

# leisure opportunities

18 SEPTEMBER - 1 OCTOBER ISSUE 589

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## Manchester City reveals plans for £100m academy

Manchester City Football Club (MCFC) has unveiled its plans to develop a new £100m training and education complex next to the Etihad Stadium.

BAM Construction, part of the Royal BAM Group, has been selected to build the 80-acre City Football Academy which will include a 7,000-capacity stadium, 17 full-size football pitches, an academy building with classrooms, a sports science centre and a dedicated media centre. The site is currently being prepared for building work to start and the complex is expected to be completed in time for the 2014-15 season.

MCFC has also donated 5.5 acres of remediated land on the site for community use, and is also supporting the creation of education and leisure facilities for local residents. The site will be linked to the Etihad Stadium



The City Football Academy will include a 7,000-capacity stadium and 17 full-size pitches

- MCFC's current home - by a footbridge and will enable players, staff and officials to be housed on the same complex.

The project has the full support of Manchester City Council (MCC). One of the major aims of the development is to provide opportunities and boost local businesses in the east of the city.

Sir Richard Leese, leader of MCC, said: "This project lies at the heart of the ambitions we share with Manchester City Football Club - to create a centre of sporting excellence in the city that will be the envy of the world."

Patrick Vieira, former MCFC and France star and the club's current football development officer, said the academy would be the "best in the world".

"It is a long-term commitment from the football club and I'm really excited about it because once you've seen the plans and images, you can't wait for the work to start."

"I think the club is creating something fantastic because when you are a footballer, you want to develop yourself and you are looking for the best facilities to achieve those aims."

• For more information and artist's renderings of the project see: <http://lei.sr?a=Uz060>

## Battersea overhaul to begin next year

The new Malaysian owners of London's Battersea Power Station have announced that work is expected to begin on the historic site's regeneration during the second half of 2013.

A consortium comprising SP Setia, Sime Darby and the Employees Provident Fund acquired the site earlier this summer and will start preparations later this year.

The first phase of redevelopment will include multiple residential buildings standing above a commercial podium, which will house restaurants, a gym, a swimming pool and a spa.

A theatre also forms part of the first phase, along with a 6-acre (2.4-hectare) park open to the public and linked to Battersea Park.



Viñoly's masterplan includes hotels and a theatre

Ian Simpson Architects and de Rijke Marsh Morgan are behind the design of the first phase in accordance with the original Rafael Viñoly masterplan for the regeneration scheme.

Read more: <http://lei.sr?a=f79Y>

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See Page 7

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## SPORT

# Paralympic legacy plans announced

The London Legacy Development Corporation (LLDC) has committed £2m towards a new disability sports festival, which will form part of the Olympic Park's Paralympic legacy.

New sports, leisure and employment opportunities also form part of the vision for the Olympic Park to become a part of the city that promotes inclusive opportunities.

The Paralympic Legacy Programme will help create new homes, public spaces and sporting venues, while a range of sports will be introduced such as wheelchair rugby.

LLDC chair Daniel Moylan said: "Thousands will be inspired to get involved in Queen Elizabeth Olympic Park and we want to make sure there are opportunities for everyone."

"Just as we have set the blueprint for legacy, we are also setting the standard for providing



LLDC said the Olympic Park will provide inclusive opportunities for all

accessible venues and parklands, along with employment and training opportunities for disabled people."

London mayor Boris Johnson added: "The Paralympics have captured our hearts and minds and the success of ParalympicsGB provides us with new heroes to emulate."

Details: <http://lei.sr?a=G8C3i>

## Scottish FA launches participation initiative

The Scottish FA has launched a new Futsal initiative aimed at increasing participation of 12-18 year olds in football.

Futsal is designed to embrace the fast-paced, skill based indoor alternative to the traditional game to re-engage young players

and help reduce the fall out in the 'late teens' age group. The initiative follows research conducted by the Scottish FA, which highlighted a significant drop-out rate of players in the age group at secondary school due partly to boredom in traditional football.

## Olympians to get separate honours list

Prime Minister David Cameron has announced that Olympians and Paralympians will get their own honours list this year. The move means that athletes will be recognised separately to the traditional New Year's honours, which hands out a pre-determined amount of awards.

The limited number of available honours and the unprecedented success of Team GB athletes during the 2012 Games - 29 gold medals in the Olympics and 31 (and counting) in the Paralympics - prompted senior civil servant Jonathan Stephens last month to announce that a medal would not mean an "automatic gong".

Stephens' comments were followed by a report by the Public Administration Select Committee, which recommended ending the



Bradley Wiggins has twice been recognised in the New Year Honours

practice of awarding honours to sports personalities for "doing the day job".

In response, Sport and Recreation Alliance (SRA) chair Andy Reed called on the government to make sure there wasn't a decrease in the amount of honours for sports people. Those fears have now been allayed as the move ensures there's no restriction on the number of honours. Read more: <http://lei.sr?a=F9r3M>

## First Olympic venue opens to the public

Lee Valley White Water Centre near Waltham Abbey, Hertfordshire has opened its doors to the public, less than five weeks after British pair, Tim Baillie and Etienne Scott, won the team's first ever gold medal in the canoe slalom.

It's the first Olympic venue to open for public use and the first of four that will be operated by Lee Valley Regional Park Authority (LVRPA). The Authority will also be responsible for the Velopark, the Hockey Centre and the Tennis Centre located in the Olympic Park.

Sport England has invested more than £11m of National Lottery funding in Lee Valley White Water Centre and Lee Valley Velopark to ensure facilities can be adapted for use by the community after the Games.

Jennie Price, Sport England chief executive, said: "Sport England's investment means that



Olympic winners Tim Baillie and Etienne Scott during their Olympic run

both the White Water Centre and the Velopark have been designed to ensure they offer a fabulous experience to community users as well as elite athletes."

LVRPA is also set to invest £4.5m in redeveloping the White Water Centre in order to create improved visitor amenities and new athlete facilities. Details: <http://lei.sr?a=a5K5g>

## Jevans named CEO of England Rugby 2015

London Olympic Games Organisation Committee (LOCOG) director of sport Debbie Jevans has been appointed as the new chief executive officer of England Rugby 2015 – the organisation responsible for delivering the 2015 Rugby World Cup.

The appointment will come into effect in October and will see Jevans replace the outgoing Paul Vaughan, who has stepped down from the role by "mutual consent". England Rugby 2015 board member and RFU CEO Ian Ritchie welcomed the appointment of Jevans – "one of the architects of London 2012."

England Rugby 2015 chair Andy Cosslett said: "Rugby will benefit from her experience in leading large teams to deliver major sporting events to a global audience."

Jevans added: "This has been an extraordinary journey and I am looking forward to putting my experience in to delivering an exceptional Rugby World Cup in 2015." Details: <http://lei.sr?a=of9A8>



Debbie Jevans will take up the position next month

• To read an interview with Debbie Jevans, discussing her role in delivering the London Games see *Sports Management Q3 2012*, pp.16-17: <http://lei.sr?a=j6S5n>

## Lord Coe to stand to become next BOA chair

Lord Coe, chair of the London 2012 organising committee (LOCOG), has announced his plans to become the next chair of the British Olympic Association (BOA).

Current chair Lord Colin Moynihan announced his intention to step down from the

post following the conclusion of the London 2012 Olympic Games.

The new chair is set to be elected later this year. Coe is already a non-executive board member of England's 2018 World Cup bid company. Read more: <http://lei.sr?a=hoNoN>

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### Cybox IFL equipment for Cambridge sports centre

Cambridge's Kelsey Kerridge Sports Centre is set to expand its fitness provision with the addition of new Inclusive Fitness Initiative (IFI)-accredited equipment from Cybox.

A total of 13 pieces of kit – including the VR3 line and Bravo functional trainer – will be provided, which will join existing Cybox equipment already at the centre.

Kelsey Kerridge Sports Centre has two gyms on offer to members – the Outlooks Gym with cardio and resistance equipment and the Free Weights Gym.

Read more: <http://lei.sr?a=D9rgd>



The new facilities were delivered by Createability

### Yeovil school's new £800k leisure centre completed

Work has been completed on an £800,000 scheme to create a new dual-use leisure centre at Preston School in Yeovil.

Createability has worked with the school; Alliance Leisure; leisure trust 1610; and Somerset County Council to provide a facility for people of all abilities.

A 143sq m (1,539sq ft) gym with 30 stations; a 70sq m (753sq ft) multi-use fitness studio; and a reception area form part of the centre, while the existing sports hall at the school was refurbished.

Read more: <http://lei.sr?a=w1n8j>

### Industry prepares for National Fitness Day

The Fitness Industry Association (FIA) is encouraging all sports, fitness, health and leisure organisations to take part in this year's National Fitness Day UK.

Now in its second year, the event will be held on 28 September and the plan is to establish it as the biggest nationally celebrated fitness-focused day of the year.

As part of the day's events, groups, clubs, schools, gyms and NGBs are taking part in 'empower half hour' at 12pm midday, consisting of 30 minutes of physical activity.

Read more: <http://lei.sr?a=O4Nqd>

## Ray Hatton opens Metro Fitness

Ray Hatton, father of former world champion boxer Ricky Hatton, has opened his first fitness club and has announced plans to build the venture into a chain of gyms.

Metro Fitness – located at the Merseyway Shopping Centre, Stockport – has been launched as a premium-offer budget gym. Split over two levels, the club has been laid out in a way that has been designed to provide a large selection of equipment, supplied solely by Cybox – the company which was also appointed to provide all the equipment at Ricky Hatton's club which opened in 2009.

The Metro Gym offers specific workout zones including a women-only area, virtual spin, Vario suspension training, a large free-weight space, functional training area and Power Plate facilities. Monthly memberships have been priced to start at £19.99.



Ray Hatton (far right) with son Matthew (black shirt, centre) at Metro

Ray Hatton said: "Our aim is to marry premium service and facilities with affordable, flexible pricing. People are tired of paying too much for health clubs who in some cases treat them purely as a number."

Ray will work alongside his son Matthew on the venture, which will offer a full programme of weekly group exercise classes that are free to members. Read more: <http://lei.sr?a=n5H5C>

## £7.4m plans for Wyre Council facilities

Members of Wyre Council's cabinet are to discuss new proposals for a £7.4m investment in improvements to local leisure centres at a meeting scheduled for 12 September.

It follows a comprehensive review of provision and the local authority has now set out new plans for an overhaul of services and to redevelop its existing facilities.

The plans will benefit three leisure centres, with Thornton Leisure Centre to receive a £3.4m upgrade that will deliver an extreme sports facility and improved fitness provision.

Poulton Leisure Centre will be allocated £1.7m for a new spa and further studio space, while Garstang Leisure Centre will benefit from £3.2m to integrate a new pool.



Plans include a new swimming pool at Garstang Leisure Centre

However, the council confirmed Fleetwood Leisure Centre does not need additional funding at present after having received substantial investment in recent years.

Details: <http://lei.sr?a=w5W4L>

## Tone completes Taunton indoor cycling studio

Tone Leisure has announced that it is to launch a new indoor cycling studio at its Wellsprings site in Taunton, Somerset.

The leisure trust has invested £40,000 in the new facility, including the acquisition of 24 new Keiser M3 spinning bikes.

Tone's commercial director Joel Chapman said: "We had noticed for some time that our studio class numbers had been growing in all our Taunton sites despite the general downturn in the economy."

Read more: <http://lei.sr?a=s5L3P>



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## DLL expects 'Murray factor' to take effect

Health and racquet club operator David Lloyd Leisure (DLL) is expecting Andy Murray's US Open win to result in an increased number of young children wanting to take up tennis.

Sarah Hobbs, head of sports for children at DLL, said: "A high-profile victory of a home-grown hero like Murray is a wonderful way to create more interest in tennis, particularly among children who aspire to be like their sporting heroes." Read more: <http://lei.sr?a=O6esx>



The gym is open to staff, students and the public

## motive8 completes revamp of Richmond College's gym

motive8 - the consulting firm which specialises in gym and spa design - has completed an upgrade of fitness facilities at Richmond upon Thames College in Twickenham.

The gym is open to staff, students and members of the local community and work to renovate its offer was carried out with the aim of attracting new members.

motive8 has expanded the cardiovascular element with the addition of three Star Trac treadmills, two upright bikes and two further Octane Fitness cross trainers.

Read more: <http://lei.sr?a=V9Vof>

## Trust reopens Exmoor Fitness Centre in Dulverton

Leisure Trust 1610 has reopened the Exmoor Fitness Centre in Dulverton after closing it earlier this year.

The trust, which owns and operates the site, said the temporary closure was due to "concerns about falling gym memberships and the long-term viability of the facility". Following a public consultation with local people keen to keep the facility open, 1610 has increased opening hours and launched a new group exercise programme - to be held at the local primary school in Dulverton.

## Study: Obese people can be 'fit'

New research has claimed that individuals can be obese and "metabolically" healthy, with no greater risk of developing cardiovascular disease or cancer than non-obese people.

The study - the findings of which were published in the European Heart Journal - was led by Dr Francisco Ortega, who is affiliated to Spain's University of Granada.

Dr Ortega is also affiliated to Sweden's Karolinska Institutet but undertook the project at the University of South Carolina, US, under Professor Steven Blair.

As part of the research, 43,265 people recruited to the Aerobics Center Longitudinal Study between 1979 and 2003 completed a questionnaire and a physical examination.

Participants were tracked until they died or until the end of 2003, with nearly half (46 per



The research claims obese people can be "metabolically" fit and healthy

cent) of obese individuals found to be metabolically healthy by the research team.

Obese-yet-healthy individuals had a 38 per cent lower risk of death than unhealthy peers, while there were no "significant differences" compared with normal weight participants.

Read more: <http://lei.sr?a=z8O5L>

## Anytime to accelerate UK roll-out plans

Franchise operator Anytime Fitness is looking to speed up its search to find suitable UK franchisees to expand its chain of 24-hour clubs.

In May 2010, the company announced plans to have up to 50 clubs open in the UK and Ireland by the end of 2012.

So far, however, only five Anytime Fitness clubs have opened in the UK with another 18 sites being identified across the country.

James Cotton, operations director at Anytime Fitness UK, said: "As it's a new franchise in the UK, now is a great time to get in early as there are still fantastic territory opportunities up for grabs."

"We are aiming to have at least 13 sites open by the end of the year and will provide our



The company now plans to have 18 sites open by the end of the year

franchisees with all the support they need including help with premises, technology, marketing and training to help them achieve both their and their members' goals."

Read more: <http://lei.sr?a=l2Q7Z>

## Olympic champion named Matrix brand ambassador

Johnson Health Tech UK's commercial division - Matrix Fitness - has announced that Olympic cycling champion Dani King will become a brand ambassador for Matrix and its associated brands. Matrix has already created a group of elite and up-and-coming athletes who

reflect the company's mottoes of 'commitment' and 'striving for excellence', together with the Matrix brand positioning of 'Expect More'.

She will join other Matrix ambassadors which include James Cracknell and Sally Gunnell. Read more: <http://lei.sr?a=z8O5L>

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## Matrix Fitness Reveals Hero Products at LIW

LIW sees the official launch of three new premium commercial cardio-vascular product lines from Matrix Fitness. The new products will all be available in 7, 5 or 3 series versions to accommodate different facilities, budgets and user needs.

The three product lines are the ClimbMill – a revolution in stair-climbing technology – the new Ascent Trainer\*, purposely designed to reflect the optimal natural range of movement, and the Suspension Elliptical – featuring a patented design that eliminates friction, in the smoothest, most efficient motion possible.

## One of Australia's leading aquatic brands is launching in the UK in Autumn 2012

Launched in 2005 and endorsed by Swim Australia, Vorgee has grown to be one of the most well-known brands in the Australian Swim Industry.

Proudly partnered with STA (Swimming Teachers' Association), Vorgee will be located alongside them, on stand P120 at LIW, showcasing a wide range of products including goggles, swim caps, training equipment and water confidence at the LIW. There will also be Vorgee team members from both Australia and the United Kingdom on hand to introduce attendees to the Vorgee brand and culture.



Evidence on the benefits of outdoor fitness will be discussed and presented during a keynote session

## Outdoor fitness – is it better outside?

From bootcamp drills to school games, outdoor fitness classes are using innovative ways to get us fit in the great outdoors. But how will this ever growing market affect the clubs and leisure centres, and how can they work together to encourage more people to take regular exercise?

In order to get some valuable insight into this thriving sector, LIW commissioned Leisure-net Solutions to produce a research report. So, to find out how outdoor fitness could affect your business, and what operators and consumers think about 'green gym' exercise, join Leisure-net Solutions' Managing

Director, Mike Hill, on the 18th September at 10:30, in LIW's Keynote Theatre he will share the findings from the report.

Mike will discuss the evidence on the benefits of outdoor fitness, the current market, and what the future could look like. Top line results from the research reveal that currently 55% of operators offer outdoor fitness classes, whilst 100% of those questioned said they plan to start offering outdoor classes within the next year. With close to half of the consumers saying they prefer to exercise outdoors, it is clear that finding out more about outdoor fitness is essential for the industry.

## New LIW Mobile App Launched

The team behind Leisure Industry Week have launched a brand new multi platform mobile app designed to enhance visitor experience before, during and after the event. The free app will provide the functionality for visitors to plan their trip by populating an agenda straight from the seminar programme; this agenda can also be accessed and populated via the list of speakers.

Event Manager, David Sanvoisin said "We're really pleased with this year's app. We launched our first one last year and the reception was fantastic with just under 4000 downloads. We anticipate that this year's one will be even more popular."

The LIW mobile app includes the full seminar programme, exhibitor list, Twitter updates, floor plan and more. Visitors can scan the QR code below to download the app.



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## ETOA criticises tourism policy

The European Tour Operators Association (ETOA) has expressed its disappointment that the government has chosen not to name a new minister solely responsible for tourism, following the resignation of John Penrose (see p.1).

In a statement, the association said tourism was "far too important" to the UK economy to be left without a direct political representative.

The statement said: "Prime Minister David Cameron recognised the importance of the visitor economy in a keynote speech after he came to power in 2010; the growth he hoped for from emerging economies is achievable, but only with intelligent policies in place.

"We've learnt that there will no longer be a minister solely responsible for tourism as part of a downsizing exercise in the Department for Culture, Media and Sport (DCMS).



ETOA said tourism is worth more than 17bn to the UK economy

"Therefore we are calling for the role to be moved to the Department for Business, Innovation and Skills (BIS) - which would be the natural home for a tourism minister.

"The tourism sector accounts for 8.9 per cent of UK GDP. It is also third in terms of UK exports after the chemical and financial services sectors, contributing £17bn to the UK economy. Read more: <http://lei.sr?a=R7v6j>

## ECCO survey: London 2012 a boost for tourism

A survey of communications experts in 24 countries has shown that 99 per cent expect the 2012 Games to encourage more people from their country to visit the UK. The research, undertaken by global PR group ECCO, also revealed that the coverage of the Olympic and

Paralympic Games has improved in a more positive perception of UK services.

The behaviour of spectators also improved perceptions of British sports fans as well as the British as being friendlier than was previously the case. Read more: <http://lei.sr?a=E3K6w>

## Industry welcomes new aviation research

Tourism Alliance has welcomed a new report published by the Aviation All Party Parliamentary Group, which has concluded that current policy creates "significant barriers" to inbound tourism.

The report has examined existing capacity and the Air Passenger Duty (APD) and has said that the country is at a "disadvantage" to other European destinations.

Recommendations in the report include a moratorium on further APD increases until a review of its impact on the economy and employment is completed.

The group has also urged government to focus on ensuring the UK retains and grows hub capacity - either by expanding Heathrow Airport or by building a new facility.



An expansion of Heathrow could be required to boost UK hub capacity

Tourism Alliance chair Michael Hirst said: "The group has demonstrated a clarity of thought and purpose that has been conspicuous in its absence from government policy."

Read more: <http://lei.sr?a=b5u7F>






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## VAT and visa system still issues for tourism



**UFI IBRAHIM**  
is chief executive  
officer of British  
Hospitality Association

We have a new minister for tourism as a result of the recent Cabinet reshuffle. While we regret the departure of John Penrose, who for the last two years has been a great supporter of the industry, we welcome Hugh Robertson, his former colleague who, in addition to his responsibilities for sport, now takes on the tourism portfolio. Whoever is the minister, however, we will continue to press the government on key issues.

The recent additional £2m funding for VisitEngland and the £8m to promote Britain to the Chinese market (not all of this sum will be for tourism) shows that the government recognizes some of tourism's needs. But there are other issues, equally important which need to be addressed if the industry is to create the jobs it has potential to create and to enable it to make its full contribution to the growth of the UK economy.

The one step that the government could take which would make a huge difference to the UK economy is to make Britain's tourism industry competitive with the rest of Europe by reducing the level of VAT for accommodation and attractions. All but three other EU member states operate a reduced rate of VAT for hospitality services – France is seven per cent for example, Germany and Spain are eight per cent, Italy is ten per cent – all of which makes Britain uncompetitive.

By our estimates, if we could reduce the rate of VAT in the UK to five per cent for accommodation and attractions, it would boost business throughout the country, help create 78,000 jobs and yield a £2bn bonus to the Treasury within ten years.

A further barrier to growth is the UK's visa system which acts as a deterrent particularly to visitors from the BRIC countries – potentially, our richest source market. The complexity and cost of the UK visa system is costing the British tourism industry (and the UK economy) many millions of pounds.

With the new minister, we'll continue to press home these messages. One of the greatest tourism legacies of the Games would be a decision to enable the UK to play on a level playing field with the rest of Europe.

## HOTELS

# Room prices on the up 'globally'

Travellers paid more on average for hotel rooms across the world during the first half of the year for the first time in five years, according to new research from Hotels.com.

The online agent's latest Hotel Price Index (HPI) has posted a 4 per cent increase in prices compared with the first half of 2011, although average prices remain at 2005 levels.

First published in 2004, the HPI examines prices actually paid for hotel rooms and currently stands at 108 – below the peak of 119 reported during the first half of 2007.

The latest figures include a 6 per cent increase in Pacific room prices and a 5 per cent growth in North American rates. Latin America, Europe and the Middle East were up 1 per cent. Hotels.com president David Roche said: "The hotel industry bounced back in the



Hotel room rates have increased by an average of 4 per cent globally

first half of this year from a number of natural and political crises in 2011.

"While initially it may not seem good news for consumers, hotel prices are still only around their 2005 level, representing great value for travellers." Read more: <http://lei.sr?a=k4W8X>

## James Caan acquires final two Von Essen properties

James Caan has acquired the last two hotels from the former Von Essen portfolio through his Hamilton Bradshaw investment vehicle.

The former Dragons' Den star purchased the Ston Easton Park hotel near Bath and Sharrow Bay hotel in the Lake District.

Von Essen went into administration with debts of around £300m in April 2011. The 27 former Von Essen hotels has since been sold to a number of operators, with Halcyon Hotels and Resorts acquiring seven last December. Read more: <http://lei.sr?a=j9R8q>

## Scottish cities among top Europe locations

A new report from analyst STR Global has included the Scottish cities of Inverness, Edinburgh and Stirling among the top five European locations for hotel occupancy.

The cities came second, third and fifth respectively, while other Scottish locations such as Dundee (seventh), Glasgow (11th), Aberdeen (12th) and St Andrews (17th) also featured on the list.

In addition to its ranking on the occupancy list, St Andrews also came second highest in terms of revenue per available room (RevPAR).

According to the analyst, the summer increase in occupancy reflects major investment by the international operators present in Scotland – including Marriott and Hilton.



Edinburgh was judged as Europe's third most popular hotel destination

Danny Cusick, president, Americas, Scottish Development International, said: "Scotland encourages global brands to take full advantage of our burgeoning tourism sector." Details: <http://lei.sr?a=s6A8O>

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## ATTRACTIONS & MUSEUMS

### Science Museum launches research department

The Science Museum has launched a new Research and Public History Department to coordinate the museum's academic research activities. The department will be tasked with running the museum's research projects, liaise with university departments and other museums, supervise students, support research fellows and associates, publish papers and books and organise public events, conferences and workshops.

Read more: <http://lei.sr?a=d1agz>



The pandas are worth £28m to Scottish economy

### Edinburgh adds new panda marketing initiative

Edinburgh Zoo has revealed its latest initiative to benefit from the presence of two giant pandas at the attraction.

The new Panda Keeper Experience will offer guests an opportunity to behind-the-scenes access to the UK's only pandas.

Marketed as an "entirely unique and extremely exclusive" opportunity, the one-hour packages are available from £1,000 for up to four people. Earlier this year, a study by Scottish Enterprise estimated that the pandas could attract £28m worth of additional visitor expenditure for the local economy.

Read more: <http://lei.sr?a=P6J6S>

### Heritage Lottery Fund boost for Bury museum

The Fusilier Museum in Bury, Greater Manchester, has received a boost from the Heritage Lottery Fund (HLF) towards its Onward and Upward project.

Earlier this year, the museum submitted a bid for nearly £700,000 for the creation of a new open store area, which will allow it to open up its full collection to the public.

As part of the application process, the HLF has requested match funding of £530,000, with the Fusilier Museum now set to embark on a fundraising campaign.

Details: <http://lei.sr?a=16a8i>

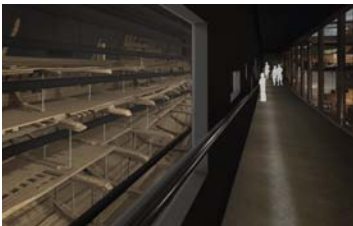
## Mary Rose Museum to open in 2013

The new £35m Mary Rose Museum will open to the public in early 2013, slightly later than originally expected.

Located at Portsmouth Historic Dockyard, the new Wilkinson Eyre-designed attraction was first slated to open in autumn 2012, although no exact date had been set. Construction work on the iconic museum - undertaken by Warings Group - has been completed but the final fit out of interiors will take longer than initially thought.

A spokesperson for the Portsmouth Historic Dockyard said: "We are delighted to have taken possession of the building from Warings."

"Although fit-out was already underway, this will now be our main focus over the coming months with the many thousands of artefacts being installed in their cases. This whole process remains technically very challenging and



An artist's impression of what the interior of the museum will look like

we want the museum to be outstanding in every way before opening our doors, so it's envisaged that the museum will open in 2013."

When open, the new attraction will feature a walkway that will enable visitors to view parts of the hull of Henry VIII's former flagship.

Work on the preservation of the ship's structure was completed in 2011.

Read more: <http://lei.sr?a=g0q8l>

## PGAV launches new family vacation study

PGAV Destinations has published new research offering "groundbreaking" insights into the planning and processing of family holidays - both domestic and overseas.

The *Art of the Family Vacation* has been compiled by H2R Market Research on behalf of PGAV, which involved more than 700 families across the US taking part in an online panel.

According to PGAV, some findings had "firmly cemented long-held understandings" of families on holiday, but others "look to redefine how destinations prepare".

The research reveals the most important considerations about potential destinations for families, with a combination of democracy and autocracy in decision-making.



More than 700 families across the US took part in the new PGAV study

More than a third negotiating trade-offs with children in order to convince them to attend an academic institution, while males are more interested in destination technology.

Details: <http://lei.sr?a=d6D5N>

## ACE awards museums/schools partnership funding

Arts Council England (ACE) has announced the 10 regional applicants which are to receive a share of £3.6m through the agency's Museums and schools programme.

The project is one of a number funded through the Department for Education in

response to an independent review of cultural education undertaken by Darren Henley.

The regional museums will work with schools and national museums to increase the number of educational visits by schools.

Details: <http://lei.sr?a=q1e1K>





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RLPH conductor Vasily Petrenk (left) at the hall

## Liverpool Philharmonic Hall revamp gets green light

Liverpool City Council has given its backing to a £11.5m redevelopment of the Royal Liverpool Philharmonic Hall.

At a mayoral cabinet meeting, the council agreed a capital contribution of £2m towards the plans to refurbish the Grade II\* - listed building. The city's contribution will help Liverpool Philharmonic lever a further £9.5m of investment to complete the refurbishment of the City Council-owned building, which is the home of the Royal Liverpool Philharmonic Orchestra (RLPH), and considered of the UK's premier arts and entertainment venues outside London.

The funding is, however, contingent on Liverpool Philharmonic successfully attracting this additional investment from a range of bodies including Arts Council England (ACE). Should these applications be successful, Liverpool City Council will modernise and refresh the current building lease to Liverpool Philharmonic.

Earlier this year, Liverpool Philharmonic secured seed funding of £634,000 from ACE to appoint architects Caruso St. John to lead a design team in the first steps towards a major refurbishment of the 1939 venue. RLPH is now building towards a further major application to ACE as well as seeking additional support from other sources. *Read more:* <http://lei.sr?a=S7k9E>

## New-look West Wing opens at Russborough

Irish arts minister Jimmy Deenihan has officially opened the new-look West Wing at Russborough House in Blessington, County Wicklow, following a major revamp and conversion project.

Originally built in part to house racehorses during the mid-18th century, the wing was entirely converted into residential accommodation after Sir Alfred and Lady Beit acquired the property in 1952. The West Wing now offers two self-catering apartments accommodating up to 16 people. *Read more:* <http://lei.sr?a=y2W5r>

# DCMS names new chair for ACE

The Department for Culture, Media and Sport (DCMS) has named Sir Peter Bazalgette as to replace Dame Liz Forgan as the new chair of Arts Council England (ACE).

Sir Peter's appointment for a four-year term is effective from 1 February 2013 and was one of the last acts performed by Jeremy Hunt in his former role as culture secretary.

Earlier this year, it was announced that Dame Liz Forgan – who will remain as chair until 31 January 2013 – would not be reappointed, having been selected for the post in 2008.

A former creative director at television production group Endemol until 2007, Sir Peter is current chair of English National Opera and serves on the advisory board of The Space.

During the past 20 years he has built a reputation as one of the most 'powerful' people due



Sir Peter Bazalgette's appointment is to come into effect on 1 February

to his development of reality TV and his role in promoting lifestyle programmes.

During his time at Endemol, Bazalgette was credited with popularising the format of reality show Big Brother not just in the UK but around the world.

*Read more:* <http://lei.sr?a=B3R5j>

## Mace sponsors 'Phantom Railings' at British Museum

Mace has announced its sponsorship of the British Museum's 'Phantom Railings' project – a public art intervention which is designed to focus on London's wartime memories.

The multi-disciplinary firm is currently involved with the development of the museum's

new World Conservation and Exhibition Centre, which is scheduled to open in 2014.

"Phantom Railings" is an interactive sound sculpture using the movement of pedestrians to "evoke the ghost of a lost iron fence" removed during the 1940s and never replaced.

## ACE extends loan initiative to new region

Arts Council England (ACE) has announced the extension of a loan scheme for cultural/creative firms into a second region, following a successful pilot launched across London earlier this year.

Yorkshire and Humber businesses will now be able to apply for funding of £5,000-£25,000 – plus support and advice – as part of the Creative Industry Finance initiative.

It is thought the programme will mostly benefit businesses who have been unsuccessful in securing funding from other sources and for small- to medium-sized firms looking to grow.

Applicants will have to be based in the Yorkshire and Humber region, or one of 33 London boroughs, in order to benefit.



The ACE loan initiative has been extended to Yorkshire and Humber

ACE regional director Cluny Macpherson said: "Arts and cultural organisations are at the heart of the creative industries, providing a powerhouse of R&D to a sector that is invaluable to regional economies"

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

## Rocco Forte unveils Vita Health

Rocco Forte Hotels has unveiled Vita Health – a new approach to preventative health, in partnership with integrated medicine physician Dr Nyjon Eccles.

The concept has been made available at Rocco Forte's Verdura Golf and Spa Resort in Italy and will be the first time Eccles' treatments will be combined with a resort stay.

Vita Health Wellness Centre will be located within the resort's 4,000sq m Verdura Spa and will feature four individually-tailored programmes, with Eccles specialising in nutritional, non-invasive and anti-ageing medicine.

The programmes will be offered in one- and two-week sessions and will focus on core issues – stress management; detoxification; weight loss; and better ageing. Each bespoke programme combines advanced natural therapies,



The wellness centre will mix non-invasive medicine with spa treatments

with a specific diet and exercise plan, thereby improving and correcting current health issues while reducing future risks.

The experience involves detailed testing in order to gain a complete picture of the guest's health as well as optimising results.

Read more: <http://lei.sr?a=H616v>

## The Caledonian to feature Guerlain Spa

The Caledonian, A Waldorf Astoria Hotel in Edinburgh, Scotland – managed by Hilton Worldwide – will house the UK's first Guerlain Spa following a £2.4m (US\$38m, 30m euro) redevelopment of the property.

To be operated as a beauty spa, it will be open to both hotel guests and non-guests.

Facilities at the spa include three large treatment rooms, a swimming pool, steamroom, sauna, spa pool and a relaxation space. There will also be a 24-hour health and fitness suite. In a statement, a spokesperson for the French perfume house said treatments will mirror the company's core values.

"The treatment menu at the Guerlain spa will reflect luxury, emotion and refinement



Guerlain currently operates spas in seven countries across the world

with a collection of indulgent treatments created using Guerlain products and respecting the origins of the signature massage from 1939 when the brand opened its first 'Institut de Beaute' in Paris," the statement read.

Read more: <http://lei.sr?a=E1W6t>

## St Michael's Hotel to double size of spa

St Michael's Hotel and Spa in Falmouth, UK, has decided to double the size of its spa, adding a full wet spa and thermal area.

The expansion comes as the hotel aims to cater for increased demand for spa services. Wellness consultancy Spa Creators is advising

on the project and its director, Alistair Johnson says the hotel is bidding to become Cornwall's top destination spa. There will be 10 treatment rooms in total, and as well as experiences like Vichy and Rasul, there will be an emphasis on finding unusual and exciting treatments.



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The landform stands more than eight storeys tall

## Princess Royal officially opens Northumberlandia

Her Royal Highness The Princess Royal has officially opened Northumberlandia - one of the world's largest human landforms near Cramlington, Northumberland.

The Charles Jencks-designed scheme features a reclining female figure standing taller than eight storeys and was built on Viscount Ridley's Blagdon Estate.

Northumberlandia and its adjacent water bodies are the result of around £3m of investment by the Blagdon Estate in conjunction with The Banks Group.

Details: <http://lei.sr?a=j6jzt>

## Pitsea pool to close under major regeneration plans

Basildon Council has confirmed that Pitsea swimming pool is to close if regeneration plans put forward by London and Cambridge Properties (LCP) are approved on 13 September.

The proposals will lead to the transformation of the town centre and are set to be considered by the local authority's cabinet at next week's meeting. Basildon Council cabinet member for environment Malcolm Buckley admitted that shutting the pool is not a "universally popular decision" but said the town needed the investment.

## Trebor to design and construct five GLL sites

Trebor Developments has been appointed by Greenwich Leisure (GLL) to design, develop and construct five leisure centres within the Waltham Forest locality.

The five projects, which will consist of refurbishments, extensions and new build leisure centres, will see the leisure provision in Waltham Forest transformed over the next two and a half years with a capital value in order of £26 million, funded by the local authority. Trebor is working on the developments on a phased basis, with work on the first two projects set to commence in early 2013.

## Leadbitter starts work on Midhurst centre

The Leadbitter Group has started work on a new leisure and community centre in Midhurst after being named as Chichester District Council's (CDC) preferred contractor.

Midhurst Community and Leisure Centre and Library Development is being fronted by the local authority, with funding from West Sussex County Council and The Monument Trust.

Due for completion in 2014, the new HNW Architects-designed centre will house a fitness room; a multi-purpose sports hall meeting Sport England standards; and two squash courts.

A dance studio; a community room; male and female changing areas; a library; and a health suite, which may include a sauna, a



The centre, designed by HNW Architects, is due for completion in 2014

steamroom and treatment rooms, are also planned. The centre will replace the town's Grange Centre, which requires reconstruction or major repair work and is not currently fully accessible to users with disabilities.

Read more: <http://lei.sr?a=BtB5R>

## Approval for £360m Belfast scheme

Northern Ireland environment minister Alex Attwood has approved planning permission for the £360m Royal Exchange project, which is to transform a part of Belfast.

It is one of the largest applications ever dealt with in the province and is centred on the north-eastern quarter of the city - an area which has been in decline for years.

The new proposals include a 25-bedroom hotel, a cultural arts centre and 200 apartments, as well as cafés and bars and 50,000sq ft (4,645sq m) of retail floorspace.

It is hoped the combination of retail, arts and leisure facilities will ensure the scheme will see a "new vibrant environment beyond normal shopping hours" created in Belfast.

A number of existing buildings are to be demolished as part of the project, although



The application was one of the largest ever dealt with in Northern Ireland

work to restore other listed buildings and façades will also be undertaken.

Attwood said: "The economic, physical and social benefits will impact positively on many people's lives whilst sympathetically rejuvenating the historic centre of Belfast."

Details: <http://lei.sr?a=K5Y7T>

## Derby velodrome plans given final green light

Multi-million pound plans to build a new velodrome and sports centre near Derby's Pride Park Stadium have been given the green light by the Environmental Agency.

Members of Derby City Council's (DCC) cabinet had previously approved the

appointment of Bowmer and Kirkland as the preferred contractor for the scheme, with Morgan Sindall named as reserve contractor.

The firm held off competition from four rival bidders for the contract, which included BAM, Galliford Try and Interserve.

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The Council invites offers for the purchase of these walls, fixtures and fittings – with the successful company collecting them by 2nd November 2012.

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Plus there are more than 70 other companies represented by individuals.



## Odeon unveils Apprenticeship Academy

Odeon Cinemas – one of the largest cinema chains in the UK – has announced the launch of its Apprenticeship Academy, which offers jobs and work-based training for young Londoners.

The operator is working in conjunction with national training partner Lifetime which has led to more than 20 people aged between 18- and 22-years-old offered posts.

Recruits will be given the opportunity to develop counter and customer service skills, with a Customer Service Level 2 qualification – equivalent to 5 GCSEs – awarded upon completion.

Odeon group and UK HR and legal services director Mike Stevens said: “The Odeon Academy will enable the young people



The first intake of more than 20 young people will work across London

to develop their theoretical and practical knowledge as well as enhancing their career opportunities within Odeon.

Read more: <http://lei.sr?a=L2l3q>

## A lasting legacy for disability sport



RHONA MENNIE  
is business  
relations manager,  
Springboard UK

Over the summer we have marvelled at the achievements of Olympic and Paralympic athletes. The country has been immersed in a spectacular display of skill, determination, commitment and sheer endeavour. Thoughts of a rain-soaked summer have paled into insignificance as we have followed the exploits of the athletes – their hard-won successes and heart-breaking disappointments.

Perhaps the Paralympic Games have made the most telling mark on the British public, raising the awareness of disability and the understanding of what can be achieved by disabled people in the sporting arena. In tandem with the transformation of the east London landscape, it is hoped that there will be a lasting transformation of attitudes towards disability and not simply a temporary surge of supportive praise for the achievements made in the stadia.

However, it could be all too easy to lose the momentum and revert back to a situation where disabled people are not given the opportunities that could change their lives both on the sports field and in society as a whole. Baroness Tanni Grey-Thompson fears that benefit cuts may affect both elite athletes and the legacy of widening access to sport for disabled people – and, of course, this extends to general well-being and participation in society.

There is a huge opportunity for employers within the hospitality, leisure and tourism industry to support the legacy intent through a proactive approach to the employment of disabled people. Organisations such as the Employers' Forum on Disability make it easier for employers to recruit and retain disabled employees. Organisations such as The Springboard Charity work with specialist agencies and employers to facilitate the recruitment process.

We would be delighted to hear from employers who want to play their part in making the Paralympic legacy a reality in our industry.

## STA partners with Swimtime

The Swimming Teachers Association (STA) has formed a new partnership with Swimtime, provider of swimming lessons for children.

The agreement will mean that youngsters who learn to swim with Swimtime will benefit from STA's International Learn to Swim Programme (ILSP). Swimtime delivers 12,000 lessons every week through a nationwide network of franchisees.

STA's ILSP has been designed specifically for swimming teachers and is supported by a range of awards that develop skills for life. The incentive-based programme, which promotes the importance of water safety, consists of five levels to provide babies, infants and children of all ages, a structured, progressive and transparent swimming and water safety scheme.



STA's new ILSP has been designed specifically for swimming teachers

All Swimtime teachers will also now be trained using STA's Level 2 swimming teaching qualifications. The qualifications sit on the QCF framework at Level 2 with Ofqual, which provides teachers with the skills required to professionally teach swimming to people of all ages. Read more: <http://lei.sr?a=p6w5H>

## Premier Training to launch new diploma in Norwich

Premier Training International (PTI) has revealed it is to launch the new Diploma in Fitness Instruction and Personal Training at its Norwich training venue, Easton College.

The first course is scheduled to commence on 5 November as part of the provider's plans

to increase outreach and support aspiring professionals throughout East Anglia.

It is a full-time course that will incorporate the Certificate in Gym Instruction and Certificate in Advanced Personal Training.

Read more: <http://lei.sr?a=m5n5W>

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Female Pilates Instructors, Active Connection, Riyadh, Saudi Arabia  
Full-time Spa Manager, The Thirdspace, Marylebone, London W1, UK  
Spa Manager, Everyone Active, Sutton, London, UK  
Assistant Spa Manager, GLL, London, UK  
Massage Therapists, Everyone Active, Sutton, London, UK  
Swimming Teachers, London Youth, Buckinghamshire  
Full Time Customer Sales Advisor, DC Leisure, Buxton, UK  
Sports Centre Manager, Imperial College London, London, UK  
Personal Trainer, Pure Gym Limited, Nottingham, UK  
General Manager - York's Chocolate Story, Continuum, York (some travel to other sites required), UK  
Regional Manager, The Gym Group, Various, UK  
General Managers, The Gym Group, Various, UK  
Opportunity for self-employed person, Energie group, Guildford, UK  
Personal Trainer, Energie group, Ely, Cambs, UK  
Sales Advisor / Club Promoter, Energie group, Ely, UK  
Personal Trainer, Pure Gym Limited, Leeds, UK  
Manager - Fitness and Spa, Pyramids Centre, Portsmouth, UK  
Sports Coaches, LeisureForce, Saudi Arabia  
Female Fitness Instructors x4, LeisureForce, Saudi Arabia  
Female Fitness Operations Manager, LeisureForce, Saudi Arabia  
Leisure Contracts Manager, LeisureForce, Saudi Arabia  
Fitness Instructor, University of East London, London, UK  
Centre Manager, The Wildfowl & Wetlands Trust, Tyne & Wear, UK  
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Duty Officer, Wellington College, Crowthorne, Berkshire, UK  
Casual Coaching Opportunities, Enfield Council, London, UK  
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Various Positions, 360 Play, Various, UK  
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Senior Visitor Experience Manager - Full time, Tate Liverpool, Albert Dock, Liverpool, UK  
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Sports Development Manager, Westway Development Trust, London, UK  
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General Manager, The Gym Group, Various locations, UK  
Catering Assistants, Everyone Active, Sutton, London, UK, UK  
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Customer Advisor, GLL, Amersham, UK  
Female Fitness Instructors, Active Connection, Riyadh, Saudi Arabia  
Lifeguards (F/T and P/T), The Hogarth Group, West London, UK  
Leisure Assistant (Lifeguard), GLL, East London  
Duty Managers, Everyone Active, Sutton, London, UK  
Fitness Manager, Everyone Active, Sutton, London, UK  
Leisure Assistant, GLL, West London, UK  
Front Of House, Everyone Active, Sutton, London, UK  
Customer Advisor, GLL, Amersham, UK  
Female Fitness Instructors, Active Connection, Riyadh, Saudi Arabia  
Lifeguards (F/T and P/T), The Hogarth Group, West London, UK  
Duty Managers, Everyone Active, Sutton, London, UK  
General Managers, The Gym Group, Various locations, UK  
Fitness Manager, Everyone Active, Sutton, London, UK  
Leisure Assistant, GLL, West London, UK  
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Group Exercise Instructors, Everyone Active, Sutton, London, UK  
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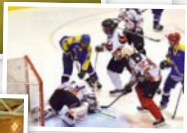
# Wish you were here?

Hi...

My first week in Aberdeen has just been amazing - who ever said it was the frozen north is lying. 1st September and was 25 degrees. Met some really friendly people this week - went out with some of them to an amazing seafood restaurant last night. You'd love it...

Walked the stunning Aberdeen beach on Tuesday and went to the Beach Leisure Pool - what a great facility. Spent an afternoon on the Kings Links Golf Course on Wednesday with Dave and we are planning a visit to the indoor Tennis Centre on Friday. Talk about an action packed first week! Have loads more planned for next week including a visit to the Linx Ice Arena...talking of which, I better get my skates on!

Anyway, will send you another post card when I eventually go on holiday. Won't bore you any more about my new job as a Director with Sport Aberdeen....



Sport Aberdeen is a dynamic and forward thinking leisure trust which, following a recent strategic organisational review, are looking to recruit three newly created Director level positions.

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Vacancies listed are for female only sites in Saudi Arabia. So, for religious and cultural reasons we can only accept applications from female candidates.

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## Regional Manager

£40,000-£45,000 + c20% bonus

### The role

- Exciting multi-site role overseeing new openings and a growing portfolio
- Responsible for driving and delivering the commercial performance for each gym in your region
- A key leadership role, responsible for recruiting new team members and providing ongoing support to the club management team

### The candidate

- An experienced leisure professional with multi-site, regional management experience
- Preferably has experience of opening new H&F sites
- Preferably has experience of commercially exploiting a significant online platform within the leisure industry
- Will be organized, thorough and innovative, with strong planning skills
- Strong communicator with excellent people management and leadership skills and with natural drive and motivation

## General Managers

Gloucester, Chelmsford, North Harrow, Wembley, Manchester, Ashford, Kent

£25,000-£35,000 + c20% bonus + optional PT income

### The role

- To oversee pre-launch marketing for the brand new facility
- To drive and deliver the commercial performance
- To recruit, train and develop their own team

### The candidate

- Proven management experience, preferably in H&F
- 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

Bournemouth, Gloucester, Chelmsford and London Vauxhall

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Supporting the GM by driving local sales and marketing, managing a team of PTs and promoting brand standards, you must have experience of operational gym management, driving sales and marketing and of managing PTs and be at least REPS level 2 qualified

### HOW TO APPLY:

Our ideal candidates will see themselves as industry-leaders of the future and be capable of making a significant contribution to the growth and development of this groundbreaking business. 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)



## PYRAMIDS

### Pyramids Centre, Portsmouth Manager - Fitness & Spa

Southsea Community Leisure Limited is a social enterprise running The Pyramids in Portsmouth, one of the South's largest leisure offerings. We are now looking to add new talent to our team by recruiting an experienced manager to drive performance in the leisure club and spa.

We are looking for a highly commercial manager / manageress with a strong understanding of the fitness and spa sector who can make a substantial impact on performance.

With the in built capacity to inspire and motivate the leisure team to deliver outstanding service to members and guests - you will also deliver across a range of revenue lines. This diverse role will see you taking full accountability of this busy fitness club as well as the substantial spa offering.

The successful candidate must have proven management experience in a Leisure Club or Spa and have worked extensively to performance and revenue targets. We're looking for a polished individual with an eye for detail and a passion for service.

A few must haves:

- Driven membership sales / membership retention in a health club environment
- Previous Spa experience
- A related degree or NVQ Level 4
- Fitness and leisure based qualifications e.g. REP's Level 3, NARS / NPLQ, Pool Plant etc.

This role attracts a package of circa £24-26k + bonus + benefits.

For further details, job and person specification please e-mail [kathy@pyramids.co.uk](mailto:kathy@pyramids.co.uk). To apply please forward your CV, current package details and a covering letter to [garym@pyramids.co.uk](mailto:garym@pyramids.co.uk) or alternatively by post to -

Gary Milne, Managing Director, Southsea Community Leisure Limited,  
The Pyramids, Clarence Esplanade, Southsea, Portsmouth, PO5 3ST

Closing date Friday 5th October 2012.

02392 799977  
[pyramids.co.uk](http://pyramids.co.uk)

PYRAMIDS  
Lifestyle



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## Sales Manager

### Company

**milon Industries GmbH** manufactures premium training systems for gyms, physical therapy clinics and other health facilities. milon is recognized as the world's first equipment manufacturer to offer fully electronic fitness equipment.

The company is currently one of Europe's leading providers of fitness equipment and is now operating in over 20 countries. milon industries is market leader in the German speaking world for smart card operated fitness equipment. The milon circuit is milon's most successful product and is currently found in over 1,800 fitness clubs.

We are searching for a UK country sales manager with the purpose to build and grow up the business in the United Kingdom. You will be responsible for the delivery of sales targets and work directly with the international sales director.

### Candidate

The ideal country sales manager will have a proven track record of selling into businesses and exceeding targets. You are ideally successfully operating a health club and well connected to the leading networks of the industry. You will also have commercial intelligence and tenacity of a new business hunter.

You will need to be an excellent team player as well as working autonomously to your own initiative. Experience of selling in the fitness industry will be highly advantageous.

**ARE YOU READY TO SET UP YOUR OWN SUCCESSFUL BUSINESS?**

### The Package

milon will help you set up your business and support you in the first phase. If you are the person described above and are would like to discuss this opportunity further, apply online today for a confidential discussion.

**PLEASE SEND YOUR COVERING  
LETTER AND CV TO [woisch@milon.com](mailto:woisch@milon.com)**

# Everyone Active

## One million active customers. How?



**30**  
mins  
activity

**5**  
days a  
week

The pledge we made is being achieved by using the data we collect, which aids our understanding of our customers activity behaviour and the communications we execute. Plus with the re-launch of our award winning innovative online service called **Everyone Active ONLINE** we are delivering a new and better activity experience in-centre and online.



The very  
**IMPRESSIVE**  
**BRAND NEW**  
**Westminster**  
**Lodge Leisure**  
**Centre...**



### New Leisure Centres

This year so far, 3 new contracts have been won and 1 retained to manage a further 4 leisure venues in partnership with local authorities by Everyone Active. They include centres in Ely, Daventry, Melton and St Albans which will all be operational between September to November 2012. And to start the new year, Westcroft Leisure Centre in Sutton will re-open January 2013. All in all it's been a very rewarding time for Everyone Active.



At this year's Fitness Industry Association awards (FLAME), Everyone Active was awarded **Leisure Operator of the Year 2012**. This is the third year running that the company has achieved this accolade and is down to the dedication of all the staff at the 80 leisure centres across the country.

In addition, the **Leisure Centre of the Year 2012** was awarded to Mid Suffolk Leisure Centre and Everyone Active ONLINE collected the **Spark of Innovation award** which recognises outstanding innovation and commitment to the fitness industry.

### Join our winning team

Due to the expansion of Everyone Active, there are numerous job vacancies advertised on our website [www.everyoneactive.com](http://www.everyoneactive.com) or now with leisure media [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk). We are passionate about our people. Employees are our greatest asset and its our aim to develop them in a way that enables each individual to realise their potential.



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

**UK ELITE**  
GET READY FOR 2012

## FOOTBALL COACHING - USA

Interviews throughout the UK and Ireland in October/November 2012

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

**Contracts in America:** March-November 2013, July-November 2013, Summer (Jul-Aug) 2013. Plus full time opportunities.

**Contracts include:** Return flight, Visa, Salary & Bonus options, Transport, Petrol, Housing, Under Armour coaching kit and Professional Development.



**APPLY ONLINE NOW AT: [WWW.UKELITE.COM](http://WWW.UKELITE.COM)**

### Assistant Recreation & Operations Manager

Competitive salary - circa £20k, plus comprehensive in-house & external training provided and free use of gym & sports facilities.

A fantastic opportunity has arisen to join one of the area's most prestigious private member's clubs, providing leisure, fitness, conferencing and banqueting facilities of the highest standard.

This 'hands on' position requires a dynamic, results driven manager with a proven track record in the leisure industry.

Within this diverse role you will have a broad range of responsibilities including: Front of House Management, Finance, Marketing, Facilities Management, Tennis Management, Health and Safety, IT and Human Resources.

For a full application pack with job description please email us on [recruitment@vauxhallclub.co.uk](mailto:recruitment@vauxhallclub.co.uk)  
Closing date for applications: Sunday 7th October 2012

Vauxhall Recreation Club, 20 Gipsy Lane, Luton, LU1 3JH  
[www.vauxhallrecreation.co.uk](http://www.vauxhallrecreation.co.uk)



THE HOGARTH GROUP

## Receptionist / Duty Manager

Competitive salary plus excellent benefits to include use of private health club facilities.

The Hogarth Group are currently looking to recruit a professional Receptionist / Duty Manager for The Park Club in West London.

The Park Club, a leafy jewel set in beautifully maintained grounds just off Acton High Street, features a full complement of activities for all the family and beauty therapy treatments, as well as a host of social events for all.

Candidates must be enthusiastic, flexible and hard-working and have previous experience in a customer service environment.

The role will involve managing reception and responsibility for the full operation of The Park Club whilst on duty.

If you would like to apply for the position please send CV and cover note to Patricia Ledlie, email: [patricia@theparkclub.co.uk](mailto:patricia@theparkclub.co.uk)

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

**GLL**  
better for everyone

**BETTER**  
the feel good place

## A BETTER START TO YOUR CAREER

GLL is London and the South East's biggest leisure operator operating more than a hundred public leisure centres within the M25 area and surrounding areas. We are also proud to be the chosen operator for two of the Olympic Park Legacy Venues - the Multi Sports Arena and the Aquatics Centre.

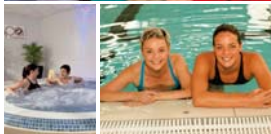
We are committed to the provision of leisure and fitness facilities at affordable prices. As a charitable social enterprise we exist for the benefit of the communities we work in and as an employer of choice for the Leisure sector we employ over 5000 people, in a variety of leisure jobs.

Are you looking for a job that challenges, inspires and realises your potential? At GLL you'll have more opportunities to achieve all three. Join us and share our passion for working in the sport and leisure industry.

From fitness instructors and lifeguards, coaches and Instructors, receptionists and sales staff, Management and supervisory staff, across 100+ centres, the career opportunities are huge. And that's on top of the many positions within GLL's head office.

If you are just starting to consider a career in leisure we also offer a range of Apprenticeship opportunities to gain the qualification you need to progress your career whilst getting essential on the job experience.

For more information about a career with GLL and to see all our current vacancies or to register for regular job updates please visit our website on [www.gll.org/careers](http://www.gll.org/careers)







# Let's get Aberdeen *active*

Working at the heart of a dynamic and forward thinking organisation, you'll be highly motivated with a flexible approach that can combine a keen sense of business acumen with a creative development flair!

Capable of managing partnerships effectively, together with being an excellent communicator, your interpersonal skills and flexible approach will make you an effective team player.

## Development Officer (Community Sport Hubs)



3 year fixed term contract  
Salary: Up to £30,000 \*

**sportscotland**  
the national agency for sport

The community sport hub initiative, sportscotland's contribution to the Scottish Government's 2014 legacy plan, is an exciting and innovative approach to the development of sport in local clubs. It is designed to increase the number of people of all ages participating in sport in communities across Scotland.

## Golf Services Manager

Salary: Up to £30,000 \*

With four 18 hole, including the nationally renowned Hazlehead, two 9 hole and one 6 hole training course you will need to get into the swing of this exciting new role immediately.

Course management, golf development and supporting 5 clubs are your main priorities along with client management for the course maintenance contractor.

## Development Officer (Older Peoples Activity)



2 year fixed term contract  
Salary: Up to £30,000 \*



With an aging population and increasing numbers of our community living longer we need to provide stimulating and accessible community sport, leisure and physical activities that will improve the quality of life.

In partnership with NHS Grampian & Aberdeen City Council you will develop a sustainable programme of physical activity opportunities and ensure that all programmes under-pin national and regional plans and frameworks for improved public health and lifestyle changes.

\* Pay review pending

### CLOSING DATE OCT 1st 2012

For further information, including details on how to apply, please visit the dedicated webpage of our recruitment advisors, The Urquhart Partnership, at [www.upwebsite.com/sportaberdeen](http://www.upwebsite.com/sportaberdeen). Email queries can be sent to Campbell Urquhart, Managing Director, The Urquhart Partnership Ltd. at [cu@upwebsite.com](mailto:cu@upwebsite.com)



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

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**NEW SEASON INTERNATIONAL JOBS**  
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- **LEISURE CONTRACT MANAGER** in Saudi Arabia (KSA). Degree + 6 yrs exp with 3 yrs management in multi-site operations. L/Authority background in community programs is ideal Salary IRO £2,500- 3,000/mth tax free
- **FITNESS OPERATIONS MANAGER** (female only) for Ladies Only Fitness Club(s) in KSA. Degree + 5 years operational exp in private sector fitness clubs. Salary IRO £2,250/mth tax free
- **FITNESS / CLASS / PT INSTRUCTORS** (female) for Ladies Only Sports Clubs in KSA. Salaries IRO £1,500-1,800/mth tax free
- **SPORTS COACHES** in Swim, Fitness, Golf, Tennis + Soccer for Sports Clubs in KSA. Min 5 yrs exp. Salaries IRO £1,500-1,800/mth tax free

More details & more Sports jobs on  
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Agency interviews in major UK cities  
Plenty of cultural advice on KSA when we meet you

360 Play is one of the UK's most successful and rapidly growing operators and developers of FEC's. We provide families with the opportunity to enjoy active, imaginative and creative play together, in a clean and safe environment. Our sites feature indoor and outdoor activity areas which cater for children from 6 months to 12 years and incorporate a blend of children's and family orientated attractions.



With sites in Milton Keynes, Stevenage, and due to open later this year in Leicester we are looking to recruit dynamic individuals for the following roles:

- Centre Managers
- Assistant Centre Managers
- Rides and Attractions Team Leaders
- Food and Beverage Team Leaders
- Front of House Team Leaders
- General Assistants

If you are Team Player, have a passion for the Leisure industry and are interested in joining our growing Team, please email a current CV with a covering letter to [recruitment@360play.uk.com](mailto:recruitment@360play.uk.com)

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**t: +44 (0)1462 431385**  
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**Influence, innovate and inspire**  
**Help us build on our London 2012 Legacy**

**Assistant Director - Operations**

£65,040 - £77,658 (Fixed Term Contract until March 2015)

**Enfield, North London**

The award winning, 10,000 acre Lee Valley Regional Park stretches an incredible 26 miles along the leafy banks of the River Lee, from Ware in Hertfordshire to the Thames at East India Dock Basin. Whether it is white water rafting, athletics, golf, horse riding, ice skating, fishing, cycling, bird watching, camping or simply exploring the countryside Lee Valley Regional Park offers something for its five million annual visitors.

Following on from the superb London 2012 Olympic Games comes this unique opportunity to oversee the operations of our Parklands and Venues which include four fantastic Olympic sites: Lee Valley White Water Centre, Lee Valley VeloPark, Lee Valley Hockey Centre and Lee Valley Tennis Centre plus the award winning Lee Valley Athletics Centre and heritage sites, nature reserves and farms. Managing the senior Parkland and Venues staff, you will ensure that each venue/site is run to its full potential offering a first class customer experience, adhering to health and safety regulations and performing against budget.

You will need a formal leisure management qualification or equivalent but, more importantly, you must have substantial experience at a senior level in the leisure industry working with elected Members and senior staff. First class communication skills are key as, not only will you deal with many staff across a range of disciplines, you will need to at times present complex information to a varied audience.

If you have the desire to build on the success of the 2012 Games and ensure a lasting legacy for future generations to enjoy at Lee Valley venues and open spaces, please complete an application form, found on our website [leevalleypark.org.uk](http://leevalleypark.org.uk) and return it to: [jobs@leevalleypark.org.uk](mailto:jobs@leevalleypark.org.uk) or The HR Team, Myddelton House, Bulls Cross, Enfield EN2 9HG. Alternatively, please call 01992 709 839 for an application pack.

Closing date: 5 October 2012  
Interview date: 17 October 2012





## MANAGING DIRECTOR, WICKSTEED PARK

NORTHAMPTONSHIRE.

c.£60,000 + bonus + benefits

As 'the Home of Children's Play', Wicksteed Park is Northamptonshire's leading visitor attraction and attracts over half a million visitors a year to its 27 rides and other attractions. Owned by the Wicksteed Charitable Trust, which will shortly be celebrating the 100th anniversary of its foundation, the Grade II listed Park comprises some 147 acres of green spaces (including a County wildlife site and ancient water meadows) which it promotes to a wide audience. The Park hosts one of Europe's largest free playground areas which is open 364 days a year, in the summer months employs nearly 350 seasonal and casual staff engaged in a diverse range of services including rides and attractions, associated retail and catering activities, a growing camping park, public events and private functions as well as managing a lodge site and the stewardship of an environmentally significant area. The Trust has recently been awarded a major grant from the Heritage Lottery Fund for the restoration of the lake and other areas within the Park itself. For more information, see [www.wicksteedpark.co.uk](http://www.wicksteedpark.co.uk).

We are now seeking to appoint an experienced leisure industry professional to develop the Park for future generations. Qualified to degree level, you will have a strong commercial focus to develop all parts of the business through effective planning, marketing and operational efficiency; providing customer attractions that encourage visitors to return regularly and maintaining the strong heritage of the Park.

You will be a natural, hands-on leader who can motivate and inspire staff to deliver industry-leading levels of customer satisfaction. You will also be a strategic thinker capable of anticipating changing customer demands and additional revenue opportunities from a diverse range of sources, all within the context of an environmentally sensitive site with a wealth of memories. A key feature of this rôle will be the delivery of strong financial and marketing performance through identifying, evaluating and executing sometimes competing investment strategies in a business model that balances charitable output (including educational resources and engagement with local stakeholders) with multi-functional, seasonally affected revenue streams.

Benefits include pension, life assurance and medical insurance schemes, plus a performance related bonus.

To request a full Job Description, please email as detailed below.

Application by CV and covering letter emailed to [jenny@wicksteedpark.co.uk](mailto:jenny@wicksteedpark.co.uk) or posted to: Jenny Course, HR Manager, Wicksteed Park Ltd, Kettering NN15 6NJ

Closing date is 30th September 2012.

No Agencies.

## Eden Project to expand horizons

Cornwall's environmental visitor attraction, The Eden Project, has unveiled plans for a new exhibition space, in conjunction with Cornwall College. HOW2 will primarily be an education centre, backing Eden's environmental message. Visitors will gain an insight into how they can put the green ideas into practise.

According to Eden's head of media relations, David Rowe, the centre will allow "blue collar expertise to be turned into green collar expertise," and is aimed less at pulling visitors and more at providing education, sharing learning and showcasing ground-breaking technologies. There centre will also run a programme of lessons and demonstrations, which will be filmed or recorded and



HOW2 will include an exhibition space and an education centre

made available on the web. HOW2 will also provide a business club for sharing ideas and problem solving. Subject to planning and funding, the site should be completed in mid 2015. Details: <http://lei.sr?a=r4l2e>

## Vue to operate multiplex in Farnborough

Plans for a new cinema and restaurants in Farnborough have taken a major step forward after a formal agreement was signed by Rushmoor Borough Council, developer St. Modwen and cinema operator Vue. The planned development at The Meadows - which

is owned by St Modwen - forms a key part of the regeneration of the town centre and will include a number of new restaurants totalling 35,000 sq ft as well as the Vue cinema. Planning permission has now been granted and the cinema is scheduled to open by summer 2014.

## Web reviews 'crucial' to restaurants

A study by two University of California Berkeley economists has claimed a half a star's improvement on a recognised online review site could increase a restaurant's bookings.

In the report - published in the September edition of the *Economic Journal* - professors Michael Anderson and Jeremy Magruder studied the effects of positive online ratings on 300 restaurants in the San Francisco area.

Data was collated to form a star system on Yelp.com, a popular US site. When results were made visible, the pair found that a restaurant with a rating that was improved by just half a star - using a scale of one to five - was much more likely to be fully booked at peak times.

A restaurant given an extra half-star rating resulted in the restaurant being fully booked on up to half (49 per cent) of the nights it was open for business.



Half a star can help restaurants become fully booked

The researchers wrote: "The findings of this study demonstrate that - although social media sites and forums may not generate the financial returns for which investors yearn - they play an increasingly important role in how consumers judge the quality of goods and services."

Details: <http://lei.sr?a=q1E9o>

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