

## Burnley FC unveils new 'football university' scheme

By **Pete Hayman**

Burnley Football Club (BFC) has unveiled ambitious plans to establish a new "football university" as part of a wider regeneration project aimed at boosting the town's economy.

The university, which will be located on the site of Burnley Cricket Club's existing home, would offer courses based on the day-to-day running of a football club, including finances and stadium design.

The cricket club would relocate to a new home on the former Towneley Park School as part of the multi-million pound proposals, along with a redevelopment of Weaver's



**The proposed StadiArena is set to provide a new dual-use facility**

Triangle and a new "StadiArena" at the Turf Moor stadium.

The StadiArena would provide a dual-use facility, which would be able to host concerts, exhibitions and

conferences in addition to providing a new stand to replace Turf Moor's David Fishwick (Cricket Field) Stand.

Meanwhile, Weaver's Triangle is set to benefit from a

new entertainment complex and student accommodation under the plans, which have been drawn up in partnership with Burnley Borough Council.

The Prince's Charities – not-for-profit organisations founded by the Prince of Wales – will also be involved with the scheme, which will be funded through debt financing, private equity and grants.

BFC chief executive Paul Fletcher said: "If you dare to dream, dream big and this is not just about Burnley Football Club, this is about the whole town of Burnley and potentially leaving a massive legacy brought on by promotion to the Premier League."

## Guggenheim vision for £140m Aberdeen makeover

"Major national gallery or museum" targeted to form part of City Square Project

By **Pete Hayman**

Aberdeen City and Shire Economic Future (ACSEF) has unveiled its vision for the development of a Scottish Guggenheim as part of a £140m scheme to transform Aberdeen city centre.

The public/private sector body revealed it aims to secure "a major national gallery or museum" as part of the City Square Project, which is set to be the subject of a design contest if plans are supported by a public consultation.



**The scheme aims to transform a part of Aberdeen city centre**

A new city square with gardens is at the heart of the ACSEF-led proposals, which will reclaim 5 acres (22 hectares) of

land by raising Union Terrace Gardens and covering the Denburn dual carriageway.

A cultural hub, water features recognising the importance of Aberdeen as a major North Sea port and an outdoor performance stage and amphitheatre are mooted as part of the plans.

ACSEF's Dave Blackwood said: "There is no reason why Aberdeen cannot aspire to securing a major arts brand and establishing our own Guggenheim – a gallery and museum which has led the transformation of Bilbao."

## Nuffield unveils upgrade plans

Healthcare charity and fitness operator Nuffield Health is to invest £500,000 in redeveloping its portfolio of UK clubs.

Four sites – in St Albans and Bishop's Stortford, Hertfordshire; East Kilbride and Warwick – have been re-kitted with equipment supplied by Life Fitness.

The St Albans club has received 56 pieces of new fitness equipment, such as Life Fitness' Engage Elevation CV range.

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## Whitehall planning football regulator?

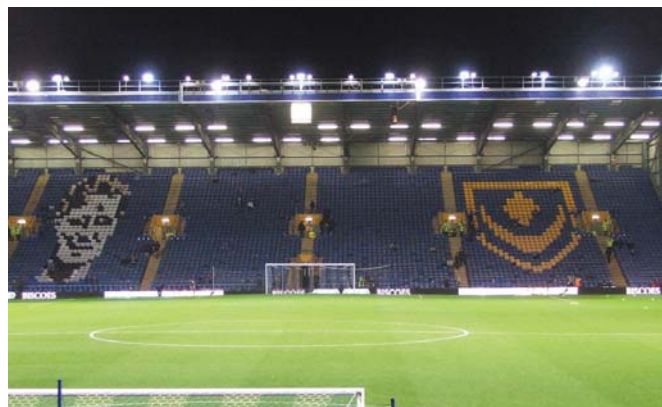
Ministers examining draft proposals to scrutinise English football clubs' finances

By Pete Hayman

Ministers are reportedly considering the creation of a new regulatory body to oversee English football amid fears over the financial security of a number of clubs.

According to the *Sunday Telegraph*, draft plans for a new 'Office of Football Regulation' are being considered in Whitehall, which would see direct intervention taken to ensure clubs' finances are kept under greater control.

In a Parliamentary debate on 10 February, shadow sports minister Hugh Robertson indicated government intervention "remains an option", while an early day motion tabled by Tony Lloyd MP has urged the creation of a new framework to regulate club debt.



Whitehall wants to avoid the repetition of the Portsmouth saga

Lloyd's motion proposes "[that this House] calls on the government and the football authorities to create a binding framework, which will regulate club debt and those people who are involved in football, guarantee the protection of the consumer with rules for fair trading and protect the wider

public interest by putting the supporter at the heart of the national game."

The proposals come after Portsmouth Football Club was told to prove it could meet the demands of its creditors after a winding-up order was brought against the club over a multi-million pound tax bill.

## Landmarks to 'turn green' for St Patrick's Day

By Pete Hayman

Iconic landmarks around the world are set to turn green as part of ambitious new plans unveiled by Tourism Ireland to help celebrate St Patrick's Day on 17 March.

Sydney Opera House, Australia; the London Eye; the Empire State Building, New York, US, and the CN Tower in Toronto, Canada, are among a number of sites around the world that are set to undergo "greening" in a bid to help promote Irish tourism.

The scheme will form part of Tourism Ireland's wider efforts to market the island of Ireland as a tourist destination and to boost inbound tourism levels, which have suffered a downturn over recent months due to the recession.



The London Eye is one global landmark set to 'turn green'

In Britain, the tourism agency is planning to make St Patrick's Day one of the largest consumer events of the year, with a programme of events and promotions designed to celebrate Irish culture, genealogy and sport.

Events are also planned to encourage tourism growth in

the US, European, Chinese, Indian and South African markets as part of Tourism Ireland's bid to increase inbound visitor numbers by 3 per cent during 2010.

Tourism Ireland chief executive Niall Gibbons said: "The agreement to allow us to 'green' such iconic buildings and attractions must be a first for any destination and clearly illustrates the goodwill that the Ireland brand generates across the world.

"We aim to bring a smile to the world. The message is that there has never been a better time to visit the island of Ireland. The St Patrick's programme is an integral element of our overall €26m first-half marketing drive aimed at restoring overseas tourism to growth in 2010."

# Work completed on Museum of Liverpool

New £72m building handed over to National Museums Liverpool for internal fit-out

By **Pete Hayman**

Construction work on the new £72m Museum of Liverpool building – one of the largest museums to be created in Britain for more than a century – has been completed.

Scheduled to open its doors to the public in spring 2011, the attraction has now been handed over to owner National Museums Liverpool for internal fit-out work to get underway.

The museum, which has been part-funded by the Heritage Lottery Fund and the North-west Regional Development Agency, will explore the history of Liverpool and its people.

Four core themes – Port City, Global City, People's City and Creative City – comprise the museum, each housed within a large gallery area, while an



IMAGE: LIVERPOOL VISION/ACCOT WYNE

**The new attraction is due to open its doors to the public in 2011**

interactive resource centre is also among the facilities.

National Museums Liverpool chair Phil Redmond said: "We want to encourage everyone to be a part of the new museum and get involved in maintaining and developing museums for the future."

Designed by Denmark-based architects 3xN to include a bespoke exhibition system, the Museum of Liverpool development has also received £5m funding through the Merseyside Objective One programme, as well as £2m from the Garfield Weston Foundation.

# BW 'gets the hump' over canal bridge incidents

By **Pete Hayman**

British Waterways (BW) has called on motorists to be more responsible when driving across hump-back canal bridges after revealing that drivers cause up to £2.5m of damage each year.

According to the company, which is responsible for the maintenance of 2,000 miles of canals and rivers, the cost of repairing damaged hump-back bridges is diverting much-needed funds away from more important schemes.

BW revealed that at least two of the 1,800 historic bridges in



**Irresponsible drivers have been blamed for bridge accidents**

its care, which were originally designed in the 18th and 19th centuries for horse-drawn carts, are struck by modern vehicles each week.

Concerns are being raised that the number of incidents involving hump-back bridges will severely impact the maintenance of inland waters.

BW is also unhappy it cannot claim the cost of the damage from a driver's insurance company because offenders have already left the accident scene without reporting it.

Nigel Crowe, BW's head of heritage, said: "Frankly, if motorists just slowed down a bit and took more care and attention then we'd not be defacing our heritage in this way on a day-to-day basis."

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## IN BRIEF

### Private firm to operate Boston facilities

► Boston Borough Council has announced that it has approved plans to transfer management of two town sports centres to a private operator in a move to reduce costs. Councillors backed plans for the appointment of a leisure firm to run the Geoff Moulder Leisure Pool and Princess Royal Sports Arena, but will not reveal the identity of the company until unsuccessful bidders are informed. The deal, which is set to save the council £154,000 each year, will lead to the reopening of the training pool as part of a revamp of the Geoff Moulder Leisure Pool.

### Essex facilities set for cash injection

► Three leisure centres in Essex are set to benefit from a share of £930,000 after Epping Forest District Council approved plans to invest in improved facilities. The council's cabinet agreed to provide £800,000 towards the creation of a movement studio and an extended fitness suite at Loughton Leisure Centre as part of the plans. Meanwhile, a further £130,000 will go towards equipment for Epping Sports Centre and Ongar Leisure Centre to help reduce fees for operator Sports Leisure Management.

### Girlzone adds fat free programme

► Women-only health club Girlzone in Basingstoke, Hampshire, has expanded its services by launching a new "flat stomach programme" for its members. The programme combines a diet of whole foods, protein, carbohydrates and healthy fats with a cv and resistance exercise regime designed to reduce body fat. The basic diet and exercise programme will be issued free to all club members.

## 'Senior playground' set for Hyde Park

Westminster City Council approves planning permission for the 125 sq m facility

By **Pete Hayman**

London's Hyde Park is set to benefit from the installation of a £40,000 outdoor "senior playground" after plans were given the go ahead by Westminster City Council.

Fitness equipment supplied by Kompan, which has been designed to provide exercise for people over the age of 60 years, will be installed in the park's Pavilion tennis and bowls centre this spring.

The fitness equipment, which will include a cross-trainer and a sit up bench, is set to occupy an area covering 125sq m (1,345sq ft) and will also be available for use by people under the age of 60 years.

First proposed by the Knightsbridge Association, a local residents' group, the Hyde Park Senior Playground scheme has been funded by the council under its Ward Budget



**Kompan machines – seen in use in a Danish park – will be installed**

Scheme and will be project managed by the Royal Parks.

Madeline Elsdon of the Knightsbridge Association said: "We proposed the playground because many older people find indoor gyms intimidating and expensive and therefore aren't exercising enough.

"As well as the physical and mental benefits we hope that the playground will encourage users to socialise and have fun

together. People need to stay active, maintain independence and are never too old to play."

Royal Parks chief executive Mark Camley added: "We are keen to encourage people of all ages to keep fit and active and we believe that this new facility will inspire many people to take exercise and have fun while they're doing it."

The 'senior playground' will be free for park visitors to use.

### Teesside centre set for revamp

Work has started on a major redevelopment scheme at the Neptune Centre in Berwick Hills, Middlesbrough, in a bid to encourage more local residents to become physically active.

A disabled changing facility and automatic pre-swim showers will be provided as part of the 11-week revamp, which also includes a redecorated health suite.

Although the centre will stay open while work is carried out, there will be fewer toilets and showers available and the health suite will be closed.

## ACL launches Newmarket studio

By **Tom Walker**

Leisure trust Anglia Community Leisure (ACL) has opened a new dedicated personal training facility at the Newmarket Leisure Centre, Suffolk.

The new studio will provide personal training with an instructor and contains a range of equipment, including Technogym's Kinesis One range of equipment.

Jo Gathercole, health and fitness manager at Newmarket Leisure Centre said: "This is a fully equipped private area where customers can complete their personal training session without the interruptions of other users or the frustrations of unavailable equipment.



**The facility will enable gym users to train uninterrupted**

"It allows us to concentrate solely on the individual and also offers privacy for anyone starting their training and feeling a little self conscious.

"ACL wants to provide a quality service that can match that offered by our competitors. We think this will be a real asset for the people of Newmarket."

## SCC appoints private leisure operator

Southampton taxpayers to save £400,000 each year as part of management deal

By **Pete Hayman**

Southampton City Council (SCC) has announced the appointment of a preferred bidder to take over the operation of the city's leisure facilities as part of a 15-year lease agreement.

Active Nation, in partnership with DC Leisure, has been selected to run the council-owned venues, which include Bitterne Leisure Centre, the Quays 'Eddie Read' Swimming and Diving Complex and Southampton Alpine Centre.

It is hoped the move will help to increase the number of people using leisure facilities across the city by 15 per cent over the next five years, while also saving local taxpayers more than £400,000 each year.



The Quays 'Eddie Read' centre is among the city venues affected

John Hannides, SCC's cabinet member for leisure, culture and heritage, said: "The leisure centres currently require a subsidy of £1.4m a year and this partnership will reduce those costs while improving services to all our customers."

Chamberlayne Leisure Centre, Woodmill Activities Centre, Southampton Water Activities Centre and the Outdoor Sports Centre are also among the city's leisure facilities set to be operated by Active Nation and DC Leisure as part of the deal.



## Council opens new £12m Meridian Leisure Centre

By **Martin Nash**

East Lindsey District Council's (ELDC) new £12m Meridian Leisure Centre in Louth, Lincolnshire, has opened.

The existing Louth Swimming Pool and Fitness Suite on the town's Riverhead closed on 8 January to allow the staff to be trained ahead of the move to the new centre.

Facilities include a 25m, eight-lane swimming pool with moveable floor; a fitness suite



The new gym at the Meridian

with sauna and steam room; a child care area with both indoor and outdoor play areas;

a cafe; a leisure pool with flume; a sports hall and multi-purpose room; dance studios; an IT suite and exhibition space; and outdoor changing rooms.

The council had been due to take ownership of the centre in December 2009, but this was postponed after construction company UCS Civils entered administration. Lincoln-based Gelders Group was appointed by ELDC to complete the final stages of the project.

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## Sports trust removes sunbeds from leisure centres

Freedom Leisure, which operates 19 facilities across Sussex and Kent, has become the latest operator to remove sunbeds from its centres.

Six sites operated by the sports trust had previously offered sunbeds: Falaise; Bexhill Leisure Pool; Bexhill Leisure Centre; Helenswood; Hailsham and Crowborough.

The decision comes six months after an International Agency for Research on Cancer study deemed that sunbeds pose a health risk.

Jeff Hart, managing director, said: "The decision to remove the sunbeds from all Freedom Leisure sites in January 2010 was taken after ongoing monitoring of research."

## IN BRIEF

### 2012 sports agree to Wembley switch

► London's Wembley Arena will stage badminton and rhythmic gymnastics events at the 2012 Olympic Games after both sports agreed to move from a proposed temporary venue. According to the BBC, the Badminton World Federation and the Federation Internationale de Gymnastique have accepted the move. Denis Oswald, chair of the International Olympic Committee's co-ordination commission for the London Games, said: "Several millions [of pounds] will be saved and we would like to thank the sports for their understanding in these challenging economic times."

### Builder appointed for Pelhams Park project

► Bournemouth Borough Council has appointed Herbert H Drew & Son to undertake the £6.9m redevelopment of the Pelhams Park Leisure Centre. The pool has already been closed for preparatory works, and the centre is scheduled to fully reopen in late 2010. The gym facilities will remain open during the project. Works will include upgrading the swimming pool facilities, increasing the size of the learner pool and creating viewing areas accessible for wheelchair users.

### Work starts on Margate leisure centre revamp

► Work has begun on the £1.65m redevelopment of Hartsdown Leisure Centre in Margate, Kent. The refurbishment of the facility, which is managed by sports trust Thanet Leisureforce, will see the eight-court sports hall adapted to become a four-court hall, two exercise studios, a soft play area and a large gym. The centre's coffee area and changing rooms will be refurbished and a new reception area added.

## Work underway on £24m BMX venue

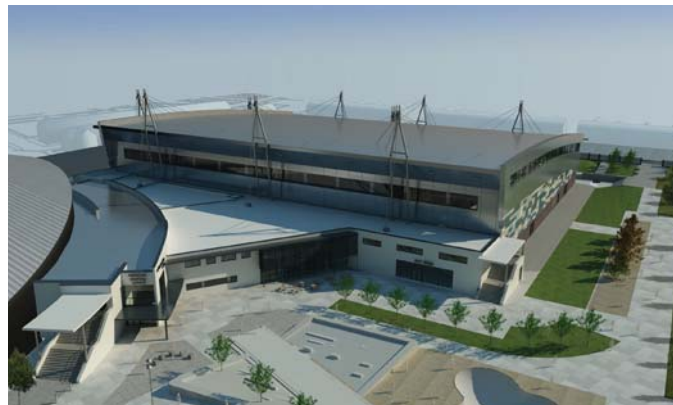
Indoor facility at Manchester's Sportcity to form part of National Cycling Centre

By **Pete Hayman**

A ground-breaking ceremony has been held to mark the start of construction work at the new £24m National Indoor BMX Centre at Sportcity, Manchester.

Together with Manchester Velodrome, the 110,000sq ft (10,219sq m) venue will form part of the National Cycling Centre and is set to boast a 2,000-seat BMX area and new headquarters for the British Cycling Federation.

British Cycling and Manchester City Council are working in partnership with New East Manchester to deliver the venue, which has been designed by London-based Ellis Williams Architects and will be built by Sir Robert McAlpine.



The Ellis Williams Architects-designed venue is set to open in 2011

Scheduled to be completed by April 2011, the facility will provide the UK's first purpose-built indoor BMX track.

More than £8.5m has been provided by MCC, while £8m has been invested by the Northwest Regional Develop-

ment Agency. Sport England has contributed a further £3m.

British Cycling chief executive Ian Drake said: "As a community facility, the centre will also offer local young people and adults an opportunity to train alongside British BMX stars."

## New Goals Soccer Centre set for Manchester park

By **Pete Hayman**

Plans for the development of a new five-a-side football centre in Heaton Park, Prestwich, have been given the green light by Manchester City Council (MCC).

Goals Soccer Centres is behind the development, which will include floodlit 5-a-side football pitches, tennis and netball courts, a climbing wall and changing facilities.

The centre will be located on a 3.4-hectare (8.4-acre) site



MCC has backed the proposals

next to an existing bowling green and pavilion built for the 2002 Commonwealth Games.

Plans also contribute towards a Restoration Masterplan for the park agreed between the Heritage Lottery Fund, English Heritage and MCC.

MCC executive member for culture and leisure Mike Amesbury said: "A key priority for the council is to make sport more accessible to residents."

"It's particularly important the facilities will be available either free of charge or at discounted rates for 60 per cent of the time for community groups."

## Funding threat for Midlothian snowsports centre

Midlothian Council has called for national support to secure the future of the Midlothian Snowsports Centre at Hillend, near Edinburgh, which is set to make a £529,000 loss for the current year.

The council – one of the smallest local authorities in Scotland – has launched a review of the site due to its operating deficit, amid a potential shortfall of more than £18m over the next three years.

Midlothian Council has revealed that Midlothian Snowsports Centre costs £1.76m a year to operate, while more than £700,000 has been invested in recent years to maintain the facilities, which has included nearly £300,000 spent on new café provision.

# Report outlines 2012 legacy concerns

London Assembly study claims Olympic Park could become "island of prosperity"

By **Pete Hayman**

Plans for the use of London's Olympic venues after the 2012 Games could be undermined by "continuing uncertainty", according to a report by the London Assembly's economic development, culture, sport and tourism committee.

The study said that concerns raised in July 2009 over the future of the Olympic Stadium had yet to be addressed by legacy planners, while the "character of the park" could be adversely affected if a Premier League football club is allowed to relocate to the venue.

The committee also raised fears that the Olympic Park could become an "island of prosperity surrounded by disadvantaged communities" if



The study warned against a football club relocating to the venue

plans to provide affordable housing are not realised.

According to the report: "Ongoing delays over the transfer of the Olympic Park land from the London Development Agency to the Olympic Park Legacy Company exacerbate this uncertainty.

"The allocated budget for initial transformation work after 2012 will not fund the long-term development of the park. At a time of restricted private and public sector investment, it is important a clear way forward for the Olympic Park Legacy Company is identified."

## Coe reaffirms athletics legacy

London's Olympic Stadium will be primarily used for athletics events under "non-negotiable" plans for the venue following the 2012 Games set out by Sebastian Coe.

The new owners of West Ham United Football Club recently signalled plans to investigate the possibility of relocating the Premier League club to the Stratford stadium.

According to the BBC, however, Coe – the chair of the London Organising Committee of the Olympic and Paralympic Games – has moved to reassure the International Association of Athletics Federations that athletics was at the heart of legacy proposals for the Olympic Stadium.

## Green light for Bristol City plans



Populous is behind designs for the planned 30,000-seat stadium

By **Pete Hayman**

Bristol City Football Club (BCFC) has been given the green light to proceed with plans for the development of a multi-million pound stadium at Ashton Vale by the local authority.

Bristol City Council backed changes made by the Coca-Cola Championship club to the scheme after officials delivered a 'minded to approve' verdict in November last year.

The plans, which include a 30,000-seat venue and a hotel, will be referred to the government to see whether a public inquiry is needed due to the project's green belt location.

BCFC chief executive Colin Sexstone said: "A few extra things have been added in and we'll have to look at that closely. The positive side is we've got through this big hurdle. There are a few more to go, but this is good news."

## IN BRIEF

### Flood-damaged Cork sports facility reopens

▶ A leisure centre in Cork, Ireland has reopened its doors to the public following work to repair flood damage sustained in November last year. Mardyke Arena University College Cork (UCC), which boasts a Life Fitness-equipped fitness studio and a 25m, six-lane swimming pool, was forced to shut as a result of severe damage to the ground floor. Contractors have been working for more than two months to enable the facility to reopen to UCC students, staff and graduates, as well as members of the local community.

### Bridgwater swimming pool plans approved

▶ New sports facilities are set to be developed at Chilton Trinity School in Bridgwater, Somerset after the scheme was given the green light by the county council. Revised proposals for a swimming pool and leisure centre were backed by Somerset County Council's regulation committee as part of the £450m government Building Schools for the Future programme. The new 4,917sq m (52,926sq ft) facility will incorporate a 25m, six-lane swimming pool and a learner pool, spectator seating for 150 people, a 50-station fitness suite, a dance studio and a café.

### Wakefield Wildcats proposals submitted

▶ Yorkcourt Properties has submitted plans to Wakefield Metropolitan District Council for the development of a 12,000-capacity community stadium near Wakefield, West Yorkshire. The proposed venue, which will become the new home of Wakefield Trinity Wildcats rugby league team, is set to form part of a wider mixed-use project located close to Junction 30 of the M62 motorway.

## IN BRIEF

### Calls for Welsh cultural heritage law

► New legislation should be introduced by the Welsh Assembly Government to protect buildings of importance for "social and cultural reasons", according to assembly members. A campaign to save the historic Vulcan pub in Cardiff from demolition as part of the St David's 2 development project was one of the key examples behind recommendations put forward by the Welsh Assembly's petitions committee.

### Dublin Carluccio's shut over rent dispute

► Italian restaurant chain Carluccio's has announced the closure of its eaterie in Dublin, Ireland, following a dispute over the renegotiation of rent with the property's owner. According to the *Irish Times*, a company spokesperson said the rental agreement on the Dawson Street outlet was "at the near height of the property market in 2007" and should be reduced to due to the downturn. Carluccio's said the closure would not affect performance, after posting an 8 per cent increase in turnover for the 17 weeks to 24 January.

### Housing minister handed pubs brief

► In a move aimed at creating a strategy to help stem the rate of pub closures in Britain, the government has appointed John Healey as the first Minister for Pubs. Healey – who is also housing minister at the Department for Communities and Local Government – is to head up a cross-department task force of ministers tasked with drawing up a package of measures to help the sector. He is reported to be considering business tax breaks, relaxing planning laws and giving tenants the right to buy pubs from pub companies.

## Green light for Moorgate hotel plans

London Borough of Islington approves Frogmore's plans for 80-bedroom property

By **Pete Hayman**

Property company Frogmore has been given the green light to develop a new 80-bedroom hotel in central London, which will be run by restaurant operator D&D London as part of a 35-year lease agreement.

Plans for the 72,000sq ft (6,689sq m) property, which were drawn up by Allies and Morrison, were given the green light by the London Borough of Islington and include a bar and grill and a rooftop restaurant and bar with outdoor terrace.

Located on South Place near Moorgate, the hotel will also feature conference facilities. Conran and Partners, owned by D&D London's majority shareholder Sir Terence Conran, will design the hotel's interior.



Allies and Morrison is behind the exterior design of the new hotel

Demolition work on the site's existing structures is expected to get underway later this year ahead of the start of construction work on the property, which is due to be completed by summer 2012.

Frogmore managing director Paul White said: "The hotel will

be just what this location needs and will mark the next stage of regeneration in the area."

Allies and Morrison's Vicky Thornton added: "We hope the hotel will be not only a sustainable addition to the neighbourhood but also improve the streetscape."

### Rebrand project for Jurys Inn

On the back of seven new hotel openings in 2009, Jurys Inn is to invest £9m in 2010 on updating and expanding existing hotels in support of the group's new tag line – Exceptional Everyday City Hotels.

The company has also revealed a new logo, said to incorporate "warm tones in line with its warm service". Both the logo and the new tag line will start being used immediately and eventually appear on all menus, in-room guides, stationery and uniforms.

During 2010, Jurys Inn will open new hotels in Bradford and Portsmouth, with a further two – in Gateshead and Glasgow – scheduled for 2011.

## John O'Groats venture revealed



An existing hotel will undergo refurbishment as part of the plans

By **Pete Hayman**

Leisure operators Natural Retreats and Heritage Great Britain (HGB) have unveiled a new joint venture to lead a major development in John O'Groats, Scotland.

Plans include the renovation and extension of an existing hotel and the creation of new self-catering holiday lodges, as well as a visitor centre to attract more visitors to the area.

Designs have been drawn up by GLM Architects on behalf of the venture, which follows a consultation and the release of a masterplan by Highlands and Islands Enterprise.

HGB chief executive Allan Leech said: "We have listened to the community and responded with a solution which we believe would deliver long-term social, economic and employment benefits that the region deserves."



London hotels can expect an improvement in performance in 2010

## Healthy outlook for London hotels

Capital poised to see increase in profits and RevPAR

By **Tom Walker**

Hotels in London are predicted to see an increase in profits and revenue per available room (RevPAR) during 2010-11, while provincial hotels are set to continue to struggle.

According to consultants TRI Consulting, RevPAR at hotels in the capital is set to increase by 2.8 per cent during 2010, with a further 4.8 per cent jump in 2011, which is based on an increase in inbound tourism and cost-cutting exercises.

For hotels operating outside London, however, the future

looks less rosy. TRI predicts an increase in VAT, as well as rising unemployment and a "virtually inevitable stringent government spending policy" following the May general election will all hit domestic travel.

TRI Hospitality Consulting's managing director, Jonathan Langston, said: "It is likely that in 2010, provincial hotels will experience pressure for further rate reductions from the leisure market in order to maintain domestic demand in this sector, with a particular focus likely to be on lower-rated business, such as group tours."

## OFT beer tie probe to be revisited

An investigation into the use of 'beer-tie' arrangements is set to be reopened by the Office of Fair Trading (OFT) after the Campaign for Real Ale (CAMRA) challenged the initial verdict.

The OFT ruled in October 2009 that it could find no evidence that the use of beer supply ties by pub companies was restricting competition and having an adverse impact on consumer choice.

However, it agreed to open a consultation on its response to CAMRA following the consumer group's decision to challenge the decision.

An OFT spokesperson said: "Having carefully considered CAMRA's grounds of appeal, the OFT believes it has a firm basis to defend the appeal. The OFT is mindful of the substantial resource that both it and CAMRA would need to invest in litigation."

## Skills = Quality = Profitability

Tightening of belts provides operators with opportunity to focus on talented staff

One unexpected outcome of the current economic situation is the call for a return to some basics in our society. With belts having to be tightened domestically, the media are awash with tips of how to feed a family on a budget. Wartime and rationing austerity menus are the new dinner party 'vogue'. We are re-discovering the pleasures of tripe, pork belly and scrag end of mutton, while turnips, swede and cabbage are replacing the Israeli mange-tout and Kenyan string beans on the plate.

Herein lies a real opportunity for those with a food service operation to reduce costs by focussing on the talents of those working in their kitchens. What is being done in the home can be replicated in the commercial kitchen, and a skilled chef can transform even the most unforgiving (and usually cheapest) piece of meat into a delicious, nutritious and attractive dish. When one adds to this the potential for local sourcing of fresh food supplies, not only are food costs reduced, but the marketing potential to a discerning and increasingly critical consumer is enhanced.

Of course, this can only be achieved if the chef possesses those skills in the first place. For a generation of cooks brought up in a culture of 'boil-in-the-bag' and ready prepared vegetables, some re-education may be required, but it is an investment which will be quickly and effectively repaid by delivering greater margins without compromising on quality.

Furthermore, a concentration on developing your team is highly appropriate at this time. The predictions for growth vary from commentator to commentator, but there is little doubt that 2010 is going to be an uncertain year, and, for many, it will be tough.

High standards of customer service coupled with demonstrable value for money, will be the factors which will differentiate businesses, and will be vital to both retaining existing clients and attracting new ones. This can only be achieved by a clear and unqualified commitment to enhancing the skills of your team.

While survival may be the name of the game at the moment, investing in the skills development of your staff will also ensure you are perfectly placed to capitalise on the upsurge of business which will come with the eventual recovery.



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Formerly ICHRA

**PHILIPPE ROSSITER** is chief executive of the Institute of Hospitality (IoH). *Leisure Opportunities* is a member benefit of the IoH, for your free copy call 01462 471932

## IN BRIEF

### NT unveils 'Bonus Time' spring initiative

► The National Trust (NT) is offering free entrance to a wide range of properties, gardens and areas of countryside between 20-21 March. Visitors will not have to pay to visit sites owned by the trust as part of the Bonus Time initiative, although some properties will be excluded. A Bonus Time voucher is available to download at the NT's website, which will enable people to visit one of 300 sites, including free parking at car parks providing access to trust-owned areas of countryside and coastline.

### Historic WWII motor boats' future secured

► Efforts to safeguard the future of the last remaining World War II military motor boats have been successful after Portsmouth Naval Base Property Trust received a £580,000 grant. The National Heritage Memorial Fund investment means that both the MGB 81, which saw action during D-Day, and the HSL 102 – stationed at RAF Calshot during the Battle of Britain – have been saved for the nation.

### Insurance chief's boost for Cardiff scheme

► Plans for the creation of a new museum dedicated to the history of the city, have received a "very generous donation" from Henry Engelhardt, the chief executive officer of Admiral Insurance. Together with a £440,000 grant from the Heritage Lottery Fund confirmed in December, the donation will help to ensure that the first stage of the Cardiff Story is completed by the end of the year. Housed within the Grade II\*-listed Old Library building, the new attraction will include 8,000 exhibits stored by the National Museum Wales since the city's last dedicated museum closed its doors in 1924.

## Revised scheme for Sherwood Forest

New £5.2m visitor centre earmarked to replace existing Nottinghamshire facility

By **Pete Hayman**

Nottinghamshire County Council (NCC) has unveiled revised plans for the development of a new Sherwood Forest visitor centre at Edwinstowe, near Mansfield.

The £5.2m attraction will replace the existing 32-year-old visitor centre as part of an agreement signed in 2002 with Natural England, which named Sherwood Forest as a National Nature Reserve.

NCC's initial plans for the centre had been due to cost more than £9m, but a review of the scheme led to a proposed conference and function space being dropped.

Detailed designs for the new Sherwood Forest attraction, which is poised to include education and entertainment spaces, a café and a retail unit, are currently being drawn up



**Revised plans no longer include a conference and function space**

by the council and will be revealed this summer.

A planning application is due to be submitted later this year, with a view to construction work getting underway in spring 2011. The current centre will remain open until the new facility opens in 2012.

John Cottey, NCC's cabinet member for culture and community, said: "We have cut

back the costs, but not the quality. Visitors will be able to enjoy a modern visitor centre with great place to eat, buy gifts and learn all about Robin Hood and his famous home.

"We are looking at different designs that are modular, so that if we are successful in acquiring money from other funding streams the attraction can be further developed."

## SIPTU submits Liberty Hall plans

By **Pete Hayman**

SIPTU, one of Ireland's largest trade unions, has lodged plans with Dublin City Council for the development of a 'new' Liberty Hall in the heart of the city.

Plans for the new 20-storey tower, which will replace the existing 35-year-old building, include a new rooftop Sky Deck attraction offering panoramic views across Dublin and a heritage centre dedicated to the Irish labour movement.

A theatre and a conference centre are also mooted as part of Gilroy McMahon Architects' plans for the building.

Sustainable energy measures will be implemented at the new Liberty Hall, such as rainwater harvesting systems.



**The proposed tower will boast a rooftop Sky Deck attraction**

Unveiling the proposals at SIPTU's centenary conference in October last year, the organisation's general secretary, Joe O'Flynn said: "If you consider that the building has remained largely unchanged since 1965, the limited nature of the space and how it is configured has meant that re-development is the best way forward."

## Family friendly shortlist unveiled

Six museums across the country have been shortlisted for this year's *Guardian* Family Friendly Museum Award, supported by the Kids In Museums charity.

Attractions in the running for the award are Beningbrough Hall and Gardens, York; Great North Museum, Newcastle upon Tyne; Highland Folk Museum, Newtownmore; The Potteries Museum and Art Gallery, Stoke-on-Trent; St Nicholas Priory, Exeter and Herbert Art Gallery and Museum, Coventry.

Each museum will now be visited and assessed by several families, who will measure the museum against the Kids in Museums Manifesto before the winner is announced in April.

## Llanelli set for £14.6m cultural venue

Derelict town centre site set to be transformed as part of council-led proposals

By **Pete Hayman**

Derelict land next to the Zion Chapel in Llanelli, Carmarthenshire, is set to be transformed under plans for the development of a new £14.6m cultural and creative centre.

The Works, which will boast a multi-purpose, 500-seat auditorium with an orchestra pit and a stage, is set to provide the town with an entertainment and cultural venue, as well as new skills and employment opportunities.

Two Grade II-listed buildings – the chapel and the adjacent Old School – will be renovated alongside the new-build of The Works as part of plans, which are being led by Carmarthenshire County Council (CCC).



**The Works will boast a 500-seat auditorium and an exhibition area**

Workshops, an exhibition area, a café and social enterprise incubation and meeting rooms also form part of the proposals, which will provide a home for Trinity University College's Nexus@The Works initiative.

The European Regional Development Fund is providing £5.1m towards the project along with £5.1m Targeted Match Funding through the Welsh Assembly Government. CCC and other key partners will contribute the remaining funds.

### IN BRIEF

#### Council to consider theatre's future

► The operation of a historic theatre in Lowestoft, Suffolk, could be handed over to a local trust or private operator under plans approved by Waveney District Council (WDC). An appraisal of potential options for Marina Theatre – first opened in 1870 and rescued by WDC in 1985 – will now take place, following a decision by the council's cabinet. Transferring the theatre to a trust or private operator is one option to help safeguard the council's leisure services, along with the disposal of Beccles Public Hall.

#### New cultural trail for Tower Hamlets

► Tower Hamlets Council has announced that a new cultural trail will be at the heart of improvements to the Banglatown and Spitalfields area to be unveiled on 5 March. The project, which has benefited from an £8.6m investment, includes the Brick Lane Cultural Trail and the Chicksand and Hanbury Street open spaces. An illuminated minaret-like structure and eight information boards form part of the cultural trail, as well as two arches that are currently subject to planning permission in a bid to boost tourism and business.

#### NT to consider Abbey Road rescue bid

► London's iconic Abbey Road recording studios could be acquired by the National Trust (NT) after it was reported that current owner EMI was planning to offload the property. The trust is considering launching a campaign to save the studios – made famous by The Beatles during the 1960s – following "astonishing" public reaction. It is thought that a deal to secure the studios would cost anywhere between £10m and £30m.

## Stockton's Globe Theatre set for major renovation

By **Pete Hayman**

A historic theatre in Stockton-on-Tees, north east England, is set to undergo a major transformation after plans to revive the venue were approved by the local authority.

Planning officials at Stockton Borough Council have given the green light to developer Jomast to proceed with the multi-million pound scheme, which will form part of a wider regeneration of the town.



**The Globe will be transformed**

Located on Stockton High Street, the Globe Theatre first opened in 1913 as a cinema

and established itself as one of the region's leading music venues during the 1950s and 1960s, attracting acts such as The Beatles and Buddy Holly.

Jomast's plans for the historic venue include the preservation and restoration of the building's exterior, as well as a new extension to accommodate upgraded seating, bar, catering and washroom facilities.

An adjacent vacant property will also be transformed into a bar and bistro under the plans.

### Irish Arts Council confirms annual grant allocations

Ireland's Arts Council has confirmed its major grant allocations for 2010, with more than 350 arts organisations across the country set to receive a share of more than €49m (£42.6m).

The government agency has been faced with a €9m (£7.9m) reduction in its budget as a result of public sector spending cuts.

Some organisations will no longer receive funding through the Arts Council's three main programmes – Regularly Funded Organisations, Annual Funding and Annual Programming Grants – although there has only been a reduction of two in the total number of arts groups offered grants for 2010.

## IN BRIEF

### Public consultation for Belfast square designs

► Northern Ireland's social development minister, Margaret Ritchie, has launched a new public consultation into potential designs for the new-look Bank Square in Belfast. RPS Planning and Environment has drawn up draft proposals for the scheme on behalf of the Department for Social Development, having worked alongside Belfast City Council and local stakeholders.

### CPRE unveils 2010 election 'manifesto'

► The Campaign to Protect Rural England (CPRE) has outlined three main areas to be addressed by the next government over the next five years to boost the English countryside. Launching its 'manifesto' for the 2010 General Election, the charity called on a future government to recognise the potential of the planning system to help enhance the countryside. CPRE also called on the next administration to champion National Parks and Areas of Outstanding Natural Beauty, protect green belt land and take more action against litter and fly-tipping.

### Anglesey coastal plans put on display

► Coastal facilities at Moel y Don, near Brynisiencyn, and Bull Bay, near Amlwch, are set to benefit from a £200,000 improvement project unveiled by the Isle of Anglesey County Council. Plans to upgrade infrastructure form part of a wider £5.6m Coastal Environment Project and aim to help improve the island's image as a tourist destination. In addition to council funding, the European Regional Development Fund and the Welsh Assembly Government's Môn a Menai Programme and Targeted Match Fund have also contributed.

## RSPB highlights Severn Barrage fears

Charity says Dutch study outlines potentially harmful consequences of the scheme

By **Pete Hayman**

Plans for a barrage across the Severn Estuary would have "disastrous effects" on wildlife and tourism, according to the Royal Society for the Protection of Birds (RSPB).

The conservation charity has claimed that Dutch research into the impact of the storm surge barrier built across the Oosterschelde estuary in the 1980s highlights a number of consequences that could also potentially affect the Severn Estuary if plans go ahead.

Increased erosion has led to a decrease in the number of mudflats along the Oosterschelde estuary, which has led to higher water levels and will mean that more money will need to be invested in stronger sea defences along the river.



The RSPB is concerned about the potential impact on the Severn

The study found that shellfish and bird species could see numbers fall by up to 80 per cent as less intertidal habitats become available, which risk a knock-on effect on tourism.

Dr Mark Avery, the RSPB's director of conservation, said: "[This report] is the closest we can get to proof that a barrage

across the Severn will devastate the estuary.

"The Dutch built their barrier to prevent deadly storms from claiming lives. Ironically, it has now led to an increased risk of flooding behind the barrier, but it could be argued they had little choice at the time. On the Severn, we do have a choice."

## Historic London canal to get £500,000 makeover

By **Martin Nash**

British Waterways is investing more than £500,000 this winter to undertake vital maintenance work on the historic Regent's Canal.

The Regent's Canal and towpath, which runs alongside Victoria Park, from Mare Street to Old Ford Lock, in East London, will be closed until 26 March to enable essential works to be carried out on the canal, including stabilising the waterway wall.

The works team will also take the opportunity to remove some of the rubbish that has been thrown into the canal, the draining of which has revealed everything from motorbikes to tyres and shopping trollies.

British Waterways' waterway manager, Simon Bamford said:



Limehouse Basin forms part of the capital's historic Regent's Canal

"These works will mean that the canal can be enjoyed safely for many more years to come. I hope that the draining will also remind people that the canal isn't a deep, black hole for people to tip rubbish.

British Waterways has to divert vital resources from preserving these waterways to tidying up after a minority of

the community who seem to think it's appropriate to treat the waterway as their local tip."

The canal was originally constructed between 1812 and 1820 and runs east to west across London, from Limehouse to Little Venice, where it links to the Paddington Arm of the Grand Union Canal that travels north to Birmingham.



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The submission date for the completed PQQ is  
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Ms J Peebles, Director of Business  
Development, Edinburgh Leisure, Vantage  
Point, 3 Cultins Road, Edinburgh, EH11 4DF

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## IN BRIEF

### Jersey minister halts marina project

► Efforts to redevelop St Helier Marina and the Old Harbour in Jersey have been suspended by the island's economic development minister in order to adopt a "new approach". In a letter to St Helier Boat Owners Association, Alan Maclean said all work on the redevelopment of the marina would be halted in order to allow a new task force to explore future options.

### Clay Cross regeneration project underway

► Construction work has started on a major multi-million pound regeneration scheme in Clay Cross, designed to transform the former Derbyshire mining town. The first phase of the £22m New Bridge Street project will see retail units, a Tesco superstore, a bus station and a link road created. Meanwhile, developer Maximus is working on a scheme at the former Biwater Works – now called Silkston – to deliver a mixed-use development, including a 60-bedroom hotel and a play area.

### Council to resubmit Penzance proposals

► Cornwall Council has voted to resubmit a listed building consent application as part of plans to develop a new passenger and freight ferry terminal at the South Pier site in Penzance. Plans for new facilities on reclaimed land at the harbour, a pier extension and rock armour protection to the pier were rejected in December, following opposition from local residents and English Heritage due to the likely effect the project would have on the Battery Rocks beach.

## Bournemouth scheme moves forward

Council outlines new timetable to redevelop "detested" waterfront IMAX building

By **Pete Hayman**

Plans for the transformation of an "unpopular" waterfront site in Bournemouth, Dorset, have taken a step forward after the local authority agreed a timetable for the scheme.

A range of ideas for the redevelopment of the town's IMAX building are set to be considered by Bournemouth Borough Council (BBC) after it completed the acquisition of the property earlier this month.

Ideas proposed by members of the public – including a butterfly farm, a tropical water park and an art gallery – will be explored by a 'Task and Finish' group of councillors before a shortlist of options is produced in early March.

Extreme sports use, restaurants, an open-air performance



The council is planning a major revamp of the town's IMAX site

area and an aerial ride are also among suggestions already received by BBC, although a public consultation into the shortlist is expected to be held by the end of April.

BBC's cabinet is expected to decide on a preferred option for the scheme by the end of June to transform the IMAX site.

Stephen MacLoughlin, BBC leader and chair of the 'Task and Finish' group, said: "The council needs a firm plan for what will go on the site before we can apply for a Compulsory Purchase Order.

"Overwhelmingly, the public want sea views and the site put to good use."

### Swansea set for station revamp

Arriva Trains Wales, the Welsh Assembly Government and Network Rail have unveiled plans for a major revamp of Swansea railway station.

A new booking office and a larger concourse area with improved passenger facilities will be built as part of the work, which forms part of the Department of Transport's wider national station improvement programme.

The station environment will also be improved as part of the scheme, which also includes a new café.

## £3.9m funding for New Brighton

By **Tom Walker**

Plans for the second phase of a £60m mixed-use scheme at New Brighton, Merseyside, has received a cash boost from the Northwest Regional Development Agency (NWDA).

The agency will contribute £3.9m to enable Neptune Developments and Wirral Council to move forward with land remediation and public realm improvements.

A 14-hectare (35-acre) stretch of the New Brighton seafront will be transformed under plans for the latest phase, which will include a hotel, an outdoor lido and a fitness centre.



The designs for New Brighton

NWDA chief executive Steven Broomhead said: "Brand New Brighton is the largest single transformational project in the wider Mersey Waterfront Regional Park initiative and a significant signature project for the Liverpool city-region."

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**Dave Cowlishaw**, Business Development Manager - Digital Cinema, Sony Professional Solutions Europe

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# You're an apprentice? You're hired.

**Apprenticeships have increased in popularity among employers and job seekers. But how do they work? And how do you, as a school leaver, secure a placement? We speak to the experts and find out more to help you take the plunge**

**A**pprenticeships are designed for people under the age of 24 who are looking for a way to gain a qualification while working. An apprenticeship not only guarantees training that will be relevant to your chosen career, but also lets you develop those all-important practical skills and gain qualifications while you are "on the job" – and of course earns you a wage. They are a great way to take that first step onto the career ladder if you are straight out of school. For employers, on the other hand, they offer a risk averse, affordable option when looking for new staff during a recession.

There has been a significant increase in the number of apprenticeships available to youngsters, thanks largely to the efforts of central government. In the past two years, a large amount of money has been pumped into apprenticeship schemes, which have been identified as an integral part in the effort to cut youth unemployment. The government has announced an ambitious target of ensuring every young person will have the right to an apprenticeship by 2013.

As part of achieving this goal, school secretary Ed Balls earmarked £11m to fund apprenticeships, which he hopes will help secure 3,000 more placements in the run up to 2011. Nearly 60 per cent of that funding has been directed towards training 16-18-year-olds. The government has also established a National Apprenticeship Service (NAS) to help employers source prospective apprentices, as well as to offer advice and

guidance to youngsters looking for a placement. Simon Waugh, CEO of NAS said: "In the current climate apprenticeships offer the best of both worlds; giving employers access to a pool of talent that can be shaped to improve business performance and providing people with a great start in their chosen career."

However, despite the increased availability of the schemes, you must remember that an apprenticeship is a commitment not to be taken lightly. If you are doing an apprenticeship with an employer, you'll be paid a minimum of £95 a week, so you will be seen as an investment from which a return will be expected. And you also have some living up to do, as some of the most successful people have started their careers through apprenticeships, among them one of the best football managers of all time, Sir Alex Ferguson.

Speaking to *Leisure Opportunities*, Ferguson said: "When I was a young footballer, I was desperate to be full-time, but my father insisted I did my apprenticeship.

'Apprenticeships were a comprehensive education which taught young people how to be part of a workforce. They instilled the values of excellence and quality in the workplace and served British industry well throughout the years. I'm very encouraged to see the current revival and to see apprenticeships take their rightful place as a valid education and career choice that can lead to better things."

## CHOOSING A PATH

Ferguson's perception that apprenticeships have made a come back is spot on. According to government statistics, more than 11,100 people began a leisure, travel or

“*Training in my workplace was a lot more personalised than if I had gone to college*”

**CASE STUDY Alex Thompson*****Where are you working and what is your position?***

I am currently working for Forestry Commission Wales as an apprentice forest craftsman.

***What does your day-to-day role include?***

My day-to-day tasks are very varied. My main tasks are footpath inspections and maintenance, fence-checking and building, chainsaw work and grass-cutting.

***What attracted you to the leisure industry?***

Working in the woods! Since I was a teenager, I have spent most of my time outside. The idea of working in the fresh air and doing a fulfilling job at the same time is great.

***Why the Forestry Commission?***

Working in the countryside was the main reason for me to join Forestry Commission Wales. Since starting work, I have learnt that the opportunities are fantastic for anyone to work their way up the ladder.

***Have you enjoyed your apprenticeship?***

The training is absolutely brilliant! One year into the apprenticeship, my skills have developed no end. We are also able to consolidate what we have learnt. There has been no skimping on the equipment either which makes our jobs so much easier. The knowledge that I have gained is great and makes me so much more employable within the forestry sector.

***How did you hear about the apprenticeship?***

I first heard about the scheme when a friend I was volunteering with told me that he was off to Scotland to do an apprenticeship with the Forestry Commission. Since then I have been keeping an eye out for similar schemes across the country and, when this one popped up in Wales, I was straight on the case.

***How easy was it to find a job?***

Not very! It took me years of working in different areas of outdoor working to finally find something that, when I get up in the morning, I look forward to going to work.

***How did you enter the industry? What did you study before getting your first job?***

I started off at Sheffield College studying an A-level in environmental science. I then went on a course in environmental conservation with a voluntary organisation called BTCV. The nine-month course gave me an NVQ level 2 in environmental conservation. I then spent three months living (out of a tent) and working in Iceland as a volunteer. Working in the national parks around the country I was able to explore a lot of the country while meeting the native people and working to improve their natural environment. Since returning to the UK from Iceland I have had a number of jobs with local landscape gardeners and tree surgeons. This work led to me finding my job with Forestry Commission Wales.

***How well do you think your apprenticeship prepared you for a career in leisure?***

Very well. I have been put a lot of the skills I learnt from my previous training straight to work with Forestry Commission Wales. This is due to the nature of outdoor work being quite similar wherever you are.

***What advice would you have for school leavers looking to get into a similar career?***

Any opportunity that comes your way – take it! Any experience is good experience. The best way to gain experience is by volunteering, but this could be anywhere in the world.

***Is there anything you would do differently?***

No. Everything that I have done has led to great experiences for me and for everybody that I have worked with as well.

***Is working in the parks and countryside industry what you expected?***

Yes it is. It may not be for everybody but for me it has been great.

tourism apprenticeship during 2009 – an increase of 88 per cent over the last three years. Apprenticeships minister Kevin Brennan said: "In the last year we have seen a record increase in the number of people starting an apprenticeship with a total of 143,000 people completed a scheme. The benefits are clear and I would encourage young people to take a close look at what they can gain from them. Skills will be key to the recovery of the UK economy and apprentices can be vital to businesses looking to innovate and grow."

The rapid increase is partly thanks to the fact that there are now two kind of schemes – 'normal' apprenticeships for people looking to enter the workforce and Advanced Apprenticeships. The latter has been introduced to cater for people who already have work experience, and are the result of the government's £1.9m Apprenticeship Expansion Programme (AEP), launched in May 2009. The advanced schemes were launched to help fill the skills gap of Level 3

instructors and to get more than 1,400 people involved in apprenticeships in the run up to the London Olympic Games in 2012. These advanced schemes are worth keeping in mind as you progress in your career.

But where to start? How to find the one scheme right for you amid the thousands of options? For school leavers looking to enter the job market, the NAS has divided the leisure sector's schemes into five somewhat curious sub-sectors; active leisure and learning; sporting excellence; travel and tourism services; cabin crew; and aviation operations. This sectioning might seem a bit confusing so over the next pages we have divided the leisure industry – and some of the numerous apprenticeship opportunities within them – into more traditional sectors.

**HOSPITALITY**

In the hospitality sector, most of the largest employers – such as hotel operator Travelodge, fast food chain McDonald's, pub operator Wetherspoon and Whitbread

– provide their own apprenticeship schemes. Whitbread, owner of the Premier Inn hotels, the Costa Coffee chain and Beefeater pubs, launched its "Whitbread Model" apprenticeship initiative last year. Hailed as the largest employer-led programme of its kind in the sector, the scheme has been integrated into the core business training and development programmes, so qualifications can be achieved in roughly half the time of a normal NVQ.

Paul Knight, team leader at Stevenage Premier Inn, was one of the first to complete the Whitbread scheme. He said: "Training in my workplace was a lot more personalised than if I had gone to college. Also, being paid while you learn was far more beneficial for me than having to find time to fit in both work and college."

Meanwhile, McDonald's has rolled out its own national apprenticeship scheme which will train and recruit up to 10,000 teenagers a year. As well as a work-based qualification, equivalent to five good GCSEs, the appren-

## CASE STUDY William Earrey



**Where are you working and what is your job?**

I'm a technical theatre apprentice at the Eastern Angles Theatre Company in Ipswich.

**What does your day-to-day role include?**

Every day it's something different. My tasks include rigging, cable repairs, light focusing and of course typical apprentice tasks like tea making and hoovering!

**What attracted you to the arts sector?**

The creativity of it! I particularly enjoy various constructive and technical aspects. After my apprenticeship I would really like to continue working in theatre on the production side.

**How are you finding your apprenticeship period?**

Excellent! I love it, every day I'm doing and learning something new! It's good to combine the realities of work-based training with my one day a week based at Norwich City College.

**How did you hear about the apprenticeship scheme?**

I came across it while apprenticeship hunting on the Suffolk County Council website.

**How easy do you think it will be to find a job?**

Difficult to answer. I hope it will be far easier after gaining my qualifications and valuable experience.

**What did you study before starting this apprenticeship?**

Before this apprenticeship I was sitting my GCSE's at Holywells High School in Ipswich. As my chosen subjects I chose construction, art and ICT graphics.

**Is there anything you would do differently if given the chance?**

Certainly not, I'm happy where I am now.

**Has the apprenticeship scheme so far been what you expected?**

Yes, and more! I'm doing a much larger variety of tasks than I thought I would, which is excellent.

**What have been the best parts of your apprenticeship to date?**

So far it would be working on our Christmas show, this was a good chance for me to get stuck in and use my new skills. I particularly enjoyed the setting up; I found it interesting to watch how things progressed and came together.



**"The only sure-fire way to have a successful career is hard work, passion and a little luck"**

► tices will gain a GCSE-equivalent in maths and English. The programme will also allow access to a qualification in basic shift management – equivalent to an A-level – and McDonald's management development programmes.

For those already in the industry, there are some excellent opportunities to put a little bit of extra on your CV. The Hospitality Industry Trust (HIT) Scotland has a £100,000 scholarship programme that works pretty much as an advanced apprenticeship scheme. This year (2010) a total of 159 youngsters received a scholarship, out of a record number of 400 applicants. The scholarship placements include learning experiences at six star resorts in Dubai; the Disney Institute in Florida, in Michelin starred kitchens and other tailored experiences across the UK and abroad. Anyone working in any aspect of Scottish hospitality is eligible to apply with the condition that they are ready to take the next step in their career and that they share what they have learnt.

## MUSEUMS & HERITAGE

The Museums, Libraries and Archives Council (MLA) has pledged £250,000 worth of funding for up to 50 apprenticeships in museums across England over the next two years. The scheme, which is part of the Creative Apprenticeship programme developed by Creative & Cultural Skills, is designed to open up entry routes into

museums and will provide £5,000 for each apprentice's employment. There are three pathways in the Creative Apprenticeship scheme that museums can focus on: community arts management, cultural and heritage venue operations and live events and production.

Elsewhere, the Heritage Lottery Fund (HLF) has ploughed £7.3m to support a wide range of specialist skills and training opportunities within the heritage sector. The funding will deliver up to 1,000 paid training opportunities for people seeking a career in heritage and will include specialist skills ranging from horticulture to conservation and web design.

The extra funding comes at an appropriate time, as the HLF estimates that The demand for training places for HLF's Training Bursary Programme has far outstripped the opportunities available by as much as 60 to one.

One of those already benefiting from a HLF-funded apprenticeship is Michelle King, a recent graduate of the HLF's reed and sedge cutting traineeship.

"Through the HLF funding, I did an 18-month on-the-job training course which paved the way to finding a full time job with the Norfolk Wildlife Trust as an assistant warden," she said.

"I consider myself extremely lucky to have had this opportunity and it's fantastic news that many more people will now also benefit and find interesting and fulfilling careers within the heritage sector."

## ASK AN EXPERT

We asked two industry heavyweights, Nigel Wallace and Stephen Studd, for their advice to youngsters looking for their first job in leisure

*What are the most important attributes for apprentices to develop?*

**NW:** We are in a customer focused industry and the primary attribute therefore has to be an ability to build rapport. Of course, the necessary qualifications for the role form the base requirement but individuals looking to develop a career in leisure must have the potential to develop the soft skills and be good with people.

**SS:** Self development is key to any job. A candidate must have good personal management and customer service skills. The industry itself is very customer focused and the more relationships you build with clients the further you will go. Teamwork and motivation skills are also key as there will often be a number of people working together.

*Do you think apprenticeships are a good way in? If so, why?*

**NW:** Apprenticeships should be viewed as the norm in the leisure industry as they are in many other sectors. This guidance and support in the early stages of a career is critical to meeting the expectations of the employee and the employer. Classroom teaching is important but there is no substitute for learning skills in a live situation which allows for a direct context to frame ideas, concepts and actions. I think the need for skilled support at any stage of a career is important but it perhaps has greatest effect in the early stages.

**SS:** Absolutely. Apprenticeships are one of three routes into our sector alongside A levels and the Diploma in Sport and Active Leisure. They can all lead to a job either with or without a degree depending



**Nigel Wallace, director of training at Lifetime**



**Stephen Studd, chief executive of SkillsActive**

of information but going direct to employers or a training provider may be a less well trodden path. If you are unsure just talk to the HR department at your local leisure services about the different roles or vacancies available. Ask about the availability of apprenticeships or talk to training providers. Lifetime for example will offer pre employment training leading to relevant qualifications to launch a leisure career. This training is usually funded so it is a relatively painless process and allows people to enter the sector and then develop their career. People shouldn't be worried if they don't really have a specific role in mind. It is often the case that once you start on a journey a destination will come into view.

**SS:** As the saying goes, 'knowledge is power'. We aim to provide a one stop shop for young people to give them a comprehensive database of information to help them make an informed decision. Information and guidance from a qualified advisor and studying a higher or advanced Diploma in Sport and Active Leisure would teach people about the industry and help them plan for the future.

***There is no question that if I had spent a year or two in the 'real world' before moving into a degree I would have been richer for the experience***

on where you want to enter the workforce. Apprenticeships are a great way to gain first-hand experience while actually learning the skills you need to work in that particular area. They also teach you many of the invaluable skills, such as people skills and customer service skills. Apprenticeships give you the chance to show industry professionals who you are and to make a good impression.

*Is there a sure-fire way of ensuring a successful career?*

**NW:** I believe if you focus on doing the best you can and take pride in your performance you will be noticed and you will be successful. Look for the positive in the role and keep that as your motivation. I see too many people who are too eager to climb the ladder and this interferes with their development. In short, good people are valued and employers want to keep good people.

**SS:** The only way to ensure a long and successful career in any industry is hard work, passion and a little bit of luck. Do you think Jenson Button would be the current F1 World Champion if he threw in the towel after his first, second or even third year? If you go into a sporting match half heartedly and with a negative attitude, the chances are you will probably lose. The same can be said about your career. If you want to excel in your career it never hurts to put in the hard work and have passion and commitment.

*Where would you direct a school leaver who is looking for advice on starting career in leisure?*

**NW:** The internet, recruitment agencies and Connexions offer a mine

*If you'd find yourself as an 18-year-old tomorrow morning, what would you do to find that first job in the leisure industry?*

**NW:** What a lovely thought! It is an interesting dilemma and while having options is a good thing it can also be quite daunting. When I was 18 I really had two choices, a degree or employment and traditionally if you achieved your A levels you carried on in education. I therefore, didn't really consider any options. My advice would be to really consider the options and don't just follow an expected path. There is no question that if I had spent a year or two in the 'real world' before moving into a degree I would have been richer for the experience. If it was possible to have my time again then I would definitely go into the workplace and gain both experience and vocational qualifications either via an apprenticeship or aligned training. If I did go back to Uni I would always be able to fall back on the vocational experience and probably use my new qualifications to gain part time work alongside my degree.

**SS:** Firstly I believe it would be crucial to decide which bit of the sector I would want to aim for. This could anything from a groundsman to a fitness coach. Then I would look at the different pathways to employment. In the present economic climate however, I could choose an apprenticeship programme and earn money. Using the apprenticeship route with access to vocational qualifications is a great way to get into work. It also gives you a good indication whether the potential career you have chosen is the right one.

## CASE STUDY Nic Andersen



*Where are you working and what's your job?*

I am one of the personal trainers on the Oasis Of The Seas, the largest cruise ship in the world

*What does your day-to-day role include?*

I am part of a team of three personal trainers and part of a 52-strong spa team. My team is responsible for the running of the fitness programme onboard; this includes teaching classes, giving seminars and delivering personal training, nutritional consultations and body composition analyses. We are responsible for targets, just like any other business. The only difference we do it on a floating city with a new port of call daily and 6,000 new guests weekly.

*What attracted you to leisure?*

I love fitness, I love people and being a personal trainer gives me the ability to combine both my passions.

*What attracted you to cruise ships?*

The earning potential, the travel, the experience, all of it but mostly the opportunity to be part of a successful business.

*How easy was it to find a job?*

Once I applied online it was very quick, someone contacted me, I was interviewed and three months later I was in training.

*What did you study before your first job?*

I fell into the industry when I left school. I had always been into sport and this was a natural progression once I realised I wasn't going to be able to play professional sport.

*How well do you think your training course prepared you for your career?*

I think it was great, I probably lacked the business motivation that I now have but that has developed since my time at sea. I now see the potential that exists within the health and wellness industry.

*What advice would you have for school leavers looking to get into the industry?*

Only get into the industry if you are serious about helping people to achieve their goals. Don't go into fitness because you just like being fit and going to the gym. It has to be about the clients.

*What are the best aspects of working in the fitness industry?*

The people, the earning potential, the feeling of fulfilment when you facilitate positive changes in a person. The ability to travel globally and still do your job.



The Active Trowbridge scheme in action

## ► SPORT

Around £5m worth of funding from the government's Future Jobs Fund has already been earmarked to fund more than 600 new jobs in sector. As part of this, a total of 200 new jobs will be created across the West Midlands alone, co-ordinated by the Skills Partnership. Elsewhere, sports and leisure trust North Country Leisure (NCL) is just one of many leisure trust's to launch dedicated apprenticeship programmes. The initiative, called NCL Learning, has been created to produce qualified apprentices in the sport and leisure industry who are trained to a high standard and with excellent knowledge in leisure operations, activity leadership, fitness instructing, leisure management and sports development.

The Amateur Swimming Association (ASA) recently launched a campaign to employ 300 trainee aquatic assistants in work placements across the country within local leisure centres and pool providers. The six-month long placements, funded through the National Skills Academy and the government's Future Jobs Fund, are available for young people aged 18-24 who have been out of work for around a year.

As well as gaining valuable work experience, trainees will have the opportunity to achieve recognised qualifications including the ASA UKCC Level 1 Certificate in Teaching Aquatics and RLSS National Pool Lifeguard. They will also attend the ASA's in house training on the government's Free Swimming initiative and benefit from vocational

training in areas such as customer service, swim21 Learn to Swim Accreditation and sports development.

There are also a number of local authority-run schemes offering a wide range of opportunities for motivated youngsters. One such example is Active Trowbridge, a pilot scheme offering apprentice sports coaches a chance to achieve their NVQ in sports development or activity leadership. What more, participants are offered the chance of a full time position with Trowbridge Town Council as a Community Sports Coach upon satisfactory completion of their yearlong apprenticeship. The scheme, launched back in March 2008, has proved successful and there are currently 21 sports coaches/apprentices supplying sports coaching to some 31 local venues including schools, youth clubs, Surestart centres, PPA cover, 1-2-1's, nurseries and disabled clubs.

If you are a particularly talented in a specific sport, you might qualify for a place on the Advanced Apprenticeship in Sporting Excellence (AASE) scheme. There are currently more than 2,500 young athletes on the AASE programme throughout England. The programme was developed to ensure top performers aged 16-19 receive the support and training they require to succeed at the highest level. The programme also combines a flexible education programme, so that athletes have exit opportunities should they fall short of their sporting dreams. Notionally, the Level 3 Apprenticeship takes two years to complete. SkillsActive,



**Central YMCA launched its advanced apprenticeship schemes in Hampshire in March 2009**

the Sector Skills Council for Active Leisure and Learning which developed AASE, aims to have every Olympic and Paralympic sport engaged with the programme by 2010.

When looking for an apprenticeship scheme in sport, make sure you visit the government's matching service website ([apprenticeshipvacancymatchingservice.isc.gov.uk](http://apprenticeshipvacancymatchingservice.isc.gov.uk)). The website offers advice on available courses as well as their suitability to your specific needs.

## HEALTH & FITNESS

Generally, the health and fitness schemes will train you up to either Level 1 or 2, which means that by the time you qualify, you will be able to work at gyms and leisure centres across the UK. The average starting salary for fitness professionals at Level 2 is around £12,000-£14,000. If you want to keep on track with news and issues relating to the fitness industry, you might want to check out the Exercise Professionals website ([www.exerciseprofessionals.net](http://www.exerciseprofessionals.net)) which is updated daily.

As for courses currently available, training provider Lifetime recently launched an apprenticeship in leisure operations. The new Leap into Leisure apprenticeship is unique to Lifetime and will produce job-ready candidates in three weeks. As part of the deal, apprentices will be given the chance to gain experience in a paid role with some of the country's leading leisure operators. Lifetime will have a dedicated placement officer to facilitate opportunities

for each candidate to gain employment or a placement. The good thing about Lifetime is that it certainly knows what it is doing. The company was appointed as the Centre of Excellence for Fitness for National Employers by the National Skills Academy, and has seen over 1,000 apprentices complete the training and go on to secure employment within the leisure industry.

Candidates will spend the first three weeks of the programme at a Lifetime Leisure Academy, where they will complete a Level 2 certificate in leading health-related activity sessions; an IQL Level 2 certificate in swimming pool supervision and rescue; a Level 2 award in employment awareness in active leisure; and other key skills. You will also have the option to undertake a certificate in first aid.

And even after landing a job at a leisure centre, keep your eyes open, as many employers offer further training opportunities on the job. Central YMCA, for example, launched its first advanced apprenticeship scheme in March 2009. Duty managers and supervisors at three of its Hampshire leisure centres entered the 18-month scheme which lead to a Level 3 NVQ qualification in Leisure Management. Designed specifically for managers working in health and fitness, the qualification is delivered in the workplace and develops skills in team leadership, customer service and resource management. The qualification is one of the first to offer a CYQ course equivalent to A-level study. ●

## CASE STUDY Tom Waterworth



**Where are you working and what is your job?**

I'm a fitness instructor at Oasis Health Club in Wakefield, Yorkshire.

**What does your day-to-day role include?**

My day to day role varies depending on the clients I have. I could be going out running with someone one day and training someone on the weights another day. I also take classes including spinning, boxercise, and circuit training. If I see members exercising wrongly or if I have any new ideas or tips that could help them, I discuss this with them.

**What attracted you to leisure?**

I have always enjoyed training and I know that reaching my goals feels great, so if I can help members reach their own health and fitness goals it's even better.

**What attracted you to this particular sector?**

I am a 'hands on' active person, and I enjoy being in and around gyms and similar environments that come with the job.

**How did you get your first job?**

After completing my Level 2 gym instructor NVQ with Lifetime, I completed a week's voluntary work in order to gain some experience, which resulted in me being offered a permanent job.

**Tell us about the apprenticeship scheme - what did it involve?**

On both Level 2 and 3, part of the course was gym based and the other part was in the classroom - both of which I enjoyed. When I was based in the classroom, it wasn't like being back at school. It's an adult environment with friendly, knowledgeable tutors, and a class of 'likeminded' students. In order to finish the apprenticeship, there is a work placement which is brilliant experience and could earn you a job if you impress the employer.

**What advice would you have for school leavers looking to get into the industry?**

Get as many qualifications and as much experience as you can, in order to make yourself 'stand out' to the employer.

**Is working in the leisure industry what you expected?**

It's better than I expected. It is a brilliant feeling to see someone achieve their goal, knowing that I helped them to do it.

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**Circa £35,000 (subject to experience) plus generous benefits including final salary pension scheme. Enfield, North London.**

**2 year fixed term contract to March 2012**

Lee Valley Regional Park is London's biggest open space, a 10,000 acre, 26 mile long mosaic of award-winning parklands and sports venues – including the £16million Lee Valley Athletics Centre, riding stables, an ice rink, golf courses – plus campsites, gardens, nature reserves, heritage sites and riverside walks. We stretch from Hertfordshire through Essex, North and East London and down to the Thames.

We are involved in the London 2012 Olympic and Paralympic Games and will own, operate and fund three London venues after the Games are over.

We are already running some of the best sports and leisure venues in the country – now we need someone with real dynamism, creativity and entrepreneurial nous to boost their revenues and create even more business opportunities.

You'll be able to demonstrate a track record of innovation, generating income and reducing costs as well as turn your business brain to:

- Finding new ways of delivering top quality experiences to our customers across London, Hertfordshire and Essex.
- Adding to our existing range of services.
- Helping us operate more efficiently.

And, vitally, you'll be able to turn these ideas into reality!

Working closely with Facility Managers and senior staff, you'll be an inspirational colleague buzzing with ideas. Optimistic, realistic and resourceful, you'll crucially have a real 'can do' approach and be excited at the prospect of what our involvement in the 2012 Games could do for us. We will be opening the Olympic White Water Canoe Centre one year before the 2012 Olympic Games – the first brand new Olympic venue to open – and you will be involved in ensuring that maximum profile and revenues are gained from the huge national and international interest in this venue.

We don't mind where you are currently working, but an understanding of the public and leisure sectors are an advantage.

If you feel that you have the right blend of skills for this role, please complete an application form found on our website [www.leevalleypark.org.uk](http://www.leevalleypark.org.uk) and return it to: [jobs@leevalleypark.org.uk](mailto:jobs@leevalleypark.org.uk) or The HR Team, Myddelton House, Bulls Cross, Enfield EN2 9HG. Alternatively, if you do not have access to the internet, please call **01992 709839** for an application pack.

Closing Date: 22 March 2010

Interview Date: 6 April 2010

[www.leevalleypark.org.uk](http://www.leevalleypark.org.uk)

We are an equal opportunities employer • No agencies please



**Right Directions are growing again & need more people to help us build on our success!**



### Quality / Health & Safety Consultant

We have some exciting opportunities for experienced leisure professionals to step out of their Management jobs and join us.

We work with over 200 leisure facilities across the UK, supporting their teams in both quality and health & safety. To help us build our success, we are looking for a 'hands on', self motivated, methodical, 'people person'.

The job will be very varied, challenging and will involve visiting facilities nationwide, working alongside numerous Management Teams and their front line staff.

The successful applicants will have at least 5 years Management experience of leisure facilities, be familiar with Leisure Quality Award Schemes and hold a NEBOSH General Certificate (or equivalent). You will also need to have good Swimming Pool Safety knowledge & can deliver quality management / health & safety training courses.

We operate flexible working hours—and will happily consider either full or part-time positions. The full time equivalent salary will be in the range of £30k—£35k dependent on previous experience.

**For more information or an informal discussion please contact us on 07919 214423 (Caroline Constantine) or 07919 214396 (Joe Ryan) or email your CV to [joe@rightdirections.co.uk](mailto:joe@rightdirections.co.uk)**

**Deadline for applications: 1st March 2010**

**Right Directions**

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

Registered in England, No. 5043765  
60 Common Road, Kensworth, Bedfordshire LU6 3RG

## COMMERCIAL MANAGER

**£36,000 - £40,000**

**+ bonus**

**Full-time, 37 hours per week**



WELLINGTON COLLEGE

Wellington College, a leading independent school for children aged 13-18, have the above vacancy within Wellington College Enterprises, Sports Club. Good conditions and benefits on offer.

Further details and an application form are available from our website: [www.wellingtoncollege.org.uk](http://www.wellingtoncollege.org.uk) Alternatively, please contact the **HR Department** on the details below. CV's without an application form will not be accepted.

**Closing date for applications: Friday, 5th March 2010**

*Please note this position is subject to an enhanced Criminal Records Bureau Disclosure. The College is committed to equality and diversity. The College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.*

Wellington College, Crowthorne, Berkshire, RG45 7PU

Tel: 01344 444039

Email: [HumanResources@wellingtoncollege.org.uk](mailto:HumanResources@wellingtoncollege.org.uk)

[www.wellingtoncollege.org.uk](http://www.wellingtoncollege.org.uk)

Wellington College is a Registered Charity



HEALTH • VITALITY • WELLBEING



# Be a Part of Our Future

There has never been a more exciting time to join Fusion.

We are one of the fastest growing companies in the leisure industry, more than doubling in size over the last two years.

Fusion provides first choice leisure services in Southwark, Lambeth, Croydon, Tunbridge Wells, Milton Keynes, Watford, Hillingdon, Leatherhead (Mole Valley), Hounslow and Oxford. We also have partnerships with a range of other voluntary organisations and schools. We are seeking yet more positive & dynamic professionals to support our team's drive for continued delivery of excellent sport and leisure services in collaboration with our partners. In return, you will receive a generous benefits package and opportunities to further your career.

## General Managers

**London and South East**  
**Circa £25,000 - £40,000**

Ref: GM2/10

Are you capable of taking on a challenging role to inspire and motivate a team to deliver exceptional customer service? You will already be a General Manager or an Operations Manager in a large facility with a demonstrable record of success. Your strong interpersonal skills and approachability will be as important as your commercial awareness. Whilst driving your business forward, you will be meticulous in your standards, managing the needs of your customers, team and your client.

## Swimming Teachers

**London and South East**  
**Circa £15ph**

Ref: SwimTeach 02/10

We are looking for enthusiastic qualified Swimming Teachers. You will have the chance to offer new ideas and make a difference to the way we run our swimming programmes within Fusion. To do this you will need to have the knowledge and ability to inspire people to reach their goals, be customer focused, flexible and able to work as part of a team and be ASA level 2 qualified

As a Swimming Teacher you will be responsible for teaching, developing and organising classes and for assisting in the supervision, operation and control of customers within your designated coaching area.

## Divisional Marketing Manager

**Oxford**  
**Circa £23,000 - £30,000**

Ref: DMM02/10

This position will be supporting the Divisional Business Manager, the division's General Managers and the central marketing and sales team in the development and implementation of Fusion's marketing and sales strategy for the division. The ideal candidate will be media literate (or media trained) for PR, have experience of planning and delivering marketing communications campaigns and activities and possess excellent influencing skills.

## Divisional Facilities Manager

**London**  
**Circa £30,000 - £35,000**

Ref: DmaiM02/10

Due to the development of existing centres, we are looking for an experienced Divisional Maintenance Manager to oversee the planned preventative maintenance, capital investment and responsive maintenance at Fusion sites.

You will be a motivated manager with good technical knowledge of M&E, H&S, Pool Plant and Building Fabric, who is able to set up and manage contractors as well as managing the local maintenance technicians. Experience within the leisure industry is desirable but essentially we require a manager who has an excellent grounding in hard FM plus an understanding of client and contractor management, energy management, and principles of managing refurbishment projects.

## Maintenance Technician

**London**  
**Circa £23,000 - £25,000**

Ref: MT02/10

We are looking for a person to monitor and efficiently operate the electrical, mechanical and filtration plant with designated areas and maintain a high standard of pool hygiene. The successful candidate will take responsibility for the maintenance, repair and monitoring of the plant and equipment of the leisure centres. You will need to have knowledge of electrical-mechanical engineering and experience of undertaking repairs and maintenance and plant and pool maintenance.

**To apply for any of the above positions please email your CV and covering letter to [careers@fusion-lifestyle.com](mailto:careers@fusion-lifestyle.com) quoting the relevant reference number. Closing date: 9th March 2010.**

**COMMUNITY & ENVIRONMENT**

Do you want to be at the forefront of sport development, leading strategy, delivery and performance management to increase participation, widen access and develop talent in sport?

## Sports Development Officer

Grade H6: £23,970 - £25,455 pa

Harrow Council is seeking a self-motivated individual who is dynamic in their approach, with a real desire to succeed.

Your role as a Sports Development Officer will be to contribute towards the delivery of an integrated approach to providing a comprehensive sport and leisure service that will deliver improved participation in physical activity and sports participation within the local community.

You will contribute to establishing more effective relationships with local, regional and national partners and stakeholders so that through investment and influence, delivery on key objectives can be

met. There will also be an opportunity to develop Harrow's involvement in the London 2012 Olympic Games and how it links in with current local strategies.

You will have a sound knowledge of sports development, physical education, sport in schools and the wider community. Also, excellent leadership and communication skills are required with proven experience of project or programme management with the ability to liaise and support a number of key local partnerships.

This is an exciting opportunity for a dedicated, proven and motivated professional.

Apply online at [www.harrow.gov.uk](http://www.harrow.gov.uk) or email your name and address to [recruitment@harrowcouncil.info](mailto:recruitment@harrowcouncil.info) quoting reference CA-SD1996. Alternatively, please call 020 8424 1983, fax 0118 952 0108 or write to Harrow Recruitment Team, First Floor, 60 St Mary's Butts, Reading, Berkshire RG1 2LG. Closing date: midnight, 5th March 2010. An equal opportunities employer.



At Milton Keynes, we're supporting the growth of our vibrant city while continuing to deliver excellent services. It's an exciting place to be and we're keen to get the balance right - including the work-life balance. So if you're looking for family friendly benefits and the chance to make a difference, make a move to MKC.



## Leisure Contracts and Commissioning Manager

£32,800 - £38,042

Ref: 50011675/LO

You will lead an eleven-strong team on all aspects of current leisure infrastructure provision and commissioning. Your role will involve responsibility for the contracting and commissioning arrangements for over 40 properties and you will contribute to the development and delivery of a range of new build capital leisure projects.

Ideally with a first degree in sport, leisure or recreational studies, you will have proven operational leisure facilities management knowledge and experience, together with a record of success in managing leisure projects. An effective problem solver, you will have good partnership working and team and budget management skills.

This post is subject to an enhanced CRB disclosure.

**For informal enquiries, please contact Paul Sanders (not between 15 and 19 February 2010) on 01908 253639.**

**Closing date: 5 March 2010.**

**Interview date: 23 March 2010.**

**For an application form, email: [jobs@milton-keynes.gov.uk](mailto:jobs@milton-keynes.gov.uk) or call us on 01908 253344 or 253462 (24 hour answerphone). If you have a hearing impairment and have access to Minicom please phone 01908 252727 (office hours only). Please quote appropriate reference. Salaries will normally start at the first point of the grade. We are unable to accept CVs, unless accompanied by a completed application form.**



It's ability, not disability that counts

To apply online visit: [www.theplacetobe.info](http://www.theplacetobe.info)



## HATFIELD SWIM CENTRE DUTY SUPERVISOR (3 X FULL-TIME POSTS)

Salary: £18,496 to £20,329 plus 4% Attendance Bonus

Hours: 37 per week (to include evening, weekend and bank holiday working)

We require experienced and highly organised professionals for these demanding roles within a busy swim and fitness centre.

You will need to be an articulate and well presented individual with proven first class customer care skills. Excellent verbal communication skills are also essential, along with experience of working in a supervisory role.

Self motivated and confident, you will be customer focused and have the skills to maximise every business opportunity, leading your team by example to achieve their targets.

A current national pool lifeguard and first aid at work qualification would be an advantage, although full training will be given.

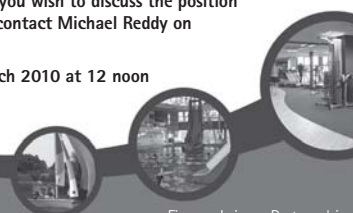
**If you would like to apply for this exciting opportunity, please call our 24 hour Recruitment Line on 01707 357299 or email [m.ford@finesseleisure.com](mailto:m.ford@finesseleisure.com). If you wish to discuss the position prior to applying, then please contact Michael Reddy on 01707 276276 (option 1).**

**Closing Date: Friday 12th March 2010 at 12 noon**



Equal opportunities employer

In Partnership with Welwyn Hatfield Borough Council



Finesse Leisure Partnership  
4th Floor Campus West, Welwyn Garden City,  
Herts, AL8 6BX Tel: 01707 357179

my  
county  
council

**Promoting Equality, Celebrating  
Diversity, Achieving Excellence**

### Sports Development Officers

**£19,621 - £21,519 pa, pro rota**

**John Dryden House, Northampton**

**Fixed term until 31 March 2013**

**Ref: 26679 - Athletics Coaching Development (12 hours per week)**

**Ref: 26680 - Athletics Network (15 hours per week)**

Your talent for networking and mentoring will have a direct impact – through raising the standard of coaching and coaches across the Northamptonshire Athletics network.

You will have the crucial role of organising, implementing and developing the athletics network and ensure its activities run smoothly and within budget. This will include working closely with local clubs and other partners to make the most of development plans and build the skills of coaches and volunteers. You need to draw on experience as a professional or volunteer within a club setting as well proven knowledge of sports development work and England Athletics structures, policies and systems.

It's vital that you are a UKA level 2 Coach (minimum) who has a sound understanding of sports development including the role of the voluntary sector, as well as familiarity with England Athletics structures, policies and systems.

**For an informal discussion about either role, please contact Gary Sheppard on 01604 236257.**

**Closing date: 12 noon, 5 March 2010.**

**For additional information about these roles and to apply online, or download an application pack, please go to [www.northamptonshire.gov.uk/jobs](http://www.northamptonshire.gov.uk/jobs)**

**If you require an information pack in an alternative format, please contact 01604 237666.**



**Northamptonshire  
County Council**

[www.northamptonshire.gov.uk](http://www.northamptonshire.gov.uk)

Your local library has internet access, just ask if you need help.



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West London - £30-35k + bonus
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Bristol & London - £22-25k + bonus
- **Membership Sales Managers**  
South Coast, North West, London -  
Circa £30k + bonus
- **Sales Consultants**  
Nationwide - £14-16k + bonus
- **Group Sales Manager**  
London - £35k + bonus + benefits



**To apply for any of the roles above**

send your CV to: [info@4leisurerecruitment.co.uk](mailto:info@4leisurerecruitment.co.uk)  
or contact us on: 0870 2423339

For more roles, visit the new website today  
[www.4leisurerecruitment.co.uk](http://www.4leisurerecruitment.co.uk)



### Competitions Manager (Full Time)

**Salary: £31,514 – £35,469 Ref: IOS09/07**

An opportunity has arisen for a Competitions Manager.

You will be required to develop a strategy for sporting achievement and success, incorporating a programme of sports competitions for students and staff and a network of clubs and societies. You will also be expected to increase the levels of participation and promote a healthy lifestyle across the University.

You must have experience of planning and organising multiple events and competitions at various levels of competence and develop the necessary support mechanisms to ensure success. Good leadership, interpersonal and negotiating skills would be beneficial.

This is a pivotal role as we plan to take possession of our new £30m sports complex during 2010.

For informal queries please contact Veronica McHale on 0191 227 3911 or [veronica.mchale@northumbria.ac.uk](mailto:veronica.mchale@northumbria.ac.uk)

This post is exempt from the Rehabilitation of Offenders Act 1974 therefore the successful candidate will be subject to a Criminal Records Bureau check.

**Closing Date: 9th March 2010 Selection Date: 24th March 2010**

To download our application form from the website, please visit [www.northumbria.ac.uk/vacancies](http://www.northumbria.ac.uk/vacancies), or call us on (0191) 227 4321 for an Application Pack. Please quote reference IOS09/07.



Northumbria University is an equal opportunities employer and welcomes applications from all sectors of the community.

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### Principal Officer – Leisure and Sport (Nithsdale), Dumfries (Ref: 10/455)

£40,827 - £43,998. Closing Date: 6 March 2010

Do you have the experience, customer focus and innovation to lead Leisure and Sport in the Nithsdale area?

As Principal Officer for Leisure and Sport within the area, you will be a key member of the wider Nithsdale Area Management Team. You will be responsible for leading a large team of staff, managing significant resources and related delivering effective results. You will have the vision and ability to continually improve services and maximise opportunities.

You will be educated to Degree Level in a Leisure and Sport related discipline or have an equivalent professional qualification and substantial industry related experience, some of which must be working at a senior level. A current driving licence is required.

This post is for 36 hours per week and includes evening and weekend working within the remuneration of the post. Benefits include attractive relocation package and free life cover.

For further information please contact: Stephen Jack, Principal Officer tel: 01387 243560 or email: Stephen.Jack@dumgal.gov.uk

**For all jobs apply online or tel 030 33 33 3000 quoting the job title and ref number or contact Jobcentre Plus.**



Dumfries & Galloway



## Competition Development Manager West London

**Salary:** £26,000 plus PRP of up to 5% per annum plus travel expenses. Fixed term contract until 31st March 2011.

**To start:** 12th April 2010 or nearest date thereafter.

**Responsible to:** Senior Competition Manager

**Responsible for:** The management of school sports competitions throughout the 6 West London Boroughs, with a special responsibility for the three SSP's in the London Borough of Hounslow, Hammersmith and Fulham.

**Location:** The post holder will be based at Feltham Community College and will be responsible for 3 SSP's – Feltham, Isleworth and Syon and Hammersmith and Fulham.

**Closing date:** Thursday 4 March 2010

**Proposed interview date:** Wednesday 10 March

We are searching for an innovative and committed Physical Education / Sport Professional, who has excellent communication skills, can work independently, in a team, and strategically. The role of the post holder is to plan and manage a programme of competitive activities for young people using the national competition framework and linking to other strands of the PESSYP strategy and relevant national programmes, whilst monitoring success. You will link with relevant agencies, national governing bodies of sport and local partners to ensure that the competitions framework is both successful and sustainable.

The successful candidate will be expected to lead systemic change in the competition environment for young people within and across the identified School Sport Partnerships and partner agencies in the area. You will be educated to degree level or equivalent and have experience of either sports development work, teaching or a relevant field. You will have knowledge and experience of School Sports Partnerships, sports development, project management and event planning.

The post holder is also expected to hold a current driving license and have a car available for daily use.

**To obtain an application form and information pack please contact Mrs. Tracy Ridley-Young on 01895 827862 (24 hour answerphone)**

**or email tridleyyoung@theharefieldacademy.org**

**If you wish to discuss this post informally, please contact Michele Danks – Senior Competition Manager for West London on 07872674878 or email mdanks@theharefieldacademy.org**

## EREWASH



Erewash Borough Council is striving to become an 'excellent' Authority, pursuing a programme of change to produce high quality services to the community. In order to accomplish our aims and objectives both within this period of change and continuing into the future, we require individuals who are high achievers, receptive to change and are committed to the principle of high quality service delivery and first class customer service.

### REGENERATION & COMMUNITY

### SPORT AND HEALTH DEVELOPMENT MANAGER

Scale E7: £22,958 - £24,646 p.a. (subject to Job Evaluation)

We are looking to recruit a suitably qualified and committed professional who will provide a focus on sport and health development across the district.

Working within Culture and Leisure Services, you will lead and manage a team of staff to deliver the council's contribution of improving community sport participation and volunteering, positive activities for young people, community health and well being, reducing health inequalities and addressing the growing issues of childhood and adult obesity.

The role will involve working with a number of partners and funders to ensure that the council's objectives are delivered effectively and provide positive outcomes for local people. Specifically the role will continue to develop links with the Erewash Community Sport Network, Community Safety Partnership and Derbyshire County Primary Care Trust.

You will have an HND/Degree (or equivalent) in a sports/recreation related subject, with a knowledge and experience of developing and delivering sport, physical activity and health related projects in line with local, regional and national priorities. You should have a proven track record of managing and developing a team of staff to deliver a number of sports, physical activity and health related projects.

This is an exciting and challenging opportunity for someone to build on the success of the award winning sport and health development team and take them on to the next level. CRB clearance is required and the post is also subject to the vetting and barring scheme.

Closing date for applications is 9 March 2010 and interviews will be held on 17 & 18 March 2010.

To apply please visit our website at [www.erewash.gov.uk](http://www.erewash.gov.uk)

Alternatively an application form and job description is available from Human Resources, Erewash Borough Council, The Civic Centre, Derby Road, Long Eaton, Derbyshire NG10 1HU, telephone: (0115) 951 6049 (24 hour voicemail). Minicom No (0115) 951 6056, e-mail: [jobs@erewash.gov.uk](mailto:jobs@erewash.gov.uk)

Erewash Borough Council is striving towards being an equal opportunities employer. We would particularly welcome applications from black and minority ethnic groups who are currently under represented within the organisation.

The Council is positive about disabled people and those who meet the essential shortlisting requirements will be guaranteed an interview.



## BECKENHAM CRICKET CLUB

### Multi-Sports Club Manager

**An attractive salary package with performance based bonuses will be offered**

This is a unique and exciting opportunity for an experienced, self motivated, enthusiastic person to take charge of north-west Kent's premier multi-sports Club encompassing Cricket, Tennis, Hockey, Squash/Racketball, a Running section, three Vets Football Teams and two Netball teams, as well as a vibrant Social section.... are now looking for the right candidate to take the club to the next stage focusing on customer satisfaction and club development.

The successful candidate should have a relevant management degree and applicable qualifications or have significant experience to manage budgets, marketing, and health and safety. They will need a proven track record of business transformation and will have a wide knowledge of the industry to take the club forward. A strong personality with entrepreneurial spirit and high standards are essential.

**Applications will be by CV and Cover Letter only. Job Description and Person Specification are available from [www.beckenhamcricketclub.co.uk](http://www.beckenhamcricketclub.co.uk)**

**Closing date: 5pm 22nd March 2010**

**For further information contact: Club Administrator Beckenham Cricket Club**

**Foxgrove Road Beckenham Kent BR3 5AS**

**Ph: 020 8650 0266 E-Mail: [clubmanager@beckenhamcricketclub.co.uk](mailto:clubmanager@beckenhamcricketclub.co.uk)**

If you have enthusiasm and commitment then we want to see you - and you'll want to join us.

Great opportunities

**new direction**

Myerscough College is the largest College in the landbased sector, which we believe is a special place, offering a welcoming environment in a beautiful setting. We have the following opportunity to join our team:

**Lecturer in Sport**

To deliver sport related topics to students on courses in both Further and Higher Education programmes. BA (Hons) or BSc (Hons) in sport science/sport related discipline essential. Teaching qualification desirable. **Salary £17,101 - £24,660 per annum.**


Above position subject to disclosure.

For information regarding the above position or to apply online please visit our website. For an application pack please send an A4 self addressed envelope to:

**Human Resources Team  
Myerscough College, Bilsborrow,  
Preston PR3 0RY.**

Closing Date: Thursday, 4 March 2010.

The College is committed to safeguarding and promotes the welfare of all learners and expects all staff to share this commitment.

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Providing opportunities for all

[www.myerscough.ac.uk](http://www.myerscough.ac.uk)

**The 53 roomed Salcombe Harbour Hotel will be re-opening it's doors on March 29th and is now recruiting key staff to join their team.**

**Salcombe Harbour Hotel & restaurant**

- **Head Housekeeper** - Experience Ideal
- **Leisure Club Manager** - Must Be Fully Qualified
- **Head Chef** - Experience Essential

● **Housekeeping Supervisors** ● **Bar and Restaurant Supervisors** ● **Chefs**  
Experience Preferred

● **Leisure Club Staff** - NPLQ Essential ● **Bar and Restaurant Staff**  
● **Kitchen Staff** ● **Room Attendants**  
● **Receptionists** ● **Porters**

All positions are experience preferred but not necessarily essential

Applicants must have good customer skills and attention to detail and willing to work weekends and Bank Holidays. Some positions require evening work. Meals on duty, staff uniform and accommodation are available.

**For an application form please email: [Helen.ruffell@harbourhotels.co.uk](mailto:Helen.ruffell@harbourhotels.co.uk)**  
Salcombe Harbour Hotel, Cliff Road, Salcombe, TQ8 8JH Tel: 01548 844444

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9 MARCH 2010**

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e: [leisureopps@leisuremedia.com](mailto:leisureopps@leisuremedia.com)**





**We only take on the best.** We are currently looking for individuals with passion and energy together with excellent qualifications and strong people skills to join our fitness team in London's Notting Hill. As part of our expansion, we now wish to take on the following:

**Receptionists  
Full and Part time Personal Trainers  
Group Fitness Instructors  
Yoga Instructors  
Pilates Instructors  
Club Manager**

If you feel the need to excel in the fitness industry, here's an opportunity to join our leading brand in the world of personal training.

**Please send your cv and photo to Jolene Brettell at  
[info@markanthonysuk.com](mailto:info@markanthonysuk.com)**

Mark Anthony's, 168 Holland Park Ave, London W11 4UH

## leisure opportunities joblink

Book a joblink with us and we'll put your logo and company name on every page of the Leisure Opportunities website [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk)

This advert will have a hyperlink to your website, where you can list all the job vacancies in your company.



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hotels & spas



## Improve our bottom line

Group Leisure & Spa Manager  
Attractive salary & benefits

We have a long track record in running award-winning hotels and our Spa's are just one of the areas that differentiate us from the larger, corporate hotel groups. Medium sized, each spa has its own local membership – with 6000 members and 31 treatment rooms across our 6 sites.

Your role will be to work with the local Spa Manager to continually develop our figures through sales and marketing activities. Our member retention rate is well above average for the industry, and you'll be tasked with keeping it this way – through excellence in standards and service throughout the clubs.

You'll need to demonstrate a proven track record in business planning, financial analysis and operational standards, and will be innovative and results focussed.

So if you have what it takes to give our figures a boost, apply in writing to **Antony Spencer, Managing Director, Shire Hotels, The Old Wine Warehouse, Larkhill Street, Blackburn, Lancashire BB1 5DF** or email [jenniferh@shirehotels.com](mailto:jenniferh@shirehotels.com)

[shirehotels.com](http://shirehotels.com)

health & fitness

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### Personal Trainers

Imagine working for the leading spa operator on board luxury cruise ships. Steiner operates spas on over 131 luxury cruise ships sailing the seven seas.



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to attend an interview please apply online on  
[www.onespaworld.com](http://www.onespaworld.com)

tone  
leisure

**NHS**  
Somerset

## Active Lifestyle Officer

(3 year funded fixed term contract)

£22,278 – £25,535 (SCP 26 – 30) per annum

Tone Leisure are working in partnership with NHS Somerset to ensure the provision, uptake and promotion of physical activity opportunities are maximised for adults and children within the Taunton Deane area. With particular emphasis on developing Active Lifestyle provision in areas with a high social need plus specific target groups such as adult and childhood obesity, older people and referral programmes for managing long-term conditions.

Through the effective recruitment and selection of volunteers, the post holder will work in line with agreed quarterly and annual statistics aimed to enhance community development and reduce health inequalities.

The successful applicant will have a Sport and Exercise Science degree and have a minimum of 2 years experience within the health and fitness sector including the effective planning and delivery of activity sessions for different age groups and abilities. Experience of establishing and developing partnerships and securing outside funding for projects is essential, as is effective project management delivered against defined objectives and targets.

Excellent communication, interpersonal and presentation skills are paramount, as well as sound knowledge of Microsoft based programmes including Excel and Word.

The ability to travel to all areas within the Taunton Deane Borough at peak times as well as evenings and weekends, is essential.

For a full job description and person specification,  
or to apply online please visit [www.tone-careers.com](http://www.tone-careers.com)  
or call 01823 356311 for more information.

Closing date: 12 March 2010

# news & jobs at [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk)

## Design company unveils 'Hotel in the Sky' concept

New solar-powered 'Aircruise' proposals to provide environmentally sustainable method of transatlantic travel

By **Pete Hayman**

London-based design company Seymourpowell has revealed designs for its vertical airship concept, which could transport passengers from London to New York in 37 hours.

The company said its vision for the Aircruise is based on the premise that 'slow is the new fast' and would provide an eco-friendly mode of transport powered by solar energy and lifted by hydrogen.

Capable of accommodating 100 passengers, initial plans for

Aircruise include a bar/lounge area, four duplex apartments, a penthouse and five smaller apartments and a control deck.

Six flight crew – including two engineers – are expected to operate Aircruise, which will have a cruising speed of between 100-150kmph (62-93mph) with no tail or headwind. A further 14 support staff will run the hotel element.

The 265m (869ft)-tall airship will be able hold 330,000m<sup>3</sup> (10.6 million ft<sup>3</sup>) of hydrogen, while large hydrogen fuel cells will provide on-board power.



The new concept is based on the idea that 'slow is the new fast'

## Government confirms £3m Cutty Sark cash boost

By **Pete Hayman**

Cutty Sark, the historic clipper severely damaged by fire in 2007, will be fully restored in time for the 2012 Olympics after the government agreed to invest £3m in the scheme.

The Department for Culture, Media and Sport grant is the final piece of a £46m package towards restoring the 141-year-old ship at the Maritime Greenwich World Heritage Site.



The Cutty Sark will be restored

Plans for the conservation project include raising the ship by 3m (9.8ft) and opening up the dry berth, improving the

visitor experience and reversing degradation to the ship's fabric.

Prime Minister Gordon Brown said: "Everyone was shocked and saddened as we watched those terrible images of the fire on the news."

"This announcement means that the historic clipper will once again be open to the public – and in pristine condition – in time for the Olympics: yet another jewel for visitors in 2012 to enjoy."

## Snowfall hits sales figures

Wintry weather conditions in January had a severe impact on sales at some of the leading pub and restaurant chains, according to the Coffer Peach Business Tracker.

The tracker reported a 5 per cent drop in like-for-like sales across the 15 participating companies, compared with the same period in 2009.

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