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# leisure opportunities

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## £30m Chester Zoo plans unveiled

Chester Zoo has announced its plans to bring the landscapes of Papua New Guinea, the Philippines and Sumatra to Cheshire as part of a £30m scheme designed to showcase its conservation work.

The Islands project has been designed to enable visitors to explore themed and immersive landscapes either by boat or on foot, with features comprising educational exhibits, play areas and eateries.

Animal species including the Indonesian Rhinoceros Hornbill and the Sumatran Orang-utan will be among those on show, with a new Indonesian tropical house also included in the plans.

Architects from the Dan Pearlman group of Germany are behind the designs for the Islands development, which Chester Zoo believes will be the first scheme of its kind in the UK.

Zoo director general Dr Mark Pilgrim said: "Our wildlife expedition will be based on real



A Sumatran landscape will be among those recreated at Chester Zoo

life, real people and real stories and will be unlike anything seen in a UK zoo.

"Islands will not just showcase the areas that the zoo works, but will be a platform for some of the planet's most endangered animals."

Outline planning permission has already been secured by the zoo, with detailed plans to go before the local authority in late May. Details: <http://lei.sr?a=n2rot>



The holiday park will comprise an Aqua Sana spa

## Work to begin on UK's fifth Center Parcs site

Holiday park operator Center Parcs is set to begin work on the company's fifth park in Woburn, Bedfordshire, after the company secured funding for the project.

Center Parcs Woburn Forest will include a total of 625 forest lodges; a 75-bedroom hotel; and an Aqua Sana-branded spa with 12 associated spa suites.

Two main centres boasting indoor sports facilities, swimming pool, restaurants and retail outlets are also planned, along with outdoor leisure facilities and a lake. Read more: <http://lei.sr?a=Ygm0D>

## UK to be 'increasingly reliant' on tourism

A World Travel and Tourism Council (WTTC) report has said the UK will be "increasingly reliant" on tourism this year as the sector's growth outpaces the wider national economy.

It is thought the UK travel and tourism industry will increase by 1.3 per cent in 2012, which is double the 0.6 per cent rate of growth predicted for the overall economy in 2012.

WTTC said that this rate of growth will see travel and tourism directly contribute £35.6bn. The sector's total impact will be more than £100bn.

Read more: <http://lei.sr?a=M5f4n>

## Technogym reveals Our Greatest Team

Technogym has launched its own legacy programme for the 2012 Games as part of its role as official Games fitness equipment supplier.

The Our Greatest Team campaign will be fronted by Technogym's Olympic Ambassador, Christine Ohuruogu, and will include the "I Pledge" wellness scheme, which encourages members of the public to make promises relating to their own physical activity levels.

The initiative will be run in partnership between the British Olympic Association and Technogym and will call on members of the public to make a pledge - big or small - to improve their lifestyle through making a better choice or fulfilling a sporting goal.



Olympians Christine Ohuruogu (first left) and Sophia Warner (centre) with the Technogym team

Technogym is also introducing I Pledge to the UK fitness industry and aims to reach more than 5,000 clubs, schools, universities and local authority centres, with the vision of creating a network of I Pledge community hubs. Read more: <http://lei.sr?a=C6zoH>

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## SPORT

# Football to tackle youth drop-out

A scheme designed to tackle the number of 14-to-17-year-olds dropping out of football has been launched by the Football Association (FA) and sponsor Vauxhall Motors.

The initiative has been unveiled by the national governing body following a study by HPI, which looked at the reasons why teenagers stopped playing football.

According to the findings, the main reasons for the drop in participation among the 14-to-17 age group include the increasing competitiveness of club football and the lure of other pursuits.

The realisation of not being able to play professional football and external pressures such as school work and employment have also been cited as reasons for the decline.

Under the new FA/Vauxhall Motors scheme, youngsters will be offered recreational football



The lure of other pursuits is among the reasons for high drop-out rates

sessions after school at small-sided facilities, which will be led by specialist FA coaches.

FA senior national game development manager Peter Ackerley said: "This is about providing young players with options to overcome the highlighted barriers, helping transition them into creating a habit for life."

Read more: <http://lei.sr?a=c7x7W>

## 'Further research' for county cricket overhaul plans

The England and Wales Cricket Board (ECB) board has approved the principles of a review of the county game's structure, but is to carry out further consumer research this season.

Among the recommendations from former International Cricket Council chair David

Morgan in his report was a reduction in the number of County Championship matches.

ECB chair Giles Clarke said: "It is important that consumer research and financial analysis is carried out on the detailed strategy"

Details: <http://lei.sr?a=BgQiy>

## East London's SportHouse nears opening

SportHouse, a multi-million pound sports arena and newly-built 2012 Games-time training venue for London 2012, is due to officially open in Dagenham on 27 March.

Morgan Sindall was chosen last summer to build the LRK Associates-designed complex, which boasts one of the UK's largest multi-use sports halls at 5,000sq m (53,820sq ft).

The sports hall has been fitted with Taraflex flooring manufactured by Gerflor and has been designed to Olympic-standard, with the hall able to house four full-size handball courts.

SportHouse will be used by handball, Paralympic judo and wheelchair rugby athletes during the Games. Its facilities also including a fitness area equipped by Cybex.



SportHouse will comprise one of the UK's largest multi-use sports halls

SportHouse CEO Mike Stimson said: "The sports hall is the real focal point - it is what awarded us with the title of Games-time training venue and will provide the local community with countless opportunities."

Details: <http://lei.sr?a=y8Z5X>

## Robertson outlines Olympic legacy

Sport and Olympics minister Hugh Robertson has outlined how the 2012 Games will provide a catalyst for a sporting "revolution" across all levels of sport over the next decade.

Speaking at the official launch of the Europa Centre in London, Robertson set out 10 components that will comprise the lasting sports legacy from this summer's event.

Robertson said elite and community sports will benefit from an increased share of Lottery revenue, while new "world-class facilities" will be made available to athletes at all levels.

Meanwhile, Sport England's £135m Places People Play programme will provide new-look facilities and participation opportunities, along with London's Sport Legacy fund. Sport England is also leading the Inspire programme to encourage projects ahead of the Games, with



Robertson said the Games will spark a sporting "revolution" in the UK

the £1bn Youth and Community Strategy set to inspire a new generation through sport.

Robertson said: "We are doing all we can to put the building blocks in place so that sport is ready to capitalise in the days, months and years that follow London 2012."

Read more: <http://lei.sr?a=K9P5Z>

## Alex Salmond launches Scottish grassroots fund

Scottish groups are being invited to create new and improved facilities with the help of a new £10m fund announced by First Minister Alex Salmond.

Grants worth up to £250,000 will be made available to organisations and clubs over a three-year period, ending in 2014-15, and will help to establish a legacy from the 2014 Commonwealth Games.

The fund will be administered by sports-cotland and is based on the model from the Cashback for Communities programme.

Read more: <http://lei.sr?a=W4D8H>



The landmark Pods leisure centre in Scunthorpe

## Bristol Rovers submit stadium proposals

Plans for Bristol Rovers Football Club's (BRFC) new stadium to be built on land adjacent to the University of West England's Frenchay campus have been submitted.

South Gloucestershire Council (SGC) will decide the fate of the new power League Two club's proposed development, which has been designed by Arturus Architects.

Gleeds, Pegasus Planning Consultants and transport adviser TPA have also helped in drawing up proposals for the new stadium, which will provide a home for Bristol Rugby Club in addition to BRFC.

The 21,700-seat stadium will comprise a bowl design and will meet all FIFA and International Rugby Union standards, with proposed facilities including a gym and a jogging track.



Arturus Architects are behind the design of Bristol Rovers' new ground

BRFC chair Nick Higgs said: "We would like to emulate the success of clubs like Reading, Swansea and Brighton, who started with a similar fanbase to us and have achieved great things since moving to a new stadium."

Details: <http://lei.sr?a=a7y2j>

## New £10m Wakefield leisure complex topped out

San Lane Leisure, a new £10m swimming pool and fitness centre being built in Wakefield, West Yorkshire, is now at its highest point after the project reached the topping out stage.

Due for completion this summer, the NPS North East-designed complex is being

delivered by Willmott Dixon Construction and will include a six-lane, 25m swimming pool.

Other facilities will include a 13m x 7m learner pool, a 100-station fitness suite; and a multi-activity studio, as well as a café.

Details: <http://lei.sr?a=H9t4h>

## The Pods shortlisted in this year's Sustain Awards

The Pods, a £21m facility opened last summer in Scunthorpe has been shortlisted for this year's Sustain Awards.

Andrew Wright Associates were behind the concept design of the leisure complex, which was taken forward by S&P Architects and is comprised of five timber and glazed geodesic dome structures.

Facilities include an 85-station, split-level fitness suite; an eight-lane swimming pool and a learner pool; two exercise studios; and a six-court sports hall.

Read more: <http://lei.sr?a=d1j7c>

## Funding boost for British Ski and Snowboarding

UK Sport has confirmed that British Ski and Snowboarding is to receive £348,350 of funding to support athletes' preparations for the Sochi 2014 Winter Games.

UK Sport had been unable to invest in snowsports following the collapse of SnowsportGB ahead of the 2010 Games until a new body had been formed.

The agency said it is now confident a performance programme to support the most talented winter sports athletes can start to support medal aspirations at Sochi 2014.

Details: <http://lei.sr?a=b5o4m>

### New FIA guidelines for young people in gyms

The Fitness Industry Association (FIA) has launched new guidelines for its members who are looking to offer gym use and group exercise classes to under-18s.

Issues such as having appropriate insurance cover, risk assessment and marketing at young people are included in the guidelines, as well as safeguarding measures.

The FIA also said the guidelines will deal with the training and qualifications needed to adapt exercise sessions to cater for children as part of mainstream adult classes. Details: <http://lei.sr?a=v7r8F>



Gunnell (centre) attended the launch of the gym

### Sally Gunnell opens revamped Suffolk gym

Olympic and Commonwealth gold medalist Sally Gunnell has unveiled a new-look gym at Bury St Edmunds Leisure Centre, Suffolk, following a £250,000 refurbishment.

Abbecroft Leisure manages the facility, which has received more than 110 pieces of Matrix Fitness equipment – including the Virtual Active workout experience.

The gym also offers a new functional training area, which has a TRX suspension area and a Power Plate zone. Kettle bells and viper training bars are also available. Details: <http://lei.sr?a=Cf0w>

### Tone secures Active Villages contract in Devon

Tone Leisure has secured a contract to operate phase three of an ongoing Active Villages programme in three Devon districts.

Funded by Sport England and Devon County Council, the initiative is designed to provide rural communities with the chance to experience the fun of sport and encourage people to adopt active lifestyles.

Due to commence this month (March), the contract will see Tone deliver the Active Villages programme in North Devon, Mid Devon and South Hams.

Details: <http://lei.sr?a=D6z2B>

## Mixed views over virtual classes

The introduction of virtual yoga and pilates classes in UK gyms, where participants follow the lead of an on-screen instructor, has divided opinion among industry experts.

John Trehan, chief executive officer of The Gym Group, and Wexer programme director Birgitte Nymann were among those who shared their views with *Health Club Management* magazine.

The Gym Group has been trialling the concept at a number of sites and Trehan is expecting to roll-out the provision of virtual yoga and pilates classes at more sites throughout 2012.

"Virtual classes are relatively cost-effective to set up, with a fixed low fee and no ongoing staff costs," said Trehan.

However, APPI Healthgroup physiotherapist and director Glenn Withers believes that



Virtual classes involves participants who follow an on-screen instructor

virtual classes are "the worst form of teaching possible in a gym environment".

Withers added: "When people go to an exercise facility, they are looking for inspiration – and that comes from the personal interaction with the teacher."

Read more: <http://lei.sr?a=qok6m>

## New-look gym launches at Celtic Manor

Dylans Health and Fitness Club has been reopened at the Celtic Manor Resort near Newport, South Wales, as part of a £652,000 refurbishment of its fitness facilities.

Olympic gold medalist Jason Gardener unveiled the new-look facility at The Lodge, with the work carried out by the resort in collaboration with Technogym.

Among the equipment installed as part of the project is a full range of Excite+ cardiovascular stations; Visioweb and Element+ strength equipment; and the Wellness System.

Meanwhile, Technogym is also working with the resort to overhaul the fitness facilities at The Forum Health Club, which closed from 4 March for work to be carried out.



The scheme was carried out in collaboration with supplier Technogym

Resort director of golf and leisure Matthew Lewis said: "People expect a five-star experience and this new equipment will help us to deliver that in our health clubs."

Details: <http://lei.sr?a=D5z60>

## £4.1m refurbishment planned for Essex leisure centre

Castle Point Borough Council (CPBC) is to undertake a £4.1m refurbishment of Waterside Farm Leisure Centre in Canvey Island, Essex, after the scheme was given the green light.

The project was approved at a special cabinet meeting on 8 March, with work due to

start in May. Morgan Sindall has already been appointed as the lead contractor.

Work will include a refurbishment of the dry side changing areas, sauna and first aid room, as well as an expansion of the fitness suite.

Details: <http://lei.sr?a=D655M>

## New Nottingham centre opens

Nottingham City Council (NCC) has opened the new £9m Victoria Leisure Centre in Sneinton – part of its wider investment in local facilities.

The council worked with inspiredspaces – a company established by Carillion – to lead the project through a public-private venture, the Local Education Partnership.

A 70-station gym fitted with Technogym and Power Plate equipment and a fitness studio are among the facilities at the new centre, which has been designed by the London-based architects, Levitate.

Other facilities include a 25m, six-lane swimming pool with separate teaching pool and a fun splash play area for children, as well as a health suite with sauna and steamrooms.

NCC portfolio holder for leisure, culture and tourism David Trimble said: "The new



A 70-station gym is among the facilities at the £9m Nottingham centre

Victoria Leisure Centre will provide state-of-the-art health and fitness facilities for all sections of the local community.

"I firmly believe that the top quality facilities will encourage more people to take part in and enjoy leisure activities."

Details: <http://lei.sr?a=m7w50>

## Tax deadline nears for private instructors

Private coaches and instructors have until 31 March to pay any tax owed to HM Revenue and Customs (HMRC), as well as any interest and penalty charges also due.

The deadline is part of the Tax Catch Up Plan, which was launched by HMRC in October 2011 and is targeting individuals who profit from private tuition, either as a main or secondary income.

HMRC has encouraged tutors who teach fitness and sports among others to come forward with any undeclared liabilities as part of a "tax amnesty".

The campaign required individuals to notify HMRC that a voluntary tax disclosure would be made by 6 January, with payment now due to be submitted by the end of the month.



The amnesty is aimed at those profiting as a main or secondary income

Marian Wilson, head of HMRC campaigns, said: "People who tell us about the tax they owe using this opportunity will pay a lower penalty than if we find them later."

Details: <http://lei.sr?a=u8Y9p>

## Uttotter leisure centre consultation starts

East Staffordshire Borough Council has started a new public consultation examining options for the future of a Uttotter leisure centre, which may lead to a new facility being built.

The development of a new building on the site of the town's existing leisure centre and the

partial redevelopment of the current venue are also among three preferred council options.

A further 13 potential sites will also be put to residents, with a previous consultation showing marginal support in favour of a new-build.

Details: <http://lei.sr?a=k5R2s>

## Call to help more disabled Londoners into exercise

The London Assembly has called for leisure operators and schools to help disabled Londoners stay physically active.

A report by the Assembly's economy, culture and sport committee claims little progress has been made in increasing the number of disabled people taking part in physical activity over the past six years.

Despite the efforts of successive mayors and facility improvements, 90 per cent of disabled Londoners still fail to achieve the recommended level of activity.

Read more: <http://lei.sr?a=bo16g>



The gym is equipped with Technogym machines

## New leisure facilities open in West Lothian

A gym and leisure facility has opened at the Partnership Centre in Fauldhouse as part of a venture between West Lothian Council, West Lothian Leisure and NHS Lothian.

The gym features 29 pieces of Technogym equipment and is the first in the region to offer health and community facilities under the same roof as the leisure element.

Gym users can also access facilities such as a 25m pool, changing rooms and a four-court sports hall, as well as dry side changing areas and two multi-use rooms.

Details: <http://lei.sr?a=e512v>

## Facilities at revamped Telford complex open

Telford and Wrekin Council (TWC) has opened the leisure facilities at the renovated Wellington Civic and Leisure Centre.

The fitness suite, which has its own dedicated changing rooms and showers, boasts 40 pieces of Cybex cardiovascular equipment and two Power Plate machines.

Refurbishment work at the centre has also included the provision of a new changing village for swimming pool users and the redecoration of the pool hall itself, as well as extensive engineering and plant work.

Details: <http://lei.sr?a=d3140>



Health club chain **The Gym** may be short on frills but it's rich in opportunities for ambitious, entrepreneurial managers looking for an exciting career move. John Treharne explains why you should apply

# GREAT EXPECTATIONS

**A** former accountant and England squash player, John Treharne made his name in the health and fitness industry 21 years ago when he founded the Dragons health club chain. The business was floated on the stock market in 1997, before being sold to Crown Sports four years later. Following a short stint as sports director at Esporta, Treharne has channelled his energy into developing the UK's first budget health club concept: The Gym. The group currently has 23 sites open or under construction and is planning to open a further 80 over the next four years.

### You launched The Gym Group in 2007. What inspired you?

I looked at low-cost models such as Planet Fitness in the US and McFit in Germany, and saw a very definite demand for budget operations. The UK, at that time, was the most expensive health club market in the world, which created a perfect opportunity to launch a similar offering here. However, none of the operations I'd seen abroad had really embraced modern technology. To my mind, budget businesses – from hotels to airlines – really lend themselves to a web-based

**Our general managers are responsible for turnovers in excess of £1m a year**



CEO John Treharne is seeking high achievers to work in his business

environment, so right from the start we put a lot of emphasis on developing innovative IT processes, such as our online joining system and streamlined reporting structure. This still sets us apart today.

### How would you sum up your offering?

For £15.99 a month, with no contract, we offer extremely clean, safe, well-maintained gyms with more than 200 pieces of quality equipment, open 24 hours a day, seven days a week. Every facility has a reception area and changing rooms, but we don't do frills – there are no fluffy towels, saunas or steamrooms, swimming pools or bars. In the current climate, we believe people want both quality and value for money, so our focus is on giving our members a great gym and cutting out the expensive, potentially loss-making facilities that many people don't use anyway.

### What about group exercise?

All our sites offer 40-50 group activities a week, from running clubs to circuits. We've also recently introduced a virtual group cycling concept called MyRide in a dedicated area of the gym. We're now trialling a separate yoga and pilates studio in four of our sites, using virtual technology to stream in hourly classes from some of the world's top teachers.

### What are some of the biggest myths about low-cost gyms?

Because we have a low price point, people are sometimes surprised by the high calibre of our facilities. Another misconception is that our



Each site offers 200 pieces of the latest fitness equipment

members don't get much personal attention, which simply isn't true – our gyms typically have 180 hours a week of floor cover, which is something few of the premium brands could claim. Our pared-back model, combined with our IT capability, means our staff don't have to spend hours writing reports, stocking bars or doing pool maintenance, so they can spend more time with our members.

### What about suggestions that low-cost gyms aren't safe?

That's nonsense. Our gyms are staffed from 8am-8pm Monday to Friday and from 10am-5pm at weekends. In addition, they're closely monitored at all times via extensive CCTV coverage with direct links to emergency services.

### How are you funding your rollout strategy?

With a mixture of debt from HSBC and equity from venture capital firm Bridges Ventures – we're fully funded to open 20 clubs a year for the next four years.

### How would you describe your membership base?

Our price point and no-contract policy makes our offering accessible to people who traditionally wouldn't have been able to afford the fee at the local leisure centre, let



Investing in the latest kit ensures The Gym competes with the best

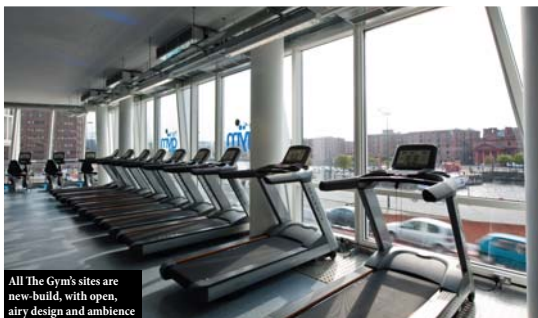
alone a private health club. This means we attract members from right across the social spectrum – from well-off professionals to students and the unemployed. We currently have more than 100,000 members and 35 per cent have never been to a health club before. Also, because Bridges is a social investing firm, 50 per cent of our sites have to be in city regeneration areas. At present, 80 per cent of our sites meet the requirement, so we're significantly out-achieving that target.

#### What positions are you currently recruiting for?

We're expanding quickly, so we've currently got lots of opportunities for the appointment of high-calibre general managers and assistant general managers. We're also on the lookout for regional managers, who will be responsible for overseeing the financial operation, marketing and development of around 10 new health club sites as they open.

#### What do these roles involve?

We have a philosophy of allowing our managers to manage. Instead of having a huge central operation, we prefer to empower our management staff to make decisions and, within certain guidelines, to treat the facility as they would their own business. Each of our general managers is responsible for a turnover in excess of £1m a year, and people who like



All The Gym's sites are new-build, with open, airy design and ambience

being told what to do every minute of the day will struggle with our culture. But those who are willing to step up and show initiative will be both recognised and rewarded.

#### What experience or qualities are you looking for?

A background in the fitness sector is an advantage, but it's not essential if the candidate is willing to do the necessary training: one of our best regional managers came from outside the sector and has achieved a REPS-accredited Level Three qualification while with us. The other thing we look for is an outgoing personality. We want managers who enjoy dealing with people. If you'd rather be in the office all day producing reports, this isn't the job for you.

#### What incentives do you offer?

In addition to their base salaries, which are very competitive, our managers can earn up to 20 per cent of their income via a performance-based bonus. And we don't make it

impossible to achieve those bonuses – we work with our managers to decide on realistic targets for each business, and the vast majority meet them. The rate at which we're expanding also means we can offer a clearly defined career path to motivated individuals, from assistant manager to general manager to regional manager.

#### Are there any other benefits to working for The Gym Group?

It's an incredibly buoyant environment to work in. We won Budget Gym of the Year at the 2011 National Fitness Awards, which everyone was hugely pleased about, and in the last 18 months we've only lost one member out of our entire team. In an industry bedevilled with high staff attrition, I really think that speaks for itself and we welcome applications via the address below.

APPLY TO WORK AT THE GYM GROUP

[www.leisureopportunities.co.uk/gymgroup](http://www.leisureopportunities.co.uk/gymgroup)

## Is the world really our oyster?



**PHILIPPE ROSSITER**  
is chief executive of the  
Institute of Hospitality

The world economy is undergoing major changes with far-reaching consequences for both tourism and hospitality. While none of the BRIC – Brazil, Russia, India and China – countries currently feature in the UK's top ten inbound provider countries, their visitor numbers are increasing steadily.

China and India, both with more than a billion citizens, account for more than a third of the world's population and all four BRIC economies are pivotal in the creation of a new global middle class. According to Ernst and Young's *Tracking Global Trends Report* (2011), emerging markets will have overtaken the developed economies when measured by share of total GDP by 2014.

In the UK's attempts to lure this new breed of traveller, however, critics argue that ground has already been lost to European rivals such as France and Germany – partly due to government policies putting the UK at a competitive disadvantage.

In a few months' time, the 2012 Games will act as a powerful advertisement to the world and put London and Britain into the living rooms of millions of television viewers. Politicians now need to recognise a more accessible visa application process will do much to facilitate the desired long-term legacy of the Olympics: to convert aspirations into holidays in the UK.

Looking ahead, demographic changes are set to pose new challenges. The working-age population of Western economies will decline and skills shortages will be exacerbated. That's why the Institute of Hospitality has been raising awareness of the benefits of greater age diversity in the workplace and has supported the publication of a knowledge pack on this subject.

*The case for recruiting and retaining older workers: a business imperative for the hospitality sector* was produced by Capita Consulting on behalf of the Department for Work and Pensions. The document will be of interest to students, lecturers and HR departments. It can be used to update ageing workforce issues on websites and in reports, policy and training materials. For a copy, email: [library@instituteofhospitality.org](mailto:library@instituteofhospitality.org)

## HOTELS

# Global room rates grow in 2011

New research showing a 4 per cent increase in average hotel room prices across the world in 2011 is a sign that national economies are recovering, according to hotels.com.

The Hotels.com 2012 *Hotel Price Index* (HPI) has found that average room rates in 69 of the 88 city or resort locations analysed had increased during the past 12 months.

Meanwhile, the hotels.com research also found the average London room price during this summer's Olympic period is 102 per cent higher than for the same period last year.

Writing in *Leisure Opportunities* (6 March), however, British Hospitality Association (BHA) chief executive officer Ufi Ibrahim said prices had increased due to the weight of demand.

Ibrahim said: "A BHA study of 33 hotels representing 10,000 London rooms shows they



hotels.com: Higher global room rates point towards economic recovery

are already 78 per cent full for the period and expect to be no less than 95 per cent full.

"At least eight are already 100 per cent full. With such demand, rates inevitably increase but they will eventually find a level commensurate with the demand."

Read more: <http://lei.sr?a=06goK>

## London boutique hotel to open ahead of 2012 Games

The Ampersand Hotel, one of London's original Victorian boutique properties, is to reopen in South Kensington following an extensive redevelopment and renovation programme.

Dexter Moren Associates have overseen the exterior and interior design of the 111-bedroom

property, which spans 5,665sq ft (526sq m) and will comprise a Technogym-equipped gym.

Facilities will also include The Drawing Rooms patisserie and the Aperio dining concept. It will open in time for the 2012 Games. Details: <http://lei.sr?a=C4X7m>

## Augmented reality hotel opens in London

Olympians and Paralympians have been brought to life at Holiday Inn London Kensington Forum after the hotel chain launched its new augmented reality hotel.

Guests will be able to use their smartphones and tablets to see athletes including windsurfer Nick Dempsey perform in the property's reception, corridors and bedrooms.

The hotel operator worked with Contented Brothers, which filmed and edited the content, and Aurasma – provider of the software hosting the augmented reality.

Holiday Inn's Mike Greenup said: "The augmented reality gives guests a behind the scenes look at real athletes as they prepare for London 2012 in and around the hotel."



Windsurfer Nick Dempsey is one of the British athletes 'brought to life'

Nick Dempsey added: "Being able to pick up your phone and see athletes appear as if they were right in front of you is unbelievable."

Read more: <http://lei.sr?a=D8w9v>





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## £50m package to support new HMS Victory trust

The Ministry of Defence (MoD) is to transfer HMS *Victory* to a new charitable trust established as part of the National Museum of the Royal Navy, Portsmouth.

HMS *Victory* Preservation Trust will now be responsible for maintaining Admiral Nelson's iconic flagship and has been awarded £50m to support its future work.

A £25m capital grant has been confirmed by the Gosling Foundation, which will be matched with a further £25m from the MoD to secure the vessel's long-term future.

Read more: <http://lei.sr?a=P2F2T>



JAMIE STEVE CAMERON

Historic Royal Palaces is behind the renovations

## Kensington Palace to reopen after £12m facelift

London's Kensington Palace is to reopen on 26 March following an extensive £12m transformation project undertaken by Historic Royal Palaces (HRP).

The property is currently closed in order for its interiors to be restored as part of the project, while a shop, a café and a lift to allow access to all floors will also feature.

Meanwhile, new gardens will link the palace to the neighbouring park and work has included the reinstatement of historic vistas to and from the building.

Read more: <http://lei.sr?a=O5v9Y>

## ACE announces further Renaissance details

Further details of Arts Council England's (ACE) Renaissance National programmes, which will support regional museums in England, have been announced.

The initiative includes the Designation and Accreditation schemes, national collection purchase programmes and campaigns such as Kids in Museums.

Renaissance National programmes are worth £2.5m a year and are one of the four components of the £45m Renaissance fund available to regional museums.

Read more: <http://lei.sr?a=P4M3a>

## Domestic boost for UK attractions

A number of UK attractions recorded increases in visitor numbers during 2011, according to figures from the Association of Leading Visitor Attractions (ALVA).

In its members' visitor figures for 2011, ALVA said that one of the largest increases in visitors was seen by the newly refurbished National Museum of Scotland in Edinburgh (up 141 per cent on 2010) – making it the most visited tourist attraction outside London.

The capital's Westminster Abbey – the focus of global attention before and after the wedding of HRH The Duke and Duchess of Cambridge last April – enjoyed a 36 per cent increase in visitors (1.9 million), placing the Abbey among the top 10 most-visited attractions for the first time.

Elsewhere, the British Museum maintained its position as the UK's most visited attraction



The refurbished National Museum of Scotland has proved a big success

after welcoming 5.85 million visitors – an increase of just 0.1 per cent on last year.

Greenwich's Old Royal Naval College (up 31 per cent to 1.67 million) and York's National Railway Museum (up 17 per cent to 732,000 visitors) also reported major increases.

Read more: <http://lei.sr?a=N7o3X>

## Attractions 'vision' for Cork's Spike Island

Cork County Council is planning a "cluster" of activities and attractions as part of its vision for Spike Island, a former military and penal site located in southern Ireland.

A design team led by Scott Tallon Walker Architects and including landscape strategist Mitchell and Associates has been appointed to draw up proposals for the site.

The initial phase of developing the island will see more ferry services provided to offer "adequate" access for visitors, while also exploring additional access solutions.

Spike Island will benefit from the restoration of buildings and structures that are to then be brought back into use on a phased basis and in keeping with the island's business plan.



JAMIE HERT COOK

The local authority is proposing to revitalise Spike Island (foreground)

The island's fort will house an interpretive experience exploring the site's history, while the Rampart Walk will become an attraction offering views overlooking Cork Harbour.

Read more: <http://lei.sr?a=Z5k5s>

## 31 March opening for UK's Harry Potter attraction

Warner Bros Entertainment has confirmed that it's *Harry Potter*-themed studio tour attraction at Leavesden Studios near Watford, Hertfordshire, will open on 31 March.

Warner Bros Studio Tour London - The Making of *Harry Potter* will boast some of the

most iconic sets included in the films, including the Great Hall and Dumbledore's office.

Other sets to be included will be the Ministry of Magic; 4 Privet Drive; Gryffindor's common room; and the Hogwarts bridge.

Read more: <http://lei.sr?a=M5X1y>

## Neath's £9m Gwyn Hall opens

Neath's Gwyn Hall arts and cultural venue has officially opened, following the completion of a £9m transformation of the building undertaken by the local authority.

The venue was damaged in an October 2007 fire while undergoing a £4m revamp, but has now been revitalised under plans drawn up by Holder Mathias Architects.

Morgan Ashurst and Swansea-based John Weaver have been involved with work to create the new arts centre, which features a ground-floor theatre with retractable seating.

The Grade II-listed building also includes a cinema with digital and 3D capabilities and full dressing and changing facilities, as well as a box office and a public café bar.

Neath Port Talbot Council leader Ali Thomas said: "The new Gwyn Hall is a truly



Neath's Grade II-listed arts venue has been restored to its former glory

modern arts and cultural venue which will inspire generations to come."

Gwyn Hall, which first opened its doors to the public in November 1889, will be operated by Celtic Community Leisure on behalf of the local authority. It was listed in 1989.

Details: <http://lei.sr?a=LoX8l>

## £400k Paisley arts centre refurbishment starts

Renfrewshire Council has announced the start of extensive renovation work at an arts venue in Paisley, which will cost £400,000 and is expected to take nine months to complete.

Paisley Arts Centre, which is housed in a former church building in the town centre, is

run by the local authority's arts and museums service and will benefit from repair work.

Council leader Brian Lawson said: "The restoration of the arts centre will maintain its role at the heart of Paisley's cultural scene."

Details: <http://lei.sr?a=h5P5B>

## Damien Hirst unveils public gallery vision

Damien Hirst, one of the UK's most prominent contemporary artists, is proposing to open a public gallery housing his personal collection in south London in 2014.

The artist told the *Observer* newspaper that the Lambeth development would display highlights from his own collection, which encompasses more than 2,000 art works.

Hirst said the Caruso St John-designed attraction will transform a terrace of listed buildings and will be as large as the Whitechapel Gallery, accommodating a total of six galleries, a café and a shop.

Among the artists whose work could be displayed in Hirst's gallery are the late Francis Bacon and iconic graffiti artist Banksy.



Hirst told the *Observer* the gallery will be used to display his collection

Hirst told the *Observer*: "It's a place to show my collection of contemporary art. It feels bad having it all in crates."

Details: <http://lei.sr?a=x5G5Q>

## New €1.6m arts centre launches in County Clare

Jimmy Deenihan, Ireland's minister for arts, heritage and the Gaeltacht, has unveiled a €1.6m (£1.3m) cultural facility in Kilkee's redeveloped library, County Clare.

Theatre and exhibition space accommodating 110 people form part of the 8,299sq ft (771sq m) complex, with the transformation work funded by Clare County Council.

Funding also came from the Department of Environment, Community and Local Government; Deenihan's department; and the Charitable Commissioners of Ireland.

Details: <http://lei.sr?a=p5AGK>



Most theatregoers believe the Olympics will help

## Study: West End theatres set for Olympic boost

A new study carried out by UK theatre website *whatsonstage.com* has found that London's West End theatres could stand to benefit from the 2012 Games.

Last December, composer Lord Andrew Lloyd Webber – whose *Really Useful Group* owns seven venues – expressed concern for the sector in an interview with the BBC.

However, the *whatsonstage.com* survey of more than 32,000 theatregoers found that 66 per cent anticipate a positive impact from the capital hosting the 2012 Games.

Details: <http://lei.sr?a=s2c1O>

## Brent cultural centre proposals go on show

Plans for a new cultural facility in Willesden Green, north west London, have been put on display at a public exhibition by Brent Council and developer Galliford Try.

Members of the public had the opportunity to view the Willesden Green Cultural Centre plans on 9 and 10 March, with the new building scheduled to open in 2014.

Facilities will include a museum, a special exhibition gallery and a community gallery, along with creative cluster spaces. Work is due to begin in September.

Details: <http://lei.sr?a=F5S5j>



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### 'Notable potential' for Guernsey

A report carried out on behalf of the States of Guernsey has uncovered the "notable potential" of the Channel Island's medical tourism industry.

The independent study, which was undertaken by Oxford Economics, was commissioned in order to provide a "third-party" outlook on the island's economic profile and opportunities for growth.

The report said that cosmetic surgery provided one of the "strongest opportunities" for growth across both domestic and external markets.

A reported VAT increase on aesthetic procedures in the UK could benefit inbound medical tourism, while Guernsey may also be able to look towards attracting European residents.

The report said: "The medical tourism sector should probably be sold in tandem with Guernsey's existing core brand image

– premium quality, skilled professional labour and relaxed, picturesque surroundings.

"Guernsey needs to treat medical tourism as a niche sector in order to identify true specialisms and concentrate on providing key services to a higher standard than elsewhere."

Details: <http://lei.sr?a=UoX2X>



JAMES LEVY THORPE/SHUTTERSTOCK.COM

Cosmetic surgery is among the "strongest opportunities" for Guernsey

### £15m Cheshire resort scheme completed

A new 81-bedroom hotel has opened at the independently-owned Mere Golf Resort and Spa near Knutsford, Cheshire, to mark the completion of a £15m redevelopment.

Mather and Co worked on three parts of the scheme, which has included the interior design of the new hotel – an extension to the resort's original golf club building.

The consultancy carried out interior design work on a 1,253 sq m (13,487 sq ft) health club and day spa, which opened early last year and includes seven treatment rooms and a hammam.

A thermal zone with sauna and steamroom, a salt room and a caldarium Roman-style hot room also feature at the spa, which uses Carita and Aromatherapy Associates products.



The resort's spa and indoor pool opened as part of the scheme last year

The health club and spa facilities are located within a former stable block and courtyard at the property and was the first phase of the project. It also houses an indoor pool and gym.

Read more: <http://lei.sr?a=S2ToM>

### Public sector day spa opens in North Wales

The launch of Wales' first public sector day spa at Deeside Leisure Centre in Queensferry, Flintshire, has marked the completion of an extensive £5.5m refurbishment of the facility.

Afon Spa has opened along with the Evolution Extreme Centre, which was the final

phase of the project undertaken by Flintshire County Council alongside Alliance Leisure.

The spa houses four treatment rooms, a herb sauna, a crystal steamroom, a salt grotto, an igloo, a spa pool and an aroma room.

Read more: <http://lei.sr?a=03yif>

# Tourism spend at 'record' high

Tourist expenditure in the UK reached a record high of £125bn last year, according to a new Tourism Alliance report launched at its Parliamentary reception on 12 March.

UK Tourism Statistics 2012 revealed that levels of expenditure in 2011 were £16bn higher than the previous record and follows a 14 per cent growth in domestic tourism.

The organisation's report also shown an increase in the number of UK tourism businesses – up from 200,000 to 249,000 – while the industry employs 9 per cent of the total workforce.

However, Tourism Alliance said the sector could achieve more if the government adopts measures such as improving visa processing for residents from the UK's growth markets.

Tourism Alliance chair Brigid Simmonds said: "We could do so much more if the



The domestic market helped boost visitor expenditure to a record high

government cut red tape – including improving the system of visa processing for overseas tourists from growth markets.

"We are calling on the government to support our sector, so we can create more jobs at a time for a real boost to economic growth."

Details: <http://lei.sr?a=Z1qoy>

## Liverpool cruise facility plans move forward

Cruise liners could be able start and stop in Liverpool from late May after councillors approved a plan to push forward the city's bid to become more than just a port of call.

Liverpool City Council is to build a temporary centre on Peel Ports-owned land – subject

to planning approval – to accommodate check-in, baggage and customs facilities.

The council also agreed to adhere to a ruling to decide how much it will have to repay from the construction of an existing terminal.

Details: <http://lei.sr?a=h8r9j>

## Major domestic marketing drive launches

A major new domestic tourism marketing campaign – the "largest-ever" – has been unveiled by national tourism agency VisitEngland and culture secretary Jeremy Hunt.

VisitEngland is fronting the Holidays At Home Are Great drive and is being supported by home nation tourist boards in Northern Ireland, Scotland and Wales in order to showcase the UK's attractions.

A new television advert started airing on 8 March and encourages residents to visit a new website – [www.great-2012offers.com](http://www.great-2012offers.com) – providing consumers with "thousands" of deals.

The campaign is being backed by a range of leading tourism firms, including Marriott, De Vere and Millennium and Cophorne.



Harry Potter star Rupert Grint visited Loch Awe for the new campaign

Hunt said: "This is the perfect time to make the most of the UK and take your holiday, long weekend or short break here."

Details: <http://lei.sr?a=y8Rok>

## New work highlights role of tourism sector



**KURT JANSON**  
is policy director at  
Tourism Alliance

The Tourism Alliance has produced two new pieces of work to underline the size and potential of the UK tourism industry.

The first of these is an annual review of tourism statistics (UK Tourism Statistics 2012 – see right), bringing together headline figures from the three main national tourism surveys and combines them with key information from other studies and publications to provide an overview of the size and value of tourism to the UK economy. The headline figure in this review is the calculation that total tourism expenditure in the UK last year reached £125bn.

It suggests tourism is growing strongly despite the downturn and, as I have mentioned previously, much of this is occurring in domestic tourism and day-visits. People are increasingly unwilling to forgo a holiday despite the economic downturn and are looking for good value options for taking a break from the pressures of work.

With excitement mounting for the forthcoming Diamond Jubilee and Olympics, and the launch of the new £5m VisitEngland campaign, it looks likely the domestic market will continue to grow strongly.

The second piece of work is the production of a powerful new Tourism Alliance video illustrating the potential of the industry to deliver growth and employment for the UK economy. The video was produced for our annual Parliamentary reception to engage with politicians and gaining their support for the sector. This recognition is something that has increased significantly in the last two years – evidenced by the 97 MPs accepting our invitation to attend.

Key to the video are surprising figures on the growth and potential of the Chinese outbound market and the world-beating resources on which the UK industry is based. For example, did you know that the UK has more than 10 times more walking tracks than New Zealand and more Michelin starred restaurants than Spain? It's these type of facts that make people sit up and reassess their views of the sector.

Both the video and the statistics review are available here: <http://lei.sr?a=W7a9K>





A cinema and a hotel form part of the proposals

## Green light for Bromley South Central proposals

Work on a multi-million pound mixed-use redevelopment in Bromley, London, could begin this autumn after the proposals were given the green light by local councillors.

Bromley Council approved The Cathedral Group's Bromley South Central scheme, for which a masterplan was designed by Studio Egret West and Guy Hollaway Architects.

The vision includes a nine-screen cinema; restaurants and cafés at plaza level; a 130-bedroom hotel; and a civic space, as well as retail and residential components.

Details: <http://lei.sr?a=q2P2h>

## Capital and Regional to revamp Herts complex

Capital and Regional, the London-based property company, has been given the go ahead for an overhaul of the Leisure World complex in Hemel Hempstead.

Dacorum Borough Council approved the plans for the revamp of the 170,000sq ft (15,794sq m) venue at Jarman Fields, which is due for completion in spring 2013.

A new restaurant quarter with family-orientated eateries will be created, along with a new gym, an ice rink, a 10 pin-bowling alley and a multi-screen cinema.

Details: <http://lei.sr?a=5z4Y6>

## Barry waterfront to undergo £230m overhaul

A consortium behind proposals for a £230m mixed-use regeneration of Barry waterfront in South Wales has received full approval from the Vale of Glamorgan Council.

Persimmon Homes, Taylor Wimpey and BDW Trading (Barratt South Wales) are leading The Quays scheme, which will feature cafés, restaurants and a hotel.

A Section 106 agreement has now been reached between the consortium and local planning officers to enable the 43-hectare (106.3-acre) project to move forward.

Details: <http://lei.sr?a=vol4K>

## Council eyes 'brighter' Tropicana future

North Somerset Council (NSC) has said it believes the demolition of Weston-super-Mare's Tropicana will lead to a "brighter" future for the 75-year-old leisure complex.

The council announced in December it would be returning the site to sand after it failed to secure a "deliverable" scheme for the seafront building in its current state.

A number of developers have sought to redevelop the site, with Mace selected in 1999 to deliver a leisure pool and family entertainment centre. However, it pulled out five years later. Henry Boot received the green light for a leisure complex in 2008 but cited European law changes and worsening economic conditions for its withdrawal in 2009.



The complex will be demolished but NSC is hopeful for the site's future

Havard Tisdale and the Nightingale Group drew up plans in more recent efforts to revive Tropicana, but both pulled out in early 2011.

Details: <http://lei.sr?a=p5y3i>

## Civic Trust Award winners revealed

Hepworth Wakefield and the National Museum of Scotland (NMS) are among 52 schemes to be recognised at the Civic Trust Awards in Edinburgh.

A total of 27 projects were award winners, with a further 18 receiving commendations and seven given a community recognition accolade.

Six of the winners picked up special awards, which are designed to celebrate projects that demonstrate "outstanding credentials" in a number of specific areas. NMS (Garth Hoskins Architects) received

the Special Award for Scotland, with the Special Award for Sustainability going to Brockholes visitor centre (Adam Khan Architects).

Hepworth Wakefield (David Chipperfield Architects) was handed a special award after being confirmed as panel members' favourite scheme from this year's 27 winners. Bath's



David Chipperfield Architects designed the £35m Hepworth Wakefield

Holburne Museum (Eric Parry Architects) was also among the special award winners.

Awards managing director Malcolm Hankey said: "Winning projects have demonstrated architectural excellence whilst offering cultural, social or economic benefit."

Details: <http://lei.sr?a=L8doM>

## Local authority approves Nine Elms Parkside scheme

Royal Mail's South London Mail Centre, which is to close following an operational review, is to be transformed as part of a new mixed-use scheme approved by the local authority.

Wandsworth Council has approved the Nine Elms Parkside scheme, which has been drawn

up by Allies and Morrison Architects and will include a range of sport and leisure facilities.

Cafés, restaurants, bars and a public park are also planned for the site, which will form a key part of the new Nine Elms Linear Park.

Details: <http://lei.sr?a=a3r4Q>

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# Grad expectations

Another batch of leisure graduates will enter the jobs market this spring. We look at the ways they can kick start their career and talk to graduates who have already found a job

**G**raduating is not something at the forefront of your mind when enrolling on at one of the UK's many higher education institutions during Freshers' Week. But chances are it has come around a lot quicker than you would ever have imagined – it's true: time flies when you're having fun. While the prospect of completing your degree draws closer, the time is now to start thinking about where you turn to next in order to ensure you get the job that you want.

Indeed, where to turn is the question when media headlines seem to feature nothing but negative employment statistics and terms such as "double dip" and "slow growth". A recent report from the Office for National Statistics showed that unemployment in the UK reached a 16-year high during January 2012, with the total number of people out of work currently at 2.67 million. Worryingly, the segment that saw the highest increase in unemployment was young people. The ONS data shows that 1.04 million 16- to 24-year-olds are do not have a job – amounting to nearly one in four!

But the reality is that now is a fantastic time to enter the leisure industry. It is among the few in recent years to continue

growing. While young people are finding it hard to find employment in areas such as manufacturing, IT and media, the sport and active leisure sectors especially have been bucking the trend. The proof is in the pudding: students and graduates looking for a career within leisure on the prospects.ac.uk website increased 180 per cent between 2010 and 2011. And there are already plenty

**"Your degree is the key that unlocks your potential - it's now about choosing the door"**

of things you do now to enhance your job prospects. The leisure industry offers a variety of opportunities to put your skills into practice such as seasonal employment, volunteer programmes, part-time employment and work placements.

We're not suggesting that it's all plain sailing, though. The leisure sector may be going through a period of growth, but you still need to know which qualifications and skills will help you get your foot on the proverbial ladder.

Your degree is the key that helps unlock your potential; the next step is now about choosing the right door.

## POSTGRADUATE STUDY

If you have become fond of university life during the course of your degree, you might not have to leave just yet. There are plenty of sector-specific postgraduate courses being offered across the country – perhaps even at the institution you're about to graduate from. While most employers do not rely wholly on academic qualifications, it

is easy to see why an applicant with a masters degree will look more attractive to an employer than an applicant with only an undergraduate degree.

Postgraduate students who have made the effort to build balanced CVs by taking advantage of work experience opportunities – either as part of their course or opportunities they create themselves – will stand an excellent chance to walk straight into a job.

So how to become a post-grad? Well, there are a couple of main issues you need to consider. Dr Richard Winsley, the director of education for sports and health sciences at Exeter University, reveals the level of interest that some courses can attract.

"The affordability of study is always an issue," says Winsley. "Every student will have to weigh up whether the benefits and enjoyment of postgraduate study justify the cost."

## Rajiv Patel

### Where and what did you study?

I studied BA (Hons) sports management and golf studies at Bucks New University.

### Where and what is your current role?

I'm the assistant county golf development officer for the BB&O (Buckinghamshire, Berkshire & Oxfordshire) Golf Partnership.

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

I manage a junior golf coaching programme. Between November and February, I put together the following year's programme. This includes selecting new juniors, a team of around 40 coaches and venues that are going to be used. We have 280 juniors on the programme and they are coached between the months of March and October. Alongside the coaching we set up competitions for them to play in. I also help golf clubs through a national accreditation



which allows them to be recognised as junior and beginner friendly facilities.

### What attracted you to the leisure industry?

As an avid golfer I had my sights set on a job in this industry.

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

Not easy at all. After finishing university, I applied for many different types of jobs mainly so I could start building up experience in the field. After a number of rejections a local online golf retail company offered me a position in August 2010 which I gladly took. However, when I went for the interview, the employers were more interested in the golf business volunteering that I had done at Bucks New Uni, which shows that employers aren't just looking for job-related experience.

### Any advice for graduates looking to get into the industry?

I can't stress how important volunteering and getting involved in university initiatives are, even if it is a programme that doesn't directly relate to your field or degree – it is still valuable experience.



A number of companies now offer graduate management schemes which could lead in you being fast-tracked into a top job

For sport and health sciences, we get about eight to 10 applications for every available place, so we expect that we will be able to fill our places with calibre students."

There are now less funding avenues open to you, but some High Street banks offer career development loans for vocational courses, while you may also find universities themselves providing bursaries and scholarships to help fund continued study.

#### MANAGING YOUR CAREER

Perhaps postgraduate study isn't for you - so what next? Well, across the leisure industry's varied spectrum are many operators and companies that have established dedicated

graduate management skills, which aim to entice some of the brightest young talent into their organisation. While competition for places on such schemes can be tough, the potential is alluring. It is an option that can be particularly favourable for those wishing to enter leisure management.

Parkwood Leisure currently operates more than 80 sites - such as leisure centres, theatres and events venues. It runs a graduate scheme designed to accelerate graduates into management positions across its portfolio. The objective is to provide advanced, strategic, and day to day training and development in facility management and leadership, to create senior managers for tomorrow.

Elsewhere, Greenwich Leisure (GLL) also operates a two-year trainee manager scheme that is specifically aimed at graduates who are ready to take on the working world. Consisting of three eight-month placements, it provides graduates with a wealth of experiences. GLL will consider candidates with any degree, but a business or leisure management-related qualification is an advantage.

If you're inspired to enter the leisure industry, then hopefully you'll now be aware of a few of the options to kick start a bright career. It is an industry at an advantage to other sectors, because it the chance to turn a hobby or a sporting passion into a career. ●

### Helen Condon

#### Where and what did you study?

I graduated from the University of Reading in 2008 with a 2:1 in sports leadership BA.

#### Where and what is your current role?

I'm now working as a sports development manager for Parkwood Leisure at Hengrove Park Leisure Centre in Bristol.

#### Did you enter the leisure industry directly from university?

Following graduation, I gained Level 3 in personal training and worked in a health club as a self employed personal trainer and as a fitness instructor and group exercise coordinator. But wanted to move into management, so applied for the Parkwood Leisure Graduate Scheme in 2010.

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

My role currently involves putting together the programme for



the new site as well working with local sports clubs, groups and businesses to ensure the needs of the wider community are met. I work closely with Bristol City Council to ensure that its requirements of the facility are met and national schemes are provided for within the programme.

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

I've always had a passion for sports, having been on the GB synchronized swimming team in 2001 and 2003 and coached it since 2006, so I wanted to work in a sector that I was passionate about.

#### How well do you think your university course prepared you for a career in leisure?

Very well I think - but as with anything there is a real difference between the academic side and doing it within a business!

#### Any advice for graduates looking to get into the industry?

To gain as much practical experience as possible while they are studying. As with any industry you have to have both the experience and the qualifications in order to attract attention to your CV.



"Get as much work experience as possible - it's not just about qualifications these days"

## Marlena Wisniewska

### Where and what did you study?

I attended University of West London studying marketing.

### Where and what is your current role?

I'm a first year graduate trainee manager at GLL.

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

I am on the two-year graduate programme which involves undertaking different job roles. So far I worked as a sales advisor, recreation assistant and fitness instructor. My current placement is in HR department where I assist with recruitment. I feel that after my first six months I have learnt a lot.

### What attracted you to the leisure industry?

I've always been actively involved in sport and promoting healthy lifestyle, therefore this is the industry for me.

### How well did your university course prepare you for a career in leisure?



My university course prepared me more in terms of business side as I was studying marketing.

### How does working in the leisure industry compare to your expectations?

So far I am nicely surprised. I get involved in a variety of different projects, depending on the placement.

### What are the best aspects of working in the leisure industry?

It is a vigorous and energetic industry. I am happy to be a part of the team delivering a great experience and help to all customers. As a trainee manager with GLL I am also involved in the pre-Olympic events organised in Aquatic Centre and Olympic Arena which is an exciting experience.

### And the worst?

I can't think of any.

### What advice would you have for last-year students/graduates looking to get into the industry?

You should always stay positive and be ambitious. The right position will come across.

## Charlie Priestley

### Where and what did you study?

I graduated in 2008 from the University of Gloucestershire with a degree in sports education.

### Where and what is your current role?

I am a project manager for 1610 leisure trust in Somerset, based at Hestercombe House near Taunton.

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

I have two roles. I develop and coordinate the apprenticeship programme at 1610. I recruit, train and assess sports coach apprentices. I work with 4 apprentices and we are currently recruiting for more to work across the organisation. I also work with the Outdoor Adventure team at 1610, I am involved in delivering the programme of outdoor sports such as abseiling, climbing, cycling, etc.

### What attracted you to the leisure industry?

The diversity of the industry appealed to me and I enjoy working



with people and I also have a background in sports, so it seemed the obvious choice to go into the leisure industry.

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

I was incredibly lucky as I graduated just before the recession really kicked in. I sent my CV in to the leisure trust and they invited me in straight away for an interview. They developed a role for me which played to my strengths and interests. 1610 is very forward thinking in that way and they look at the person and what qualities they can bring to the organisation.

### How well do you think your university course prepared you for a career in leisure?

It was a great foundation for my knowledge in the sector but having a degree did not really prepare me for work and employment. It was a steep learning curve when I first started working in the role, and learnt so much through my mentor, training courses, and qualifications 1610 have put me on.

### Any advice for graduates looking to get into the industry?

Get as much work experience as possible, volunteering etc. It is not just about qualifications these days.



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## Oxstalls – All Weather Pitch Expressions of interest

Gloucester City Council is proposing to refurbish the all weather pitch located at the Oxstalls Tennis Centre off Tewkesbury Road, Gloucester.

The works comprise of the resurfacing of the existing sand dressed surface including the shock pad, new fencing and the refurbishment of the existing floodlighting system.

The estimated cost of the work is £400,000 excluding VAT. Procurement will be via the open procedure using the JCT Intermediate Building Contract with Contractors Design.

The current programme anticipates completion of the scheme by the end of August 2012.

Gloucester City Council has produced a Specification and Design Criteria document.

Expressions of interest to:

[procurement@gloucester.gov.uk](mailto:procurement@gloucester.gov.uk) the closing date for expressions of interest is 30th March 2012

All tender packages will be sent electronically on 2nd April 2012 and the closing date for tenders is 4th May 2012.

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## Work with partners is delivering results



**SUKI KALIRAI**  
is interim chief  
executive officer  
of SkillsActive

One of SkillsActive's main roles is helping people and organisations secure funding for training. This is increasingly important in the current climate.

We work with a number of partners to facilitate this and one very successful partnership is the Mayor of London's Sports Legacy Fund. Managed by SkillsActive's National Skills Academy for Sport and Active Leisure, the fund is part of the Mayor's plan for "A sporting future for London". In exchange for volunteering hours, it provides Londoners with up to 75 per cent off of the cost of nationally recognised qualifications in areas such as coaching and officiating. To find out more, visit: <http://lei.sr?a=LoD7X>

We also understand that being a well-rounded worker is about having more than just vocational qualifications. It is also about having broad interests and passions, which is why SkillsActive is so pleased to work with the Nancy Owens Bursary Trust.

Nancy Owens was a great champion of extra-curricular learning, and a board member of Sprito, the forerunner to SkillsActive. Her legacy is a fund allowing people of all ages to improve their skills through innovative training – people such as Stephanie Connell and Natalie Campbell.

Thanks to a £1,000 gift from the 2011 bursary, Scottish and British national Karate champion Stephanie was able to realise her dream of studying Karate – a form of karate – in Japan. She is now sharing techniques she learnt there with the young people she coaches and has forged lasting links between her home in Scotland and Japan.

Natalie used a £600 grant to fund a trip to America to help the US rowing team with a recruitment drive for athletes to its adaptive rowing team. US Rowing were so impressed with her work, they invited her to join them at last year's rowing world championships and at London 2012.

Future applications are now being considered (the deadline is 11 May). To apply or find out more, visit: <http://lei.sr?a=H7hG>

## TRAINING

### Cultural Heritage Blueprint to be updated

Parts of the Cultural Heritage Blueprint, the document setting out recommendations for the development of the sector's workforce over the next 10 years, are to be updated.

The Museums Association (MA) will work with Creative and Cultural Skills (CCS) – the sector skills council – to revise the blueprint amid changes within the industry.

The original document was published in 2008 by the MA and the Cultural Heritage Skills Advisory Panel and identified issues such as a need for "increased leadership".

MA director Mark Taylor said: "CCS has asked the MA to update the blueprint to address priorities and ensure it reflects the current economic and political climate.



JAMIE HISTORIC ROYAL PALACE

The four-year-old document is being updated to reflect modern needs

"We hope to publish the update in April so the key issue of workforce development is up-to-date, prominent and well thought out."

Details: <http://lei.sr?a=R5g7l>

### IHG launches new London academy

InterContinental Hotels Group (IHG) has unveiled its newest Hospitality Training Academy in London, which offered a programme that has been developed in partnership with Newham College.

Local people will have the opportunity to benefit from relevant training and practical work experience at a hotel across one of the group's brands at the IHG Academy.

The six-month course will combine the Hospitality Skills Diploma NVQ with four weeks of work experience, which will lead to a Hospitality Level 2 Diploma. Students will also be able to apply for entry level vacancies across the IHG estate.

It is one of 42 IHG Academy programmes around the world. More than 15,000 are currently employed by IHG in the UK, with 24 per cent between 18- and 24-years-old.



JAMIE HISTORIC

The academy will offer work experience and a recognised qualification

The group has also confirmed that it is planning to make nearly 3,000 new roles available across the UK over the coming three years.

IHG chief executive Richard Solomon said: "We're pleased to be working to create jobs and training opportunities in the UK."

Details: <http://lei.sr?a=m4k4d>

### Local authority to relaunch Leeds parks programme

Leeds City Council (LCC) is to create 21 apprenticeship places in its parks and countryside service after unveiling plans to relaunch an initiative for the first time in 25 years.

It will be the service's first formal apprenticeship programme since 1984 and will see LCC

work with a learning provider with the support of the National Apprenticeship Service.

LCC executive board member Peter Gruen said the local authority was working to get young people into work as a "main priority". Details: <http://lei.sr?a=G9m4x>

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General Manager - Permanent, *Complete Football, Liverpool, UK*  
Team Leader - Permanent, *Complete Football, Liverpool, UK*  
Senior Shift Supervisor - Permanent, *Complete Football, Liverpool, UK*  
Shift Supervisor - Permanent, *Complete Football, Liverpool, UK*  
Deputy Manager / Studio Co-ordinator, *Jubilee Hall Trust, Colombo Centre - SE1, UK*  
Duty Manager (40hpw), *Greenwich Leisure Ltd, Henley on Thames, UK*  
General Manager, *Kidspace, Croydon, UK, UK*  
Membership Sales advisor  
Salary: £14,300 with OTE £23,000 Company: *Everyone Active, Stratford Park Leisure Centre, Stroud, UK*  
Duty Manager, *Everyone Active, Spelthorne Leisure Centre, UK*  
Group Fitness Coordinator, *Frame Fitness, London, UK*

Sports Assistant, *Everyone Active, Horfield & Henbury Leisure Centres, UK*  
Casual Duty Managers, *Greenwich Leisure Ltd, Woodstock, UK*  
Medical Aesthetician, *Biolite Aesthetic Clinic, Dubai, UK*  
Spa Therapist, *Aromatherapy Associates, Knightsbridge, UK*  
Spa Therapist, *Isle of Erika Hotel, Spa and Island, Oban, UK*  
Gym Professional, *Royal Automobile Club, London, UK*  
Part Time Customer Service Managers, *Leisure in Hyndburn, Hyndburn, UK*  
Part Time Customer Service Managers, *Leisure in Hyndburn, Accrington, UK*  
Aquatics Manager, *Leisure in Hyndburn, Hyndburn, UK*  
Duty Manager, *Trust Thamesmead, London, UK*  
Community Manager, *Turton High School Media Arts College, Bolton, UK*  
Leisure Attendants, *The Leys School, Cambridge, UK*  
Swimming Teachers - part-time, *The Leys School, Cambridge, UK*  
Cycling Development Officer (Activation), *Lee Valley Regional Park Authority, Enfield, North London, UK*  
General Manager, *The Gym Group, Various locations, UK*  
Regional Sales Executives, *GramercyOne, New York, NY and Newport Beach, CA - United States*  
Membership Sales & Duty Manager, *Energie Group, Fulham - London, UK*  
Membership Consultant, *Everyone Active, Loughton Leisure Centre, Essex, UK*  
Health and Fitness Instructor/Duty Supervisor, *Finesse Leisure Partnership, Hatfield, UK*  
Sports Centre Manager, *Bangor University, Bangor, Wales, UK*  
Registration Services Officer, *Skills Active Group, Croydon, UK*  
Sports Centre Manager, *Bangor University, Bangor, Wales, UK*  
Membership Sales Advisor, *energie group, Edinburgh, UK, UK*  
Fitness Advisor, *energie group, Edinburgh, UK, UK*  
Full Time Receptionist, *energie group, Edinburgh, Scotland, UK*  
Part Time Fitness Advisor, *energie group, Edinburgh, Scotland, UK*  
Personal Trainer, *Pure Gym Limited, Various locations, UK*  
Maintenance Assistant, *Pure Gym Limited, Gateshead, UK*  
Display Maintenance Tech, *Royal Armouries, Farnham / London, UK*  
Operations and Admin Manager (Tower of London), *Royal Armouries, London, UK*  
Operations Manager (Fort Nelson), *Royal Armouries, Farnham, UK*  
Forest Centre Officer (Events and Retail), *City of London, London, UK*  
Head of Visitor Services, *City of London, London, UK*  
Visitor Services Manager, *Buccleuch Estates Ltd, Dalkeith, UK*  
Marketing and Promotions Executive, *Attractions and Catering Company, South, UK*  
Part Time Receptionist, *energie group, Edinburgh, Scotland, UK*  
Spa Director / Owner, *SpaStaff.com, Northern Cyprus*  
Sports Massage Therapist, *SpaStaff.com, Bermuda*  
Nail Technician, *SpaStaff.com, Georgia, United States*  
Massage Therapist, *SpaStaff.com, Georgia, United States*  
Spa Coordinator, *SpaStaff.com, Georgia, United States*  
Massage Therapists, *SpaStaff.com, Bhopal, India*  
Thai Therapists, *SpaStaff.com, India, Cyprus*  
Massage Therapist, *SpaStaff.com, Abu Dhabi, United Arab Emirates*  
Spa Manager and Spa Therapists, *SpaStaff.com, Nigeria*  
Spa Therapists, *Formby Hall Golf Resort and Spa, Southport, UK*  
Temporary Club Promotion Staff, *energie group, Harlow, Essex, UK*  
Sales Advisor / Club Promoter, *Energie Group, Nationwide, UK*  
Team Leader, *Everyone Active, Horfield Leisure Centre, UK*  
Fitness Consultant, *Energie group, Buckinghamshire / Bedfordshire, UK*

for more news and jobs updated daily visit [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk)





## Team Leader

**Location:** 327 High Road, Woodford Green, Essex IG8 9HQ  
**Salary:** Negotiable depending on experience and qualifications  
**Closing Date:** 14th April 2012

Physicals is a unique, privately owned fitness club. We pride ourselves on our state of the art high quality training facilities, instruction and ethos.

A Team Leader vacancy has arisen at the club. This role requires an individual who has a proven track record of work in the industry and commercial ability combined with a passion for fitness. You must have the desire to grow and develop as a professional and have drive and ambition to enable the club to continue as an industry leader.

**For further information please see our website**  
[www.physicalsfitness.co.uk](http://www.physicalsfitness.co.uk) or call 020 8505 4914.



**Leisure Club & Spa Manager**  
 £25k Location: Berkshire  
**Spa Manager / Treatment Manager**  
 £30,000 Location: Hertfordshire  
**Head Therapist**  
 £18k Location: Egham, Surrey  
**Spa Manager**  
 £25k+ Location: Warwickshire

**Senior Beauty Therapist.**  
 £17k + commission + gratuities  
**Spa Manager**  
 £23k+ Commission (OTE£28k)  
 Location: Egham, Surrey  
**Beauty Therapist.**  
 £14,500-£16k Stroud + commission + gratuities

Please send a CV and covering letter through to the following email – [neil.buckley@citirecruit.co.uk](mailto:neil.buckley@citirecruit.co.uk)



## Are you ready for an exciting opportunity and life changing experience?

At nuyu, our mission is to provide contemporary and visionary LADIES ONLY fitness clubs in SAUDI ARABIA, with our first club will opening in Riyadh in September 2012.

**The ALL FEMALE team will be hand-picked from international candidates who can offer:**

- Professional expertise in their field
- Personal Training to exceptional standards
- Inspirational group exercise classes
- Desire and drive to reach targets and achieve goals


We are now recruiting for a range of positions including management and trainers, to grow alongside this new and exciting business.

**In return we will provide:**

- Excellent Salary and bonus scheme (Tax free)
- Full Expat package including accommodation & selected flights.
- Training, development and prospects

For more details on all vacancies and/or to apply on-line please go to the website - [www.leisureopportunities.co.uk/HeightsHolding](http://www.leisureopportunities.co.uk/HeightsHolding)  
 Alternatively please email your CV to: [info@heights.sa](mailto:info@heights.sa)

# Lead the future at The Gym



The Gym Group is seeking to recruit exceptional General Managers and AGMs. We have 20 gyms already open, seven more coming soon and a pipeline of 20 clubs per year over the next four years. Each of our clubs has 5000+ members and an annual turnover of £1million for which managers have P&L responsibility. We require extraordinary managers with commercial ability, as well as the skill, energy and determination to drive our business.

### General Managers

**Norwich & Tottenham**  
**£25,000-£35,000 + c20% bonus + optional PT income**

**The role**

- To oversee the launch of the brand new facilities
- To drive and deliver the commercial performance
- To recruit, train and develop their own team
- To drive the club's marketing activity
- Option to personal train for up to 10hrs pw

**The candidate**

- Proven management experience, preferably in H&F
- Passionate about customer service
- Track record of driving sales and marketing activities
- Ideally, already a GM or a Sales or Operations Manager
- REPS level 2 qualified or be prepared to qualify

### Assistant General Managers

**Norwich & Ashford, Kent**  
**£16,000-£20,000 + optional PT income**

**The role**

- To assist with the pre-opening of the new gym
- Drive local sales and marketing activities
- Promote brand standards and customer service levels
- Recruit, train and manage personal trainers
- Option to personal train for up to 10hrs pw

**The candidate**

- Must have operational gym management experience
- Have experience of driving sales and marketing activities
- Passionate about customer service & engaging with members
- Experience of managing personal trainers
- REPS level 2 qualified or be prepared to qualify

These roles are very hands-on, so you'll need to be outgoing and ready to get involved in every aspect of running a gym. As a growing company we can offer promotion opportunities as we expand. We'll reward you in line with your performance and offer you a competitive benefits package including 20 days holiday rising to 25 days plus bank holidays, private medical insurance and pension scheme.

If you see yourself as an industry-leader of the future, please apply in confidence by submitting your CV and a covering letter via our recruitment website: [www.leisureopportunities.co.uk/gymgroup](http://www.leisureopportunities.co.uk/gymgroup)



# CHIEF EXECUTIVE OFFICER

LONDON • SIX FIGURE PACKAGE

Les Mills International (LMI) creates the world's most popular group exercise programmes that are enjoyed by millions of people every week. Our programmes are taught around the world by 90,000 certified instructors in 14,000 licensed clubs. In the UK our classes have been running in all the main health clubs and fitness chains since 1997 through LMI's appointed distributor.

The company has now acquired the UK distribution agency. As a result of this acquisition, Les Mills Fitness UK is already a substantial business delivering some 5,700 Les Mills programmes every year in 1,700 clubs with 30 employees and a team of 32 contracted trainers.

But that is just the start. Les Mills Fitness UK has ambitious plans and is seeking to appoint its first CEO to develop and deliver its substantial growth strategy for the UK market.

## The Role

- To develop the business to deliver significant growth in the UK through existing channels and clients and to identify and develop new channels and revenue streams
- To establish Les Mills Fitness UK as an industry champion of the UK H&F sector
- To promote and advance the Les Mills brand in the UK
- To ensure Les Mills Fitness UK is an integral part of the global LMI success story
- To lead the transition from distributor model to proprietary model

## The Candidate

- An experienced, results-focused leader with relevant industry experience
- A senior executive with excellent sales and marketing skills and a track record of commercial success
- Significant experience and understanding of how to penetrate the UK leisure and/or fitness markets at both strategic and tactical levels
- A strong organisational leader, people manager and industry thought-leader
- Proven change management skills and cultural sensitivity

This is a significant appointment and so we are looking for someone who is energetic and passionate about the Les Mills brand to lead the growth of our business in the UK.



For a confidential discussion and to find out more about this unique opportunity, please call our retained advisor Michael Emmerson on 0845 600 9650 or on 07798 898271. Alternatively, email your details to [MichaelEmmerson@HR-Support.org.uk](mailto:MichaelEmmerson@HR-Support.org.uk) or apply online at [www.leisureopportunities.co.uk/LesMills](http://www.leisureopportunities.co.uk/LesMills)

**LES MILLS**  
FOR A FITTER PLANET

BASINGSTOKE AND DISTRICT SPORTS TRUST

## GENERAL MANAGER



Your role will be to lead this award winning Trust and maximise on the potential of the outstanding facilities at the Sports Centre.

At this stage of your career, you will have refined your skills in strategic planning, financial management, marketing and communications, and managing people.

Moreover you will have an entrepreneurial flair and a real passion for delivering exceptional service.

We will expect you to continue the legacy of the retiring postholder and you will be results driven, with a track record demonstrating your achievements.

As an independent Trust with a history of over 40 years of successful trading, we are proud of our heritage and the difference we have made to the lifestyle of our community.

The job will stretch you but the rewards are generous.

**Applicants should apply in writing to Martyn Frost, Chairman, Sports Centre, Festival Place, Basingstoke, Hants RG21 7LE or by email to [frostsl32@o2.co.uk](mailto:frostsl32@o2.co.uk).**

**Closing date is April 20th 2012; interviews will be held on May 10th and 11th 2012.**

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

## leisureopportunities



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](http://www.leisuresubs.com)

[www.leisureopportunities.com](http://www.leisureopportunities.com)

The Royal Life Saving Society UK (RLSS UK) is a registered Charity based in Broom, Warwickshire; we are the National Charity for drowning prevention and water safety.

IQL UK Ltd is a wholly owned trading subsidiary of the Royal Life Saving Society UK (RLSS UK) and manages high quality aquatic qualifications on behalf of RLSS UK.



ROYAL  
LIFE SAVING  
SOCIETY UK  
[www.rlss.org.uk](http://www.rlss.org.uk)

**We currently have an exciting opportunity in the IQL Team for:**

## Customer Engagement Managers

£33,100 – £34,900 (depending on experience)

**We are looking for self motivated, enthusiastic individuals with highly developed relationship management skills.**

You will be responsible for day to day management and schedule of Customer Engagement Services and providing solutions and support to our Approved Training Centres (ATC's) and Trainer Assessors (TA's) whilst maintaining current and developing future relationships.

Your main duties will be to manage the quality assurance of our workforce of Trainer Assessors (TA's) and National Trainer Assessors (NTA's) whilst they are delivering our primary qualification, the National Pool Lifeguard Qualification (NPLQ).

Other key responsibilities of the role is to identify new business, product and consultancy opportunities from within and outside our current membership.

The successful candidates will ideally have previous experience of working in a similar role. We offer a good salary, pension scheme, full staff development programme and a Group Life Policy.

These are regional roles and they will involve a significant amount of travelling, a branded company vehicle will be provided.

Call Joy Iliffe on **01789 774218/01789 773994** or email to [joyiliffe@rlss.org.uk](mailto:joyiliffe@rlss.org.uk) for an application form and information pack.

Closing date for applications is Monday 2nd April 2012, the initial selection process will take place on 17th and 18th April.

*We are an Equal Opportunities Employer*

## Full Charge Book keeper / Accounts Admin

£25,000 - £30,000 based on competency

Bookkeeper required for a Fitness Firm based in Marble Arch, London you will be responsible for putting together various accounts and reports. The successful candidate will be a keen bookkeeper with experience



### Key responsibilities include

- Management of multiple client accounts
- Invoicing and Order Payments
- Production of VAT Returns
- Bank reconciliation
- Monthly and quarterly management reporting
- Implement and manage an accounts filing system
- Monthly payroll completion
- Project Work

### Key Experience Required

- Sage Line 50, Microsoft Word and Excel
- Cash book and Bank Reconciliations
- Monthly control accounts and intercompany account reconciliations
- Purchase and Sales Ledger and working to month end deadlines

Please send CV with covering letter to [interviews@fitnessagents.co.uk](mailto:interviews@fitnessagents.co.uk)

## Community Sports Officer

2 year fixed term contract, Salary £20,198  
Funded by Sport England  
Closing date 28 March 2012



ALTON TOWN COUNCIL

Can you promote our sporting facilities, encourage participation, help develop local clubs, create holiday activity sessions and build contacts with the community?

Do you have a leisure qualification or experience in a sport/leisure role, excellent communication skills and a knowledge of sports development? Are you able to work flexible hours to meet the needs of this community role?

To apply call 01420 83986 or visit [www.alton.gov.uk](http://www.alton.gov.uk)

Go the extra mile.  
Organise one!



Organise a Sainsbury's Sport Relief Mile in your community - there's no better way to take part in the UK's biggest year of sport. We'll help you every step of the way. [www.sportrelief.com/the-mile](http://www.sportrelief.com/the-mile)

SRQ1029 Sport Relief is an initiative of Comic Relief, registered charity 320568 (England & Wales), SC039730 (Scotland)

## CLIENT SUPPORT/ TRAINING SPECIALIST



**OmniTicket Network** - the market leader in the field of computerised admissions ticketing, access control and ticket distribution systems for visitor attractions - is seeking a **Client Support/Training Specialist** to operate from its UK base in Staffordshire.

Suitable applicants will already have experience in providing software application implementation, training and support to end-users. Ideally they should also have some experience maintaining PC based products, networks and peripherals, plus Windows Server knowledge. A full UK Driving Licence is essential.

Although the successful applicant will be based at our Newcastle-under-Lyme offices, there will be a considerable amount of travel throughout the UK and Europe. Some out of hours and weekend work will also be involved. OmniTicket Network operates a non-smoking policy.

Please apply to the address below (marking your envelope "Private & Confidential") enclosing your CV along with current salary details and a letter explaining why you feel that you would be suitable for the position.

Mr John Davies,  
OmniTicket Network Ltd,  
15 Berkeley Court  
Newcastle, Staffs ST5 1TT

\* No Agencies \*



## Chief Executive Officer Worcestershire Football Association Limited



Due to the impending retirement of the existing post holder, Worcestershire FA Ltd is seeking to appoint a new Chief Executive with effect from 1st July 2012. The Chief Executive will be responsible for the running of the Association; this will include legal matters, business planning, football development, football administration, marketing, public relations, personal and managerial matters.

The successful candidate will also act as Company Secretary and ensure that the Company complies with the requirements of the Companies Act and relevant employment legislation.

There is also a requirement to be responsible for the servicing of meetings of the Company's Board of Directors, Council, Standing Committees and Director's sub-committees and to implement decisions made.

To apply you need to have significant experience in an administrative or management role and be passionate and knowledgeable about grassroots football.

Based at Worcestershire FA's headquarters in Droitwich, candidates should have experience of managing staff, producing business plans, report writing, giving presentations and have strong organisational ability coupled with IT literacy skills and the ability to influence at all levels.

A job description can be downloaded from: <http://www.worcestershielfa.com>

For an informal discussion about the role please contact the Chairman of the Worcestershire FA, Roy Northall on 01905 25299 or 07751 468338

To apply, please send a CV and covering letter explaining why you are suitable for this role with details of your current remuneration package and expectations to: Roy Northall, Chairman, Worcestershire Football Association Ltd, Craftsman House, De Salis Drive, Hampton Lovett Industrial Estate, Droitwich, Worcs WR9 0QE  
**Marked Private and Confidential.**

The closing date for applications is: 5pm Friday 20th April 2012  
Shortlisted candidates must be available for initial interviews on either: Thursday 17th May or Friday 18th May 2012

Worcestershire FA is committed to equality of opportunity and welcomes applications from all sections of the community. Please mention any particular requirements you may have in respect of the recruitment and interview process in your covering letter.

## NORTH WEST KENT COLLEGE

Here at North West Kent College, we offer an outstanding range of sports and leisure facilities to students, staff and the local community. Our Body Matters Sports and Fitness Centre includes a multi-purpose sports hall, state-of-the-art gym and studios, as well as a 25-metre swimming pool and external pitches.

### Sports Development Manager

Dartford and Gravesend campuses

37 hours per week, 52 weeks per year

Salary: £20,002 – £22,516 per annum

We need you to develop this high-potential business and drive its growth. Leading the Centre's team and overseeing the day-to-day running of all facilities, you'll maximise its use by building links with external sports agencies and actively promoting it to schools, clubs and other organisations in the community. With a relevant qualification and sound experience of managing a leisure centre or similar facility, you should bring a proven track record of generating sales and building income. Flexibility towards hours of work is an essential aspect of this role. The service operates seven days a week from 7.00am – 10.30pm and therefore you may be required to attend for duty during any of these times as necessary, to meet peaks and staff shortages.

### Sports Supervisor

Dartford and Gravesend campuses

37 hours per week, 52 weeks per year or 16 hours per week, 52 weeks per year

Salary: £15,473 – £17,287 per annum

Playing a key role in the smooth day-to-day running of our facilities, your wide-ranging role will include supervising, coaching and assessing apprentice staff, providing support to teachers during lessons and acting as lifeguard during public sessions. With a Level 3 qualification in Sport or Leisure (or equivalent), you should combine an understanding of NVQ Assessment processes with strong communication skills. An RLSS National Pool Lifeguard Qualification is also essential, along with the flexibility to join a seven-day shift rota including weekends.

### Centre Receptionist/Assistant – Body Matters

Dartford / Gravesend

20 hours per week, 52 weeks per year (evenings and weekends)

Salary: £15,473 – £17,287 per annum pro rata

Your role will be to make sure that everyone who visits the Centre enjoys a warm welcome – and receives all the information they need to make the most of our extensive facilities. As well as that, you will manage bookings and provide all-round administrative support. Proven experience of dealing with the general public in a customer service environment is essential, together with excellent communication and PC skills. You should also hold (or be willing to work towards) an NPLQ Lifeguard Qualification.

Application forms and further information available on NWK College website [www.nwkcollege.ac.uk](http://www.nwkcollege.ac.uk)

CV's not accepted. No Agencies

Closing date for applications is noon on 2 April 2012.

*The college is committed to promoting equal opportunities and actively encourages applications from disabled persons and ethnic minorities.*





## Football Strategy Manager

This position reports directly to the Chief Executive Officer and will lead the football development workforce and coordinate and implement the National Game Strategy within the County.

### The role encompasses:

- Strategic planning
- Managing the football development and referee workforce including a number of part time officers.

You need to be passionate about and committed to the development of football at a local level. You must be able to work under pressure, handle multiple priorities and meet deadlines. In addition you must have excellent interpersonal skills, and the ability to positively influence at all levels and have a proven track record of managing staff. You will also need to have a current driving licence and be able to work evenings and weekends.

Please visit [www.herefordshirefa.com](http://www.herefordshirefa.com) for details of the job description and person specification.

Closing date for applications: 4pm, 12 April 2012.



## PART-TIME DUTY MANAGER / FITNESS INSTRUCTOR

The Winston Churchill School Sports Centre, Woking, Surrey, UK

2 weekday shifts (Monday and Wednesday) plus 1 weekend shift

Evenings: Mondays and Wednesdays 3:30-10:30pm

Weekends: 8:30am-1:30pm or 1:30-6:30pm. Additional hours: Optional

Salary: SP4 to SP5, £7.99 per hour to £10.58 per hour (depending on experience)

- Applicants should have a minimum level 2 Fitness Instructor qualification and current First Aid certificate, and ideally experience of working in the leisure industry.
- Further information and an application form are available on the school website: [www.wcsc.org.uk](http://www.wcsc.org.uk)
- Applicants should also include a statement of application outlining their suitability for the post in relation to the job description and person specification, with 2 sides of A4 as a maximum.
- Applications must be posted or e-mailed to Tricia Roddan, Personnel Officer, at the school office ([office@wcsc.org.uk](mailto:office@wcsc.org.uk)) by noon on Tuesday 3rd April 2012.
- Interviews will be held Thursday 12th April 2012.

*This school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.*



Activate Sport are a leading provider of Sport, Activity & Adventure day and residential courses in the UK. Offering children aged 5 – 16 years opportunities to enjoy new experiences, learn new skills and have fun with friends.

We work with some of the most iconic sports stars and celebrities and manage:

### Activate Sport Day Camps

Andrew Flintoff Cricket Academy

Lee Westwood Golf Academy

International Netball Roadshow

Shane Williams Rugby Academy

Hockey Masterclass

New in 2012 Brendan Cole Dance Academy

We are looking to recruit enthusiastic individuals to work on a variety of Sport & Activity Camps / Academies nationwide during the Easter and Summer school holidays.

If working on any of the above academies appeals to you and you fill the criteria set out then you should apply now!!

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

## Duty Manager – Full Time Leisure Assistants (fixed term) Fitness Instructors (fixed term)

The Stamford Endowed Schools are nearing completion of a brand new £6 million sports complex which consists of a 6 lane 25 metre swimming pool, a gymnasium, a fully equipped 30 station fitness suite, wet and dry changing rooms and a hospitality suite.

**DUTY MANAGER** – Reporting to the Sport and Leisure Facilities Manager, the Duty Manager will be heavily focused on the operational side of management including pool plant procedures (back washing, pool testing, routine maintenance), maintenance issues, staff rotation, and cleaning.

**LEISURE ASSISTANTS** – We are looking for leisure assistants who are fully qualified lifeguards, holding a current a nationally recognised lifeguard qualification - such as the RLSS UK National Pool Lifeguard Qualification. Previous lifeguard experience would be an advantage.

**FITNESS INSTRUCTORS** – We are also looking for fitness instructors to base themselves in our fully equipped 30 station gym which houses the latest equipment. Duties would include inducting our users on the equipment, conducting small health checks, fitness assessments, and prescribe safe and effective exercise programmes. This position requires a minimum Level 2 Gym Instructor Certificate.



Stamford  
Endowed  
Schools

STAMFORD ENDOWED SCHOOLS, LINCOLNSHIRE  
2-18 DAY AND BOARDING GSA/HMC

All roles will be required to work a shift system, including evening and weekend working, and will require flexibility in the start-up phase of the facility. The Leisure Assistant and Fitness Instructor roles will be 6 months' fixed term in the first instance with prospects to become permanent.

Further details and an application form may be obtained from Mrs Jacqui Boles at:

Stamford Endowed Schools HR Office

Stamford High School, St Martin's

Stamford, Lincolnshire PE9 2LL

Telephone 01780 484273,

Fax 01780 484205,

e-mail: [jboles@ses.lincs.sch.uk](mailto:jboles@ses.lincs.sch.uk)

website: [ses.lincs.sch.uk](http://ses.lincs.sch.uk)

**APPLICATIONS SHOULD BE SUBMITTED NO LATER THAN 17.00 ON MONDAY 26 MARCH 2012.**

*The Stamford Endowed Schools are fully committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Criminal Records Bureau (CRB).*



**Havering**  
LONDON BOROUGH

**Centre Manger PO2, £30,987 - £33,510 p.a.**

**Duty Manager (x3) SO1, £26,400 - £28,032 p.a.**

**Location "MY PLACE" Harold Hill**

A number of exciting opportunities exist for enthusiastic and talented individuals who would like to help shape the management and development of "My Place", an innovative and ground breaking new youth, community and culture facility in Harold Hill, which is due to open in June 2012.

You should have some experience of working in a youth, community or culture facility and will have worked with young people in some capacity. You must have an energetic and positive approach to work, have the ability to work under pressure and be prepared to go that extra mile to ensure the users of "My Place" receive a high quality and customer focused service.

This post is exempt from the provisions of the Rehabilitation of Offenders Act 1974; the successful applicant will be expected to undertake a satisfactory disclosure. Having a criminal record will not necessarily debar you from obtaining a position with the Council.

Any disabled applicants meeting the essential criteria set out in the person profile for a job will be guaranteed an interview.

For an informal discussion about the post please contact, Annie Lovell on 01462 471901.

**Interviews to take place:**

**Manager Friday 13 April 2012**

**Duty Managers Tuesday 17 and Wednesday 18 April 2012**

To apply or find out more go to [www.havering.gov.uk/jobs](http://www.havering.gov.uk/jobs) and apply on-line. For help and advice with the on-line process you can contact the technical support team at JGP on 0845 835 0558.

**Closing date for receipt of applications is on Friday 30 March 2012.**

**We reserve the right to close this post early.**



INVESTOR IN PEOPLE  
[www.havering.gov.uk](http://www.havering.gov.uk)

Encouraging diversity, promoting talent

We require two appropriately qualified, innovative and enthusiastic personnel to replace our current management team who are retiring after many years' service. The successful candidates should be educated to degree level with a recognised qualification in Sport or Leisure Management and appropriate knowledge and experience of working in the sport or leisure industry, although managers from other backgrounds will also be considered.



### Sports Club Manager

**Up to £37,500 per annum plus benefits**

Reporting to the Board of Directors, the Manager will require a high level of commercial awareness and be responsible for all aspects of the Club's operation, finance, marketing and development. Ideally, you will have experience of working in a leisure/sports related environment in a leading role. You will need natural leadership qualities with an ability to manage, motivate and develop staff in order to meet agreed objectives and deliver consistently excellent levels of customer service. Experience in developing new facilities and expanding business opportunities is an advantage as is a working knowledge of employment and health and safety law.

### Deputy Sports Club Manager

**Up to £26,500 per annum plus benefits**

As Deputy, whilst you need to be able to support the Manager as widely as possible, your focus will be to assist in the generation and development of new business and services. You will also have special responsibility for the Club's administrative and resource control systems and procedures and will take the lead on sports development. As such you will be liaising and working with local, regional and national sports bodies and funding organizations and should be experienced in sports funding processes and opportunities. Your background therefore should, ideally have a sports development emphasis.

Both positions are full-time with flexibility in working within reasonable limits being a prime requirement. These positions are conditional on a satisfactory enhanced CRB disclosure.

Application packs are available by emailing [mark@cheshirecountysports.co.uk](mailto:mark@cheshirecountysports.co.uk) or telephoning 01244 318160. The closing date for both positions is Friday 30 March 2012.

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

## complete football

Brand new multi million pound grassroots football development centre at Liverpool Soccer Centre, Walton Hall Park, Liverpool, L4 9XP.

5, 7, 9 & 11 A Side Pitches, Leagues & Team Training, Coaching, Education, Mini Soccer, and Children's Parties & Events.

**DUE TO OPEN IN AUGUST 2012**

Now looking to recruit existing leisure managers/supervisors in the following posts:

- GENERAL MANAGER
- SENIOR SHIFT SUPERVISOR
- TEAM LEADER
- SHIFT SUPERVISOR

Salaries negotiable upon experience + bonus + benefits  
Full time permanent posts. **Application Deadline: 26.03.2012**

Visit [www.completefootball.net/jobs](http://www.completefootball.net/jobs) for full job descriptions and further application details.

### FAWLEY PARISH COUNCIL CONNECTING COMMUNITIES

Fawley Parish Council is seeking to appoint a **SPORTS DEVELOPMENT OFFICER**  
SCP £21,519 - £25,472.



This new full time role, which includes the management of a Recreation & Community Centre, is an exciting opportunity for an ambitious person to promote the facilities of the Council within the parish and to forge outside partnerships. The post requires an individual with good organisational and communication skills who is hard working and forward thinking, someone who can ensure the continuing success of the organisation. Responsible for the financial running of the parish facilities, providing timely reports to Council, you will be required to attend the occasional evening meeting and weekend events. The successful candidate will already hold a relevant degree or equivalent qualification and be prepared to undergo additional training as identified.

An application pack can be obtained by contacting Fawley Parish Council, Gang Warily Recreation and Community Centre, Newlands Road, Fawley, Southampton SO45 1GA.  
Tel 02380 890761 or via email to [secretary@fawleyparishcouncil.org.uk](mailto:secretary@fawleyparishcouncil.org.uk).  
**Closing date: 1st April 2012. Interview date Tuesday 10th April.**

## SITE MARKETING CHAMPION



TopGolf, the unique sports entertainment facility, are looking for two passionate, energetic and career minded individuals to join their expanding marketing team in the role of Site Marketing Champion.

Responsible for the implementation of national campaigns, along with delivery of local activity, the successful individual must understand the principles of marketing; from innovation through to delivery and evaluation. We are looking for someone with great communication skills, creative flair and strong leadership qualities. A focused approach to work is essential and the successful applicant must be a team player. Positions are available at Addlestone, Surrey (part-time) & Watford, Herts (full-time). Annual salary ranging from £16,000 - £18,000 based on a full-time position.

To apply, email your CV along with a covering letter to [michael.angelides@topgolf.com](mailto:michael.angelides@topgolf.com), quoting reference number TG030MC within the subject line. Please state your desired site location within the email application. For more information about TopGolf visit [www.TopGolf.com](http://www.TopGolf.com)

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### Assistant Managers Sales & Fitness

#### Finchley Lido and Mile End Leisure Centre

Salary: £20,800 - £26,000 + 8% Bonus after qualifying period

### Customer Sales and Service Supervisor

#### Cliissold Leisure Centre

Salary: £15,730 - £18,200 + 8% ARB after qualifying period

#### Key aspects of the roles will include:

- Delivering excellent customer service, ensuring the Centre is presentable, well maintained and clean at all times
- Ensuring fully trained, competent and professional staff teams are in place
- Operation of the centre in line with relevant Health and Safety legislation
- Monitoring relevant Key Performance Indicators against target

#### The successful candidates will have:

- Proven & successful supervisory or management (for Assistant Manager positions) experience within the Leisure Industry, including within large wet & dry centres.
- A leisure related Degree or professional equivalent (desirable)
- NVQ Level 2 Fitness Qualification and REPs Registration
- First Aid qualification
- Customer Care NVQ Level 2 or equal (for Supervisor position)

#### Benefits include:

- Pension scheme • Discounted membership • Ride to work scheme
- Career development opportunities • Extensive training prospects

For further details and to apply please visit our new careers website - [www.glljobs.org](http://www.glljobs.org)

## INTERNATIONAL FITNESS TRAINING MANAGER | EUROPE

### Duties & Responsibilities:

The primary role is to effectively train the Cybex sales team and its distributors on Cybex products and sales systems, delivering a range of both theoretical and practical training modules to increase understanding and application of Cybex Products. To deliver the following with conviction and energy:

- Cybex product training programs for distributors / customers or end users
- Cybex sales systems and demonstrations for distributors / customers or end users
- Practical Training for product demonstrations (on location as necessary)

- Product training with in-service sessions and ongoing training at international / regional meetings
- Webinars
- Trade events

### Experience:

- Proven track record of effective education in training and / or sales, either as lecturer or industry specific trainer
- Commitment to health and fitness – both the industry and as a lifestyle

### Specific Skills:

- Experienced and enthusiastic educator and communicator
- Organized and effective individual, management accountability

- Embraces travel opportunities

**Type:** Full time

**Location:** Europe, determined by best candidate

**Salary:** Commensurate with experience

**For more details on the position or to submit your current CV, email:**

[bwilde@cybexintl.com](mailto:bwilde@cybexintl.com)

Cybex International, Inc.  
10 Trotter Drive  
Medway, MA 02053



## Green light for Liverpool Waters

Liverpool City Council (LCC) has approved Peel Holdings' plans for the £5.5bn Liverpool Waters development.

The mixed-use regeneration scheme is set to create more than 14 million sq ft (1.3 million sq m) of floorspace and will include a cultural building; a cruise liner terminal; and a number of restaurants.

Peel's outline planning application also include the 55-storey Shanghai Tower – the UK's tallest building to be built outside London. The project has now been referred to the government.

Liverpool Waters will complement Wirral Waters on the other side of the River Mersey but fears have been raised it might affect the heritage value of the former docklands.



Liverpool Waters will transform an area of the city's former docklands

LCC leader Joe Anderson said the development had the potential to create thousands of jobs and attract more visitors to the city.

Details: <http://lei.sr?a=xoZ3d>

## Arena Leisure sale to Aldersgate nears completion

Arena Leisure has announced that it expects Aldersgate Investments to complete its purchase of the racecourse owner on 30 March, subject to Office of Fair Trading and court approval.

Aldersgate Investments, the Switzerland-based group wholly owned by the Reuben

brothers, made its approach to acquire Arena Leisure for 44.25p per share on 13 January.

The announcement comes as Arena Leisure reported its results for the year to 31 December, with pre-tax profits increasing 14.6 per cent. Read more: <http://lei.sr?a=Roh5G>

## Cineworld to complete digital roll-out

Cineworld Group is to complete its digital roll-out across the UK and Ireland by the end of summer, with more than 75 per cent of its estate now currently using digital projectors.

It comes as the group revealed it had become the number one cinema operator in 2011, with revenues and pre-tax profits increasing by 1.5 per cent and 9.9 per cent respectively.

Admissions across the Cineworld estate were up by 2.3 per cent when compared with 2010 to 48.3 million, while box office sales grew by 2.7 per cent to more than £242m.

The company successfully negotiated a new £170m facility in March 2011 to finance future expansion plans, while its interactive D-Box seats are to trial in Glasgow later this year.

Cineworld CEO Stephen Wiener said: "We expect to complete our digital roll-out by the end of the summer, expand further with a new



Most Cineworld venues have already been converted

seven-screen cinema in Aldershot and continue our investment in innovation.

"We will shortly be opening two additional IMAX screens in Sheffield and Crawley, as well as trialling our first interactive D-Box seats."

Details: <http://lei.sr?a=g5UoX>

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