief executive of the Institute of Hospitality

Two recent fatal outbreaks of Legionnaires' disease in Europe are a stark reminder of our health and safety obligations to keep staff and guests safe.

Legionnaires' disease has been in the news recently. A 69 year-old man died after visiting a spa in the Netherlands. As many as 300 people visited the spa in the northern Dutch town of Avenhorn and were at risk of infection, according to local media reports. In another outbreak in Portugal, five people have died.

In 2012, ten guests at the JW Marriott Chicago contracted Legionnaires' and three of them died from the disease. Legionella bacteria were found in the hotel's pool, whirlpool and decorative fountain. Legionnaires' disease is a lung infection, a type of pneumonia contracted by the inhalation of water droplets or spray-mists contaminated by legionella bacteria. It mostly affects people aged over 50, with those already in poor health most at risk. It was first identified in the US in the 1970s following an outbreak at a hotel hosting a veteran organisation known as the American Legion. Employers, building owners and leisure operators need to be aware of the dangers and possible criminal and civil proceeding which could result from an outbreak of the disease.

Guardian Water Treatment, a Business Partner of the Institute of Hospitality, has made a three-minute video available to demonstrate the latest Health and Safety Executive changes to Legionella guidelines (ACoP L8), which were revised in April this year. The short video cuts through long-winded versions of the updated regulations and highlights the key points that affect the majority of organisations.

In many cases the new guidelines actually reduce the amount of work that a facilities manager has to do to keep visitors, guests and staff safe. The video covers the safe management of air conditioning, drinking water, waste water and ornamental installations, such as fountains – all of which are potential sources of legionella bacteria.

HOTELS

The Student Hotel to target UK millennials

Amsterdam based hospitality brand The Student Hotel has set its sights on the UK millennials market as part of a planned £117m expansion across European cities that are particularly popular with the young demographic.

The company – which currently operates four properties in the Benelux region – has secured a capital increase and equity commitment of £118m funded by Perella Weinberg Real Estate to address what it calls the "shortage of quality accommodation" across Europe aimed at students.

The Student Hotel plans to own and operate properties ranging from 350 to 700 bedrooms in cities such as London, Brighton and Edinburgh as it bids to attract students, young professionals, and youth travellers.

Scottish entrepreneur Charlie McGregor, founder and CEO of The Student Hotel, said: "The movement of students between countries has become a global phenomenon. The growing number of international students deserves



The Student Hotel caters for increasingly mobile millennials

better and more accommodation options and it's great to work with an investment partner that shares our vision to roll-out high quality and community-driven student and hotel accommodation across Europe."

The UK low-cost hotel market continues to attract investors, with this latest development coming weeks after Tune Hotels revealed £200m expansion plans to open up to 25 new properties by 2020. *Details: <http://lei.sr?a=q6q8N>*

Scottish Highlands: £25m resort

A resort that would take 20 years and an estimated £25m to develop is being planned in 7,300 acres of national forest land next to Britain's highest mountain peak, Ben Nevis.

The joint Forestry Commission Scotland (FCS) and Highlands and Islands Enterprise is hoping to apply for planning permission in Q3 of 2015. The project will comprise a five-star hotel and spa, a bunkhouse, up to 50 lodges and a campsite. Details of the spa's design will be developed and released as the project progresses.

While being unable to give an exact figure on the cost of the project due to a number of possible alterations, FCS project team member Robert Grant said: "If all of the parts of the project were to come together, then indicative investment would be around £25m."

Developers hope to capitalise on the number of visitors to the region who come to the neighbouring Nevis Range Mountain Resort to pursue winter sports, mountain biking, climbing and hill walking. These outdoor activities attract thousands of visitors every year.



Developers hope to capitalise on the region's large number of visitors

"We're aiming for a resort hotel that complements, rather than competes with, existing provision in the area – and consultation has highlighted a general agreement with the principle of a resort complex," said Grant.

"The majority of [consultation] participants would welcome the facilities and additional tourist numbers it could bring," added Grant.

Having taken on board consultation feedback, the latest version of the proposal includes changes such as the addition of the Lochaber Rural Complex site and ski range. *Details: <http://lei.sr?a=X3f6m>*

VisitEngland should 'go it alone'

Former tourism minister John Penrose has called for VisitEngland to become an independent organisation, in line with the tourism bodies of the other home nations.

Penrose, who was tourism minister from 2010 to 2012, says the organisation should no longer fall under VisitBritain, as England needs its own standalone tourism board to match VisitScotland, VisitWales and Discover Northern Ireland.

In his submission to the government's review of both VisitBritain and VisitEngland, Penrose notes that it is five years since the two organisations were demerged at an operational level, but says legal ties (including sharing the same accounting officer) should be cut so that the English tourism board can refocus its strategy.

He wrote: "In the wake of the Scottish independence referendum and the decision to pursue greater devolution and localisation of powers from Westminster, it would be incongruous for England's domestic tourism board to remain subservient to, and a subsidiary



Penrose has written a submission recommending the split

of, a UK institution when the equivalents in Scotland, Wales and Northern Ireland are fully-fledged independent bodies."

By becoming a separate entity, Penrose – whose own Weston-super-Mare constituency is a seaside town with strong links to tourism – believes VisitEngland will be able to focus on helping local tourism boards better market their areas. VisitEngland, he adds, should aim to increase partnership marketing with companies in the tourism industry.

Details: <http://lei.sr?a=n4R3v>

UK pushing to become a conference capital

The government is bidding to build on the UK's tourism boom by targeting the growing conference market to bring more high-profile business events to the country.

The move was announced by culture secretary Sajid Javid in his keynote speech at the recent World Travel Market event in London.

Javid said his department is working on a strategy that will be launched later this year to capitalise on an industry that could be worth £48.8bn to the UK by 2020.

The UK's business events industry currently employs 530,000 people and Javid is eager for this sector to learn from the success of sporting events such as the 2012 Olympic Games, the 2014 Commonwealth Games and the Grand Depart of the 2014 Tour De France.

The wide-ranging strategy to host more major international conferences, trade fairs and expos will examine the roles played by government and industry and set out what action the UK needs to take in order to punch



Sajid Javid wants the UK to be a key player in business events

above its weight in this highly lucrative market.

"We are already world leaders in holding major diplomatic and sporting events," said Javid. "There is no reason we can't be the number one destination for trade events that will help British business and the economy."

Details: <http://lei.sr?a=G9Y3T>

Two Tier Tourism



KURT JANSON

is policy director of the Tourism Alliance

One of the more disconcerting facts that came out of the recent *Labour Force Survey* was that wage increases had exceeded inflation for the first time in five years. While obviously this is good news, it shows that people have been under pressure to make ends meet for a very long time.

However, the real problem is the iniquitous nature of the impact – something that's noticeable when the domestic tourism figures are analysed using two different parameters – socio-economic group and age.

New research by VisitEngland shows that, if you take 2006 as your pre-recession base, the number of domestic holidays taken by people in the AB socio-economic group has actually increased by 29 per cent during the recession. Most of this is due to people cutting back on their holidays overseas and taking more holidays in the UK instead.

However, if you're at the other end of the scale (the DE socio-economic group), the number of holidays taken has fallen by 20 per cent over the same period. The reason is that people in this group already took most of their holidays at home and being the ones with the lowest level of discretionary expenditure were the people most impacted by inflation being higher than wages increases.

Looking at the figures by age shows a similar story. Those over 40 increased the number of holidays that they took during the recession – due mainly to having higher incomes and also benefiting more from low mortgage rates. Meanwhile, those under 40 took a lot less due to higher unemployment, lower wages and increased difficulties saving for a house. These trends have had a corresponding impact on tourism businesses and destinations. So, while those with customer base of ABs over the age of 40 (eg., Bath and Chester) have performed strongly, destinations such as Blackpool and Great Yarmouth have struggled.

If we're to pull back from having a two tier tourism economy and spread the economic benefits of tourism throughout the country, there need to be strategies developed that close the gaps between the "haves" and the "have nots" – both at the individual and destination level.

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Wide-ranging health clinic to launch

The Be Well London multi-disciplinary complementary health clinic will open on 26 November. It is being formed having been formed and run by alumni and teaching staff of the University of Westminster – a health institution specialising in complementary medicine training and research.

Therapists at Be Well London will offer a wide range of complementary therapies, including western herbal medicine, acupuncture, naturopathy, nutritional therapy and different types of massage. Specialists clinics will feature on topics such as eczema, fertility, female well-being, weight loss, sport and fitness, plus stress.

All practitioners at the facility have been educated to at least BSc level, which involves three years of full time training, up to 500 hours spent in a practical clinic and a thorough understanding of biomedical theory.

"We believe that raising standards is essential to ensure optimum outcomes for patients," said clinic manager Susanne Kaiser.



It will be run by alumni and teachers at the University of Westminster

"If we can help we will, and if we can't then we will refer the patient on to our extensive network of other healthcare professionals."

Naturopath Kate Fisser added: "We believe in working as a close team, while sharing our collective knowledge. As a co-operative, practitioners benefit equally whether treating patients or working on the educational programmes. This eliminates any potential therapy bias."

Details: <http://lei.sr?a=X9N9j>

'Chemical concerns' aid natural cosmetics

The major trigger for consumers to start using natural and organic products is concern over health, according to a recently released consumer behaviour report.

The report – by London-based research consultancy Organic Monitor – is the second edition of the *UK Consumer Insights* report – which was first conducted in 2007 – and shows a significant increase in awareness of synthetic chemicals in cosmetics and toiletries, thus driving growth in the natural and organic personal care products market.

Around 90 per cent of UK buyers of natural and organic personal care products said 'avoidance of synthetic chemicals' was important or very important to them. Specific chemicals were identified by respondents as ones to avoid. For example, almost two-thirds of buyers stated they look to avoid parabens, while 19 per cent of buyers wished to avoid phthalates and lanolin, compared to just 3 per cent in 2007, highlighting increased consumer awareness of synthetic chemicals.

43 per cent of buyers say they look for symbols and logos on personal care products, which represent 'natural' and 'organic' certification, up from 33 per cent in 2007. The



Consumers are now eager to avoid synthetic products

Soil Association logo, associated with organic products, is sought out by 30 per cent of buyers. 21 per cent of buyers said they look for the Fairtrade symbol, however this logo represents the presence of certified Fairtrade ingredients – not certified finished products. This therefore conveys consumer confusion about elements of certification.

Although the number of organic product brands has mushroomed in the UK, established brands such as Weleda, Dr Hauschka and Jason Natural comprise most sales in every product category. Details: <http://lei.sr?a=d8K9q>



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Mary Archer set to chair Science Museum Group

Dame Mary Archer has been appointed by Prime Minister David Cameron to head up the Science Museum Group.

The body represents a number of sites – including the Science Museum in London, National Railway Museum in York and Shildon, the Museum of Science & Industry in Manchester and Bradford's National Media Museum – attracting more than five million visitors annually combined and will now be headed by Lady Archer.

The wife of former politician and author Jeffrey Archer, Dame Mary will take up the four-year post starting 1 January, 2015. She is a respected scientist who started her career as a physical chemist, teaching chemistry at both Oxford and Cambridge University. Details: <http://lei.sr?a=5Q2t4>



Dench has long been a supporter of the gallery

Dame Judi Dench defends under fire floating art gallery

A floating art gallery backed by Dame Judi Dench and Prince Charles is set to be destroyed after the London Port Authority failed to offer an alternate site appropriate for the nine-barge art collection.

Gallery curator Max Couper went to court in 2013 claiming he had “ancient mooring rights” to live and work at Albion Wharf in Battersea, where he'd been for 30 years. But the court ruled in favour of the port and developer Hutchison Whampoa Properties, saying the permanent collection was illegally moored and should be removed. The port and developer are now both seeking to enforce the ruling with a further High Court order to “dispose of or destroy” the vessels housing the artwork, which also serve as Couper's home.

Dench said in a statement that “the collection would not survive if it had to be moved”, while Prince Charles had previously aired his support for the project.

An LPA spokesman said it had offered alternative moorings for some of the boats, but “Mr Couper has declined all proposals.” Details: <http://lei.sr?a=e6c6h>

Design Museum to offer free entry

From 2016 onwards, London's Design Museum will be offering free entry to permanent exhibitions following its move to a new site in Kensington.

Chancellor of the exchequer George Osborne visited the museum's new site recently and announced plans to support opening the doors for free under the VAT refund scheme for museums and galleries.

The Design Museum will join more than 50 other museums across the UK capital that will be opening their doors for free under the scheme.

Relocating to Kensington from 2016, the Museum will be housed in the former Commonwealth Institute, masterminded by architectural firm OMA. John Pawson, a British designer, is refurbishing the structure.

The new site will provide three times more space for its collections, allowing room for temporary exhibitions and learning programmes. It is hoped that visitor numbers will increase to at least 650,000 people for 2016.



The new Design Museum site will have three times more space

Deyan Sudjic, director of the Design Museum said: “We know the chancellor is a firm believer in design as an essential foundation for Britain's creative economy. We are delighted he is ready to give us practical help through the VAT recovery scheme to realise our plans for a great new home for the Design Museum. When we open the doors in 2016, we will reinforce Britain's worldwide reputation for creative leadership.”

Details: <http://lei.sr?a=h6G5Q>

Tayto Park rollercoaster in for a bumpy ride

Tayto Park's proposed £19.8m expansion has hit trouble after inspectors from the National Parks and Wildlife Service (NPWS) said that it was concerned a planned £5m rollercoaster would be built “within sight and hearing of (nearby) animals”.

The Irish state body also warned that due to insufficient barriers, there was a danger that people could be attacked by a large type of bird housed in the park known as a rhea.

A spokeswoman from Tayto Park said that it had installed a sound and visual barrier around the location of the rollercoaster, and had also increased its distance from animals. The wooden rollercoaster, expected to be designed and built by Gravity Group, is set to become one of the largest in Europe – capable of reaching heights of 32m (105 ft) and speeds of 100kph (62mph). The educational amusement park – which features



Tayto Park, in Ireland's Co. Meath, is undergoing a £19.8m expansion

a variety of animal exhibits, a tour of the Tayto crisp factory and a number of adventure activities and rides – was Ireland's sixth most-attended paid for attraction in 2013, with 450,000 visitors. The park forecasts the 18-hectare expansion could help bring visitor numbers up as high as 850,000 by 2019. Details: <http://lei.sr?a=n8F2s>

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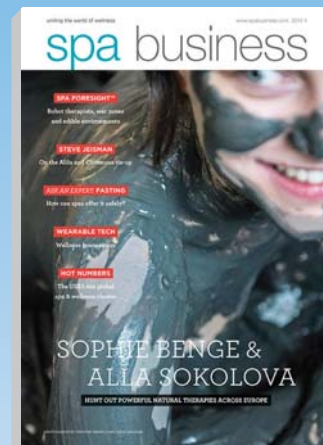
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UK leisure property sector 'remains resilient'

A new £9m leisure centre developed by Manchester City Council alongside Manchester City Football Club (MCFC) and Sport England has opened its doors.

East Manchester Leisure Centre sits within the Etihad Campus, which includes the City Football Academy – MCFC's new youth development and training centre – and is part of the ongoing long-term regeneration of east Manchester. One third of the funding for the centre came from the council, with a third also from MCFC and a final third from Sport England.

Part of the wider Beswick Community Hub, the GLL-operated site is one of three new leisure centres planned for Manchester, with another facility opening at Hough End in spring 2015 and construction due to start on Arcadia in Levenshulme this month.

Designed by architecture firm AHR, East Manchester Leisure Centre features a 35x21m community pool with a moveable floor which



The centre's 70-station gym features Technogym equipment

allows for depth adjustments. There is also a 70-station gym and dance studio, as well as a number of grass sports pitches outside.

"East Manchester Leisure Centre will provide opportunities for the community that haven't been available in the area before," said Pete Bradshaw, head of corporate responsibility at MCFC. *Details: <http://lei.sr?a=Y6V3a>*

Kier lands £25m museum contract

St Fagans National History Museum – Wales' most popular heritage attraction – has named Kier Group as lead-developer for a £25m renovation of the site.

With funding from the Heritage Lottery Fund (HLF) and the Welsh government, the Cardiff museum has started on the makeover, which will include both new build and refurbishment work.

A new £16m sustainable building – designed by lead architecture practice Purcell – will be built in the on-site woodland, celebrating the skills of craftsmen past and present, dating back to 230,000BC.

The museum's main building will be transformed during the project, with the construction of new galleries, learning areas and visitor facilities to be completed by 2017. Kier will also construct a covered atrium that will form part



The museum revamp is expected to be complete by 2017

of a new entrance area for the museum, as well as a restaurant and catering facilities.

"The complete redevelopment of the main building and construction of a multi-purpose sustainable building will be key to our vision of a new St Fagan's," said museum head Bethan Lewis. *Details: <http://lei.sr?a=m3m2U>*

London's 'Gherkin' building purchased for £700m

London's Gherkin skyscraper has been bought by Brazilian billionaire Joseph Safra for £700m.

The Foster & Partners-designed building, first opened in 2004 and standing 180m (590ft) high, was acquired by the Safra Group, owned by Safra. Officially known as 30 St Mary Axe,

The Gherkin won the RIBA Sterling Prize in 2004 and was last sold in 2006 for a fee of £600m. Leisure facilities include a restaurant and lounge bar with a 360-degree panoramic view of London, plus a wine bar and second restaurant. *Details: <http://lei.sr?a=T6m8k>*



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TRAINING

New courses aim to tackle skills shortage

Awarding organisation Active IQ has launched a new range of active leisure qualifications designed to help address the industry's management skills shortage.

The issue of under-qualified managers came into the spotlight during a panel discussion at industry conference SIBEC earlier this year, when it was claimed that two thirds of health and fitness industry managers hold the minimum level of qualifications required to do their job. The panel also discussed the need for clearer career pathways in the physical activity sector, with better training at all levels to facilitate progression.

Meanwhile, a recent survey of UK fitness managers carried out by ukactive and published by Central YMCA Qualifications found that 55 per cent believed their fellow exercise professionals are under-skilled for delivering social and psychological support to inactive people.

Active IQ's new suite of management and leadership qualifications includes the first ever Level 5 NVQ Diploma in Management and Leadership. In addition, there will be the launch of the Active IQ Level 3 Diploma in Management (QCF) and the Active IQ Level



The new courses offer greater options for career progression

4 NVQ Diploma in Management (QCF). The qualifications – professionally recognised by CIMSPA – have been designed to help alleviate the shortage of qualified managers as the industry continues to grow apace.

“There is an ever-growing demand for leaders and managers within the industry and our new qualifications will certainly help bridge the gap between growth and demand,” said Active IQ commercial director Jenny Patrickson. *Details: <http://lei.sr?a=K6D8j>*

PT company to upskill entire workforce

Lifestyle Personal Training (LSF-PT) is bidding to bridge the gap between the fitness and medical industries by insisting that its team of over 400 PTs are all trained to a minimum standard of Level 4 REPS by January 2015.

The announcement comes amid a period of intense discussion around ways the physical activity industry can become a credible public health delivery partner and help tackle the inactivity crisis through exercise referrals prescribed by GPs.

By attaining a Level 4 REPs qualification, PTs gain ‘specialist’ status, pushing them towards a level of credibility necessary to be at the forefront of public sector initiatives to deal with growing health epidemics. It also enables the PT to engage with the GP community regarding ‘exercise referrals’ and a more specialised service within the wider health community.



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“We want our PTs to be operating at the highest industry standard available,” said LSF-PT director Andy McGlynn. “Many of the trainers who operate in LSF-PT then go on to study very niche and specialist areas in order to continue to improve their product offering to their clients.” *Details: <http://lei.sr?a=r5Q7d>*

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Hertfordshire Sports Village provides extensive indoor and outdoor sports facilities to the local community, students and staff of the University of Hertfordshire. The following full-time positions are available:

Receptionist: £17,217 + PRP

You will provide a consistent, efficient, high quality and customer-oriented reception service. You will interact in a positive and proactive manner with all customers, upholding our customer care objectives at all times. You will be responsible for maintaining good relations with customers, implementing and adhering to service quality procedures, providing an efficient booking service, controlling entry to the Sports Village and providing accurate information at all times.

Bookings Administrator: £18,792 + PRP

The post holder will assist the Conference & Bookings Coordinator, and have responsibility for all administration tasks associated with conference and meeting room bookings, children's parties, block bookings and events, to facilitate an effective and efficient service to all customers. This includes invoicing and credit control for all regular and event bookings including chasing payments and initiating debt recovery where appropriate.

Health & Fitness Coach: £18,792 + PRP

Are you all about that bass, no treble???

Do you want to make a difference? Do you thrive on member engagement and interaction? Do you want to be a part of a team that puts members at the heart of every decision? Can you make enough of a difference to members that they want to come back week after week? Health and fitness is a varied role, as will yours be, if you are ready to be recognised for adding value to members through fun, engaging and professional service delivery, you could be who we are looking for?

Online application process and further details can be found at <http://www.herts.ac.uk/jobs> please select 'professional vacancies'

University of
Hertfordshire



de Havilland Campus, Hatfield Business Park, Hatfield, Herts, AL10 9EU

Cultural Services Sports and Leisure Manager



www.warwickdc.gov.uk

Salary £39,351 to £41,148 pa

An exciting opportunity has arisen for a dynamic individual to head up the sports and leisure service in this forward thinking council at a very exciting time.

The successful candidate will play a key role in securing the future of our Sports and Leisure service, by developing and executing strategies that will drive performance and maximise participation and income.

Work has commenced on feasibility studies to inform significant investment opportunities in leisure centres and to consider delivery models for future management of these facilities. The successful candidate will play a crucial role in this programme of work as it develops over the next 2 years.

Reporting to the Head of Cultural Services this role requires a highly motivated and commercially minded individual. You will build relationships with internal and external stakeholders, as well as producing and analysing financial reports to support your strategic plans.

You will have a strong background in the sport and leisure sector, ideally in a commercial environment. Your understanding of this industry will help you to work with staff to deliver a wide range of leisure services for Warwick District Council.

To apply for the job visit www.warwickdc.gov.uk or for an informal discussion about the post please call Rose Winship on 01926 456223.

Closing date: 1 December 2014

For more details on the following jobs
visit www.leisureopportunities.co.uk
or to advertise call +44 (0)1462 431385



Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Speedflex Receptionist

Company: Speedflex
Location: West Byfleet, Surrey, UK

Recreation Assistant

Company: Kingston College
Location: Kingston, Surrey, UK

Speedflex Trainer

Company: Speedflex
Location: West Byfleet, Surrey, UK

Sales Manager

Company: Everyone Active
Location: Redcar, UK

Lifeguards

Company: GLL
Location: Various locations, UK

Membership Consultant

Company: Everyone Active
Location: Stowmarket, UK

Full Time Receptionist

Company: Everyone Active
Location: Carshalton, Surrey, UK

Duty Manager

Company: Parkwood Leisure
Location: North Solihull, UK

Project Manager

Company: Exeter City Council
Location: UK

Health Navigator

Company: Everyone Active
Location: Daventry District, UK

Sales & Membership Manager

Company: Speedflex
Location: Newcastle, UK

Exercise Physiologist

Company: Speedflex
Location: West Byfleet, Surrey, UK

Business Development Manager

Company: Freedom Leisure Ltd
Location: East Sussex, UK

Fitness Apprenticeship

Company: Énergie Group
Location: Chesham, UK, UK

Fitness Instructor (p/t)

Company: Énergie Group
Location: Chesham, UK, UK

Centre Manager

Company: Speedflex
Location: West Byfleet, Surrey, UK

Personal Trainers

Company: Lifetime
Location: Nationwide, UK

Fitness Motivator - Part Time

Company: Everyone Active
Location: Tenbury Wells, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Fitness and Sales Manager

Company: Everyone Active
Location: Worcestershire, UK

Tennis Coach/Instructor

Company: MH Barghash
Location: Saudi Arabia

Recreation Supervisor

Company: MH Barghash
Location: Saudi Arabia

Golf Coach

Company: MH Barghash
Location: Saudi Arabia

Lifeguard Instructor

Company: MH Barghash
Location: Saudi Arabia

Youth Leader

Company: MH Barghash
Location: Saudi Arabia

Horse Riding Instructor

Company: MH Barghash
Location: Saudi Arabia

Swimming Instructor

Company: MH Barghash
Location: Saudi Arabia

Fitness Consultant

Company: MH Barghash
Location: Saudi Arabia

Personal Training Diploma

Company: Lifetime
Location: Nationwide

Duty Manager x 2,

Company: Parkwood Leisure
Location: Exeter, UK

Head of Leisure

Company: South Norfolk Council
Location: Long Stratton, UK

Front of House Receptionist

Company: Everyone Active
Location: St Albans, UK

Assistant General Manager

Company: The Gym Group
Location: Hemel Hempstead, UK

Leisure Centre Manager

Company: De Montfort University
Location: Leicester, UK

Assistant Manager

Company: Everyone Active
Location: Epping, Essex, UK

Senior Recreation Assistant

Company: GLL
Location: Redhill, UK

General Manager

Company: The Gym Group
Location: London, UK

Business Development Officer

Company: Northampton Leisure Trust
Location: Northampton, UK

Community Health Coach

Company: Live Well Suffolk
Location: Forest Heath

Senior Recreation Assistant

Company: GLL
Location: Finchley, UK

Weight Management Practitioner

Company: Live Well Suffolk
Location: Ipswich

Learning Support Tutor

Company: YMCAfit
Location: Central London, UK

Member Services Advisor

Company: Pure Gym Limited
Location: Central Support, Leeds, UK

Creche Supervisor

Company: Legacy Leisure
Location: Southend, UK

Development Manager

Company: East Herts Council
Location: Hertford, UK

Senior Recreation Assistant

Company: GLL
Location: Mitcham, UK

Sports Coach

Company: Everyone Active
Location: Studley Leisure Centre, UK

National Accounts Manager

Company: Anytime Leisure
Location: Various locations, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Kidlington, Cherwell, UK

Gym Supervisor p/t

Company: LSE Students' Union
Location: London, UK

Duty Manager

Company: Parkwood Leisure
Location: North Devon, UK

Casual Swim Teacher

Company: Everyone Active
Location: Worcestershire, UK

Operations Brand Manager

Company: énergie group
Location: Nationwide, UK

Senior Recreation Assistant

Company: GLL
Location: Surrey, UK

Cycle Mechanic and Coach

Company: Parkwood Leisure
Location: Alice Holt Forest, Surrey, UK

Call Centre Manager

Company: Finesse Leisure Partnership
Location: Hatfield, UK

Duty Manager

Company: Parkwood Leisure
Location: Bicester, UK

Membership Consultant

Company: Everyone Active
Location: Hucknall, UK

Deputy Sports Centre Manager

Company: Malvern St James School
Location: Worcestershire, UK

Team Leader

Company: Everyone Active
Location: Warwickshire, UK

General Manager

Company: Parkwood Leisure
Location: London, UK

General Manager

Company: Parkwood Leisure
Location: London, UK

Swim Teachers

Company: Everyone Active
Location: Warwickshire, UK

Gymnastics Club Coach

Company: Parkwood Leisure
Location: Southend on Sea, UK

Research & Innovation Manager

Company: Sheffield Int Venues
Location: Sheffield, UK

Learning Disability Co-ordinator

Company: Tottenham Hotspur FC
Location: London, UK

General Manager

Company: Legacy Leisure
Location: West Berkshire, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Exeter, UK

Membership Advisor

Company: Parkwood Leisure
Location: Bristol, UK

Swimming Teacher

Company: Everyone Active
Location: Studley Leisure Centre, UK

Duty Supervisors

Company: Northampton Leisure Trust
Location: Northampton, UK

Operations Assistants p/t

Company: Harrow School
Location: Middlesex, UK

Duty Manager

Company: Everyone Active
Location: Studley Leisure Centre, UK

Health and Fitness Supervisor

Company: University of Essex
Location: Essex, UK

Assistant General Manager

Company: The Gym Group
Location: Newcastle North, UK

Health & Fitness Adviser p/t

Company: University of Essex
Location: Essex, UK

Duty Manager

Company: Parkwood Leisure
Location: Southend, UK

Sports Assistant

Company: St Mary's School Ascot
Location: Ascot, UK

Sports and Leisure Manager

Company: Warwick District Council
Location: Warwickshire, UK

Crew Member

Company: énergie group
Location: Maidstone, UK

Regional Account Manager

Company: Harlands Group
Location: Midlands and South, UK

Swimming Teachers (Level 1 & 2),

Company: Parkwood Leisure
Location: Riverside, Exeter, UK

Gym Consultant roles

Company: Zippee
Location: Rushden & Peterborough

Personal Trainers

Company: Hogarth Group
Location: West London, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Club Manager

Company: énergie group
Location: Banbury, Oxfordshire, UK

2 x Leisure Assistant

Company: Chesterton Community Coll
Location: Cambridge, UK

Maintenance Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

Head Coach - Diving

Company: Parkwood Leisure
Location: Southend, UK

Sales Manager

Company: énergie group
Location: Wembley, UK

Fitness Instructor

Company: énergie group
Location: Various locations, UK

Club Manager

Company: énergie group
Location: Wembley, UK

Leisure Attendant

Company: Everyone Active
Location: Epping, UK

Personal Trainers

Company: Paul Jennings Fitness
Location: London and Home Counties, UK

Membership Sales Managers

Company: Momentum Excel
Location: Barnsley, Wakefield, UK

FOH Reception Manager

Company: Everyone Active
Location: Malvern, UK

Swimming Instructors

Company: Finesse Leisure Partnership
Location: Hatfield, UK

Centre Manager

Company: Climbing Centre Group Ltd
Location: Manchester

Recreation Assistants

Company: Finesse Leisure Partnership
Location: Hatfield, UK

Membership Sales Consultant

Company: énergie group
Location: Long Eaton, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Woburn, Bedfordshire, UK

Swimming instructor

Company: énergie group
Location: Wilmslow, UK

Property Administrator

Company: The Gym Group
Location: Guildford, UK

Gym Instructor

Company: Achieve Lifestyle
Location: Surrey, UK

Recreation Assistant

Company: Achieve Lifestyle
Location: Surrey, UK

Membership Sales Consultant

Company: Énergie Group
Location: Wilmslow, UK

Nutrition Coach

Company: G14
Location: Chiswick, West London

General Manager

Company: Bewilderwood
Location: Norwich, UK

Duty Officer

Company: Redditch Borough Council
Location: Redditch, UK

Marketing Manager

Company: Bewilderwood
Location: Norwich, UK

Promotional Staff

Company: énergie group
Location: Greater London, UK

Assistant Manager

Company: énergie group
Location: Maidstone, UK

Leaflet Distributer

Company: énergie group
Location: Greater London, UK

Team Leader

Company: Fusion Lifestyle
Location: Buckinghamshire, England

Assistant Manager

Company: énergie group
Location: Preston, UK

Area Managers

Company: Club Training
Location: Various locations, UK

Personal Trainer - P/t

Company: Everyone Active
Location: Acton, London, UK

General Manager

Company: Fusion Lifestyle
Location: London, England

Customer Relations Manager

Company: Fusion Lifestyle
Location: London, England

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Nationwide, UK

Receptionist

Company: Xercise 4 Less
Location: Nationwide, UK

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

General Manager

Company: Xercise 4 Less
Location: Nationwide, UK

Personal Trainer

Company: Xercise 4 Less
Location: Nationwide, UK

Impact Sales Consultant

Company: Xercise 4 Less
Location: Various - Field based, UK

Fitness First Middle East

Company: Premier Training
Location: Middle East

Personal Trainers

Company: Everyone Active
Location: Warwickshire, UK

Facial Therapist

Company: Grace Belgravia
Location: London, UK

Spa Director

Company: Sopwell House
Location: St Albans AL1, UK

Spa Manager

Company: Thanos Hotels Ltd
Location: Polis, Paphos, Cyprus

Food and Beverage Manager

Company: Folly Farm Adventure Park
Location: West Wales, UK

Conference Director

Company: Global Geoparks Network
Location: Torquay, UK

Events Manager

Company: The National Museum of the Royal Navy
Location: Portsmouth, UK

Visitor Welcome Manager

Company: National Trust
Location: Derby, UK

Island Facilities Manager

Company: St Michael's Mount
Location: Marazion, Cornwall

Executive Manager

Company: Borde Hill Garden
Location: West Sussex, UK

Duty Manager

Company: The Orlando Eye
Location: Florida-Orlando, US

Operations Manager

Company: Legoland Discovery
Location: Georgia-Atlanta, US

General Manager

Company: Sea Life
Location: Missouri-Kansas City, US

Marketing Coordinator

Company: Sea Life
Location: Minnesota, US

Hotel Operations Manager

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

Internal Sales Representative

Company: Gardaland Resort
Location: Castelnovo del Garda, Italy

Hotel Resident Manager

Company: Gardaland Resort
Location: Castelnovo del Garda, Italy

Maintenance Manager

Company: The Dreamland Trust
Location: Margate, UK

UK sales agent

Company: ROCAS & DESIGN
Location: Nationwide

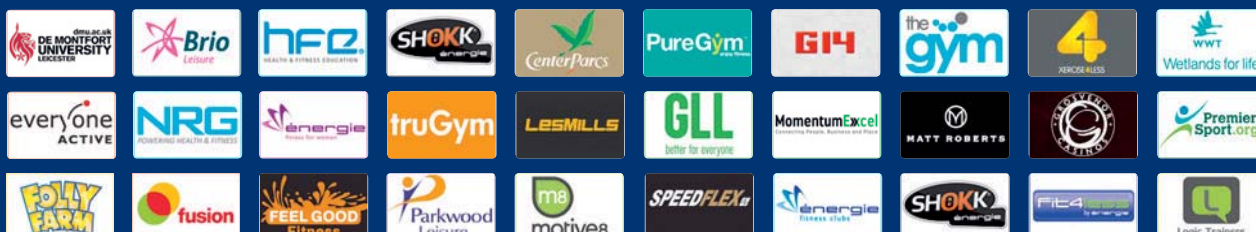
Field Services Engineer

Company: Mecca Bingo
Location: Midlands, UK

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Varney to lead BHA push for policy

Merlin Entertainments chief executive Nick Varney has been announced as the successor to British Hospitality Association (BHA) chair Alan Parker when he steps down on 1 January, 2015.

Varney will join the BHA board of directors, working with its CEO and *Leisure Opportunities* columnist Ufi Ibrahim, plus the executive team in the lead up to the general election – where hospitality, and particularly tourism, are expected to be significant issues. The Merlin chief has been instrumental in leading the Cut Tourism VAT Campaign – striving for the UK to be more competitive in Europe with a lower tourism tax – and his immediate priority will be to make all political parties aware of the importance of the hospitality and tourism sector to the economy and jobs market.

Varney has said his key priorities are gaining ground on the tourism VAT issue; visa policies for emerging markets like China and Russia; 'enlightened' employment legislation; rectifying skills shortages; and the development of a more efficient and encouraging planning process.



Varney is focusing on several key policy issues ahead of the election

"The BHA is to be congratulated on the excellent work done to date and I take this opportunity to thank everyone, but particularly Alan (who will remain as BHA president) and Ufi, for what has been achieved so far," said Varney. "Now with a general election imminent, we have a very short window of time to build on this, and to make sure that the economic and social importance of the hospitality and tourism sector is understood by all political parties; and that our issues are on their agenda for the future."

Details: <http://lei.sr?a=Q2n5F>

Tourism revenue boom for film locations

Continued from cover

Human Digital calculated the economic worth of social media to on-screen location by using the Location Placement Value (LPV) method – including likes, mentions and retweets among others. Using the method it was able to quantify the minimum equivalent in advertising value for certain locations.

Taking four European locations, each with three TV shows or movies filmed there, it is clear that social media has a deep impact on how the public interacts with the locations and why they are visiting them. Hit shows such as the BBC's *Sherlock* and HBO's *Game of Thrones* are reportedly making a fortune for tourism across the UK and Europe.

Results of LPV – considering the total minimum chances a productions' location has of being mentioned both online and offline – show the equivalent advertising value for certain locations. The *Harry*



Sherlock is worth £10.8m to the London economy

Potter franchise, for example is worth £10.4m (€13.1m, US\$16.3m) to London while TV series *Game of Thrones* has benefitted Maltese tourism by around £1m (€1.2m, US\$1.5m).

Details: <http://lei.sr?a=Q3N4M>

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