# **leisure** opportunities

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#### £97m Titanic Belfast launches

Titanic Belfast, a major new £97m attraction in Northern Ireland, has opened 100 yards from where the ill-fated liner was launched a century ago.

Civic Arts-Eric R Kuhne and Associates were behind the concept design of the building, with Todd Architects acting as executive architects. Harcourt Construction built the new themed attraction.

The 14,000sq m (150,695sq ft) building houses nine interpretative galleries that take visitors back to post-Edwardian Belfast to explore the history of *Titanic*. Event Communications worked on the content, with the nine areas including The Launch,

The Sinking; and The Aftermath.

Other facilities in the building include community arts and education space, a large gallery for temporary exhibitions and cafés.



Titanic Belfast's striking design is similar to that of the ill-fated vessel

Titanic Belfast is one of the five Northern Ireland Tourist Board tourism signature projects that aim to boost the province's offering. Details: http://lei.sr?a=xos1M



The year included the launch of Legoland Florida

# Merlin visitor numbers up after £174m investment

Attractions operator Merlin Entertainments invested a total of £174m in its portfolio of attractions during 2011 – a year described as the "most exciting in company history" by chief executive officer Nick Varney.

In the year to 25 December 2011, Merlin saw total visitor numbers reach 46.4 million – an increase of 13.2 per cent. Like for like profits were up 7.2 per cent to £211.9m.

Varney said: "We delivered a further stepchange in the performance of the business, while extending our international profile." Read more: http://lei.sr?a=a7t5H

# BHA: Budget 2012 'a missed opportunity'

George Osborne has "missed an opportunity" to increase the competitiveness of the UK hospitality and tourism sector in this year's Budget.

The British Hospitality Association (BHA) was among leaders from across the hospitality and attractions industry that had urged the chancellor to reduce VAT on tourism firms.

However, Budget 2012 failed to

deliver any such reduction and the BHA said the move now leaves the UK with one of the highest VAT rates on hotel accommodation in Europe. Read more: http://lei.sr?a=h7J4R

# £8.1m SportHouse opened in London

Five-time Olympic gold medallist Sir Steve Redgrave has helped mark the official opening of a major new £8.1m sports complex in east London's Mayesbrook Park.

Built by Morgan Sindall, the LRK Associatesdesigned SportHouse houses a 5,000sq m (53,820sq ft) sports hall – one of the UK's largest – fitted with Gerflor's Taraflex flooring.

Other facilities include a 300-station fitness area equipped by Cybex; two full-size basket-ball courts; medical testing rooms; changing areas: and a 250-cover restaurant.

SportHouse will be used by athletes from 200 countries as a training venue ahead of the 2012 Olympic and Paralympic Games.



LRK Associates designed the iconic new SportHouse

Between 16 July and 9 September, it will be handed over for use as a Games-time training venue by handball, athletics, Paralympic judo and wheelchair rugby competitors.

Read more: http://lei.sr?a=uaPzl

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#### SPORT

#### **Deal secured for Swindon scheme**

Swindon Borough Council (SBC) and Moirai Capital Investments have moved forward with proposals for the Wiltshire town's new £65m regional leisure hub.

Leases have been agreed for the project, which will see Oasis Leisure Centre transferred to a private operator on 1 June before it undergoes an extensive refurbishment.

An indoor ski slope, an indoor arena and a waterpark will also form part of the planned new hub, with leisure specialists S&P Architects working on

the design of the development. A collaborative agreement between SBC and

Moirai Capital Investments comprises longterm leases to four sites, which include Oasis Leisure Centre and the former Clares site.

The agreement requires a planning masterplan for the former Clares site to be lodged



Oasis Leisure Centre's renovation is to include replacing its iconic dome

within two years. Detailed proposals will then be submitted for each individual stage.

The local authority's cabinet member for leisure and corporate services, Keith Williams, said: "The signing of the leases is a major step forward in our plans to turn Swindon into a major leisure destination." Details: http://lei.sr?a=k4P7l

#### Report: Glasgow 2014 preparations 'on track'

Audit Scotland has said that preparations for the 2014 Commonwealth Games in Glasgow are continuing to progress, although said "risks remain" over certain projects.

Fieldwork for the research was carried out during November last year and found that

infrastructure projects would be completed on time for the Games.

However, "key risks" remain over elements such as the Athletes' Village and developing Hampden Park as a track and field venue. Details: http://lei.sr?a=z8Z5j

#### Green light for Derby arena development

Derby City Council (DCC) has approved planning permission for the development of a new multi-million pound sports and entertainment arena near the city's existing Pride Park Stadium.

The 14,500sq m (156,077sq ft) venue has been designed by FaulknerBrowns Architects and will house a 250m cycling track and a 1.5km (0.9-mile) outdoor closed cycle trail.

It is hoped work will now be able to commence in June, with a sports infield accom-

modating 12 badminton courts and hospitality facilities also included in the plans.

DCC project manager Mace submitted the proposals earlier this year and the new arena is to be built on the site of an existing park and ride facility. It is due to open in early 2014.



"The arena forms the first phase of the council's Leisure Strategy that is planned to provide significant new facilities to the city," said the local authority's strategic director of neighbourhoods, Paul Robinson. Details: http://lei.sr?a=k9H9x

# 2012's 'legacy blueprint' praised

Jacques Rogge, president of the International Olympic Committee (IOC), has praised London 2012 for creating a "legacy blueprint" for the hosting of future Olympic and Paralympic Games.

Rogge made the comments ahead of a meeting with Prime Minister David Cameron at Downing Street, where he was told about ongoing work to prepare for the event, as well as government legacy plans.

It coincided with a threeday visit by the IOC and the publication of Beyond 2012 outlining the depth of the 2012 legacy.

In addition to the sporting legacy benefits, including the Sainsbury's School Games, it is also anticipated London 2012 will deliver a £3m boost through domestic and global tourism.

The government also hopes the Games will support a culture of volunteering through the



Preparations for the London 2012 Games are now into the final straight

70,000 Games Makers and 8,000 Team London Ambassadors working during the event.

Rogge said: "We can already see tangible results in the remarkable regeneration of East London. This great historical city has created a legacy blueprint for future Games hosts." Details: http://lei.sr?a=p4S8X

#### Public support for Pontypridd lido plans

A planned multi-million pound overhaul of the Grade II-listed lido in Ynysangharad War Memorial Park, Pontypridd, has received the backing of local residents.

Rhondda Cynon Taf Council has secured a first round pass from the Heritage Lottery Fund towards the Capita Symonds-designed plans for Ynysangharad Park Lido.

The local authority is working on a "viable and sustainable" project to bring the lido back into public use, with facilities to include a heated 25m main pool. Read more: http://lei.sr?a=R5f2d



The scheme will add an athletics track to the site

Middlesbrough Council has launched a consultation in order to gather comments on proposals for a new sports village to

The council set out its vision of a regional sports centre in preparation for major budget cuts, with preliminary plans identifying the Prissick site for the scheme.

Middlesbrough Cycle Circuit and Prissick Skate Plaza are already currently based at the site, with the new complex set to add a 400m athletics track; five-a-side pitches; and a health club.

Read more: http://lei.sr?a=I2row

#### Middlesbrough to get new sports village?

replace some of the town's older facilities.

#### Cosslett named England Rugby 2015 chair

Andrew Cosslett, the former CEO of InterContinental Hotels Group, is the new chair of Rugby World Cup 2015 organising committee, England Rugby 2015.

The Rugby Football Union has confirmed the appointment. Cosslett, who has held the post of interim chair, takes up the role with effect this month (April).

Cosslett will lead the board with chief executive officer Paul Vaughan. Board members also include ex-Football Association chief executive officer Ian Watmore. Details: http://lei.sr?a=e8P5C

#### Planning safeguards for UK playing fields

The government has included safeguards to protect sports playing fields from development in its National Planning Policy Framework (NPPF) published on 27 March

Planning minister Greg Clark announced the launch of the new 50-page document, which is designed to simplify the planning process and support economic growth. The new NPPF will only

allow the development of existing open space, sports and recreational buildings

and land if it involves the creation of equivalent or improved facilities elsewhere.

Alternatively, playing fields can only be developed on if it leads to sports provision where the benefits outweigh the losses or if the land is found to be surplus to requirements.



Sport England has welcomed safeguards for playing fields in the NPPF

Sport England will continue to be formally consulted on any relevant planning applications in England and has welcomed the safeguards included in the NPPF as a sign of the government's commitment to sport. Details: http://lei.sr?a=L1M3x

#### Irish government launches new €30m facilities fund

A new €30m (£25m) fund has been launched by the Irish government to provide support towards "important" sports capital projects.

The Sports Capital Programme has been announced by Michael Ring, minister of state for tourism and sport, and is the first round of

sports capital funding made available by the government for four years.

Sports clubs will be able to apply for up to €25,000 (£21,000) for new and improved facilities, as well as to purchase equipment. Details: http://lei.sr?a=aoH9S

#### Nuffield signs lease for new west London club

Nuffield Health has secured a lease to open a new 11,000sq ft (1,022sq m) health club at High Point Village, Ballymore's residentialled development in Hayes, west London.

The health charity's latest facility will incorporate 35 stations of Cybex cardiovascular and resistance stations, along with an 18m swimming pool and a dance studio.

Two treatment rooms offering beauty, massage and physiotherapy services; a whirlpool; and a sauna will also form part of the new club, which opened on 1 April. Details: http://lei.sr/a-y5TiR



NLP-based mind training is part of Xtravaganza

# UK move for Swedish weight-loss franchise

Xtravaganza, a franchise based on a weightloss programme established in Sweden more than 10 years ago, is to make its first move into the UK fitness industry.

With more than 180 venues, it is one of fastest growing Scandinavian businesses and will now be rolled out in South Wales, Gloucestershire, Hereford and Worcester.

The programme is based on four main principles to help people lose weight, including neuro-linguistic programming (NLP)-based mind training.

Read more: http://lei.sr?a=G8f6k

# New £18m leisure centre planned for Westminster

Westminster City Council (WCC) plans to provide a new £18m leisure centre for residents in Queen's Park, north west London, at no cost to local taxpayers.

The proposals for the new Moberly Sports Centre will lead to the existing Jubilee and Moberly venues being merged, subject to the approval of planning permission.

If approved, the new centre will offer more facilities than the current sites combined and will offer an eight-court sports hall and a large health and fitness club. Details: http://lei.sr?a=FiciY

# New £46.5m Life Centre opens

Plymouth's new £46.5m Life Centre, which has been created to provide a regional centre of sporting excellence, has been officially opened by the local authority.

The Archial-designed complex is managed by Everyone Active on behalf of Plymouth City Council (PCC) and – according to local GPs and leading health experts – is to provide "significant" benefits to the wellbeing of residents across the city.

A 10-lane, 50m competition swimming pool is among the

facilities, along with a diving pool with video playback provision and bubble-release technology to reduce diver impact.

The 160-station fitness suite includes Precor, PowerPlate and Trixter equipment, as well as interactive sports walls and a functional training area with TRX and ViPR machines.



A 160-station fitness suite is among the Life Centre's extensive facilities

Elsewhere, the Life Centre houses a climbing zone with competition-standard climbing wall; a bouldering area; an aerial assault course; and abseiling facilities. Other facilities include a 12-court multi-purpose sports hall and a health suite with a sauna and steamroom.

Read more: http://lei.sria-p105L

#### LA Fitness unveils new member pledge

LA Fitness has launched a new Member Pledge scheme as part of its strategy to improve customer service and member experience at its 79 UK sites.

The launch of the Member Pledge includes a new website outlining its policy on everything from security to flexible membership contracts and what to do if personal circumstances change.

In a statement, LA Fitness said that it recognised that the fitness industry has "not always had the best reputation for customer service", but that

it was determined to underline the work it has carried out behind the scenes in order to create a better member experience.

LA Fitness chief executive Martin Long said: "This Member Pledge sums up the progress we

Long said the pledge "sums up" the chain's progress in the last two years  $\,$ 

have made over the past two years to improve our service standards – not just in the first few days of your membership, but throughout a member's fitness journey with us.

ge sums up the progress we Read more: http://lei.sr?a=t8X3s

#### New fitness suite for South Wales leisure centre

Rhondda Fach Sports Centre in Ferndale, South Wales, is to receive a new fitness suite after the local authority embarked on an extensive refurbishment of the existing facilities.

The centre's Zenith Suite will benefit from the installation of new lighting and entertainment

systems, as well as the replacement of "virtually ever piece" of its fitness equipment.

Rhondda Cynon Taf Council leisure services manager Rino De Benedictis said the new-look facility will help residents to be more active. Details: http://lei.sr?a=U518t

# **Aquaterra launches pilot scheme**

Aquaterra Leisure is to launch a free 12-week exercise programme this month (April) for people either living with or who have recovered from cancer in Islington, London.

In addition to being free for those currently registered with an Islington GP, the initiative will be made available to residents of neighbouring boroughs for a small charge.

The one-year pilot cancer survivorship exercise programme is being funded by NHS North London. It will be offered at Sobell Leisure

Centre; Highbury Pool and Fitness Centre; and outdoors at Highbury Fields.

Aquaterra Leisure said the initiative is designed to promote physical and psychological wellbeing among its participants.

The trust is working with Macmillan Cancer Support to ensure a holistic approach, with the



activities designed to manage side effects of treatment and assist in long-term recovery.

Upon completion of the programme, participants will be given an exit strategy that will include "significantly discounted" membership rates in order to remain active. Details: http://lei.sr?a=c5P6c

#### Llanelli in line for new leisure complex

Carmarthenshire County Council and the Welsh Government have joined forces to develop a masterplan for the construction of a new leisure complex in Llanelli.

The joint venture will carry out a detailed feasibility study into the scheme, which includes a leisure centre, a sports academy and adventure activities.

Among facilities planned for the leisure centre and sports academy are an eight-lane pool; a diving and splash pool; a health and fitness suite; and a children's fitness zone. Read more: http://lei.sr?a=z1gor



S&P Architects are designing the redevelopment

#### Acton Town Hall revamp proposals submitted

Ealing Council for the proposed multi-million pound redevelopment and regeneration of west London's Acton Town Hall.

Once complete, the new-look Acton Town Hall will house facilities such as an eight-lane, 25m swimming pool and a 12m x 8m learner pool with moveable floor.

floor will also form part of the leisure element at Acton Town Hall, while plans also include a new library and council offices. Read more: http://lei.sr?a=V6k8o

# S&P Architects have submitted plans to

A new, larger affordable gym on the first

#### **Public exhibition for High** Wycombe leisure plans

Wycombe District Council (WDC) has put its plans for Buckinghamshire town's proposed new sports and leisure centre on display at a public exhibition.

The week-long exhibition toured each of High Wycombe's three facilities to give current users and residents the chance to learn more about the scheme.

WDC's vision includes a new £27m complex at Handy Cross, which will include an eight-lane, 50m pool; a 20m x 8m learner pool; and a 150-station gym. Details: http://lei.sr?a=Cok9d

#### KAL to launch budget gym brand in May

Kirklees Active Leisure (KAL) is set to launch its first budget health club in Huddersfield. West Yorkshire, in May,

The new SMART Fitnessbranded site will offer monthly memberships starting at £14.95 and will be the town's first low-cost gym.

The facility will be fitted with Technogym equipment, with the 110 stations including a combination of cardio machines, cardio theatre and strength machines.

Located at the KAL-run Huddersfield Sports Centre, SMART Fitness' facilities will also include a

functional training area with TRX suspension machines and a free weights area.

Alasdair Brown, KAL's chief executive said: "KAL has been looking to develop a new



approach that will both keep current customers active and happy, while also attracting in new people to make use of the extended gym, at a very affordable price."

Read more: http://lei.sr?a=j3x2F

#### Pure Gym to open two new West Midlands locations

Low-cost health club chain Pure Gym has announced plans to open new locations in West Bromwich (31 May) and Walsall (19 June) as part of its UK ongoing expansion strategy.

Both of the new Midlands locations will contain 220 pieces of equipment, including the LIVESTRONG spin bikes by Matrix; vibrating Bodycore platforms; and Power Plates.

The 22,500sq ft (2,090sq m) West Bromwich club and the 14,000sq ft (1,301sq m) Walsall facility will offer 40 fitness classes per week. Read more: http://lei.sr?a=P8ngr

# New campaign offers a GREAT platform



UFI IBRAHIM is chief executive officer of British Hospitality Association

ith the summer approaching, hoteliers and other hospitality operators are turning their thoughts to the coming season, dominated as it is by the Olympic Games in late July and August.

How will such a major event affect the hospitality industry in London – and elsewhere in the UK? Will it displace many visitors who might otherwise have wanted to come to Britain this year? How many new visitors will it attract? And how will the general economic situation affect domestic demand this year? These are some of the questions to which we don't yet know the answer – though we do know from a BHA survey that hotels in London expect to be 100 per cent full during the Games.

But the industry is taking no chances — which is why we welcome the Holidays at Home are GREAT campaign and urge the sector to support it. The aim is simple: to boost domestic business this year. Celebrity-led TV adverts are currently urging viewers to visit www.great.ou.orf.ers.com for details of deals including hotel stays, tickets to attractions and other offers designed to encourage more home holidays this very

Of course, what is forgotten is that many operators offer deals all-year-round to boost booking at specific times or in specific locations, but this new site gives them the chance to use their own innovation and creativity this year – with the added incentive of VisitEngland's promotional resource.

This wouldn't have been possible without the government's support for tourism, including an additional £4m to VisitEngland. What the campaign needs now is support from all parts of the industry. The campaign gives operators a new platform to promote any special offer and it makes sense for many of them to take advantage of the resource.

What offers operators provide - and when they provide them - is a commercial decision for them but what is particularly to be welcomed is that the campaign is all-inclusive. Offers in the restaurant and attractions sectors, for example, widen the scope of the campaign and this makes it more relevant to even more people during this busy year.

#### **HOTELS**

# 'Refund' booking site launches

Smarter Travel Media, a subsidiary of Trip Advisor, has launched a new hotel booking website that automatically rebooks rooms if they become available at a lower rate.

Tingo is designed to enable travellers to book a "Money Back" room from an list of properties powered by the Expedia Affiliate Network.

After a booking has been made, the website will monitor prices and automatically rebook the room if the rate drops. The difference in price will then be refunded to the traveller's payment card.

Around 95 per cent of hotels on Tingo could earn travellers a "Money Back" refund, while the rates will be competitive even if the price isn't reduced after completing the booking.

David Krauter, general manager of Smarter Travel Media, commented: "Travellers could



Users will have rooms rebooked if the becomes available at a lower rate

have saved millions last year had there been a simple system in place that automatically rebooked their room.

"And that's what Tingo does, by taking the gamble out of booking and refunding travellers' money when rates drop. It's a no-brainer."

Details: http://lei.sr?a=u3Z2j

#### Barclays: Leisure sector to support UK job creation

More than half (55 per cent) of leisure and hospitality businesses are planning to create new job opportunities during 2012, according to new research published by Barclays.

The Barclays Job Creation Survey 2012 also found the sector was "more receptive" to taking

on former public sector employees compared with other UK industries.

Barclays surveyed 670 executives from UK businesses of all sizes and across a number of sectors on attitudes towards job creation.

Read more: http://lei.sr?a=e2V3T

#### PKF: Regional hotels 'outperform' London

Regional hotel operators "outperformed" their London counterparts in February – the first time since August 2009 – according to the latest preliminary data from PKF Hotel Consultancy Services.

In the capital, rooms yield increased by a marginal 0.3 per cent and room rate was up 2.8 per cent compared with February 2011. However, occupancy dropped 2.5 per cent.

The regional market saw occupancy increase by 1 per cent to 64.4 per cent and was reinforced by a 0.7 per cent growth in room rate.

Robert Barnard, partner for Hotel Consultancy Services at PKF, said: "These are a respectable set of results given the general malaise throughout the UK economy.



ne performance of regional notels was a welcome boost after winter

"The performance of regional hotels, in particular, provides a welcome boost after an especially challenging winter season."

Details: http://lei.sr?a=6D2Q4



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#### Six shortlisted for 2012 Kids in Museums award

Edinburgh's National Museum of Scotland and Liverpool's World Museum are among six sites to be shortlisted for the Telegraph Family Friendly Museum Award

The accolade - won last year by Mansfield Museum - recognises the most welcoming attractions to visitors of all ages.

The Museum of London and Museum of London Docklands; Brixham Heritage Museum; Wolverhampton Art Gallery; and Haslemere Educational Museum, Surrey, have also been shortlisted for the award. Details: http://lei.sr?a=z2p9O



People will have to pay to visit the Meridian Line

#### Scottish Seabird Centre unveils expansion project

The Scottish Seabird Centre (SSC) near Edinburgh plans to expand and enhance its visitor experience under the working project title of the National Marine Centre.

Simpson and Brown, the original architects of the SSC, have designed the new-look building. Additional space will also help the centre develop its education work.

SSC currently houses the Discovery Centre, which gives visitors the chance to view seabirds using live interactive cameras, and the Migration Flyaway experience. Details: http://lei.sr?a=U9V6x

#### **National Trust completes** £9m Stowe transformation

A £9m transformation of the gateway to a 250-acre (101-hectare) landscape garden in Buckinghamshire - one of the UK's earliest attractions - has been completed.

Work has been carried out to revitalise the New Inn, the original purpose-built entrance for visitors to Stowe first built by Lord Cobham nearly 200 years ago.

The National Trust has restored it over a two-year period to create a new visitor centre, which now offers an experience of 18th century life at the site. Details: http://lei.sr?a=J6L3X

### **IWM London submits £35m plans**

Imperial War Museums (IWM) has submitted a listed building and planning application to Southwark Council for the transformation of its flagship branch in London.

The proposals focus on the first phase of a longer term masterplan for IWM London, which has been drawn up in partnership with renowned architects Foster + Partners.

Lend Lease Construction has been confirmed as the construction management contractor for the scheme. which also involves London-

based exhibition designer Casson Mann.

The plans will see larger First World Galleries created in order to enable IWM London to display more of its collection, while its central hall is to be completely overhauled.

New central hall terrace displays for improved interpretation of the museum's larger



objects also forms part of the project, along with additional top-floor gallery space.

Work is to be completed in 2014 in order to commemorate the Centenary of the outbreak of the First World War. IWM London will shut for six months from January 2013. Details: http://lei.sr?a=focoL

#### Louvre is world's 'most visited' art museum

New research has found that the Louvre, one of the most iconic attractions in Paris France, was the world's most visited art museum last year after it welcomed nearly 8.9 million people.

According to a study undertaken by The Art Newspaper, the Louvre easily claimed the top spot with nearly 3 million more visitors than the second most visited art attraction.

New York's Metropolitan Museum of Art, US, saw 6 million people come through its doors, while the British

Museum, National Gallery and Tate Modern - all in London - completed the top five.

The list of the top 10 most visited art attractions also included the National Gallery of Art, Washington, US; the National Palace Museum

The National Gallery is among the world's top five most visited venues

in Taipei, Taiwan; and Centre Pompidou, Paris. It is The Art Newspaper's latest annual poll of exhibition and museum attendances, which it has been carrying out since 1996. Details: http://lei.sr?a=b4q6Y

#### Housesteads Roman Fort's new-look museum opens

A new-look museum has opened at Housesteads Roman Fort in Northumberland after work on the first phase of improvements to the site's visitor facilities was completed.

English Heritage has led the redevelopment of the musuem at Housesteads, one of the UK's

most complete Roman forts. The second phase will involve the National Trust visitor centre.

The scheme cost more than £1m and will allow visitors to access the remains of the barracks with new and upgraded interpretation. Details: http://lei.sr?a=Q4Y9T





# **VAC 2012**

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#### 2012 Trust New Art programme announced

The National Trust (NT) and Arts Council England are to bring contemporary art to historic locations across the country through the 2012 Trust New Art scheme.

Trust New Art has been developed to inspire people of all ages to experience NT-operated sites through the eyes of new and established artists.

The programme first launched in 2009 and has reached in excess of 1 million people at more than 50 NT sites. This year's initiative is to be the largest yet. Details: http://lei.sr?a=y9Y4B



e Liz took up the position in February 2009

#### DCMS seeks new Arts Council England chair

The Department for Culture, Media and Sport (DCMS) is to search for a new Arts Council England chair, following a decision not to reappoint Dame Liz Forgan.

Dame Liz became the first woman to chair the organisation after taking up the position on 1 February 2009 for a four-year term, which is to end on 31 January 2013.

The DCMS said culture secretary Jeremy Hunt had decided not to reappoint Dame Liz, but praised the contribution made to the UK's arts industry during her tenure. Details: http://lei.sr?a=g3i1i

#### **ACNI** confirms annual funding allocation

Nearly 100 core arts groups across Northern Ireland are to net a share of £13.3m after the Arts Council of Northern Ireland (ACNI) announced its annual funding allocation.

This year will be the first time that organisations have been able to apply in advance for up to three years' worth of funding.

According to ACNI, its decision to move from a one-year to a three-year funding model has been made in response to the current economic climate and is designed to ensure greater stability. Details: http://lei.sr?a=Y809T

### Belfast's £18m MAC to launch

The new £18m Metropolitan Arts Centre (MAC) in Belfast is to open later this month (April) in the Northern Irish capital's Cathedral Quarter.

Hacker Hall McKnight are behind the design of the complex, which will house two black box theatre spaces with seating capacity for 120 and 350 spectators respectively.

Three galleries; a rehearsal space: a dance studio: and education rooms also form part of the venue, along with offices for resident groups and an artist-in-residence studio.

Construction work started on the scheme in late 2009, with the Department for Culture, Arts and Leisure (DCAL) contributing nearly £11m towards the total development cost.

Arts minister Carál Ní Chuilín said: "My department has invested almost £11m into this £18m project, which will bring benefits in



terms of physical, social and economic regeneration to the Cathedral Quarter."

Funding has also been provided by Arts Council Northern Ireland; Belfast City Council; the Garfield Weston Foundation; and the Monument Trust among others. Details: http://lei.sr?a=koigK

#### New £4m Jerwood Gallery opens in Hastings

A new £4m art gallery housing the Jerwood Foundation's collection of 20th and 21st century works has opened in East Sussex.

Jerwood Gallery - designed by HAT Projects - adds Hastings to the "string of pearls" of cultural attractions along the south coast, which

also includes sites such as Margate's Turner Contemporary and Folkestone Triennial.

The building houses more than 500sq m (5,382sq ft) of exhibition space, including 180sq m (1,938sq ft) for temporary programmes. Read more: http://lei.sr?a=U3Q7x

#### £40m Bangor venue contractor named

Edinburgh-based firm Miller Construction has been named as the preferred bidder for the contract to build a new £40m arts and innovation complex at Bangor University, Wales.

Work on Pontio is expected to get underway in May/June, with Grimshaw Architects behind the building's design. Arup and Atkins are also involved with the project.

The 10,000sq m (107,639sq ft) complex will boast a theatre with a seating capacity of 450-550 people; a studio theatre; cinema space; an outdoor amphitheatre; and bar areas.

Pontio has received £27.5m from the Welsh Government and the European Regional Development Fund, as well as a contribution from the Arts Council of Wales.



Construction work is due to commence on Pontio in May/June this year

Led by Bangor University, the project's stakeholders also include Anglesey Council; Bangor City Council; and Gwynedd Council. Details: http://lei.sr?a=boE4j

# WTTC report criticises air duty

The World Travel and Tourism Council (WTTC) has published a report that has found the £2.8bn Air Passenger Duty is doing "more harm than good" to the UK economy.

In its study, the council said that 91,000 jobs could be created and an additional £4.2bn would be generated in 12 months if the air tax was removed by the government.

A planned APD increase coming into effect this month (April) will see a family of four paying £52 more for a flight to Malaga, Spain, or an

extra £260 if travelling to Florida, US.

The study - carried out by Oxford Economics on behalf of WTTC - also found that APD was having a negative effect on trade with countries in the Caribbean, Africa and Asia.

WTTC president and CEO David Scowsill said: "It is economically illogical to continue



WTTC's study said the effect of APD is 'dampening' demand in the UK

with a tax that costs the country some 91,000 jobs and as much as £4.2bn.

"Travel and tourism grew by 4.1 per cent in the UK last year, but is forecast to slow to 1.3 per cent in 2012. This is partly due to the impact of APD, which is dampening demand." Details: http://lei.sr?a=N3J1W

#### New research reveals value of UK day trips

New research conducted by VisitEngland in conjunction with Visit Wales and VisitScotland has uncovered the economic value of day trips to the UK's domestic tourism industry.

The Great Britain Day Visits Survey found that 1.5 billion day trips were made by domestic

residents, which were worth nearly £54bn in expenditure over the 12-month period.

VisitEngland said day visits by UK residents were worth £44.4bn out of a total £70bn spent by the total number of visitors to England. Read more: http://lei.sr?a=u3v1M

#### European tourism 'will continue to recover'

The European tourism industry "will continue to recover" from the 2009 downturn despite the continent's fresh economic slump, according to Moody's Analytics.

Trends in European Tourism by Enam Ahmed and Melanie Bowler admitted that the recovery may be slowed, but predicted no adverse impact on overall overnight stays.

Among the findings was that the regional economies of Central and Eastern Europe saw strong gains during the last recession, with tourism playing a key role.

Meanwhile, it is expected growth in tourism within small metropolitan areas, in addition to the attractiveness of medium-sized areas, strengthen the prospects for tourism firms.



The number of arrivals to Central and Eastern European destinations accelerated the most in 2011, including Russia and Poland. Read more: http://lei.sr?a=i8i9G



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# Fletcher's Cottage spa unveiled

A new 750sq m (8,000sq ft) luxury day spa has opened at the Archerfield Links golf course near Edinburgh.

The spa comprises seven treatment rooms - including a double treatment room and a salt brick inhalation room - as well as a large relaxation lounge with a wood burning oven and a walled garden, which has two seaweed bathing houses acting as additional treatment areas.

Other facilities at the spa, which have been designed and supplied by Nola 7, include a

marine salt steam room, herbal aroma sauna, a mud cure room, an ice fountain and contrast adventure showers. Treatments have been supplied by Voya, Aromatherapy Associates, Spiezia, and Margaret Dabbs.

According to Kirsty Brown, marketing manager at Archerfield, the spa will be marketed



Nola 7 has designed and supplied the new day spa at Archerfield Links

for both members of the golf club as well as guests staying in the accommodation.

Brown said: "We already offer two great golf courses with accommodation at Archerfield and now we have something more for people who don't golf but their partners do." Details: http://lei.sr?a=u9n3v

#### SpaFinder chair/CEO launches WellTech

Pete Ellis, chair and CEO of SpaFinder, has launched WellTech, a new health and wellness-focused 'incubator' designed to support, develop and bring new technology companies to market.

Selected businesses using technology to devise new consumer wellness solutions will receive a minimum investment of US\$50,000 (€38,000, £31,000), plus mentoring.

WellTech will primarily focus on accelerating companies that have existing revenues and consumer traf-

fic, but said it will also consider concepts that are "in an embryonic stage".

The company is already working with FITiST, which reinvented the traditional gym membership by providing members with one-



GramercyOne and SpaRahRah! are already among Pete Ellis' successes

stop access to the best of boutique studios and health clubs, and Wizpert - which offers real-time conversations with 'wizperts' covering a range of wellness topics. Details: http://lei.sr?a=z5q8k

#### Motive8 completes high-end residential project

Motive8 has unveiled a new 4,000sq ft (372sq m) residential gym and spa at The Lancasters, a luxury residential development in London.

Facilities include a spa; a 15m swimming pool; a steamroom; a sauna and a separate treatment room, as well as a large gym.

Motive8 will be responsible for maintaining the gym, and is currently in the process of working with the property's management company Qube to develop bespoke training programmes for the residents Details: http://lei.sr?a=jox9T

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#### LPF - a broad church of leisure sectors



JOHN BURROWS is vice chair of the Leisure Property Forum and co-founder and director of Burrows Little Architects

elcome to the renaissance of the Leisure Property Forum (LPF) column in Leisure Opportunities. In past columns, we - as a group of writers - have contributed a variety of pieces stemming from our different backgrounds. Our writers include owners, operators, agents, lawyers, architects and we all write about current issues affecting the leisure industry and, in particular, its property issues.

The LPF was founded 15 years ago with the remit to bring together all of the parties involved in the business of leisure property, as well as providing a forum for an exchange of ideas and networking between operators and landlords; developers and financiers; academics; agents; and consultants. We also wanted to become a broad church of leisure sectors so that casino operators were sharing their experiences with multiplex operators, restaurateurs and the health and fitness industry, while experts from the horseracing fraternity could discuss shared planning difficulties with hoteliers and other hospitality industry organisations. Over the years, we have created some lively debates and presented exciting events. Now we have a membership of more than 400, comprising both corporate and individual members.

As a group, we currently meet on an ad-hoc basis attending eight evening seminars, an annual dinner, an autumn cocktail party, a Christmas party and our AGM. We always welcome new members and if you are interested in joining the LPF, then please visit our website for more information. We look forward over the coming months to hearing from you and hopefully entertaining you with some current and relevant articles relating to leisure property. If you have any specific queries about the LPF, please do not hesitate to contact me at jburrows@burrowslittle.com.

I am sure you will find views expressed by our writers in forthcoming editions thought-provoking and hope the articles generate further healthy debate. We look forward to welcoming you to our group. Details: www.leisurepropertyforum.org

Read Leisure Opportunities online: www.leisureopportunities.co.uk/digital

#### **PROPERTY**

#### **Elephant and Castle leisure plans revealed**

Southwark Council and Lend Lease have unveiled plans for the redevelopment of London's Elephant and Castle Leisure Centre site in the latest round of public consultation.

John McAslan and Partners is working with leisure specialists S&P Architects on a new leisure centre that is to form part of the scheme.

For the first time in more than a decade, the site is set to house a swimming pool in the leisure element. A fitness suite, a spin studio and a sports hall are also proposed.

The scheme will also comprise a residential tower overlooking the site

that has designed by Squire and Partners. Southwark Council cabinet member for regeneration Fiona Colley said: "For anyone



A high-rise residential tower will dominate the site under the proposals

thinking of moving to Elephant and Castle, or those who already live in this buzzing part of central London, this will be welcome news." Details: http://lei.sr?a=u7I4I

#### **Green light for Barry Island scheme**

Outline plans for a mixeduse redevelopment of Barry Island Pleasure Park, South Wales, have been approved by Vale of Glamorgan Council's planning committee.

The project will lead to the transformation of the 1.9-hectare (4.7-acre) funfair site at the entrance to Barry Island and includes 4,738sq m (51,000sq ft) of leisure uses.

A new cinema - the town's first since the Theatre Royal closed - and other indoor leisure facilities are to be housed in part of a curved building on the site's western perimeter.

The indoor leisure component of the development is designed to complement the existing and planned daytime offer by encouraging visitors to spend more time in Barry Island.

A report put before the council said: "It is considered that there is no reason why the



Barry Island Pleasure Park is central to the proposed new development

cinema could not be a vibrant and functioning part of the daytime attractions.

The proposed development would widen the seasonal spread of tourism activities at Barry Island and assist the maximisation of tourist opportunities."

Details: http://lei.sr?a=u6z1O

#### Gloucestershire CCC confirms revised ground plans

Fresh plans for Bristol's County Ground have been announced by Gloucestershire County Cricket Club (GCCC), two months after its previous vision for the venue was rejected.

The club said the Stride Treglown Tektusdesigned project will secure its future in the

city, while also providing facilities designed to support regional growth plans for the sport.

If approved by Bristol City Council, the County Ground will boast a seating capacity of 17,000 - 7,500 of which will be permanent. Details: http://lei.sr?a=Zos2J

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Wandsworth Borough Council is inviting suitably qualified and experienced organisations to express an interest in being considered for the above contract.

Organisations wishing to be considered for selection to tender are required to complete a pre-qualifying questionnaire (PQQ).

For further details please go to Wandsworth Council's website

www.wandsworth.gov.uk/contracts

The closing date for completed PQQ's expressions of interest is 12:00 noon on Friday 4 May 2012.

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6.35pm - Speakers

7.30pm - Q&As

7.45pm - Refreshments and networking 8.30pm - Close

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The Borough of Poole is open to market suggestions as to how

The Borough of Poole is open to market suggestions as to how best the site can be run, taking into consideration the requirement for a tennis facility. Any Tennis programmes on offer would need to be run in line and with the support of Lawn Tennis Association guidelines.

To discuss your ideas and arrange a site visit during the month of April, please contact the Recreation Development Team on 01202 261333 or recreation.development@poole.gov.uk

To facilitate this process the Council will be using a web-based electronic supplier and contract management system. The system we use is called ProContract. All interaction with the Council in respect of this requirement will be conducted through this system.

To ensure you are able to engage in this procurement process you will be required to sign up to ProContract by 31st May 2012, in order to receive the relevant information in regards to this tender.

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**Suffolk Coastal District Council** is seeking interested companies and organisations to develop an exciting and innovative Leisure / Entertainment solution for one of the districts key facilities.

The Facility is the Spa Pavilion and is situated in a prime seafront location in the historic port of Felixstowe. The Venue is currently operated as a Theatre however the Council is open to a wide verity of innovative Leisure / entertainment solutions, including new Theatre offers.

Interested Parties are invited to attend a pre-tender market sounding event on the 16th April hosted at the Spa Pavilion.

The event will include an individual tour of the facility followed by a 1 to 1 session with members of the project team. This will offer potential bidders the unique chance to discuss this opportunity and any proposal in detail before the Council enters a formal procurement process.

INTERESTED PARTIES ARE REQUESTED TO BOOK AN ALLOCATED SPACE BY FRIDAY 13TH APRIL.

To book a space at the event or request an information pack please contact - - Lacey Crowe PA to Senior Management Team on lacey.crowe@suffolkcoastal.gov.uk or 01502 523301

To discuss this opportunity or the market sounding event please contact either -Stuart Everett, Project Manager on 01502 523638 Paul Aldrich Procurement Officer on 01502 523508

#### Springboard trains 1.000th ambassador



**GARETH EDWARDS** is education director of The Springboard Charity and Springboard UK

pringboard is lucky to have an army of motivated ambassadors from the hospitality, leisure and tourism sectors who are trained and primed with the message about the exciting career opportunities available.

This year, the Springboard Ambassador Programme - a two-day specialist course designed to develop presentation skills, confidence and sector knowledge - reached its latest milestone as Assia Riccio-Smith - host manager at Raymond Blanc's Le Manoir aux Quat'Saisons - became Springboard's 1,000th ambassador.

Ambassadors gain keys skills in the ability to present well to a variety of audiences. strong advice and guidance skills and an increased understanding of the industry. It also equips them to be internal ambassadors, encouraging the retention of staff.

The reason ambassadors are needed is because Springboard can never fulfil all the requests it gets to visit schools and colleges across the UK. It provides a great resource to meet this demand and provides valuable CPD for our business partners. Employer benefits are that the programme drives home-grown talent to their doors making it a cost-effective recruitment tool.

Ambassadors act as talent scouts, seeking out those who demonstrate that they have the passion and enthusiasm for a career in hospitality. It raises the brand awareness and promotes them as an employer of choice. Last year Springboard ambassadors reached 10,207 potential recruits across the country offering home grown talent careers advice and guidance, CV building, interview skills and also offering quality work experience through INSPIRE.

In 2012, Springboard ambassadors are supporting the Inspiring their Futures Campaign, a campaign that looks for inspirational speakers to visit schools to talk about industry careers and encourage and promote young people to join this industry. For further information on ambassadors or to become an ambassador, contact Kerry Mabbley: kerrym@springboarduk.org.uk

#### **TRAINING**

#### **New Solihull facility for Premier Training**

Premier Training International (PTI) is to open its latest training venue at David Lloyd Leisure's Solihull club in the West Midlands as part of a UK-wide expansion.

The new facility, which will open in May, will complement the provider's existing West Midlands site at Dudley and is among a number of new locations due to open this year.

In January, PTI revealed plans to open five new venues by the summer to accommodate the growing number of people who are turning to careers in health and fitness.

PTI chief executive officer Debra Stuart said: "Obviously this is a period of real expansion and progress for Premier, and our Solihull venue is the latest development in our plans.



Solihull will be the latest facility in Premier Training's UK expansion

"The demand for health and fitness course provision continues to increase by the day, and we are committed to meeting that." Details: http://lei.sr?a=S3e8b

#### SkillsActive confirms new investment

Skills Active has secured funding to continue the delivery of skills solutions for the active leisure sector from 1 April.

The sector skills council has been appointed by the UK Commission for Employment and Skills in partnership with Lantra; Habia; People 1st; Improve: and GoSkills.

SkillsActive secured funding for three of four national occupational standards projects, such as the review of standards for leisure operations and management to reflect current practice. It will

review standards underpinning the Advanced Apprenticeship in Sporting Excellence framework, as well as working to fill gaps in standards for new professional Playwork areas.

SkillsActive acting chief executive officer Suki Kalirai said: "National occupational standards, qualifications and Apprenticeships are



The funding is to help SkillsActive in its work to deliver skills solutions

key products for developing a better skilled, better qualified workforce."

Elsewhere, SkillsActive has secured investment for Apprenticeships with a special focus on coaching in Wales and achieving excellence in sports performance in Scotland. Details: http://lei.sr?a=X3B4W

#### New disability training course for tourism firms

VisitEngland has teamed up with DisabledGo to launch a new online disability awareness course designed to help tourism firms deliver high quality service to disabled customers.

The course has been specifically tailored for those working within the tourism sector, with businesses able to register up to five of the 1,000 free spaces made available.

VisitEngland said the six-module course will take up to two hours to complete and includes a look at the different types of disability. Details: http://lei.sr?a=H6z3C

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For further information or to reserve your place on one of the above courses please contact Peter Morrison Head of School of Sport, Business, Public Services and IT (0191) 3754437

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Apprenticeships

Exciting Opportunity with The Access to Sports Project:



# Community Sports Coach (Women and Girls)

Salary: £7200 16 Hours Per Week - will involve evening and weekend work. Salary based on qualification and experience. Fixed Term Contract until 31/3/2013

You will support the delivery of the Access to Sports Project's three key areas of delivery: sports coaching programmes, sports leadership & coach education, and supporting the development of local community sports organisations, with a particular focus on engaging young women and girls in Sporting, dance and physical activities.

#### You will need:

- · A minimum level 2 Coaching or Leadership Certificate.
- Minimum of 1 year experience of working with young people in a diverse inner-city setting.
- To be Self-motivated and committed and able to work effectively with a broad range of community partners to develop an effective sports development programme.
- An understanding of the barriers for young women and girls to participate in sports and physical activities
  - This position is open to female applicants.

#### Closing date: 20 April 2012

Interviews: Week Beginning 23 April 2012

This post is funded for two years and is subject to a 6 month probationary period, satisfactory references and enhanced CRB clearance.

To find out more about this post and to receive an application pack, please call: 020 7686 8812

email: Accesstosports-personnel@aquaterra.org

www.accesstosports.org.uk

#### COUNTRY CLUB MANAGER

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Please apply, with a covering letter, on-line at www.careersatelitehotels.co.uk or direct to Jenny Line, P&D Manager, on JLine@elitehotels.co.uk, Tel: 01342 820266.



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#### **Director of Leisure Facilities**

Location: Bournemouth Salary: c£60K



BH Live is a leisure and cultural trust established in 2010 to promote participation in leisure, culture and events across 6 sites in Bournemouth including the national recognised Bournemouth International Centre (BIC), the Grade II listed Pavilion Theatre and the award winning Littledown Centre. Our aim is now to build on our success and firmly establish BH Live as a leading organisation in the sector and secure a national reputation for excellence.

When you join BH Live as the Director of Leisure Facilities, with responsibility for our four leisure centre sites and outdoor areas, you will be accountable for all aspects of strategy, marketing, operations and business development within the leisure portfolio. You will be a forward thinking and innovative leisure professional, with commercial acumen and a real passion for promoting the broader community benefits of leisure provision. This exciting role will provide inspirational leadership to a large team as well as being part of the Executive Management Team for BH Live.

If you have the experience of working at a strategic level within the Leisure industry, have a proven track record of developing and winning new business along with the ability to lead, inspire and motivate a large team, please apply by sending your CV with a covering letter outlining how you meet the essential criteria for the role demonstrating your experience and achievements to recruitment@bhlive.co.uk.





For an informal discussion please call Peter Gunn, Chief Executive on 01202 456430 For further details please go to www.bhlive.co.uk

Closing date: 20th April 2012. Interviews will be held during the week beginning 30 April 2012.

If you do not hear from us within 3 weeks of the closing date your application has been unsuccessful.

#### For more details on the following jobs visit www.leisureopportunities.co.uk or to advertise call +44 (0)1462 431385



Personal Trainer, Self-employed Company: Pure Gym Limited, Gateshead, UK Sports Development Co-ordinator, Dacorum Sportspace, Berkhamsted, UK Director of Leisure Facilities, BH Live, Bournemouth, UK Purchasing Manager, HB Leisure, North Wales, UK Deputy Manager, Cheshire County Sports Club, Chester, Cheshire, UK Sports Club Manager, Cheshire County Sports Club, Chester, Cheshire, UK Sales Officer, University of Westminster, Central/West London, UK Maintenance Technician, Valley Leisure Ltd, Romsey/ Chandlers Ford/ Andover, UK Membership Sales Consultant, Energie Group, Forest Hill, UK Senior Personal Trainer, Profile Health & Fitness, London, UK Community Sports Coach (Women and Girls), The Access to Sports Project, London, UK Exercise Studio Co-ordinator / PT Manager, The Queen's Club, London, UK Customer Engagement Managers, Royal Life Saving Society UK, Warwickshire, UK Client Support / Training Specialist, OmniTicket Network, Newcastle, Staffordshire, UK Duty Manager (x3), London Borough of Havering, London, UK Centre Manger, London Borough of Havering, London, UK Group Fitness Instructor and Personal Trainer, LeisureForce, Saudi Arabia Sales Advisor (Part Time), Fitness Superstore, Frimley, UK General Manager, Basingstoke Sports Centre, UK Gym Manager, Pure Gym Limited, Various locations, UK Assistant Gym Manager, Pure Gym Limited, Various locations, UK Course Tutors / Mobile Tutor, The Training Room, Various, UK P/t Qualified Fitness Trainer, YMCA Watford, St Albans, UK General Manager, Greenwich Leisure Ltd, City of Westminster, UK Duty Manager, Everyone Active, Staines, UK Sales and Facilities Manager, YMCA Watford Woodlands, Watford, UK Site Marketing Champion, TopGolf Group Ltd, Surrey and Hertfordshire, UK Badminton Development Officer, Redbridge Sports & Leisure, Barkingside, UK Team Leader, Physicals Fitness Club, Woodford Green, Essex, UK Duty Manager, Greenwich Leisure Ltd, Hackney, UK Assistant Manager, Greenwich Leisure Ltd, London, UK Assistant Manager Sales and Fitness, Greenwich Leisure Ltd, Finchley, UK Full time Membership Consultant, Everyone Active, Staines, Middlesex, UK Operations Supervisor, Greenwich Leisure Ltd, Chalfont St Peter, UK Fitness Motivator, Part-time, Everyone Active, Basildon, UK Assistant Manager, Greenwich Leisure Ltd. Mile End. UK Full time Membership Consultant (Maternity Cover), Everyone Active, Staines Part Time Swimming Teacher, Everyone Active, Cambridge, UK Duty Manager, Everyone Active, Basildon Sporting Village Part Time Swimming Teacher, Everyone Active, Malvern, UK Aqua Instructor, Everyone Active, Pitsea & Wickford, Essex Cleaner, Everyone Active, Stratford, UK Leisure Assistant (Lifeguard), Greenwich Leisure Ltd, Tower Hamlets, UK Operations Manager, Greenwich Leisure Ltd, Chesham, UK Part-Time Duty Manager / Fitness Instructor, The Winston Churchill School, UK Mobile Climbing Wall Operator, Valley Leisure Ltd, Andover, UK General Assistants and Cafe Crew, Valley Leisure Ltd, Charlton, Andover, UK Leisure Attendant, Tone Leisure, Wellington, Somerset, UK Fitness Instuctor / Sales Promoter (Part Time), énergie group, Guildford, UK Spa Therapist Coordinator, Orient-Express, Venice, Portofino, Ravello and Sicily Sales and Fitness Assistant Manager, Greenwich Leisure Ltd, Wimbledon, UK Customer Sales and Service Supervisor, Greenwich Leisure Ltd, Hackney Lifeguard, Everyone Active, Spelthorne Leisure Centre, Staines, UK Gymnastics Instructor, Everyone Active, Spelthorne Leisure Centre, Staines, UK Personal Trainer, Self - employed, Pure Gym Limited, Various locations, UK Assistant Sports Development Officer, University of Liverpool, Liverpool, UK Sales and Marketing ExecutiveBristol Aquarium, Bristol, UK

Centre Receptionist/Assistant, North West Kent College, Kent, UK Sports Supervisor, North West Kent College, Kent, UK Sports Development Manager, North West Kent College, Kent, UK Trinity Sports Coordinator, Leeds Trinity University College, Leeds, UK General Manager, Kidspace, Croydon, UK, UK Beauty Therapist, Citirecruit, Stroud, UK Personal Trainer and Group Exercise Instructor, Heights Holdings, Saudi Arabia Operations Manager - Sales and Front of House, Heights Holdings, Saudi Arabia Operations Manager - Fitness, Heights Holdings - nuyu, Riyadh, Saudi Arabia Sports Development Officer, Fawley Parish Council, Southampton, UK Full Charge Book keeper/ Accounts Admin, Club Training, London, UK Leisure Club and Spa Manager, Citirecruit, Berkshire, UK Senior Beauty Therapist, Citirecruit, Stroud, UK Sales Advisor/ Club Promoter, Energie Group, Nationwide, UK Sales and Operations Manager, énergie group, Northampton, UK Sales & Operations Manager, Northampton, UK Divisional Business Managers, Fusion, London / Midlands, UK International Fitness Training Manager, Cybex International Inc, Europe, UK Assistant General Manager, The Gym Group, Ashford, Kent, UK General Manager, The Gym Group, London Wood Green, UK Group Exercise Instructor, Greenwich Leisure Ltd, Kensington and Chelsea, UK Duty Manager, Greenwich Leisure Ltd, Islington , UK Customer Advisors, Greenwich Leisure Ltd, Amersham, UK Casual Lifeguards, Greenwich Leisure Ltd, Woodstock, UK 0.5 FTE Tutor, YMCAfit, Leicester and Birmingham area, UK Sales Manager, Central London, YMCAfit, UK Duty Manager, Hertfordshire Sports Village, Hertfordshire, UK Country Club Manager, Ashdown Park Hotel and Country Club, East Sussex, UK Chief Executive Officer, Les Mills, London, UK Head Therapist, Citirecruit, Egham, Surrey, UK Sales Advisor, énergie group, Kettering, UK Fit4less Crew Member, énergie group, Kettering, UK Sales & Operations Manager, énergie group, Northampton, UK Full Time Receptionist, Spa Illuminata, London, UK Spa Manager, Lion Ouavs Waterside Resort, Shropshire, UK Regional Trainer and Account Manager, Aromatherapy Associates, Hong Kong Spa Director, SpaStaff.com, Various locations Spa Manager, SpaStaff.com, Variuos locations Spa Manager, Citirecruit, Various locations, UK Thai Therapists, SpaStaff.com, India, Cyprus Sports Massage Therapist, SpaStaff.com, Bermuda Massage Therapists, SpaStaff.com, Various locations Duty Managers, Greenwich Leisure Ltd, Woodstock, UK General Manager required for large leisure centre, Fusion, Enfield, UK Senior Duty Assistant x 2, Hertfordshire Sports Village, hertfordshire, UK Casual Duty Assistants, Hertfordshire Sports Village, Hertfordshire, UK Chief Executive Officer, Worcestershire Football Association Limited, UK Area General Manager, Yesterday's World, East Sussex & Great Yarmouth, UK Children's Play Area Inspector required, UK Employer, Wales, UK International Netball Roadshow Coach, Activate Sport, Nationwide, UK Annabel Croft Tennis Academy Coach, Activate Sport, Nationwide, UK Activate Sport - Activity Instructor, Activate Sport, Nationwide, UK Activate Sport - Sport Instructor, Activate Sport, Nationwide, UK Brendan Cole Dance Academy Instructor, Activate Sport, Nationwide, UK

Activate Sport Camp Manager, Activate Sport, Nationwide, UK

Visitor Services Manager, Godstone Farm, Godstone, Surrey, UK

Football Strategy Manager, Herefordshire Football Association, Herefordshire, UK



# **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 odetails to MichaelEmmerson@HR-Support.org.uk or apply online at www.leisureopportunities.co.uk/LesMills



# **leisure opportunities**

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# **OFT issues Groupon UK ruling**

Daily discount voucher company Groupon has been found to be breaking UK consumer rules and has been given three months to change and improve its practices.

The Office of Fair Trading (OFT) found "widespread examples" where Groupon was seen to breach consumer protection regulations.

Announcing the findings of its investigation on 16 March, the OFT said that it has specific concerns over practices involving reference pricing, advertising, refunds, unfair terms, and the diligence of its interactions with merchants.

A July deadline has now been imposed by the OFT for Groupon to undertake changes in its practices to comply with UK law.



The OFT made a series of recommendations to Groupon in its findings

OFT has not yet ruled out the possibility of legal action against Groupon if the company fails to follow its instructions. Read more: http://lei.sr?a=a1g3D

#### John Penrose outlines racing's Tote sale benefits

A charity and a grant scheme are to be established in order to distribute the £90m allocated to the racing industry following last year's sale of the Horserace Totalisator Board (Tote).

John Penrose, minister with responsibility for horseracing, has announced plans which he

said are "making good" on a pledge made with regards to proceeds from the £265m deal.

The charity – The Racing Foundation – will support good causes, while the grant scheme aims to benefit State Aid-compliant projects. Details: http://lei.sr?a=f5u2k

### **New leisure vision for Rheola Estate**

Neath Port Talbot (NPT) Council is to consider a masterplan for the future of the Rheola Estate in the Neath Valley, South Wales, which has been produced alongside the site's owner.

A leisure complex housing a swimming pool; a spa; a gym; a restaurant; and a bar is among the plans for the estate, along with holiday log cabins and a residential development.

The council said the residential development is required in order to provide funding towards the leisure and tourism element at the 95-acre (38.4-hectare) Rheola Estate.

According to NPT, the estate is situated close to the Waterfall Country and is in an area that already attracts visitors. The plans also comply with the NPT tourism and leisure strategy.

Outline plans have been submitted by The Urbanists, on behalf of R M Rees (Contractors) and is currently awaiting consideration.



Go Ape is looking to grow into Australia and the US

NPT head of regeneration Gareth Nutt said: "There has been interest shown by industrialists to develop the site but the council sees the regeneration of the estate and this part of the valley focussing on tourism and leisure." Details: http://lei.sr?a=L8Q4u

#### **ADDRESS BOOK**

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