

# leisure opportunities

6-19 February 2018 Issue 729

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## Sport report omits Healthy Pupil cuts

**A progress report on the government's Sporting Future strategy has been overshadowed by the omission of more than £300m in cuts to a healthy pupil programme.**

While sports minister Tracey Crouch told Parliament there had been "good progress on a number of fronts" since the strategy was introduced, her latest report failed to detail changes to the Healthy Pupil Capital Programme.

The Sport and Recreation Alliance released a statement highlighting the issue. "The Childhood Obesity Strategy is an example of where, despite some progress, the physical activity recommendations are yet to come to fruition 18 months on from the publication of the strategy, and although the report highlights an additional £100m into the Healthy Pupil Capital Programme, it fails to reference that this is over £300m less than was originally announced," it said.

"If we are to address the huge challenge of obesity it's clear that government needs to further prioritise continued investment into physical activity and sport."



■ Crouch (left) said there has been 'good progress' but wants to focus on mental health

The report highlights Sport England's £530m investment in projects and the formation of the Sports Business Council.

Crouch said: "There's still more work to do. This year I will particularly focus on mental health in sport and encouraging the sector to continue to step up on safeguarding participants."

More: [http://lei.sr?a=d8K8z\\_0](http://lei.sr?a=d8K8z_0)



**This year I will particularly focus on mental health in sport**

Tracey Crouch



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## Sister Act: Australia's **Johnson** triplets-plus-one bring dance fitness brand TAPfit to UK

**F**our Australian sisters who represented their country at the World Dance Championships have announced plans to launch their dance-fitness brand in the UK.

Created by triplets Annie, Rachel and Fiona, and younger sister Katherine Johnson, TAPfit will hold its first instructor training days in England and Scotland next month.

"We've been watching the UK fitness market since our launch in Australia and are impressed with the dynamic landscape here," said Katherine, a company director. "That said, we feel the time is right for a new dance-fitness brand



■ The sisters see the UK as an "extremely significant market"

**"We've been watching the UK fitness market since our launch and are impressed with the dynamic landscape here"**

and TAPfit is the natural progression from other programmes because you 'become the beat'."

Launched in Brisbane, Australia, three years ago, the programme's unique selling point is its patented

technology – specially engineered tap-dancing attachments, known as 'Feet Beat', which slip over running shoes to add rhythm to the full-body workout.

TAPfit already holds more than 300 classes every week across Europe, with more than 100 qualified coaches, but the sisters believe the UK is "set to become an extremely significant market for the brand" in 2018.

They have spent the last three years developing the programme alongside exercise, diet and physiological professionals.

Instructor training days will take place in Glasgow and London in February and March.

## **Adrian Packer** welcomes government's pledge to combat school holiday hunger and inactivity



■ Packer is CEO of CORE Education Trust, which runs six schools in Birmingham

**P**lans to tackle child health inequalities caused by school summer holidays have been welcomed by Adrian Packer, CEO of CORE Education Trust.

The Department for Education has announced a government programme to tackle 'holiday hunger' from 2019, while non-profit health organisation ukactive is launching a pilot with up to 50 schools this summer to reduce levels of physical inactivity among

**"This cannot be achieved by working in silos: we need a whole-community approach"**

children during the holidays, as well as addressing learning loss, personal development and mental health in young people.

Packer, who is also a ukactive board member, said: "This is an important commitment from government which recognises the impact and challenges of summer holidays, especially

for families from low-income backgrounds.

"We look forward to working shoulder to shoulder with government and child health professionals this summer to support their plans for 2019 onwards to give young people a brighter future.

"This cannot be achieved by working in silos: we need a whole-community approach."



■ Beckham addressed an audience of football fans in Miami, Florida

**"I was drawn to this city for the same reason millions of people are: the diversity, the beaches, the people"**

## David Beckham chooses Miami to launch MLS team

**D**avid Beckham has launched his long-awaited Major League Soccer team in Miami.

The former England captain had exercised an option in his contract with former side LA Galaxy to buy an expansion franchise in 2014. The team, which has yet to be named, will play at a new 25,000-seater stadium in the city's Overton neighbourhood.

Fighting back the tears, Beckham told fans and media at a press conference in Florida: "I promised my son who's here tonight that I wouldn't get emotional but it's going to be tough because this is something that has been a dream for many, many years.

"Bringing an MLS club to Miami has been a hell of a journey. I promise you the team that we bring into this league will be the best team.

"When I was awarded the team there was only one city for me and it was here.

"I was drawn to this city for the same reason that millions of people are: the diversity, the culture, the weather, the beaches, the people.

"It was very difficult at times when we said, 'this dream isn't going to happen', but I don't give up – nothing in my career has been easy."

Beckham was referring to four years of disputes over the stadium site in southern Florida, with residents having opposed multiple locations.

# leisure opps

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■ Geha's gym project has been designed as an almost completely open space

## Architect **Rabin Geha** explores how design and colour impacts a gym workout

**A**boutique health club exploring how lighting and design impact the effectiveness of your workout has opened in Beirut, Lebanon.

Health club brand U Energy commissioned local practice Rabin Geha Architects to design the 1,200sq m underground project as "a place to provide respite from the hectic nature of daily life" in the city.

The design uses skylights to provide natural light and neon strips to divide areas.



**"Any encouragement to keep people returning is something to be celebrated"**



Studio founder Rabin Geha said: "The result here is an edgy and dynamic, motivational setting conducive to a healthy, energetic and comfortable workout.

"The gym is raw and industrial in style, allowing members to focus only on enhancing their wellbeing without the busy distractions of Beirut.

"If you can create an appealing space, people will go and enjoy it. Today, gyms have to cater not only to the body and mind but also engage our eyes and keep us coming back.

"The sense of aesthetic becomes very important while working out – any encouragement to keep people returning is something to be celebrated."

## **Chris Grant** urges sports bodies to do more to identify and celebrate new role models from minority backgrounds

**S**ports stars from minority backgrounds hold the key to sporting success in the UK, according to Sported CEO Chris Grant.

Speaking at the Fit for the Future Convention in Loughborough, Grant spoke candidly about issues raised in January following the appointment of Phil Neville as England manager and also the death of the footballer Cyrille Regis.

He urged sports bodies and partners to do more to identify and promote trailblazers from black, Asian and ethnic minorities, as well as female players and coaches.



■ Grant, CEO of sports charity Sported, wants to find new heroes



**"I've been looking for role models who are 'non-traditional' in terms of the parts of the country they come from"**



"This isn't about Phil Neville, it's about where are the role models?" asked Grant, who said he had

been inspired by Regis, the third black footballer to play for England. "I've been in the process of looking

for role models who are 'non-traditional' in terms of the parts of the country where they come from.

"If you look at what's happened in the NFL since the Rooney Rule was introduced in 2002, black coaches who've been appointed have outperformed the norm considerably.

"If you look at the 12 European, Olympic and World Championship competitions in women's football since 2000, 11 of those have been won by teams coached by women.

"Organisations which have diversity outperform those which don't, across industries."



■ Levete received the award for raising the profile of women in architecture

## 'Independent voice' **Amanda Levete** awarded 2018 Jane Drew Prize

**B**ritish architect Amanda Levete has won the 2018 AJ/AR Jane Drew Prize, which celebrates individuals who have raised the profile of women in architecture through their work.

Levete – who won the 1999 RIBA Stirling Prize for the Lord's Media Centre, alongside her then-husband and business partner Jan Kaplický – is the founder of AL\_A, a studio who have received acclaim for public projects such as Lisbon's Museum of Art, Architecture and Technology; the V&A Museum's Exhibition Road expansion; and the Central Embassy tower in Bangkok.

The prize is presented by the Women in Architecture Awards in association with the *Architects Journal* and the *Architectural Review*. Its mission is "to look to inspire change in the architectural profession by celebrating great design by women architects from around the world and promoting role models for young women in practice".

Paul Finch, editorial director of the AJ and AR, said: "Amanda Levete is an architect whose practice has blossomed internationally, and whose independent voice has generated welcome debate and reform."

**"Amanda Levete is an architect whose  
whose independent voice has generated  
welcome debate and reform"**

Paul Finch, editorial director of the AJ and AR

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## BOUTIQUE

### YourZone45 to ramp up expansion plans

Boutique fitness franchise YourZone45 is planning to open eight studios this year, starting with a flagship gym in Greenwich, London, in March.

Launched in 2004, YourZone45 launched its franchise operation in 2015 and has four studios in Bingley, Braintree, Colchester and Colliers Wood.

In addition to the Greenwich club, studios will also open in Woking and Southampton, while five other sites are yet to be confirmed.

"I'm confident that in the next 12 months we'll achieve the targeted growth and have a number of established studios around

the UK," said YourZone45 founder Chris Elms.

Each franchise, which costs £70,000 to set up, is 2,000 to 3,000sq ft (186 to 279sq m) and holds between 45 and 60 classes per week.

The 45-minute boot-camp-style workouts focus on heart-rate technology training and are delivered by a fitness coach.

Members' heart rate percentages are displayed on screens and the goal is to achieve 84 to 100 per cent of their maximum heart rate for at least 12 to 20 minutes so they continue to burn calories for up to 36 hours after working out.

[More: http://lei.sr?a=F7B6X\\_0](http://lei.sr?a=F7B6X_0)



■ Launched in 2004, YourZone45 began franchising in 2015



**I'm confident we'll achieve the targeted growth**

Chris Elms

## RESEARCH

### Disease timebomb to hit over-65s by 2035 – study



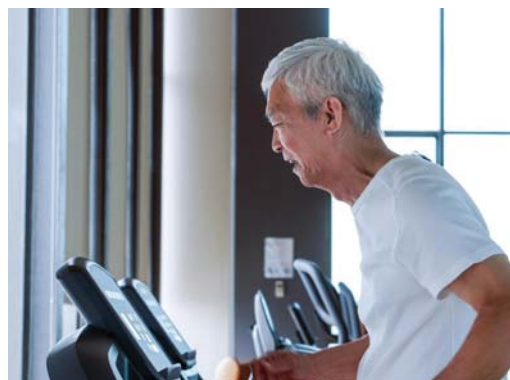
**Adults aged 65 to 74 are more likely to have two or three diseases**

Carol Jagger

The number of older people diagnosed with four or more diseases will double within the next 20 years due to rising levels of obesity and a lack of physical activity.

Researchers at Newcastle University found there will be large growth in the number of people with multiple diseases, known as 'multi-morbidity'.

By 2035, life expectancy is predicted to increase by 3.6 years for men and 2.9 years for women, however, researchers predict that two-thirds of that time will be spent living with four or more diseases.



■ Physical inactivity is predicted to increase

Professor Carol Jagger said: "Much of the increase in diseases is a result of the growth in population aged over 85 years. More worryingly, adults aged 65 to 74 are more likely to have two or three diseases due to higher prevalence of obesity and physical inactivity."

[More: http://lei.sr?a=R2z9H\\_0](http://lei.sr?a=R2z9H_0)



**OPERATORS**

## Bannatyne Group brings Speedflex to Scotland



**Speedflex enhances our ability to utilise the latest platforms**

Justin Musgrove

The Bannatyne Group has introduced Speedflex to the fitness market in Scotland as it continues to roll-out studios across its portfolio.

The high-intensity, low impact fitness sessions are available to members at the group's Dunfermline and Edinburgh Queen Street health clubs.

The two studios follow those at Bannatyne's in Darlington, Mansfield and Coulby Newham, with a further seven expected over the coming months.

"We strive to be innovative and deliver the latest industry concepts to our members," said CEO Justin Musgrove.



■ (L-R) Bannatyne Group's Fiona McNorton, Matthew Emery, Scott Niven and Rachel Wrightson

"With the introduction of Speedflex we continue to add to the provisions rolled out across our clubs.

"Speedflex enhances our ability to utilise the latest industry platforms, enabling us to deliver an enhanced member experience."

[More: http://lei.sr?a=q2F4F\\_0](http://lei.sr?a=q2F4F_0)

**DEVELOPMENT**

## Plans confirmed for £14.5m Bulmershe Leisure Centre

Plans have been revealed for a £14.5m leisure centre set to open in Woodley, near Reading, in 2020.

Wokingham Borough Council confirmed plans to build the new Bulmershe Leisure Centre, replacing an ageing centre built in the 1970s which has been deemed not fit for purpose, despite undergoing a £400,000 redevelopment in 2014.

Facilities will include a 25m, six-lane swimming pool, a teaching pool with movable floor, a 75-station health club, two group exercise studios and a sports hall.



■ An artist's impression of the planned leisure centre



**The new leisure centre will benefit the community**

Wokingham Borough Council

A planning application is due to be submitted at the end of March and the council hopes final approval will be secured by the end of August, with construction work set to take about 18 months to complete.

A council spokesperson said: "The new leisure centre will benefit the local community, including young people, families and the elderly population."

[More: http://lei.sr?a=v9Z6R\\_0](http://lei.sr?a=v9Z6R_0)

## Mobile chat apps pose data risk to leisure centres – survey

Data security at health clubs and leisure centres could be at risk because staff are using unofficial channels such as Facebook and WhatsApp to communicate work-related issues, according to a new survey.

Interviews conducted by Our People with fitness sector workers, including duty managers, club bosses, head office staff, assistants and receptionists, found that more than two-thirds (69 per cent) of employees are using social media sites or chat apps to communicate with their team on work matters.

[More: http://lei.sr?a=R8S6B\\_0](http://lei.sr?a=R8S6B_0)

## EVENTS

# Boutique leaders to look at future trends

Fitness brands, startups and investors are set to debate the next phase of growth for the boutique sector, as Sweat returns for a second year next month.

Hosted by not-for-profit health organisation ukactive, Sweat 2018 will explore what it takes for boutique operators to stand out in an increasingly crowded market and how established operators can begin to upscale and expand.

“As this market matures, we want to support the sector in its next phase of growth by giving burgeoning operators the tools to reach their full potential in a globalised and highly competitive market, while

ensuring the boutique boom represents a permanent shift in the market,” said Steven Ward, chief executive of ukactive.

Speakers will include Welltodo founder Lauren Armes and Equinox’s former director of group fitness, Emma Barry, with panelists from F45, Boomcycle and new venture Run Junkie.

Barry will open the morning session with a keynote analysing global trends, from the effects of globalisation and increased competition to exploring how to emulate worldwide success stories.

Sweat takes place at Studio Spaces, Wapping, London, on Thursday, 8 March.

[More: http://lei.sr?a=T9a2c\\_0](http://lei.sr?a=T9a2c_0)



■ Sweat returns to London after a successful launch last year



**We want to support the sector in its next phase of growth**

Steven Ward

## PARTNERSHIP

# Lanesborough and Bodyism create dual membership offer



**This allows us to take care of members from both sides of Hyde Park**

James Duigan

Luxury private health club The Lanesborough Club & Spa has signed a partnership deal with ‘über-boutique’ gym Bodyism to create a dual membership offer.

New members joining either club will be given the option to acquire full membership at both clubs.

The deal is an extension of an existing partnership, which has seen Bodyism founder and trainer James Duigan lead fitness sessions at The Lanesborough, Knightsbridge.

Other facilities include a gym fitted with Keiser indoor cycles, K2



■ Bodyism founder James Duigan leads the sessions

rowing machines, and a studio used for pilates, yoga and HIIT TRX.

Duigan said: “The dual membership will allow us to take care of our members from both sides of Hyde Park, helping them become the healthiest and happiest version of themselves.”

[More: http://lei.sr?a=K2c6U\\_0](http://lei.sr?a=K2c6U_0)



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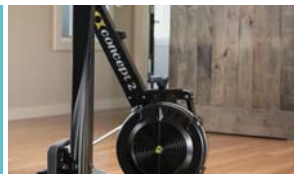
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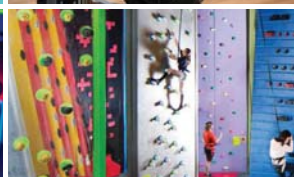
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**SportsArt**



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



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

**Ben Coomber**



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

**Lord Jason Allan Scott**

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## RUGBY

# Rugby's finest star in Virgin Active hub

England Rugby has teamed up with Virgin Active to create a training programme aimed at improving physical strength and mental wellbeing.

Devised by the Rugby Football Union's (RFU) head of sport science and medicine, Mark Bennett, the 'Fit for Rugby' programme brings together the RFU's expertise on exercises for rugby and Virgin Active's knowledge of a holistic approach to fitness.

The initiative, which caters to all abilities, includes an online training hub featuring England Rugby's men's and women's players.

Through the hub, Maro Itoje shows participants how to increase strength and

explosive power and Rachael Burford offers advice on balance and conditioning.

"Rugby is a complex sport to train for – it requires a variety of fitness attributes," said Bennett.

"This training programme focuses on sequences of exercises to effectively and safely train you for the rugby, but it's suitable for general fitness enthusiasts as well."

Virgin Active head of product development James Trevorrow said: "This programme offers an opportunity to learn from England's elite – the very best at achieving optimum physical and mental wellbeing."

[More: http://lei.sr?a=G8n4t\\_0](http://lei.sr?a=G8n4t_0)



■ England's Maro Itoje demonstrates his explosive power



**This programme offers the opportunity to learn from England's elite**

James Trevorrow

## RESEARCH

# Half of community sports groups fear closure – survey



**Local sports groups are the hub of community life**

Paul Pester

Community sports leaders continue to face a shortage of funding and support, according to findings from a new survey.

Research by sports charity Sported and TSB bank found that a quarter of people have seen their local group close down, with more than half facing the fear of closure if they cannot find professional support or funding. Almost three quarters (71 per cent) of club members said the leaders of their group are volunteers and 61 per cent are concerned about the lack of volunteers.

TSB announced a new partnership with the charity, under which local



■ Community sports rely on volunteers to operate

TSB branches will provide support in operational areas such as budgeting, marketing, social media and PR.

"Local sports groups are the hub of community life and the people who support them all share the same values," said Paul Pester, CEO of TSB.

[More: http://lei.sr?a=v4Z9a\\_0](http://lei.sr?a=v4Z9a_0)





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## AQUATICS

### Birmingham 2022 planning starts with aquatics centre



**The eyes of the world will be on Sandwell and the benefits will be huge**

Steve Eling

Designs for a world-class aquatics centre have kicked off the race to get Birmingham ready for the Commonwealth Games in 2022.

Existing sports facilities played a crucial role in Birmingham's successful bid to host the competition, with Commonwealth Games Federation president Louise Martin saying the "vast majority of the Games venues are in place".

However, a top aquatics centre is still missing and Smethwick, Sandwell, has been confirmed as the location for a proposed £60m facility.



■ An artist's impression of the competition pool

Sandwell Council revealed plans to build the 5,000-seater venue, including an Olympic-sized pool and 25m diving pool, at Londonderry Playing Fields.

"The eyes of the world will be on Sandwell and the benefits to the local economy will be huge," said council leader Steve Eling.

[More: http://lei.sr?a=w8s6X\\_0](http://lei.sr?a=w8s6X_0)

## TECHNOLOGY

### Sport and tech leaders plan 'startup superhighway'

Leaders from the sport, fitness and technology sectors have unveiled a dynamic collaboration to stimulate growth for digital startups that help people get active.

Three distinct but complementary programmes by London Sport, the Open Data Institute and ukactive, will now be progressed together, with support from Sport England.

The bodies will work together to support startups aiming to tackle physical inactivity – estimated to cost the UK £20bn a year and cause 37,000 deaths.



■ The programmes each support sports tech startups



**The sport and physical activity sector continues to innovate**

Dave Newton

"The sport and physical activity sector continues to evolve and innovate to keep up with the digital expectations of its consumers," said Dave Newton, director of mass markets at Sport England.

"The creation of this startup superhighway for physical activity innovators is a strong step in the right direction – it's an exciting time for the sector."

[More: http://lei.sr?a=V2p3w\\_0](http://lei.sr?a=V2p3w_0)

### Didier Drogba's MLS franchise bid boosted by stadium plans

Sports architecture firm Populous will design a 365-day stadium for Didier Drogba's US football franchise Phoenix Rising FC, which has ambitions of joining Major League Soccer (MLS).

Local design firm Gould Evans will collaborate on the project.

Phoenix Rising FC is co-owned by former Chelsea and Ivory Coast striker Drogba, who also plays for the team.

The club is optimistic the ground will be ready to open in time for the 2021 MLS season.

[More: http://lei.sr?a=K2f9t\\_0](http://lei.sr?a=K2f9t_0)



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## EVENT HIGHLIGHTS



### **John Amaechi OBE**

*Chief Executive Officer,  
Amaechi Performance Systems*

John Amaechi is a psychologist, New York Times best-selling author and former NBA basketball player. His keynote’s theme is “understanding people” – tailoring recruitment and retention policies and cultures to get and keep the best staff and lower costs. Don’t miss this chance to see a world-class inspirational speaker!



### **Managing Health and Safety in Swimming Pools – new edition launch**

Join us on day 2 of the conference when the Health and Safety Executive will announce the publication of the long awaited new edition of this guidance. Our speakers will highlight the main thrust of the new edition’s changes and additions and explain where other essential sources of information can be found.



### **Jennie Price CBE**

*Chief Executive, Sport England*

Jennie’s keynote will provide an insight into Sport England’s thinking at an important time, as it consults on its new Workforce Strategy and delivery is starting on many of its new programs, including those addressing inactivity and working in partnership with local structures in 12 locations across England.

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## PARTNERSHIPS

### Wellbeing classes offer guests 'sea view'

Fish could be the secret ingredient for a better yoga, pilates or body balance class – if a new programme from Nuffield Health and the National Marine Aquarium proves a success.

Aquarium visitors will be able to experience monthly wellbeing events in front of aquariums and fish tanks to help improve their physical and mental health.

The group classes kicked off with a body balance class in front of the aquarium's Eddystone Reef tank, led by personal trainers from Nuffield Health.

"People lead increasingly busy and stressful lives so public aquariums can help provide valuable calming

and relaxing experiences," said Josh McCarty, head of marketing at the aquarium.

"Combining meditative exercise with the aquarium environment for the Nuffield Health sessions is a great combination and we hope those taking part in the session will feel the restorative benefits."

Research in 2015 by the National Marine Aquarium, in partnership with Plymouth University and the University of Exeter, found that people who spend time watching aquariums and fish tanks see improvements in their physical and mental wellbeing.

[More: http://lei.sr?a=8a4d4\\_0](http://lei.sr?a=8a4d4_0)



■ Visitors enjoy a group yoga class in front of some reef fish



**We're looking forward to adding another spa to our existing seven**

Josh McCarty

## TREATMENTS

### Cidesco to introduce its own signature treatments



**These treatments reflect the skills of our therapists**

Anna-Cari Gund

International beauty and spa therapy standard setter Cidesco has announced plans to launch a menu of signature experience treatments this year.

Designed by the organisation's senior educators and examiners, the treatments will be unveiled at the America Beauty Show & IECSC in April 2018.

The first of the range of new selections, the Cidesco Age-Defying Facial, will be introduced and taught by Cidesco president Anna-Cari Gund at the event, which takes place from 28 to 30 April in Chicago.



■ The new treatments will be 'brand-neutral'

The treatments will be developed to be brand-neutral, meaning therapists can use them with their own salon or spa-speciality product houses.

"These treatments reflect the skills of our therapists and their positioning among the best in the world," said Gund.

[More: http://lei.sr?a=C6h7b\\_0](http://lei.sr?a=C6h7b_0)

# Spa & wellness news

## HOTELS

### Grace Belgravia announces Cliveden House partnership



**This enables members to enjoy some special benefits**

Kate Percival

Grace Belgravia, a women-only spa and health club in London, has partnered with Cliveden House Hotel in Berkshire to offer a reciprocal membership programme that gives members access to the five-star hotel.

Grace members who sign up to the reciprocal membership will be entitled to 30 full-access visits to Cliveden House a year and will receive discounted rates on spa treatments and overnight stays.

In return, Cliveden House members will receive preferential rates and have access to Grace's personal training and fitness classes, wellness spa and



■ Grace members get 30 visits to Cliveden House

medical and wellbeing clinics, as well as its events and education programmes.

"Grace Belgravia and Cliveden share strong brand values in delivering excellence – the collaboration enables members to enjoy some special benefits," said Kate Percival, co-founder of Grace Belgravia.

[More: http://lei.sr?a=S9P2u\\_0](http://lei.sr?a=S9P2u_0)

## NEW OPENING

### New luxury spa opens at Salt Ayre Leisure Centre

Lancaster City Council has launched a luxury spa at the Salt Ayre Leisure Centre in Lancaster.

Facilities at the 420sq m (4,520sq ft) Tranquil Spa include three treatment rooms, two saunas, a salt Inhalation room, aroma steamroom, health shower and Ice Chute as well as a large relaxation area and two nail bars.

There are also three individual shower rooms, six changing rooms and a fully accessible shower room for disabled guests. Treatments are supplied by Elemis and Ishga and



■ The spa has two saunas, a salt room and steamroom



**It's not what you expect when you walk into a council-run centre**

Mark Walters

include a range of face and body care treatments.

"It's not what you typically expect to see when you walk into a council-run leisure centre," said Mark Walters, senior construction project manager at Createability.

The opening completes the second phase of a £5m, 10-year redevelopment partnership between Lancaster City Council and Alliance Leisure.

[More: http://lei.sr?a=t3j3S\\_0](http://lei.sr?a=t3j3S_0)

### Six Senses offers new approach to nutrition

Following the 'Sleep with Six Senses' programme, Six Senses Hotels Resorts Spas has announced the launch of 'Eat with Six Senses' – a healthy eating programme designed to benefit both body and planet.

Building on the group's Integrated Wellness concept, Eat with Six Senses will encourage hotel guests to make healthier menu choices, and will be launched from March and rolled out during 2018.

The programme focuses on whole foods.

[More: http://lei.sr?a=x7Z7t\\_0](http://lei.sr?a=x7Z7t_0)



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## HEALTH CLUB

### Roberts plans boutique gym at Langley

Entrepreneur Matt Roberts has announced plans to open his latest boutique gym alongside a new spa at luxury hotel The Langley, in Iwer, Buckinghamshire.

Opening in the summer, the gym will offer hotel residents, day guests and members bespoke one-to-one training and nutrition consultations, as well as group classes.

High-intensity fitness retreats will make use of the estate's grounds and the surrounding Langley Park, offering personal training followed by a sports massage and dinner with Roberts.

Walking, jogging and cycling trails will run through the estate, while yoga classes will take place in the boathouse on the edge of the lake.

■ Roberts will operate at The Langley, a Luxury Collection Hotel



The hotel will offer memberships designed for individuals, couples and families, as well as guests from overseas.

The venue also boasts a new spa which spans

1,600sq m (17,222sq ft) and will feature five treatment rooms and two thermal areas, one of which is designated female-only, including a vitality pool, sauna, steam room, hammam and heated

relaxation loungers.

A VIP suite will be equipped with a private relaxation area, vitality pool, juniper sauna, amethyst steam room and hammam.

[More: http://lei.sr?a=x7k2m\\_0](http://lei.sr?a=x7k2m_0)

## REFURBISHMENT

### Macdonald Hotels to invest £2.5m in fitness upgrades



**We know how important our modern gyms are to guests**

Keith Pickard

Independent hotel group Macdonald Hotels and Resorts has revealed plans to spend £2.5m on upgrading the health and wellness clubs across its portfolio.

The overhaul will see 16 Vital Health and Wellbeing Clubs updated with Life Fitness fitness equipment.

The clubs will now include Sparc Trainers for high-intensity interval training, SE3 interactive cardio machines, PowerMill Climbers, indoor cycles from the IC6 Myride range and Synrgy stations. The clubs will be completed by the end of February.



■ The Macdonald Inchrya Hotel & Spa in Falkirk

Keith Pickard, group director of golf, leisure & spa, said: "We know just how important our modern gyms and unique spas are to our guests, especially at a time of year when many are on a health kick following the festive season."

[More: http://lei.sr?a=W9e2r\\_0](http://lei.sr?a=W9e2r_0)

## SUSTAINABILITY

# Unesco to develop sustainability tool

Unesco has committed to improving tourism management at World Heritage sites by announcing the development of a new tool for sustainability issues.

An expert panel met at Unesco's Paris headquarters from 15 to 16 January to discuss the creation of the new tourism and visitor management tool – a self-assessment process designed to help tourism stakeholders better manage World Heritage sites.

According to Unesco, the tool will allow them to rapidly and efficiently assess how well tourism is managed, using a set of sustainability indicators created by the panel.

By helping site managers establish a management baseline, the tool will support proactive management of tourism, with the aim of promoting tourism strategies, planning and management frameworks that protect heritage values, engage a broad set of stakeholders and empower local communities in and around World Heritage sites.

The tool is being developed with the support of Norway's government.

A statement from Unesco said: "Our objective for these resources is to enable the growth and success of an entire community of World Heritage Properties."

[More: http://lei.sr?a=M3R3v\\_0](http://lei.sr?a=M3R3v_0)



■ The Historic Centre of Prague is a World Heritage site



**Our objective is to enable growth of World Heritage Properties**

Unesco statement

## NEW LAUNCH

# New Wellness Tourism Association launches



**It's crucial we work together to help define our industry**

Andrew Gibson

A new not-for-profit business has been created to be the voice of the wellness travel industry, and to create more networking, education and marketing opportunities.

Headed up by chair Andrew Gibson, Accor Hotels' vice president of wellbeing, the Wellness Tourism Association (WTA) hopes to create a network for destination marketing organisations, hotels and resorts, tour operators and travel agencies with an interest in the growing wellness tourism industry.

"As an association, it's crucial we work together to help define our



■ Andrew Gibson will chair the WTA

industry, as well as to educate the public so they can recognise legitimate and credible wellness suppliers and operators," said Gibson.

The WTA plans to collaborate with the Global Wellness Summit's Wellness Tourism Initiative.

[More: http://lei.sr?a=9C2z4\\_0](http://lei.sr?a=9C2z4_0)





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## HERITAGE

### Rowing commits to heritage protection

The World Rowing Federation (FISA) has become the first global sports body to make a commitment to World Heritage, teaming with the World Wildlife Fund (WWF) to protect endangered sites.

Developed as part of FISA's Clean Water partnership with WWF and the WWF's global campaign to strengthen the protection of natural World Heritage sites, the partnership puts into action a policy on natural and mixed World Heritage sites, which can be affected negatively when large sporting events are held there.

"Unesco World Heritage sites are some of our planet's most special places," said Marco Lambertini, director general of WWF International.

"Unfortunately, many are under threat, including from sports events and sports-related infrastructure. In pledging to respect them, FISA is showing real leadership.

"Our favourite sports must not risk these irreplaceable areas and their outstanding universal value to people and nature."

The new policy will assess the potential effect of events on such sites and their buffer zones.

[More: http://lei.sr?a=d9V5W\\_0](http://lei.sr?a=d9V5W_0)



■ The World Rowing Federation will work with the WWF



**Many World Heritage sites are under threat from sports events**

Marco Lambertini

## MUSEUMS

### Appleton named president of Museums Association



**We face unprecedented challenges – we must lead with bravery**  
Maggie Appleton

The Museums Association has named Maggie Appleton as its new president, with the RAF Museum CEO set to take up the role in April.

Appleton has more than 25 years of experience in the museums sector. She started her career working at the Royal Armouries, before spending 12 years working in Luton – six as director of museums for Luton Borough Council and latterly as the chief executive of Luton Culture. From there she was named CEO of the RAF Museum, a role she has held since January 2015. In 2012, she was given an MBE for



■ Appleton also chaired Women Leaders in Museums

services to museums and heritage and was named vice president of the association in February 2015.

"We face unprecedented challenges – it's more important than ever the MA works with partners to lead with clarity, bravery and positivity," she said.

[More: http://lei.sr?a=b6X3J\\_0](http://lei.sr?a=b6X3J_0)

**SAFARI PARKS**

## Safari park brings Early Man to life with Aardman team



**We love to share our skills with others**

David Sproxton

West Midland Safari Park has announced a series of events to celebrate the release of the latest film from British studio Aardman.

With *Early Man* in cinemas across the UK, the attraction, in Bewdley, Worcestershire, has unveiled a special trail themed around the stop-motion animated adventure, a secret cave with exhibits from the film set and a schedule of model-making workshops.

Directed by Nick Park – who also worked with Aardman on *Chicken Run* and the *Shaun the Sheep* and *Wallace & Gromit* films – *Early Man*



■ Visitors will be able to see model-making up close

tells the story of prehistoric caveman Dug and his wild boar friend Hognob.

“We love to share our skills with others and we’ll be running workshops at the safari park to give fans of the chance to see how we create our characters,” said David Sproxton, co-founder and executive chair of Aardman.

[More: http://lei.sr?a=8S5V8\\_0](http://lei.sr?a=8S5V8_0)

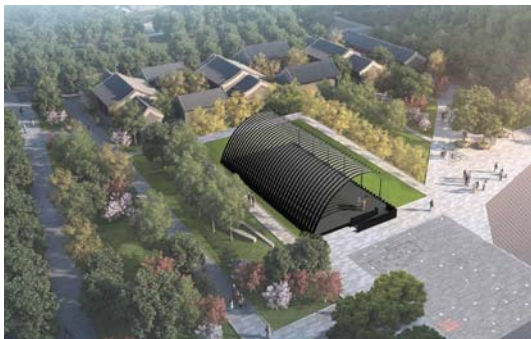
**GALLERIES**

## Serpentine Pavilion enters world stage in Beijing expansion

The Serpentine Pavilion programme – one of the highlights of the UK’s architectural calendar – is coming to Beijing in 2018.

A major international agreement has been struck between Chinese retail giant WF Central and the Serpentine Galleries, which organises the long-running annual pavilion showcase in London’s Kensington Gardens.

The inaugural pavilion has been designed by Chinese firm JIAKUN Architects, and it is set to open in May on the lawns of The Green at WF



■ The inaugural pavilion is set to open in May



**We want to present a spatial installation that goes beyond function**

Liu Jiakun

Central – a 150,000sq m (1.6 million sq ft) hospitality hub in Wangfujing, Dongcheng District.

“Our design incorporates the forces of elasticity through a series of cables stretched between steel plates,” explained studio founder Liu Jiakun.

“What we ultimately want to present is a spatial installation that goes beyond mere function.”

[More: http://lei.sr?a=C6U2k\\_0](http://lei.sr?a=C6U2k_0)

## SimpsonHaugh’s restored concert hall opens in Antwerp

British architecture studio SimpsonHaugh has completed a renovation of the Queen Elisabeth Hall in Antwerp, Belgium.

The concert venue had its soft launch over a year ago – and has since picked up a nomination for Cultural Building of the Year – but has only just officially opened.

It is located within the Elisabeth Centre, a 19th-century Art Nouveau cultural complex that includes Antwerp Zoo – one of Europe’s oldest attractions.

[More: http://lei.sr?a=u4Q3T\\_0](http://lei.sr?a=u4Q3T_0)





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# Active iQ

# pulsebeat

All the latest news and headline-grabbing stories from The Pulse Group



## Meet the 'Beast' behind the latest Pulse competition

Pulse Fitness have been privileged to join Eddie 'The Beast' Hall on his journey to achieve the prestigious title of World's Strongest Man.

Becoming our brand ambassador in 2016, we have seen the determination, focus and colossal training regime he has endured to be the best!


Now it's your chance to train alongside the World's Strongest Man and learn the secrets to his success!

Pulse Fitness is offering your members the chance to **win an exclusive workout** at your gym followed by a **Q&A** with the man himself. Eddie will be sharing how he fought his way to the top, discussing how he conditions his body for the level of speed and power it needs..


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EXCLUSIVE**  
Eddie Hall led  
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 Pulse Fitness  
launch new dual  
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 Turnkey marketing  
solution for GX Fitness,  
Doncaster

 A flourishing 7 year  
partnership with  
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## Function Meets Aesthetic: Introducing the New Dual Strength Line



**pulse**  
fitness

We're excited to introduce the new Dual selectorised Strength Line to the portfolio of Pulse Fitness Products.

With each of the ten new machines easily adjusting to accommodate two different exercises, gym owners, operators and users can save space, while purchasing fewer pieces of equipment.

Built to last, we take great pride in the craftsmanship and engineering in each piece. The products are made from the highest quality materials and the stylish design highlights our keen attention to detail.

Covering all major muscle groups, the range includes:

- Chest Press / Shoulder Press
- Rear Deltoid / Pec Fly
- Assisted Chin and Dip
- Arm Curl / Tricep Extension
- Abductor / Adductor
- Lat. Pulldown / Seated Row
- Squat / Standing Calf
- Leg Extension / Seated Leg Curl
- Recumbent Leg Press / Seated Calf
- Abdominal / Lower Back Extension

The concisely balanced range of machines covers all the major muscle groups satisfying user requirement in the most efficient way possible.

Rear Deltoid  
Pec Fly



Squat  
Standing Calf



Chest Press  
Shoulder Press

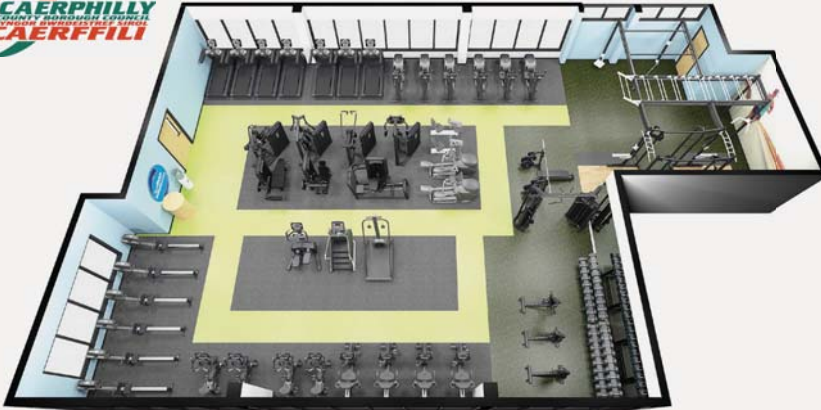


Request brochure at:

[www.thepulsegroup.co.uk](http://www.thepulsegroup.co.uk)



## Turnkey solution for RISCA Leisure Centre



Following a successful tender in October, Pulse Fitness began work with the Caerphilly Borough Council to upgrade RISCA Leisure Centre.

Key to this win was the fact that the centre was looking for more than just an equipment upgrade. This refurbishment required a real wow-factor that would encompass everything from the layout to the décor. From the beginning, Pulse was involved in the planning to make the most of the space available. The original room, previously transformed from a bar area to a gym, presented the perfect opportunity to optimise

the space with new flooring and inspiring, modern wall art. On the gym floor, Pulse included a bespoke multi-use rig incorporating half racks, monkey bars and other traditional functional equipment. The refurbishment, totalling more than £150k, also included series 3 and series 2 cardio, H-range resistance machines and free weights.

With the changes, the RISCA Leisure Centre is now completely up-to-date and opened its doors in January to an influx of new and existing members.



### Pulse Design & Build achieves ISO18001 accreditation

Pulse Design & Build has achieved the ISO18001 accreditation. The international standard, completed in partnership with Safety Schemes in Procurement (SSIP), follows Pulse's Contractors Health and Safety Assessment Scheme (CHAS) and Construction Line accreditations. We're incredibly proud of these accreditations, all of which clearly illustrate our ongoing commitment to employee health and safety.

### Project Update: Deben Pool and Gym Refurbishment

In October 2017, Pulse Design and Build began working on an extensive £3m refurbishment at Deben Pool to turn it into a state-of-the-art leisure centre. Three months into the project, we are thrilled to say that the Deben Pool and Gym refurbishment is on schedule, time and budget.

## A Holistic Approach to Gym Design

Designing the perfect gym involves a lot more than just installing great equipment. That's why working with a partner with a holistic approach like Pulse Fitness can help ensure no detail is overlooked.

The first thing to assess is the space. Consider things like the room shape, the availability of natural light, the overall ambiance you are trying to create and technical aspects like the location of the power supply.

Next, you can start working on all other aspects of the design; elements like lighting and flooring, coupled with things like wall décor, motivational text and signage can all help turn a generic space into a unique fitness environment.

A great example is the design at the Jesmond Sport Centre in Aberdeen has images of the Edinburgh marathon around the facility, but to make them feel more connected with the centre, we used their brand colour as a colour wash over the images and added the Sport Aberdeen logo.



Including a motto or bespoke tagline in the design can also help to set your gym apart, especially if it is part of a larger facility like a school, club or business. As an extension of the Northampton High School's motto, the words, "be happy, be active, be here," are featured on the gym walls.

Finally, colour can play a huge role in gym design. To help diversify the membership base of SGP Westfield, in partnership with the FA, we proposed some simple design changes to widen their appeal to a female demographic. We expanded the colour palette, included illustrative drawings and incorporated a wide range of fitness images, all while maintaining the existing established football brand. Complimented by modern, urban lighting, PT training boards and eye-catching signage, the result was a vibrant, modern aesthetic, equally appealing to both men and women. When done well, your gym design will no doubt attract and retain members for years to come.

## The Pulse Group awarded contract with GX Fitness

The Pulse Group has recently been awarded a contract with Doncaster based club, GX Fitness, which in addition to a typical fitness suite includes an innovative group fitness studio themed around the US penitentiary system. Pulse has played an instrumental role in creating the GX Fitness brand and marketing the facility to the public as well as supplying a whole range of fitness equipment.

The gym will include a wide range of Pulse Fitness's award-winning cardio, strength, functional and free weights equipment as well as an exciting group fitness offering.

The unique GX Fitness concept will include four different studios. Pulse has been integral in developing both the programming and the design aesthetic for each.

**The PEN:** A High Intensity Training Area themed around the US penitentiary system.

**The RIDE:** Pulse Fitness will be supplying and installing brand new indoor group cycle bikes for the indoor cycling area which will offer classes based upon intensity as well as virtual classes.

**The STUDIO:** This space will offer more mainstream classes such as yoga, pilates and aerobics as well as virtual classes.

**The TRACK:** Pulse Fitness has installed an AstroTurf sprint track facilitating agility training, bungee work, pushing/pulling of the sledge and floor exercises.

As part of the contract Pulse Solutions, will be providing a wide range of marketing support. Services include brand creation, marketing strategy, a full pre-sales campaign, social media campaign, website creation, inspirational wall art and signage. The team has also installed a brand-new access barrier system and its proven membership management software Exerp.

## Pulse's relationship with the Isle of Wight Council continues to grow

Pulse Fitness has been proudly supporting the Isle of Wight Council for the last 7 years. With several fitness facilities located on the island, the council was looking for a reliable partner that could consistently provide high quality service despite their remote location. With a track record of success, Pulse was recently awarded a new contract to upgrade the cardio equipment at the Heights and Medina Leisure Centres as well as re-upholstering all existing strength equipment.

Over the years, Pulse has upgraded the facilities at the Medina Leisure Centre, Westridge Leisure Centre and the Heights Leisure Centre on the island and supported the council's marketing efforts. Through significant and clever redesign, the team were able to maximise on space at the Heights Leisure Centre taking it from a small 20 station gym to a 60 station gym. Westridge Leisure Centre also underwent significant refurbishments and received a brand-new extension to build a health & fitness club. Pulse also completed a full extension of the gym at Medina Leisure Centre taking it from a 20 station facility to 50 stations.

Sean Newton, Directorate of Place at Isle Of Wight Council says "We have always been thoroughly impressed by Pulse's vast product portfolio, level of service and maintenance support; over the partnership we have seen a membership growth of 52% taking membership over 7,000. So, when the Medina Leisure Centre reached membership capacity following the initial upgrades, I had no hesitation to turn to the expertise of Pulse again"



3D Overview



Brand Logo

Sub Brands



Online marketing solution



Creative print marketing

# leisure opps

## MY CAREER

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

**Ben Frampton**

ASSISTANT PARK OPERATIONS MANAGER  
Paultons Park

{ The leisure industry constantly changes and I'm always excited to see what's next }

**B**en Frampton started working in the leisure industry in 2009, while at university. He now works as assistant park operations manager at Paultons Park.



### What drew you to the leisure industry?

"This industry isn't something I specifically wanted to get into until I started in it. At the time I was at college and needed some pocket money, so I started working as a ride operator at Paultons Park (Paultons), but as time went on and I progressed within the company, I developed a genuine interest in the industry. The leisure industry is something that constantly changes, with new and exciting developments, and I'm always looking forward to seeing what's coming next."

### Tell us about your career

"I went to university to become a drama teacher, however, this changed when I began to progress at Paultons. While at university I was promoted to senior ride operator, which gave me a new-found passion for the industry. I spent the winter season in the French Alps, working as a holiday rep for a tour operator in a ski resort. I supported the resort manager with the day-to-day operation and guest experience. I returned to Paultons the following season and with my additional experience in tourism, I was successfully promoted to park operations team leader. This involved overseeing the safe and efficient operation of an assigned area of the park and allowed me to develop my experience managing large numbers of both guests and staff, and gain a greater insight to the

visitor attraction sector. At the end of my seasonal employment I returned to the Alps as a resort manager, where I gained invaluable experience that led to the permanent role of assistant park operations manager at Paultons."

### What is your favourite part of your job?

"It's very diverse, I get to work on new projects, like shows, events and experiences, and I spend a lot of time out in the park, supporting the operation and helping to ensure the delivery of the best guest experience. Our guests are at the forefront of everything we do and it is vital that our team are always set up with the right tools to deliver the best possible service and in turn allow them to develop professionally as individuals. While I've been at Paultons, we have been awarded the UK's No.1 Theme Park twice by Trip Advisor - a huge accolade that recognises all our hard work."

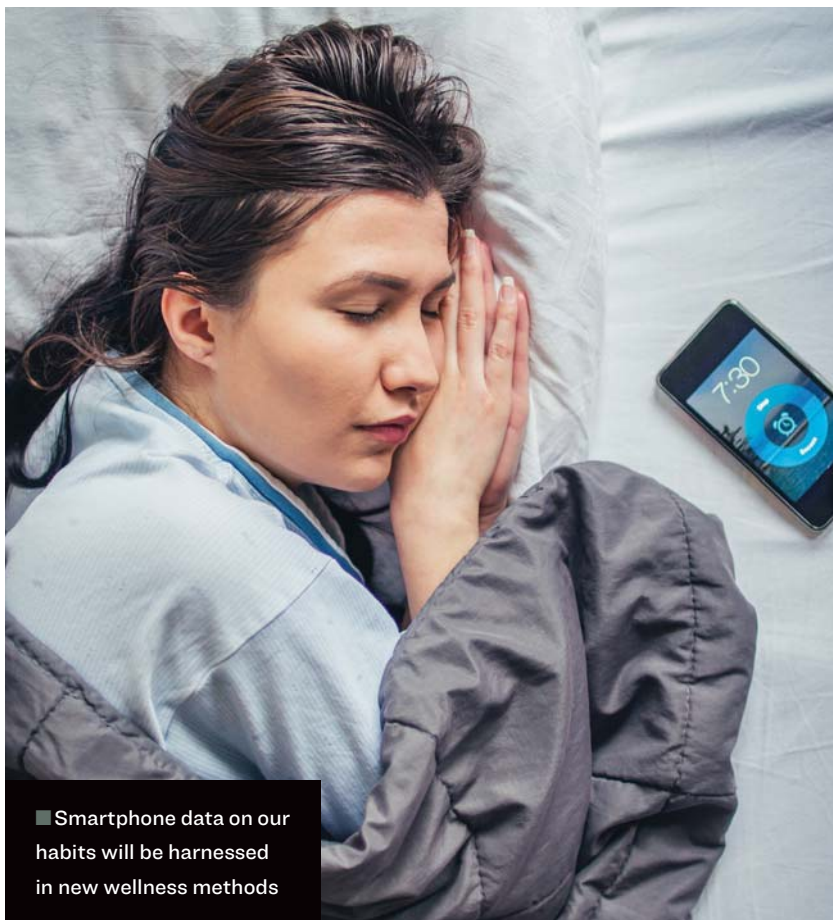


■ Frampton worked as a ride operator while at university



# The future of wellness

Gottlieb Duttweiler Institute releases research report:  
*Wellness 2030 – The New Techniques of Happiness*



Zurich-based think tank Gottlieb Duttweiler Institute (GDI) has released a new report, *Wellness 2030 – The New Techniques of Happiness*, which takes an in-depth look at today's happiness providers.

The report was presented at a press conference held in New York by its research partner, the Global Wellness Institute (GWI).

"We were thrilled to partner with GDI on their *Wellness 2030* report," said Susie Ellis, chair and CEO of the GWI.

"This research is crucial for analysing how the global 'Silicon Valley' will shake up the wellness space and create entirely new players and concepts that look a whole lot different to what we mean traditionally by 'wellness'.

"*Wellness 2030* investigates how new technologies and techniques of self-optimisation will transform the wellness market over the next 12 years.

"For instance, if humans have constantly tried to discover the key to happiness, digitalisation has expanded the technical range of these tools and offers up individual metrics for happiness.

"We're on a quest to decode happiness: from the surge in Silicon Valley biohackers to the rise of 'data selves' that will capture and project information about our inner emotional lives."

This research is crucial for analysing how the global 'Silicon Valley' will shake up the wellness space

■ Wearable tech has been collecting data on our health and fitness



## We're on a quest to decode happiness: from the surge in Silicon Valley biohackers to the rise of 'data selfies'

**The five technology trends that GDI presented that will shape the future wellness market are:**

### **1. Humans and technology converge**

Digitalisation will enable lifestyles with dramatically more options and will influence our habits, needs and desires. We're redefining ourselves: what does it mean to be human? We're seeing the rise of a new symbiosis between humans and technology.

### **2. Biohacking: the shortcut to wellbeing**

Biohackers are a subculture driven by a pioneering spirit. They're open to crossing disciplinary lines to make things possible; they want to liberate themselves from the limitations of nature, age and disease. Their credo: everyone is capable of developing their

own self-healing and self-optimisation powers. Biohacking is already impacting the wellness industry.

### **3. Data selfies**

Smartphones have made the self-portrait a dominant form of communication. In the future, metrics on our inner lives will be added to these images of our outward appearances.

Wearable tech has been collecting data on everything from our heart rates to the calories we burn – and soon far more data on our emotions and happiness will be captured. This will offer radically new and transparent insights into our total wellbeing and will have huge implications for the health and wellness industries.

### **4. Wellness is social**

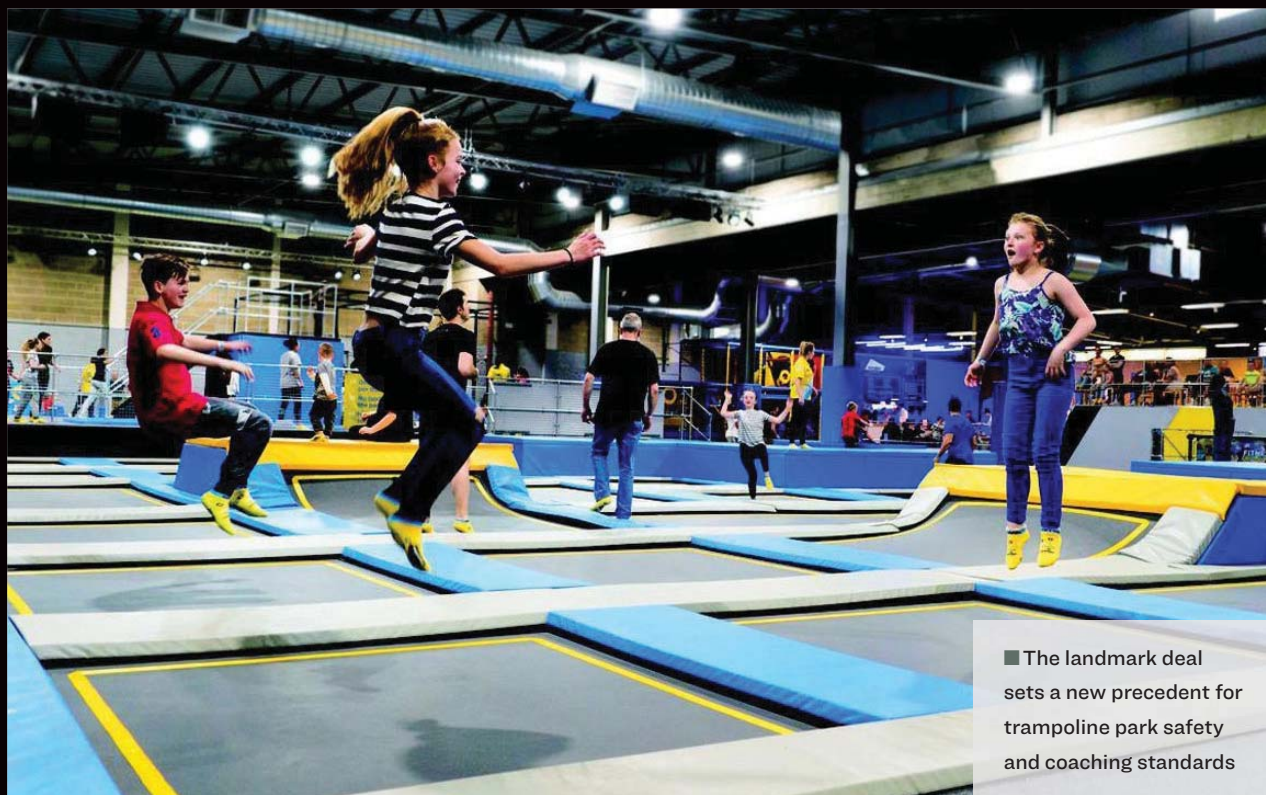
In the 21st century, connecting with other

people has taken on a new dimension: complex collaborations are now a part of our everyday lives. In the future, algorithms could take on the work of choosing the right partner or the perfect mindfulness coach. What's more, artificial intelligence inside a new generation of smart assistants will increase the quality of the outcome.

### **5. Biofeedback replaces surveys and "likes"**

The technology for measuring emotions has made great strides. Apps are already attempting to track behavioural patterns and emotions. Which apps does this person use most frequently? How long does she sleep? This panoply of smartphone data will offer up very precise indications of a user's mental and physical health. ●





■ The landmark deal sets a new precedent for trampoline park safety and coaching standards

## Higher standards

British Gymnastics partners Oxygen Freejumping to improve trampolining safety and coaching



■ David Stalker is CEO of Oxygen Freejumping

A new deal aimed at improving coaching and safety standards in Oxygen Freejumping's trampoline parks has been agreed with British Gymnastics and the operator.

The landmark deal is the first between a commercial trampoline chain and the National Governing Body for Gymnastics and Trampolining.

The body previously voiced concerns about amateurs trying trampolining without any coaching from a professional.

However, it will now work with Oxygen Freejumping to create a new lesson on safety basics, as well as providing recognised training for frontline staff.

"The popularity of gymnastics and trampolining continues to grow and we're experiencing unprecedented demand from people wanting to take part," said Dave Marshall, participation director at British Gymnastics. "This partnership will enable more children and young people to take their enjoyment of Oxygen's trampoline park to the next level."





■ Trampoline parks have boomed in the UK, but British Gymnastics' Dave Marshall (right) wants to take them to a new level



"They'll learn how to perform new, exhilarating skills while being closely monitored and supervised by trained instructors."

CEO of Oxygen Freejumping David Stalker said: "Ultimately, we want to become one of the largest providers of accredited trampoline gymnastics in the UK – we're closing in on that target and this is a huge step in the right direction."

Under the deal, the operator will become an Official Delivery Partner of British Gymnastics, through the 'Oxygen

“  
Children will learn how to perform new, exhilarating skills while being closely monitored by trained instructors

School of Trampolining' which teaches gymnastics to thousands of children a month. An Oxygen Freejumping Introductory Award will be created for customers looking to take their first step into coached gymnastics or trampolining, focusing on the safety basics.

It will provide a link between 'freejumping' and Oxygen's School of Trampolining, which teaches beginner, intermediate and advanced trampolining using the British Gymnastics Trampoline Proficiency Awards.





A broader array of public health programmes are needed to help elderly people engage in physical activity of any level

Dr Sangeeta Lachman, cardiologist



## Small steps, longer lives

Dutch researchers prove the benefits of modest levels of physical activity in making the heart stronger



■ Dutch researchers examined patients from the UK aged 39 to 79

**E**lderly people must take part in low-intensity physical activity and avoid being sedentary to help reduce the risk of heart attacks and stroke, according to new findings from an 18-year study by Dutch researchers.

Experts from Holland observed 24,502 patients from the UK and concluded that older adults who were moderately inactive had a 14 per cent reduced risk of cardiovascular events compared to those who were completely inactive.

Health service guidelines suggest that healthy adults should do at least 150 minutes a week of moderate intensity aerobic exercise or 75 minutes a week of vigorous exercise to reduce their risk of cardiovascular disease.

“These recommendations are based primarily on research in middle-aged





■ Researchers found even gentle activities improved heart health

## Our findings suggest even modest levels of physical activity are beneficial to heart health

adults but we wanted to know whether regular physical activity yields comparable cardiovascular health benefits in elderly people,” said Dr Sangeeta Lachman, lead author of the study and a cardiologist at the Academic Medical Centre in Amsterdam.

The study, published in the *European Journal of Preventive Cardiology*, looked at adults aged 39 to 79 years old, with participants recruited between 1993 and 1997 from general practices in Norfolk.

Patients were followed up until March 2015, through the monitoring of physical activity levels and the time to cardiovascular events.

Physical activity was categorised as active, moderately active, moderately inactive and inactive.

During follow-up studies over the course of 18 years, the researchers

recorded a total of 5,240 cardiovascular disease events among participants.

Dr Lachman and her team’s analysis found any level of physical activity among the over-65s was better for their health than none at all.

“Our findings suggest even modest levels of physical activity are beneficial to heart health,” she said.

Modest levels of physical activity were defined as including activities such as walking, gardening and housework.

“Given our ageing population and the impact of cardiovascular disease on society, a broader array of public health programmes are needed to help elderly people engage in any physical activity of any level and avoid being completely sedentary,” Dr Lachman added. ●



■ Gardening was also listed as a beneficial activity



active-net is in its fifth year!

## 14th and 15th of March 2018 at Eastwood Hall, Nottingham

Our winning formula (90% NPS) of one to one meetings, educational seminars, free use of leisure facilities, time to network, and an outstanding evening meal with speaker, means active-net 2018 is shaping up to be one of the best editions of the event yet.

To secure your place please visit our website at [www.active-net.org](http://www.active-net.org) and download a booking form or email [kirstyreed@leisure-net.org](mailto:kirstyreed@leisure-net.org)

active-net enjoys the support of the sector, thank you to:



[www.active-net.org](http://www.active-net.org)



# leisure opportunities

Your careers & recruitment partner

## Recruitment headaches? Looking for great people? Leisure Opportunities can help

### Tell me about Leisure Opps

Whatever leisure facilities you're responsible for, the Leisure Opps service can raise your recruitment to another level and help you find great people.

### How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

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

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

### What are the most powerful features?

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

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

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

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

### What packages are available?

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

### Is there more?

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

### What now?

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

## Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



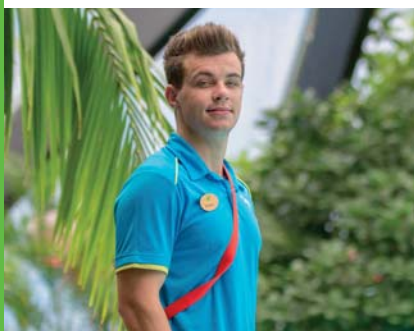
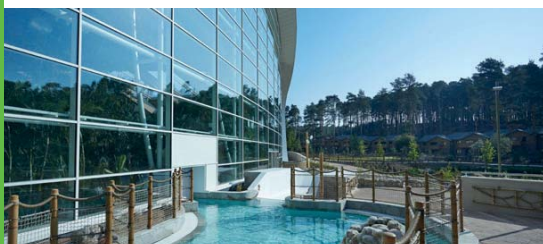
Simon Hinksman



Gurpreet Lidder

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

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



## Pool Lifeguards

Full-time opportunities  
£8.70 per hour, plus  
fantastic benefits

Join the UK's number one  
short break destination.

We are proud to have  
more than 7,000 team  
members across five  
Center Parcs villages  
and Head Office, working  
to create memorable  
experiences for families  
in beautiful forest  
locations.

**Woburn Forest,**  
Millbrook MK45 2HZ

Our leisure facilities are renowned throughout the UK but the Subtropical Swimming Paradise is a particular favourite with all our guests. It has something for everyone, from small toddler pools through to thrilling water rides and slides. Whatever experience our guests choose, our Lifeguards ensure they feel happy and confident throughout.

In the role of Lifeguard, you will ensure a safe and secure environment for all guests in and around the Subtropical Swimming Paradise. You will also be committed to ensuring the guest experience is memorable and getting the balance right will require tact, good customer service skills, a keen eye and a confident voice.

Alongside your NPLQ, you'll need to demonstrate good observation skills and the ability to communicate clearly with people and react in emergencies.

We've got some pretty phenomenal benefits available to our Lifeguards, including:

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

**Interested?** Then simply visit our careers website for more information about Center Parcs and the opportunity to apply. Closing date: Tuesday 20 February 2018

[www.centerparcscareers.co.uk](http://www.centerparcscareers.co.uk)

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# Swimming Instructors

★ Multiple locations, UK ★ £13 - £15 per hour

Help teach and coach people of all ages and abilities to develop swimming skills, technique and confidence in the water.



## Skills:

- ★ Enthusiastic and positive attitude towards swimming
- ★ Good communicator
- ★ The ability to inspire confidence and motivate swimmers
- ★ Perseverance and patience
- ★ The ability to encourage people and put them at ease
- ★ An understanding of how to differentiate in a coaching session
- ★ Ideally, the candidate will hold a valid National Reach Rescue Award / Pool Attendant Qualification or National Pool Lifeguard Qualification, although not essential.
- ★ Professional, punctual and well-organised person responsible for the implementation, development and organisation of swimming classes
- ★ Flexibility to work weekdays, evenings and weekends

## Main Duties:

- ★ To plan and deliver lessons ensuring adherence to the scheme of work and lesson plans
- ★ Integration of the ASA Learn to Swim Framework and programme reward schemes into your classes
- ★ Ensure safe provision of all equipment and ensure it is used correctly
- ★ Make sure safety standards are followed in sessions and undertake risk assessments
- ★ Identify participants' abilities and encourage them to reach their full potential
- ★ Plan and deliver sessions appropriate to the level of swimmer
- ★ Provide explanations and demonstrate swimming techniques
- ★ Correct faults in swimming techniques and identify ways to improve performance
- ★ To be a positive role model, creating a positive and fun environment in which to motivate and encourage children and adults to participate in swimming
- ★ Set ground rules for each session
- ★ Evaluate sessions and give feedback
- ★ Regularly assess each participant's ability and progress and arrange for the award of the appropriate certificates
- ★ To attend regular meetings with the Regional Coordinator as and when necessary.
- ★ To agree to abide by a code of conduct and carry out duties in accordance BASS and site policies, including equal opportunities, safeguarding children, health and safety at work, etc.

## Additional Requirements:

- ★ Enhanced DBS checked
- ★ One term (10-week commitment)

Please see our online advert for a list of available locations

**Apply now: <http://lei.sr?a=x1D8u>**

# SWIMMING INSTRUCTORS



**Currently recruiting  
for venues in:**

- North London
- Central London
- Heathrow
- Edinburgh
- Reading
- Slough
- Basingstoke
- Stratford-upon-Avon
- Cambridge
- Richmond
- Cobham
- Brighton

**Are you a passionate and skilled swimming instructor  
with a talent for inspiring all ages to swim?**

Swimming Nature is the UK's largest independent provider of private and bespoke swimming tuition, from babies through to adults with nearly 30 years of experience in the sector.

Following Swimming Nature's award-winning teaching programme, you will help your students progress through each skill level, supported by our unique rewards programme, and technology that's second to none. Working hours will include afternoons Monday to Friday and Saturday and Sunday mornings, although additional hours may be required. Flexibility is advantageous.

#### **Instructor benefits**

Alongside the opportunity to work in a progressive, dynamic and rewarding environment, Swimming Nature instructors enjoy a full range of employment benefits, including:

- A secure permanent position in the company
- An ongoing bespoke training programme, continuing professional development and various career pathways leading to join our sector Quality Assurance Programme
- A robust performance-related pay scale ranging from £16 to £21 per hour
- Opportunities to contribute in the media as part of our expert panel
- 28 days annual leave (pro rata)
- Access to a workplace pension and Perk Box benefits
- Annual appraisal and pay review

#### **The essential ingredients**

We are looking for teachers who were born to swim, and who are keen to train in the ground-breaking Swimming Nature method. Applicants will need to attend an in-water interview to demonstrate they can swim to a high standard. Other requirements include:

- An ASA Level 2 or an STA Full Swimming Instructor Qualification or the equivalent international qualification
- Exceptional communication skills and experience in a customer-facing/service environment
- A current lifesaving qualification (preferred although we can provide this if necessary)
- Excellent swimming ability with up-to-date knowledge of the sport

***Interested?***

**APPLY NOW <http://lei.sr?a=P9N6O>**





# Spa Therapist

**Location: Ware £18.5k + 10% retail commission**

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

## Job Summary

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

## Skills and Knowledge

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

## What we offer YOU

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

**CLOSING DATE: 28<sup>TH</sup> FEBRUARY 2018**

## How to apply

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

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



HANBURY MANOR  
MARRIOTT HOTEL & COUNTRY CLUB

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



# SPA DIRECTOR

LOCATION: MONTICELLO, NY, UNITED STATES

SALARY: \$80,000 + BONUS

WTS International, one of the world's leading spa and fitness consulting and management firms, is currently seeking world-class Spa Directors for multiple locations within the United States and Saudi Arabia.

**We are currently seeking a Spa Director for a Five Star and Five Diamond Spa located within a new Resort Casino property in the Catskills of New York.**

The Spa Director is responsible for the day-to-day operations of the facility to include: establishing and meeting the budget and financial goals of the organization, implementing a strategic plan to include marketing initiatives and staff training to achieve goals and exceed guest expectations, acting as the liaison to other revenue centers on property, and professionally represents the facility and WTS International.

## QUALIFICATIONS

- College degree or comparable spa management experience
- Previous successful spa management experience
- Knowledge of professional spa services and treatments

- Knowledge of retail operations & inventory systems
- Effective leadership skills and a strong work ethic
- Excellent customer service skills
- Efficient, well organized, and able to handle a variety of duties simultaneously
- Creative in marketing & promotion, sales oriented
- Energetic, enthusiastic and motivational
- Professional manner, discretion, and appearance
- Excellent verbal and written skills
- Able to show initiative and make decisions
- Proficient in appropriate computer skills and office equipment
- Ability to stand for long periods
- Awareness of proper body mechanics to prevent injury
- This position required the ability to stand, stoop, kneel, crouch, bend, walk, and talk
- The employee is regularly required to use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms
- Ability to lift 25 lbs.
- Normal work hours: Varied to include nights, weekends, and holidays

**For more information and to apply for this great opportunity, please click the 'Apply Now' link below**

*WTS International, Inc. is an equal employment opportunity employer that is committed to having a diverse workforce.*

**APPLY NOW: <http://lei.sr?a=j2k2Q>**





## SPA DIRECTOR VENICE, ITALY

Competitive Salary & Benefits Package

**GOCO Hospitality, a leading international wellness consultancy and management company, is recruiting a Spa Director for its award-winning GOCO Spa Venice.**

This is a rare opportunity to take the leadership role in one of the top spas in Europe.

GOCO Spa is situated at the JW Marriott Venice Resort and Spa on a beautiful private island in Venice, Italy.

The Spa Director will take overall responsibility for the management and operations of the resort's spa, leading the team to deliver exceptional service to the resort's guests, ensure very high standards of professionalism and meet revenue and profit targets.

### Requirements:

- Leadership experience within a luxury spa and hospitality brand
- High attention to detail and quality
- Strong commercial acumen with focus on performance KPIs
- Expert communications skills
- Great people skills with ability to deal with team and international guests
- Team player
- High standard of personal grooming

Excellent salary and benefits package for the right candidate.

**Closing date: 15th February 2018**

**Apply now:**

**<http://lei.sr?a=u5040>**



## Partnerships and Marketing Manager

Location: Burnley, United Kingdom

Salary: Grade 10 up to £32,486 (pay award pending)

Closing date: 12th February 2018

Burnley Leisure is a charitable trust delivering cultural, sport, physical activity and health facilities and services across Burnley and East Lancashire.

The company operates St. Peter's Leisure Centre (Burnley), Padiham Leisure Centre, Mechanics Theatre, Prairie Sports Village and Towneley Golf Complex (18-hole, 9-hole and Pitch 'n' Putt); as well as development teams in the arts, sport and play and through an East Lancashire wide health programme 'Up and Active'.

We have an exciting opportunity to assist in the development and growth of a progressive Leisure Trust. This is a new post that will lead on our partnership development and coordinate our existing marketing and produce a new strategic marketing plan for the company. This post will be self-financing.

Our offer is a competitive salary, pension scheme (significant employer contribution), up to 25 days holiday per annum (plus bank holidays and local days), Free Gym membership and other discounts.

We are looking for an enthusiastic, creative and talented individual who will be part of a pro-active and effective team who want what's best for our customers and partners. If you fit the description then we would love to hear from you.

**APPLY NOW:**

<http://lei.sr?a=v7f4j>



**Are you an enthusiastic sales professional looking to develop your earning potential?**

**Want a position that comes with an excellent scope for career progression?**



**A fantastic opportunity has arisen for a Business Development Executive to join ClubWise, a leading provider of business services to the health and fitness industry.**

## **SALES EXECUTIVE**

### **Business Development Role**

**Location:** Princes Risborough, UK **Salary:** OTE £25,000 - £40,000

**CLOSING DATE: 19<sup>TH</sup> FEBRUARY 2018**

#### **About us:**

ClubWise is a market leader in the UK and Australia and is used by over 1000 customers. ClubWise integrates Club Management Software, Direct Debit Collection Services, Marketing, Referral Management and Retention Services, in a single, cloud-based solution, delivering tangible benefits to the Fitness and Leisure Industry.

#### **About the role:**

As a Business Development Executive, you will be responsible for selling our cloud-based business solutions and innovative Apps to Independent health and fitness clubs across the UK. Developing and maintaining excellent working relationships, you'll focus on winning new business and maximizing existing customer revenue.

#### **Your responsibilities will include:**

- Prospecting, qualifying and generating interest in our cloud-based business service
- Acquiring new business by providing product demonstrations to prospective customers using both online demonstrations and visiting customers onsite
- Generating a high volume of calls and outbound metrics

#### **About you:**

Confident and hungry for success and preferably with experience in sales, operations or general management of a health club and an understanding of the associated business requirements, to be considered for this role you will possess the following abilities:

- Solid sales experience including cold calling
- Be able to work as part of a small team
- Business acumen
- Good organizational skills
- IT skills

#### **We offer:**

- Uncapped earnings potential
- Full training
- A lively and vibrant working environment
- Career advancement

**APPLY NOW:**

<http://lei.sr?a=Y3v9c>

# CAN XERCISE4LESS OFFER YOU MORE?



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

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

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

**GENERAL MANAGERS**

**SALES MANAGERS**

**MEMBERSHIP**

**CONSULTANTS**

**RECEPTIONISTS**

**PERSONAL TRAINERS**

## You will be:

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

## Other Awesome Benefits:

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

If you would like to apply, please head to our website via [xercise4less.co.uk](http://xercise4less.co.uk) and go to the careers section.

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





# Does your current employer appreciate you as much as we would?

We appreciate every member of staff for the skills, knowledge and experience they bring. Join our customer-focused team and play a key role in maintaining us as Hertfordshire's leading facility for sports, health and fitness. If you are exceptional, currently making a real difference but want to be appreciated more, we want to hear from you.

The benefits of working for us include:

- Above average industry pay
- Annual performance bonus
- Free training and professional development
- Christmas bonus
- Leading pension scheme
- Internal promotion encouraged
- Regular staff socials
- Free gym membership
- Staff recognition scheme
- External cleaning and maintenance

## Senior Duty Assistant (Team Leader)

£19,580 - £22,513

## Lifeguard / Duty Assistant

£17,965 - £19,306

## Lifeguard / Duty Assistant (Unqualified)

£16,675 - £17,349

Apply if you think you're for us!  
<http://lei.sr?a=R7B3E>

## Leisure Operations Apprentice

£10,105 - £12,485

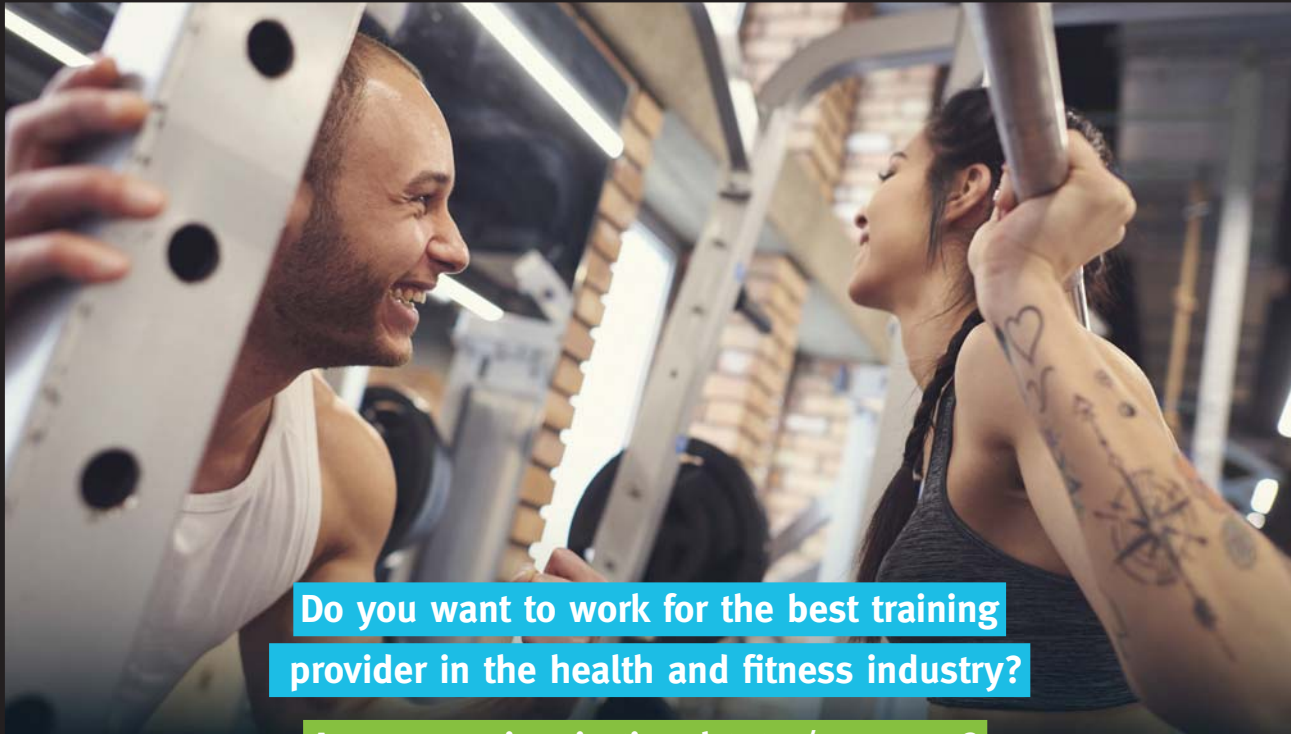
## Bookings Administrator

£19,580 - £22,513

## Health and Fitness Coach

£19,580 - £22,513

## Personal Trainers (Self Employed)



**Do you want to work for the best training provider in the health and fitness industry?**

**Are you an inspirational tutor/assessor?**

**Are you organised, self-motivated and passionate about fitness?**

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

## Regional Course Tutors and Assessors



**Location: Nationwide, United Kingdom**  
**Closing date: 16th February 2018**

**We're looking to appoint exercise and fitness tutors/assessors to join our dynamic and busy Training and Development Department.**

We've experienced rapid growth over the past year, so we need to expand our teaching team to meet the demands of our business opportunities. You'll be responsible for delivering practical courses and assessing learners against Awarding Organisation standards.

Course delivery is usually a combination of lecturing and practical teaching with 12-15 adult learners attending each course. We're looking for a commitment of at least 2 courses/assessments per month which are delivered on weekends (Friday to Sunday).

These positions are offered on a zero hours contract basis with a comprehensive internal training programme. You'll provide exceptional customer service and represent the Company in a professional manner at all times.

### **Essential requirements:**

- Relevant industry qualifications (such as Level 3 Pilates, PT or Exercise Referral)
- A minimum of 2 years' current instructing experience in the fitness industry

- A teaching qualification (such as PTTLs/AET or equivalent)
- An assessing qualification (A1 or equivalent) or be prepared to achieve this within 6 months of employment
- CIMSPA Practitioner level or Level 3 REPs status

### **Desirable requirements:**

Working towards an internal quality assurance qualification would be desirable but not essential.

### **About our Company:**

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

We're a member of the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) and key influencers within the health and fitness industry.

Our constant focus is towards delivering the highest standards of training within the health and fitness industry and #raisingthebar.

**APPLY NOW:** <http://lei.sr?a=X8N6h>



Do you have a natural and proven  
ability to lead a team of people?

Are you self-motivated and inspirational?

Do you have a can-do, will-try attitude?

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



## Regional Team Leader

**Location:** South East, United Kingdom

**Salary:** £34,000-£36,000

**Closing date:** 12th February 2018



**We're looking to appoint a Regional Team Leader to join our dynamic and successful Training and Development Department**

We have experienced rapid growth over the past year and this new post has been introduced to support our tutor team in the delivery of exercise and fitness diplomas and courses.

You'll be responsible for ensuring the region has sufficient staff to deliver our diplomas;  
Ensuring your team's performance continuously meets excellent standards;  
Providing clear and informative communications with head office and your team members.  
You will also monitor customer satisfaction levels and learner results, pro-actively looking for ways to improve performance.

### **Essential requirements:**

- Previous experience in a similar role
- Possess a confident manner
- Excellent communication skills
- Lead by example
- Professional qualifications
- Be able to build rapport, trust and support with your team
- Identify potential business opportunities
- Create and present monthly reports
- Be prepared to travel across your region

### **Desirable requirements:**

A background of internal quality assurance processes would be desirable but not essential, as extensive training will be provided.

**APPLY NOW:** <http://lei.sr?a=s7e40>



## Senior Health and Fitness Supervisor

Essex, United Kingdom £24,183 - £27,198 per annum

Essex Sport provides a full range of sporting and physical activity facilities, classes and activities for students and staff at the University of Essex, as well as to the wider local community.

Recent investments in facilities include the new £12M Essex Sport Arena, a new covered 4-court tennis facility, a recent expansion of the Essex Sport Gym with a new functional training zone, and the addition of virtual classes to our fitness studios.

### Duties of the Role

We are seeking an experienced fitness professional for an exciting opportunity as Health and Fitness Senior Supervisor.

The Essex Sport Gym offers 180 fitness stations, and features a number of distinct training zones designed to cater for a wide range of customers.

These include a new functional training zone, as well as four Olympic lifting platforms and a functional training rig, as well as four fitness studios, where we run a weekly programme of over 60 fitness and wellness classes, including our new virtual class programme.

Responsibilities will include assisting with the efficient and safe running of the sports centre and its facilities, implementing programmes of equipment replacement and equipment replacement and ensuring daily checks are carried out to ensure that the Essex Sport Gym and Activity Studios are safe to use.

You will also be required to lead staff in providing high levels of customer service along with positive interaction with members of the gym and assisting with converting enquiries into membership sales.

### Skills and Qualifications required

The successful candidate will hold a relevant qualification in Sport / Recreation / Physical Education / Fitness and Health and personal training (minimum Level 2).



University of Essex

You will also have previous supervisory experience, excellent knowledge of the latest specification of gym equipment and a good understanding of health and safety procedures within a gym setting.

Having a proven track record of leading on sales and customer service within a commercial gym setting is essential, along with willingness to work a flexible shift pattern including evenings and weekends.

Due to the nature of the work, this appointment is subject to a criminal record check, known as a Disclosure.

At the University of Essex internationalism is central to who we are and what we do.

We are committed to being a cosmopolitan, internationally-oriented university that is welcoming to staff and students from all countries and a university where you can find the world in one place.

Please click the link below for a full job description, person specification and more information relating to this post. We recommend you read this information carefully before making an application. Applications should be made on-line, but if you would like advice or help in making an application, or need information in a different format, please telephone the Resourcing Team (01206 874588/873521).

**Closing date: 18 February 2018**

**Interviews are planned for: 5 March 2018**

**Apply now: <http://lei.sr?a=x7v4r>**



## LEISUREFORCE & SPORTSJOB4WOMEN

*Celebrating 30 - years of International Recruitment ~ Nobody in the world has been doing it longer*

If this winter weather is getting you down, maybe its time to consider securing a full time job in the Arabian sun that shines nearly every day of the year, while you're living almost for free & earning a tax free salary!

***If that interests you, we may have your dream job... so read on for a new job in a New Year***

### SPORTS & FITNESS JOBS for the GUYS

- Sports & Fitness Coach having Soccer, Swim, Rackets, B-Ball skills (or at least 3)
- Able to teach to adults & kids, create Sports events/tournies
- Monthly salary IRO UK £2,250 - depending on skills level & exp.
- All key benefits shown below
- More details & many other jobs on [www.sportsjobs.net](http://www.sportsjobs.net)

### SPORTS & FITNESS JOBS for the GIRLS

- Group Ex. Instructor for Ladies - Only Fitness Centres in Arabia
- PT, Pilates & Yoga Coach
- Monthly salaries IRO UK £2,250 - depending on skills level & exp.
- All key benefits shown below
- More details & many other jobs on [www.sportsjobs4women.net](http://www.sportsjobs4women.net)

### ALL APPOINTMENTS OFFER:

- Annual return flight & 1 - year renewable contracts for good job done
- 30 - days vacation pa
- Salary free from local taxation
- Free visas & done for you by us in London
- Free accommodation & medical care
- Transport to & from work
- Often duty meals (depending on employer)
- Working with other Western staff we have already placed there
- UK interviews with us & a Skype chat with them before you fly out
- Free professional CV writing for you by us

*\*Minimum age conditions apply due to visa regulations*

**Send your full CV with recent passport sized photo to: [headoffice@ultraforce.co.uk](mailto:headoffice@ultraforce.co.uk)  
TEL: 01590 676379**

*Vacancies for female-only applicants are due to religious and cultural restrictions in the Middle East and as such qualify as 'genuine occupational requirements' within current employment legislation.*

SPORTSJOB4  
4 WOMEN  
[www.sportsjobs4women.net](http://www.sportsjobs4women.net)





# IMPLEMENTATION MANAGER

NATIONWIDE, UK

COMPETITIVE SALARY AND COMMISSION

Do you want to contribute to our mission to make the gym work for everyone and help us to establish eGym as the number one fitness solution in the UK market? Then join our team and help us use digital technology to get more people fit.

## Your daily workout:

- You will ensure every implementation of the eGym solution is a success and manage the handover process from sales
- You will work closely together and report the implementation of KPI's and results directly to the Country Director (UK)
- You will travel to various gym sites across the UK and work alongside all client stakeholders to provide full support in the process
- You will adapt and improve the implementation process to suit varying customer needs
- You will build a strong network of trainers across the UK in line with the expansion of our customer base

## Your fitness level:

- You have been working in the fitness industry, in an operation or experienced trainer role for at least 5 years
- You are an expert in understanding client needs and developing solutions that create value for them by using your excellent training, presenting and communication skills
- You are looking for a new challenge and you are excited by the prospect that you will help to shape the future of the industry
- You are a creative and enthusiastic person who can motivate other people and have a proven experience in leading and developing teams
- You know how to manage different parties to achieve the desired outcome

## Your training equipment:

- Work within a fast-growing fitness technology company, which is leading changes in the industry to make the gym work for everyone
- Integrate into a global business which continues to see phenomenal growth across the UK, Europe & US
- Learn from a supporting network and develop your skillset on-the-job with challenging and diverse tasks
- We have a strong focus on supporting people to gain skills, improve wellbeing and offer vast opportunities for further development
- Work together with an exciting, motivated and ambitious international team in a relaxed and enjoyable atmosphere

## Your Personal Trainer:

Our aim is to make fitness training easy for everyone! We believe in digital and cloud-based solutions that integrate with our own smart fitness equipment for gyms and other fitness facilities. We contribute to our B2B client's success by supporting their customers in being healthy, happy and fit. We are applying innovative technology to a huge and expanding health crisis. As obesity-related issues and general medical costs continue to rise, the need for a fitness solution that works for everyone becomes ever more important.

**CLOSING DATE: 23RD FEBRUARY 2018**

**Apply now: <http://lei.sr?a=Y3N9t>**