

Madonna to launch health club chain with US partner

By **Tom Walker**

Madonna is teaming with the founder of the US health club chain 24 Hour Fitness to launch her own chain of fitness clubs.

The project is a joint venture – named New Evolution Ventures – between Madonna, her manager Guy Oseary and Mark Mastrov, the founder of the 24 Hour Fitness chain.

The chain – to be called Hard Candy Fitness – will launch in New Mexico next month with a 9,144sq m club, which will feature zumba, yoga and cardio-kickboxing classes.

Mark Mastrov, chair of New Evolution Ventures, said: "Our goal is to create an environ-



IMAGE: DAVID SHANKBONE/WIKIPEDIA

The "Queen of Pop" will lend her name to the new joint venture

ment inspired by Madonna's vision and high standards of what the ideal gym would be.

"Hard Candy Fitness will be a reflection of Madonna's point of view and will reflect her

input on every detail including music, space, light and other design cues. Madonna's touch will be everywhere."

There are also plans in place to open 10 more sites in Russia,

Brazil, Argentina and across Europe and Asia.

The new health club chain is named after Madonna's 11th studio album – her latest – also called Hard Candy, which was launched in 2008.

24 Hour Fitness is one of the world's largest privately owned and operated fitness center chains – when measured by number of members.

In the number of clubs, it is the world's third largest, trailing only Gold's Gym and UK-based Fitness First.

24 Hour Fitness is currently owned by Forstmann Little & Company, which acquired the business in 2005 for an undisclosed sum.

Gym Box unveils flagship club in Shepherd's Bush

London-based operator opens 19,650sq ft facility at Westfield shopping centre

By **Tom Walker**

London-based health club operator Gym Box has opened its new 19,650sq ft (1,800sq m) flagship gym on the upper level of the Westfield shopping centre in Shepherd's Bush.

Facilities at the club include a 100-station cardiovascular area supplied by Life Fitness, along with an indoor sprint track, an Olympic-size boxing ring and one of the capital's largest free weights areas.

The facility will also provide a selection of more than 100



Westfield's new Gym Box club boasts a 100-station cv area

exercise classes at its multi-use studios, which were kitted out by Escape Fitness to provide a mix of Reebok professional and

Escape equipment – including TRX suspension training, handweights, racks, steps, decks and punch bags.

Richard Hilton, managing director of Gym Box, said: "Gym Box Westfield will be our most exciting offer to date."

"The club design will be contemporary, exciting and original and will accentuate the natural daylight and spectacular views of London."

Gym Box currently operates a further three health clubs in Central London: Covent Garden, Bank and Holborn.

3D boost for Cineworld sites

Cineworld has posted an 8.5 per cent increase in revenues during the 42 weeks to 21 October, with a number of successful 3D films pulling in audiences. When compared with the same period in 2009, box office and retail revenues grew by 8.3 and 1.5 per cent respectively.

According to the cinema operator, films such as *Toy Story 3* and *Shrek Forever* during the second half of the year helped drive up attendances.

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GO Curves initiative results published

FIA's six-week programme helps to increase physical activity among teenage girls

By Pete Hayman

More than half of the teenage girls who took part in the Fitness Industry Association's (FIA) GO Curves programme were doing more than the recommended five weekly 30-minute sessions of exercise by the end of the scheme.

The free-to-join six-week initiative was aimed at 15 to 16-year-old girls and was designed to increase physical activity to recommended levels.

GO Curves consisted of a weekly one-hour session, which comprised 30 minutes of strength and resistance training and 30 minutes of education.

Of the 200 students who took part, less than 60 per cent wanted to do something about their fitness before the scheme. By the end of the course, nine



The free weekly exercise initiative was aimed at teenage girls

out of ten participants reported increased confidence levels and said they would continue after the programme came to a close.

A quarter of girls admitted to feeling more confident when exercising in an all-girl group and others believed making exercise fun and interactive was the reason for their motivation.

Curves' international wellness director Niki Keene, said: "We chose not to weigh and measure the students as part of the programme but instead to focus on attitudes, behaviours, healthy eating and exercise. It's not just about looks and size, which is all too much of a focus for this age group."

Heritage 'one of the biggest drivers of tourism'

By Pete Hayman

A new report has outlined the economic importance of the heritage industry in England, which helps drive up visitor numbers and create new jobs.

Among the findings of the ninth annual *Heritage Counts* study is that every £1 spent on England's historic environment generates an additional £1.60 for local and regional economies over a 10-year period.

The report also found that investment in historic visitor attractions generates an extra £1.70 for local economies over the course of a decade, while also helping to create employment in an area.

Evidence compiled by Locum Destination Consulting and AMION Consulting on behalf of English Heritage found that



Report: England's heritage is an important economic driver

heritage also increases a town or city's popularity with visitors and businesses.

A comparison of two areas in Brighton – one historic, the other not – revealed that three times as many shop units within the historic area were occupied, compared with its main high street shopping district.

GHK was also commissioned by English Heritage, along with the National Trust, to help compile the study. It found that investment in 72 sites had resulted in additional spend in regional economies of £197m and the creation of 3,600 jobs.

English Heritage chair Baroness Andrews said: "These results show heritage is one of the biggest drivers of tourism in the UK; it helps to attract new businesses and residents to an area and contributes to economic growth.

"Investing in heritage is not a luxury. It makes sound economic sense. The heritage sector provides a life-line for the nation's past. Heritage is the very thing that makes England special in the eyes of the world and can help to underpin the economic recovery."

Olympic 'wake-up call' for UK businesses

Deloitte urges companies to maximise the commercial benefits of the 2012 Games

By **Pete Hayman**

Deloitte has urged UK business to 'wake up' to the economic benefits that will be generated as a result of the hosting of the London 2012 Olympics.

According to research by the professional services firm, more than two thirds of companies in the UK do not see the Games as having an impact on their ability to operate as normal.

Deloitte also said that more than 50 per cent of businesses in the hospitality, tourism and leisure industry did not predict any significant impact as a result of the event.

However, the report revealed that around a quarter of firms had started to plan, with individuals or groups appointed in order to manage risks and assess opportunities.



The report showed a quarter of firms are planning for the Games

Rick Cudworth, head of the business continuity and resilience team at Deloitte, said: "Many of these businesses need a wake-up call. They operate in service industries where people are vital, where the supply chain is time-critical and where having products on

the shelf or food to serve in restaurants is essential.

"We believe that – with insight and planning – businesses can maximise the opportunities to benefit commercially from London 2012. The clock is ticking and the planning needs to start now."

Arts Council England reveals funding cut details

By **Pete Hayman**

Arts Council England (ACE) has revealed its 'implementation plan' that has been agreed in order to deal with a 29.6 per cent cut to its budget.

Following a meeting of the National Council, the organisation is to reduce the grant-in-aid budget from the current £449m baseline to £349m by 2015, which is a real-terms cut of £457m over four years.

The amount of cash available for regularly funded organisations will be cut by 14.9 per cent by 2014-15, while there is



Forgan: "We are determined to lead the arts through this"

nearly 7 per cent in across-the-board cuts for 2011-12.

"Significant cuts" are planned to Arts and Business' funding,

which will receive no core cash after 2012, while the Creativity, Culture and Education budget is to be cut by half. ACE will also reduce operational costs by 50 per cent by 2015.

ACE chair Dame Liz Forgan said: "These are severe cuts, made worse by the fact that around 80 per cent of them have to come in the first two years of the settlement.

"We are determined to lead the arts through this tough period, using all our knowledge, expertise, and brokering skills, and drawing on the resourcefulness around us."

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IN BRIEF

Nick Burrows to leave Nuffield Health

► Operator Nuffield Health has announced that managing director, commercial fitness and wellbeing, Nick Burrows, will leave the company in January 2011. Burrows, who oversaw the launch of the operator's Health MOT and Health Score; physiotherapy services; and Meet the Experts events, is departing to establish a new brand creation group. Nuffield Health has confirmed that Laura Kerby – managing director, clinical products and services – will take on Burrows' remit to further the operator's commitment to integrating clinical services.

Leisure consultation for South Oxfordshire

► South Oxfordshire District Council is consulting with local residents over proposals for the development of leisure facilities in the area. A new swimming pool and gym for Didcot is being mooted, along with improved facilities at Berinsfield's Abbey Sports Centre and increased changing areas for pitches near Henley. Upgraded tennis courts in Thame are also among the plans, which are being put to local residents in order for the council to know if the proposed facilities will meet demand.

Keiser secures Notts County deal

► Notts County Football Club has reopened its players' gym after a £30,000 refurbishment, which included re-equipping the gym with Keiser equipment. The 64sq m (688.9sq ft) gym, housed at the club's Meadow Lane Stadium, underwent a complete overhaul and new equipment has included two Keiser M3 indoor bikes, two M5 ellipticals, a functional trainer, performance trainer and a full power rack supplied from the Keiser Air range.

Pure Gym set to open four new clubs

Budget operator to roll-out gyms throughout the UK as part of £10m investment

By **Tom Walker**

Budget health club operator Pure Gym is to open four new sites – south London (Kennington), Belfast, Birmingham (Edgbaston) and Southampton.

The roll-out of the four new gyms follows a £10m investment led by Magenta Partners, whose principal investor is New Look entrepreneur Tom Singh.

The Belfast and Southampton sites are due to open in November whilst the Edgbaston gym will open by Christmas 2010.

The Kennington club – the group's first in London – will open to business in April 2011.

In addition to the four sites, chief executive Peter Roberts revealed that the expansion of the chain is set to continue with a further six sites in 2011.

The new openings form part of Pure Gym's plans to open 24 new properties across the UK over the next two years.



Pure Gym is set to open four new UK health clubs by April 2011

Roberts said: "The success of the initial gyms has demonstrated the strong demand for low cost operators in the market. With a strong product offering and funding in place, we have ambitious expansion plans for the UK."

"The management team in place has a clear vision to establish locations that meet our success criteria. One of our

biggest challenges is to overcome planning obstacles and ensure we identify the most suitable sites by continuing to lease buildings from major institutional landlords."

In August, the chain unveiled a new club in Smethwick – adding to the operator's existing sites in Leeds Wolverhampton, Sheffield, Manchester, Glasgow and Edinburgh.

Rebrand for Reynolds Gyms

Independently-owned operator Reynolds Health and Fitness has rebranded its three clubs as Reynolds Fitness Spas.

As part of a strategy to help increase its offering, a Treat & Tone membership has been launched, combining spa treatments with gym membership.

The new membership will be offered at all three clubs at Bexley, Rainham and Sittingbourne.

The family-owned company also signed an agreement with Declor which will see the product house offer its treatments at all three sites.

'Green' Ely centre plans progress

By **Pete Hayman**

East Cambridgeshire District Council (ECDC) has agreed to put forward concept designs for a new leisure complex in Ely for consideration by planners.

An eco-friendly and sustainable venue built to replace the existing Paradise Pool facility is being proposed, with facilities including a 25m swimming pool and a six-court sports hall.

A small children's leisure water area and an additional fitness area are also proposed.

Peter Cresswell, chair of ECDC's community services committee, said: "It is clear that if we fail to plan for the future the health of our residents will be adversely affected as we



The proposed complex would include eco-friendly features

have real concerns the Paradise Pool will be at the end of its lifespan in the next five years.

"The new complex is designed to meet the demands of our growing population, while incorporating state of the art technology to create a place where all residents throughout the district want to go."

Fit4less opens first London franchise

Tower Hill facility forms part of plans to launch four venues in the capital by 2012

By **Pete Hayman**

Budget health club chain Fit4less has launched its first London site with the opening of a new 6,500sq ft (604sq m) property in Tower Hill.

Located on Mansell Street, the facility has become the eighth Fit4less club to open across the UK during the past 12 months and is operated by franchisee Andrew Newall.

The 'no contract' club offers a £19.99 monthly membership and features a range of Precor equipment in its 'cardio theatre' – such as treadmills, cross-trainers and rowing machines.

Resistance and free weight areas are also on offer at the new Tower Hill club, which is the first of four Fit4less venues



The Tower Hill club is the eighth Fit4less to open in the last year

planned by Newall in the capital over the next two years.

Newall said: "Our appeal will reach to business people in the City that simply want to work out and go; together with the knowledge that they are not tied into a 12 month contract."

Jan Spaticchia, chief executive of the énergie Group – creator of the Fit4less concept in 2009 – added: "We are looking to introduce Fit4less in multiple towns and cities in Britain through our successful franchise support scheme."

Refurbished leisure centre reopens in Wrexham

By **Pete Hayman**

Gwyn Evans Leisure and Activity Centre in Gwersyllt, Wrexham, has reopened to the public, following the completion of a £750,000 overhaul.

Work included the creation of a new first floor to include a 25-station fitness suite, Wrexham County Borough Council's (WCBC) national exercise GP referral scheme and offices.

An improved swimming pool spectator area and reception



Gwyn Evans' new fitness suite

area also featured as part of the renovation work, which commenced in December 2009.

A council spokesperson said that the revamp forms part of a prudential borrowing scheme, which had been complemented by a 'parachute payment' from Sport Wales.

WCBC lead member for communities and performance Bob Dutton said: "Gwyn Evans is an excellent local facility and with the recent refurbishment it stands out as one of the leading sporting excellence centres in the area that Gwersyllt can be proud of."

GLL launches new disabled fitness scheme for London

Greenwich Leisure (GLL) has launched a new pilot scheme to encourage more disabled Londoners to take part in physical activity.

Mile End Leisure Centre, Tower Hamlets will be the first facility to operate the Inclusive London scheme, which offers discounted access to a range of sport and leisure facilities.

The initiative will be rolled out across five Olympic and Paralympic boroughs by GLL.

Eventually, disabled residents will have the chance to use more than 30 different leisure centres and swimming pools in Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest for less than £20 per month.



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IN BRIEF

£5.6m Rossendale leisure plans submitted

► Plans to invest £5.6m in improving Rossendale's leisure facilities have been submitted by London-based consultancy Mouchel on behalf of the local authority. Local residents and user groups have helped to shape the plans, which have now been finalised by Rossendale Borough Council and are to be considered on 13 December. The council's proposals include the replacement of an existing swimming pool at Haslingden Sports Centre and the creation of new indoor and outdoor fitness facilities at Marl Pits, Rawtenstall.

Three sports facilities added to SGL estate

► South Gloucestershire Leisure (SGL) has confirmed that it has added three new facilities – two sports centres and an outdoor sports complex – to its portfolio. The venues – Yate Outdoor Sports Complex, Patchway Sports Centre and Downend Sports Centre – will increase the number of sites operated by the charitable trust to eight. SGL currently works alongside South Gloucestershire Council to deliver local sports provision and already operates facilities in Bradley Stoke, Kingswood and Longwell Green.

MP: Football 'incapable' of self-regulation

► Bob Russell, the Liberal Democrat MP for Colchester, has called for a royal commission to look into the governance of UK football. Speaking in Parliament, Russell said that the footballing authorities were "incapable" of self-regulation and urged sports minister Hugh Robertson to launch an inquiry. Russell said: "Those at the top of football are as impotent as a room of eunuchs. Financially they have regimes that would make bankers blush and the game is being ruined."

Playsport boost for London venues

Mayor confirms grants for 13 sports centres across the city under new scheme

By **Pete Hayman**

London mayor Boris Johnson has announced that 13 sports schemes are to be the first to benefit from a new fund to help transform the capital's community facilities.

The Playsport London Facilities Fund has been set up by the mayor as part of a bid to establish a grassroots sports legacy from the 2012 Olympic and Paralympic Games.

Redbridge Sports Centre (£200,000) and the Europa Centre in Bexley (£200,000) – both confirmed as 2012 Games Time training venues – are among the recipients of funding. Haringey Council will net £250,000 towards a multiple pool redevelopment



The fund was established to boost the capital's grassroots sports

scheme, while Coolhurst Lawn Tennis and Squash Club will receive £100,000.

Enfield's Queen Elizabeth II Stadium will benefit from a grant worth £250,000 towards revamped changing facilities, while Camberwell Baths has

been awarded £50,000. Epping Forest, on behalf of Orion Harriers running club, has been awarded £50,000 towards a new clubhouse.

Johnson said: "We want to improve sporting facilities throughout the capital."

New report questions Olympic land transfer deal

By **Tom Walker**

A number of concerns have been raised over the transfer of the Olympic Park site to the Olympic Park Legacy Company (OPLC) in a new London Assembly report.

The assembly budget and performance committee said that it is still uncertain who is to be accountable for ensuring the overall economic benefits from the 2012 Games. Concerns were also raised over who will



Fears have been raised over the Olympic site's transfer

be responsible for obtaining value for money from inward investment once the London

Development Agency (LDA) is abolished. *The Finances of the Olympic Legacy* also found that the land transfer of the Olympic Park site will leave the LDA with around £387m in debt.

Committee chair John Biggs said: "The OPLC has responsibility for the Olympic Park's physical legacy, but there needs to be a clear line of accountability for legacy beyond that. Our investigation suggests there are still many unanswered questions, which need to be addressed."

Aveley FC eyes up £3m community sports scheme

Aveley Football Club (AFC) has appointed consultancy Sports Solutions GB (SSGB) to examine the feasibility of a community sports development for the town.

Under the £3m plans, the Ryman Premier League club would relocate to a new ground after 58 years at its current Mill Field home, which would be turned over to housing.

New community facilities would accompany the proposed new ground, with two potential sites identified by the club. SSGB is now set to establish whether the development is viable. Funding for the scheme would be provided through the sale of the Mill Field site together with grant support.

Probe launched by Lords committee

Relationship between grassroots sport and the EU studied in wide-ranging report

By **Pete Hayman**

A new inquiry has been launched by a House of Lords committee into the relationship between grassroots sports and the European Union (EU).

The EU sub-committee for social policies and consumer protection aims to look at the benefits of grassroots sport and how the EU's 'competence' in sport can boost participation.

Other issues that are to be debated include whether sport is given enough recognition across relevant EU policy areas and how the new EU Sports Programme should be organised going forward.

Baroness Young of Hornsey, chair of the committee, said: "We want to get to the heart of how participating in grassroots



The inquiry will look at how the EU can help boost participation

sport helps individuals, communities and society more widely. However, we are aware that there are sometimes obstacles or barriers to people participating, particularly for minority groups, thus preventing sport from fulfilling its potential in all spheres."

The committee is now inviting contributions from a range of sector agencies, with written evidence to be submitted by 17 November. Oral evidence will be heard during November.

The committee is set to report its findings in early 2011.

New Quest team appointed

Five new people have joined the Quest and National Benchmarking Service (NBS) following Sport England's recent appointment of consultants Right Directions and Leisure-net Solutions as scheme managers.

Dave Monkhouse and David Constantine have been appointed by the Quest team as regional managers while in the Quest office, Jenny Hawtin has been appointed as the new Quest Manager.

Carrie Stroud, previously with training provider Rising Stars, becomes the Quest coordinator. Alison Dack, has assumed the role of NBS coordinator.

Aberdeen pool scheme approved



The project will see a Commonwealth/Olympic-standard pool built

By **Pete Hayman**

A new 50m swimming pool is to be built in Aberdeen after the plans put forward by the city's Sport Village were given the green light by councillors.

Aberdeen City Council (ACC) backed the FaulknerBrowns Architects-designed proposals, which will see the Linkfield Academy make way for a Commonwealth/Olympic-standard pool with facilities, such as a health suite and a café.

The proposed development will comprise two elements – a main pool hall to the north of the site and a diving hall, which will be sited closer to Aberdeen Sports Village and will provide a link to the complex.

ACC development management sub-committee convener Kate Dean said: "The pool will be a great asset to the city, both in terms of attracting events, and also in ensuring that our home-grown champions can train in their own area."

IN BRIEF

Glasgow to bid for 2015 gymnastics event

► British Gymnastics has revealed that it is bidding to host the 2015 World Artistic Gymnastics Championships in Glasgow. The Scottish Exhibition and Conference Centre (SECC) has been identified as the proposed venue, which is to stage the gymnastics competition at the 2014 Commonwealth Games. British Gymnastics is being supported in the bid by UK Sport, EventScotland and the City of Glasgow's major events team.

Official launch for new-look Farnham facility

► Waverley Borough Council has officially reopened the new-look Farnham Leisure Centre, following a £5m overhaul of the facility. The council carried out the renovation in partnership with the centre's operator, DC Leisure. London-based contractor ISG was responsible for delivering the improvements. Work has included doubling the size of the gym to incorporate 90 stations and an upgrade of the swimming pool to competition standard. The learner hall also benefited from improvements.

LCC closes South Leeds Sports Centre

► South Leeds Sports Centre has been shut by Leeds City Council (LCC) as a result of falling visitor numbers at the venue. Last month, the local authority had also announced that the facility's £25,000 monthly running cost was causing "financial strain in the context of broader budget pressures". Although South Leeds Sports Centre has closed to the public, the council's executive board has approved a six-month deal with Tiger 11 – a community group that is looking at the possibility of taking over the running of the venue.

IN BRIEF

Half-year profits up at Peel Hotels

► Peel Hotels, which operates nine four-star, regional hotels in the UK, has reported a 33 per cent increase in first half pre-tax profits. Reporting its results for the 28 weeks to 22 August, the company saw its turnover increase by 15.1 per cent which it attributed to an increase in inbound tourists and the effect of 'staycationing'. The company also announced that it is reviewing its non-hotel assets with a view to disposal and is currently marketing two properties: one in Newcastle and one in Wallingford, Oxfordshire.

Côte unveils plans to open first Welsh site

► Côte, the restaurant chain co-founded by entrepreneur Richard Caring and a group of former directors of the Strada chain in 2007, is to open a new site in Cardiff. The 3,747sq ft (348 sq m) restaurant will be Côte's 16th in the UK and sited at the Mermaid Quay mixed-use development in Cardiff Bay, which is owned by Schroder Exempt Property Unit Trust and Sovereign Land. Côte's will be the first of three new restaurants to open at Mermaid Quay.

Whitbread plans to create 1,500 new jobs

► Whitbread has confirmed its intention to create more than 1,500 'customer-facing' jobs this year as it reported like-for-like sales growth for the half year to 2 September. The hotel and restaurant operator said more than 2,000 qualifications have been achieved by its employees through its apprenticeships and skills for life programmes. For the six months to 2 September, Whitbread saw revenue increase by 14.5 per cent and underlying profit before tax grow by 28.4 per cent to nearly £152m.

Two studies outline sector's 'potential'

New BHA reports highlight contribution to UK's economy and employment market

By **Pete Hayman**

Two reports from the British Hospitality Association (BHA) have highlighted the economic importance and potential of the hospitality sector in the UK.

One study – produced by Oxford Economics – found that the sector is currently the UK's fifth largest employer and generates an estimated £34bn in gross tax revenue.

More than 2.4 million people are directly employed within the sector, in addition to 1.2 million indirectly, according to the report. The core hospitality economy is believed to have a turnover of £90bn.

Oxford Economics has forecast that the hospitality economy is set to employ 2.66 million direct workers by 2015



The studies suggest 236,000 new jobs could be created by 2015

under a trend scenario – a net increase of 236,000 jobs.

Meanwhile, an internal study has reinforced the industry's bid and potential to create a further 236,000 jobs in the next four years, although raised concerns over the threat of global competition.

In *Creating Jobs in Britain - a Hospitality Economy Proposition*, the BHA has urged the government to ensure Britain is a "world-class" destination for tourism through the creation of a new cross-cabinet committee on tourism and hospitality to co-ordinate policy.

UK 'most active' hotel market

The hotel investment market in Europe, the Middle East and Africa (EMEA) region has demonstrated strong growth in the first three quarters of 2010, with the UK described as the most active of all countries.

Total investment in the region during the nine months to 30 September hit €3.97bn (£3.47bn, US\$5.49bn) – a 55 per cent increase on 2009.

The figures, from Jones Lang LaSalle, also show the UK to be the most active market this year, with more than €1bn (£0.87bn, US\$3.87bn) of investment transacted, followed by France with around €505m (£441m, US\$698m) invested.

Strong September for UK hotels



UK operators have enjoyed another strong monthly performance

By **Tom Walker**

Hoteliers across the UK have enjoyed a strong September with increases in room rate, occupancy and room yield.

According to monthly figures from PKF Hotel Consultancy Services, London hotels have performed particularly well.

In the capital, hotel operators reported fairly robust performance. Room rate increased by

12.5 per cent to £133.37, when compared with £118.56 for the same period last year.

Occupancy increased 4.7 per cent from 85.0 per cent to 89.1 per cent while room yield increased by 17.8 per cent to £118.80 from £100.89.

Outside London, hotels saw a decrease in room rate despite a 5.9 per cent increase in occupancy rates (from 73.3 per cent to 77.7 per cent).



Lord Young suggests all food outlets should take part in FHRs

Report urges 'compulsory' FHRs

Study calls for all eateries to display hygiene ratings

By Tom Walker

Following the proposals of a government report, pubs, restaurants and other outlets may soon have to display their food hygiene rating.

Common Sense, Common Safety was prepared by Lord Young at the request of Prime Minister David Cameron and follows a Whitehall-wide review of the the operation of health and safety laws and the growth of the compensation culture.

One of the recommendations concerns the Food Standards Agency's Food Hygiene Rating

Scheme (FHRs), about which it says that local authority participation should be made mandatory, with businesses being given a rating of 0 to 5 and the information made freely available online.

Other recommendations in the report cover combining food safety and health and safety inspectors in councils; promoting the use of the rating scheme in the media; encouraging the voluntary display of ratings, with this being made compulsory if necessary; and the publishing online of the results of all council inspections.

Beer sales down across UK sector

The British Beer and Pub Association (BBPA) has said that increasing consumer 'uncertainty' led to a 9.7 per cent drop in total beer sales for the third quarter.

According to the latest *UK Quarterly Beer Barometer*, an anticipated post-World Cup slowdown and a wet summer had also contributed towards the declining sales figures.

Pub beer sales dropped by nearly 8 per cent, but were

more resilient than supermarkets and the off-trade, which reported a decline of 12 per cent compared with 2009.

BBPA chief executive Brigid Simmonds said: "As has occurred after every World Cup, the beer market hit a bump in the road, which was not helped by a wet summer.

"But these exceptional factors are underlaid by lingering economic and consumer uncertainty."

Wellness and wellbeing keep the sector upbeat

More properties offering spa programmes show a demand for high-end experiences

At a time when the hospitality industry had been bracing itself for a negative turn of events, the outlook has been surprisingly upbeat and optimistic. High occupancy rates and a slow return of the events and meetings business have been features of the third quarter of 2010. Nowhere has this positive feel been better evidenced than in the increasing number of properties which are incorporating spas and wellness programmes into their offer.

The link between this growing spa culture and the increasing tendency for customers to pursue fashion brands has become clear. For example, the new spa at Blythswood Square in Glasgow uses products which have had an exclusive clientele in Paris for some time.

Connected to these increasingly luxurious experiences is the vocabulary of high fashion, underpinning the notion of pampering and indulgence; for example the Dorchester in Park Lane has its Spatisserie, where guest can enjoy champagne and pastries along with facials.

All this is, of course, in marked contrast to the current austerity 'climate' being encouraged, and enforced, by the government. Yet it does show that there is a real demand for these high-end experiences. This concept of pampering comes naturally to the hoteliers operating such luxury brands and properties, for it is an extension of the basis of all hospitality.

In an age of austerity, the availability of these experiences becomes altogether more important, as people look to escape the restrictions and irritations of a more cost-conscious society. And with more hoteliers providing such spa facilities the choice and variety available will both encourage demand.

The spa day is now being branded as a separate product to good effect. For example, the Spa at the Carrick (an annex to the De Vere Cameron House property on Loch Lomond) is designed as a destination in its own right. Thus, for all concerned, customers and hoteliers alike, this move towards pampering could prove really fruitful. The customer feels better, both physically and psychologically, while the hotelier is able to mine a rich seam of business, not only for the spa activity itself but also for ancillary spend that can be derived.

At a time when the recession is beginning to bite, we all need an escape from the challenges this will create. Through wellness we can all achieve well being!



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of the Institute of
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IN BRIEF

Colwyn Bay pier revamp 'to cost £5.5m'

► A report compiled by consulting engineers Posford DATRYs has revealed that it will cost £5.5m to renovate Colwyn Bay's historic pier. Findings from the Caernarfon-based company's appraisal of the attraction's structure were presented to the Colwyn Bay Pier Task and Finish Group earlier this month. Conwy County Borough Council is working with the Pier Pressure Group – a community group – in a bid to progress the renovation.

New-look museum reopens in St Albans

► A museum in St Albans, Hertfordshire, has reopened its doors following a month-long closure to allow renovation work to be carried out. The Museum of St Albans has been remodelled to house the University of Hertfordshire's Margaret Harvey Gallery, which is to be unveiled in December. Sheila Burton, portfolio holder for culture and heritage for St Albans City and District Council, said: "Not only has [the museum] had a facelift, but the partnership with The Margaret Harvey Gallery will mean that exhibitions are held at a venue that will appeal to a broader range of people."

Trust to operate James Herriot attraction?

► A visitor attraction dedicated to writer Alf Wright – better known as James Herriot – could be run by a charitable trust as part of plans being considered by the local authority. Hambleton District Council will examine the possibility of creating a new trust to run the World of James Herriot in Thirsk, North Yorkshire. Councillors decided against selling the attraction to a private sector company after talks with one unnamed party failed to produce a viable option.

Weston's Grand Pier officially reopens

Historic attraction returns to operation following Angus Meek-designed overhaul

By **Tom Walker**

Weston-super-Mare's historic Grand Pier has reopened to the public – more than two years after it was damaged by fire.

Bristol-based architect Angus Meek is behind the design of the new-look attraction, which has undergone a £35m revamp led by John Sisk and Son.

The 106-year-old Grand Pier had been due to reopen in the summer, but pier owner Kerry Michael confirmed that it would be ready in time for the half-term holidays.

Michael said: "We are confident that the new pavilion, with its state-of-the-art rides, attractions, function rooms and wedding venues will be a big hit with locals and tourists alike."

A number of rides were supplied by Gravitron as part of the multi-million pound redevelopment of the pier.



The attractions at Grand Pier include a 'robocoaster' and arcades

The flagship ride is a 300m (984 ft) long go-kart track on two levels – one of the largest of its type in the world – with 22 electric karts, two of which are twin-seaters and can travel at speeds of up to 70mph.

Also installed are a 12.5m (41 ft) high twin slide helter-skelter as well as dodgems, a ghost train, a 'crazy house' with 36 fun obstacles, a mirror maze

and a 'groovy house' containing a psychedelic, three-dimensional light show. There are also two electric trains able to carry up to 32 passengers along the 400 metre (1,300 ft) pier.

Other facilities at the new-look Grand Pier include a pavilion, a 250-seat conference facility and a 90m (295.3ft) observation tower overlooking the North Somerset resort.

Island 'too small' for theme park

By **Martin Nash**

A report put before Tynwald – the Isle of Man parliament – has found that plans for a new island theme park are unviable.

The report follows a motion by Tynwald in July 2009 in which the Department of Tourism and Leisure (DTL) was requested to investigate ways of creating an attraction for younger children and families to complement island facilities available to other age groups.

The DTL's enquiries included approaches to K W Reader (Reader) – former owners of the island's Crescent Leisure Centre and operators of Dunes Adventure Island in South Shields – and operator Merlin Entertainments (Merlin).



Merlin said the island did not have the market for the plans

However, Reader had no interest in discussing the proposal and Merlin indicated that – while it was always interested in new opportunities – a viable business case could not be made for one on the Isle of Man because it would be looking for a market size of more than seven million people within a two-hour drive.

MOSI adds 4D effects theatre

The Museum of Science and Industry in Manchester (MOSI) has launched a new 4D effects theatre as part of its strategy to add to the attraction's existing entertainment offering.

Located in one of the five revamped warehouse buildings which make up the museum's premises, the 30-seat theatre – supplied by UK-based group Simworx – includes a custom grandstand seating structure constructed over original steps in the building.

The theatre also incorporates high definition projectors from Projection Design and the two films – *Fly Me to the Moon* and *Pirate Story* that have been chosen specifically by MOSI – have been supplied by nWave.

Hunt launches Plus Tate arts scheme

Newly-unveiled collaborative programme to incorporate nearly 20 UK institutions

By **Pete Hayman**

Culture secretary Jeremy Hunt has launched a major new collaborative arts initiative involving the Tate and 18 other institutions across the UK.

Plus Tate aims to bring together the organisations in a bid to exchange ideas, resources and knowledge, in addition to programmes and collections.

It follows a successful pilot phase of the initiative in 2009 and also aims to increase access to contemporary arts in the UK.

Among the participants of the Plus Tate scheme are Glynn Vivian Arts Gallery, Swansea; Arnolfini, Bristol; Newlyn Art Gallery and The Exchange, Penzance; and Whitworth Art Gallery in Manchester.



The Tate is to share resources with 18 other UK art organisations

Turner Contemporary, Margate; BALTIC, Gateshead; Ikon, Birmingham; Cornerhouse, Manchester; Grizedale Arts in Cumbria; mima, Middlesbrough; and Mostyn, Llandudno, have all signed up to the initiative.

The Hepworth Wakefield; Kettle's Yard, Cambridge; Nottingham Contemporary; The Pier Arts Centre, Orkney; firstsite, Colchester; Towner, Eastbourne; and Wysing Arts Centre, Bourn, are also taking part in the new programme.

Jelly Baby Family sculptures set for Marble Arch

By **Pete Hayman**

A 'family' of jelly babies is to take up residence at London's Marble Arch after planning permission was granted by Westminster City Council (WCC).

The largest of sculptor Mauro Perucchetti's *Jelly Baby Family* stands 3.2m (10.5ft) tall and the instalment will form part of the City of Sculpture Festival.

More than 60 works of art are poised take their place at a range of locations across the



Perucchetti's *Jelly Baby Family*

city during the festival, which is being backed by art galleries such as Halcyon – the gallery

which will be supplying the jelly baby sculptures.

WCC planning applications sub committee chair Robert Davis said: "Marble Arch was for too long a forgotten landmark, but now stands proud as a gateway to the West End and is a destination in its own right.

"But there's also a serious side as attracting visitors is crucial to driving the economic recovery and 300,000 jobs in the West End are reliant on them."

IN BRIEF

West Lothian theatre revamp completed

► West Lothian Council has completed work on a £160,000 renovation of Bathgate's historic Regal Community Theatre. The nine-month scheme has included the restoration of the site's frontage to its original art deco style, while work also featured the installation of new lights and windows. An extension canopy not included in original 1930s designs has been removed and access has been upgraded to ensure that the former cinema meets Disability Discrimination Act standards.

Prestatyn's Scala arts venue 'not closing'

► Denbighshire County Council (DCC) has dismissed reports that the Scala Cinema and Arts Centre in Prestatyn, North Wales, is poised to close. According to the local authority, there are no plans to shut the venue, which is Wales' first fully digital cinema and includes two 150-seat screens. Hugh Evans, leader of DCC, said: "The council is one of the Scala's key funding partners and the authority is investing a lot of time and effort in helping the Scala to develop as a key centre for the culture, arts and community in the Prestatyn area."

Council confirms arts centre group talks

► The Borough Council of King's Lynn and West Norfolk has held discussions with representatives from The Friends of the King's Lynn Arts Centre over the future of the venue. The local authority is planning to relocate the King's Lynn Arts Centre to the Town Hall and the group will provide 'input' if it is unable to come up with any viable alternatives. The council is also planning to make usage and financial information available in return.

Vaizey opens Birmingham's £10m Zellig development

A £10m complex for creative industries has been unveiled in Birmingham's Custard Factory arts quarter by culture minister Ed Vaizey.

The new 100,000sq ft (9,290sq m) development is poised to provide a home for more than 100 enterprises and is centred around three top-lit courtyards.

The Custard Factory quarter occupies the site of a former 5-acre (2-hectare) sprawl of factories built by custard inventor Sir Alfred Bird in the 19th century.

Vaizey said: "It's easy to forget that most great enterprises have been sparked by the vision and energy of one person."

Cyclopark an investment opportunity

Kent County Council is leading on the development of Cyclopark, a new 43 hectares multi-sports park in north Kent, and is inviting interest from businesses in the leisure, fitness or sports sectors to further develop and invest in this unique opportunity.

The Council has secured in excess of £7 million for the capital development and total costs for the full scheme are estimated at £9.7 million. Construction is due to start in the winter of 2010, for completion by March 2012. The funds secured will deliver an operationally and financially viable facility. However, in order to provide a more comprehensive sport, leisure and community offer, and ensure a more robust income stream for the longer term, we would like to raise further capital funds towards the existing scheme which could include additional development and complimentary facilities.

Cyclopark is projected to attract a minimum of 100,000 cyclists, event visitors and local users within a prominently placed, popular and easily accessible facility and a further 9.5 million people live within an hour's travel time of the Cyclopark.

Investors could further develop the opportunity and benefit from branding around the park and the potential for advertising space visible to 22 million vehicles driving past Cyclopark on the A2 each year. Cyclopark can also offer potential naming rights to the Cyclopark pavilion area and the various activity zones.

Further details about the scheme can be found at www.cyclopark.com

To download background documents please go to the South East Business Portal www.businessportal.southeastip.gov.uk and search under Opportunities, Kent, then Kent County Council and click on the Cyclopark link.

If you'd like to know more then please contact Laurence Tricker, Cyclopark Project Manager Regeneration & Economy Division On 01474 338813 or Mobile 07738076298 or via email laurence.tricker@kent.gov.uk



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EXPRESSIONS OF INTEREST ARE INVITED.

Further details can be found on the London Tenders Portal (www.londontenders.org). New users to the portal will need to register. This will be a services concession contract

Construction is earmarked to commence summer 2011.

Bridgend County Borough Council
Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr



Request for Quotations – Bridgend Healthy Living Services Partnership Project

Bridgend County Borough Council is inviting proposals and quotations from suitably experienced consultants to undertake a business case and, if approved, support the procurement process for an external partner organisation to manage the Council's leisure centres and swimming pools.

In order to ensure on-going service development, long-term sustainability and required efficiencies against revenue costs, Bridgend CBC is considering entering into an agreement with an external partner to operate and develop some of its key facilities. The Authority now needs to ensure that a preferred model of management arrangement is the best one to achieve its outcomes.

For a specification pack and submission documents please e-mail Richard.hughes@bridgend.gov.uk Information supplied should include:

- Contact name
- Organisation name & contact details

Closing date for submission of proposals and quotations is 12:00 noon Friday 12th November 2010.

Management & Operation of Mansfield District Council's Leisure Services



Mansfield District Council is seeking Expressions of Interest (EOI) from suitable leisure management contractors, including existing Non Profit Distributing Organisations and private sector operators, to enter into a contract to manage, develop and operate the Council's leisure centres and potentially the leisure development service in line with the Council's strategic objectives for leisure.

The Council is seeking an improved revenue position as well as innovative solutions to address any future investment requirements. The existing facilities portfolio included in the scope of this procurement are:

- Water Meadows Swimming & Fitness Complex
- Rebecca Adlington Swimming Centre
- Oak Tree Leisure Centre
- River Maun Recreation Centre
- Meden Sports Centre (Joint provision with Nottinghamshire CC)

The Council also wishes to consider whether the Leisure Development Service should be included in the final Contract; therefore it is included at this stage but may be excluded from the final Contract dependent on a range of qualitative and quantitative benefits.

It is envisaged that the Contract will be for a term of between 10-15 years with a proposed date for the award of Contract in July 2011.

The Council considers that the existing staff will transfer under the Transfer of Undertakings (Protection of Employment) regulations (TUPE) and that the Code on Workforce Matters may apply.

Potential bidders must complete a Pre Qualification Questionnaire and demonstrate a proven successful track record in a variety of areas, including delivering innovative partnerships, to be included on the Council's select list. The successful contractor will be selected through a formal tender process.

Interested organisations can request an information pack and pre-tender questionnaire from:

Richard Lewis, Principal Consultant, Strategic Leisure,
3rd Floor, Rutherford House, Warrington Road,
Birchwood Science Park, Warrington WA3 6ZH.
Telephone: 01925 855 550
Email: richardlewis@strategicleisure.co.uk

The closing date for return of completed questionnaires is 4pm Friday 19th November 2010.





Carmarthenshire County Council invites tenders for to manage and develop Garnant Park Golf Course under an initial 25 year Lease and Operating Agreement (with the option to extend 25 years).

Parties who wish to tender will be sent a detailed specification and will be required to complete a tender form and questionnaire, which must be returned, as directed by 12 noon on the Tuesday the 14th December 2010 to:

County Hall
Carmarthen
Carmarthenshire
SA31 1JP

Garnant Park Golf Course is an 18 hole municipal course, which was completed in 1997. The course was designed by Roger Jones Golf Associates and constructed to a modern USGA specification, with fully automated Rain Bird irrigation system on all 18 greens. The course extends over an approximate area of 120 acres and is described as an upland/parkland course. The clubhouse was opened in 1998, comprising of a restaurant, bar, pro shop, office/living space, showers and changing area.

Carmarthenshire Council wishes to invite suitably experienced and qualified companies or organisations, to submit a tender to manage and develop Garnant Park Golf Course under an initial 25 year Lease and Operating Agreement (with the option to extend 25 years).

Facilities included within the Lease and Operating Agreement are outlined below: -

- 5 hole pitch and putt
- Golf Shop
- Booking Office
- Changing Rooms
- Putting Green
- Practice Area
- Car Park
- Whole of the Golf Course
- All outbuildings
- The access road

The successful company will, as a minimum, be expected to: -

- Operate the facility and provide the best financial terms to Carmarthenshire County Council from the outset of the agreement and for the duration of the lease period.
- To be the landlords of Garnant Park Golf Club.
- Employ the current grounds maintenance under a TUPE agreement.
- Manage the booking office and pro shop.
- Work in partnership with Carmarthenshire County Council.
- Outline the proposed investment into the facilities over the initial 25 year period of the lease.

If you wish to participate in this tender, please follow the instructions below:

This Tender will be available by mail at:

Park Garnant Tender
County Hall
Carmarthen
Carmarthenshire
SA31 1JP

For further information and requests for the specification and tender form please contact:

Berian Allcock
Activity and Health Manager
Business Resource Centre
Parc Amanwy
New Road
Ammanford
Carmarthenshire
SA18 3EP

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IN BRIEF

£55m to revamp Welsh towns and cities

► Welsh deputy minister for housing and regeneration Jocelyn Davies has launched a new £55m fund to help revamp cities and towns across Wales. The Regeneration Investment Fund for Wales (RIFW) means Wales has become one of the first regions to establish a fund under an EU scheme to promote sustainable urban growth. The Joint European Scheme for Sustainable Investment in City Areas programme is designed to see grants repaid and reinvested.

RBKC launches Earls Court consultation

► The future of the Earls Court Exhibition Centres in London is to come under the microscope as part of a new consultation being led by the local authority. Local residents are being asked to have their say to help guide a new planning framework for the area, which is being created by Royal Borough of Kensington and Chelsea (RBKC). RBKC is working alongside Hammersmith and Fulham Council and the London mayor towards developing the Supplementary Planning Document.

11 bid for Scarborough leisure village project

► Scarborough Borough Council has confirmed that it has received 11 expressions of interest from companies looking to deliver the town's new leisure village. In September, the local authority placed a notice in the Official Journal of the European Union to start a procurement process for the development, which will include a football ground.

Cultural 'heart' planned for Bromley

Cathedral Group agrees redevelopment plans that will transform town centre

By **Pete Hayman**

A new cultural scheme is being planned for the heart of Bromley, following an agreement between the Cathedral Group and Bromley Council.

The London-based developer has announced that it has already received interest from a range of leisure operators regarding the Geddes Architects-designed development.

Bromley South Central will be sited around Westmoreland Road and is poised to boast a nine-screen multiplex cinema; 25,000sq ft (2,323sq m) of cafés and restaurants and a 150-room hotel. Private and affordable apartments and an underground car park also feature as part of the project, which will see an existing 600-space car park demolished.



The project includes cinemas, hotels and a new high street area

Cathedral Group chief executive Richard Upton said: "We are delighted to have signed this agreement with Bromley Council, moving the development a significant step toward completion on a site which is so key to the continuing success of the town centre economy."

"Even in the current climate we've ensured that 60 per cent of the Bromley South Central scheme is under offer to leisure and public infrastructure covenants and service providers."

Construction work on the project is expected to start on site next year, with a view to completion in 2012.

Swadlincote work starts

Construction work has commenced on a new £15m retail and leisure scheme in Swadlincote, Derbyshire, which will include a five-screen Curzon cinema.

Rokeby Developments and Peveril Securities are leading the development, which will occupy 112,000sq ft (10,405sq m) of floor space and include a number of retail outlets.

The scheme, comprising the former Wraggs Pipes plant site, is expected to generate £20m for the local economy each year.

Ice rink plans move forward

By **Pete Hayman**

Plans for a new permanent competition-standard ice rink in Bournemouth have received the green light from officials.

Bournemouth Borough Council's planning board has approved the project, which has been proposed by the local authority and is poised to include other leisure facilities.

However, the King's Park ice stadium plans remains subject to the backing of the Highways Agency, which has asked for further details relating to the project's transport assessment.

The Sutton Griffin Architects-designed ice facility will



The arena will be designed by Sutton Griffiths Architects

include an Olympic-sized ice pad for recreational skating, ice dance, curling and ice hockey, with seating for up to 2,500 spectators.

The planned venue is also set to host basketball, a climbing wall and a standing surf wave.

LPF: Children's Entertainment Centres – the latest industry developments

An early evening LPF seminar to be held at:

Gambado Chelsea, 7 Station Court, Townmead Road, London SW6 2PY on Wednesday 10th November 2010, 6.30pm - 8.30pm

CONTENT:

The seminar will give an update on the Children's Entertainment Centre industry from an Operators perspective and from property perspective. It will give an overview of the industry, the progress its made, the latest developments and where its heading in the future. Followed by a panel Questions and Answer session

SPEAKER:

Iain Westwater, Managing Director, Gambado. He has over 25 years experience in the hotel, leisure and children's play sector having previously worked at The Pinnacle Leisure Group and Cannon's Health & Fitness.

Alex Cheney, Managing Director, Monkey Bizness Limited. Alex is a co-founder in Monkey Bizness, he has spent the last six years running a multi-site family entertainment business growing from 1 site to 9 in sites in this time achieving revenue growth of 40% plus year-on-year.

David Kerr, DKA Associates

PROGRAMME

6.30pm Registration 8.30pm Finish

Fee: £45.00 + VAT LPF members

£55.00 + VAT member guests

£90.00 + VAT non members



TO BOOK OR FOR MORE INFORMATION CONTACT:

Michael Emmerson, LPF Administration

E: info@leisurepropertyforum.org

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Sports and Leisure Investment, Development and Operating Opportunity

Proposed Community Stadium, York

City of York Council is inviting Initial Expressions of Interest from suitably experienced organisations that are able to invest in, manage and operate the proposed Community Stadium in York and the associated leisure facilities across the wider site.

York's new Community Stadium will become a major new 'hub' for sports, leisure, health, and well-being for York (and the wider region), as well as a professional sports venue for York City FC, and York City Knights Rugby Club.

Following extensive feasibility analysis, the project is at a stage where a facility mix is emerging. Proposals for the wider site may include a revamped leisure complex (i.e. swimming pool, and health and fitness suite), a new library for York, 'Health and Well-being Space'. There may be an opportunity to incorporate other appropriate leisure components of both a community and commercial nature. The new Community Stadium and associated facilities will form part of a wider retail development at Monks Cross South, which is located north-east of the city centre.

In order to help develop these proposals, the Council invites initial Expressions of Interest from companies that are interested in (1) investing in, developing, and or operating the Community Stadium plus the existing leisure complex or (2) investing in, developing, and or operating the leisure complex but not the stadium.

There is an existing lease for the operation of some of those facilities which terminates (subject to the provisions of the Landlord and Tenant Act) in late 2012.

If you are interested, please respond - via email - to Rob Bailey of Five Lines Consulting (email: rob.bailey@fivelinesconsulting.co.uk) detailing which of the options above you are expressing an interest in, and providing some initial details of your company's relevant experience.

Further information will then be provided to those companies which express an interest. At that stage, there will also be an opportunity to discuss the project further with the Council.

Please submit expressions of interests by Friday 19th November 2010.



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What next for the industry?

Government must remove barriers for tourism growth



KURT JANSON is policy director for Tourism Alliance

The 26 per cent cut in the funding for VisitBritain and VisitEngland as revealed following the government's Comprehensive Spending Review (CSR) was unwelcome, but no surprise.

To put the cuts into context, if the budgets for VisitBritain and VisitEngland had kept pace with inflation since 1997, the two agencies would have a combined budget of more than £80m per annum at the end of the CSR period. Instead, they will have to make do with a budget of just £29m – a 65 per cent reduction.

These cuts are particularly frustrating because, unlike almost all other DCMS agencies, the national tourist boards did not benefit from government largess during the boom years. While the DCMS' internal budget increased by more than 130 per cent, funding for tourism went down by more than 10 per cent.

The reduction in public funding significantly increases pressure on the government to deliver on its coalition programme promise to "take steps to improve the competitiveness of the UK tourism industry, recognising the important part it plays in our national economy". If this is not going to be achieved though raising the level of investment in the agencies then the only other means of achieving it is by removing barriers so that the private sector can compete more competitively in the global tourism market.

The government's new tourism strategy is due before the end of the year and its ability to deliver on the commitment will rest upon how well it addresses VAT and the regulatory burden.

No end in sight for 'staycations'

Britons still opting to ditch foreign trips and stay in the UK for holidays

By Tom Walker

The UK Tourism Survey figures, released by VisitEngland, show the number of trips taken by domestic travellers in the UK in the first six months of 2010 remain unchanged compared to 2009.

Although the overall number of domestic overnight trips was unchanged, there was a shift in the purposes of the trips – the number of pure holiday trips fell by 3 per cent between January and June, while the number of visiting friends and relatives trips increased by 2 per cent.

During the month of June visitor figures increased by 5 per cent compared to June 2009 perhaps influenced by the later half-term holiday than the previous year.

VisitEngland chief executive James Berresford said: "Last year was the best ever year for leisure tourism with domestic holiday trips up by 18 per cent in England



'Staycations' have retained their popularity

and 17 per cent in the UK. Despite a slight downturn in holiday tourism this year compared to 2009, England and the UK are still experiencing double digit growth compared to 2008.

"The industry should be proud of sustaining strong and consistent figures."

ONS reports growth in UK visitor numbers

By Pete Hayman



Visitors appear to be returning to the UK

Visitor numbers to the UK increased by 6 per cent between June and August compared with the previous three months, according to new figures.

The Office of National Statistics (ONS) revealed an increase of 7 per cent in expenditure by overseas residents during the period, while the number of UK residents travelling abroad also grew.

However, the ONS found that inbound visitor numbers in the 12 months to August 2010 fell by 1 per cent to 29.5 million.

New tourism strategy proposed for Scotland

Stephen Leckie, the chair of the newly established Tourism Leadership Group (TLG) in Scotland, has written an open letter to the industry asking for input towards the creation of a new strategy.

Leckie, who is also managing director of resort operator Crieff Hydro, asked for feedback, which would ensure that "tourism in Scotland continues to flourish

for many years to come". The TLG, formed by the Scottish Tourism Forum, with the full endorsement of the Scottish Government, is made up of senior industry figures from across Scotland.

It has been tasked with developing a "refreshed vision" for Scottish tourism and recommending the changes to ensure it remains a competitive destination.



The Edge Hotel School is due to open to the public in spring 2012

First student-run hotel to launch

Young people to train in 'fully-functioning' environment

By **Tom Walker**

Educational charity Edge Foundation has teamed up with the University of Essex and Colchester Institute to launch the UK's first working hotel run and staffed by students.

The Edge Hotel School will enable students to become future leaders of hospitality by working in a fully-functioning hotel and learning from industry experts while gaining a degree level qualification.

The Edge Hotel School will be located at the Grade II-listed Wivenhoe House, Colchester,

and will operate as a four-star facility. It is scheduled to open in spring 2012 after a £10m refurbishment of the property.

Students will receive practical and vocational training while also working in a commercially sustainable business.

Edge Foundation president Sir Garry Hawkes, said: "To be able to operate a fully functioning hotel with real members of the public staying, as well as providing both quality practical and vocational learning for the next generation of hospitality students, is a great move forward for the industry."

Change of Scene project launches

More than 40 young people from East Northampton have taken part in a new outdoor activity training initiative aimed at youngsters from deprived backgrounds.

Funded by a £229,000 Natural England grant, the Change of Scene project gives youngsters the opportunity to access nature through adventurous and creative activities, while gaining valuable qualifications.

Running until 2012, the scheme is a partnership between Northampton Borough Council, Northamptonshire County Council, Northamptonshire Police, four residents associations and the local Rotary Clubs.

The project is open to young people aged 13 to 19 and gives participants the opportunity to learn camping and survival skills and explore the outdoors.

Room to change... room to grow

Educators can help improve the careers of younger employees in a number of ways

Want to put the old stereotypes about working in housekeeping to bed once and for all?

Following the three 'Room to Change' conferences its time to join Springboard, in an exciting new blueprint for a new careers campaign that will shape housekeeping and accommodation management, and help attract the next generation of talented professionals. Everyone associated with the industry can do something. If you're a GM, why not look at improving benefits, rewards and recognition?

Make sure you hire qualified staff and integrate with other managers via interdepartmental swaps. You could even leave messages in guest's rooms.

Make sure GM also stands for 'Great Motivator'. Perhaps you're already working as an executive housekeeper and could help develop more high profile CPD for your staff, expand existing mentoring schemes and initiate Rising Star programmes and forge stronger links with colleges and universities. Ensure EH stands for 'exceptional help'.

As an educator you can directly influence young people's career choice by looking at the content of your programmes, facilitating work experience and giving students the chance to get involved 'with have a go' sessions and definitely invite Springboard ambassadors to visit. Also, let people know what a brilliant career path awaits them if they choose this area.

Springboard is producing innovative and accessible careers material for colleges and universities, with the next CareerScope Hotels featuring a section on housekeeping and accommodation management. We're already linking our respected INSPIRE work experience quality standard to the campaign.

Everyone can do something to help; you may have your own ideas to change perceptions and Springboard has provided you with a framework to help. There's a rewarding role for everyone and regular updates and contact can be made by contributing to our Pillow Talk section on the website.

If you want to become a Springboard ambassador then contact us at www.roomtochange.springboarduk.net

We can't pull the covers over our heads anymore and just hope for the best. It's time for decisive action to help clean up the skills shortage and make a real difference in growing the next generation of housekeeping and accommodation managers.



SAM COULSTOCK is customer relations director at Springboard UK. *Leisure Opportunities* is the official recruitment magazine for Springboard UK

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For more details or an application pack go to www.lunguk.org or contact Danielle on 020 7688 5618 or www.exercise@blf-uk.org

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Closing date 19th November 2010

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Community Sports Manager

£28,636 - £30,851

MALTON SCHOOL



The Opportunity

This exciting opportunity arises as a result of a major sports facility development by Malton School, in conjunction with North Yorkshire County Council and Ryedale District Council. The School is constructing a new sports facility for School and community (scheduled for opening early 2011) comprising:

- Sports Hall ● Climbing Wall ● Full size 3G Synthetic Pitch

The School is also looking to develop greater community use of its existing grass pitches and tennis courts.

The Challenge

Managing the new facility will be a challenge, but a rewarding one. The Community Sports Manager will be responsible for operational and financial matters relating to the facilities. However the task is much bigger than that. We are looking for the CSM to be a catalyst for the further development of sport - in school and community. This will include:

- Supporting PE staff and primary school staff in the delivery of curricular and after school sport
- Working with local clubs to develop sport and the sports infrastructure
- Working with relevant partners to promote coach education, volunteering and performance initiatives

The Person

All the partners are extremely enthusiastic and determined to see this project succeed. We will expect you to have:

- Enthusiasm and passion for sport and exercise
- Experience of facility management
- Worked in sports development in a professional or personal capacity
- Good interpersonal skills and the ability to lead and motivate others

Application form and details are available from Nicola Wise (Head's PA):
answerphone: 01653 605302 email: twisn@malton.n-yorks.sch.uk

Closing date: Friday 19th November
Interviews to be held w/c 29th November

All staff must have enhanced CRB Clearance and are expected to adhere to good working practices.

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www.maltonschool.org Headteacher: Mr R Williams



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For an informal discussion about this position contact Ian Saunders,
Leisure Manager on 01663 644499 or Nick Butler Assistant Manager
Operations Monmouth 01600 775135

For an application form and further details, please contact
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CLOSING DATE FOR POST IS FRIDAY 19th NOVEMBER 2010

Appointment to these posts is exempt from the Rehabilitation of Offenders Act and is subject to an enhanced disclosure check. We are committed to equal opportunities and welcome applications from all sections of the community, including members of ethnic minority groups and disabled people.

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Contract Inspector Sports Centres and Parks

Company: Tunbridge Wells Borough Council
Salary: £25,727
Location: Tunbridge Wells, United Kingdom
Closing date: 05 Nov 2010

Duty Manager

Company: Parkwood Leisure
Salary: £16,000 - £18,000
Location: Lewisham /Bexley, UK
Closing date: 05 Nov 2010

Membership Advisor

Company: Parkwood Leisure
Salary: rate of pay £6.27ph-£7.65ph
Location: Nottingham, United Kingdom
Closing date: 05 Nov 2010

Sports Officer

Company: University of Southampton
Salary: £18,117 - £21,565 pa
Location: Southampton, United Kingdom
Closing date: 05 Nov 2010

National Business Development Manager

Company: Skills Active Group
Salary: £35,000 per annum
Location: Central London, United Kingdom
Closing date: 08 Nov 2010

Sports Club Assistant Manager

Company: Croydon Sports Club
Salary: £20,000pa depending on exp
Location: Croydon, United Kingdom
Closing date: 12 Nov 2010

Administration Assistant

Company: Parkwood Leisure
Salary: Grade: A2L2- A2L3 £15,063 - £15,891
Location: Buckinghamshire, UK
Closing date: 12 Nov 2010

Personal Trainers Wanted!

Company: YOUR Personal Training
Salary: OTE £40-60K
Location: Various (see details) UK

Fitness Instructor

Company: Horizontes Health & Fitness Club
Salary: £6.25 per hour
Location: Woking, United Kingdom
Closing date: 15 Nov 2010

Sports Coaches

Company: Bacon's College
Salary: Dependent on qualifications and exp
Location: Southwark, United Kingdom
Closing date: 15 Nov 2010

Leisure Club Manager

Company: Hallmark Hotels
Salary: £21,000
Location: Cheshire, United Kingdom

General Manager (Carlton)

Company: Hartlepool Borough Council
Salary: Band 12, £30,851 - £33,661
Location: Hartlepool, United Kingdom
Closing date: 17 Nov 2010

Become a Nutritional Therapist

Company: Premier Training International Ltd
Location: Nationwide, United Kingdom

Become a Massage Therapist

Company: Premier Training International Ltd
Location: Nationwide, United Kingdom

Become a Gym Instructor

Company: Premier Training International Ltd
Location: Nationwide, United Kingdom

Become a Personal Trainer

Company: Premier Training International Ltd
Location: Nationwide, United Kingdom

Club General Manager

Company: Fitness First Middle East
Salary: competitive plus benefits
Location: Middle East, Worldwide

Health Club Duty Manager

Company: Bicester Hotel Golf & Spa
Location: Bicester, United Kingdom

Regional Corporate Manager

Company: Holmes Place
Location: Austria, Germany, Switzerland, Hungary, Poland, Czech Republic, Worldwide

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Company: Holmes Place
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Performance Consultants

Company: SPARC
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Become an Exercise to Music Instructor

Company: Focus Training
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Become a Personal Trainer

Company: Focus Training
Location: Nationwide, United Kingdom
Closing date: 29 Nov 2010

Coach Soccer with the New York Red Bulls

Company: Red Bull New York
Location: United States
Closing date: 17 Dec 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

Personal Trainer

Company: YMCA Fitness Industry Training
Location: London, United Kingdom
Closing date: 31 Oct 2011

Exercise to Music

Company: YMCA Fitness Industry Training
Location: London, United Kingdom
Closing date: 31 Oct 2011

Specialist Courses

Company: YMCA Fitness Industry Training
Location: London, United Kingdom
Closing date: 31 Oct 2011

Become a Gym Instructor

Company: YMCA Fitness Industry Training
Location: London, United Kingdom
Closing date: 31 Oct 2011

General Manager

Company: National Trust
Salary: £45,000 per annum
Location: West Sussex, United Kingdom
Closing date: 20 Nov 2010

Bar/Complex Managers

Company: Park Holidays UK Ltd
Location: South, United Kingdom



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Informal enquiries to Mr Stewart Ross, Head of Commercial Services, email: s.ross@leeds.ac.uk tel: +44 (0) 113 343 5081.

To download an application form and job details please visit: <http://hr.leeds.ac.uk/jobs/>

Alternatively these may be obtained from Sally Popplewell, Senior Sports Administration Officer, email: sportsjobs@leeds.ac.uk tel: +44 (0)113 343 5080. Job Reference Number: 222001

Closing Date: 5pm, 12th November 2010.

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Band 12, £30,851 - £33,661, 37 hpw,
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Educated to degree level and with a management or business qualification, you should be highly motivated, have experience of delivering outdoor activity services, demonstrable management experience and proven commercial awareness. You should be an able communicator, with strong networking skills and will need to be flexible, dedicated and prepared to work occasional unsociable hours.

For an informal discussion please contact Pat Usher, Sport and Recreation Manager on (01429) 523416.

This post is subject to safer recruitment measures, therefore, please ensure a safer recruitment application form is completed.

To apply online please visit

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www.sector1.net or Tel: (01429) 523331.

Closing date: Friday, 12th November 2010 at 12 noon.

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New home for London's Europa gymnastics facility

By **Pete Hayman**

The future of London's Europa Gymnastics Centre has been secured with the unveiling of plans to build a new home for the facility in Crayford. A new venue is to be built on the Samas Roneo site, which has been donated to the London Borough of Bexley by the housing developer and landowner, Barratt Homes.

The new Maiden Lane facility aims to boost access for the entire community and will include a martial arts and dance

studio, a boxing studio and a weights studio. A fitness studio and gymnastics hall are also proposed as part of the venue, which will be capable of hosting a range of competitions.

Barratt Homes will also contribute funding towards the new Europa Gymnastics Centre, which has also been handed a £200,000 grant by London mayor Boris Johnson. The project team includes Len and Yvonne Arnold, Formation Architects, Stace LLP, White-code Design Associates and RLTE Engineering Consultants.



The centre has secured a £200,000 from the mayor of London

Leeds Arena scheme set to move forward

By **Pete Hayman**

Detailed designs and cost plans for the proposed Leeds Arena are to go before the local authority for approval tomorrow (3 November).

Leeds City Council (LCC) confirmed that preparatory work had commenced on the project in September, with construction due to begin in early 2011 to deliver the Populous-designed venue.



IMAGE: POPULOUS

The arena is to open in 2012

BAM Construction, which has been appointed by the council to deliver the scheme, is scheduled to complete work in

time for a proposed opening date of late 2012.

Located at Claypit Lane, the new Leeds Arena is to be capable of accommodating 13,500 spectators and will ensure that seats are no more than 68m (223ft) from the centre of the stage.

LCC councillor Richard Lewis said: "We are moving into the next phase of the Leeds Arena project, with building work starting on site early next year."

Area to buy X-Leisure stake?

Area Property Partners is thought to be in talks to buy a 30 per cent stake in X-Leisure, the leisure firm that owns the SNO!Zone and Xcape brands.

Fund manager Hermes Real Estate wants to sell its stake in the company and Area is in the running to acquire it. Hermes is also looking to offload its stake in the Bluewater complex.

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