

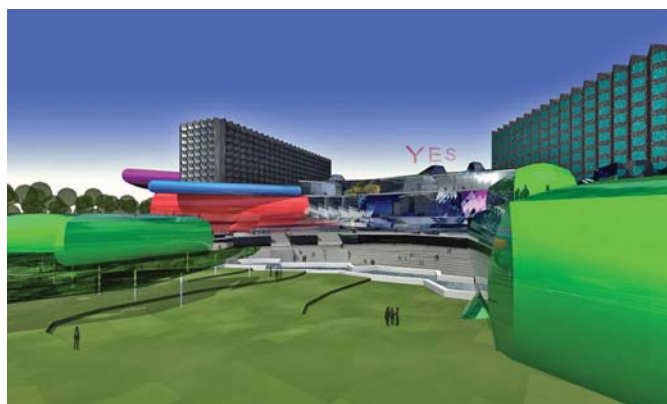
£350m YES! Project receives government go-ahead

By **Pete Hayman**

Plans for the development of a £350m leisure and sports destination near Rotherham, South Yorkshire, have been given the green light by the local government office.

The YES! Project, which is being led by Oak Holdings and will cover a 327-acre (132-hectare) site next to Rother Valley Country Park, was awarded planning permission by Rotherham Metropolitan Borough Council (RMBC) in May.

An existing section 106 agreement will be linked with the current planning permission after the government authorised the development, which



The YES! development will occupy a 327-acre site near Rotherham

will be carried out in phases and will include a multi-purpose sports facility.

A hotel, convention centre and spa; bars; restaurants; and an extreme sports offer are also

mooted, while Rother Valley Country Park – acquired by Oak Holdings in 2009 – will be incorporated into the scheme.

Oak Holdings chief executive Steve Lewis said: "This is a

strategic step forward for the company and, indeed, the region. The consent demonstrates Oak's commitment to the YES! Project and this major regeneration leisure project, allowing us to proceed with renewed confidence."

In March, Oak Holdings announced it had signed a pre-let deal with the Sheffield Steelers ice hockey team for the development of a new multi-purpose sports facility as part of the development.

The venue will comprise the first phase of the scheme, with a temporary ice rink managed by the Sheffield Steelers and Oak Holdings while the permanent stadium is built.

Greenwich Leisure and Nexus reveal merger plans

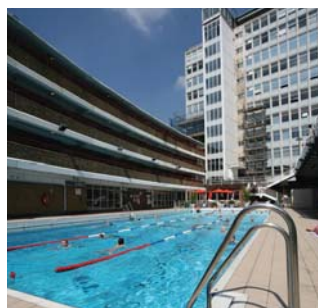
Two not-for-profit leisure operators to be responsible for more than 100 venues

By **Pete Hayman**

Greenwich Leisure (GLL) and Nexus Community have unveiled plans to merge into a single business, which will be responsible for the operation of more than 100 leisure centres.

As part of the proposals, Nexus will become a trading division of GLL but will continue to operate under its current brand and retain its head office. It will mainly serve the Thames Corridor region.

The two non-profit organisations have worked in partner-



Camden's Oasis Sports Centre is one of the venues run by GLL

ship since 1996, and the new merger is not set to result in any job losses or change the business at an operational level.

GLL managing director Mark Sesnan said: "This merger offers an opportunity for both GLL and Nexus to take our businesses forward, share resources and build on our strengths."

"Having worked in partnership for a number of years, the similarities between the two organisations have become evident and the advantages of working together obvious."

Nexus managing director Rick Durrant added: "The merger will bring significant opportunities for our loyal staff and local authority partners."

St Neots work to be completed

One Leisure, Huntingdonshire District Council's leisure management arm, will complete the final phase of a £2.9m revamp of its St Neots leisure centre in late September.

The centre has undergone major improvements and includes a 120-station Impressions fitness club, which has been supplied by Technogym and includes the Pro5 Power Plates and Balance Master machines. The gym uses the Visio fitness software.

CONTACTS

THE LEISURE MEDIA COMPANY

Portmill House, Portmill Lane,
Hitchin, Herts SG5 1DJ, UK

Tel: +44 (0)1462 431385

Fax: +44 (0)1462 433909

e-mail: please use contacts'
fullname@leisuremedia.com

Subscriptions

Julie Albone 01462 471915

subs@leisuremedia.com

Editor

Liz Terry 01462 431385

Managing Editor

Tom Walker 01462 471934

Journalists

Pete Hayman 01462 471938

Martin Nash 01462 471933

Sarah Todd 01462 471927

Designer

Ed Gallagher 01905 20198

Internet

Dean Fox 01462 471900

Tim Nash 01462 471917

Sales Team Manager

Annie Lovell 01462 471901

Account Managers

Recruitment, training, tenders

Paul Thorman 01462 471904

Simon Hinksman 01462 471905

Emma Matthews 01462 471907

Sarah Gibbs 01462 471929

Property desk

Simon Hinksman 01462 471905

Spa Opportunities

Emma Matthews 01462 471907

Financial Controller

Sue Davis 01395 519398

Financial Administrator

Denise Gildea 01462 471930

Circulation Manager

Michael Emmerson 01462 471932

To subscribe to Leisure Opportunities, log on to www.leisuresubs.com email: subs@leisuremedia.com tel +44 (0)1462 471913 fax +44 (0)1462 433909. Annual subscription rates are UK £31, Europe £41, Rest of world £62, students UK £16. Leisure Opportunities is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid at Manchester, PA POSTMASTER Send US address changes to Leisure Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437.

The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Warners Midland plc.

©The Leisure Media Company Limited 2010
ISSN 0952/8210

Inbound figures show signs of growth

ONS reports 5 per cent increase in overseas residents visiting the UK during July

By Pete Hayman/Martin Nash

New figures from the Office of National Statistics (ONS) have revealed a 5 per cent increase in the number of overseas residents visiting the UK during July, compared with the same period last year.

For the three-month period between May and July 2010, the ONS posted a 3 per cent increase in inbound visitors to the UK, when compared with the same period last year.

However, there was a 2 per cent fall in overseas visitor numbers for the year ending July 2010, compared with the previous year, while there was a quarterly drop in the number of UK residents travelling abroad between May and June.

For the year ending July 2010, there was a 10 per cent



Visitor numbers to the UK during the summer are up on last year

drop in UK residents' travelling overseas to less than 60 million, compared with 62.4 million trips abroad in the 12 months to July 2009.

• The figures were announced the same week as VisitBritain announced that the number of tourists coming to the UK from the Gulf region of

the Middle East has jumped by 9 per cent on the year before.

Tourists from Kuwait, Qatar, Saudi Arabia and the United Arab Emirates said they were attracted to the UK by the chance to shop for fashion and luxury goods not available at home – plus the chance to watch a Premier League club.

British Military Fitness slams *Daily Mail* claims

By Tom Walker

British Military Fitness (BMF) has criticised the "unacceptable" comments made by the *Daily Mail* newspaper in relation to the service offered by military-style exercise providers.

In an article headlined *Why Army-style fitness workouts are all pain and NO gain*, published in the paper earlier this month, personal trainer Lucy Fry accused army-style training of potentially causing serious injury to participants.

Fry, who is currently on the books of the London-based personal training consultancy, E-Fit, claimed that instructors who take charge of military-style group exercise sessions "clearly do not have enough eyes to ensure everybody is doing everything right".



BMF has rubbished claims about its training methods

She singled out BMF, the UK's leading military-based provider which runs sessions at 24 London locations, describing the sessions mainly consisting of "endless jogging", sit-ups, and stretches that "only the orthopaedic industry will profit from". Fry also claimed that BMF provides "no screening"

before allowing people to take part in exercise and outlined

Speaking to *Leisure Opportunities*, BMF managing director Robin Cope responded by saying a number of the items highlighted in the article were simply incorrect.

He said: "It was clear that the writer had not researched the topic correctly, let alone come along to one of our classes to try it out. Any first timer to BMF has to complete a health questionnaire before they can take part in the class.

"Questions focus on the main areas that may affect physical performance during an exercise class. If an individual answers 'yes' to any of the questions on the form it is highlighted that they need to consult with their doctor before increasing their physical activity."

Goals Soccer Centres eyes Irish market

Five-a-side football facility operator reveals franchise deal with "experienced" partner

By **Pete Hayman**

Five-a-side football facility operator Goals Soccer Centres is to enter the Irish market, after signing a franchise deal with an "experienced leisure operator".

Announcing its interim results for the six months ending 30 June, the group said that an "accelerated rollout" had seen four new UK soccer centres open in the current year – Liverpool North, Portsmouth and two in London.

A further four facilities are currently under construction at Sunderland, Norwich, Ipswich and Liverpool South, with a minimum of six sites due to open in 2011. Goals also saw the launch of its first US joint venture in June.

The news comes amid a 3 per cent increase in sales compared



Goals has reached agreement with an "experienced" Irish operator

with the first half of 2009. Like-for-like sales decline by 3 per cent, however, due to poor weather conditions between January and March.

Goals managing director Keith Rogers said: "Goals has delivered a robust performance in spite of the abnormal

weather and a challenging economic environment.

"While the UK consumer outlook remains uncertain we are confident that results for the year to 31 December 2010 will show continued growth and will be within the range of current market expectations."

Summer 'surge' in leisure sector job vacancies

By **Pete Hayman**

Employer demand for new workers within the UK leisure and tourism sector reached "record highs" during August, according to figures released by recruitment firm Reed.

Launched in December 2009, the *Reed Job Index* tracks the number of new employment opportunities available across the UK, when compared with the previous month and against a baseline figure of 100.

The index showed that, while the overall reading remained at the same level as July, an



Figures show that the number of job vacancies is on the up

increase in vacancies in the sector hit their highest level – 133 – since the tracker's launch.

Martin Warnes, managing director of reed.co.uk, said:

"Traditionally, the UK job market is quiet in August. Against this background, the fact that the Reed Job Index has held steady over the holiday season, even though public sector jobs continue to decline, is quietly encouraging news for the economy as a whole.

"While the seasonal tourist boom and an unexpected rise in consumer confidence may have helped fuel record demand for new staff in leisure, tourism and retail, demand has also risen across broader commercial and financial sectors."

IN THIS ISSUE

04 HEALTH & FITNESS

- ▶ St Albans plans confirmed
- ▶ Calderdale centres to open

06 SPA

- ▶ Buxton agreement signed
- ▶ New treatments register

08 SPORT

- ▶ Extreme facility for Hemel
- ▶ 'Record' turnover for WRU

10 ATTRACTIONS

- ▶ Baths scheme completed
- ▶ Skills centre for Welsh zoo

12 HOSPITALITY

- ▶ citizenM hotel for Glasgow
- ▶ Sales up at UK eateries

14 MARKETING

- ▶ Belfast campaign unveiled
- ▶ BBC/ACE join forces

16 ARTS & CULTURE

- ▶ MA issues cuts warning
- ▶ Revamp for Theatr Colwyn

17 TOURISM

- ▶ Golf tourism 'recovering'
- ▶ BAA reports less passengers

18 PARKS & COUNTRYSIDE

- ▶ ODA reveals parkland plans
- ▶ Coast-to-coast route opens

19 PROPERTY/TENDERS

20 PROPERTY

- ▶ Deal secures Halifax project
- ▶ Swansea plans progress

22 STUDENT FEATURE

28 TRAINING

- ▶ NASM training to launch
- ▶ Travelodge academy opens

30 TRAINING DIRECTORY

33 JOBS

THE LEISURE MEDIA COMPANY PUBLISHES



IN BRIEF

Sencio reports increase in fitness participation

► Sencio Community Leisure has reported an 18.9 per cent increase in adult participation in fitness during 2009. The leisure trust, which operates four leisure centres and a golf course on behalf of Sevenoaks District Council, attracted more than 400,000 swimmers and welcomed almost 56,000 people to its Prime Time programme for the more mature sector of its customer base during the year.

Jobcentre Plus Awards for Active Luton

► Leisure trust Active Luton has received three accolades at the Jobcentre Plus Awards for its work in helping local job seekers back into employment. The company was named as winner of the Youth Employment, Diversity in Action and Skills Development awards. The Skills Development Award recognised Active Luton for its work in encouraging and developing staff skills across the business, while the Diversity in Action, reflected the contribution Active Luton has made in employing staff of different ages, abilities and backgrounds, representative of the local community.

New equipment for Western Isles centres

► Comhairle nan Eilean Siar – the Western Isles Council has installed new fitness equipment at two leisure centres on the Outer Hebrides. Technogym has supplied the new machines at Ionad Spòrs Leòdhais, Stornoway, and the Lionacleit Sports Centre, Benbecula. The scheme has been funded by NHS nan Eilean Siar – Western Isles. A new strength and conditioning area has also helped increase the capacity of Ionad Spòrs Leòdhais by 30 per cent as part of the work, which aims to boost participation.

SACDC to pursue leisure centre plans

Local council approves existing proposals for Westminster Lodge redevelopment

By **Pete Hayman**

St Albans City and District Council (SACDC) will be pursuing existing multi-million pound plans for the redevelopment of the city's Westminster Lodge Leisure Centre.

The council's cabinet backed the facility mix for the scheme at a meeting on 10 August, which will boast 647sq m (6,964sq ft) of water space – a 25m x 17m, eight-lane main swimming pool with 50 per cent moveable floor, a 17m x 10m learner pool with fully-moveable floor and a 52sq m (560sq ft) confidence water area for toddlers.

A 200-station fitness suite with cycle spinning studio; a four-court sports hall; two exercise studios and a climbing wall are also proposed, along with a spa area and poolside health suite; a youth gym; a children's soft play area; a



The proposed new Westminster Lodge Leisure Centre in St Albans

crèche and a café/bistro. All the facilities featured among initial plans backed in October 2009.

The cabinet has also requested the development of a draft operational plan for the facility to see how demand can be managed once it opens.

SACDC portfolio holder for sport and leisure Anthony Rowlands said: "Cabinet unanimously endorsed the existing Westminster Lodge

Leisure Centre scheme which will provide an array of modern sporting and leisure facilities. Changing the plans would have landed residents with a bill of well in excess of £1m.

"Such a move would have also meant lengthy delays and running the risk of missing out on a highly competitive period for the construction industry, which could reduce the bill for the council."

Falaise Fitness Centre reopens

The new-look Falaise Fitness Centre has reopened following a major upgrade.

The centre, which is operated by Freedom Leisure on behalf of Hastings Borough Council, has been fitted with new fitness equipment, lockers, and shower cubicles.

A Freedom For You member support programme has also been introduced, offering four different membership options to make joining more flexible. One-to-one training is also available with full-time personal trainer, "Gilberto".

FitSpace budget chain to expand

By **Tom Walker**

No frills fitness operator FitSpace is looking to add to its existing eight clubs.

According to Kenny McAndrew, founder and managing director, FitSpace looks to open new sites close to retail and existing leisure facilities – but is also looking into acquiring under-performing health clubs.

He said: "The demand for budget fitness facilities has increased significantly during the recession as people have cut back on what they deem as a 'luxury'."

The company is funded by Leisure and Media VCT, a private company and a 'high net worth individual' who



Clubs are marketed as having been stripped down to basics

combine to create the board.

Leisure property specialist Humberts Leisure is assisting FitSpace with the search for new sites, which will add to the three health clubs the group currently operates across London, as well as sites in Cardiff, Belfast, Lincoln, Bournemouth and Nottingham

Autumn launch for Calderdale centres

New complexes at Brighouse and Sowerby Bridge designed by Saunders Boston

By **Pete Hayman**

Calderdale Council has announced that two new swimming pools and fitness facilities at Brighouse and Sowerby Bridge are due to open on 25 October and 22 November respectively.

The £10.5m project, which was designed by Saunders Boston and built by contractor Willmott Dixon, has been part-funded by the sale of Leeds-Bradford International Airport in 2007.

Both of the new centres will include a 25m, six-lane swimming pool; a learner pool and a fitness suite, as well as a dance studio. The scheme forms part of the council's wider efforts to replace existing



The Brighouse facility is one of the two new centres set to open

local facilities. Although the scheme was affected by severe weather conditions at the start of the year, the council's safer and stronger communities scrutiny panel has been told that the developments are on time and on budget.

The Brighouse facility will be handed over to Calderdale Council on 11 October ahead of its scheduled 25 October opening date, while Sowerby Bridge's pool will be handed over on 25 October before opening on 22 November.

Work starts on £12m Newcastle wellbeing centre

By **Pete Hayman**

Work has started on a new £12m health and wellbeing centre in Newcastle-under-Lyme, Staffordshire, which is set to open in late 2011.

Former Olympic athlete David Moorcroft helped mark the start of the building phase, which will see the new centre located on the site of a former garage in Brunswick Street, with Morgan Sindall has been appointed to deliver the facility.



The proposed wellbeing centre

When complete, the new centre will incorporate a 25m, eight-lane swimming pool, a

learner pool, an 80-station fitness suite and a health suite.

Newcastle Borough Council leader Simon Tagg said: "It was a truly momentous occasion to see work begin on this major development, which will deliver improved sports facilities for everyone in the borough."

Wenslie Naylor, cabinet member for culture and active communities, added: "Residents will begin to see the results of all the months of planning and discussions."

Perth and Kinross Leisure becomes Live Active

Perth and Kinross Leisure (PKL) has changed its name to Live Active Leisure as part of a rebranding exercise and forms part of efforts to revitalise the trust, which runs 14 venues on behalf of the local council.

The rebranding will also result in individual sites being renamed. Rodney Fitness Centre

will become Live Active Rodney and Letham Centre will become Live Active Letham.

Venues such as Perth Leisure Pool and Bell's Sports Centre will remain unchanged. According to a spokesperson for PKL, this is due to the facilities "reflecting the important visitor attraction role they fulfil".

premier
TRAINING INTERNATIONAL

A JOB FOR LIFE!

Being a Fitness Professional is more than just a job, it's a way of life. Meet people, travel and live by your own rules.

Call us now!
0800 988 8805



Visit our website:
premierglobal.co.uk/jobforlife

Socialise with us:
facebook.com/PTInternational

IN BRIEF

Elemis launches on shopping channel QVC

► UK-based skincare brand Elemis has launched a selection of its products on QVC in the US. The TV retailer will offer a range of products including special offers on the Pro-Collagen range, as well as the 20th Anniversary Pro-Collagen Collection, which includes the complete range of six anti-ageing products as well as a limited edition size of its Pro-Collagen Marine Cream. Leonard Fluxman, the president and CEO of Elemis' parent company, Steiner Leisure, said: "This is a great milestone and is testament to Elemis' growing popularity as a premium skincare brand."

SpaFinder's survey findings

► SpaFinder has released its fourth annual *State of Spa Travel* survey, which has reported a measurable, modest growth during the first half of 2010. According to the survey's findings, two of the most powerful trends emerging this year from consumers are an increased interest in travelling and holidays with a specific wellness or health focus and a marked increase in 'social spa-ing' with friends, groups and families.

Etihad anniversary for Six Senses

► To mark its first anniversary, a new treatment has been added to the menu at the Six Senses Spa at the Etihad Airways First and Business Class Lounge at Heathrow Airport. Called Hedonist and available from the start of October, the 15-minute deep scalp massage has been designed to release tension and promote the flow of energy in the body by focusing on specific acupoints.

Agreement for £32m Buxton scheme

Local authorities sign legal agreement for redevelopment of The Crescent building

By Sarah Todd

A legal agreement has been signed to allow work to start later this year on the £32m development of The Crescent building into a luxury hotel and thermal spa in Buxton, UK.

The agreement – between landowners High Peak Borough Council (HPBC) and Derbyshire County Council – is supported by Nestlé Waters, which bottles the local mineral water under the Buxton brand. It protects Nestlé's right to draw underground mineral water, under licence from the HPBC.

The Buxton Crescent Hotel and Thermal Spa Company can now award an enabling contract to prepare the interior of The Crescent – a Grade



Plans include the creation of a large pool inside the Crescent site

I-listed building – for the main redevelopment. The company was established by the development consortium of the Trevor Osborne Property Group, CP Holdings and spa operator Danubius Hotels, as well as the two local authorities.

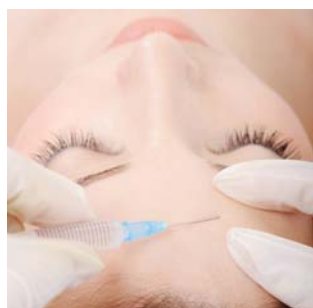
The project will deliver a 79-bedroom spa hotel incorporating Buxton's Natural Baths situated over a mineral water spring; a thermal, natural mineral spa; eight specialist shops; and the refurbishment of a pump room into a café.

Government-backed treatments register unveiled

By Sarah Todd

A government-backed online register has launched in the UK to help consumers to make informed decisions on how to choose a safe provider of injectable cosmetic treatments such as Botox and dermal fillers.

Treatments You Can Trust contains 156 clinical sites across the UK, with a further 113 currently working towards registration. In addition, providers of injectable cosmetic



Botox injections being given

treatments practicing in a further 439 locations have registered an interest.

Dr Andrew Vallance-Owen, chair of the Independent Healthcare Advisory Services Working Group, said: "Treatments You Can Trust will give the public access to the best possible standard of care.

"We are appalled by the sheer volume of bad practice within the industry but there is also a lot of good clinical practice and we are convinced that the great majority of providers are 100 per cent behind improving patient safety."

Catherine de Villiers named spa manager Hotel Verta

Catherine de Villiers has been named spa manager at von Essen's Hotel Verta, the group's first London-based property.

Launched on 12 September, Hotel Verta is marketed as the first integrated hotel heliport solution in Europe while the Spa Verta within the hotel has been designed as an urban spa

experience and includes five treatment rooms, thermal areas and a vitality pool.

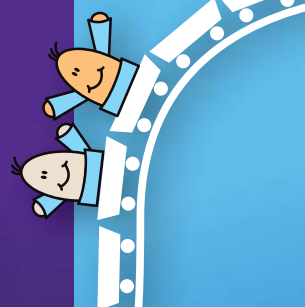
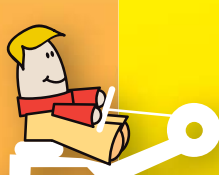
General manager for Hotel Verta, Andrew Thomason, said: "We are thrilled to have Catherine on board. Her expertise will be integral to ensuring guests get the very best from their spa experience."

the freshest ideas and the latest lines in leisure

Visit



21-23 Sept 2010
NEC Birmingham



LEISURE INDUSTRY WEEK 21-23 September 2010 · NEC Birmingham

LIW is the UK's leading and most influential trade show for out of home leisure businesses, with over 350 exhibitors displaying the latest products and services across seven of the leisure industries sectors.

Each sector is tailored to the specific needs of the communities we serve and offers comprehensive educational seminars and features.

Play & Attractions · Licensed Business · Eat & Drink · Leisure Facilities · Sport · Pool & Spa · Health & Fitness

To find the solutions to your business needs, connect with your industry colleagues, benefit from the education and best practice discussions and demonstrations.

Register for FREE fast entry to LIW 2010 today at www.liw.co.uk/register



IN BRIEF

2012 archery plans given the green light

► Westminster City Council (WCC) has approved planning consent for the installation of temporary facilities at Lord's cricket ground, London, which will host Olympic archery events in 2012. An archery range; a warm-up range; seating for 5,000 spectators and associated facilities; and areas for athletes and officials will be provided at the historic cricket venue in St John's Wood. Due to take place between 27 July and 3 August 2012, the competition will see two sessions held per day with competitors shooting across the square towards the ground's Media Centre.

Work underway on Rotherham stadium

► Work has started on the construction of Rotherham United Football Club's new 12,000-seat stadium at the town's former Guest and Chimes foundry site. Local contractor Ron Hull Demolition has been appointed to clear the site, which has included the removal of the old Gloystarne warehouse building. The demolition process is set to take up to five weeks. Nottingham-based Gleeds is project managing the scheme.

Scotland to expand free swimming scheme

► Primary school pupils across Scotland are set to benefit from an increase in the number of free swimming lessons after the Scottish Government committed £800,000 of funding. The money will be invested over the coming year to ensure that all children have a chance to learn how to swim. Local authorities will be able to decide how best to offer new services or complement existing provision, before submitting plans to Scottish Swimming and sportscotland, who are supporting the scheme.

Trust to open extreme sports centre

Dacorum Sports Trust's Hemel Hempstead facility 'on schedule' for 2011 launch

By **Tom Walker**

Dacorum Sports Trust is on schedule to open an extreme sports centre at Sportspace in Hemel Hempstead, Hertfordshire next year.

The centre has secured £5m worth of government funding and will include a 60m x 15m indoor climbing area – supplied by UK-based Entre-Prises. It will also feature one of the UK's largest indoor, combined timber and concrete skate parks.

Dacorum has appointed GB Building Solutions to build the centre, which will also include an indoor caving area, an extensive high ropes course and music recording studios.

A teen-focused health centre, counselling rooms, internet



The centre will open next summer and will include a climbing wall

access, café and an advice and support centre – together with office space for youth workers, advisers and trainers – will also be provide a "one-stop facility" for young people.

Dacorum Sports Trust will manage the facility and work in

partnership with Youth Connexions, with building work due to begin in autumn 2010 with an expected opening date of summer 2011.

Funding for the scheme has come through the government's 'Myplace' programme.

Olympic-size cycle track to be built in Bournemouth

By **Pete Hayman**

A new 250m Olympic-size community cycle track is to be created at Slades Farm in Bournemouth, Dorset, as part of a £650,000 project part-funded by British Cycling.

The national governing body is contributing up to £400,000 to help fund the construction of the new Bournemouth Cycling Centre, which is being led by local contractor Raymond Brown. Bournemouth Borough



Groundbreaking of the project

Council, together with housing development contributions, will also provide funding for the

centre, which will be set to be created using materials sourced from Raymond Brown's own recycling facility.

It is hoped the new Bournemouth Cycling Centre will allow people to learn to ride, exercise and take part in competitive training and racing.

British Cycling CEO Ian Drake said: "The new facility will offer an opportunity to enjoy cycling in a safe, controlled and traffic free environment, supporting the growth of our sport."

NWLDC officially unveils refurbished leisure centre

North West Leicestershire District Council (NWLDC) has officially unveiled a new-look leisure complex in Ibstock, following the completion of a £1.2m refurbishment.

Ibstock Leisure Complex has been closed since May 2009 for the work to be carried out, which has been part-funded by Sport England and has included a revamp of dry-side changing facilities.

Spectator areas have been extended along the length of the venue's main pool and wet-side changing facilities have been moved to the shallow end as part of the refurbishment programme, while the pool roof and side structures have also been replaced.

WRU posts "record" annual turnover

National governing body sees pre-tax profits grow for the 13 months to 30 June

By **Pete Hayman**

The Welsh Rugby Union (WRU) Group posted a "record" £58.5m turnover for the 13 months ending 30 June, according to latest accounts published by the national governing body.

Around £20m was invested back into rugby union in Wales during the period - an 18 per cent increase on the previous year. The WRU Group also saw its pre-tax profits increase to £27.6m.

The national governing body unveiled its National Centre of Excellence near Hensol, Cardiff and bought the former Yates's building in Westgate Street, Cardiff, to extend its property portfolio surrounding the Millennium Stadium.



IMAGE: BRITAIN ON VIEW/ANDREW ORCHARD

The WRU said it invested around £20m back into the Welsh game

WRU chief executive Roger Lewis said: "We have been able to grow the business in terms of income and this has allowed us to make radical and forward looking decisions which will benefit the future of

the game in Wales. Although we will never become complacent there are now clear and measurable signs that Welsh rugby is working efficiently within a clear operational and financial plan."

Heywood Village ready to open

The new £10.4m Heywood Sports Village in Rochdale, Greater Manchester, is on schedule to open to the public in late September.

Funded jointly by Rochdale Borough Council, Heywood NDC and leisure trust Link4Life, the Heywood Sports Village will incorporate two swimming pools, a multi-use sports hall, a large gym, exercise and fitness studios and a range of youth and community rooms dedicated to arts and leisure activities.

The centre will replace existing facilities on the West Starkey Street site including the thirty-five year old Gaskell Pool, which closed in July.

Scotland wants Lottery cash back



IMAGE: ACTIONPLUS

Scotland wants Lottery money for the 2014 Commonwealth Games

By **Pete Hayman**

Scottish sports minister Shona Robison has called for the 'return' of £114m worth of National Lottery cash diverted from good causes to help fund the 2012 Olympics.

Robison met with culture secretary Jeremy Hunt, sport and Olympic minister Hugh Robertson and tourism minister John Penrose to talk about issues surrounding London

2012 and Glasgow 2014. The taxation of elite competitors and a UK-wide School Olympics were also among the topics of discussion, in addition to the issue of Lottery funding.

Robison said: "This fresh approach represents a positive step forward and I am keen to see how we can build on this meeting and determine how lottery money can contribute to the success of the 2014 Games by way of a meaningful legacy."

IN BRIEF

Council backs Oxford pool development

► A new £8.5m swimming pool could be developed at Blackbird Leys Leisure Centre in Oxford after the local authority backed plans to overhaul provision in the south of the city. The new facility - including a competition standard pool and leisure pool - was among a series of options outlined by consultants Mace Group in a feasibility study commissioned by Oxford City Council (OCC) in January. OCC's executive board opted to pursue the new-build scheme, which will also result in the closure of existing swimming facilities at Temple Cowley and Blackbird Leys.

Council to invite Bury Town scheme feedback

► St Edmundsbury Borough Council (SEBC) is to invite local residents to comment on proposals for a community football scheme in Bury St Edmunds, Suffolk. The project will see Bury Town Football Club relocate to a new home ground at Moreton Hall in 2012 as part of the project, which are being led by the club, the council and county football association. New community facilities offering coaching and development for local young teams will be provided under the plans, with SEBC committing up to £1m towards the scheme in 2008.

Scarborough leisure scheme moves forward

► Plans for a new leisure village scheme in Scarborough, North Yorkshire, have taken a step forward after the local authority started its search for a preferred developer. A new community football venue - built to a Football Association Grade C standard - and associated leisure facilities are planned as part of the development, which was approved in January 2009.

IN BRIEF

£26.5m Bristol M Shed completed

► Construction of the £26.5m M Shed museum in Bristol has been completed. Bristol City Council will now carry out the internal fit-out of the attraction, which is due to open in spring 2011. It has been funded by the council, the Heritage Lottery Fund, Renaissance South West and the Museums, Libraries and Archives Council. BAM Construction had been supposed to hand the keys to the museum to the council in April, but work was reportedly not up to standard, leading to four months of delays.

Jurassic Coast visitor centre plans submitted

► Plans for a new £2.3m visitor centre for the Jurassic Coast at Seaton, Devon, have been submitted to the local authority, despite the dissolution of the project's management board. Ward Williams Associates submitted proposals for the 865sq m (9,311sq ft) building on behalf of East Devon District Council, which will see half of the floorspace occupied by exhibitions. The council has committed £1.83m, subject to a property deal with Tesco, while Devon County Council will provide an additional £500,000.

Cash boost for Aberdeen museum revamp

► Aberdeen City Council has announced that a renovation of the city's Maritime Museum will go ahead after Oil and Gas UK raised the £360,000 required for the work. The attraction's energy exploration galleries will be transformed as part of the scheme, which will be managed by the council and is designed to offer visitors a "one-stop shop" overview of the oil and gas industry. Oil and Gas UK's board and council have approved the redevelopment of the museum.

£5.4m Roman Baths work completed

Local authority-funded revamp of Bath museum aims to increase visitor numbers

By **Tom Walker**

A £5.4m refurbishment of the Roman Baths Museum in Bath has been completed.

The five-year Roman Baths development plan, which was funded by Bath and North East Somerset Council (BANES), was designed to increase visitor numbers and boost revenue.

BANES cabinet member with responsibility for tourism and culture Terry Gazzard said:

"Significant investment by Bath and North East Somerset Council has made the Roman Baths more accessible so that an even greater number of people are able to enjoy the rich history of this city.

"Our overall £5.4m redevelopment project puts the council in a stronger position to attract even more visitors to the city which will benefit local taxpayers and local traders."



Access to the historic Roman Baths Museum has been enhanced

Some of the initiatives to make the Roman Baths more accessible have included installation of two new lifts; the complete revision of the public route through the site and the introduction of a British Sign Language tour presented by veteran BBC *See Hear* presenter Clive Mason.

The new sign language tour is designed to provide visitors

to the museum who suffer from hearing impairments with an accessible alternative to the attraction's audio tour.

Improvements at the Roman Baths Museum will also now ensure that people using wheelchairs will be able to access more than 60 per cent of the museum, parts of which are located 15ft (4.6m) below modern ground level.

Welsh zoo unveils training plans

By **Pete Hayman**

The National Zoo of Wales (NZW) in Colwyn Bay has unveiled plans to establish a new training centre for wildlife skills as part of a long-term vision for the attraction.

Zoo co-director Chris Jackson said that a planned flagship development would boast an exhibition to provide visitors with a greater understanding of science and technology, along with the learning centre.

The facility will form part of Coleg Llandrillo and will offer animal and life science-related courses to help meet growing demand within the sector.

Jackson said: "There is a growing demand for training and skills in animal care which



Lesley Griffiths on a recent visit to the National Zoo of Wales

can open up a wide range of career opportunities for people. We believe we could cater for some of this demand."

Lesley Griffiths, the Welsh deputy leader for science, innovation and skills, added: "The importance of innovation and the role it can play in helping economic growth should not be underestimated."

Double summer time campaign

A report outlining the benefits of introducing Central European Time (CET) in the UK is to be published on Thursday 23 September in Edinburgh.

The report, which has been written by Mayer Hillman of the Policy Studies Institute, was commissioned by the British Association British Association of Leisure Parks, Piers and Attractions (BALPPA), which has been one of the leaders of the daylight saving campaign for the last six years.

In June, Conservative MP Rebecca Harris tabled a Private Member's Bill to require the Secretary of State to conduct a cross-departmental analysis of the potential costs and benefits of advancing time by one hour.



Sport Industry
Research Centre



SPORT AND LEISURE STATISTICS

FORECASTS FOR THE SPORT AND LEISURE INDUSTRIES

The Sport Industry Research Centre publishes two annual reports, Leisure Forecasts and Sport Market Forecasts. These reports provide valuable insight into future market trends.

Both publications are essential references for industry practitioners, consultants and researchers.

Leisure Forecasts

This publication identifies the way in which economic trends, new technologies and new consumer priorities will shape the leisure industry over the next five years. It is divided into two sectors, leisure in the home and leisure away from home, providing analysis for 24 distinct leisure markets.

Sport Market Forecasts

This publication is produced in conjunction with Sport England. It provides detailed economic information on consumer spending for the entire sports market. It is divided into sport goods and sport services, providing economic analysis for 10 sport markets.

Our forecasts are a valuable resource for data related to

- travel and tourism industry
- exploring the leisure industry
- hospitality in leisure and recreation
- visitor attractions
- eating and drinking
- local entertainment
- computer games
- home entertainment
- the sport industry
- health and fitness
- sports participation
- sport equipment
- sport clothing and footwear

To find out more please visit

www.shu.ac.uk/ad/sportandleisure

Or contact

Susie Shaw

Phone 0114 225 5919

Fax 0114 225 4341

Email s.shaw@shu.ac.uk



**Sheffield
Hallam University**



**SPORT
ENGLAND**

IN BRIEF

Steak house operator opens second site

► Goodman, which currently operates a New York-style grill and stakehouse in Mayfair, is to launch a second site in the City of London. Goodman City, located on Old Jewry, boasts a glass-walled, dry-ageing room – believed to be the first of its kind in the capital – allowing diners to view beef being matured in a temperature-controlled environment. Also included is the theatre of an open kitchen and a larger bar area. John Cadieux has been named executive chef and Olly Bird, formerly of Gordon Ramsay at Claridge's is head chef.

Strong performance at Whitbread

► A trading statement from hotels and restaurants group Whitbread reveals that total sales for the 24 weeks to 19 August were up 14 per cent, while like-for-like sales saw a rise of 7.9 per cent. In the year to date, Premier Inn has opened nine new hotels with a total of 795 rooms. Six of the hotels are on joint sites with restaurants. Meanwhile, Andy Harrison joined Whitbread as chief executive designate on 1 September. Harrison will take over from Alan Parker when he retires on 25 November.

World Cup dents IRC's half-year performance

► The Individual Restaurant Company (IRC) has blamed the World Cup and severe weather conditions at the start of the year for a fall in revenue during the half year ending 4 July 2010. Revenue for the six-month period fell by 2 per cent, compared with the first half of 2009. However, the operator of the Piccolino and Restaurant, Bar and Grill brands has successfully refinanced an £18.5m loan facility and now aims to build on the company's "inherent strength".

citizenM opens new Glasgow property

Holland-based group unveils first hotel outside Amsterdam as part of expansion

By **Pete Hayman**

Holland-based hotel operator citizenM has launched its third property – and its first outside Amsterdam – with a new 198-bedroom site in Glasgow.

Located on the corner of Hope and Renfrew Streets, the hotel has been developed in partnership with the Amsterdam-based architects Concrete.

Guests enter the eight-storey citizenM Glasgow through a double-height, glazed entrance leading to the first floor lobby. A canteenM – a kiosk-style cafeteria – is also on offer.

Furnishings by Hella Jongerius, Verner Panton, Jasper Morrison and Vitra – the hotel group's interior design partner – have been used in the public areas, while rooms



The citizenM property includes a bar and a canteenM dining offer

now feature an integrated bathroom, larger closet and vanity units and a built-in worktable.

citizenM chief operating officer Michael Levie said: "Glasgow is actually the number-one conference city outside London, and the UK's second retail destination. And it

has plenty of music, art, shopping, everything. We really like its dynamics."

The Glasgow property forms part of citizenM expansion bid, with a new site due to open on London's South Bank in 2011. A second London property – Tower Hill – will open in 2012.

'UK's largest' restaurant opens

Pan-Asian chain Cosmo is to launch what it claims is the UK's largest restaurant.

With seating for 800 people, Cosmo Croydon is due to open in November and will feature 10 live cooking stations and serve more than 300 dishes.

Cosmo, whose philosophy is to "cook fresh, eat fresh; maximise our menu; entertain as we cook; give value for money; and make our customers feel valued", opened its first restaurant in Eastbourne in 2003.

In addition to Eastbourne, the new Croydon operation will join Cosmo sites in nine other UK locations. Another new site is planned for Swansea and is scheduled to open soon.

Prezzo to 'reactivate' expansion



The restaurant operator has been "encouraged" by recent trading

By **Pete Hayman**

Prezzo has announced it is looking to 'reactivate' expansion plans after reporting an 11 per cent growth in revenue for the 26 weeks ending 27 June.

Compared with the same period in 2009, pre-tax profit increased by 21 per cent to £6.2m – excluding exceptional items worth £164,000. The group also opened seven new properties during the first half.

It follows the recent news that Prezzo had agreed a £3.1m deal to acquire 11 sites from Caffè Uno Brasseries. New restaurants are also scheduled to open in Aberdeen, Glasgow and Milton Keynes.

Prezzo chair Michael Carlton said: "We are encouraged by the level of trading that we have seen in recent months and this has given us the confidence to reactivate our wider expansion plans."



Restaurant and pub groups have seen trading grow this summer

Summer sales up at UK eateries

Operators report like-for-like increase during August

By **Pete Hayman**

Some of the UK's leading restaurant chains and pub groups have seen like-for-like sales increase by 1.5 per cent in August, compared with the same period last year.

Figures for August, which have been revealed in the latest Coffer Peach Business Tracker, follow a 1.9 per cent and 1.4 per cent increase in July and June respectively.

Total sales – including those from new openings – grew by 2.9 per cent compared with August last year. However,

like-for-like sales during August 2010 declined by 16.1 per cent, compared with July.

The monthly tracker figures – produced by Peach Factory in partnership with KPMG, UBS and Coffer Group – monitor the performance of 17 UK groups, such as Whitbread and Tragus.

Jonathan Leinster of UBS said: "We expect that when new menus are introduced this and next month, operators will engineer their food offering to incorporate price rises. This will be done to anticipate the January VAT rise, at least in the food mix of the businesses."

BBPA calls for reduction in red tape

The government's plans to overhaul licensing laws could result in more red tape for pubs in the UK, according to the British Beer and Pub Association (BBPA).

A number of alternative measures designed to help "streamline decision making and cut red tape" have been proposed by the trade organisation as part of its submission to a Home Office consultation on the issue.

Proposals put forward by the BBPA include ending the need for councils to carry out reviews of licensing policies every three years, as well as supporting measures that prevent below-cost selling.

BBPA has also called for local licensing officers to take over responsibility for making decisions, rather than licensing authorities, in a bid to ensure that the process is efficient and independent.

Booming sector still needs committed staff

Tourism and hospitality's economic impact means skills shortages must be tackled

Britain attracts more than 31 million overseas visitors every year and the hotel, restaurant, leisure and tourism industry is worth more than £75bn to the UK economy, providing 2 million jobs in some 300,000 establishments. Not only is the sector the main – sometimes the only – economic generator in some regions, it is also a key support element in hospitals and nursing homes, schools and colleges, offices and factories and the armed services. And it continues to grow, with more restaurants and hotels opening every year than ever before.

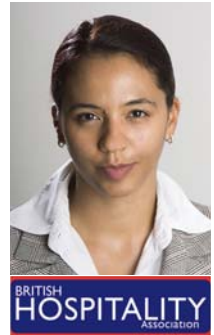
There is hardly a region of Britain that does not benefit from the tourism and hospitality industry. It provides large-scale career opportunities. Yet, as an industry, it suffers from skill and people shortages. Why is this?

Research carried out by Springboard UK, the recruitment and career advisory organisation, tends to support anecdotal evidence: the industry's image of long, unsocial hours, hard work, and poor pay puts off parents, careers advisers and young people themselves. In fact, the industry offers skilled people almost unlimited opportunities and job satisfaction – in craft work, such as the kitchen or restaurant, front of house or back stage, as well as supervisory or management positions.

A trained graduate – the industry actually employs far more women than men – can become a manager of a hotel, restaurant or leisure attraction in their early twenties. The manager of a top London hotel earns a six-figure sum while top line chefs are equally well paid. Talented chefs and customer-service staff are in huge demand and all have the chance to work in the UK or abroad; hotel and catering skills are international.

Although the nature of the 24/7 industry means that many sectors can never close, at the same time, many of traditional employment practices, such as split shifts, are disappearing. A five-day week is now common-place and working conditions have improved so they match the best of industry generally.

As the industry continues to grow, a high and largely unsatisfied demand for skilled labour has inevitably followed. Employers recognise this. They also recognise that the key to maintaining high standards lies in the recruitment of committed staff – in their skilled training and development, in their motivation and in job satisfaction. Better still, skilled motivated staff ultimately lead to higher profits – no bad thing.



UFI IBRAHIM is chief executive of the **BHA**. *Leisure Opportunities* is a member benefit of the **BHA**, for your free copy call **01462 471932**

IN BRIEF

GLL to sponsor athletics meet

► Greenwich Leisure (GLL) has announced a new three-year sponsorship deal with United Kingdom Athletics to support the Crystal Palace International athletics event. The deal sees GLL become official bib sponsors at the two-day event, which attracts a capacity crowd each year along with TV audiences of 2 million in the UK alone.

DLL appoints Make It Rain for new campaign

► Make It Rain has been chosen by David Lloyd Leisure (DLL) to deliver pay-per-click and search engine optimisation services for its 10 European health clubs. The campaign - in Ireland, the Netherlands, Spain and Belgium - follows a successful marketing strategy led by Make It Rain on behalf of DLL at its 78 UK-based facilities. It is hoped that Make It Rain will strengthen DLL's online presence across Europe and help it achieve an increase in membership sales growth by offering sales enquiries on a cost-per-enquiry basis.

Monty Python weekend for Doune Castle

► Monty Python fans from all over the world have travelled to Doune Castle for the 35th anniversary of cult comedy film, Monty Python and the Holy Grail. Fans of the movie, based on the legend of King Arthur, have been visiting Doune Castle since it was filmed there. It is estimated they account for around a third of the 25,000 annual visitors to the 14th century stronghold, which is now open as a visitor attraction. Historic Scotland held the 'First Farewell Monty Python Day' on Sunday 12 September. The event is the latest event to be staged at Doune Castle for Python fans since the first one in 2004.

Belfast marketing campaign launched

New £500,000 initiative to promote Northern Ireland capital as a 'City of Music'

By **Pete Hayman**

A new £500,000 marketing campaign, designed to promote Belfast as a 'City of Music', has been launched by Northern Ireland tourism minister Arlene Foster.

More than 10 million potential UK visitors will be targeted as part of the initiative, which is being led by Tourism Ireland and aims to capitalise on the city's musical heritage.

New advertisements are to run across 60 national and regional radio stations, while the campaign will also target UK users of the Spotify music service and other websites.

Foster said: "Encouraging holidaymakers from Great Britain to come over and enjoy the thriving music and festival



UK visitors will be targeted as part of the new Belfast campaign

scene here in Belfast is an ideal way to promote everything the city has to offer.

"Given the later than ever booking pattern, we still have real opportunities to persuade people to take holidays and city breaks in Belfast and Northern Ireland."

Tourism Ireland chief executive Niall Gibbons added: "We know that hundreds of thousands of British people will take a short break or holiday between now and the end of the year. Tourism Ireland aims to win as much of that business as possible."

BBC and ACE unveil new scheme

By **Tom Walker**

The BBC Academy and Arts Council England (ACE) have joined forces to run a series of master classes and workshops for arts organisations interested in developing their digital skills.

The initiative will see the BBC Academy working with the Arts Council to help arts organisations gain the production skills they need to create and distribute high quality arts content for digital platforms including online, mobile and internet protocol television.

Classes will cover skills including commissioning and producing film and web content, archiving and rights issues, digital marketing and communications, and internet TV. The agreement will also provide opportunities for sharing expertise, knowledge,



Arts Council chair Liz Forgan

research and ideas. ACE chair Dame Liz Forgan announced the initiative at the Media Festival Arts event in London.

Forgan said: "Our partnership with the BBC is about working together to maximise the public value of the arts.

"It's about pooling our expertise to help create the arts leaders of the future and to help arts organisations broaden their skills."

DCM to provide services to Vue

Cineworld's screen advertising company, Digital Cinema Media (DCM), has entered into an agreement with rival cinema chain Vue Entertainment to offer on-screen services.

The new contract, which will cover all Vue Cinemas throughout the UK, will come into effect from 1 January 2011 when the existing arrangements that Vue currently has in place for the provision of cinema screen advertising is due to expire.

DCM is a joint venture partnership between Cineworld and Odeon cinemas, formed in July 2008, to provide services in respect of on screen advertising in cinemas.

BADGER ME!®

Before you buy
your next name badge!

**When it comes to a
great deal, nothing
is ever black & white**

...except when you deal with Badgemaster,
Britain's favourite badge maker!
Established over 18 years, Badgemaster is
Britain's number one for all round value
and service.

- No pre-payment or contractual commitment required
- No minimum order quantity
- Your same fixed price per badge for all subsequent orders regardless of quantity
- Immediate replenishments for new starters
 - Free, expert design service & samples
- Design & order your own badge online instantly!
- Tailor made ordering, invoicing & management reports to suit you
- Hassle-free roll-out & seamless transfer of supply

**Badger Gilbert to beat your
current deal and see how much
money he could save you.**

For your quick, fixed-price quotation
with **FREE SAMPLE PACK**

call Gilbert on: **01623 723 112**

www.badgemaster.co.uk



Gilbert the Badger is a trademark of Badgemaster Ltd
(No badgers were harmed in the making of this ad).



Badgemaster®
Britain's favourite badge maker!

Email: gilbert@badgemaster.co.uk

Hazelford Way Industrial Park Newstead Nottingham NG15 0DQ



IN BRIEF

Council unveils new-look theatre

► Merton Council has unveiled the revamped New Wimbledon Theatre, London, following a two-month programme of work to improve the venue's exterior. More than £177,000 has been spent on the Grade II-listed theatre's facade, which saw work commence in July and has seen the return of the 100ft (30.5m) statue of Laetitia, featuring a gold leaf. Installed in 1910, the statue was removed temporarily during World War Two before being replaced in 1991.

ACW withdraws Gwent Theatre funding

► Abergavenny-based theatre group Gwent Theatre has lost its appeal against the Arts Council of Wales' (ACW) decision to axe funding support worth £250,000 a year. According to the BBC, the company may have to start issuing redundancy notices to its 40 workers after the funding agency removed Gwent Theatre from its list of revenue funded arts organisations. The group employs six full-time staff, as well as a number of contract-basis workers but has warned it could face being wound up unless the shortfall can be met.

Preston's PAD Gallery to shut

► Preston City Council (PCC) has announced that the city's Art and Design (PAD) Gallery is to close. From the end of October, the Birley Street gallery will shut before being fully wound down in December. Anthony Gornall, PCC's cabinet member for environment and regeneration, said: "Everyone knows that public funds are under such huge pressure at the moment and we have to look at all areas of council spending." PAD first opened in 2006 in Church Street and was set up through government funding.

MA issues Renaissance cuts warning

Museums body warns regional collections could be 'banished back to the basement'

By **Tom Walker**

Proposed government cuts to the Renaissance programme will "banish regional museum collections back to the basement", according to the Museums Association (MA).

Renaissance, which was launched by the Museums, Libraries and Archives Council (MLA) in 2002, has helped increase visitors to regional museums by 40 per cent.

An MA survey to assess the potential impact of cuts to Renaissance has found that collections care and access will suffer if the programme is axed.

Museums warned that a 25 per cent cut in funding would mean "fewer loans, fewer temporary exhibitions, exhibits



Regional galleries and museums are set to suffer from the cuts

banished to the storeroom and tired, unchanging displays".

Research also indicated that almost half of museums facing cuts would consider introducing or increasing charges, which would further restrict public access to collections.

MA director Mark Taylor, said: "Museums won't have enough money and staff to bring the collections to life. 100 per cent of responding museums said they would be forced to reduce school visits, events, activities and outreach."

Cash boost for Colwyn Bay theatre refurbishment

By **Pete Hayman**

A historic theatre and cinema in Colwyn Bay is to benefit from restoration work after the Welsh Assembly Government approved £500,000 of funding.

Theatr Colwyn, which is owned and operated by Conwy County Borough Council, has received £500,000 as part of the North Wales Strategic Regeneration Area Programme.

The council has also agreed to contribute £238,000 as part



The venue is to be refurbished

to help transform the 125-year-old venue – one of the oldest operational cinemas in the UK.

Work will include a complete overhaul of the front-of-house areas and improved disabled access. The work will see Theatr Colwyn close until spring 2011.

Phil Batty, the venue's manager, said: "Theatr Colwyn has been at the heart of Colwyn Bay since it first opened and our long-term aim is continue redevelopment work until we are at the stage when we can accommodate larger productions and offer more to our loyal audience."

New-look RSC theatres poised for November opening

The Royal Shakespeare Company (RSC) has confirmed that the Royal Shakespeare and Swan Theatres are to reopen on 24 November, following a four-year redevelopment as part of its £112.8m Transformation project.

The building will feature a new 1,000 seat thrust stage auditorium; 36m-high tower; new

exhibition spaces; new places to eat and drink, including the Rooftop Restaurant and Riverside Café and terrace and restored 1930s features.

Visitors will be able to take part in a series of preview events and activities to test the spaces, while *Matilda*, *A Musical* plays at The Courtyard Theatre throughout the opening period.

Study shows golf tourism upturn

New KPMG research reveals signs of recovery across the global market

By **Tom Walker**

More than half of golf tour operators have experienced an increase in customers booking golf holidays with them in 2010.

In total, 54 per cent of the 120 golf tour operators surveyed said there had been a noticeable increase in demand, while 38 per cent had experienced a decrease.

The figures come from the *Golf Travel Insights 2010*, published by professional service firm KPMG's Golf Advisory Practice.

While the results are generally positive, 42 per cent of tour operators noted that average expenditure on golf holidays had reduced, indicating lower prices in the market and greater cost consciousness among customers.

The results also indicate the effects of currency exchange fluctuations on demand in certain countries, including the UK where the devaluation of the British pound versus



The UK is among the prospering markets

the euro resulted in a drop in outbound tourism, increasing demand for domestic golf travel.

In the report, KPMG also predicts that established destinations, such as Spain, Portugal, the UK and Ireland will continue to dominate the golf travel market.

BAA reports decline in passenger numbers



Stansted saw passenger numbers decline

By **Pete Hayman**

Airport operator BAA has posted a 0.6 per cent decrease in the number of passengers it handled during August, when compared with the same period last year.

Passenger numbers at the group's three Scottish airports – Edinburgh, Glasgow and Aberdeen – decreased by 4.2 per cent overall, while London Stansted reported a decline of 6.1 per cent.

However, London Heathrow numbers grew by 2.5 per cent in the period, driven mainly by European scheduled traffic.

New initiative to help boost Scottish tourism

A new £100,000 initiative has been unveiled by the Hospitality Industry Trust (HIT) Scotland to boost standards across the hospitality and tourism sectors.

The Emerging Talent Scholarships programme will provide chances for the 184,000 people currently working within the industry to embark on a range of courses and experiences across the world.

Around 100 scholarships will be offered during 2011, which it is hoped will generate an additional £1m for Scotland's £4.1bn tourism economy through promoting best practice and improving staff retention.

Work placements will include opportunities in Michelin-starred kitchens and at six-star resorts in Dubai.



**leisure media
STUDIO**

Industry-leading marketing and design services

With more than 30 years' experience, **leisure media studio** will work with you to create bespoke print and web solutions to power your marketing

- Web design
- Email marketing
- Contract publishing
- Graphic design
- Digital turning pages
- Image retouching
- Illustration
- Advertising design
- Direct mail
- Print

LET US QUOTE YOU

Contact Tim Nash
Tel +44 (0)1462 471917
timnash@leisuremedia.com

IN BRIEF

Funding boost for Durham Wildlife Trust

► Premier Waste Management has contributed £210,000 towards the local wildlife trust's bid to revamp Milkwellburn Wood in the Derwent Valley. The funding – made through the County Durham Environmental Trust – will allow Durham Wildlife Trust to undertake work to deliver a 'green corridor' along the valley. Premier Waste Management chief executive Steve Scott said: "We saw Milkwellburn Wood as an opportunity to increase the biodiversity in the region."

HLF grant for Yorkshire nature reserve

► Staveley Nature Reserve in North Yorkshire has been awarded £474,600 by the Heritage Lottery Fund. The money will be used by the Yorkshire Wildlife Trust (YWT), which has owned the 40-hectare (98.8-acre) site north east of Knaresborough since 2002, to buy adjoining land and double the reserve's existing size. The scheme features plans to improve the site ecologically and run programmes to enable the public to play an active role in its management. Up to 100 volunteers will have the chance to take part in the YWT's two-year vision of a "living landscape".

Fully-restored canal unveiled in Droitwich

► Droitwich's Barge Canal has welcomed its first boat for around 80 years, following work to restore the Worcestershire waterway. The scheme forms part of wider efforts to create a 21-mile (33.8km) "cruising ring" in the county, with just the short link of the Junction Canal left to open in 2011. Both the Barge and Junction waterways have been restored as part of a £12m project funded by the Heritage Lottery Fund, Advantage West Midlands and local authorities.

Athletes' Village park scheme unveiled

ODA announces plans for "extensive" wetlands as part of 10-hectare development

By **Pete Hayman**

An "extensive" wetlands park is to be created at the London 2012 Athletes' Village under plans unveiled by the Olympic Delivery Authority (ODA).

The first phase of work has now started on the landscaping and public realm project, which will lead to the creation of a 2.5-hectare (6.2-acre) wetland park featuring three ponds and two marshland areas.

In total, the ODA's proposed parkland will cover a 10-hectare (25-acre) area to complement 2,818 new homes that will be provided in Legacy mode. Play areas and open spaces feature among the plans.

Open spaces within the Athletes' Village site will be created in addition to the landscaping work already



A 2.5-hectare wetland park is at the heart of the ODA's proposals

being carried out across the Olympic Park to create one of the UK's largest new urban parks for a century.

ODA chair John Armitt said: "The Athletes' Village will not only deliver essential new homes for Londoners, it will create new parks, trees, play areas and open spaces that can

be enjoyed by new and existing communities for generations to come.

"The construction of the Village is firmly on track and with landscaping works now underway, we will start to see a series of new green open spaces take shape between the new homes being built."

YDNPA unveils new Way of the Roses cycle route

By **Tom Walker**

The new 170-mile (273.6km) Way of the Roses cycle route from Morecambe to Bridlington has been unveiled, with, the 11 September launch date coinciding in with the 15th anniversary of the National Cycle Network (NCN).

The latest of seven UK 'coast to coast' routes to be created as part of the Sustrans-developed NCN, the new Way of the Roses will enable cyclists to travel via Lancaster, the Yorkshire Dales National Park, the Forest of Bowland, Nidderdale, Ripon, York and the Yorkshire Wolds.

The name of is a play on the War of the Roses, which was fought between the houses of Lancaster and York between 1455-1485. However, Andy Ryland, transport and visitor



The coast to coast route will run from Morecambe to Bridlington

management officer for the Yorkshire Dales National Park Authority (YDNPA), said the project was a "great collaboration" between local authorities in Lancashire and Yorkshire.

Ryland said: "The YDNPA, Lancashire County Council, The Forest of Bowland Area of Outstanding Natural Beauty and North Yorkshire County

Council and other partners from both sides of the county have all contributed to bringing the Way of the Roses cycle route into being.

"We believe the route will bring more people into the National Park in a sustainable way to enjoy its special qualities – and help the local economy at the same time."

EXPRESSION OF INTEREST

Management of Leisure Centres Runnymede Borough Council

Runnymede Borough Council has been considering the options for managing, operating and developing its Leisure Centres at Egham and Addlestone. Information about these facilities and the Council can be found at www.runnymede.gov.uk.

The Council's preference is for a non-profit distribution organisation and invites expressions of interest from any organisations generally with suitable qualifications or experience. Information that will be required include:

- Reference from all organisations you have provided services to in the last 10 years.
- Details of how you set up a local community focused organisation.
- Confirmation that a non profit distributing organisation will be providing the service.
- All existing staff would transfer under existing terms and conditions including admitted group status to the Council's pension scheme.

The Council's existing leisure team will be expressing an interest through the creation of a locally based charitable trust

For a pre-qualification questionnaire and further information contact:

Chris Hunt, Head of Leisure, Runnymede Borough Council,
Civic Offices, Station Road, Addlestone, KT15 2AH or by
e-mail: chris.hunt@runnymede.gov.uk

Closing date for the expression of interest is Monday 18th October 2010



Savills Oxford
kgriffiths@savills.com
01865 269000

savills.com/leisure

savills



Award winning chocolate themed visitor attraction with adjoining farmhouse Llanboidy, Carmarthenshire

Llanboidy 2 miles, Whitland 7 miles

- Chocolate factory
- Cafe & two shops
- Office and storage areas
- 6 bedroom farmhouse

About 30 acres

Guide £1.2 million



Birmingham City Council

MODERNISATION AND MANAGEMENT OF BIRMINGHAM CITY COUNCIL'S GOLF SERVICE

Birmingham City Council ("the Council") is seeking an innovative partner to modernise and manage its golf service under a minimum 25 year lease and operating agreement. This procurement is for the provision of a management, operation and maintenance partner to take responsibility for the ongoing operation and development of the facilities ("The Facilities"). The Facilities include six 18-hole courses at Boldmere, Cocks Moors Woods, Hatchford Brook, Hilltop, Lickey Hills and Pye Hayes and one 9-hole course at Harborne Church Farm, golf clubhouses, pitch-n-put courses, pro-shop and catering and restaurant facilities. The Council also provides grounds maintenance and green keeping for the golf course in-house and is seeking proposals for this service as part of this procurement.

The Council through this procurement is seeking to obtain investment in the facilities, a rental income, increase participation in golf and widen access to the facilities for all people in the City.

The estimated value of this procurement is in the region of between £47 million and £188 million. These figures have been calculated using the current annual sales from green fees and season tickets, over a period of between 25 - 99 years.

The aim of the contract is to develop golf into a 'fit for purpose' and sustainable sport for future generations to enjoy.

The successful partner will provide or (arrange for the provision of) "Services", which will include but not be limited to the development and delivery of an investment programme to improve the quality and sustainability of the golf service together with, as appropriate, complementary leisure and development packages, facilities management, grounds maintenance, bar and catering and sports development.

This project is being procured using the Competitive Dialogue route. Further information on the process will be given at Invitation to Participate in Dialogue stage

If you are interested in applying to be on the tender list please contact:

Mrs M Samrai, Corporate Procurement Services, 1 Lancaster Circus,
PO Box 10680, Birmingham B4 7WB

or by e-mail to procurement.info@birmingham.gov.uk or by fax on 0121 303 7322.

Please quote reference F132 on all correspondence.

Requests to participate must be by way of completion and return of the pre-qualification document no later than 17:00 (GMT) on Wednesday 13th October 2010.

For more information contact Andrea Webster tel. 0121 464 4726 or email andrea.webster@birmingham.gov.uk

Trafford Council



**TRAFFORD
COUNCIL**

DEVELOPMENT OPPORTUNITY

Altrincham, Cheshire WA15 7LP

Trafford Council are inviting Expressions of Interest from suitably experienced Private Sector Partners to bring forward ideas for the development / redevelopment of a current leisure based site, convenient for the M56, Manchester Airport and Altrincham Tram Station.

The site is surrounded by an 18 hole public golf course and lies within an area comprising:-

- Recently refurbished Grade II listed pub / restaurant (not Council owned)
- Leased golf clubhouse, driving range and ancillary stores
- A range of other buildings either vacant and in need of refurbishment or on short term leases

In addition to improved / extended golf leisure facilities, permissible development may include a hotel, office space or residential / business units. The area is Green Belt and special circumstances (e.g. recreation and environmental improvements) would be needed to justify the development.

An information pack is available containing details of the opportunity by emailing: estates@trafford.gov.uk

leisure property news

Visit leisureproperty.com for the latest news on Properties, developments, tenders and investment.

IN BRIEF

Rochdale regeneration plans handed boost

► Plans to regenerate Rochdale have been boosted after the local council's preferred development partner Genr8 Developments secured a deal with property investor Kajima Partnerships. An outline planning application for the transformation of the town centre – part of a £250m investment – will now be drawn up by Genr8, which will include a new hotel and retail units.

New Fleetwood pier plans revealed

► Wyre Borough Council (WBC) has revealed revised plans for the redevelopment of Fleetwood's former pier site. Original proposals drawn up by SDMK Design and submitted by Simmo Developments earlier this year were deferred after the scheme received feedback from English Heritage and Lancashire County Council. The revised plans include a 43-bedroom hotel; restaurant/café units; a bar; leisure and gym facilities; and retail units.

Farnham leisure scheme approved

► The secretary of state has granted planning consent following a call-in inquiry to The Stax Group for a mixed leisure scheme in Farnham, Surrey. The 20-acre (8.1-hectare) site will include a new 80,000sq ft (7,400sq m) indoor leisure facility housing a swimming pool, a large health and fitness club and sports courts. Outdoor facilities will include tennis courts, four full-sized football/rugby pitches, a multi-use games area and a new bowls green.

Deal secures Halifax scheme's future

£35m agreement to allow developer to push ahead with new Broad Street Plaza

By **Pete Hayman**

A property funding deal worth £35m has helped to secure the future of a mixed-use regeneration scheme in the centre of Halifax, West Yorkshire.

Santander Corporate Banking has revealed that it will fund the leisure and hotel phase of the £50m Broad Street Plaza project, which will be led by Gregory Projects – part of the Leeds-based Gregory Group.

The first phase of the 277,000sq ft (25,734sq m) scheme will include a ten pin bowling facility; a nine-screen cinema operated by Vue and a JD Wetherspoon pub. A 100-bedroom Premier Inn hotel with 7,000sq ft (650sq m) restaurant; a Frankie and Benny's outlet; and a health centre also feature in stage one.



The mixed-use complex will boast a cinema and bowling facility

Phase one is due to be completed in March 2012, with Marshalls Construction named as main contractor.

Gregory Projects managing director David Brimblecombe said: "To secure a funding deal of this size on a major mixed used scheme in the current climate is fantastic news."

James Espley of Santander's West Yorkshire Corporate Business Centre added: "The development has already proved to be very popular with more than 70 per cent of the scheme pre-let and I am confident that it will be a major attraction for visitors to Halifax for many years to come."

Geronimo buys Square Mile pub

Pub operator Geronimo Inns has expanded its London estate with its first property located within the Square Mile for an undisclosed sum.

The Broadgate Exchange will be renamed The White Horse from mid-October following the deal, which adds to the group's 25 pubs within London and the M25.

An outdoor terrace will be created as part of a £300,000 investment in the property, which will adopt Geronimo's existing food-led model.

Swansea scheme moves forward

By **Pete Hayman**

Plans for the regeneration of Swansea's Hafod Copperworks site have moved forward after the local authority revealed that it was in talks with a potential development partner.

Swansea Council launched a search for a developer to lead the scheme in May and now plans to work alongside the potential partner to draw up a feasibility study and explore possible funding sources.

The council's vision for the 12-acre (4.9-hectare) site – close to the River Tawe and the Liberty Stadium – includes a hotel, a restaurant, the



The copperworks shut in 1980

restoration of historic buildings and new interpretation features.

Swansea Council leader Chris Holley said: "It's encouraging that we've received interest in our vision from a potential development partner despite the gloomy economic climate."

Hospitality & Leisure

Specialist Property Services

**Valuations, Sales, Aquisitions,
Rent Reviews, Expert Witness.**

Contact: Colin White
colin.white@edwardsymmons.com

London • Bristol • Leeds • Liverpool • Manchester • Plymouth • Southampton

**Edward
Symmons**

020 7344 4500

www.edwardsymmons.com

UK and international
property experts
covering all sectors of the
leisure and hotel industry

Alan Plumb
+44 (0) 1865 269000
aplumb@savills.com
savills.co.uk/leisure

savills
savills.com

Rating • Planning & Site Licensing

**CHARLES
F.JONES & Son** LLP
CHARTERED SURVEYORS

**Leading Professional Advisors
to the Leisure Industry
for over 70 years**

Charles F Jones & Son LLP

01244 328141 www.cfj.co.uk

16 Grosvenor Court Foregate Street Chester CH1 1HN

Valuations • Sales & Acquisitions

HL HUMBERTS LEISURE

specialist professional
leisure property expertise

- | | | |
|------------------|---------------------------|--------------|
| ■ Sales | ■ Planning | ■ Purchases |
| ■ Rent reviews | ■ Arbitrations | ■ Rating |
| ■ Lease renewals | ■ Expert witness | ■ Valuations |
| ■ Consultancy | ■ Viability & feasibility | ■ Funding |

London +44 (0)20 7629 6700 South +44 (0)1962 835 960
North +44 (0)1756 799 271 South East +44 (0)1273 325 911
South West & Wales +44 (0)29 2022 6892

www.humberts-leisure.com

Fortnightly leisure
recruitment, training,
property and news
publication which
gets you the right
job or the perfect
candidate for
your vacancy



subscribe online:
www.leisuresubs.com

Forthcoming LPF events



Autumn 2010 Schedule

**Make a note in your diaries for our
autumn schedule of forthcoming events.**

These are as follows:

**THE PUB MARKET IN 2010 - as seen from a regional
brewers perspective**

Thursday 28 September 2010

WHEN HEALTHCARE MEETS HEALTH & FITNESS

Tuesday 12 October 2010

PLEASE NOTE THIS IS A CHANGE OF DATE

**CHILDREN'S ENTERTAINMENT CENTRES -
the latest developments in the CEC industry**

Wednesday 10 November 2010

HOTELS IN 2010 - what are the successes?

Tuesday 30 November 2010

TO BOOK OR FOR MORE INFORMATION CONTACT:

Michael Emmerson, LPF Administration

E: info@leisurepropertyforum.org

T: 01462 471932 **F:** 01462 433909

W: www.leisurepropertyforum.org

**RESTRICTED
NUMBERS**
BOOK EARLY TO AVOID
DISAPPOINTMENT

**To book your
advertisement in the**

**Leisure Opportunities
Property Directory**

call Simon Hinksman on

+44 (0)1462 471747

Jumping into leisure

As an increasing number of young people are looking for a career in the leisure industry, we look at what you need to know to make sure you're ahead of the field – and to help you make those crucial first decision

PHOTO: WWW.SPORTENGLAND.ORG

There has been a boom recently in the number of career openings within the leisure and tourism industry. According to the latest Job Index report, by specialist recruiter Reed, there were more vacancies across the sector during July 2010 than at any time since December 2009.

This is further evidence that parts of the leisure industry have weathered the recessionary pressures relatively well. The advent of "staycationing" has helped tourism and visitor attraction businesses in the UK, while funding pledges made by the previous government have ensured that active leisure, sports, recreation and play have continued to see healthy investment in facilities and employment schemes.

However, as the new coalition government has pledged to cut the UK's deficit – currently £156bn – by around £80bn over the next four-years, it is clear that the leisure industry will need to "do its part" in the cost cutting. This in mind, we've had a look at the different options open to school leavers

and final year undergraduates hoping to find a career in leisure. Over the next few pages you will hopefully find some useful information to bear in mind while mulling over what to do next.

SCHOOL LEAVERS

Making the right choices as a school leaver can prove to be vital, with the right preparation going a long way to helping

“For those interested in fitness, there are plenty of training providers offering courses”

you achieve your ambitions. And the great thing is that there are plenty of options out there that cater for different learning styles, as well as satisfying your aspirations.

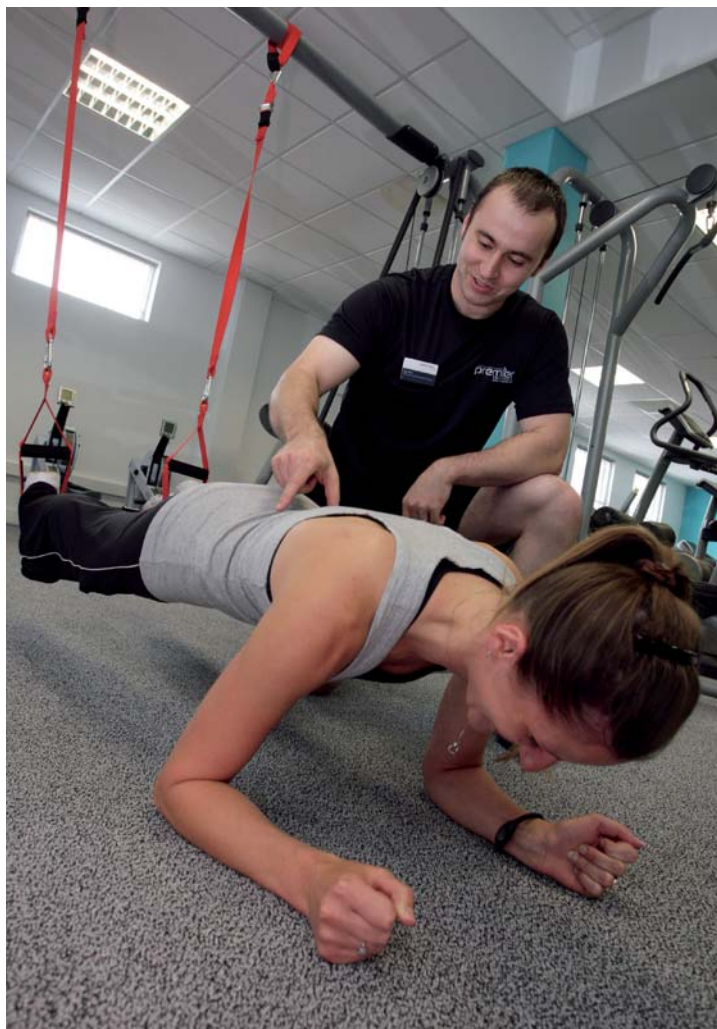
For some, entering the leisure industry will take the form of a course at one of the many universities and higher education institutions across Britain, while others may

see continued education as less preferable. For those individuals, there are training companies that will provide dedicated bespoke training, tailored to the needs of your preferred sector. But whichever path you feel is best for you, the aim is still the same – to get a job that you want to do.

The right degree

A large number of higher education institutions offer expertise in at least one field of study. It is useful to consider this when you come to decide where to go if you are continuing with your studies. Of course, there are a number of other factors which will probably influence your choice, but remember that gaining a qualification is all about maximising your employability at the end of the course.

According to the Universities and Colleges Admissions Service (UCAS), for example, there are more than 1,800 sports-related courses on offer this year at institutions from Aberdeen to York. The sheer volume emphasises the importance of choosing



wisely! Further more, a 10.4 per cent rise in accepted applicants for 2008 entry demonstrates the level of competition that you'll face when trying to establish yourself as a front-runner when you come to apply for a job upon graduation.

Of course, further education is not to everyone's tastes. There may well be some of you who are relishing the chance to kick-start your career straight away, although training requirements will differ from sector to sector. For those interested in health and fitness, there are plenty of training providers on hand to offer you the skills necessary to enter the sector. Lynda Brown, head of marketing at Lifetime, a training provider, said that the company provides training that is specifically designed to get you into the industry.

"Programmes are designed in conjunction with operators, and Lifetime has consulted with a number of operators to meet the needs of the industry.

"Most school leavers would be looking at the Level 2 Fitness Instructor programme, ➔

Premier Training International is just one of a number of companies offering health and fitness training

CHOOSE YOUR SHOES!

16-18?
IN JUST 15
WEEKS YOU
COULD BE A...



- ✓ **FITNESS INSTRUCTOR**
- ✓ **LIFEGUARD**
- ✓ **SPORTS COACH ASSISTANT**
- ✓ **LEISURE ATTENDANT**
- ✓ **ACTIVITY LEADER**

OVER 18? NOT SURE IF YOU QUALIFY?

We still have some great options, with guaranteed interviews! Call us and we'll help you work it out!



TO FIND OUT HOW
CALL 0845 123 8530
WWW.LEAPINTOLEISURE.CO.UK





A university degree will give you the theory, but you will be expected to have practical experience too

- but we also offer lifesaving and leisure operations programmes too. Many of the big fitness employers are in favour of vocational training and we work hard to help people find paid work at the end of their training via our dedicated placement department. Fitness is a fun industry which has continued to grow throughout the recession and offers great career prospects for young people."

Lifetime has been appointed as the Centre of Excellence for Fitness by the National Skills Academy (NSA) for sport and active leisure, offering an employer-led training initiative in a number of locations across the country that is entirely government-funded. The scheme could see you as an accredited fitness instructor in a matter of weeks through a combination of classroom-based learning and on-the-job experience.

There are certain career paths, however, that require a little extra preparation before you can realise your ambitions. There's absolutely no reason why that should hold you back though, particularly if you fancy a career that also satisfies a desire to travel the world. Steiner, for example, actively seeks beauty, spa and fitness professionals for positions on cruise ships that sail to all corners of the globe, one of the less conventional ways to earn a wage.

Although prospective applicants usually have to be 18-and-a-half years old and need to hold relevant NVQ Levels 2 and 3 qualifications, Steiner's head of international recruitment, Eva Yarbug, reveals that the eventual opportunities that await could be seen as unparalleled.

"Working with Steiner encourages personal growth and independence. Plying your



An apprenticeship is something that is much more direct and much more specific to the job role

trade on board is an education itself, and working at sea gives you a free ride," she explains. "The ideal candidate will be someone who has the ability to adapt to different situations.

"In return, we offer wide-ranging opportunities to progress your career. These include managing a cruise-line spa; supervisory roles; and training positions at the Steiner Training Academy, as well as working in a land-based spa."

APPRENTICESHIPS

Apprenticeships 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, especially 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.

Nigel Wallace, training director at Lifetime, says university shouldn't always be seen as the best choice. "An apprenticeship is something that is much more direct and much more specific to the job role. In many cases if you look at what the employer wants, they want somebody who can be confident, effective and successful in the role they've employed them for. The apprenticeship gears them up to do just that."

INTERVIEW DEBRA STUART Chief executive, Premier Training International (PTI)***What advice would you give to a school leaver looking to begin a career in leisure?***

The leisure industry is a vibrant and exciting industry in which to work and while the level of pay coming into the sector is not particularly exciting, the opportunities to carve out a rewarding career and quickly climb the ladder to success are vast. Employers in this sector need hardworking individuals who have the essential knowledge and skills but also positive and upbeat personalities. Get yourself a valuable qualification, a pool lifeguard qualification or a gym instructor qualification and you will be almost guaranteed work.

What about a graduate who might have theoretical knowledge but lack practical skills?

Approach a training provider and ask them to give you accreditation for prior achievement, so removing the need for you to complete various aspects of the course. Look for a vocational skills course which is appropriate to you. Distance study or blended learning courses will enable you to work at your own pace, provide flexibility of learning and you can often fast track to the practical elements of the course.

How important are apprenticeships?

Apprenticeships are a great opportunity for employers to up skill their workforce at a relatively low cost. Work based assessors control the pace of the learning and are able to adapt the programmes to suit individual learner needs. The key to success is to ensure the training provided within the Apprenticeship framework is high quality and fit for purpose. Learners and employers need to see a clear

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

pathway for progression and achievement.

Has the recession affected the number of people enquiring for leisure-based training?

PTI has seen an increase in the number of enquiries and course bookings during the past two years. Interestingly, our part-time courses have significantly increased in popularity. We have seen a large number of people spending redundancy money on training for a new career and also people who want to train for a second job such as personal training in the evening.

What new courses are you introducing at PTI over the next 12-18 months?

Next year we will launch our second Level 4 qualification for the management of diabetes and obesity together with a range of CPD courses including Kettle Bell 2 (advanced level), Power Clubs and Suspension Training. In addition we will shortly be offering a range of National Academy of Sports Medicine (NASM) entry to sector qualifications as well as an exciting up skilling two day workshop focusing on the fundamentals of the NASM Optimum Performance Training (OPT) model.

What are the current trends in health and fitness?***Have you identified the 'next big things' that youngsters and trainees coming into the fitness industry should know about?***

The industry is seeing a big shift from fitness to wellness, with the ever increasing statistics in obesity, diabetes and degenerative diseases and an increasing older adult population, personal trainers and fitness instructors need to widen their knowledge and skills base to deal with these groups. While the statistics are grim, the situation presents excellent opportunities for fitness professionals who now have an opportunity to reach out to these groups and deliver fitness instruction away from the traditional gym environment. Fitness professionals are always looking for something new to add to their services. Last year Kettlebell courses were our biggest seller. This year its Power Clubs and suspension training.



Fitness staff working in modern gyms are expected to have a range of skills

Service (NAS) to help employers source prospective apprentices, as well as to offer advice and guidance to youngsters looking for a placement.

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. ➔

CASE STUDY Tom Waterworth, Personal trainer & fitness coach, Fitness First



Tom Waterworth, 19, from Leeds talks to Leisure Opportunities about his route to employment through a fitness instructor apprenticeship programme. Since dropping out of his A Levels, Tom gained full time employment as a result of his apprenticeship with Lifetime. This year he joined a team of 20 former apprentices to give advice and motivational talks to other aspiring apprentices

What is your current role?

I am currently a personal trainer and fitness coach at Fitness First in Pontefract, Leeds.

What does your typical day-to-day include?

I meet new people on a daily basis through my classes and personal training. It's my responsibility to examine my clients' lifestyles, create tailored exercise programmes and demonstrate correct exercise techniques. Understanding their goals is key; they may like to tone, lose weight, or simply develop a healthier lifestyle. A personal trainer also plays an important role in motivating and supporting their client.

How easy was it to find a job?

Completing my apprenticeship with Lifetime, the Centre of Excellence for Fitness (CEFF) certainly opened the doors to my fitness career. Without the course, I would have found it extremely difficult to get my first job in the industry. I would have lacked the all important 'on the job' experience. After just a week's voluntary work placement during my apprenticeship, I was offered a full time, paid position as a fitness instructor.

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

At 18, I dropped out after the first year of my A-level in sports science; the course was too theoretical and I struggled to see a clear route into employment. On a more personal level, I was once out of shape myself and I had to

train hard and eat well to achieve my goal. It was difficult; I had to do my own research on food and training. To settle my own interest in health and fitness and to pave a successful career, I began my apprenticeship. As a proactive person, I complimented my apprenticeship studies with personal research. I learned through books, tried and tested methods and asking people; I tried everything until I got it right and it changed my life when I reached my goals and I felt amazing.

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

It was great to study in an adult environment and not be treated like a kid. What's more, there was plenty of gym-based, practical work, so I knew that my job prospects would be much better upon finishing the course. The tutors were brilliant; they have helped me so much and they still help and support me now, after I have finished the Apprenticeship! You get the opportunity to earn whilst you learn, do something you are passionate about, gain genuine life experience, learn from experts in the path you choose, and you get your foot on the career ladder.

What advice would you have for young people looking to get into the industry?

Enjoy yourself, and grab every opportunity you can get! I took an opportunity from Lifetime who offered me an apprenticeship after I

applied online; it has just got better from there. I have finished my advanced apprenticeship and I am now doing a job I love!

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

I don't think I would change anything – I had a great time gaining my qualifications and now I'm looking to even more bigger and better things. Ultimately, I want to run my own gym. I know it's going to be a lot of hard work, but I love it, so fingers crossed!

I also want to learn more about nutrition. Healthy diets play a huge part in health and fitness, so to be able to apply that knowledge to my PT clients will be fantastic!

Is working in the leisure industry what you expected?

Yes – and more! The knowledge I have gained through my Apprenticeship with Lifetime has shaped my career and now, seeing how happy my clients are, knowing that I helped them along the way...that is what motivates me! It's amazing that I can make such a difference to someone's life. The leisure industry is a fast-paced sector; you meet so many different people, get to keep fit whilst working, and also I get to wear my trainers to work!

And the worst?

People in it just for the money! It's good to want money – there's much to be made in this sector, but I believe you need genuine passion.

► GRADUATES

Obtaining a university qualification is one battle – putting it to effective use to follow your dreams is another.

As you approach the end of your course of study at one of the many higher education institutes (HEI) across the UK, it is only natural to have feelings of anticipation and excitement for the future.

Similarly, there will probably be a mood of slight disappointment that comes with having to leave the student life behind – we've all been there.

To make the transition easier, let's first sweep aside the bad news – in recent years, there has been an increase in the number of young people obtaining a degree

qualification. Between 2006-07 and 2007-08, the number of first degree graduates jumped by 5 per cent, according to the latest stats from the Higher Education Statistics Agency. More graduates means more competition for jobs.

But don't focus on that – take comfort in the good news that there are plenty of options available to help push you towards the front of the queue when it comes to getting your foot on the first rung of the leisure career ladder. The path you choose to follow will depend on your desire, inclination and, perhaps also, circumstance; the bottom line being that nothing need stand in your way to fulfil your career aspirations.

University challenges

By now, your HEI may have already made you aware of the postgraduate courses on offer when you have completed your degree qualification. Moving into further studies can help to provide additional skills in the particular discipline you are looking to pursue. Funding postgraduate study can appear to be a barrier, but the short-term burden of taking on more debt before you've even started negotiating your undergraduate deficit can prove to be beneficial over the longer term.

Places on most postgraduate courses will be hotly contested, but the incentive is there to prove your worth and push hard with an application.



Merlin Entertainments runs a very highly-regarded graduate management scheme that takes new trainees each year

The Institute of Travel and Tourism, the Institute of Hospitality and Museums Association can help you, as will sector skills councils such as SkillsActive and various National Skills Academies where appropriate.

With more people now going to university, it is useful to view your degree more as a stepping stone rather than the end of your educational process. It is not so much the beginning of the end, more the end of the beginning, and throughout your career, you will always keep learning and progressing. Above all else, you're about to cross a threshold into the most exciting stage of your life and it has the potential to be whatever you want it to.

MAKE YOUR OWN CHOICES

Ultimately, perhaps the most vital thing to remember as you make some of the most important decisions of your life is that there is no right or wrong answer. There is no 'one-size-fits-all' approach to entering the leisure industry, allowing you the opportunity to carve a path that you want to follow. And by taking the time now to examine all options available to you in plotting your route towards your dream job, you'll give yourself the best possible chance.

Whether you want to pursue a career in sport, hospitality, tourism or attractions, advice will always be within reach should you need it, be it through your school's career advisor, UCAS or the government's Connexions service. That way, you'll be ready to find the the appropriate training and knowledge needed to ensure that your career in leisure will be a success. ●

To ensure you make the right choices, follow your instincts but also consult with careers advisors

If doing postgraduate study at a university does not seem like the right option for you, then you can consider the alternative options depending on what part of the sector you are looking to enter. Would-be fitness instructors and personal trainers can take advantage of tailor-made schemes offered by training providers,

While not always the case, degrees are often pre-requisites for in-house courses across the leisure industry, and are highly sought after. Gayle Catt, graduate manager at Merlin Entertainments Group, said that the company received more than 700 applications in the UK alone for its next intake in September 2010. Globally, Merlin looks to take on up to 12 applicants.

The group is one of the world's largest attractions operators – it runs the London Eye, Sea Life Centres and Legoland to name but a few divisions of the group. While it's too late to sign up to the 2010 intake, Catt confirmed that pre-registration for the 2011 Merlin Graduate Programme will open in November and provides a two-year training

scheme that provides six-month placements in roles across the business.

"The ultimate aim of the programme is to develop our managers of the future," says Catt. "In four-to-five years, these graduates will be part of the senior leadership team at an attraction, or perhaps even running their own attraction."

With such a diverse portfolio of attractions and the ability to specialise in the second-year of the scheme, Merlin provides a great opportunity for those looking to enter the attractions industry. And if you are successful with your application to the programme, an internal management vacancy may await you on completion of the programme and could attract a starting wage up to £30,000.

To ensure you make the right choices, follow your instincts but also consult with careers advisors at your university. They may not have all the answers you're looking for, but they will help point you in the right direction and ensure you're not left to make uninformed choices.

PEOPLE NEWS

- Anna Hemmings, six-time World Champion Canoeist, has been appointed the newest board member of SkillsActive, the Sector Skills Council for Sport and Active Leisure. As part of the 12-person board, Hemmings will help set SkillsActive's strategic direction and make decisions about its leadership, management and delivery.
- Jeremy Beard has been appointed the new chair of Sport Taekwondo UK, the performance arm of the British Taekwondo Control Board that is responsible for all aspects of Taekwondo related to the Olympic Games. As chair, Beard will be part of the team that leads the sport through to the Olympics and will ensure that the elite athlete programme of Olympic Taekwondo delivers its performance goals.
- Woodland Trust Scotland has confirmed that Carol Evans, former director of the National Autistic Society Scotland, has been named as its new director. Evans took up the role on 1 September and joined the organisation as it launched a drive to increase native tree planting across the country as part of its More Trees, More Good campaign.
- Former England women's cricket captain Claire Connor is one of six new members to be appointed to the board of Sport England by sport minister Hugh Robertson. London Marathon chief executive Nick Bitel; the former chief executive of Cumbria County Council, Peter Stybelski; and former Darlington Building Society chief executive Peter Rowley have also been appointed. Sadie Mason, chief executive of Active Sussex, and Hanif Malik, the chief executive of Hamara Healthy Living Centre in Leeds, complete the line-up of new board members at Sport England.

LEISURE LADDER

Focus Hotels

Focus Hotels currently operates 12 three and four star hotels in England. It is currently undergoing a £10m refurbishment programme of its entire portfolio

PETER CASHMAN chief executive officer

How did you get to this point in your career?

I started from college as a barman in a resort hotel in Ireland and then went to train in Switzerland. I've worked in most of the major hotel groups and was a founding director of Friendly Hotels in 1986, which became Choice Hotels. I was the chief operating officer and we had more than 350 hotels across Europe under franchise of which we owned and managed about 60. I set up Focus Hotels with colleagues in 2007.

What is your day-to-day role?

I am responsible for the 12 hotels in Focus Hotels and have overseen their full refurbish-

ment over the last year. I manage the team that looks after the hotels day to day and spend about 50 per cent of my time looking for new opportunities to expand our business.

What has been the high point of your career so far?

The successful launch of Focus Hotels Management.

What advice would you offer to younger management?

Work hard, don't clock watch, and don't be afraid to express your opinions.

What's the most important skill in your business?

To understand what your clients want and can afford and focus on that.



If you'd change one thing in the industry, what would it be?

I would like to see more government support for training including apprentice support programs as are available in mainland Europe.

What keeps you motivated?

Love of the hotel business, and the teams I work with.

Who do you admire?

Alan Parker, CEO of Whitbread.

TERRI TONISSON distribution assistant

What attracted you to the leisure industry?

The hospitality industry attracted me as it allowed me to develop skills which I could apply to many different aspects of my future career.

How did you get to this point in your career?

I was working in various hotels in front of house and reservation department, working closely with the revenue managers. When I was working in one of the Focus Hotels I was approached by the revenue director. He offered me the opportunity to become revenue and distribution assistant which I was pleased to accept.

What is your day-to-day role?

I am responsible for updating inventory and rates across all distribution channels for our 10 hotels. I look after third party websites to guarantee up to date information about our hotels and to assure the best available positioning of our hotels under search options. Also, I handle all group enquiries and maintain the Travel Trade Database.

What are the advantages of working in the hotel sector?

The fact that you are assisting people enjoying their leisure time with friends or loved ones

And the disadvantages?

It is a vulnerable industry



during an economic downturn when people are cutting back on non essential travel.

What are your ambitions?

To become a cluster revenue manager in the industry.

Any advice for people wanting to work in the sector?

Get experience in different parts of leisure industry to gain a broader knowledge of the industry as a whole.



The deal will enable all UK providers to provide the new courses

Active IQ to offer NASM grades

Qualifications to be made available from next month

By **Tom Walker**

Awarding body Active IQ will officially begin offering the National Academy of Sports Medicine (NASM) qualifications in the UK next month.

The deal means that all UK training providers will now be able to add NASM courses on their training portfolio, having previously been delivered by Premier Training as part of their graduate training.

Active IQ's deal with NASM will also cover the delivery of the awards across Europe, the Middle East and Brazil.

NASM is one of the leading global health and fitness qualifications with more than 25,000 people completing the courses each year. According to Active IQ director, Mark Botha, all courses deliver a holistic approach to training students.

"Our graduates will not only have the very best knowledge and understanding but they will understand the importance of member engagement and interaction," he said.

The deal will also see the Optimum Performance Training (OPT) model made available in the UK for the first time.

Travelodge launches skills academy

Travelodge has launched a new training centre in conjunction with the National Skills Academy for Hospitality at its Coventry property.

Empty meeting rooms have been revamped to provide training equipment and furniture for the Skills Academy project – one of the first of its kind in the UK.

The centre aims to help develop customer service and management skills, which

Travelodge believes is "fundamental" to the industry's future. A further 20 facilities are now in the pipeline at other Travelodges.

Travelodge chief executive Guy Parsons said: "I believe the hospitality industry will benefit tremendously from Skill Academies, ensuring our industry is ready to serve the influx of customers the UK will see during and after the 2012 Olympic Games."

Working to overcome the challenge of cuts

Workforce development succeeds through the engagement of the sector's employers

As the season changes, we move towards the comprehensive spending review (CSR). The coalition government has had to make a number of significant cuts since May and October's CSR will no doubt follow suit. The question is, how will those further cuts affect our sector?

The health and fitness industry has been consulting over the past year, a process being led by the Fitness Industry Association (FIA). Employers have come together to look at our sector and the changes it needs to make to ensure its success and sustainability for the future, and to ensure that it is ready for challenges that lie ahead, despite the outcomes of the CSR.

The outcomes from this consultation process will be launched this week at Leisure Industry Week in Birmingham by the FIA. The report recognises that skills are vitally important and are central to any initiatives the sector will provide.

Working with the FIA on behalf of you, our sector's employers, we will continue to lead the drive for a properly skilled and qualified workforce, as I truly believe this is the key to the future sustained success of the sector.

I am confident that our position within the health and fitness sector has provided, and will continue to provide, the opportunity for employers to work together to achieve the vision of the workforce that we need. We recognise that operators have a vital role to play in setting the standards and shaping the qualifications and training that the sector needs.

Being newly re-licensed by government as the Sector Skills Council, I am delighted that our employer-led board has agreed a Memorandum of Understanding with the FIA that brings the two organisations together and sets out a joint plan with an agreed common purpose. Also, we will continue to work with REPs, and aim to establish a framework that offers clear entry routes, recognising and rewarding professionalism and supporting career development across the workforce that we need for an active and healthy nation.

Whatever the outcome of the CSR, our sector is making the changes it needs to overcome the challenges ahead. Funding is always going to be an issue. Since our inception, we have secured more than £185m investment in training across the active leisure, learning and well-being sector. Now, it is our challenge to ensure we continue to be seen as a priority sector despite reductions in public funding available, and by working together, this is one challenge that we will overcome.



SkillsActive

STEPHEN STUDD is
chief executive of
Skills Active

Register of Exercise Professionals

Love Pilates?

Whatever your background you could turn your love for Pilates into a new and rewarding career

Non-qualified Pilates enthusiasts

- Train as a fully certified STOTT PILATES® matwork instructor
- Full support every step of the way

Qualified fitness & health professionals

- Train as a fully certified STOTT PILATES matwork or reformer instructor
- Qualification at Level 3 through CYQ (optional)
- Earn 16 REPs points per course

STOTT PILATES®
merithewcorporation

0800 434 6110
www.activetraining.info

*Registered trademark of Merithew Corporation, used under license. STOTT PILATES® photography © Merithew Corporation.

L3 Exercise Movement and Dance Teacher Qualification

Turn passion in to a career

Courses throughout the UK

Call: 01403 266000
Email: training@emdp.org
Or go online
www.emdp.org/teacher-training

emdp **Fitness League** **medau** **kta** **GO** **REPs**

“Providing training to the leisure and fitness industry in the South East”

- First Aid Instructor (incl Level 3 PTLLS)
- Exercise and Fitness
- Pool Plant
- Apprenticeships
- Other courses available

freedomleisure training

Speak to us about your training needs on **07500 989624**
info@freedom-leisuretraining.co.uk
www.freedom-leisuretraining.co.uk

LAZY TOWN SPORTS CLUB **POWERED BY FitKid**

Earn an income by becoming a LazyTown Sports Club Trainer

Call 08700 85 1000
or email enquiries@fitkid.co.uk
www.fitkid.co.uk

100% OFFICIAL

FitKid is a registered trademark of FitKid Ltd. LazyTown is a registered trademark of LazyTown Ltd. © 2010 LazyTown Entertainment. All Rights Reserved.

Leisure Opportunities training DIRECTORY

From just **£534** you can access over **23,000** motivated leisure professionals for 3 months (6 consecutive insertions). Committed to the leisure industry, they are potential students for your courses

TO ADVERTISE
+44 (0)1462 471747
leisureapps@leisuremedia.com

Loughborough COLLEGE est. 1909

Are you in the running for a career in Leisure Management?

Loughborough College offers courses in Leisure, Sport, Event and Recreation Management to help you start your career, or develop your skills and managerial expertise from an existing position in the leisure industry.

Study full time, day release, block release or by distance learning, at a variety of levels; from the ISRM Fitness Management Certificate and Higher National Diploma to full Honours Degree. The Foundation Degree and Higher Professional Diploma are fully accredited by the ISRM, and lead to use of the designatory letters M.Inst.SRM.

Recruiting now for a September 2010 start.

Visit www.loucoll.ac.uk
or call 0845 166 2950
for more information

Focus Training

Adding value to your staff

As an employer of fitness professionals, you'll recognise the value of investment in training them to ensure they deliver the best possible service to your membership.

Fantastic professional courses available in:

- Personal Training
- Exercise to Music
- Gym Instructor
- Step
- Studio Cycling
- Nutrition & Weight Management
- GP Exercise Referral
- And much more.

FOCUS TRAINING

Call Focus Now:
0333 9000 222
or 01204 388330

www.focus-training.com

Become a Personal Trainer

and excel with guaranteed positions for every graduate anywhere throughout the UK

We offer the most comprehensive, practical and PT-specific curriculum, preparing graduates with 15-20 hours of real life experience on-course helping launch a new career with their best foot forward

Choose EIF to start earning sooner

— fully qualified and working in just 6 weeks! Choose EIF and remove the risk from your investment — guaranteed positions for EVERY Master Trainer graduate



take action...

Train like a pro.

Start earning like a pro!

Call **0845 0944 007** and talk to our careers team today — Now offering cashback incentives on every course throughout 2010.

*be*more

Why not take control of your HSE First Aid needs?

The Five-Day First Aid Instructor Course

Includes the PTTLS Level 3 Training Qualification

"...I found the Instructor Course to be excellent and a credit to your company..."
Debbie Hull (Bishops Stortford)



Nuco Training Ltd

08456 444 999

enquiries@nucotraining.com
www.nucotraining.com
www.nucoplus.com

FOR ALL YOUR FIRST AID NEEDS



The best personal trainers don't happen by accident

We deliberately train them that way

CALL FASTER ON
08455 19 16 15
or visit www.fasterglobal.com
if you want to learn to be the best personal trainer

Chronic Respiratory Disease Exercise Instructor Course

BLF bursaries are now available for the September 2010 intake of this innovative distance learning course.

Developed by Loughborough College, the University Hospitals of Leicester and the British Lung Foundation (BLF), with funding and input from Rotherham PCT, the course has been submitted for endorsement at level 4 on the Register of Exercise Professionals. It covers:

- Physiology and pathology of respiratory disease
- Managing breathlessness
- Management of chronic respiratory disease
- Referral pathways
- Responses to exercise and exercise prescription

The BLF bursary, funded by Air Products, is available to exercise professionals who meet the following entry requirements:

- Level 3 or equivalent qualification as recognised by REP's
- 100 hours practical exercise instruction over the past year, with some experience of working with clients with COPD/respiratory disease
- A current valid first aid certificate
- Current CRB disclosure form
- Endorsement from a local pulmonary rehabilitation team

Instructors taking up a bursary will be expected to work with local Breathe Easy support groups to set up exercise classes within the community.

For more details or an application pack please log on to www.lunguk.org/supporting-you/blf_active or contact Danielle Smreczak using the details below

e: exercise@blf-uk.org

t: 0207 688 5618

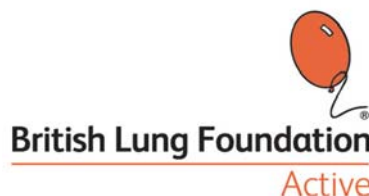
w: www.lunguk.org



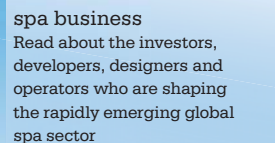
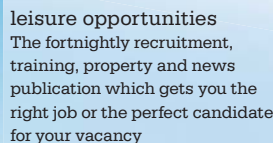
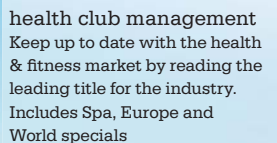
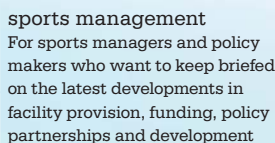
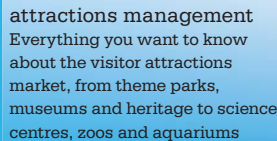
Loughborough College



University Hospitals of Leicester
NHS Trust
Rotherham
Primary Care Trust



Our publications feature up to the minute news, profiles, interviews and reports, plus the latest industry opinions and issues debated as they happen – in every sector of the leisure industry



Alternatively call our subline +44 (0)1462 471915 or fill out the form below and fax back to +44 (0)1462 433909

Tel: Fax: Email:

FOOTBALL COACHING – USA

Contracts in America

March-November 2011
July-November 2011
Summer (July-August) 2011
Plus full-time opportunities

Contracts include:

Return flight, Visa, Salary & Bonus options, Transport, Petrol, Housing, full Reebok coaching kit, Plus The BEST Professional Development in the industry



MALE & FEMALE coaches motivated to work in the US. Individuals looking to improve & develop throughout the course of their contract.

Interviews throughout the UK and Ireland in October/November 2010

APPLY ONLINE NOW at www.UKELITE.com

roefield
SPORT | FITNESS | HEALTH
t 01200 442188 www.roefield.co.uk

Roefield Leisure is a registered charity dedicated to the provision of sport and recreational activities for the Ribble Valley Community. The centre is set to expand its provision with a £1million capital programme which will open to the public in January 011 and follows ten years of continued growth.

We are seeking to appoint 2 highly motivated people to drive our aims of increasing participation in sport and recreation by promoting the facilities to our rural community.

Sports Promotion + Development / Facility Support Manager

Location: Ribble Valley, Lancashire **Salary:** £21,500 to £24,500
37.5 hours per week, initially a 3 year fixed contract starting November 2010.

Reporting to the General Manager, the successful candidate will be required to take a lead role for the effective management and operation of the Centre, increasing profitability and performance and usage of the Leisure Centre.

The post provides a challenge for an experienced and dedicated professional who has been successfully involved in sport development and resource management, marketing and promotion and has good communication skills to develop excellent working relationships with others.

You need to be passionate about sport and relish the opportunity to promote and develop many exciting sports initiatives which cater for the whole family unit and can work with the General Manager to ensure the community element of our project is delivered.

Candidates must have a recognised qualification in Leisure Management with proven and extensive knowledge of the leisure industry.

Membership Sales and Retention Co-ordinator

Salary: £14,625

37.5 hrs per week - Include some evening and weekend work

We are currently looking for a dynamic customer focussed individual to support and lead our health and fitness programme by planning and co-ordinating a membership sales and retention programme of activity. You will have high standards of customer care, good organisational skills and have an outgoing personality with working knowledge of retention, the industry, and its latest and emerging trends.

You must be qualified to a minimum NVQ Level 3 personal training or equivalent.

Closing Date: 11th October 2010

To apply please send CV and covering letter outlining relevant experience to Tony Rodia, Roefield Leisure, Edisford Rd, Clitheroe, Lancashire BB7 3LA or email tony.rodia@btconnect.com



COACH SOCCER AND DEVELOP YOUR CAREER WITH THE NEW YORK RED BULLS

The New York Red Bulls of Major League Soccer are currently looking to add experienced coaches to our 2011 community based staff.

APPLICATION CRITERIA:

- Must have previous coaching experience
- Hold a recognized coaching qualification
- Be over the age of 21

Lilleshall National Sports Centre: Nov. 12
Bisham Abbey National Sports Centre: Nov 13 or 14
(These dates will be the only UK based recruitment opportunity)

FOR MORE INFORMATION AND TO APPLY:

- Email coach@newyorkredbulls.com
- Visit redbullsacademy.com



Student Activities Manager

£25,001-28,983

We are looking for someone who can strategically lead and develop the Union's Student Activities Unit. You will develop the standards, reach and diversity of the Union's student activity programmes. Experienced in sport and activity development, you will be able to identify new opportunities and partnerships for students to get involved in, enabling them to develop their potential beyond academic study. You will be motivated, able to manage multiple projects, and driven to create positive change through others.

If this post sounds like the kind of challenge for you, application packs and further details are available from our website at www.salfordstudents.com/jobs

Closing Date: Friday, 1 October 2010

Interviews to be held on: Friday, 15 October 2010



REGIONAL DEVELOPMENT OFFICER (South East Region)

Starting salary c.£25,000 plus car plus benefits

An organised, enthusiastic and self-motivated individual is needed to deliver the 'Golf Roots' junior golf initiatives being promoted by the Golf Foundation on behalf of the England Golf Partnership. The Officer will have a roving brief in order to develop relationships with a variety of organisations. There will be a particular focus on working with School Sport Partnerships, 'Golf Roots' Centres, County Golf Partnerships and local authorities.

A sound knowledge of sports development principles and practices is essential, as is experience of sports development work within the education and/or local authority sectors. Applicants should be aware of the national initiatives promoted through the Youth Sport Trust and Sport England.

Good IT skills, experience of operating Microsoft Office, and the ability to communicate effectively in a variety of circumstances are all required. An appropriate leisure or teaching qualification is desirable. Applicants should have an interest, but not necessarily a background, in golf.

Application packs can be obtained through www.golf-foundation.org
Completed application forms should be returned to:

The Golf Foundation, The Spinning Wheel, High Street, Hoddesdon, Herts EN11 8BP

CLOSING DATE:
Friday 1st October
INTERVIEW DATE:
Friday 8th October

The Golf Foundation is an equal opportunities employer. Applications from women, the disabled and ethnic minorities who have relevant experience are encouraged as these groups are currently under-represented in the organisation. Alternative formats for this advert will be made available on request.

This post is supported by





freedomleisure
we'll show you how

freedomleisure is the leading leisure trust in the South East operating 22 centres across Sussex and Kent. Due to a successful expansion programme and the addition of further centres to the group we are looking for a dynamic and successful manager for one of our largest centres.

Centre Manager

Crowborough | £27,000 - £30,000 | Ref: WCCM331

This is a great opportunity for a capable management professional to take control of a substantial leisure facility - with full operational, leadership and commercial responsibility.

Maintaining the highest levels of customer service, you will actively develop and market your centre, inspire and motivate every member of the team and set stretching performance and cost targets - and ensure they are achieved. You will be part of an Area team working to reach organisational goals and contribute to the development of broader policies and procedures, giving you a very high profile and considerable impact.

Ideally you will have:

- A degree level education and relevant business qualification
- Significant experience in a frontline operational management role
- Real passion for fitness and sport
- Proven ability to solve problems and lead teams
- Experience in the leisure industry

For further information and an application pack please call our 24hr recruitment hotline on: **01825 747719** or e-mail: jobs@freedom-leisure.co.uk quoting the relevant ref. number.

Closing date: Friday 8th October 2010.

www.freedom-leisure.co.uk



Get into Football



Get into Football Officers

Can you make a difference to the future of grassroots football?

The FA has a vision for developing grassroots football and is working with County Football Associations, Local Authorities and other key partners to get more people aged 16 and over into football, and we need you to get involved and make this happen!

As part of this exciting new opportunity, you will be at the forefront of developing and delivering creative ways for local people to Get into Football. You will be responsible for getting more players into 11v1, small sided football, social football or 'overall adult participation'.

You need to be passionate, able to deliver a creative, high quality programme meeting multiple deadlines, work in a team and demonstrate individual initiative. You should also have excellent interpersonal and communication skills, be of graduate calibre and have experience in sports development.

Based in our County FA and Local Authority partners, we have a number of vacancies across the country and we need you to Get into Football from November 2010 to October 2013.

For further information about these exciting new vacancies please visit;

www.thefa.com/TheFA/WhoWeAre/JobsatTheFA

Regional Manager South West

**BADMINTON
ENGLAND**
Play it. Love it. Live it.



BADMINTON England's regional teams are crucial to the delivery of our strategic objectives.

As Regional Manager you will lead a team of Regional Officers and manage the business of badminton in the region. You will ensure that the team are appropriately skilled, motivated and appraised, whilst ensuring that badminton maintains its profile.

Key responsibilities include:

- Leading the Regional Team to deliver BADMINTON England's strategic aims
- Leading the delivery of Community Badminton Networks as specified in the regional plan to ensure increased participation for adults and juniors
- Leading the delivery of Performance Centres as specified in the regional plan to ensure effective player pathways in the counties
- Engaging with key volunteers and partner organisations at local and regional level
- Undertaking a national remit

This is an exciting and challenging role, requiring the successful candidate to demonstrate:

- Strong leadership skills that will enable the team to deliver excellent results
- The ability to form partnerships and to influence decision-makers within the badminton environment and the wider sports development sector.
- The ability to manage a range of tasks and projects concurrently to deliver against organisational objectives
- An understanding of the needs of sports participants and the people who deliver sport

Salary is at Grade 5 (from £30,000 pa) plus company car and contributory pension. Office location is at the South West regional office at Exeter University.

To apply please contact enquiries@badmintonengland.co.uk or telephone 01908 268400 for an application pack. For more information about the role please contact Vicky Foster-Lloyd on 07825 302460 or at VickyFoster@badmintonengland.co.uk

Applications must be received by 30th September. Interviews for the role will take place w/c 18th October 2010.

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

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



Go to www.leisureopportunities.co.uk

and click on the link to see the latest jobs from...



TO BOOK Call: +44 1462 471747
and start getting applications for your jobs IMMEDIATELY!

Wear our halo

Marketing Manager

Circa £30k

Halo Leisure is now a well established and innovative provider of leisure services throughout the county of Herefordshire with a recognised brand that is respected and acknowledged nationally within our sector.

An exciting opportunity has arisen for a Marketing Professional to come and join our dedicated team to help us drive our business into the next exciting phase of Halo's growth and development.

With your relevant experience, ideally in a service sector, you will be able to bring a depth of knowledge and experience that will allow you to take an operational and strategic lead in all aspects of marketing for the organisation.

With a proven track record you will be able to demonstrate your value in areas such as sales, promotions, research and public relations as well as having the ability to lead people and manage resources to deliver challenging, yet rewarding, targets and objectives.

In return Halo will be able to offer you the opportunity to work in a vibrant and innovative organisation that will challenge you professionally as well as offering you the ability to influence the development of the organisation.

For an informal discussion relating to this position please feel free to call Scott Rolfe, Head of Operations on **0845 241 0340**.

Closing date for all applications is
Friday 15th October 2010.



MATRIX

AREA SALES MANAGER

South East and London Region

Matrix Fitness Systems UK is part of the Johnson Health Tech group – one of the world's largest and fastest growing fitness equipment manufacturers.

We are rapidly emerging as a major player in the supply of commercial equipment within the UK, with a business growth of 95% in 2009. Due to an internal promotion, as well as continued business growth, we are looking to increase our sales team. We are therefore seeking an experienced, highly motivated sales professional with the drive and enthusiasm required to develop their future career with us. The successful candidate will be instrumental in developing the sales of our equipment, associated services and solutions within the South East of England and Greater London region.

You will therefore possess:

- A proven track record within a professional & consultative sales environment.
- A strong customer-focus with a problem-solving approach.
- Preferably 4-6 years experience within the Health and Fitness industry.
- Excellent inter-personal and relationship building skills.
- Good PC (Word, Excel and PowerPoint) and project management skills.
- Good academic background and relevant qualification (Min: 2 A' levels).

If you have clearly demonstrated excellence in your career to date and you are ready for the next challenge, then please send your CV and covering letter to Carole Bailey:
HumanResources@matrixfitness.co.uk

Closing Date: September 30, 2010

sales & marketing

AROMATHERAPY ASSOCIATES

ESSENTIAL WISDOM. ESSENTIAL OILS.

Aromatherapy Associates a well established luxury Spa Brand, is looking for exceptional individuals to join the growing Team.

Sales focused individual who understands what is needed to research, open and support new and existing business in the UK and Europe.

Sales Manager UK

Salary: 20 - 30k + Commission + Company Car
Category Retail/ Sales/ Training

Trainer/ Sales Manager Europe

Salary: 20 - 30k + Commission + Company Car
Languages (French, German or Spanish) preferable
London Based

Trainer/ Sales Manager USA

Salary: 30 - 40k + Commission
Category; Retail/ Sales/ Training

Send CV to: louise@aromatherapyassociates.com

A progressive company working in the leisure industry has vacancies for self motivated persons.



Territory Sales Manager - South

Servicesport UK are the UK's Leading Independent Gym Equipment Service Provider. We supply a complete national solution for the service and maintenance of fitness equipment, equipment sales, parts and gym products. Our Engineers are highly trained on all makes and models of equipment installed throughout the United Kingdom providing service to Hotel chains, Prisons, Fire service, Police Force, Schools and Colleges.

Working in Southern England and reporting to the U K Sales Manager, the successful candidate will be responsible for servicing current accounts, service contracts, fitness equipment sales and sales promotion. Previous sales experience essential, knowledge of commercial gym equipment an advantage. Salary commensurate with experience.

Please apply in writing with C.V. to:- Rick Fowler,
Servicesport (UK) Limited, Servicesport House, Chorley New Road,
Horwich, Bolton BL6 7JG Telephone 0845 40 22 456
Email: rick@servicesport.co.uk

Fitness Equipment Service Engineer

The successful candidates will require the ability to work, using their own initiative, on various commercial gym equipment. Electrical knowledge and full driving licence is essential. An excellent remuneration is available to the right candidates.

Cards in or sub contractors will be considered.

Please apply to: Martyn Entwistle
at the above address or email to:
m.entwistle@servicesport.co.uk

no agencies please



Specialists in Permanent and Temporary Recruitment for the Leisure Industry



General Managers £45-60k + bonus + benefits

We currently have exciting opportunities for big-hitting General Managers across our range of leisure clients. If you've successfully managed multi-million pound private sector leisure businesses, we may have a role for you!

London, Yorkshire

Sales & Marketing Managers £25-35k + Bonus

We're looking for experienced, ambitious and target driven managers to drive performance in some of the UKs most exclusive health clubs. Tenacity required!

Roles Available Nationwide

Health & Fitness Managers £22-30k + bonus

If you have a proven history of driving personal training sales, delivering a first class fitness product and are qualified to NVQ Level 3 or equivalent, we'd love to hear from you!

Roles Available Nationwide

Food & Beverage Managers £18-28k + bonus

Service professionals with flair required to manage these busy health club F&B departments. We're looking for managers who love to develop their teams, can work well under pressure and can be creative with their menus!

Roles Available Nationwide

Spa & Beauty Managers £18-28k + bonus

Are you a passionate and service driven manager who thrives on customer contact? Our clients are some of the most prestigious and exclusive spas, salons and retreats in the country and we're recruiting for the most professional and dedicated people in the industry to lead their teams. NVQ level 3 or equivalent required.

London, Midlands, South West England, Essex, Berkshire



To apply for any of these vacancies or to register

send your CV to: jobs@4leisurerecruitment.co.uk or contact us on: 0870 2423339

For more roles, visit our website today

www.4leisurerecruitment.co.uk

Steiner
ONE SPA WORLD

Great careers

now recruiting for;



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.



you could be
one of a few

to attend an interview please apply online on
www.onespaworld.com



SPA THERAPISTS

We are looking to recruit friendly, warm, professional therapists who have previous experience of working within a quality spa environment. You must be qualified to NVQ Level 3 in Beauty Therapy, be IT literate, have proven retail sales experience in addition to front of house duties and be flexible in terms of working patterns as the roles will require some weekend, evening and bank holiday cover.

Previous experience working within a hotel spa is desirable in addition to having holistic experience supported by a relevant qualification.

If you are interested in applying for this exciting opportunity, please send your CV to: recruitment@ruddingpark.com or Human Resources Department, Rudding Park, Follifoot, Harrogate HG3 1JH



www.ruddingpark.co.uk

Forest YMCA is the leading provider of youth services in east London, running a hostel for young people, after school clubs, children's activities and a leisure centre. The leisure facilities include a gym, 2 group exercise class areas, 3 badminton court sized sports hall, sauna and steam suites.



The sports and leisure facilities are equivalent to a small health and fitness club with less than 1,000 members. As a result, the role is 75% customer facing. The Leisure Centre Manager and the Assistant Leisure Centre Manager form a team that are required to cover 2/3rds of the opening hours. This means spending approximately 35% of their time as a Fitness Instructor; 35% as a Membership Advisor and 30% as a manager.

We are currently seeking an Assistant Fitness and Sales Manager, to help manage the sports and leisure facilities. Including, providing a commercially successful and accessible sports and leisure service to the community and to meet the objectives of the Association.

Assistant Fitness and Sales Manager

£18,000 - £20,000 pa

Ref: HR 349 (409)

37.5 hours per week

Walthamstow, East London

You will assist the Leisure Centre Manager in developing and implementing systems for the department and act as manager in their absence. You should have a good standard of education (GCSE Maths and English) and previous experience of selling memberships. You will possess a qualification of level 2 of the Register of Exercise Professionals or equivalent.

For more information regarding our facilities and gym, please visit www.forestymca.org.uk

For an application pack, please apply to Penna TCS via email on ymca@pennatcs.com or call 0845 055 0261 quoting ref: HR 349 (409).

Closing date for completed applications is Wednesday 13th October 2010.

Forest YMCA is an equal opportunities employer.

Forest YMCA is a registered charity number: 803442.



together

HOLMES
PLACE

Holmes Place was founded over 30 years ago in the UK to help people improve the quality of their lives by providing support, education and motivation in the all-important area of lifestyle and wellness. Today Holmes Place is widely considered to be the leading premium health club brand in Continental Europe with 75 clubs across 10 different countries, with over 3,000 employees and inspiring over 250,000 members.

Our vision is to inspire people to live well and we do this by supporting them to Move Well, to Eat Well and to Feel Well. Focusing on the equilibrium of these 3 essential parts of our lives is what makes Holmes Place unique and truly differentiates us from more traditional fitness clubs. The anecdotes and stories of our members over those 30 years have shown that we are still achieving what we set out to do: make a long-lasting difference to people and improve their lifestyles in the healthiest, most natural ways possible.

We are looking for inspirational people who share our vision and are recruiting for the following positions;

**CLUB MANAGER
ASSISTANT CLUB MANAGER
REGIONAL SALES MANAGER
SALES MANAGER EUROPE
GROUP FITNESS MANAGER EUROPE
SALES CONSULTANT**

We offer:

- creative work in a dynamic team
- an attractive salary package
- benefit from being part of a growing international company

Please email your CV and covering letter to Rene Behr,
HR Director at; Rene.behr@holmesplace.com
www.holmesplace.com

One life. live it well

London's Leading College

City and Islington

Fitness Industry Liaison Coordinator 0.5 FTE x2

Ref: 4799

Salary: From £21,232 to £38,037 ILWV Pro Rata

Location: Centre for Applied Sciences, The Angel

As both Lecturer and Work based Learning Tutor, you'll be teaching on our outstanding Foundation Degree in Personal Training and Fitness Consultancy course. You'll prepare and update teaching materials; assess and monitor students work; develop relationships with employers with a view to securing placements. All this and more will fall within your remit, and because we pride ourselves on the wider learning support we offer our students, you'll be expected to contribute to that as part of your role.

Along with at least a Degree and Health and Fitness Industry recognised qualifications, you'll need experience of working in the Health & Fitness Industry including as a Personal Trainer. You should have experience of teaching or training in a professional or educational context together with a teaching qualification or willingness to work towards one.

To put yourself in the frame, visit www.candi.ac.uk/jobs or call 020 7700 9240 to leave a message for an application pack.

Strictly no agencies.

Closing Date: Monday 4th October 2010 (midday)



visit www.leisureopportunities.co.uk
or call **01462 471747** for more details
on the following jobs

**UPDATED
DAILY**

Become an Exercise to Music Instructor

Company: Focus Training
Location: Nationwide, United Kingdom

Become a Gym Instructor

Company: Focus Training
Location: Nationwide, United Kingdom
Deactivate: 100927 (YYMMDD)

GP Exercise Referral

Company: Focus Training
Location: Nationwide, United Kingdom

Duty Manager

Company: Parkwood Leisure
Salary: Starting £15,800 - £16,500
Location: Princes Risborough, UK
Closing date: 27 Sep 2010

Centre Manager

Company: Parkwood Leisure
Salary: c£25,000k
Location: Hungerford / Kintbury, UK
Closing date: 30 Sep 2010

Business Support Executive

Company: Skills Active Group
Salary: £20,000 pro rata
Location: Taunton, Somerset, UK

Become a Master Trainer

Company: Premier Training International Ltd
Salary: n/d
Location: Nationwide, United Kingdom
Closing date: 30 Sep 2010

Become a Sports Massage Therapist

Company: Premier Training International Ltd
Salary: n/d
Location: Nationwide, United Kingdom
Closing date: 30 Sep 2010

Become a Nutritional Therapist

Company: Premier Training International Ltd
Salary: n/d
Location: Nationwide, United Kingdom
Closing date: 30 Sep 2010

Become a Personal Trainer

Company: Premier Training International Ltd
Salary: n/d
Location: Nationwide, United Kingdom
Closing date: 30 Sep 2010

Centre Manager

Company: Parkwood Leisure
Salary: c£25,000k
Location: Willink, Berkshire, UK
Closing date: 30 Sep 2010

Student Activities Manager

Company: University of Salford Students' Union
Salary: £25,001 - £28,983
Location: Salford, United Kingdom
Closing date: 01 Oct 2010

Director of Sport and Sports Partnerships

Company: Bishop Burton College
Salary: Circa £40,000 - £45,000 pa
Location: Beverley, United Kingdom
Closing date: 01 Oct 2010

Change4Life Co-ordinator

Company: YMCA South West London
Salary: £20,500 p.a. pro-rata
Location: London, United Kingdom
Closing date: 01 Oct 2010

Arcade Manager/Manageress

Company: The Noble Organisation
Salary: £25K depending on experience
Location: Croydon, United Kingdom, UK

Membership Sales and Retention Co-ordinator

Company: Roefield Leisure
Salary: £14,625
Location: Ribbles Valley, Lancashire, UK
Closing date: 11 Oct 2010

Become an Advanced Youth Trainer

Company: SHOKK Limited
Location: Nationwide, United Kingdom
Closing date: 13 Oct 2010

Fitness Equipment Service Engineer

Company: Servicesport UK Limited
Location: Nationwide, United Kingdom,

Marketing Manager

Company: Halo Leisure
Salary: Circa £30k
Location: Leominster, United Kingdom
Closing date: 15 Oct 2010

Full and Part Time Instructors

Company: Kieser Training
Salary: AOE
Location: London, United Kingdom
Closing date: 29 Oct 2010

Trainee Personal Trainer / Fitness Instructor

Company: The Training Room
Salary: £20K-£30K
Location: Nationwide, United Kingdom
Closing date: 01 Mar 2011



Level 2 Apprenticeships

Company: Parkwood Leisure
Salary: Weekly Wage: £95
Location: Nationwide, United Kingdom
Closing date: 01 Oct 2011

Sports Promotion -Dev and Facility Support Manager

Company: Roefield Leisure
Salary: £21,500 to £24,500
Location: Ribbles Valley, Lancs, UK
Closing date: 11 Oct 2010

Executive Director, European Operations

Company: IAAPA
Location: Europe, Worldwide
Closing date: 27 Sep 2010

Rides Engineer & Deputy Maintenance Manager

Company: Crealy Great Adventure Parks
Location: Devon, United Kingdom

Mote Park Audience Development Officer

Company: Maidstone Borough Council
Salary: £21,958 - £24,965 pro-rata
Location: Maidstone, United Kingdom
Closing date: 30 Sep 2010

Front of House Manager

Company: Shakespeare Birthplace Trust
Salary: £19,000 to £21,000 per annum
Location: Stratford-Upon-Avon, UK
Closing date: 30 Sep 2010

Business Development Manager

Company: London Clubs Management Ltd
Location: Manchester, United Kingdom
Closing date: 30 Sep 2010

Spa Therapists

Company: Four Seasons Hotel London
Location: London, United Kingdom

Crealy Great Adventure Park

Rides Engineer & Deputy Maintenance Manager

We are seeking to recruit an individual with suitable skills and qualifications to join our busy Maintenance department at Devon's Crealy.

Responsibilities include:

- Maintenance and daily safety checks of mechanical, hydraulic and electrical rides
- Ensuring the maximum number of rides are available during operational hours
- Support training of seasonal staff to correct function of rides and relevant safety procedures.

To apply & find out more about this exciting permanent opportunity email your CV and salary expectation to mandy@crealy.co.uk
Crealy Great Adventure Park, Exeter, Devon







www.leisureopportunities.co.uk

leisureopportunities
news & jobs updated daily online

YOUR 1ST CHOICE FOR RECRUITMENT & TRAINING

NEXT ISSUE:
5 OCTOBER 2010
BOOK BY NOON ON
WEDS 29 SEPTEMBER 2010

TO ADVERTISE, Contact the Leisure Opportunities team on
t: +44 (0)1462 431385
e: leisureops@leisuremedia.com



leisure-kit.net

The website, email and search engine for leisure buyers

health & fitness

leisure

sport

spa

hospitalsity

attractions

theme parks

museums

Now over **5,000** leisure suppliers listed on our NEW improved search

Visit leisure-kit.net for the latest news about products and services for the leisure industry and subscribe to the **FREE fortnightly product report**

To advertise your product and reach over 20,000 leisure buyers call now on +44 (0)1462 431385 or email leisure.kit@leisuremedia.com

subscribe online at www.leisuresubs.com or call +44 (0)1462 431385



Visitors Services Manager
RHS Garden Wisley, Surrey

Circa £35,000 per annum

850,000+ visitors a year and still growing – that's how many unforgettable experiences we want you to help create.

You'll do it by ensuring that you and your large team of full time, voluntary and temporary staff deliver first class customer service and support and run an efficient front of house operation including evening and weekend events. You'll ensure adequate staffing at the garden entrance, membership kiosk and information desk, particularly during peak times and special events.

The hands-on management and training you provide will go a long way towards enabling us to achieve our growth aspirations in visitor and membership targets. As well as being responsible for delivering excellent customer service, you'll be accountable for achieving membership targets in conjunction with the Membership development team. You'll also play a vital role in supporting other departments when planning and operating RHS flower shows, fundraising events and other functions. It's a role that will take you out of Wisley too, to flower shows and other gardens to help and advise on visitor services issues.

On top of a recognised qualification in Visitor Services Sales environment, or related discipline, you'll need a proven track record of hitting sales targets, managing people and traffic flows within the leisure industry. Your ability to deliver first class customer service standards will be matched by your knowledge of health and safety, risk management and crisis handling.

You should also be able to travel and stay away overnight as required. If you can also add effective verbal and written communication skills and a good degree of computer literacy, you could be heading towards a role which carries responsibility and satisfaction in equal measure.

For full job description and person specification or to apply, please visit our website at www.rhs.org.uk/About-Us/About-Us-Jobs/Vacancies

All applications should be received by 9 am, Monday 4 October 2010.



RHS Registered Charity No. 222879/SC038262 INVESTOR IN PEOPLE

The RHS, the UK's leading gardening charity

LEISURE/RETAIL/HOTEL/CATERING BACKGROUND?

NATIONWIDE OPPORTUNITIES

Due to continued expansion, exceptional opportunities have arisen to join a Major National Organisation within the Leisure Industry, which has built its success on a reputation for high standards of presentation, superb customer care and value for money. They now wish to make the following key appointments.

MANAGERS: UP TO £25K
SUPERVISORS: £16K - £18K

Prime responsibilities will be to manage a team within one of our client's outlets, with specific accountability for ensuring the compliance of company operating standards, and that budgeted targets are achieved.

Ideal candidates should possess sound supervisory/management experience gained within a Leisure, Major Retailer, Hotel or Catering environment, with the ability to motivate a team to secure personal and business objectives.

If you are seeking a challenging and rewarding role where you can make a significant contribution to a very well established business please email your CV clearly stating position of interest to: consultant@landersrecruitment.co.uk

Landers Recruitment Ltd, 522 Blackburn Road, Bolton, BL1 8NW
Tel: 01204 309555 (24 hrs)
www.landersonrecruitment.co.uk



Landers
Recruitment Ltd

Applications will only be considered from our retained consultants.

news & jobs at www.leisureopportunities.co.uk



Leisure Industry Week takes over Birmingham

UK's largest sector show gathers leading players under one roof at the NEC from 21 to 23 September

By **Tom Walker**

If you are reading this while at the LIW show, then you will have noticed that the show has been divided into seven different sectors this year.

More than 350 companies are exhibiting at the show,

which will also include hours of free education and demonstrations as well as product launches, new developments and the latest technologies.

Organisers are expecting that the three-day event will attract around 13,000 visitors, with seven sectors including health

and fitness; play and attractions; sport; licensed business; eat and drink; leisure facilities; and pool and spa.

There will be a number of seminars for each sector, with topics ranging from operations and legislation to technological advances and marketing.

Among this year's show highlights is the Attractions Industry Debate, which will see a panel of stakeholders in the UK visitor attractions sector debate whether the UK's national museums should be required to charge for entry. Details: www.liw.co.uk

Fans help shape Castleford Tigers stadium plans

By **Tom Walker**

Castleford Tigers rugby league team has welcomed 'overwhelming' feedback from supporters, following a consultation into its proposed new stadium design.

The club has secured an agreement with developer Waystone for a new stadium at Glasshoughton, which will form part of a 335-acre (136-hectare) mixed-use scheme.



The Tigers' proposed stadium

Leeds-based architects Ramsdens and Partners has designed the venue, and Castleford Tigers now expects

to submit a detailed planning application by mid-October.

Club chief executive Richard Wright said: "The stadium will be the biggest single development in the club's history and it was extremely important that we captured the thoughts and ideas of supporters before finalising the design. There were common issues which were highlighted and some good ideas that have been presented to the architects."

Test cricket overhaul planned

Plans for a Test cricket league have progressed after an International Cricket Council committee backed the proposals.

It is hoped the introduction of the league format will provide 'context' for all Test matches, with results deciding the four teams that qualify for a Test play-off every four years.

CONTACTS BOOK

Arts & Business +44 (0)20 7378 8143
www.aandb.org.uk

ALVA +44 (0)20 7222 1728
www.alva.org.uk

Arts Council +44 (0)20 7333 0100
www.artscouncil.org.uk

ASVA +44 (0)1786 475152
www.asva.co.uk

BALPPA +44 (0)20 7403 4455
www.balppa.org

BHA +44 (0)845 880 7744
www.bha-online.org.uk

BICM +44 (0)845 217 1811
www.bicm.co.uk

BiSL +44 (0)20 8780 2377
www.bisl.org

CCPR +44 (0)20 7976 3900
www.ccpr.org.uk

CMAE +44 (0)1334 460 850
www.cmaeurope.org

Countryside Agency +44 (0)1242 521381
www.countryside.gov.uk

CPRE +44 (0)20 7981 2800
www.cpre.org.uk

English Heritage +44 (0)870 333 1181
www.english-heritage.org.uk

FSPA +44 (0)2476 414999
www.sportsandplay.com

FIA +44 (0)20 7420 8560
www.fia.org.uk

HHA +44 (0)20 7259 5688
www.hha.org.uk

IAAPA +1 703 836 4800
www.iaapa.org

IEAP +44 (0)1403 265 988
www.ieap.co.uk

Institute of Hospitality
+44 (0)20 8661 4900
www.instituteofhospitality.org.uk

ISPAL +44 (0)845 603 8734
www.ispal.org.uk

LPF +44 (0)1462 471932
www.leisureprop.com

LMCA +44 (0)1278 436910
www.lmca.info

MLA +44 (0)20 7273 1444
www.mla.gov.uk

NPFA +44 (0)20 7833 5360
www.playing-fields.com

People 1st +44 (0)870 060 2550
www.people1st.co.uk

REPs +44 (0)20 8686 6464
www.exerciseregister.org

SAPCA +44 (0)24 7641 6316
www.sapca.org.uk

Sports Aid +44 (0)20 7273 1975
www.sportsaid.org.uk

Sport England +44 (0)8458 508 508
www.sportengland.org

Springboard +44 (0)20 7497 8654
www.springboarduk.org.uk

SkillsActive +44 (0)20 7632 2000
www.skillsactive.com

Tourism Management Institute
+44 (0)1926 641506
www.tmi.org.uk

Tourism Society +44 (0)20 8661 4636
www.tourismsociety.org

VisitBritain +44 (0)20 7578 1000
www.visitbritain.com

World Leisure +1 250 497 6578
www.worldleisure.org