

# leisureopportunities

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## Guitar Hero creators offer fitness gaming concept

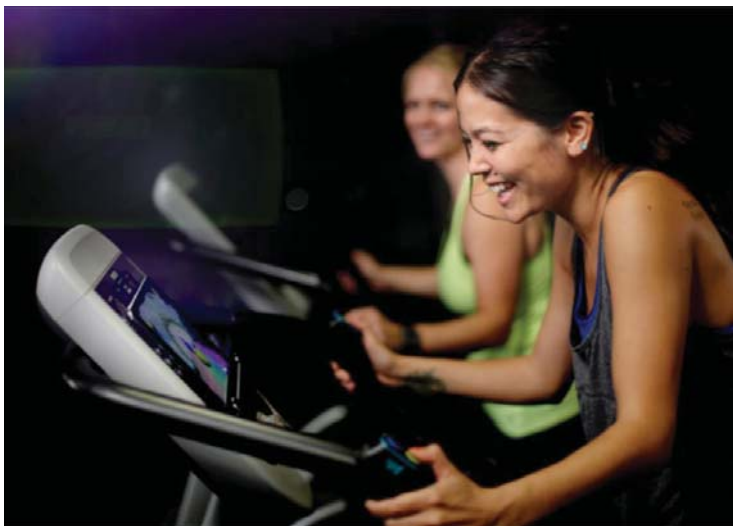
The creators of the popular Guitar Hero franchise – which played a pivotal role in making music games mainstream – have unveiled the first product in a new venture which will incorporate the idea into fitness gaming.

Blue Goji – the new company run by brothers Kai and Charles Huang – takes bespoke hardware plus the gaming concept from Guitar Hero and applies the idea to cardio machines, exercise bikes, treadmills and cross trainers.

The company's first product, which has just been released, retails at US\$99.99 (£61) and includes a pair of

two-button controllers which strap onto the handles of the exercise equipment and an activity sensor which clips to the user's clothes.

The device connects wirelessly to an iPad or iPhone, turning the fitness data into gameplay



The new Blue Goji technology can transform exercise equipment into gaming devices

inputs varying from speed in racing games to strength in fighting games.

Not only does the device turn exercise into gaming, but it also measures physical activity including time, distance and calories burned

– with the data available to view in a separate app.

The company has already announced a partnership with fitness-tracking app MyFitnessPal to enable users to share data to it from Blue Goji and, much like the major gaming consoles, includes unlockable achievements.

“The activity trackers are less about games and more about gamification – tracking you and letting you compete against your friends,” said Kai Huang. “That’s where we’re different from all the other fitness devices out there, given our background in games.”

The Guitar Hero series has sold more than 25 million units worldwide, earning US\$2bn (£1.5bn) at retail and was the third largest game franchise at its peak in 2009 after Mario and Madden NFL. *Details: <http://lei.sr?a=X2R3q>*

### Audiences being put off by ticketing fees

A large proportion of audiences say booking fees for concert and theatre tickets are far too expensive, with many claiming that any extra charges should be revealed before purchases are made, according to a new Which? survey.

People were questioned by the consumer campaigning charity as it launches its *Play Fair On Ticket Fees* campaign, in order to help bring an end to hidden booking fees.

The research revealed that eight in 10 people who bought tickets in the last 12 months have admitted to feeling ripped off. *Details: <http://lei.sr?a=d9b3X>*

### Stonehenge opens new visitor centre

The much vaunted Stonehenge exhibition and visitor centre opened its doors on 18 December, transforming the site from a quick stop off and photo opportunity into an immersive visitor experience, giving a sense of what it was like to live back in the Bronze Age.

This marks the first phase of English Heritage's £27m project to revamp the visitor experience of this iconic site, which receives one million visitors each year.

Visitors will be able to see original artefacts which Neolithic and Bronze Age people used on a daily basis, as well as two 14th century manuscripts, which are among the earliest known drawings of the monument.



The visitor centre at Stonehenge opened last month

The exhibition also includes the reconstructed face of a 5,500-year-old man found buried in a long barrow 1.5 miles from Stonehenge and a 360-degree virtual experience lets visitors stand among the stones before they enter the gallery.

*Continued on back cover*

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# QPR announces new stadium plans

Queens Park Rangers Football Club has unveiled plans for a new 40,000-seat stadium as part of a major regeneration project of the Old Oak area in west London.

The development, which has been provisionally called New Queens Park, will see the stadium built alongside a new residential area with 24,000 homes and commercial space to include a 350-bedroom luxury hotel, studios, offices, cinemas and restaurants.

The news follows London mayor Boris Johnson's recent announcement that turning Old Oak into a new world-class city quarter is to be one of his main regeneration priorities for the city and that a Mayoral Development Corporation (MDC) – only the second after the Olympic Park development – is to be set up to promote it.

The project – which will be larger than Canary Wharf – is expected to generate 50,000 new jobs.

“Not only will this give us a top quality stadium to cater for QPR's needs as the club progresses and grows over the years ahead, but we are very excited



The new stadium will see the club leave its current home of Loftus Road

about being the driving force behind creating one of the best new urban places in the world,” said QPR chair, Tony Fernandes. “It will create a vibrant new destination in London, boosting local businesses, attracting new visitors and tourism and creating a thriving community.”

Fernandes revealed the club was looking at alternative sites to Loftus Road in west London in November 2011 and QPR confirmed they have been in talks about the Old Oak site dating back to August 2013. Details: <http://lei.sr?a=c6E3g>

## Sports activity: No change since London 2012

There has been no change in the number of people playing sport regularly since the London 2012 Olympic Games.

A total of 15.5 million people in England played sport at least once a week for 30 minutes during the 12 months to October 2013 – the exact same figure as the year before (12 months to October 2012).

According to the latest Active People Survey (APS), published in December by Sport England.

The report presents a mixed picture for overall participation, as it shows record participation numbers for many areas, while others show signs of decline.

People of BME origin are embracing sporting opportunities more than ever before with 2.7 million taking part in organised sport at least once a week.

There is also a record number of 1.67 million disabled people playing sport each week, up by 62,000 over the last year – a testament both to the impact of the Paralympic Games and



In some areas participation is up but some areas have also dropped

Sport England's investment in accessible sport.

Figures for the 16- to 25- year old age group, however, show a different story. A decline of 51,000 over the last year means that just over 3.74 million young adults are now playing sport.

While there were increases in five Olympic sports – cycling, equestrian, boxing, canoeing and archery – the evidence shows a sharp drop in the popularity of traditional sports such as football, tennis and netball.

Details: <http://lei.sr?a=E4M6T>



## Lack of funding puts legacy at risk

More money is required in order to achieve the “crucial” legacy of the London 2012 Olympics, according to a report by the London Assembly’s Regeneration Committee.

It has been found that a funding gap of around £9m between 2015-2016 could prevent legacy plans from coming to fruition.

To achieve its legacy goals it is now thought that the London Legacy Development Corporation (LLDC) would have to find ways of increasing its income, or cut spending, in light of the prospective gap in funds.

However the report states that making cuts to outlay on community events and security are not ideal moves if the Olympic Park wants to be seen as one of the area’s premier attractions.

To combat the gap, the committee has called on the Mayor of London to confirm additional funding of around £12m for two years between 2015 and 2017.

“Regenerating east London and the Lower Lea Valley is important not just to meet the London 2012 legacy objectives, but for the



The report calls on Boris Johnson to grant £12m of additional funds

benefit of the people of east London who will be a crucial part of building the community for years to come,” stated Gareth Bacon, chairman of the committee, in summary of the report. “We believe in the short term the mayor should continue to support the LLDC.

“However, to ensure the LLDC’s objectives are not dependent on mayoral funding indefinitely, the corporation should commit to becoming self-sustaining as soon as possible and certainly by 2020 at the latest.”  
Details: <http://lei.sr?a=E4v6c>

## Premier League fans want return to terraces

Supporters’ groups from more than half of the Premier League’s clubs say they would like the option to be allowed to stand at football matches again.

Groups from the league’s top clubs including Arsenal, Chelsea, Manchester United, Tottenham and Newcastle, say it would improve the atmosphere at games and that the adoption of German-style “rail seats” could prevent injury to fans who currently stand.

A rail seat comprises of a rail going across every row in place of a seat which in effect means people cannot fall forward and it has proved effective across Europe in countries such as Austria and Germany.

The government says that all-seat stadia remain the best way to ensure fans’ safety, with all-seaters having been made compulsory in both the Premier League and Championship following an inquiry into the Hillsborough disaster in 1989, which saw 96 Liverpool fans die after a crush on the steel-fenced terraces at the home of Sheffield Wednesday.

Liverpool’s supporters union has said it has not yet adopted a position on designated standing zones but 12 of the Premier League’s 20 clubs



Premier League supporters’ want to bring in safe standing

say they do back a trial of safe standing areas.

Clubs in England and Wales would need government approval to carry out such trials, but the Department for Culture, Media and Sport (DCMS) said in a statement: “We do not believe there has been a compelling case made for the policy to change.”

Laws in Scotland and Northern Ireland are different however, with Scottish Premier League champion Celtic stating that it is considering a standing area in its ground.  
Details: <http://lei.sr?a=E9Q4M>

## Barca is first sports club to get 50 million Facebook fans

Catalan footballing giant FC Barcelona has announced that it has become the first sports club to gain 50 million fans on the social media network Facebook.

The La Liga title-holding club set up its Facebook account in October 2009, as part of a progressive digital strategy which also sees the use of seven other platforms.

Given the current number of followers on the social networking site, the club now states that its Facebook page is one of the top 30 most popular in the world.

Barca has also revealed that its highest number of Facebook followers come from Indonesia, where 4.7 million people subscribe. Mexico came in second with 3.4 million and Brazil was third with 2.5 million people keeping tabs on the club’s Facebook page.

Manchester United is the largest football club in the UK from a social media standpoint with 38.7 million followers on Facebook. Details: <http://lei.sr?a=S4G9d>



More than 12,000 projects have been given funding

## Football Foundation reaches £1bn in grassroots investment

The Football Foundation has announced that it has now supported more than £1bn-worth of grassroots sports projects.

Since its launch in 2000, the Foundation has funded 12,007 projects with grants worth £473m, which it has used to attract a further £732m in additional partnership funding – a total £1.205bn of investment into the grassroots game.

Among the facilities which the investment has helped to develop are 819 changing facilities, 2,474 real grass pitches, 469 artificial grass pitches and 90 multi-use games areas.

The Football Foundation is the largest sports charity in the UK and is funded by the Premier League, The FA and the government, via Sport England.  
Details: <http://lei.sr?a=Q7P8T>

# AHA releases new heart guidelines

New guidelines from the American Heart Association (AHA) show specific ways to eat and exercise for a healthier heart and to reduce the risk of developing heart disease.

The guidelines, published in *Circulation* and the *Journal of the American College of Cardiology*, were made after an AHA committee consisting of doctors and medical experts looked at more than 10 years of research in to the subject to decide on the recommendations.

A plant- and grain-based diet and aerobic exercise three to four times a week has been recommended by the committee, as well as cutting down on extra sodium intake, red meat and sweets.

The committee – co-chaired by Robert Eckel and John Jakicic – said that a healthy diet should consist mainly of vegetables, fruits, whole grains with low-fat dairy, poultry, fish and legumes. They also recommended the people should reduce the number of calories consumed from both saturated and trans fats.



Exercising when pregnant could stimulate a child's brain says the study

Adults with high blood pressure are advised to lower sodium intake, preferably to 1,500mg or less per day.

People with high cholesterol or high blood pressure are also recommended to undertake moderate to vigorous exercise three to four times a week for 40 minutes each session.

The authors of the guidelines did note some areas require more research including ethnicity, diet and fibre. Details: <http://lei.sr?a=X6e7t>

## Withdean Sports Complex gets £2.7m upgrade

Freedom Leisure and Brighton & Hove City Council have completed the £2.7m redevelopment of the Withdean Sports Complex.

Operated by Freedom Leisure in partnership with the city council, the complex now offers a larger gym-space, to house 125 exercise stations.

The gym will provide room for small group '360' classes, incorporating the use of kettlebells, battling ropes, suspension training and plyometric rebounding.

The refurbishment has also seen the installation of Hammer Strength weight training equipment, while there is now a dedicated personal training studio for one-to-one and small group training sessions.

Two new exercise studios have been added, including an indoor cycling studio using the forward motion video-enabled Myride+ programme. The use of Myride+ will provide users with access to virtually instructed, automated



The centre's new gym facilities offer the use of 125 exercise stations

workouts outside of traditional class hours.

Away from the gym, the complex has undergone work to its six squash courts, with sprung floors being added to aid an improved playing experience.

Finally, male and female integrated sauna cabins have been installed, as well as three therapy rooms and a bar and café. Details: <http://lei.sr?a=b7N7d>

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## Tracking sock teaches technique

A tracking sock has been developed to help runners correct troublesome foot positioning and limit injuries, while also offering beneficial coaching techniques.

Developed by company Heapsylon, the Sensoria Fitness Socks are fitted with a number of sensors which link up to a small Bluetooth strap applied to the ankle.

Real-time information is then sent from the strap to a mobile device or tablet, where it is then displayed and interpreted.

The socks can be put in the wash without any of the sensors being damaged.

Like most other tracking devices, the socks can monitor steps, speed, calories, altitude and distance, however it also offers a number of more proactive elements.

These include the collection of data on cadence, foot landing technique and weight distribution on the foot, with audio coaching



The socks can monitor steps, speed, calories, altitude and distance

also available to offer tips on how to correct and develop technique.

The device is still listed as being in a prototype stage, with an expected launch for the product costing \$199 (£121, €145) and coming in March 2014. Purchasers will receive four pairs of socks, the anklet and access to an app to install on their mobile device.

Details: <http://lei.sr?a=q9u6v>

## Tees Valley Leisure launches The Golden Mile

Tees Valley Leisure is getting ready to kick off its Golden Mile programme aimed at inspiring primary age children to run 50 miles through the course of 2014.

More than 3,000 children from 10 schools in Middlesbrough have signed up to take part in the initiative, which launches during January's National Obesity Awareness Week.

Designed to encourage physical activity along with being fun and offering rewards and personal achievement, pupils will be able to walk, jog, run or cycle a course marked out at their school, either before or after school, at lunchtime and during PE lessons. The aim is to do one mile a week and 50 during the year. The programme is fully funded by Tees Valley Leisure, so there is no cost to schools or parents.

"The Golden Mile will help to tackle the problem of childhood obesity, a national issue which is prevalent on Teesside," says managing director of Tees Valley Leisure, Ian Donley. "It's all inclusive, for all the children, not only



Olympian Chris Tomlinson helped launch the scheme in his home town

those who are good at sport. The whole idea is to get children in the habit of walking, running and cycling, to pull them away from the internet and games consoles and to see physical activity as enjoyable and fun."

Tees Valley Leisure has also teamed up with North East Athletic to deliver a one year football programme to help recovering addicts keep away from drugs and alcohol.

Details: <http://lei.sr?a=C6C6y>



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Registered charity no. 1001043

## Retreat set to teach women to become more sensual

Shhglobal has launched a retreat programme which promises to help women grow their confidence and sensuality, as well as release old traumas.

The four to seven day retreats are being held at a private 18th century manor house in Dorset and a hilltop villa in Ibiza.

Guests will learn how to build confidence, release anxiety, overcome trauma and explore their sensual potential, through treatments and group workshops.

Therapies on offer include reiki, acupuncture, sex counselling, sensual healing, massage and transformational breathing. A three month aftercare programme is included to reintegrate women into their lives.

"We want to shift the taboo around women's sensuality and sexual awareness," says co-founder, Lucy Arrowsmith. "We offer women the chance to experience, appreciate and celebrate their femininity through developing an understanding of the relationship between sensuality and self-confidence, creativity and the effects this has on a full and rich life." Details: <http://lei.sr?a=D5f5h>



Only 13 percent asked if clients would like to book

## Spa sector losing bookings through poor call handling

According to a new survey by Leisure-net Solutions, only six per cent of spas ask potential clients making a telephone enquiry what benefits they want from a treatment and only 13 per cent are asked if they would like to make a booking.

The Spa call-Focus™ survey, which assesses and scores all aspects of a spa's telephone enquiry services against industry standards, tested a sample of 15 UK day spas by calling them three times over a seven-day period in October 2013.

More than half scored under 60 and the average score was 52 per cent, based on specific spa service criteria. Details: <http://lei.sr?a=Q3R7C>

## Natural care market shows growth

The natural personal care market continues to show strong growth after posting a 10.6 per cent increase globally to reach US\$29.5bn (£18bn, €21.4bn) at the manufacturers level for 2013.

*Natural Personal Care: Global Market Brief*, carried out by consulting and research firm, Kline, analyses industry trends and development, market size and growth, product trends, major brand synopses, and competitive forces within the global natural personal care market.

The leading brands differ based on country, with Aveeno and Bare Escentuals leading in the United States, L'Occitane and Saishunkan in Japan, Chando and Inoherb in China, and Yves Rocher and Oriflame in Europe.

Due to high manufacturing costs and limitations of natural preservatives, natural-inspired products are the in-product for many manufacturers, which is reflected in their market domination. Furthermore, encouraged by growing consumer awareness and improved



Natural-inspired products are the in-product for many manufacturers

technology, several companies are seeking to reformulate their existing product lines to remove synthetic ingredients from the mix altogether.

Brazil and particularly China are the fastest-growing natural personal care markets, with sales in China increasing nearly 24 per cent in 2013, while growth within mature markets remains impressive as exemplified by a 7 per cent increase over the year in the United States and 6 per cent in Europe. Details: <http://lei.sr?a=G6M3n>

## Mintel tips Mixologiste as top trend for 2014

Mixologiste, or multi-functional beauty products, are set to be a key trend in 2014, according to research from Mintel Beauty & Personal Care.

BB (blemish balm) creams which can moisturise, give SPF protection, sheer coverage and provide soothing and healing properties, have kicked off the growing trend.

"The huge success of BB creams has led manufacturers to think about how they can build on their portfolios and add excitement to saturated sectors," says Jane Henderson, global president of Mintel's Beauty and Personal Care Division.

Mintel research shows that up to 70 per cent of US female consumers are interested in multifunctional lip products and 65 per cent in multifunctional facial coverage products, for example a foundation and concealer hybrid.

In China, 46 per cent of make-up users say they like trying new multifunctional products, such as eyeshadow and blusher.

Currently, the UK lags behind in this area,



Multi-functional products have been tipped as a top trend for 2014

with just 25 per cent of women saying they are interested in a product which also has cosmetic benefits.

As well as skincare products, it is likely that we will also see more multifunctional hair products and fragrances. French women have expressed an interest in skincare products which contain their favourite fragrance, while Italian women would like fragrances for clothes. Details: <http://lei.sr?a=t6J9D>



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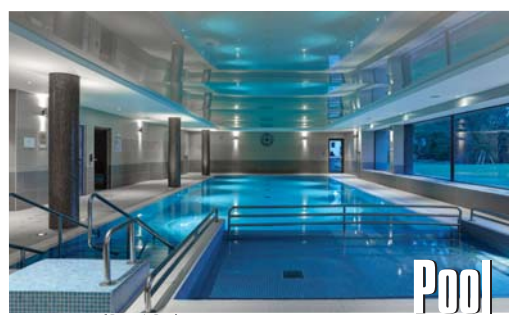


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## The food rating scheme is a red tape burden for the hospitality sector



**MARTIN COUCHMAN**  
is deputy CEO of the  
Institute of Hospitality

With the new year well underway and people up and down the country working hard to honour their resolutions to keep fit and eat healthily, food and nutrition is high on the agenda. So BBC's *Inside Out* investigation of food hygiene ratings, which aired on 6 January 2014, was highly topical, tapping into the UK's latest obsession.

While the importance of food hygiene cannot be understated, the proposed system is fundamentally flawed and the burdens of legislation under an inadequate system could ultimately have a detrimental effect on small businesses and eateries in the UK.

The flaws, we believe, relate to inconsistencies in the Food Hygiene Rating Scheme. For example, only 4 per cent of hospitality and retail food businesses in Belfast are rated as 'requiring improvement' but 17 per cent of those in Cardiff are, yet it is the same scheme. If the flaws haven't been ironed out, then it is wrong to make any display compulsory.

The other concern is that customers don't yet understand the system and without proper understanding, mistakes and misconception can take hold. For example, a hospitality business with low initial scores could find it difficult to win back customers even once it had made significant improvements in its scores.

The BHA has been working tirelessly to support small businesses on and around this issue and, in 2011, together with the British Beer and Pub Association, we won a legal battle to prevent the compulsory display of food hygiene ratings in London.

There were concerns that if the Bill had been successful, there would be special regulations for London which would not apply nationally.

As the hub of hospitality and tourism, the BHA's focus in the capital needs to focus on supporting and nurturing small businesses, especially food outlets and eateries, and protecting them from the unnecessary burden of red tape whilst positively supporting good hygiene and standards. And this, we believe, is a positive resolution for 2014.

## HOTELS

# PwC report on UK hotels outlook

A new hotel report from PricewaterhouseCoopers (PwC) sees the company remaining 'cautiously upbeat, but increasingly optimistic' about the outlook for the UK's hotel sector in 2014.

It says that despite a poor start to the year, room occupancies in London are currently around 81-82 per cent, which means the capital is technically full for nearly six nights of the week. Despite the new supply of rooms coming on stream the company believes that occupancy looks likely to remain at these levels. Room rates in London, while down from the highs seen during 2012, look set to rise again in 2014 but have some way to go to overtake the 2012 levels.

PwC also predicts occupancy rates in London to be up 0.9 per cent on last year, with the regions seeing a rise of 0.4 per cent.



PwC says occupancy rates are on the rise in the UK's hotels

RevPAR is also expected to rise by 2.4 per cent in London – to £112.80, which the report says is a record level in nominal terms – and 1.8 per cent – to £42.40 – in the regions.

The number of hotel rooms available is similarly expected to show an increase, with those in London rising by 5,644 in 2013 (4 per cent), and in the regions by 8,232 (2 per cent).

Details: <http://lei.sr?a=J6V9M>

## Edwardian Group refinances its UK hotel portfolio

The Edwardian Group London, which owns a number of luxury hotels operating under the Radisson Blu Edwardian London and May Fair brands, has received £375m of new funding.

The deal involved separate transactions with Wiesbaden, Germany-based lender Aareal

Bank and insurer Metlife, with the former providing £175m in finance for a hotel portfolio of five Radisson Blu Edwardian properties in London with a total of 996 rooms.

Metlife is providing a £200m debt refinancing package Details: <http://lei.sr?a=q3Y9W>

# London hotels hot property among investors

London is the most sought after location in the world for investors looking to acquire a hotel, according to real estate site, LuxuryEstate.com, and accounts for 13.5 per cent of website searches for all hotels for sale.

This rise in interest is attributed to the 2012 Olympics, which sparked a 7.7 per cent rise in hotel occupancy for the first six months of 2013.

"Demand considerably outstrips supply and combined with the recovering economy, leads us to expect that this trend will continue," says LuxuryEstate.com president, Silvio Pagliani.

The global hotel market remains strong, especially in established European markets, as well as Brazil.



London is considered the world's most sought after location for hotels

Switzerland, France, Germany and the UK are the top four countries in which people are looking for luxury hotels, according to the website. Details: <http://lei.sr?a=q3Y9W>



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## VisitBritain rebuts tabloid attacks

VisitBritain has given a robust response to tabloid criticism of market profiles published to help UK tourism businesses cater for inbound tourists.

Reports by a number of tabloids likened VisitBritain's advice on cultural customs to the BBC sitcom *Fawlty Towers*, suggesting some of the tips border on the offensive.

The advice was reported as featuring tips such as not to mock Indian accents or that people from Hong Kong are superstitious and prefer not to sleep in four poster beds. However, VisitBritain says the advice has been misrepresented and decontextualised: "The points that have been picked out and repeated are random, and don't paint a true picture of the market profiles," said Visit Britain chief executive Sandie Dawe.

A look at VisitBritain's Hyperlink Market and Trade Profiles shows rather than being a dos and don'ts list, the profiles are actually in-depth, 60-page briefings that have been sensationalised and paraphrased by the tabloids.

Far from being a leaked or recently devised list as claimed, the comprehensive documents



VisitBritain says tabloid sensationalism has made the profiles look silly

have been on the VisitBritain website for a number of years and are designed to help businesses cater for overseas visitors.

Dawe added: "These profiles - put together by staff who are native to the country featured - provide valuable information on cultural differences and market trends for the industry and have been made to look silly through cherry-picking."

She also said none of the newspapers had contacted the Visit Britain press office to check the accuracy of the claims prior to publication, although the Mail Online did carry a quote from marketing director Joss Croft. *Details: <http://lei.sr?a=N3Y4b>*

## UK sees tourism growth from across the world

VisitBritain - quoting provisional figures from the 2013 International Passenger Survey (Office of National Statistics) - says that October was a record-breaking month for tourism visits and spend, with Britain welcoming increased visits from all regions of the world.

Unusually for an October, growth was seen from all the world regions - EU15, Other EU, Rest of Europe, North America and Rest of World - with North America returning to growth at 9 per cent up on October last year.

The high volume EU15 markets were up five per cent, while visits from other EU markets saw a 40 per cent increase.

Tourism spend is shown to be growing at a faster rate than the volume of visits, putting Britain on track for the highest spend from international visitors in its history by the end of the year.

The UK welcomed 10 per cent more visits than in October 2012 - a total of 2.95 million - and almost a quarter more (in nominal



Holiday visits to the UK for 2013 are on track for a record year

terms) was spent by overseas visitors, a total of £1.88bn.

The figures have also put holiday visits on track for a record year, marking six consecutive months of record levels of holiday visits, with nine per cent more holiday visits from overseas in October 2013 than the previous October.

From January to October there were eight per cent more holiday visits than in the same period in 2012. *Details: <http://lei.sr?a=Y3b9n>*



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## Crawley to get new museum following £1m HLF funding

Crawley Borough Council has been awarded £1.15m by the Heritage Lottery Fund (HLF) to help create a new museum in the town's centre.

The council, working in partnership with the Crawley Museum Society, is looking to install the facility within The Tree and The Tree Annexe at a total cost of £1.95m.

It is hoped the project will get underway in April 2015, with a build time estimated at around 18 months.

Having already sought to upgrade The Tree with a spend of £763,000, the council plans to connect the two buildings with a glass link.

The museum society, council and the HLF believe the attraction has the potential to improve the town's heritage offerings, with the Crawley Museum Society operating the new attraction with financial support from the council. Details: <http://lei.sr?a=A8M8a>



Users can explore 14 different interactive journeys

## London's Science Museum releases interactive iPad app

The Science Museum, London, has released an iPad app that gives users the chance to explore 14 different interactive journeys specially crafted by its curators.

The *Journeys of Invention* app, allows for the exploration of over 80 objects from the museum's collection, including a journey inside the Apollo 10 Command Module and a World War II Enigma machine.

Users are given two free journeys to explore, with 12 others being offered as an add-on package bought through the app at a cost of £6.99 (US\$11.42, €8.37).

The two free journeys come in the form of 'Connected' and 'New Science', with the former showcasing how technology has developed connectivity.

"*Journeys of Invention* is at once awe-inspiring and intimate," said Dr Andrew Nahum, lead curator at the museum. "It is like having a curator take you on a series of guided tours through the most magnificent objects in our collection." Details: <http://lei.sr?a=Q4K7a>

## Scottish attractions 'failing the deaf'

Major tourist attractions in Scotland are failing to cater to the deaf, according to a leading hearing loss charity.

Action on Hearing Loss Scotland (AHLS) – formerly the RNID – carried out spot checks on 21 Scottish venues and discovered that only three had working hearing loops at their main ticket or information point.

Hearing loops amplify speech over background noise for people who wear a hearing aid and the charity said it was "absolutely essential" for the equipment to be maintained.

The three attractions which had working hearing loops were Stirling Castle, McManus Museum in Dundee and St Mungo's Museum in Glasgow.

The three highest-ranked deaf-friendly attractions were Stirling Castle, the National Museum of Scotland and Holyrood Palace.

"As Scotland prepares for major high profile events in 2014, it is crucial that tourist attractions are fully accessible for the one in six in Scotland who have hearing loss as well as those



In a survey of 21 Scottish attractions, only three had hearing loops

coming from overseas," said AHLS director Delia Henry. "People who are deaf or hard of hearing have the legal right to enjoy the same level of service as other customers so it is absolutely essential that tourist attractions ensure that equipment such as loops at main information points are installed, maintained and switched on and that staff are trained in deaf awareness." Details: <http://lei.sr?a=w7E7M>

## Flambards theme park sold to Livingstone

The Flambards theme park in Helston, Cornwall, has been sold to Livingstone Leisure Ltd, with the attraction reported to have been put into administration.

The park has been bought by new owner Ian Cunningham, who is also responsible for co-founding Blue Reef Leisure, as well as working as an operations director at the Eden Project.

Flambards has been partially closed while refurbishments are made, though the new owner has stated that there are no plans for major changes to existing facilities.

Prior to the sale, it was thought that Flambards was facing financial difficulties, with nineteen members of staff thought to have been laid off in November and a number of people working on reduced and flexible hours.

"In simple terms they couldn't afford to trade any longer and the bank decided to look at their overall structure and finances and put



The park will be partially closed through the winter for refurbishments

them into administration," said Timothy Smart of Stratton Creber Commercial, which was involved in the park's sale.

Flambards was originally owned by the Kingsford-Hale family since 1976, with it having developed the site into a 27-acre attraction offering visitors access to rides and museum exhibits. Details: <http://lei.sr?a=w8B9x>



## Wood Wharf development plans put forward

The Canary Wharf Group has put forward plans to develop the area's nearby Wood Wharf site into a business, leisure and residential development in time for the introduction of the Crossrail network.

The group has submitted plans to Tower Hamlets Council in a bid to create a district housing 3,100 residential units, 240,000sq m of office space and 100 shops, restaurants and cafes.

It is thought that the group also wants to develop the area into a location offering leading creative media, technology and telecommunications companies.

Instead of using the same skyscraper method deployed at Canary Wharf, the Wood Wharf site is to feature mainly mid to low-rise buildings, with residential offerings ranging from affordable housing to luxury penthouses.

Despite a focus on smaller structures, the area is to be dominated by a 57-storey residential tower by Herzog & de Meuron, which is to be built alongside another two buildings,



The Wood Wharf area is to be serviced by a station opening in 2018

as part of the first phase of the development.

If plans are approved, the group hopes to start construction some time next year, with a view to completing the first set of buildings in 2017.

The Canary Wharf and Wood Wharf area is to be serviced by a high-speed Crossrail station, which is set to be completed during 2018.

Details: <http://lei.sr?a=R8s2S>



A new 5-screen cinema is set for the development

### Cineworld to anchor new development in Hinckley

Work on The Crescent redevelopment scheme in Hinckley is due to start in March after final plans got the go ahead from Hinckley and Bosworth Borough Council.

The £80m project, being undertaken by Wilson Bowden for the Tin Hat Regeneration Partnership, will be anchored by a 5-screen cinema to be operated by Cineworld, together with a Sainsbury's supermarket.

Also part of the plan, which is using the site of the town's former bus station, are a range of smaller retail units and a number of family restaurants. The bus station itself will be replaced by a new facility in Waterloo Road.

There had been concerns for the future of the scheme after it was reported earlier in the year that the supermarket chain was no longer interested in building on the site, although the situation has now been resolved.

With work having been delayed for some time since the grant of planning consent in 2011, completion is now anticipated to be in the summer of 2015.

Details: <http://lei.sr?a=9W9p8>

## Gloucester Quays opens leisure quarter

Peel Outlets has formally opened its new £60m leisure quarter at the Gloucester Quays outlet centre, which sees the addition of a 1,486sq m (16,000 sq ft) health and fitness centre.

New developments include a fitness facility operated by The Gym Group and a 1,600-seat, 10-screen Cineworld cinema. The newly developed area also includes a number of restaurants and eateries.

The new gym features equipment including six Myride virtual bikes, 24 exercise bikes, 23 running machines, 20 cross trainers, eight rowing machines, six steppers and 35 pieces of strength training kit.

The leisure quarter takes Gloucester Quays outlet centre to 33,630sq m (362,600 sq ft), with the 110-unit site expected to attract a footfall of 4 million people per annum by the end of 2014.

"The formal opening of Gloucester Quays' leisure quarter marks a key milestone for the centre as it evolves into a recognised regional



The new £60m leisure quarter includes a new fitness centre and cinema

outlet destination," said Jason Pullen, managing director of Peel Outlets.

"We have introduced 20 new fashion and leisure brands to the centre over this past year. Retailers and restaurant/leisure occupiers have recognised that we have created a critical brand mass and we expect other brands to join the line-up in 2014."

Gloucester Quays is also home to a 96-room Travelodge hotel and parking for up to 1,500 cars. Details: <http://lei.sr?a=y3w8j>

### Plans for multi-million pound Feethams project approved

A multi-million pound leisure complex is to be built in Darlington after the local council approved plans to build on a former bus depot site.

Proposed by developers Terrace Hill, the Feethams Leisure project will feature an 80-room Premier Inn, a nine-screen multiplex Vue cinema and restaurant offerings from the likes of Nandos and Prezzo.

Darlington Borough Council's planning applications committee made its decision to grant approval on 18 December. It is believed that work could get underway some time next year, with a planned completion date of 2015.

The developers are welcoming proposals from independent businesses and independent operators, to ensure that the Feethams Leisure project offers variety to its visitors. Details: <http://lei.sr?a=t5V3c>

**The London Borough of Enfield**

**INVITATION TO LET BY FORMAL TENDER FOR THE OPERATION AND MAINTENANCE OF A NINE HOLE, PAR 3, GOLF COURSE IN OAKWOOD PARK.**

The London Borough of Enfield is seeking a suitably qualified and experienced Operator to tender for a concession to operate and maintain an existing Nine Hole, Par 3 Golf Course in Oakwood Park, Enfield, North London. Specific information will be available within the tender documentation

The Park itself has been awarded Green Flag status and is used by a wide variety of ages with different interests. The Park is a popular destination with good pedestrian access and excellent transport links (both buses and trains). The London Underground Piccadilly Line runs from Kings Cross and Central London and stops at Oakwood Station which is just a short walk away.

The successful tenderer shall operate and maintain the Premises under a management agreement for a period of three (3) years (with the Authority's option to extend the agreement in increments of one year up to a maximum period of two (2) years).

**DEADLINE FOR TENDER SUBMISSIONS IS 12 Noon, 19th February 2014.**

For further information or to register your interest, please visit the London Tenders Portal on [www.londontenders.org](http://www.londontenders.org)

Click on current opportunities, drop down menu choose – London Borough of Enfield, click on search, and select the relevant contract.

All tender submissions to be submitted via the London Tender Portal as detailed above.

For general queries, call Tina Heather on 020 8379 3313 or email [tina.heather@enfield.gov.uk](mailto:tina.heather@enfield.gov.uk)

The Council is not obligated to accept any proposal and may cancel this procurement exercise at any stage.

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## Premier Training partners with Ricky Hatton

Premier Training International has teamed up with Ricky Hatton's boxing training academy to provide boxing training and education at level one foundation and level two advanced boxing workshops.

The level one workshop will help to expand the trainer's knowledge from an organisational and instructing standpoint, while giving them the accreditation to teach both boxing and circuit classes.

The level two advanced workshop follows on from the fundamentals of level one and will expand trainers' knowledge of boxing for fitness, teaching the new combinations, routines and advanced techniques for their boxing sessions.

"We're looking forward to the launch of the level one foundation and level two advanced boxing workshops," said Ricky Hatton. "They will help our trainers expand their knowledge base, giving them the accreditation, confidence and expertise to forge a successful career."



Premier Training will deliver coaching qualifications for the Hatton Academy

Hatton is a former WBA (Super), IBF, IBO and The Ring Light Welterweight Champion, and WBA Welterweight Champion and retired from the ring in 2012 following a comeback fight more than three years after his previous fight. Hatton was recognised with an MBE for services to sport in 2007.

Launching on 25 January, the workshops will take place at the Hatton Academy in Hyde. Details: <http://lei.sr?a=y6X6p>

## The first step to sporting participation



**IAN TAYLOR**  
is chief executive  
of Skills Active

January always brings a fresh cohort of exercise enthusiasts, and 2014 is no different. However, this year we must consider the motives for those taking to gyms, parks, leisure centres and swimming pools, and ensure this new-found commitment is sustained in an active lifestyle filled with health benefits.

When a member of the public chooses an exercise professional, they put their faith and trust in this person, so it is imperative this professional is qualified to effectively and safely meet the needs of the client.

The explicit relationship between health and exercise has received much coverage in recent months.

While this is not ground-breaking news in the sector, we must appreciate that recent media coverage will have got people thinking about whether they do enough exercise, or whether it is something they need to consider as a simple yet major health benefit.

Research published in the *British Medical Journal* (October 2013) highlighted the usefulness of exercise interventions when compared with drug interventions in the prevention of heart disease, in stroke rehabilitation, heart failure treatment and the prevention of diabetes.

This association between health and exercise reinforces the importance of REPs Level 4 professionals, which is again outlined in the government response to the *House of Lords Report Sport and exercise science and medicine: building on the Olympic legacy* to improve the nation's health, going on record to recommend "participating exercise professionals belong to REPs".

Developed as part of National Occupational Standards (NOS), REPs Level 4 categories specifically focus on the medical aspect of exercise, which, as we have seen so often, can act as a powerful motivator for people.

REPs Level 4 is essential as we work together to help prevent this potential national crisis. Obtaining the correct skills to work with someone with specific conditions or outcomes is essential and cannot be done without this bespoke qualification.

## Apprenticeship Week toolkit launched

Businesses are being encouraged to take part in this year's National Apprenticeship Week following the launch of a new online toolkit.

The online kit has been designed to help potential participants get involved with the event by aiding the organisation of activities based around the theme of "Great Apprenticeships".

The activities are to be used to showcase the idea

that apprenticeships can work well for both businesses and individual trainees.

The event – now into its seventh year – is organised by the National Apprenticeship Service and helps portray the beneficial impact apprenticeships can have.

"National Apprenticeship Week is a fantastic opportunity to shine the spotlight on apprenticeships and how they help employers grow their own talent and provide a great opportunity for apprentices to earn while they



This year's National Apprenticeship Week takes place on 3 March 2014

learn," said Karen Woodward, interim national director of apprenticeships at the National Apprenticeship Service.

Starting 3 March, the National Apprenticeship Week uses a variety of methods to encourage businesses to be more active in the positive portrayal of apprenticeships.

The use of social media and new technologies is also being pushed, with Twitter being used to broadcast images of products developed by apprentices. Details: <http://lei.sr?a=u2a4g>

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Interviews stage 2: Thursday 6th March

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For more details and/or to apply on-line please access:  
[www.nottingham.ac.uk/jobs/CurrentVacancies/ref/LD15312R](http://www.nottingham.ac.uk/jobs/CurrentVacancies/ref/LD15312R).  
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# SPEEDFLEX

New Speedflex Fitness Centre, opening Spring 2014

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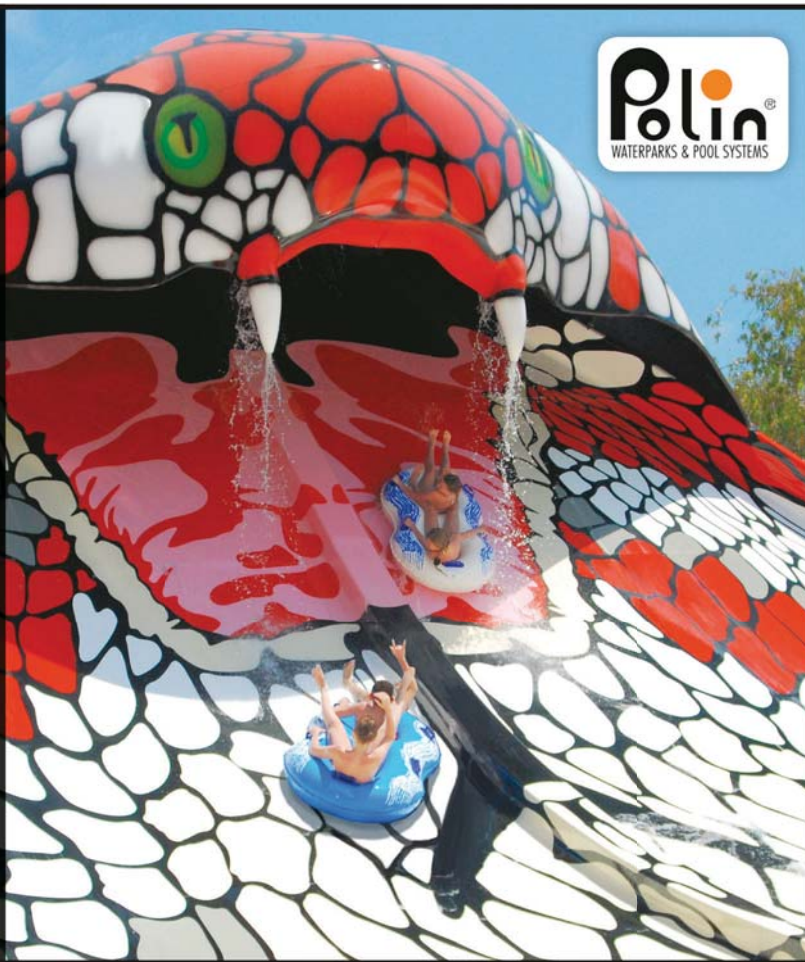
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#### Club Manager

Company: Soho Gyms  
Location: Manchester, UK

#### Research and Communications Officer

Company: Kent County Council  
Location: Kent, UK

#### Trainee Duty Manager

Company: Parkwood Leisure  
Location: Portsmouth, UK

#### Recreation Assistant

Company: Parkwood Leisure  
Location: West Berkshire, UK

#### Personal Trainers

Company: The Gym Group  
Location: Various locations, UK

#### Membership Consultant

Company: Everyone Active  
Location: Poole, UK

#### Sales Advisor

Company: GLL  
Location: York, UK

#### Personal Trainer

Company: Pure Gym Limited  
Location: Various locations, UK

#### Group Sports Manager (f/m)

Company: Aspria Group  
Location: Europe

#### Fitness Instructor / Vibro Plate instructor

Company: énergie group  
Location: Finchley, N12, UK

#### Swimming teachers

Company: Community Swimming  
Location: Various, UK

#### Lifeguard (Training offered)

Company: GLL  
Location: Hillingdon and Ealing, UK

#### Recreation Assistant

Company: GLL  
Location: London Borough of Bromley, UK

#### General Managers

Company: The Gym Group  
Location: Various locations, UK

#### Sport Assistants

Company: The Robert Gordon University  
Location: Aberdeen, UK

#### Lead Gymnastic Coach

Company: GLL  
Location: Walthamstow, UK

#### Leisure Assistant

Company: London Borough of Richmond upon Thames  
Location: Richmond upon Thames, UK

#### Duty Manager

Company: London Borough of Richmond upon Thames  
Location: Richmond upon Thames, UK

#### Fitness/Duty Manager

Company: London Borough of Richmond upon Thames  
Location: Richmond upon Thames, UK

#### Swimming Pool Manager

Company: Alfriston School  
Location: Buckinghamshire, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Southend, UK

#### General Manager

Company: The Gym Group  
Location: London Kingston, UK

#### Swim Lesson Manager / Duty Manager

Company: Everyone Active  
Location: Stroud, UK, UK

#### Personal Trainers - Level Three

Company: NRG GYM LTD  
Location: Gravesend, Kent

#### Fitness Motivator

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Location: Fareham, UK

#### Tutors / Assessors / Internal Verifiers

Company: Diverse Trainers  
Location: Nationwide, UK

#### Recreation Assistant

Company: Everyone Active  
Location: Ely, UK

#### Assistant General Manager

Company: The Gym Group  
Location: Crawley, East Sussex, UK

#### Sales and Fitness Manager

Company: Parkwood Leisure  
Location: Buckinghamshire, UK

#### Front of House Receptionist

Company: Everyone Active  
Location: North Wembley, UK

#### Front of House Receptionist

Company: Everyone Active  
Location: Harrow Leisure Centre, UK

#### Casual Fitness Instructor

Company: Parkwood Leisure  
Location: Exeter, UK

#### Sports Assistant

Company: Everyone Active  
Location: Bristol, UK

#### Group Exercise Lead

Company: GLL  
Location: Lambeth, UK

#### Head Trainer

Company: Speedflex  
Location: Leeds, UK

#### Centre Manager

Company: Speedflex  
Location: Leeds, UK

#### Exercise Physiologist

Company: Speedflex  
Location: Leeds, UK

#### Sales and Membership Manager

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Location: Leeds, UK

#### Full Time Membership Consultant

Company: Everyone Active  
Location: Stratford Upon Avon, UK

#### Leisure Club Manager

Company: 3d Leisure  
Location: Stourport, UK

#### Assistant General Manager

Company: The Gym Group  
Location: London Colindale, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Barnstaple, UK

#### Personal Trainer - Freelance

Company: Harrow School  
Location: London, UK

#### Centre Manager

Company: Parkwood Leisure  
Location: Newbury, UK

#### Catering Manager

Company: Parkwood Leisure  
Location: Cardiff, UK

#### Membership Advisor

Company: Parkwood Leisure  
Location: Nottinghamshire, UK

#### Swimming Teachers

Company: Everyone Active  
Location: Wembley, London, UK

#### Gym Manager

Company: Pure Gym Limited  
Location: Various locations, UK

#### Health And Fitness Manager

Company: YMCA London South West  
Location: Kingston upon Thames, Surrey, UK

#### Gymnastic and Trampoline coaches

Company: Everyone Active  
Location: Fareham, UK

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Location: Various locations, UK

#### Leisure Attendant

Company: Brio Leisure  
Location: Ellesmere Port, UK

#### Associate Personal Trainers

Company: markanthony's unlimited  
Location: London, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Oxfordshire, UK

#### Head of Business Development

Company: Parkwood Leisure  
Location: Worcester, UK



**General Manager**

Company: Everyone Active  
Location: Ashfield, UK

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Location: Studley Leisure Centre, UK

**Leisure Centre Manager**

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**Marketing Coordinator**

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**Duty Manager**

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**Duty Manager**

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**Cluster Manager**

Company: Soll Leisure  
Location: Oxfordshire and Hampshire, UK

**Sales Adviser - Part Time 25 hours**

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**Duty Manager**

Company: Soll Leisure  
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**Lifeguard**

Company: Everyone Active  
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Company: Everyone Active  
Location: Stratford upon Avon, UK

**Part Time Lifeguard**

Company: Everyone Active  
Location: Shipston on Stour, UK

**Full Time Lifeguard**

Company: Everyone Active  
Location: Stratford Upon Avon, UK

**Freelance Personal Trainer**

Company: Everyone Active  
Location: North Wembley, London, UK

**Full Time Sports Attendant**

Company: Aberdeen Sports Village  
Location: Aberdeen, UK

**Fitness Instructor (Part Time)**

Company: 3d Leisure  
Location: Central London, UK

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Company: Matt Roberts Personal Training  
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**Recreation Assistants**

Company: Everyone Active  
Location: Fareham, UK

**Membership Sales Advisor**

Company: energie group  
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**Chief Executive Officer**

Company: Celtic Leisure  
Location: Neath Port Talbot, Wales

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Location: Scotland, UK

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Location: East Fife, UK

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Company: Parkwood Leisure  
Location: Weston-super-Mare, UK

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Company: Polin Waterparks & Pool Systems  
Location: Turkey

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Company: Polin Waterparks & Pool Systems  
Location: Turkey

**Senior Project Engineer**

Company: Polin Waterparks & Pool Systems  
Location: Turkey

**Senior Mechanical / Civil Engineer**

Company: Polin Waterparks & Pool Systems  
Location: Turkey

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Company: Polin Waterparks & Pool Systems  
Location: Turkey

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Company: Yesterday's World  
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## Deane appointed head of YMCAfit

After four years away from the health and fitness industry, *Leisure Opportunities* can exclusively reveal that former FIA/ukactive chief executive Andree Deane will return as head of YMCAfit one of the UK's leading trainers of fitness professionals.

Effective from 15 January, Deane is to replace Denise Page, who is stepping down after 22 years working at the charity.

Prior to her appointment, Deane has spent the last four years in consultancy - specialising in government affairs plus becoming chair of charity TimeBank - and is well-placed to head up YMCAfit, having carried out a comprehensive review of YMCA's organisational structure over the past 18 months.

She expects to spend the next year easing YMCAfit into its new incarnation, following the December 2013 merger between Central YMCA and YMCA Training, which brought together 520 staff across 26 UK locations.

The new role is not the only change for



Deane spent the last four years working as a consultant

Deane in 2014, as her husband (Labour MP Kevin Barron) recently received a knighthood, giving her the new title Lady Deane Barron.

## Discount card for spas and salons rolled out in London

A new discount card has been launched in London with the aim of boosting footfall to the capital's spas and salons.

The 118 118 Beauty card offers members discounted treatments at locations involved with the subscription scheme.

Discounts of 50 per cent or more are already being offered by upwards of 300 London spas and salons including Spa London, Aesthetics of London and Spa Verta - and 50 more merchants are expected to sign up to the scheme each week.

Details: <http://lei.sr?a=T8B2j>

## Stonehenge visitor experience praised

*Continued from front cover*

Chief executive of English Heritage, Dr Simon Thurley, has expressed his delight that the long-awaited Stonehenge visitor centre is now ready.

In addition to the new centre, later this month, a group of specially trained volunteers will build a group of Neolithic houses complete with furniture and fittings as part of the new Stonehenge visitor centre.

"At last visitors to Stonehenge will be able to get a sense of the people who built this monument, of their lives, their deaths and their ceremonies," said Dr Thurley. "Visitors will, for the first time, learn the astonishing history of the stones and will see objects, many never seen before, bringing the stones to life."

The development has been funded by a £10m grant from the Heritage Lottery Fund and gifts



Exhibitions at the new centre "bring Stonehenge to life"

from the Garfield Weston Foundation, The Linbury Trust and the Wolfson Foundation.

Culture Secretary, Maria Miller, said: "It is only right that after decades of indecision, we can now offer Stonehenge the visitor experience it deserves." Details: <http://lei.sr?a=R8s2S>

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[www.naturalengland.org.uk](http://www.naturalengland.org.uk)
- People 1st +44 (0)870 060 2550  
[www.people1st.co.uk](http://www.people1st.co.uk)
- REPs +44 (0)20 8686 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)