

# leisureopportunities

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## Lord's proposes £200m revamp

Marylebone Cricket Club (MCC), owner of the Lord's cricket ground in London, has announced plans to redevelop the venue into the 'finest cricket ground in the world'.

The phased plan – estimated to cost up to £200m – will commence with the redevelopment of the Warner Stand in the autumn of 2014 and finish with the reconstruction of the Compton and Edrich Stands in 2027.

When complete, the capacity will increase by 2,700 to 32,000. The Masterplan has been informed by MCC's ten-year Strategic Plan, which was adopted in late 2012. An MCC Ground Working Party has worked closely with architects Populous in designing the plans.

A spokesperson for MCC said: "The Masterplan reflects the importance placed



The plans aim to make Lord's the 'finest cricket ground in the world'

on retaining the size of both the main and nursery grounds as well as establishing individual, architecturally-significant stands."

Details: <http://lei.sr?a=E8n8L>



Paul May, James Bulley and Jonathan Branson

## Former London 2012 team launches consulting firm

The senior team that was behind venues and infrastructure at London 2012 have joined forces to launch Trivandi Major Project Consultants.

The international firm – established by James Bulley, Paul May, Guy Lodge and Jonathan Branson – will advise on the delivery of major projects in the sport, event and leisure industries. In particular they will use their construction and operational expertise to advise clients on new build projects and temporary infrastructure for events. Details: <http://lei.sr?a=g2E8L>

## Mary Rose Museum to open by month's end

The Mary Rose Museum will open to the public on 31 May, at the same dockyard where the Tudor warship was built more than 500 years ago.

The £27m museum was scheduled to open in autumn 2012 but a final fit out of interiors took longer than expected. In addition to the restored ship, which sank in 1545 in the Battle of Solent, the boat-shaped museum will also showcase 19,000 artefacts associated with it, including eating bowls, shoes, musical instruments, longbows, guns and nit combs. Details: <http://lei.sr?a=t9K2h>

## £85m wildlife park plans for Glasgow

Wildside World is sharing plans with the local Glasgow and South Lanarkshire communities for an £85m wildlife development.

The attraction would be situated at Cuningar Loop, opposite the Glasgow Commonwealth Village, and consist of three biospheres: polar, temperate and tropical. It would also have restaurants and a hotel and open shortly after the 2014 Games as a legacy project. Cuningar Loop has sat derelict for the past 40 years.

Detailed plans will be submitted in summer but Wildside World, along with partners Sir Robert McAlpine and Ashley House, is currently canvassing local opinion.

Steve Minion, director of Wildside World,



The park would be made up of three biospheres

said: "The consultation events are an opportunity for us to share our vision with the local people and unveil some of the images of what Wildside will be like, and what it will bring to the region." Details: <http://lei.sr?a=loi2F>

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## SPORT

# Community cricket's £96m boost

The English and Wales Cricket Board (ECB) has announced it has signed a Memorandum of Understanding (MOU) to deliver £96m towards community cricket over the next four years.

The agreement with the ECB's Recreational Assembly was signed on 8 May during a day of meetings at the Kia Oval, which culminated in the ECB's annual meeting.

ECB chair Giles Clarke said: "During the winter we have diligently worked up detailed four-year plans which resulted today in the completion of MOUs with the first class and recreational game and the commitment to invest £96m into community cricket during that period."

He explained 2012 had been a challenging season, particularly due to the poor weather



After a challenging 2012 season cricket has been given a funding boost

that severely damaged facilities. However, Clarke said: "I have been amazed and delighted at the number of clubs that could continue playing through such terrible conditions and, in the first class game, the amount of cricket that was staged is a testimony to the decision to invest in such effective drainage systems."

Details: <http://lei.sr?a=G3G80>

## More children played sport in lead up to London 2012

The number of children participating in sport increased significantly in the six months leading up to London 2012, results from the DCMS' Taking Part Survey reveal. The percentage of children aged 11 to 15 years old who had participated in sport in the week before they were

surveyed was 94.4 per cent for the 12 months to the end of September 2012. This was up from 86.6 per cent for the 12 months to the end of March 2012. For children aged 5 to 10 years old, 76 per cent had participated in sport outside of school. Details: <http://lei.sr?a=K2011>

## Pop-up squash court opens at Westfield

England Squash & Racketball has opened a pop-up squash shop in a vacant retail space at Westfield Stratford in London, as part of The Big Hit campaign to get more people playing the sport.

The shop allows customers to try their hand at squash, get taster lessons from qualified coaches, and to find out where their nearest local facilities are to try the sport for free.

Part of a nationwide tour covering 10 cities the original pop-up shop was located in the Manchester Corn Exchange last month.

England squash player Laura Massaro said: "Squash is the perfect sport to put in the 'shop window' and because we play on courts not much bigger than a shop the experience for shoppers to pick up a racket and have a go



The pop-up shop is located between two retail stores at Westfield

gives them a real feel for how much fun the game can be. There is so much redundant retail space on Britain's high streets, that making good use of it to get the public playing a sport like squash is so blindingly simple." Details: <http://lei.sr?a=J9U6w>



## Badminton centre gets go-ahead

Milton Keynes Council has approved plans for a new £22m National Badminton Arena at The National Bowl.

The new arena will include a 2,500-seat arena, 17 badminton courts, six indoor tennis courts, six outdoor tennis courts, a gym, pool, conference rooms, administration offices and 27-room accommodation.

The move was inspired by the demand for badminton courts, the desire to replicate tournament conditions in a training environment for Team GB and the council's ambition to become an international sporting city.

The centre is scheduled to open in May 2015 before Great Britain's elite badminton players begin their bid to qualify for Rio 2016.

Chief executive of Badminton England Adrian Christy said: "We are experiencing a



An artist's impression of the planned arena at The National Bowl

massive demand for badminton all over the country but in Milton Keynes specifically, the demand for courts outstrips the supply by some way. We are also determined to ensure our players have the best possible training environment and the creation of an Arena will do just that. Details: <http://lei.sr?a=Z1b4N>

## Partnership seeks to find Rio 2016 Paralympian stars

A new partnership has been launched to find Britain's future Paralympian stars in the lead up to Rio 2016. Paralympic Potential: Bring on Brazil is seeking disabled athletes aged 16-35 years old, who will be assessed in June and July for selection to the programme. Those that make it will move on to a programme run by the UK Talent Team to nurture talented athletes.

The initiative is a partnership between UK Sport, The English Institute of Sport and the British Paralympic Association. Details: <http://lei.sr?a=B9R6H>



Padel tennis is played by 10m people worldwide

## David Lloyd Leisure brings padel tennis to two clubs

David Lloyd Leisure has invested £350,000 in six padel tennis courts at clubs in Chigwell, Essex and Bushey, Hertfordshire as it becomes the first nationwide operator to bring the sport to the UK.

The company has also appointed a coaching team, led by British number two Tom Murray, to further grow the tennis-squash hybrid, which is played by 10 million people worldwide and is especially popular in Spain and Latin America.

David Lloyd will also be an official partner of the pro-am British Padel Tour 2013. Details: <http://lei.sr?a=07i9g>

## Welsh football development centre opens

Dragon Park, Wales' new national football development centre, has officially opened in Newport. Located in the Newport International Sports Village, the £5m centre includes two premium grade grass pitches, one 3G pitch, training recovery zone and changing rooms.

It will also house the administrative base for the Welsh Football Trust (WFT).

The centre aims to improve the standard of football at all levels in Wales, including women's and disability squads, and will also be a home for referee training.

First minister of Wales Carwyn Jones said: "We have committed £450,000 in capital funding for the first phase of this development which aims to increase participation in sport



Former Welsh football player Ian Rush and UEFA chief Michel Platini

and bring wider economic benefits to the community by opening its doors to host matches and provide a world-class training venue."

Squads will be able to take advantage of other facilities at the International Sports Village. Details: <http://lei.sr?a=x9F6K>

## Legacy fund launches as Glasgow prepares for 2014 Games

A new £4m fund has been launched in Scotland for communities wishing to celebrate Glasgow 2014 through sport, the arts, heritage, and local celebrations or events.

Entitled Celebrate, the joint scheme between the Big Lottery Fund, Creative Scotland,

Heritage Lottery Fund and SportScotland offers grants of up to £10,000 each. Events that celebrate the Games or Scottish links to the 71 nations and territories that make up the Commonwealth will be eligible for funding. Details: <http://lei.sr?a=q5k8t>

## Leisure Lakes plans 18-hole golf course for Lancashire

Holiday park operator Leisure Lakes has submitted a planning application for an 18-hole golf course at its site in Tarleton, Lancashire. The proposed 56-hectare (138 acre) course would sit alongside existing golfing facilities at the park, which include a 9-hole par three course and an 18-bay driving range.

Leisure Lakes is working with MAZE Planning Solutions on the project. The planning application was submitted to West Lancashire Borough Council by Maze. Details: <http://lei.sr?a=Y1V2s>

### Sports and leisure village planned for Ellesmere Port

Cheshire West & Chester Council has approved £15m plans for a new sports and leisure village in Ellesmere Port.

The village would include: an eight-court badminton hall; an eight-lane competition pool; and an 80-station gym.

The leisure offer would meet the town's predicted needs in growth and usage until at least 2030, however, the council is waiting to see if the planning application is called in before moving forward with the project. *Details: <http://lei.sr?a=01Q1t>*



The indoor pool at the new Dublin leisure centre

### Dublin leisure centre gets improved disability access

An 8m euro swimming pool and leisure centre has opened in Loughlinstown, Dublin with facilities to meet the needs of users with disabilities.

The revamped facility includes three new artificial pitches, a reception area, changing village and children's play area and improved parking facilities. It has also been repainted and revamped throughout.

Councillor Tom Joyce said: "The centre has been redesigned to meet the particular needs of the physically and visually impaired." *Details: <http://lei.sr?a=N9w5g>*

### Effects of obesity in young men revealed in new study

Young men who are obese in their early 20s are significantly more likely to develop serious health problems by the time they reach middle age, according to new research.

The authors tracked the health of 6,500 22-year-old men, all born in 1955, up to the age of 55. The research found obese participants were eight times as likely as their normal weight peers to get diabetes, four times as likely to potentially fatal blood clots, and twice as likely to have a heart attack. *Details: <http://lei.sr?a=w7Jog>*

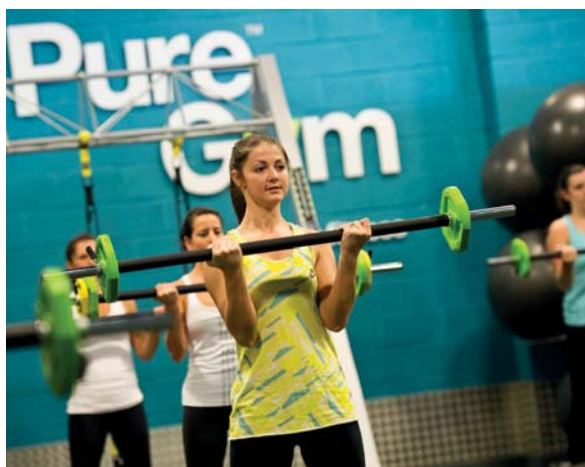
## CCMP to acquire Pure Gym

US private equity firm CCMP Capital Advisors has signed an agreement under which UK-based affiliates of CCMP will acquire Pure Gym.

Financial terms of the transaction were not disclosed but a spokesperson for CCMP said the deal will support Pure Gym's aggressive expansion drive across the UK.

Pure Gym currently has 45 locations and CCMP will support a rollout strategy which will include the opening of an additional 40 new gyms over the next 12 months.

Thomas Walker, managing director at CCMP's London affiliate, said: "We're delighted to be partnering with management to accelerate the growth of Pure Gym, an outstanding business with tremendous customer appeal. Pure Gym's relatively low market penetration and the widespread appeal of a



Pure Gym currently has 45 locations and plans to almost double that

high-quality low-cost fitness option, we believe there is a significant opportunity to expand Pure Gym aggressively across the UK."

The transaction is expected to close in the second quarter of 2013, subject to closing conditions. *Details: <http://lei.sr?a=z8u9e>*

## Silence is golden in exercise partners

New research reveals a fitness partner who keeps verbal encouragement to a minimum might be a better motivator than one who is more vocal.

Conducted by Brandon Irwin, assistant professor of kinesiology at Kansas State University, the study got participants to exercise with a looped video recording.

Participants were split in two groups and exercised with a partner in a looped video recording, who they were told was slightly more skilled than them.

The video recording played to participants in the second group offered constant verbal encouragement, whereas the one played to the first group did not.

Irwin said: "When exercising with someone



Exercise partners that kept quiet were found to be more motivating

who is slightly better and who is not verbally encouraging, participants exercised longer than if conditions were the same but that person was verbally encouraging them."

*Details: <http://lei.sr?a=a5g2n>*

## Hambleton council commits to improving leisure

Hambleton District Council has committed £648,000 in funding to revamp three leisure centres in Stokesley, Bedale and Thirsk.

Improvements will be to changing rooms, pool plant equipment, outdoor areas and fitness studios.

Councillor for leisure Peter Wilkinson said: "We know our leisure centres are important to our residents and also highly regarded by organisations such as Sport England but we are constantly seeking to improve the service." *Details: <http://lei.sr?a=K1F5T>*



## £19m centre for Westminster

Westminster City Council and Willmott Dixon have announced £19m proposals for sports and leisure in the north west of the borough, which will deliver a 40 per cent increase in facilities.

The plans include a new Moberly Sports Centre with two swimming pools and large sports hall and gym, and a new sports facility at Jubilee Leisure Centre.

The cost will be entirely funded by Willmott Dixon, which will develop 156 new affordable homes on the current leisure sites.

Following feedback from consultation periods in April and July last year the Moberly facility will now include an eight-court sports hall, boxing hall and multi-use hall. The Jubilee suite will include a three-court sports hall and flexible community and activity space.



An artist's impression of the planned Moberly Leisure Centre

An outdoor gym will also be upgraded at Queen's Park Gardens.

Councillor Steve Summers said: "Not only are we delivering a 40 per cent increase in leisure space on two brand new state of the art sports facilities, we are also doing it at no cost to taxpayers." Details: <http://lei.sr?a=p4v8G>

## ON-X leisure centre opens in Linwood

Linwood's sport and community centre ON-X has officially opened following a £24m investment by Renfrewshire Council. Designed by Cr8 Architecture and built by BAM Construction, the facility includes an eight court sports hall, two squash courts, 600sq m (64,583 sq ft) gym and athletics track.

The new centre is part of the council's £40m investment in local leisure facilities.

It also features three swimming pools including a six-lane 25m competition pool, teaching pool and leisure pool with flumes and lazy river feature.

The gym offers 100 stations, a functional training area and a dedicated indoor cycling studio. Outdoors a sand dressed floodlit pitch



The new £24m ON-X leisure centre is located in Linwood, Scotland

will be available for seven and 11 a side football, as well as hockey, rounders and touch rugby.

In addition to sporting facilities, ON-X also features a centre for adults with learning disabilities. Details: <http://lei.sr?a=f7l7c>

## Neilston Leisure on track to reopen for summer

East Renfrewshire Council says progress is on track for the Neilston Leisure Centre to reopen mid summer, following urgent repair works.

The facility has been closed since August 2012 due to safety concerns. In January the council agreed to invest £350,000 to carry

out essential maintenance and committed to a study examining longer-term options for the refurbishment of the entire centre. Work to repair the roof has been completed and remaining works are going out to tender on a phased basis. Details: <http://lei.sr?a=H6Z5l>



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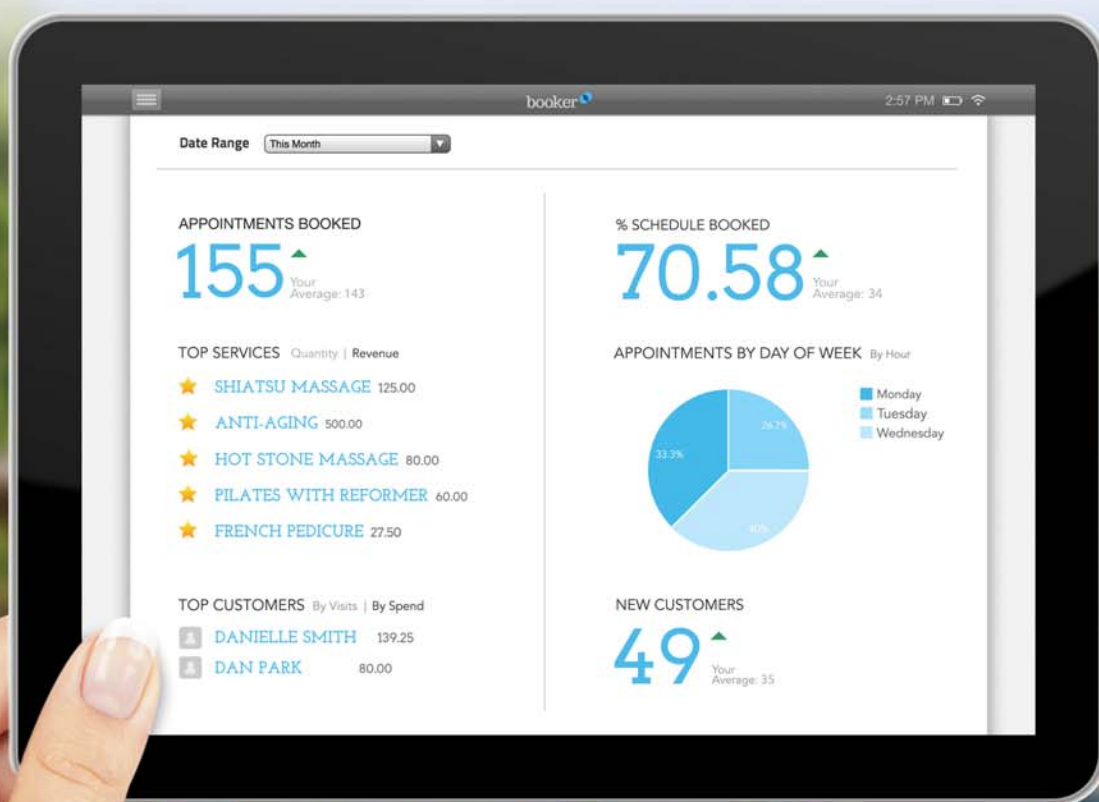
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## Fawsley Hall property for sale

Northamptonshire hotel Fawsley Hall, which houses Grayshott Spa, is for sale for a reported £15m.

Listed with Christie + Co and CRBE Hotels, the property comprises a range of properties dating back as far as the Tudor period.

The 58-bedroom hotel is a destination for meetings, corporate events, weddings and leisure guests and includes a 70-cover bistro, the Equilibrium restaurant and a 29-seat cinema.

Opened in 2009, Grayshott Spa includes six treatment rooms, an indoor swimming pool, outdoor hydro pool, steamroom, sauna and Nautilus Gym. Skincare products on offer include Guinot, Aromatherapy Associates Jane Iredale and Jessica. Natural therapies include aromatherapy, hot stone therapy, reflexology and Hopi



Heritage country house hotel Fawsley Hall includes the Grayshott Spa

ear candling, as well as pregnancy treatments, massage, facials, wraps and scrubs.

Jeremy Jones, of Christie + Co, said: "With its mix of unique historical features with stylish facilities, it fully merits its reputation as one of the finest country house hotels in the UK."

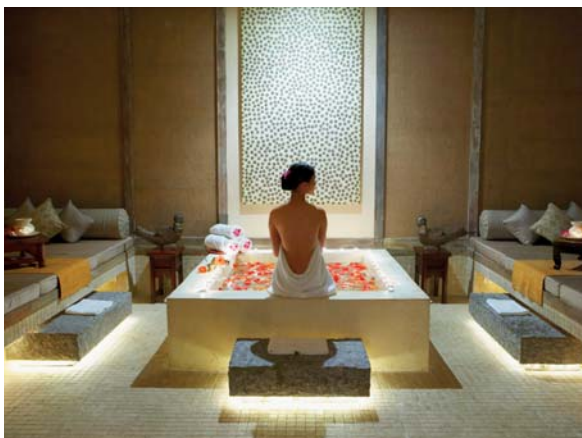
Details: <http://lei.sr?a=a4D7O>

## Steiner Leisure launches spa consultancy

The world's largest spa company Steiner Leisure has announced it is launching a new division, Steiner Spa Consulting (SSC), to be jointly headed by Jeff Matthews and Bruce Price. Focussing on hotel spas, the global team will include 40 fulltime experts across business, education and spa operations, drawing from the company's expertise developing and managing over 200 spas.

Its scope of services includes concept and design, construction assistance and advice, recruitment and training, pre-opening planning, post-opening support and ongoing operations management.

It is also developing the Steiner Index – a predictive tool to assess the viability of spa



The consultancy will advise on business, education and operations

projects, which will be made available as an industry-wide resource in June 2013.

SSC will also be able to draw training resources from the Steiner Education Group.

Details: <http://lei.sr?a=S9o9T>

## Comfort Zone announces team for new UK office

Comfort Zone has announced the UK team that will lead its new London office that opened following the companies move away from Graftons International to become a subsidiary cosmetics division under Davines S.p.a.

Anna Romano has joined as trade marketing

manager UK and is based in the new London office in Holborn. Romano has been employed to oversee the management and implementation of the UK marketing plan with particular emphasis on product launches and promotions. Details: <http://lei.sr?a=c2A6h>



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## Wallace & Gromit ride opens at Pleasure Beach

Pleasure Beach in Blackpool has officially opened the world's first Wallace & Gromit ride Thrill-O-Matic, in collaboration with the fictional characters' animators Aardman. The £5.25m ride takes visitors on a four-minute adventure through scenes from the pair's animated movies, including A Grand Day Out and A Close Shave.

The ride opens ahead of a VisitBritain campaign that will see Wallace & Gromit become Tourism Trailblazers to encourage Britons to holiday in the UK. Details: <http://lei.sr?a=Eoc3D>



IMAGE: DAVID CHIPPERFIELD ARCHITECTS

An aerial view of the proposed development

## Council rejects Geffrye Museum's £18.9m plans

London's Hackney Council has rejected a planning application for an £18.9m redevelopment project at the Geffrye Museum.

The museum, which examines the changing face of middle class homes in England over the past 400 years, appointed David Chipperfield Architects to increase its capacity, which it says is stretched to the limit. The plans included a two-storey extension, new gallery, library, collections and archive stores, conference suite, restaurant, and a new entrance opposite Hoxton Station. Details: <http://lei.sr?a=O6z6j>

## London Dungeon reopens in new Southbank location

Popular UK attraction The London Dungeon, operated by Merlin Entertainments, has reopened at a new location on the city's South Bank following a £20m investment.

Adjacent to the London Eye and Sea Life London Aquarium it boasts 18 shows, using actors within detailed sets, and two thrill rides. Features include a "medieval" lift, Guy Fawkes conspirators show, a maze set in Jack the Ripper's Whitechapel and a ride based on the Newgate Gallows. Details: <http://lei.sr?a=b6Q4q>

## Information Age details revealed

London's Science Museum has revealed details regarding its communications gallery Information Age, due to open in September 2014.

The £15.6m space will include interactive displays and reveal personal stories about how human life has been transformed by communication innovations over the past 200 years.

Covering a space of 2,500sq m (26,910 sq ft) - the largest exhibition space in the museum - the gallery will be divided into six zones focused on events within the development of information and communication technologies.

These will include the growth of the telegraph network, the birth of British broadcasting, pioneering achievements in the development of the telephone, the use of satellites in global communications, the



IMAGE: SCIENCE MUSEUM, UNIVERSAL DESIGN STUDIO

A sweeping elevated walkway will take visitors through the exhibit

influence of mobile phones and the creation of the World Wide Web.

Important exhibits will include instruments that detected the first transatlantic telegraph messages in 1858, the BBC's first radio transmitter and a Russian supercomputer. Details: <http://lei.sr?a=A4d3D>

## Kent council wins Dreamland court battle

Plans for a £10m heritage theme park attraction in Margate, Kent are back on track, following a High Court ruling against a legal challenge that would have prevented the development.

Judge Sycamore dismissed a legal challenge by current owners, Margate Town Centre Regeneration Company, over the decision to grant the council ownership of the site.

The secretary of state for communities and local government gave the council approval for compulsory purchase of the site in August last year.

Following this month's court ruling the council will now work to secure title to the land before access to the site can be granted and work can proceed. The site, to be designed



A heritage theme park is planned for the existing site at Margate

by Hemingway Design, will celebrate the British seaside and popular culture and include historic thrill rides, classic side shows, vintage cafes and restaurants, and gardens. Details: <http://lei.sr?a=coF6m>

## Flodden 'ecomuseum' plans centenary expansion

An 'ecomuseum' recognising places and communities associated with the Battle of Flodden is hoping to expand from 12 regional sites to 40 around the UK. Flodden 1513 has identified 28 new sites it wants to add to the museum with 17 likely to join the project, including Stirling

and Edinburgh Castles in Scotland, the Mary Rose in Portsmouth and the Ord of Caithness. This year marks 500 years since the battle took place, taking the lives of 15,000 Scots and English soldiers as well as King James IV. Details: <http://lei.sr?a=J1n9K>



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## Welsh arts attendance revealed in new figures

Research from Wales, reveals 80 per cent of children aged seven to 18 attend an art event at least once a year.

Conducted by Beaufort Research, two separate surveys of 1,000 adults and 1,000 children examined arts participation in the Welsh population.

In children aged seven to 10, 90 per cent attended arts events once a year.

Three-quarters of adults (76 per cent) attended at least one arts event each year and 38 per cent participated in artistic activities. *Details: <http://lei.sr?a=r8J3z>*



The Hazlitt Art Centre in Maidstone, Kent

## Preferred bidder appointed to run Hazlitt Art Centre

Maidstone Borough Council has announced Parkwood Leisure its preferred bidder to run the town's Hazlitt Art Centre, which is expected to save the council £3.2m over the 15-year contract.

As the preferred bidder Parkwood Leisure could take over the 350-seat theatre complex by the end of the year. Proposals for their operation of the centre include: a focus on increasing events at the venue, a theatre loyalty card scheme, and use of Parkwood Leisure head office support services. *Details: <http://lei.sr?a=x6M7r>*

## Lottery funding for local history project in Bradford

The Heritage Lottery Fund has appointed £38,900 to local history project Changing Bradford, which will examine South Asian culture in the city since the end of the Second World War.

Delivered by the Consortia of Ethnic Minority Organisations (COEMO), the project will recruit and train young people as oral history interviewers. They will collect the stories of older South Asian residents including community workers, politicians, artists and business leaders. *Details: <http://lei.sr?a=n4S8i>*

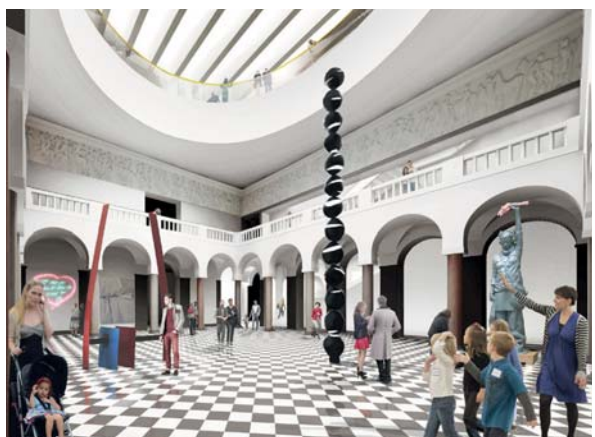
## Aberdeen gallery's £30m plans

Aberdeen Art Gallery has revealed £30m plans to redevelop its premises, landing Heritage Lottery Fund support to progress the project.

Designed by Glasgow architects Gareth Hoskins, the redevelopment would restore and modernise its buildings, bring to life its internationally significant permanent collections, expand temporary displays and enhance the visitor experience.

It would also raise the prominence of the gallery's War Memorial building - the current focus of the Act of Remembrance in Aberdeen's annual ceremony.

The redevelopment is expected to begin in the first half of 2015 and be officially opened in 2017 - the year Aberdeen hopes to be hosting the UK City of Culture. The council will commit £10m to the project, as well as a further



The planned centre court for the proposed gallery redevelopment

£3m to create a temporary collections centre to be used during the redevelopment.

Council chief executive Valerie Watts said: "The redevelopment will allow the city's outstanding collections of fine and decorative art to be displayed to greatest effect." *Details: <http://lei.sr?a=z1c4G>*

## City of Culture 2013 faces funding shortfall dilemma

This year's City of Culture, Derry-Londonderry, may have to scale back its programme of events due to a funding shortfall.

According to the BBC, total funding already committed to the event is £16.4m.

The funding shortfall comes from

sponsorship - where only £436,000 from a target of £2.5m has been raised - and income from tickets and merchandising, which was set to earn a further £2.7m but at mid-April had only raised £186,000. *Details: <http://lei.sr?a=qoK6F>*

## Economic analysis of art sector conducted

Results from the first comprehensive analysis of the value of arts and culture to the national economy have been revealed, showing turnover in the sector to be £12.4bn.

Completed by the Centre for Economics and Business Research (CEBR), the analysis found arts and culture generate more per pound invested than the health, wholesale and retail, and professional and business services sectors.

Arts and culture make up 0.4 per cent of GDP while attracting less than 0.1 per cent of government spending.

At least £856m per annum of spending by tourists visiting the UK can be attributed directly to arts and culture and the industry provides 0.45 per cent of total UK employment.



Arts and culture in the United Kingdom make up 0.4 per cent of GDP

Arts Council England is now considering how it can capitalise on areas outlined in the report such as cultural education and driving tourism. *Details: <http://lei.sr?a=I6A6a>*



# Partnership to grow UK tourism

VisitBritain has announced a £2m, two-year partnership with Emirates airlines, as one of a number of government-driven initiatives to grow UK tourism by 29 per cent by 2020. The partnership aims to bolster the convenience of Emirates' Dubai hub to connect travellers from South East Asia, Australia, India and the Middle East to Britain.

The government is looking to increase ties with the travel industry and key public and private sector bodies to deliver an additional £8.7bn in foreign exchange earnings through tourism.

Culture secretary Melissa Miller said tourism is central to the government's growth strategy and is worth £115bn each year.

The government's growth strategy for the sector is focused around four objectives: building Britain's international image; increasing



The government wants to attract tourists from emerging markets

engagement with the travel trade; broadening the product range for inbound tourists; and making it easier to get to Britain. In the coming year growth markets such as Brazil, China, India and the Gulf will be targeted along with established markets such as the US, France and Germany. *Details: <http://lei.sr?a=K4C2l>*

## Glasgow 2014 selects Games Travel Office provider

Glasgow 2014 has appointed ATP Event Experts as the Games Travel Office (GTO) provider for next year's Commonwealth Games.

ATP will link up with travel and accommodation markets, assist in the promotion of Glasgow and Scotland and sell a range of

spectator packages with combined deals for tickets, accommodation and travel.

They will provide a dedicated service to facilitate travel needs of athletes and officials, family, sponsors and visiting media. *Details: <http://lei.sr?a=G4h7s>*

## Tourism Ireland launches smartphone app

Tourism Ireland has launched a new app for iPhones and android devices called "Gathering Gestures," which aims to boost the international visitor experience.

The app offers a wide variety of "gestures" to ensure visitors to Ireland get more from their holiday.

It has gone live - on the international app store - and is free for people around the world to download before they arrive. More than 500 Irish tourism organisations have registered their "gestures" for the new app. The

Irish Hotels Federation, B&B Ireland, Heritage Ireland, the Restaurants Association of Ireland (RAI) and Good Food Ireland are all encouraging members to take part.



Tourism Ireland wants to ensure visitors get the most of their holiday

"Gestures" include: a tour of Kenmare in a vintage Buick; a free seaweed bath in Leenane; and tea or coffee and home baking at B&B Ireland homes. *Details: <http://lei.sr?a=R4I8Z>*

## Entering a year of opportunities



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

VisitBritain has just launched a new strategy, Delivering a Golden Legacy, to capitalise and build upon the success of the 2012 Olympics to generate inbound tourism. The aim of the strategy is to get the government, industry and public bodies working together in order to increase inbound tourism to 40 million visitors by 2020 (from 31m in 2012). Achieving this will generate an additional £8.7bn in tourism revenue and create some 200,000 additional jobs through the UK.

The strategy highlights 20 key source markets that will be the focus of VisitBritain's marketing activities over the next eight years. For each market an individual strategy is being produced that will set growth targets and actions to be taken to improve the UK's share of their tourism market.

The need for a coherent and co-ordinated strategy that focuses resources on 20 key overseas markets is important, not least because VisitBritain's funding from Government has been decreasing for almost 15 years. For example, since 2007 VisitBritain's funding for overseas marketing has decreased from £35.5m to £22.8m this year - that's a 36 per cent decrease in nominal terms or a 42 per cent decrease in real terms. This means that VisitBritain has just over £1m to spend on marketing the UK in each of its 20 priority markets. In marketing terms this is an infinitesimal amount. To compare, Ireland's tourism budget is £50m and the country spends as much on advertising in the UK each year as VisitBritain spends in 20 overseas markets.

If this lack of funding isn't already problematic, the Treasury has just told most departments that they must reduce spending by 10 per cent as part of the Government's austerity programme. If DCMS makes the cuts unilaterally across all its agencies, VisitBritain's expenditure will fall below £20m. Add this to the fall in the value of the pound against other currencies and the decrease in their spending power will be in the order of 30 per cent.

At this level of decrease, the viability of successfully implementing the Golden Legacy Strategy would be questionable.

## Engage with your local college



**PETER DUCKER**  
is chief executive  
officer of Institute  
of Hospitality

**H**ospitality, leisure and tourism (HLT) is one of the real success stories of the global economy and one that requires an ever increasing number of qualified managers. At the same time, gaining a university degree is an expensive business. Therefore, students understandably want the reassurance that their HLT management degree is of high-quality and fully reflects current industry practice in order to prepare them for a career in the real world.

One way of gauging how in touch a college or university programme is with industry is to look at the range of visiting speakers it has as part of its curriculum. Here are just some of the industry players who have spoken to students at UK colleges in recent months: Heston Blumenthal; Raymond Blanc FIH; Keith Williams, CEO, British Airways; Carlo Petrini, founder of the Slow Food movement; chef Mark Flannegan; and Cris Tarrant of BDRC Continental.

It is important that students are inspired by major personalities who can add some 'stardust' to their studies. Coming home to tell your friends and family that you spent the day cooking with Heston Blumenthal is certainly going to make an impression.

However, students will still get a great deal of value and insight from listening to a wide range of people who are passionate and dedicated to their work. Visiting speakers who are just a few years into their careers will be very instructive to students.

HLT programme coordinators are in constant need of new industry speakers. Did you study HLT management? Have you been back to your college to speak? Are you passionate about your work? Remember that passion is infectious. Find your local college that delivers HLT programmes, build a relationship and be sure to enquire about speaking opportunities.

It's very satisfying to be a visiting speaker at any time in your career. It's refreshing to interact with the students and you often come away having learned something too. It will also mean that your company or business makes a very good impression and you will get the first pick of the graduates.

## HOTELS

# Ely's Poet House officially open

Boutique hotel group The House Collection has officially opened its first property in a Grade-II listed building in Ely.

Poets House includes 21 bedrooms with full butler service, The Dining Room restaurant, and banqueting, private dining and catering options for events.

Local produce and growers have been sourced for the hotel's menu including several exclusive new lines such as spirits from the Ely Gin Company and local chocolates and sausages.

The next House Collection property to open will be Paddocks House in June, located in a 17th-century country house between Cambridge and Newmarket.

The boutique hotel group has been established by David Toulson-Burke, Ian Cross



Poets House's 21 rooms include free standing baths and luxury beds

and Jonathan Baker who have more than 50 years experience between them and previously worked in the senior management team at The Belfry, Birmingham. The portfolio will consist of properties no larger than 45 bedrooms based on the small luxury house concept.  
*Details: <http://lei.sr?a=d9H8Q>*

## Forbes Travel Guide brings its star ratings to London

Forbes Travel Guide has announced it is bringing its star rating programme to hotels and spas across London.

Professional inspectors evaluate hotels against more than 550 service standards to create the ratings system, including arrival

service, guest rooms, manners, thoughtfulness and personalised service.

London is the first European destination to be included in the programme, with other locations based in North America and Asia.  
*Details: <http://lei.sr?a=15y6h>*

## IHG signs Crowne Plaza for Newcastle site

InterContinental Hotels Group (IHG) has signed Crowne Plaza Newcastle – Stephenson Quarter to anchor the emerging business district adjacent to Newcastle Central Station. Under the leadership of Newcastle-based developer Silverlink, the 251-room hotel will operate under a management agreement with IHG.

The hotel will boast the largest conference and banqueting space in central Newcastle, leading the way in conference services across the North East.

Guests of Crowne Plaza Newcastle – Stephenson Quarter can also enjoy access to the Health and Fitness Suite.

Situated on a historic site, the soon to be developed Stephenson Quarter is also home



The hotel will operate under a management agreement with IHG

to the Boiler Shop warehouse, once used by civil engineer Robert Stephenson to design and build his pioneering steam locomotive.  
*Details: <http://lei.sr?a=u1F8O>*



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The £65m Leeds Arena, due to open this July

## Venue managers SMG take control of Leeds Arena

Venue management group SMG has taken over control of Leeds Arena – a 13,500-capacity indoor facility due to open in July 2013. SMG was handed the keys to the £65m venue by Leeds City Council following the completion of building work.

SMG will now begin the internal fit out of the arena. The venue will open on 24 July with a special concert headlined by Bruce Springsteen. When open, the venue will be called First Direct Arena, following a sponsorship deal between SMG and First Direct. *Details: <http://lei.sr?a=l2O9L>*

## Muse appointed preferred bidder for Aberdeen site

Aberdeen City Council has selected Muse Developments its preferred bidder for the 2.4-acre St Nicholas House brownfield site in the heart of the city. The Muse proposal, which would be completed during 2016, would see the development of a boutique hotel, restaurants, cafes and shops, offices, public space and a new civic square.

The council will lease the development from Muse and receive a proportion of rental profits for 35 years, after which the site will transfer to council ownership. *Details: <http://lei.sr?a=L3a1A>*

## Lottery funds announced for Dundee restoration

Dundee Heritage Trust has received a £1.48m grant from the Heritage Lottery Fund for the Verdant Works High Mill Open Gallery Project.

The project is focused on Dundee's internationally significant jute heritage, the cornerstone upon which the city's prosperity was built.

Works will include the restoration of the 'A' listed Verdant Works by creating a space for the display of the Trust's collections and for cultural, educational and community events. *Details: <http://lei.sr?a=e7v2m>*

## Community facilities for East Manchester

Plans to transform part of East Manchester with new sports and community facilities have been granted council approval, with work due to begin later this year.

The joint venture between Manchester City Council, Manchester City Football Club and urban regeneration company New East Manchester will see a 16-acre site in Beswick redeveloped with a new leisure centre, pool and school. A sports research centre, offering academic research and diagnostic facilities, is proposed for development in the project's second phase.

Deputy leader of Manchester City Council, Jim Battle, said: "Both planning approval and the funding green light for Connell



The 16-acre site will include a leisure centre, swimming pool and school

College represent two major hurdles for the transformation of Beswick and represents the culmination of a lot of hard work."

*Details: <http://lei.sr?a=r5H3d>*

## Green light to transform Celtic Park

Celtic Football Club announced that Glasgow City Council has passed a Celtic planning proposal which will see the transformation of Celtic Park.

Following the decision, the first phase of development will see the creation of a new public realm area, that aims to dramatically change Celtic Park.

The development will provide a new pedestrian avenue leading up to the stadium for supporters, a new public space, and the whole area leading to the stadium will be fully landscaped.

Work will now begin on putting contracts in place and it is hoped that the first phase of the development will be completed in time for the start of the Glasgow 2014 Commonwealth Games. The completion of further phases of development will also see a range



The plans would transform the current Celtic Park in phased stages

of additional facilities around the stadium.

Celtic chief executive Peter Lawwell said: "This really is fantastic news for the club and is something which will allow us to completely transform Celtic Park, providing a stunning new public realm area for the benefit of our supporters." *Details: <http://lei.sr?a=XoE8Q>*

## Cinema-led project planned for Yate Shopping Centre

Plans for a £12m cinema-led development for the Yate Shopping Centre in South Gloucestershire will be revealed to the public this month. Dominion Corporate Trustees (DCT), which owns the shopping centre, wants to develop a six-screen cinema,

as well as six restaurants and six retail units.

Group property controller, Mark Hull, said a new cinema topped the public's wish-list when DCT consulted with the community seven years ago, shortly after buying the centre." *Details: <http://lei.sr?a=u9S1a>*





Proposed design – Rio 2016 Olympic Park, Brazil



Oxylane Village, Broxtowe



Edgbaston Cricket Ground, Warwickshire



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## Swindon Borough Council Leisure Options Appraisal Soft Market Testing

Swindon has an ambitious agenda for driving economic growth across the borough and the Council has a proven track record of working successfully with a range of partners from the private, public and community/voluntary sectors to deliver services to its residents. Most recently the Council transferred an iconic leisure centre to the private sector spearheading the development of a regional leisure destination.

Swindon Borough Council is now keen to embark on the next stage of ensuring a sustainable future for leisure provision across the borough and engage with the market place to explore options for its remaining Leisure facilities. These are both exciting and challenging times for the Council as it seeks to retain a strong offer in the borough against unprecedented budget challenges. It is seeking a partner(s) with the vision to develop the Leisure offer whilst significantly reducing the level of financial subsidy currently invested by the Council in facilities and securing capital investment in the facilities.

The scope of this potential commissioning project focuses on how the Council's current facilities (7 Leisure Centres and 3 Golf Courses) may be best configured and managed to enable provision at a significantly reduced cost. This may result in a number of differing solutions for any, or a combination, of the following:

- i) Outright disposal of a facility(ies) – reshaping and/or enhancing the existing leisure offer
- ii) Outright disposal of a facility(ies) for an alternative use which is still aligned to the Council's Strategic Objectives; and
- iii) Transfer of operations to a third party on a fixed term contractual basis.

The Council is therefore looking for interested parties to attend a Soft Market Testing meeting (discussions with interested groups relating to potential future opportunities) at the Council Offices on either Wednesday 5th, Thursday 6th or Friday 7th June 2013 that will take the form of individual one hour meetings with each organisation.

The Council welcomes interest from all organisations including Property Developers, traditional Leisure Centre Management Service providers, Community/Voluntary Sector Groups and Charitable Organisations. Please note that the Council reserves the right to select organisations to participate in this dialogue and that participation in this exercise will not guarantee any inclusion in a potential future procurement process. Please also note that the Council is keen to discuss options for all of the facilities or individual buildings in their entirety but will not enter into discussions for separate parts of these buildings during this process.

To receive more information and register your interest in participating in the Soft Market Testing, please contact the following e-mail address: [btbusinessperformanceteam@swindon.gov.uk](mailto:btbusinessperformanceteam@swindon.gov.uk)

quoting the reference 'Leisure Services Soft Market Testing June 2013', and stating the organisation you are representing.

The closing date for registering an interest in attending the Soft Market Testing days is 12 pm (noon) Tuesday 28th May 2013.



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## Focus on Capre



**IAN TAYLOR**  
is chief executive  
of SkillsActive

**T**I am delighted to be able to update you on the industry driven, professional registers that SkillsActive is launching this year. I spoke about these with immense enthusiasm at the start of 2013 and I am now extremely pleased to say that the pilot of our third new Register, The Register of Children's Activity Professionals (Capre), is now fully live!

Having launched the pilot in early May, it has been fantastic to see individuals looking to increase their level of professionalism and join the Register. Members of Capre deliver vitally important services for children and young people in the area of multi-disciplinary games and sports, and all types of physical activity.

The pilot phase will run for four months and following its conclusion there will be an evaluation of the system, allowing SkillsActive and our partners Compass to fine-tune the final details, ready for a full launch later in the autumn of this year.

It is completely free to join the pilot, with membership lasting for 12 months. New Capre members also receive a welcome pack, benefits and discounts. To find out more, visit our new website [www.capregister.org](http://www.capregister.org) or find us on Facebook and Twitter.

Next on the agenda is the Register of Personal Development Practitioners in Sport (RPDPS), which launches this summer. The register recognises the skills and expertise of those working with elite athletes and players who are part of the NGB Talent Pathway, Lottery funded programmes or those in the professional performance environment.

Finally, the Register of Aquatic Professionals (RAPs) and the Playwork Register, are both still currently in their pilot stages. RAPs has got off to a fantastic start, with nearly 1,000 industry professionals applying already, and it is now the final call for those interested in receiving their 12 months free membership.

## Hilton launches work experience scheme

Hilton Worldwide has announced the creation of up to 300 work placement opportunities a year at its hotels across the UK.

Over one to two weeks, school pupils aged 14 to 18 years old will get a realistic view of work at Hilton's hotels and the routes into the industry through structured work experience activities.

A recent white paper by Hilton and the International Youth Foundation Creating Opportunities for Youth in Hospitality revealed the global hospitality sector is uniquely positioned to provide solutions to youth joblessness. Hilton's vice president for HR in EMEA, Ben Bengougam, said: "Today, youth unemployment is one of the greatest



Pastry masterclass with work experience students at Hilton Wembley

challenges facing our labour market, and only by adopting an holistic approach can we hope to effectively tackle its corrosive effects."

Details: <http://lei.sr?a=J4n5c>

## Scottish museums to host graduates

Twenty successful museum applicants have been announced for Museums Galleries Scotland's Intern Programme for 2013/14.

The programme is aimed at graduates from a range of disciplines and backgrounds as a paid alternative to post-graduate study and a route of entry for employment in museums. In 2011 the programme attracted 3,200 hopeful applicants.

MGS provides support for the host museums, monitors and evaluates programmes and identifies opportunities for skills sharing.

Recruitment of 20 interns will begin this month with placements to begin in September running through to August next year.

MGS chief executive, Joanne Orr, said: "We



An intern learns the ropes behind the scenes at Glasgow Museums

developed our Interns Programme to secure a sustainable future for skills sharing within the sector. The programme's success can quite simply be put down to the fact that it meets both the sectors' and the interns' needs."

Details: <http://lei.sr?a=I4C3F>

## Partnership established to grow Wales' creative sector

The Arts Council of Wales and BBC Cymru Wales have announced they are joining forces to grow digital and craft skills across the creative sector.

Already the two largest investors in publicly funded creativity in Wales, the organisations will now have a more defined relationship

under the Public Value Partnership. It will aim to create closer cooperation between the BBC and the Arts Council and encourage the commissioning of new works.

The organisations already jointly fund the BBC National Orchestra of Wales. Details: <http://lei.sr?a=Qog8o>



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Dianne Eade, Newquay Zoo  
Head of Finance, Human Resources and Administration



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Ref: A39178

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Enthusiasm and motivational skills are a must, and the ability to relate well to students, colleagues, clubs and other elite performers is also essential.

This is a fantastic opportunity to pursue a career in a vibrant facility, with unrivalled focus and drive and continuing professional development progression routes.

**Closing date: 31 May 13 Interview date: 20 Jun13**

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The post is graded at scale 3 and paid at scale 4 for unsociable hours. This is a fixed term appointment until 31 March 2014.

If you are interested in finding out more details please contact Nick Atkins on 0208 871 6373 or [natkins@wandsworth.gov.uk](mailto:natkins@wandsworth.gov.uk)

For full details including the application form and to apply online please go to: [www.wandsworth.gov.uk/jobs](http://www.wandsworth.gov.uk/jobs)

**Closing date: Monday 27 May 2013 at midnight.**

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You will be required to deputise for the Leisure Services Manager as and when required as well as acting as Duty Manager, taking responsibility for general village operational management.

As a potential candidate you will need to be a strong leader with the ability to develop and motivate teams. Dynamic and inspirational, you will have excellent organisational skills, along with strong communication. You will be analytical and have an attention to detail which enables you to deliver results to tight deadlines. Commercially astute, with the ability to drive new business whilst delivering the highest levels of service.

A leisure management qualification is desirable or you should be prepared to work towards this in addition to 3 years management experience within the leisure industry.

Due to the sensitive nature of this role the successful applicant will be required to apply for disclosure with the Disclosure and Barring Service (formerly CRB). This disclosure, together with other selection information will need to be satisfactory to the company for employment to commence.

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Community Engagement and Partnership Manager, *Soll Leisure, Oxfordshire, UK*  
Operations Manager, *Soll Leisure, Ashford, UK*  
Service Manager, *GLL, Swindon, UK*  
Leisure Assistant, *GLL, Various locations, UK*  
Senior Operations Assistant, *Shenley Leisure Centre Trust, Milton Keynes, UK*  
Deputy Manager, *Namco Operations Europe Ltd, Norwich, UK*  
Sport Assistant RGU: Sport, *The Robert Gordon University, Aberdeen, UK*  
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Deputy Manager, *Namco Operations Europe Ltd, Norwich, UK*  
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Wild Place Guest Services Manager, *Bristol Zoo Gardens, Bristol, UK*  
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Visitor Experience Consultant, *National Trust, Derbyshire, UK*  
Football Coaches, *The Sports Factory, New Jersey, United States*  
Membership Manager, *Everyone Active, Staines Upon Thames, UK*  
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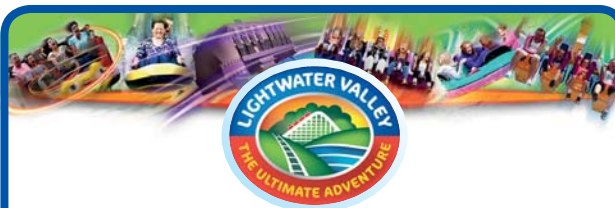


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Reporting to the Director and a member of the Executive Board, the Director of Public Programmes will lead a reshaped and wide ranging brief including events and festivals, marketing and communications, commercial activity, digital media, visitor services, outreach, volunteers, and community engagement and learning. At the heart of the role will be the need to raise Kew's performance and position us as a world-leading visitor attraction that delivers an outstanding on-site experience.

You will bring ambition, commercial focus and the leadership and management experience to re-invigorate Kew's public offering. With responsibility for a team of over 200, you will bring experience of leading major change to deliver improvements in organisational performance and income generation. This role will require energy, creativity and the desire to challenge the status quo.

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Closing date: **Noon on 28 May 2013.**

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## British Museum revamp progress

The British Museum has revealed it is progressing on schedule for the opening of its new £135m exhibition space, due to open in March 2014.

Construction on the World Conservation and Exhibitions Centre (WCEC) began in autumn 2011 in the north-west corner of the museum's central London estate.

The redevelopment project is one of the largest in the museum's 260-year history and will include a new public exhibition gallery, state-of-the-art laboratories and studios, stores for the collection and a centralised object handling facility. Four fifths of the total cost has been raised, with £25m coming from Sainsbury Family Charitable Trusts, The Linbury Trust



The extension in the north-west of the museum's Bloomsbury estate

and Monument Trust, one of the largest gifts to the arts in the UK in recent decades.

The HLF has committed a further £10m. Details: <http://lei.sr?a=Z8W6V>

## Clip 'n Climb launches in Maryport, West Cumbria

Adventure attraction Clip 'n Climb is set to open at Maryport, West Cumbria this bank holiday weekend - the second of its kind in the UK. Funded by Allerdale Borough Council and the Rural Development Programme for Endland (RDPE) and operated

by Carlisle Leisure Limited, it will include 23 colourful climbing modules.

The facility will open at The Wave Centre, which also boasts a 230-seat performance space, Tourist Information Centre, and burger bar. Details: <http://lei.sr?a=O5P2e>

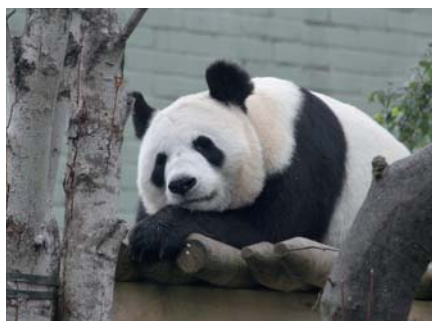
## Pandas draw crowds to Edinburgh

The Royal Zoological Society of Scotland (RZSS) has seen its income increase 53 per cent in 2012 based on figures from the previous year, partially driven by two new pandas at Edinburgh Zoo.

Visitor numbers at the park increased 51 per cent on the previous year while the society's other attraction Highland Wildlife Park saw visitor numbers increase 25 per cent.

Favourable weather and a record number of animal births in 2012, including baby wolf cubs, are also thought to have contributed to the parks' popularity. Pandas Tian Tian and Yang Guang arrived at Edinburgh Zoo in December 2011 as part of a 10 year loan from China. The zoo also welcomed its second polar bear Arktos at the end of 2011.

Chief executive of RZSS, Chris West, said: "All of our surplus is invested back into the



Tian Tian, one of Edinburgh Zoo's two giant pandas

animals within our collection and into conservation work around the world. The financial benefits from the pandas enables us to support many other projects, not least the renaissance plans for the 100-year-old Edinburgh Zoo."

Details: <http://lei.sr?a=J4j9F>

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[www.people1st.co.uk](http://www.people1st.co.uk)
- REPs +44 (0)20 6866 6464  
[www.exerciseregister.org](http://www.exerciseregister.org)
- SAPCA +44 (0)24 7641 6316  
[www.sapca.org.uk](http://www.sapca.org.uk)
- Sports Aid +44 (0)20 7273 1975  
[www.sportsaid.org.uk](http://www.sportsaid.org.uk)
- Sport and Recreation Alliance +44 (0)20 7976 3900  
[www.sportandrecreation.org.uk](http://www.sportandrecreation.org.uk)
- Sport England +44 (0)8458 508 508  
[www.sportengland.org](http://www.sportengland.org)
- Springboard +44 (0)20 7529 8610  
[www.springboarduk.org.uk](http://www.springboarduk.org.uk)
- SkillsActive +44 (0)20 7632 2000  
[www.skillsactive.com](http://www.skillsactive.com)
- Tourism Management Institute +44 (0)1926 641506  
[www.tmi.org.uk](http://www.tmi.org.uk)
- Tourism Society +44 (0)20 8661 4636  
[www.tourismsociety.org](http://www.tourismsociety.org)
- ukactive +44 (0)20 7420 8560  
[www.ukactive.org.uk](http://www.ukactive.org.uk)
- VisitBritain +44 (0)20 7578 1000  
[www.visitbritain.com](http://www.visitbritain.com)
- World Leisure +1 250 497 6578  
[www.worldleisure.org](http://www.worldleisure.org)