

# leisure opportunities

10 - 23 July 2018 Issue 740

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## 'Action needed' on £1bn leisure plan

The government "needs to show more leadership" and work with the physical activity sector if it wants to save the National Health Service (NHS).

That was the message from former Paralympic champion and current ukactive chair Tanni Grey-Thompson, speaking at the Local Government Association Annual Conference on 4 July.

"The challenges around physical activity are really serious," she said. "We have a generation of young people who are more likely to die before their parents, obesity rates for young people are on the rise, we've got an ageing population and the NHS is in a really challenging position."

"If we don't do something to get the nation active, there will be really serious consequences."

Grey-Thompson renewed her call for a £1bn regeneration scheme to "save the NHS" by transforming the UK's ageing fleet of leisure centres into a new preventative frontline. She urged the government to leverage cross-sector



■ The leisure hubs would place leisure and other services under one roof

funding to replace 1970s-era leisure centres with community wellness hubs.

Sport England estimates that building 1,000 wellness hubs over the next 10 years could lead to "net savings of up to £500m per year" in operating costs by replacing 2,000 leisure centres currently in need of renewal.

[More: http://lei.sr?a=M7B7S\\_0](http://lei.sr?a=M7B7S_0)



**If we don't do something to get people active, there will be serious consequences**

Tanni Grey-Thompson



### FITNESS

#### PyreGym completes deal for Soho Gyms

Acquisition includes all 10 London-based gyms

p6



### SPORT

#### Manchester to create UK's largest cycling network

"Beelines" to feature more than 1,000 miles of routes

p10



### ATTRACTIONS

#### Rock band U2 plans new Dublin visitor attraction

Old recording studio to be turned into visitor centre

p23

## Matrix Fitness restructures sales force, adds **Karen Seers** and **Chris Brown** to senior team

**E**quipment supplier Matrix Fitness has restructured its sales team and added a trio of senior roles.

In a statement the company said the restructure is part of a strategy to "focus on growth opportunities in vertical markets" – and follows an increase in year-on-year revenue.

In total, Matrix has recruited six new specialists – including the three senior positions – alongside two internal promotions.

Karen Seers has been appointed head of sector for key accounts, a role in which she will oversee the company's partnerships with the likes of The Gym Group, Pure Gym and Xercise4Less.



■ From left to right – Alex Nardell, Karen Seers and Chris Brown

**Matrix Fitness said the restructure is part of a strategy to focus on growth opportunities in vertical markets**

Seers has worked in fitness for 25 years and spent the last seven years as commercial sales manager

at Octane Fitness. She will be joined by Paul Jones, who has been appointed key account manager.

Jones joins Matrix Fitness from Core Health & Fitness where he spent the last 11 years as a regional sales manager.

In his new role, he will be tasked with defining new business opportunities and developing further strong relationships across the sector.

Meanwhile, Chris Brown has been appointed head of regional sales.

An industry veteran, Brown – who has previously worked at Performance Health Systems and Fitlinxx – will be responsible for leading the team across the UK, supporting and ensuring the development of regional and corporate accounts.

## **Martha Schwartz** on climate change: "We're past the point of no return"



■ Martha Schwartz has more than 35 years of experience as a landscape architect

**N**o one is taking the issue of climate change seriously enough, US landscape architect Martha Schwartz has said, in an exclusive interview with *CLADmag*.

"It's the single most serious issue we're facing. Scientists say we're past the point of no return. Some bad things will have to happen before there is a change – there will be mass extinctions."

Schwartz's 'unusual and provocative' work includes Grand Canal

**"Climate change is the most serious issue we face and some bad things will have to happen before there is change"**

Square in Dublin, Ireland; the Gifu Kitagata Gardens in Kitagata, Japan; and the I Hate Nature/Aluminati installation at Reyjavik Art Museum in Iceland.

Schwartz is a founding member of the Climate Change Action Group at the Landscape Architecture Foundation, and says the foundation is in discussions about how to get climate

change on the curriculum at architecture schools.

"Even at the Harvard University Graduate School of Design it's not on the core curriculum," she said.

"I'm not pessimistic, because I'm not a pessimist, but I think we'll have to go to mitigation, when we start to suck carbon dioxide out of the air and we'll have to revert to geo-engineering."



■ Lagree has opened three studios in London so far – and plans more

{ **"If you go to the gym and watch TV on the treadmill for an hour, I don't think that's fitness"** }

## Sebastien Lagree: exercise has to be engaging

Sebastien Lagree started lifting weights when he was 13. The Frenchman quickly became passionate about fitness and eventually moved to Los Angeles to become a personal trainer.

It was there that Lagree heard about pilates – and became an instructor due to it being the hottest trend at the time.

"That was back in 1998 and everyone wanted to do it," Lagree says. "But many of my clients wanted results that pilates couldn't give, so I began teaching my own bodybuilding regimen on the reformer.

"I could use the reformer to do core work, squats, lunges and so on – even though it wasn't designed for that – and people loved it!

"I then opened my first studio in September 2001 and it went really well. Then, in 2003, I made my own machine – the Proformer – which was a huge reformer with platforms and cables."

The Lagree Fitness method had been born.

"What we do is create a workout regimen that targets all facets of fitness: cardio, core, balance, flexibility and endurance.

"A workout has to be engaging, and that's what Lagree Fitness is.

I don't think going to the gym and watching TV on the treadmill for an hour is fitness."

Lagree recently opened his third London studio at Nobu Hotel Shoreditch.

# leisure opps

## Contents issue 740

### NEWS

Fitness 06 ➤

Sports 10 ➤

Spa & wellness 15 ➤

Hotel 18 ➤

Tourism 20 ➤

Tourism Alliance 21 ➤

Attractions 23 ➤

Insight 26 ➤

### CLASSIFIED & JOBS

Job opportunities 33 ➤

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■ Allan said there has been an increase in at-home fitness equipment sales over the last 12 months

## Idris Allan leads retailer Argos into fitness with in-store exercise events

Argos is aiming to encourage the nation to adopt a healthier lifestyle through a new range of products and education – as well as in-store exercise sessions.

Idris Allan, Argos' sports digital trading manager, says that one of the most successful initiatives has been the 'House of Fitness' event.

"The House of Fitness was a collaborative effort between Fitbit, Reebok, USN and Argos to raise

**"We want to become the number one retailer for fitness by helping customers achieve their fitness goals"**

awareness with customers that Argos is a one-stop-shop for a wide range of fitness brands and products.

"The event was a two-day in-store fitness experience in a home-like setting, with workout classes and routines that could easily be recreated at home.

"The main goal was to provide those who enjoy or are interested in

working out at home with the tools and knowledge to do so effectively."

Allan said the in-store exercise events form part of the group's ambitious plans to muscle in on the fitness sector.

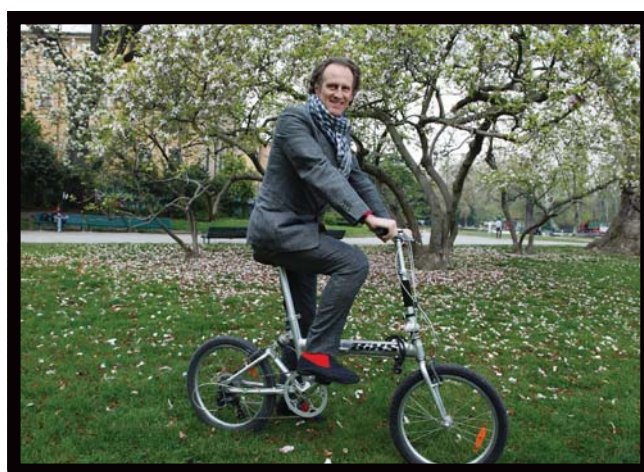
"We want to become the number one retailer for fitness, by helping customers to achieve their fitness goals," Allan said.

## Leisure design should work with nature, not against it, says famed architect Matteo Thun

Italian architect and designer Matteo Thun believes "nature is stronger than architecture" and that leisure architects and designers should embrace botanical architecture in all of their works.

Speaking to *CLADglobal*, Thun said that a botanical approach to architecture helps to limit disruption to the ecosystem, while also working alongside it.

"I often let nature take over my buildings" he said. "Botanical architecture is about being respectful to nature and leaving it to develop naturally, rather than forcing it to grow where it doesn't belong."



■ Thun is an ardent supporter of botanic architecture

**"Botanic architecture is a cheaper, faster and more sustainable way to do things and can bring the completion date forward"**

Thun also revealed that he sees little worth in the vertical forest movement.

His reflections on the design method is that it contradicts its purpose of

being eco-friendly, as well as being cost-ineffective.

"Trees cannot survive at such heights with high winds," he said. "The running and maintenance costs are so high that it becomes very hard to afford these buildings."

When asked whether his future projects would continue to support botanic architecture Thun's answer was resoundingly positive.

"Absolutely. It is a cheaper, faster and more sustainable way to do things, and can bring the completion date forward by a year compared to using cement. Simplicity and sustainability should be at the heart of all design."



■ Worthy said the launch of management software was a "natural move"

## Life Fitness' head of digital ventures group, **Jason Worthy** explains new Halo launch

**E**quipment supplier Life Fitness has expanded its offering by launching a new club management software product.

"Halo Fitness Cloud is software for fitness facilities that helps operators manage the facility and enhances the experience for an exerciser," says Jason Worthy, head of Life Fitness' new digital ventures group.

"Halo lets operators do things like track equipment usage, customise product settings, add member profiles, create a connection between trainers and exercisers and track facility maintenance tasks. It also

includes the Halo Fitness App for exercisers, which lets members set up and track fitness goals and sync their workouts."

According to Worthy, Halo will also improve member retention.

"Retention is one of the biggest challenges operators face, with clubs losing members at a rate of 30 per cent a year.

"The Halo Fitness App keeps members engaged with their goals, but also offers operators the option to get custom data that will help an exerciser on their fitness journey. The Halo Fitness App is also offered with a custom branding option."

**"The Halo app keeps members engaged with their goals, but also offers operators the option to get custom data that will help an exerciser on their fitness journey"**

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## ACQUISITIONS

# PureGym acquires London's Soho Gyms

PureGym has completed the acquisition of Soho Gyms and its 10 clubs, all of which are based in prime London locations.

The move comes after Soho Gyms has been feeling the pressure of budget chains and boutique gyms muscling in on the London market – an issue the privately-owned company had mentioned in its accounts filed last year.

PureGym has already confirmed plans to convert all of the Soho Gyms sites into PureGym sites through a rolling refurbishment programme – signalling the end to the Soho Gyms brand. The chain was founded in 1994, with the opening of the Soho Athletic Club in Covent

Garden. In a statement, PureGym said the process of rebranding will be similar to the way it integrated the LA Fitness business, which it acquired in 2015.

The transaction will bring the number of sites in PureGym's London estate (sites within the M25) to 59.

"This deal will clearly benefit our existing members as well as provide more affordable and flexible options to people across London," said Humphrey Cobbold, PureGym CEO.

Michael Crockett, MD of Soho Gyms, added: "I'm confident that our members will benefit from us becoming part of PureGym."

**More:** <http://lei.sr?a=h5V6X>



■ All 10 Soho Gyms will be rebranded as PureGym clubs



**The deal benefits our members and provides flexible options**

Humphrey Cobbold

## RESEARCH

# A quarter of Brits fail to do any physical exercise



**Exactly half of those who are inactive admitted to "avoiding exercise" each week**

Almost one in four British people never exercise, with some admitting to avoiding physical activities "at all cost".

The finding comes from the Fit Brits study, commissioned by the British Lung Foundation, which surveyed 2,000 adults.

Of the 23 per cent who do not exercise regularly, one in four felt they would be encouraged to exercise more if they had more facilities local to them.

Exactly half of those who are inactive admitted to "avoiding exercise" each week – as they feel it may pose a



■ The study shows that half of inactive adults do not exercise as they feel it poses a "danger to their health"

danger to their health. Of the 77 per cent who do exercise, only 16 per cent do so at least once a week.

Walking was ranked as the most popular exercise in the report, followed by running and cycling.

**More:** <http://lei.sr?a=7s3J3>



**BOUTIQUE**

## Boutique chain YourZone45 secures trio of investors



**YourZone45 provides an exciting and affordable opportunity for people with the drive to succeed**

Jeremy Taylor

Boutique fitness franchise YourZone45 has secured investment and executive support from fitness industry specialists Mhairi FitzPatrick, Andy Kay and Jeremy Taylor.

The three new stakeholders will be working alongside YourZone45 founder, Chris Elms, to "develop the product and accelerate growth" throughout the UK and overseas.

Taylor was a co-founder of the LA Fitness group in 1994 and spent 11 years as its group operations director as the company grew to an estate of 65 health clubs.



■ There are four YourZone45 franchises operating in the UK, with two more set to open by October 2018

"YourZone45 provides an exciting and affordable opportunity for people with the drive, ambition and commitment to succeed on their own – but who want to minimise their risk as a fitness entrepreneur by following a proven model and blueprint to operate their business," said Jeremy Taylor.

[More: http://lei.sr?a=z7x3W](http://lei.sr?a=z7x3W)

**UNIVERSITIES**

## Opening date set for Warwick Uni's new Wellness Hub

The University of Warwick will open a multi-million sport and wellness hub in early 2019.

The new Sport and Wellness Hub is part of a £49m investment into the site, which will house a wide range of facilities for students and the general public.

The hub will include a large health club with a 250-station gym and studio spaces.

Spanning 16,684sq ft, the club will be one of the largest gyms in UK higher education.

There will also be a 12-court and a 4-court sports hall; a 12-lane, 25m swimming pool with a moveable floor;



■ The Hub will include a 16,684sq ft health club – one of the largest gyms in UK higher education



**The building will be the main centre for student sport**

Lisa Dodd-Mayne

climbing, bouldering and speed climbing walls; and elite-standard squash and netball courts.

Outdoor facilities include a range of sports pitches, including those for football, rugby and hockey.

"The building is on campus and will be the main centre for student sport," said Lisa Dodd-Mayne, the university's director of sport & active communities.

[More: http://lei.sr?a=w1h0Q](http://lei.sr?a=w1h0Q)

## SIV & Westfield team up to deliver mental health scheme

Sheffield health and wellbeing charity SIV has signed a partnership with private health operator Westfield Health to deliver a range of mental health and wellbeing solutions through Westfield's Healthy Extras scheme.

People who sign up to the full Fitness Unlimited 'Access all areas' package from SIV – which currently operates 11 gyms across Sheffield – will receive free access to Westfield's telephone counselling service, as well as round the clock access to a telephone GP.

[More: http://lei.sr?a=R7t8y](http://lei.sr?a=R7t8y)

## OBESITY

# Government 'fails exercise' in obesity plan

The latest chapter of the government's Childhood Obesity Plan – published this week – has received a mixed reaction from the physical activity sector.

While the document includes headline-grabbing measures to improve diets – such as a ban on sweets and fatty snacks sold at shop checkouts, as well as restrictions on junk food ads on TV – there is scarcely a mention of how to get children more physically active.

All five main action points (sugar reduction, calorie reduction, advertising, local areas and schools) have a heavy focus on improving dietary habits – and the

first meaningful mention of physical activity within the 33-page document comes on page 27.

There, the government pledges to make schools – and school travel – more active for children.

Responding to the publication, the Sport and Recreation Alliance (SRA), ukactive and the Youth Sport Trust issued a joint statement, which called on the government to "grasp the childhood obesity big picture".

"This plan falls short in reflecting the full role physical activity can play in addressing this complex issue," the statement reads.

[More: http://lei.sr?a=X8E5J](http://lei.sr?a=X8E5J)



■ None of the five action points directly address physical activity



**This plan falls short in reflecting the full role physical activity can play in addressing this complex issue**

## NEW OPENING

# Xercise4Less reaches 50 club landmark



**It's a huge achievement to reach 50 sites**

Jon Wright

Budget gym operator Xercise4Less has opened a club in Chesterfield, taking the number of clubs in its portfolio to 50.

The chain has expanded rapidly since opening its first site in 2009 and the latest opening comes a month after the group secured a £42m growth capital investment from Swedish credit provider Proventus Capital Partners

According to Jon Wright, founder of Xercise4Less, the funds provided by Proventus will allow the group to continue its plans to open 100 gyms by the end of the decade, with 10 more



■ The newly-opened Chesterfield club features more than 400 pieces of equipment

gyms planned by the end of 2018 and a further 40 by the end of 2020.

"It's a huge achievement to reach 50 sites and it really cements our place as one of the biggest and best value brand fitness clubs in the UK," he said.






[More: http://lei.sr?a=X9p4q](http://lei.sr?a=X9p4q)





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## WOMEN IN SPORT

### Report: 'More women leaders needed'

Sport should focus on having more women leaders, in order to bring about cultural change within the sector, according to equality charity Women in Sport.

The call comes after the charity published its *Beyond 30% – Workplace Culture in Sport* report, which suggests there is still a "serious gender discrimination problem" within sport.

Based on a survey of more than 1,000 people working within sport, the report shows that women feel less valued, experience gender discrimination and believe they are paid less for doing the same role as men. Many also face more challenges to progress and

feel "unfairly judged".

38 per cent of the women surveyed said they had experienced "active discrimination" due to their gender, compared to 21 per cent of men.

The report also found that 'women's tasks' are still in evidence throughout the sector.

"I recognise the sport sector is committed to stamping out gender discrimination, but our report has highlighted that where negative behaviours exist deep within the workplace culture they often go unseen and therefore do not get addressed," said Ruth Holdaway, CEO of Women in Sport.

[More: http://lei.sr?a=M4d0r](http://lei.sr?a=M4d0r)



■ 38 per cent of the women surveyed said they had experienced "active discrimination" due to their gender



**“  
Negative behaviours  
exist deep within the  
workplace culture**

Ruth Holdaway

## ACTIVE CITIES

### Manchester to create UK's largest cycling network



**“  
I've been impressed  
by the political will  
in Manchester**

Chris Boardman

Officials in Manchester have revealed plans to create a city-wide cycling and walking network made up of more than 1,000 miles of routes – including 75 miles of Dutch-style segregated bike lanes.

The £500m 'Beelines' network – named after Manchester's civic symbol of the worker bee – will be the largest joined-up system of walking and cycling routes in the UK.

Developed in partnership by the 10 Greater Manchester local authorities and Olympic champion cyclist Chris Boardman, the proposals



■ The 'Beelines' network will be the largest joined-up system of cycling routes in the UK

also include plans for 25 'filtered neighbourhoods', where priority will be given to the movement of people.

"I've been massively impressed by the political will of the authorities to come together to make this plan a reality," Boardman said.

[More: http://lei.sr?a=p6w5Y](http://lei.sr?a=p6w5Y)

ACTIVE POPULATIONS

## Sport England invests £1.3m into long-term patients



**Exercising when you have a long-term condition can be hugely beneficial**

Jennie Price

Sport England has partnered with a group of health charities from The Richmond Group to create a series of projects that could improve the health of millions of people with long-term health conditions.

A total of £1.3m of National Lottery funding has been made available for a range of projects, which aim to prevent and manage conditions such as cancer, diabetes, lung disease and mental illness.

It is estimated that more than a third of the population – around 15 million people – in England live with one or more common long-term

health conditions and people with these types of conditions are much less likely to do physical activity.

"Exercising when you have a long-term health condition can be hugely beneficial to your mental and physical wellbeing but it can also be daunting," said Jennie Price, Sport England CEO.

[More: http://lei.sr?a=6P8D9](http://lei.sr?a=6P8D9)



■ The funding will look to tackle the barriers faced by people with long-term health conditions

PARTNERSHIPS

## SRA set to launch child activity campaign

The 2018 Sport Summit will mark the official launch of the Sport and Recreation Alliance's (SRA) public facing work around children and young people.

During the one-day event, SRA will ask the sector to sign a petition to build a "long-term solution", which offers high quality physical activities, with choice and the voice of young people at their heart.

"The latest chapter of the Childhood Obesity Plan, published by the government, has shown a third of our children are now classed as overweight or



■ The campaign will launch at the 2018 Sport Summit



**We all need to encourage children to be more active**

Emma Boggis

obese upon leaving primary school," said Emma Boggis, SRA chief executive.

"We all need to take responsibility for encouraging younger generations to be active.

"This event will provoke conversation, allowing us to engage in meaningful dialogue and share best practices as we push for a healthier, happier and more active future for children."

[More: http://lei.sr?a=F7z4r](http://lei.sr?a=F7z4r)

## Sport Ireland to undertake survey into women in sport

Sport Ireland is conducting a consultation process focusing on women of all ages and backgrounds.

The consultation looks to examine how Ireland – and Sport Ireland particularly – can encourage more females to take part in all aspects of sport and physical activity – from grassroots participation to volunteering and high performance sport.

Running until 13 July, the results of the survey are expected to shape future policy and will be released later this year.

[More: http://lei.sr?a=8d3F8](http://lei.sr?a=8d3F8)



## MAJOR EVENTS

# Belfast loses rights to 2021 youth games

Belfast has been stripped of its right to host the 2021 Commonwealth Youth Games, after the required funding for the event was not released by the Northern Irish government.

Belfast was awarded the Games in February 2016, but Northern Ireland's coalition government collapsed in January 2017, before ministers had agreed to a financial package for the event.

Since the government's collapse, the country has been run by civil servants – who have signalled their belief that the Games do not represent "value for money".

As there are no guarantees that funding for the Games will be released, The Commonwealth

Games Federation (CGF) said it has been forced to re-open the bidding process for the 2021 event.

"We empathise with the ongoing circumstances surrounding Northern Ireland's legislative Assembly and Executive and we've maintained a collaborative dialogue with our colleagues in Belfast about their ambitions to stage the Commonwealth Youth Games," said CGF president Louise Martin.

"However, with no funding guarantees in place, we will begin discussions and invite expressions of interest from other cities who wish to host the 2021 edition of the Youth Games."

**More:** <http://lei.sr?a=G7d7H>



■ Belfast was awarded the Games in February 2016



**“With no funding guarantees in place, we will invite expressions of interest from others**

Louise Martin

## TECHNOLOGY

# Batfast launches simulator to make cricket more accessible



**“We're aiming to inspire people to play more regularly**

Runish Gudhka

Batfast, a sports simulation company, has created an innovative cricket simulator that is designed to increase entry-level participation in the sport.

Founded by childhood friends Jignesh Patel and Runish Gudhka, a former international Kenyan cricketer, Batfast aims to make cricket accessible for players of all ages and abilities.

Suitable for both entertainment and training purposes, the immersive simulators are built to a small footprint and feature a large projector screen displaying a virtual bowler, which can be customised to feature real-life players.



■ The simulators have a small physical footprint

Deliveries can be tailored to specific needs by adjusting the speed, pitch and direction of the ball via a phone or tablet.

"We're aiming to inspire people to play more regularly by providing a fun and flexible option to play cricket," said Batfast co-founder Runish Gudhka.

**More:** <http://lei.sr?a=B8k3r>



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## REDEVELOPMENT

# Grove transforms its wellness offering

The Grove Hotel in Chandler's Cross, Hertfordshire has announced plans to invest £300,000 into its fitness and wellbeing offering at its Sequoia Spa.

Plans will include a total refurbishment of its gym facilities, including the addition of physiotherapy and nutrition consultation rooms, as well as new fitness zones, outfitted with state-of-the-art Technogym equipment, dedicated to cardio, strength and functional training.

Other plans include the recruitment of a nutritionist and physiotherapist as part of an enhanced membership offering that will give members access to health assessments, quarterly

fitness assessments, personal training sessions, sports massages, nutrition, physiotherapy consultations, and unlimited access to facilities.

The spa's treatment menu will also undergo a revamp to include products and treatments from ESPA and Natura Bissé.

"Our spa is a holistic wellbeing destination, and we are delighted to be expanding and enhancing our offering even further," said Jamie Pagan, spa director at The Grove's Sequoia Spa.

"The refurbishment means that we will have one of the most advanced hotel gyms available."

[More: http://lei.sr?a=v2r8W](http://lei.sr?a=v2r8W)



■ The Sequoia Spa will offer an enhanced wellness offering



**Our spa is a holistic wellbeing destination**

Jamie Pagan

## NEW THERAPIES

# ila founder Denise Leicester launches Soul Medicine therapy



**Hearing sound is one of our primal senses**

Denise Leicester

Ila founder Denise Leicester has collaborated with composer Tom Simenauer to create Soul Medicine, a series of vibrational therapy music tracks designed to promote wellbeing and cellular balance, as well as decrease stress levels and boost resilience.

Consisting of four tracks, Soul Medicine enables listeners to choose the vibrational remedy best suited to their needs. The tracks are based on 432Hz tuning and are designed to increase white blood cell activity, improve circulation and improve the ability to adapt to stress.



■ Soul Medicine is a series of vibrational therapy music tracks designed to promote wellbeing

"Hearing sound is one of our primal senses," said Soul Medicine founder Denise Leicester.

"Sound can relax, alert, soothe, inform and transport us. Pure and healing sound vibration can be heard by the soul and can activate the deepest healing responses."

[More: http://lei.sr?a=A3h9I](http://lei.sr?a=A3h9I)

# Spa & wellness news

## EVENTS

### Como Metropolitan launches Healthful Meetings events



**Clients can choose from a number of different venue options within the hotel, as well as a host of tailored activities to promote physical and mental wellbeing**

With employee wellness increasingly being linked to productivity, Como Metropolitan London, home to the Como Shambhala Urban Escape, has launched a new Healthful Meetings package that capitalises on the spa's expertise in holistic wellness.

The Healthful Meetings package, designed to encourage better focus and energy throughout the day, can be tailored to any business meeting or event.

Clients can choose from a number of different venue options within the hotel, as well as a host of tailored activities to promote physical and mental wellbeing.



■ Como Shambhala Cuisine is a style of cooking developed by the company over 20 years

Delegates can expect to be greeted with a Como Shambhala juice — designed to hydrate and give fast-flowing fuel to mind and body. A mid-morning break offers healthy snacks to keep energy levels boosted.

The Healthful Meetings package is priced at £110 per person.

[More: http://lei.sr?a=P2j5T](http://lei.sr?a=P2j5T)

## PARTNERSHIPS

### Resense partners with EarthCheck for sustainable wellness

Global spa management company Resense has partnered with EarthCheck, a scientific benchmarking certification and advisory group for travel and tourism.

The move was made in response to the shift from experiential to transformative travel, and the strategic partnership will mean the companies can deliver a range of advisory services for sustainable spa and wellness resort operation and development.

Kasha Shillington, CEO of Resense, said the partnership was the culmination of a journey that started over four years ago.



■ The Spa Albear in Cuba is one of many spas across the globe managed by Resense



**By combining our expertise, we can enhance our initiatives**

Kasha Shillington

"EarthCheck has been engaging the visitor economy for the past 30 years and we recognise that by combining our expertise, we can further enhance our wellness initiatives to ensure the spas we create and support are not only commercially sustainable, but are sustainable for the environment too," she explained.

[More: http://lei.sr?a=7w6Y9](http://lei.sr?a=7w6Y9)

### RBH reveals winners of 2018 Spa Awards

Hotel management company RBH has named the winners of its 2018 Spa Awards.

The awards honour individuals and properties across the QHotels portfolio and Mottram Hall Spa in Cheshire was named Spa of the Year, beating competition from The Spa at The Midland in Manchester and the spa at Sleafy Hall. Operational Spa of the Year went to the Cambridge Belfry, while Karolina Barrett from The Nottingham Belfry was named Spa Therapist of the Year.

[More: http://lei.sr?a=W7N2Y](http://lei.sr?a=W7N2Y)



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## BUDGET CHAINS

# Travelodge launches 'budget chic' brand

Budget hotel operator Travelodge is launching a new hotel format as part of efforts to offer guests "more style and choice".

The new Travelodge Plus format will be rolled out through an investment of around £10m at hotels in Brighton; Edinburgh, Scotland; Gatwick Airport, London; central London; York and at the group's largest ever new build hotel, a 395-room hotel in the City of London.

The Travelodge Plus properties will offer a distinctive choice of rooms priced at around £5-£10 more than rooms in the standard Travelodges. Described as "budget chic",

the standard rooms will feature a 'tranquillity zen' colour scheme and king-size Travelodge Dreamer beds, while the SuperRooms will also include Hansgrohe Raindance showers, in-room coffee pod machines and a range of technology options.

"Britain is now a nation of budget travellers, with more of us choosing to stay in budget hotels than any other hotel type," said Peter Gowers, Travelodge chief executive.

"The launch of Travelodge Plus helps us offer that little bit more choice for those who want it, while staying true to our mission to be the favourite hotel for value."

**More:** <http://lei.sr?a=j5y2e>



■ Travelodge Plus will be rolled out through an investment of £10m



**Britain is now a nation of budget travellers**

Peter Gowers

## NEW OPENING

# Conran unveils UK first dining experience at Grosvenor House



**Rüya is the realisation of a dream to open an Anatolian restaurant**

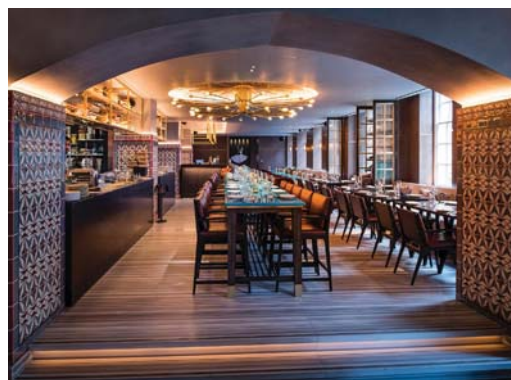
Tina Norden

Architecture studio Conran and Partners have designed an immersive Anatolian restaurant in London's Mayfair.

Located at The Grosvenor House Hotel, Rüya is described as "the first of its kind in Europe".

Run by restaurateur Umut Özkanca and the Dogus Restaurant Entertainment and Management Group, it is a showcase for the cuisine of Anatolia.

Run entirely independently, Rüya (which means 'dream' in Turkish) covers 560sq m (6,000sq ft) and can accommodate around 190



■ The dining area of Rüya

guests. The venue includes a long and linear 110-cover restaurant.

"Rüya is the realisation of Umut's dream to open an international-standard restaurant bringing Anatolian cuisine to the rest of the world," said Tina Norden, a director at Conran and Partners.

**More:** <http://lei.sr?a=z2g8b>



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## REGIONAL TOURISM

# 11 winners for Discover England Fund

VisitEngland has named 11 regional tourism projects which will each receive up to £250,000 of funding from the Discover England Fund.

The initiatives to receive financial support through the grant include Marketing Lancashire's "Discover more than just a holiday" initiative.

The project seeks to inspire exploration of the North West of England, targeting young travellers (18-34 year olds) from the Nordic countries (Sweden, Denmark, Norway, Finland and Iceland).

Other projects to benefit from the latest round of the Discover England Fund include Uncover the Cotswolds, led by Cotswolds Tourism on behalf of the wider region,

and "The Northern World Heritage Collection", led by Cumbria Tourism and targeting the US and Irish markets to visit the region's UNESCO World Heritage sites.

The winners also feature five amplification projects, which build on previous year's 'test and learn' pilots.

One of these is Marketing Cheshire's 2017 endeavour, 'Sport of Kings', which promotes English horse racing to foreign tourists.

Launched in 2015, the £40m Discover England Fund was set up to stimulate a flow of international tourism into the regions – away from London – and boost the domestic tourism economy.

[More: http://lei.sr?a=N5u3W](http://lei.sr?a=N5u3W)



■ The winners include the Uncover the Cotswolds initiative



**The £40m Discover England Fund was set up to stimulate a flow of visitors to the regions**

## SPECIAL GROUPS

# Tourism minister offers his support for youth travel



**Young people continue to redefine certain aspects of global travel**

Michael Ellis

The secretary of state for arts, heritage and tourism, Michael Ellis, has thrown his weight behind youth tourism, admitting that the "considerable contribution" from youth travellers could be "more widely acknowledged".

During a keynote speech at the annual British Educational Travel Association (BETA) parliamentary reception in London, Ellis said young travellers often spend more money and time at destinations than their older counterparts, and that they should be welcomed to the UK as "the wealth creators of tomorrow".



■ Young travellers spend more than older ones

"I recognise its economic and socio-economic importance and this is something that we very much want to support," he said. "Young people continue to redefine certain aspects of global travel and we ignore that at our peril – and I for one have no intention of ignoring it."

[More: http://lei.sr?a=E6A9F](http://lei.sr?a=E6A9F)



## New Regulations detrimental to domestic tourism

**T**he new Package Travel and Linked Travel Arrangement Regulations came into force on 1 July, presenting domestic tourism businesses with a wide range of new headaches.

One of the main problems for tourism operators is that, in trying to ensure that customers travelling overseas are protected – where a travel company operates both the aircraft and the hotel at the destination – BEIS has determined that the new regulations apply where a company provides multiple services.

This means that hotels in the UK providing services other than just accommodation are now caught up in the legislation.

So, a hotel that provides services such as a restaurant, a spa or golf course is now deemed to be selling package holidays.

What's more, because the legislation covers dynamic packaging, it doesn't matter whether the holiday sells something like a 'romantic weekend break' which includes accommodation, a meal for two, roses and champagne or whether the customer simply rings up and says 'I'd like a room for Friday night and can you book me a table in the restaurant for 8pm when I arrive' – these are both deemed to be package holidays which require the hotel to be bonded and provide the reams of information required by the new legislation.

### No more linked offers

To make things worse, the Linked Travel Arrangement component of the new legislation provides significant problems

for small domestic businesses as well.

A B&B operator who tells customers that if they let the local pub know that they are staying there, they will get 10 per cent off a meal or that they have an agreement with the local golf club that people staying there can play on their course are now deemed to be selling Linked Travel Arrangements. Even the mere act of recommending which pub customers should go to, or suggesting a good local attraction can be deemed to be a Linked Travel Arrangement requiring the B&B owner to have Insolvency Protection and non-compliance with the new legislation is a criminal offense.

So, what will happen is that small local businesses will stop working together to provide good value deals for customers or trying to improve their holiday experience. The result being that legislation that was introduced to improve customers' holidays overseas, will make their holidays at home worse.



■ Kurt Janson, director of the Tourism Alliance



Non-compliance with the new legislation is a criminal offence



■ The Linked Travel Arrangements could bring an end to local operators working together



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## EVENTS

# Museums 'must focus on representation'

Diversity was among the topics up for discussion at this year's MuseumNext conference in London, with Shaz Hussain, assistant curator at the London Science Museum, telling delegates not to "deflect responsibility" on the issue.

At the 2017 edition of the conference in Rotterdam, Netherlands, Hussain – who is also freelance consultant working to improve the representation of people of colour across the arts and heritage sector – challenged attendees to think about the word 'diversity' and what that meant.

In her 2017 talk, Hussain said that 'diversity' suggests a museum and its white,

middle-class audiences are normal, with anyone else considered to belong to 'other' categories.

She added that the word 'diversity' should be replaced by 'representation', with the sector's goal to represent an entire community.

"Last year I got up on stage and basically trashed museums, talking about how much I hate when they use the word 'diversity'," she said, speaking at this year's edition of the show.

"Last year I challenged everyone to think of a way they could make a difference," she said. "I hopefully showed you that you can use your own power to create change."

[More: http://lei.sr?a=S9B3R](http://lei.sr?a=S9B3R)



■ Hussain wants to see people of colour represented at museums



**You can use your own power to create change**

Shaz Hussain

## MUSEUMS

# U2 plans new attraction for Dublin recording studios



**The attraction will include a reconstruction of the band's original studio, multiple exhibition spaces and a café**

A U2 attraction in the heart of Dublin could become one of Ireland's most visited tourist sites, with plans unveiled for an exhibition centre dedicated to the band on the capital's waterfront.

To be developed on Hannover Quay – the current site of the band's existing recording studio – the new three storey complex will display a selection of never-before-seen U2 memorabilia.

A planning application for the development was submitted on 27 June and, if approved, the studio will be demolished to make way for the attraction.



■ The complex will display U2 memorabilia collected over the four decades of the group's existence

The attraction will include a reconstruction of the band's original studio, multiple exhibition spaces, an auditorium and a café.

The site will be built alongside a 20-bedroom boutique hotel and restaurant development.

[More: http://lei.sr?a=j3w2z](http://lei.sr?a=j3w2z)



# Attractions news

## PUBLIC SECTOR

### Government focuses on regional growth with new fund



**Cultural investment can have a transformative impact**

Michael Ellis

Britain's minister for arts, Michael Ellis, has launched a £20m fund for culture, heritage and the creative industries to benefit towns and cities across England.

Called the Cultural Development Fund, areas in England will be able to bid for up to £7m in funding for a number of projects aimed at helping regeneration, creating jobs and maximising the impact of investment. This will include projects such as new spaces for creative businesses, bringing historic buildings back into use or redeveloping museums and art galleries.

The initiative, says the government, will form an alternative approach to



■ Hull attracted more than £3bn of investment during its tenure as City of Culture in 2017

funding for the cultural and creative industries, with finances going toward geographical locations rather than the traditional way of designation by a specific venue or craft.

"Cultural investment can have a transformative impact on communities," said Ellis.

[More: http://lei.sr?a=t8X7j](http://lei.sr?a=t8X7j)

## REOPENING

### RAF museum reopens after £26m redevelopment

The transformed RAF Museum in London reopened to the public on 30 June.

Nex-Architecture were commissioned for the £26m, 20-month redevelopment, which saw new immersive galleries – focusing on the people of the RAF – being installed at the site's Hangar 1 building.

The entire site has been reconfigured, giving visitors a clearer route through the exhibition spaces and past viewing galleries overlooking exhibited aircrafts.

"We wanted to create a backdrop that highlighted the objects, highlighting the



■ The Earl of Wessex opened the revamped museum



**We wanted to create a backdrop highlighting the objects**

Alan Dempsey

content and giving it a sense of theatre," said Nex founding director Alan Dempsey.

"There were long discussions about how people move around. We created a central volume as you enter the hangar to have this pinwheel-style flow, making circulation easy and intuitive."

The RAF Museum has been at its current site since 1972.

[More: http://lei.sr?a=D6R9A](http://lei.sr?a=D6R9A)

### Disney creates robot capable of "superhuman feats"

Disney's Imagineers have unveiled their latest innovation in new generation robotics – an autonomous robotic stunt double.

Called Stuntronics, the animatronic robot can control mid air movement, as well as guaranteeing the completion of sophisticated aerial stunts with precision every time.

The robot represents a significant improvement to traditional animatronics, as it can be flung from a wire 60ft (18.3m) into the air and execute acrobatics while in flight.

[More: http://lei.sr?a=F2n8a](http://lei.sr?a=F2n8a)

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# Unesco unveils new heritage sites

Unesco makes 18 new additions to World Heritage list as it looks to broaden the range of protected sites



■ Naumburg Cathedral in Germany was one of six European locations

Germany's Naumburg Cathedral, the Caliphate City of Medina Azahara in Spain and the Sansa Buddhist Mountain Monasteries of Korea are among the 18 new additions inscribed to Unesco's World Heritage list this year.

Unesco made the announcements at its 42nd session of the World Heritage Committee earlier this month.

Naumburg is one of two German inscriptions, with the historic cathedral dating back to 1028. It is joined by the Archaeological Border Complex of Hedeby and the Danevirke, which the site of a former trading town from the first millennia.

Located in the central part of West Greenland, a new World Heritage site has been named for Denmark, with the Aasivissuit-Nipisat, Inuit Hunting Ground between Ice and Sea containing the remains of 4,200 years of human history.

In Colombia, Chiribiquete National Park – "The Maloca of the Jaguar" is the largest protected area in the country. The park's tepuis – tabletop mountains – have more than 75,000 paintings, spanning more than 20,000 years to the present. The National Park becomes the country's ninth World Heritage site following its inscription.

Called the "Originary Habitat of Mesoamerica", Mexico's Tehuacán-Cuicatlan Valley also joins the World Heritage list. Part of the Mesoamerican

Spain's caliphate city of Medina Azahara, dating to the 10th century, is one of the locations to receive World Heritage Status





■ Fanjingshan in China is among the 18 new World Heritage sites

## “ The Republic of Korea gains a new addition to the list – the Buddhist Mountain Monasteries in Sansa ”

region of Mexico, the site has what is considered to be the richest biodiversity in all of North America. The site is also known for its history, with archaeological remains demonstrating technological developments and the early domestication of crops.

Moving to Asia, the Republic of Korea gains a new addition to the list – the Buddhist Mountain Monasteries in Sansa. Located throughout the southern provinces of the Korean Peninsula, the seven temples that comprise the site were established from the 7th to 9th centuries.

Spain's Caliphate City of Medina Azahara also joins the selection, with the 10th century site built by the Umayyad dynasty offering in-depth knowledge of the now vanished Western Islamic civilization of Al-Andalus. After prospering for a number of years, the city was destroyed during the civil war and the remains of the city were lost for nearly a millennium until their rediscovery in the early 20th century.

### The 18 new sites are:

- Archaeological Border Complex of Hedeby and the Danevirke (Germany)
- Naumburg Cathedral (Germany)
- Chaîne des Puys–Limagne fault tectonic area (France)
- Ivrea, industrial city (Italy)
- City of Medina Azahara (Spain)
- Göbekli Tepe (Turkey)
- Sassanid Archaeological Landscape of Fars region (Islamic Republic of Iran)
- Al-Ahsa Oasis (Saudi Arabia)
- Ancient City of Qalhat (Oman)
- Aasivissuit-Nipisat (Denmark)
- Gothic Ensemble of Mumbai (India)
- Sansa (Republic of Korea)
- Christian Sites of Nagasaki (Japan)
- Fanjingshan (China)
- Chiribiquete National Park (Colombia)
- Tehuacán-Cuicatlán (Mexico)
- Barberton Makhonjwa (South Africa)
- Thimlich Ohinga (Kenya)
- Pimachiowin Aki (Canada) ●



■ Barberton Makhonjwa mountains



## ukactive Awards

Winners of the inaugural ukactive Awards were revealed at a gala dinner in Manchester on 21 June



■ Steven Ward, ukactive CEO said the award categories reflected the growing physical activity sector

**L**ife Leisure Stockport Sports Village was handed the prestigious National Leisure Centre/Health Club of the Year award, while six regional winners were also announced at the very first ukactive Awards last month.

In all, there were 19 winners as the first ever ukactive Awards – an evolution of the former Flame Awards – introduced a wider array of categories to “better celebrate the range of leaders

getting more people active”. New award categories included Campaign of the Year, won by Ordnance Survey, and the Healthy Community Award, won by MAN v FAT Football.

“Given the growing contribution of physical activity in all aspects of society, it seemed only fitting that we expanded the ukactive Awards to recognise the full breadth of our movement to create an active nation,” said Steven Ward, ukactive CEO. “It’s great to have the chance to celebrate





■ The inaugural awards took place in June

our fantastic winners, finalists and indeed all the entrants, who have been making such strides to get more people, more active, more often."

The awards night attracted more than 800 people and was co-hosted by ukactive chair Baroness Tanni Grey-Thompson and physical activity expert Greg Whyte.

"The competition was particularly fierce this year – the first ukactive Awards in their new format," Grey-Thompson said.

“

The competition was particularly fierce this year – the first ukactive Awards in their new format

"It was incredible to listen to the stories from our finalists – their passion for physical activity is clearly evident. I'd like to take this opportunity to say a huge thank you to all those doing more to get more people active – you really are leading this movement."

Each of the award finalists underwent an independent assessment process, designed to select the best in each category from hundreds of entrants. Several stages of evaluation took place, including customer insight surveys. ●





The range of ideas and approaches we have received and the shortlist is outstanding

Kevin McGeough, director, Healthy New Town Programme, Ebbsfleet Garden City



## Garden city plans

Shortlisted landscape designs have been announced for UK's first Garden City of the 21st Century



■ The Chalk Walk by landscape design studio Additive Urbanism is among the finalists

An international design competition to determine who will design the first Garden City of the 21st century has been whittled down to five, with Ebbsfleet to become the largest of 10 "Healthy New Towns" being developed in the UK.

The competition was launched by the Ebbsfleet Development Corporation and the NHS in March to find the best creative and inspiring ideas, which will be used to shape the landscape of the new Garden City.

The competition features two stages and is managed by The Landscape Institute. The first stage of the competition invited entries from landscape professionals, or teams including landscape professionals, with multidisciplinary teams incorporating artists and engineers particularly encouraged.



## The organisers wanted to challenge the landscape professionals to collaborate with other built environment

Competition organisers wanted to “challenge landscape professionals and students to collaborate with other built environment professions, artists, and place-makers and propose design ideas for what can be achieved in a truly modern healthy city”.

“The range of ideas and approaches we have received and the shortlist is outstanding,” said Kevin McGeough, director of the Ebbsfleet Healthy New Town Programme and member of the judging panel. “I look forward to the competition moving on to its next phase”.

The five entrants the panel of ten judges chose to go through to the second stage of the competition are:

*The Chalk Walk* - by Additive Urbanism, a landscape design studio led by Matthew Halsall CMLi, in collaboration with Ryan Szyani, architectural installation designer.

*Ebbsfleet Sublime* – London-based LDA Design in collaboration with Architecture 00 and Vivid Economics.

*Everyday Adventure* – Huskisson Brown Associates working with Claire Powell Chartered Physiotherapist.

*H.A.L.O* – by Bradley Murphy Design in collaboration with JTP, Peter Brett Associates and Sebastien Boyesen.

*Swanscombe Gorge Park* – By Chris Blandford Associates in association with Buro Happold and Proctor & Matthews.

The five shortlisted companies will now have received a second stage brief for the latter half of the competition.

The next stage will task each entrant with composing designs for one of the lakes within the city. The winner will be announced at the LI (Landscape Institute) Annual Conference on 6 September 2018. ●



■ The Ebbsfleet Sublime plans by LDA Design



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Do you have great ideas, together with the drive and dynamism to see the ideas through to the end? If so, this is an exciting opportunity to make a difference in the leisure industry, as part of the leading leisure quality award.

Right Directions is a small, family-oriented business, with a big vision. While you will be based in Hertfordshire, you will work across the UK. The role is initially for two years, with potential to continue.

The salary ranges from £45,000 to £50,000, depending on experience. Please send us your CV, along with details of relevant experience and why you are ideal for this role and our team, by Friday 3 August 2018.

Interviews will take place on 17 September 2018 at Sport England's Head Office in London.

## Ready to take the plunge?

*For more information or an informal discussion please contact Sian Wheeler, Team Support Manager, on 01582 840098 or email [sian@rightrightdirections.co.uk](mailto:sian@rightrightdirections.co.uk) with your CV and covering letter. Look us up on [www.questnbs.org](http://www.questnbs.org)*

**Apply now: <http://lei.sr?a=S4Z2F>**



## Right Directions

quality and safety



## Sales and Marketing Manager

Location: Oldham, UK

Salary: £30,586 – £32,355 per annum (plus benefits)

### Do you have what it takes to lead our Sales and Marketing Department?

We are looking for a proactive and self-motivated person who will be responsible for the development and management of Sales and Marketing within OCL. Duties include overseeing the management of staff and resources within the Sales Team, leading on our membership process including our corporate workforce scheme, and driving our marketing strategy for all of our leisure products.

We will be looking for somebody who is able to devise, monitor and report marketing performance and use this data to plan and implement strategies to continuously improve performance in these areas.

The successful candidate will hold a relevant qualification in sales or marketing, and will also be required to have good interpersonal, organisational skills, and people management skills. Experience of managing sales targets, budgets and resources is also a must.

Previous experience of implementing membership marketing activities within a health and fitness/leisure environment is desirable but not essential.

As part of OCL's total reward package, there is a generous holiday entitlement which is over and above the statutory minimum, a pension scheme into which the company contributes, and any equipment and training required to undertake your job role. Also offered is free parking, use of the facilities and discounts at the cafeteria. OCL are a Bronze Investors in People employer and take pride in being an excellent employer of excellent staff.

**If you have what it takes and want to join a great team, please apply online by clicking on 'apply now'.**

**The closing date for receipt of applications is Monday 16th July 2018.**

*OCL are an equal opportunities employer and welcome applications from all. If you require any more information about the role please contact Pete Howson (Head of Marketing and CRM) (0161 621 3233) or [Peter.howson@ocl.co.uk](mailto:Peter.howson@ocl.co.uk) for an informal discussion.*

**Apply now: <http://lei.sr?a=y2l2k>**







## Pool/Spa Maintenance Engineer

Competitive Salary & Benefits  
Location: London

TotalFit require a pool/spa maintenance engineer to work along side a small team of operatives looking after 20 pools in the London region.

We offer a competitive salary and benefits

A minimum of 2 years experience is required in a similar role.

Candidates be a member of the ISPE and PTWAG.

## Self-Employed Personal Trainers

Competitive Salary & Benefits  
Location: London

Exciting opportunities for Self-Employed Personal Trainers to work in 5 star developments throughout London.

Paid shift work is required in order to gain clients. This would be a minimum of 2 shifts a week and 2 shifts per weekend in a month. This in turn gives you the rest of the time for Personal training. Personal training is on top of the shift work.

Competitive rate for shifts and PT is unlimited earning potential.

**Apply now:** <http://lei.sr?a=n7R5A>



# PERSONAL TRAINERS

## Help our members **find their fit!**

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

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

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

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

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

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

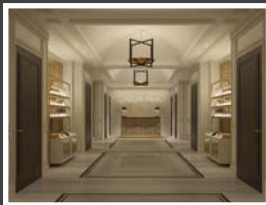
To find out more about these exciting opportunities visit our recruitment website:  
[www.leisureopportunities.co.uk/GymGroup](http://www.leisureopportunities.co.uk/GymGroup)



Nationwide  
Opportunities

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





*We are recruiting a new Team for a 1,600m<sup>2</sup> new spa hotel currently under construction in Iver, Buckinghamshire, due to open in autumn 2018.*

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

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

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

### Senior Spa Therapist

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

### Spa Therapists

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

#### Essential Attributes :

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

### Spa Receptionist

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

#### Essential Attributes:

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

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

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

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

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



# Spa Therapist

**Location: Gloucester, UK**  
**Competitive Salary & Benefits**

Hatherley Manor Hotel and Spa is a new luxury Spa. The Spa opened in early June 2018 and is looking for full and part-time spa therapists to join our team.

The new £3m spa will include six luxury treatment rooms, a swimming pool with garden views, vitality pool, thermal suite, sensory showers, sauna, steam room, heated loungers, relaxation room and a gym.

The spa will also boast its own private relaxation lounge, a rooftop terrace, an exclusive champagne bar and five luxury spa bedrooms with private balconies.

## **Brief Job Description**

The Spa Therapist is responsible for delivering the ultimate customer experience to The Spa at Hatherley Manor. To deliver an exceptionally high standard of treatments and customer care including prescriptive and rebooking advice on services, packages and product recommendations. To drive treatment and retail sales, achieving sales targets set by the Spa Manager.

## **Qualifications:**

- Beauty Therapy qualification at least to NVQ Level 3 or equivalent

## **Previous Experience and Knowledge:**

- At least one-year practical experience
- Proven record of retail selling skills
- Previous experience working within a professional Spa environment highly desirable

Apply now: <http://lei.sr?a=M8z1H>





# ASSISTANT PARK OPERATIONS MANAGER

**Excellent salary and benefit package on offer**

**Paultons Park, the UK's No. 1 Theme Park in 2016 and 2017 as awarded by Trip Advisor, is looking for an experienced professional to join our team as Assistant Park Operations Manager.**



This is a unique and exciting opportunity for someone who has worked in the attractions industry and wants to be part of the Paultons Park story.

Reporting directly to the Head of Park Operations, the Assistant Park Operations Manager will be required to act as Duty Manager on a regular basis and will share responsibility for all aspects of the day to day running of the operational side of the business, including Rides and Attractions, Entertainments, Guest Welcome, Cleaning, First Aid, Security, Special Events and Car Parking.

If you can demonstrate an ability to lead an operational department in delivering the highest standards of guest satisfaction, the ability to drive a safety culture through the department and the passion and communication skills to get the best out of our team then this could be the role for you.

Paultons Park is situated on the edge of the New Forest, welcomes over 1 million guests annually and is still a private family owned and run company.

**For more details and to apply please visit [www.paultonspark.co.uk/jobs](http://www.paultonspark.co.uk/jobs)**

**CLOSING DATE: 18TH JULY 2018**

**APPLY NOW: <http://lei.sr?a=O4D1D>**



## BROOKLANDS MUSEUM

# CHIEF OPERATING OFFICER

Location: Weybridge, Surrey, UK    Salary: £60,000

Brooklands Museum, in Weybridge, Surrey, is on the 30-acre site of the world's first purpose-built motor racing circuit and the most productive aircraft factories in Europe in the twentieth century. The stories of motorsport and aviation at this site are bound together from the beginning and share key themes of inventiveness, adventure, ambition and engineering innovation.

The new, wide-ranging post of Chief Operating Officer is responsible for all operational and commercial activity, ensuring that staff and volunteers deliver an excellent visitor experience which enables guests on site to appreciate the unique, historic atmosphere of the Brooklands site and that the museum achieves its financial targets. The museum is looking for someone who can transform the way in which it operates, to enable it to grow and develop in line with its vision, mission and strategic priorities. The COO's department includes approximately 30 paid staff and over 300 volunteers.

Over the next 12 months, we will be reviewing our strategic priorities, master-plan and operations, with a view to significantly increasing visitor numbers and completing substantial new capital projects in the coming years. The Chief Operating Officer will play a key role in shaping the museum's plans.

The person we are looking for will have considerable experience of transforming operations in a similar organisation, in developing staff to deliver exceptional visitor experience, in achieving commercial targets.

They will thrive in a complex, busy environment; be able to prioritise and delegate; able to negotiate and build relationships and show the ability to turn strategy into implementable plans, with attention to detail. They will be an enabling leader of others, who enjoys working collaboratively across the museum and with its partners. If you have this experience and these aptitudes and you would like to play a key, leadership role in a growing, ambitious, independent museum, please apply.

**Deadline for applications is 1pm on Monday 16th July 2018.**  
**Interviews will be on Monday 30th July.**

APPLY NOW:

<http://lei.sr?a=P7C1d>





# Swimming Teacher

## (STA or Swim England Level 2)

**Location: Bristol, UK**

**Salary: £13.50 to £14.62 per hour**

We are looking for an STA or ASA (Swim England) qualified swimming teacher to join our rapidly growing swim school at Filton Sports and Leisure Centre. We can offer a free Level 2 qualification teaching Courses for those that are currently Level 1 and would like to further their career within the swim school these are run three times a year.

We can provide various hours 7 days a week. Competitive salary starting at £13.32 rising to £14.61 per hour. We also offer many other benefits such as free access to additional swim CPD training and free use of the facility.

You will have the ability to teach children and adults of all ages and abilities. You will be part of a highly successful and experienced team, so we are looking for someone who is fun and has a passion for teaching swimming.

### The candidate will be responsible for:

- Producing appropriate session plans, schemes of work and ensuring swimming lessons are fun, progressive, inclusive, motivating and meet the needs and level of the group being taught.
- The delivery of high-quality swimming lessons to a wide range of ages and ability levels following the Swim England Learn to Swim framework and awards scheme.
- Carrying out assessments for participants ability at each lesson and marking them against the set swim criteria for that class type.
- Supervising assistant swimming teachers that are allocated to support their lessons.

### Essential Requirements:

- Level 2 Swimming Teacher qualification (ASA/Swim England or equivalent).
- Hold a lifeguard qualification or National Rescue Test award (or be willing to gain this within 3 months).
- Experience of organizing, leading and promoting sporting activities.
- Knowledge of the Swim England Learn to Swim frameworks and awards scheme.

Interviews will be held every 2-3 weeks. Shortlisted candidates will be invited to attend the next available interview day.

Please apply with an up to date CV and we will get back to you within 2 working weeks.

**Apply now: <http://lei.sr?a=l4Y9d>**



# Lifeguards

**Location:** Fulham, London, UK **Salary:** £23,500 plus benefits

Bordering the Thames in Fulham and set in 42 acres of magnificent grounds, The Hurlingham Club is a green oasis of tradition and international renown. Recognised throughout the world as one of Britain's greatest private members' clubs, it retains its quintessentially English traditions and heritage, while providing modern facilities and services for its members.

The Fitness team are a large, friendly team responsible for looking after the members and their guests with regards to the indoor sports facilities; Racquet and Fitness Centres, Dance Studio, Gym, Indoor Pool, Squash, Treatment room, Crèche as well as the Outdoor Pool in the summer months along with some seasonal outdoor sports activities.



As a Lifeguard, you will work a 37.5 hour week, which will include evenings and weekends. Whether you work at the Outdoor Pool or at the Indoor Pool in the Fitness Centre you will be required to act as a professional lifeguard on poolside and carry out cleaning duties whilst off poolside.

As well as performing these duties whilst you are at the Outdoor Pool, you will also help cover reception where you will be required to deal with members and their guests both face-to-face and over the phone. You will also be expected to help ensure the reception area including the shop is clean and presentable and that shop sales are processed correctly. Whilst you are up at the Fitness Centre you will be required to do setups in the Dance Studio, help the supervisors as and when required and will assist in keeping Fitness Centre areas clean and tidy.

Candidates with a current Lifeguard qualification are strongly preferred; however, we will consider candidates without. Previous experience as a Lifeguard / Pool Attendant is desirable but not essential; you will need to have exceptional customer service skills and be confident whilst staying calm in all circumstances. Additionally, some reception experience would be preferable for those wishing to work at the Outdoor Pool and you will need to be computer literate.

Qualifications: NPLQ (strongly preferred and desirable but will consider candidates without)

**Must be available for the whole season ending Sunday 30 September 2018.**

**For more information and to apply:** <http://lei.sr?a=5B4v3>



# GYMNASTICS COACHES FOR THE NEW MAX WHITLOCK GYMNASTICS PROGRAMME

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

**Salary subject to qualifications and experience**

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

The successful candidate will be:

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

Application Deadline: **Friday 27th July 2018**



**MAX  
WHITLOCK**  
Gymnastics

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

POWERED BY everyone  
ACTIVE

Voted No 1

Accreditations & Partners



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

# SWIMMING INSTRUCTORS



**Currently recruiting  
for venues in:**

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

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

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

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

#### **Instructor benefits**

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

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

#### **The essential ingredients**

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

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

***Interested?***

**APPLY NOW <http://lei.sr?a=y8j2S>**



## LAUNCH YOUR CAREER IN LEISURE

**Are you about to leave school?  
Why not pursue a career in leisure?  
Apply to our apprenticeships programme today!**

### **If you are**

- Over 16
- Not in full time education

### **You can**

- Earn while you learn
- Start on a career pathway that will lead you to your goals
- Gain qualifications and the prospect of excellent progression opportunities
- Gain the skills, knowledge and behaviour that will be the foundation of your career
- Gain hands on training, giving you confidence in your working environment

### **Our apprenticeship programmes include:**

- Coaching Learn to Swim
- Activity Leadership
- Exercise and Fitness
- Customer Services
- Team Leader / Supervisor
- Leisure Duty Manager



### **Interested?**

contact the HR team via email  
**recruitment**  
**@parkwood-holdings.co.uk**

Or apply online at  
**leisurecentre.com**





## Swimming Teacher Apprentice

**Are you looking to start a career as a Swimming Teacher?**

**Do you love Swimming or have an interest in Sport or Teaching?**

Well these apprenticeships could be the start of an exciting career doing something you're passionate about!

**We have several apprenticeship vacancies at:**

- Bradley Stoke
- Longwell Green
- Kingswood
- Yate

**Swimming teachers need to be organised, creative, fun and enjoy working with children and adults of all ages!**

At the end of this apprenticeship you will be a fully qualified swimming teacher, with the ability to teach lessons to groups of swimmers from beginners to experienced, children to adults.

1-3 months you will have completed Level 1 course

9-12 months you will have completed Level 2 course

Working hours: 37 hours per week

**Starting your amazing career here as an apprentice you will....**

- Receive excellent training with career development, and a clear pay increase every 3 months!
- Free use of the amazing facilities!
- Starting rate of £249.00 - £295.00 per week

**Who are we looking for...**

- Friendly, dynamic apprentices who are looking to start an exciting career
- Highly motivated & passionate people who want to make a difference to each & every customers experience
- Team players who want to motivate, inspire and deliver an effective swimming programme
- People with a positive attitude, who are committed to achieving high standards

**Active**  
Lifestyle Centre

INSPIRING  
ACTIVE  
LIFESTYLES

**For more information and to Apply: <http://lei.sr?a=M5C0o>**





**GUARANTEED JOB INTERVIEW\***

# **DAD, PLAYMATE, MENTOR 24/7 SWIMMING TEACHER 15 HOURS A WEEK**

“I wanted to spend more time with my family, so I trained to be a Swimming Teacher as it allows me to be there for my daughter during school holidays, plus it fits in around my other freelance gigs.”

**Train to be a STA-qualified swimming teacher.** Swimming Teachers can work flexible hours across a variety of shifts, and you could train to be one in only five days with GLL College.

\*Guaranteed job interviews on qualification with the UK's largest swim school operator.

[gllcollege.co.uk](http://gllcollege.co.uk)

**GLL**  
COLLEGE