

leisureopportunities

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LA fitness streamlines clubs to secure long-term future

LA fitness (the Group) has announced the launch of a sale process for 33 of its 80 clubs as part of a restructuring plan to help secure its long-term future.

The process will see the sale of the clubs in order to allow the business to focus on a smaller portfolio and significantly reduce its debt burden, with more attention being paid to its remaining 47 facilities in the UK.

The Group has also proposed landlord Company Voluntary Arrangements (CVAs). If these are approved, revisions on lease terms will be made at a number of its clubs to pave the way for the implementation of an agreed restructuring package.

If the process goes ahead, the business will reduce its debt burden by around £250m, while helping to put into place new term loan



The process will see the sale of 33 clubs in order to secure the long-term future of LA fitness

facilities. It is proposed that Deloitte will supervise LA Fitness' CVAs.

"LA fitness is a strong brand that is valued by its members. We have had a good start to 2014 and our membership numbers are up

year-on-year," said Martin Long, CEO of LA fitness.

"It is a structural issue that is hampering LA fitness and it is through this process that we will create a leaner, more operationally efficient business, with a long-term, sustainable future as one of the UK's leading health and fitness operators."

The business has said that the proposals will have no immediate impact on the day-to-day running of the business for members, employees, suppliers or trade partners.

LA Fitness opened its first new club in 10 years with the LAX club in October 2013, which Martin Long called in

the January issue of *Health Club Management* as a "clean sheet of paper." Long also hinted following the launch that the brand could be about to move into the microgym sector.

Details: <http://lei.sr?a=y6R8h>

Heritage bodies in Scotland to merge

The Scottish Government looks set to create a new organisation to manage the nation's heritage.

The Historic Environment Scotland Bill is proposing the merger of Historic Scotland and the Royal Commission on the Ancient and Historical Monuments of Scotland, to create a new organisation, Historic Environment Scotland.

The organisation will manage, protect and promote the historic environment, and focus on the cultural, social and economic benefits it can contribute to Scotland. Details: <http://lei.sr?a=z5j4A>

Indoor parkour facility opens in east London

The UK's first purpose-built indoor parkour centre has opened in east London.

Chainstore Parkour Academy, at Trinity Buoy Wharf, near Canning Town, has been designed as a dedicated hub for parkour activity – including daily classes delivered by NGB qualified coaches, training and certification courses, youth academies and parkour holiday camps.

The venue is a partnership between Freemove, a provider of pre-fabricated parkour facilities, and Parkour Generations, a professional coaching and performance organisation for the sport.

Facilities include a 14mx14m Parkour Zone, mimicking the conditions of the outside world in terms of materials, feel and atmosphere and



The new Chainstore Parkour Academy in east London

a functional strength and fitness gym-space – complete with squat racks, lifting platforms, kettlebells, tractor tyres, prowlers, ropes, sledge-hammers and weights.

There is also an activity zone for yoga, martial arts and pilates and an observation deck overlooking the space. Details: <http://lei.sr?a=c7t9e>

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SPORT

SkillsActive kicks off RPDPS scheme

SkillsActive has launched its Register of Personal Development Practitioners in Sport (RPDPS) to help athletes achieve their potential by gaining access to qualified, professional guidance and balance athletes' sporting schedules with their off-field commitments.

The RPDPS recognises qualified professionals who work in the area of personal development within sport and was launched on 27 February.

Qualified professionals also work with younger athletes embarking on the pathway to sporting success at the highest level, such as those on the Skills Active Advanced Level Apprenticeship in Sporting Excellence (AASE) sports performance programme.

As an independent public register, RPDPS recognises the qualifications and expertise of professionals who work in the area of personal development within sport. The register will be exclusively for those who hold appropriate qualifications and experience, and who complete the Continuing Professional



Lizzy Yarnold was one of a number of athletes on hand at the register launch

Development (CPD) course to keep their skills and knowledge up to date.

Lizzy Yarnold, British skeleton racer and gold medal winner at this year's Winter Olympics, said: "Competing in the Winter Games at Sochi was an incredible, intense experience. I believe it's so important to balance that intensity with quality support away from the track, such as provided by supportive performance lifestyle professionals."

Details: <http://lei.sr?a=6x9y3>

Prince Harry launches Invictus Games

A new paralympic-style sporting event will see more than 300 wounded, injured and sick servicemen and women compete across a number of sports in London later this year.

The first ever Invictus Games will take place from 10 to 14 September and will be fashioned after the US-based annual Warrior Games, which first took place in 2013.

The concept of the Warrior Games is being brought to the UK by Prince Harry, who visited the games last year.

The Prince said: "I've witnessed first-hand how the power of sport can positively impact the lives of wounded, injured and sick Servicemen and women.

"The Invictus Games will focus on what they can achieve post injury and celebrate their fighting spirit, through an inclusive sporting competition that recognises the sacrifice they have made.

"I'm extremely proud that we are bringing an event like this to the UK for the first time



Prince Harry visited the US-based Warrior Games in May 2013

and believe it can have a long lasting impact on the well-being of those who have served their nations so bravely."

The event will be supported by the The Royal Foundation of The Duke and Duchess of Cambridge, the mayor of London and the Ministry of Defence. It will feature a wide range of disciplines - including athletics, archery, wheelchair basketball and swimming.

Details: <http://lei.sr?a=B8z7q>

Track for Glasgow 2014 unveiled

The transformation of Hampden Stadium in Scotland has reached a landmark, as the raising of the playing surface to accommodate a competition-standard running track has been completed.

Scotland's National Stadium will act as the centrepiece of the Glasgow 2014 Commonwealth Games later this year, hosting 48 Athletics events over seven days.

To meet IAAF standards for international competition, a revolutionary solution has raised the stadium surface by almost two metres.

A full infield complete with freshly-covered grass now sits on a temporary deck, made up of 1,200 base panels supported by over 6,000 structural steel stilts. The recognisable red running track surface will be laid shortly.

It is the first time the technology has been used on such scale to deliver a world-class athletics event and the work – carried out by Paisley-based Malcolm Construction – has been a closely guarded secret since it began back in December.



The official unveiling of the Hampden Stadium works in Scotland

David Grevemberg, chief executive of Glasgow 2014, said: "Both of these crucial Games venues are stunning in look, revolutionary in design and the embodiment of the athlete centred, sports focused approach that we've taken to delivering the Glasgow 2014 Commonwealth Games.

"The solution we're implementing to transform Hampden is a world-first on such a scale and a fantastic model for future events."

Details: <http://lei.sr?a=V9v6c>

£1m pot to help communities run sport facilities in Scotland

The Scottish government has launched a new fund to help communities own and run their sport facilities.

The Legacy 2014 Sustainable Sport for Communities Fund will distribute up to £1m during 2014-16 to support the sustainability and capacity of aspiring and existing social enterprises delivering sport and physical activity in communities across Scotland.

The Sustainable Sport for Communities Fund is made up of an investment of £500,000 from the Scottish Government and £500,000 from The Robertson Trust.

The announcement of the fund, the 51st national Legacy 2014 programme linked to the Commonwealth Games, was made in the middle of Legacy Week, a national celebration of the long term benefits of the Commonwealth Games. Details: <http://lei.sr?a=e5r7b>



Hundreds of clubs have suffered from the weather

£5m flood relief fund to tackle damage to sports facilities

Sport England is to invest £5m in repairing hundreds of sport pitches and facilities damaged by the recent flooding and adverse weather conditions.

Grants of up to £2,000 for emergency repairs will be made available to sports clubs, local authorities and other community organisations and will cover restorations made to playing pitches, water sports centres, pavilions, changing rooms and floodlights.

A spokesperson for Sport England said the aim will be to deliver help to clubs urgently so grants will be awarded within three weeks.

Organisations that think they may need help to restore sports facilities are being asked to provide details about the extent of the damage at www.sportengland.org/floodfund. Sport England will then advise whether they are eligible for funding and how to apply.

Those with more extensive damage which will take longer to repair will be invited to apply to the Fund when it opens on 24 March. Details: <http://lei.sr?a=Q7W2Q>

Gibraltar plans stadium to meet FIFA standards

Gibraltar's FA has unveiled plans for a new national football stadium, aiming to officially open the venue in 2016.

The British territory's football team currently uses the Victoria Stadium - which does not meet FIFA's regulations to host international football matches, although some friendlies will be played there.

Gibraltar, which is also aiming for FIFA membership in time to play in the qualifiers for the 2018 World Cup, is looking to build an 8,000-capacity stadium at Europa Point on the south of the island. The stadium will also be used for concerts.

The 23,000sq m (247,500sq ft) ground will feature a 105m x 68m football pitch and will have full medical and media facilities, as well as spaces for catering or retail outlets and the GFA offices.

The Gibraltar Football Association (GFA) is hoping to have the project underway by the end of the year and Spain-based RFA Fenwick Iribarren Architects is behind the design.



The 8,000-capacity stadium would meet FIFA standards for internationals

Speaking to *Sky Sports News*, Gibraltar's national team coach Allen Bula said: "The Europa Point is progressing smoothly and we are just waiting for the government to give us the approval."

Gibraltar made its international debut against Slovakia late last year in a 0-0 draw, and recently played its first ever match on home soil – losing 4-1 to the Faroe Islands.

Details: <http://lei.sr?a=C2P5c>



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HEALTH & FITNESS

CLOA publishes NHS guidance

The Chief Cultural & Leisure Officers Association (CLOA) has published a guidance document which aims to help NHS commissioners to understand the role leisure can play within health policies.

The publication, entitled, *The role of culture and leisure in improving health and wellbeing*, is designed to help encourage the NHS to engage more effectively with providers of culture and leisure services.

The document will demonstrate to public health commissioners how culture and leisure can provide both a cost effective solution to tackling unhealthy lifestyles and help guide organisations and commissioners to contribute to health and wellbeing locally through engaging with the right partnerships.

It will also introduce the structures, frameworks and expected outcomes relating to public health in England.

Ian Varah, chair of CLOA, believes that the culture and leisure sector must position itself as a vital cog in the drive to improve public health.



The document outlines the role leisure can play in health policy

“Our document highlights the importance of collaborating on the health and wellbeing agenda and is the starting point to further reposition leisure and culture in the current financial local government climate.

“To achieve this, local authorities will need to work closely with their leisure and culture providers, voluntary groups and organisations to support and enable them to welcome people with the poorest chances of good health outcomes.” Details: <http://lei.sr?a=K2p7e>

Staff key to promoting functional training

Gym-goers are currently far from enthusiastic about functional training according to figures from GYMetrix.

GYMetrix measures use of gym equipment by detecting movement with load sensors and accelerometers, as well as on the ground surveys. The company has collaborated with *Health Club Management* on a feature for the April issue, which highlights usage and how to sweat the asset.

Although the health club industry has fallen in love with functional training – it forms a central part of Fitness First’s new rebrand – customers find the equipment baffling and are largely unaware of the benefits.

“Large sections of the media portrays functional training as a growing trend which must be tapped into, like an oil well which will explode, but we’re seeing the opposite. When gyms first put them in, the demand is zero. It’s a push trend, not a pull trend, and it won’t grow without staff intervention,” says founder of GYMetrix, Rory McGown.



Many gym users seemingly are baffled when it comes to functional training

Health Club Management spoke to a number of leisure centres which have had mixed results with functional training. However, the message which comes through is that staff intervention is key to the success of a functional training area.

Workshops, inductions, small group training sessions, vimeos, ‘how to’ cards and posters are all important in turning gym members onto the varied workouts and health benefits offered by functional training. Details: <http://lei.sr?a=Y9W5K>

Xercise4Less announces £5.5m deal

Budget gym operator Xercise4Less hopes to launch 15 new sites across the UK this year, after securing a £5.5m package to fund the company's next phase of expansion.

The Leeds-based company operates 15 gyms in the north of England, and now hopes to enter the Scottish and southern English markets as part of its ambition to reach over 100 sites in the next five years.

The news comes hot on the heels of expansion announcements from budget sector rivals énergie and the soon-to-be-merged Pure Gym and The Gym Group, suggesting both growth potential and fierce competition show no sign of relenting at the lower end of the gym market.

The £5.5m deal was secured from Lloyds Bank Commercial Banking and follows a £5m equity investment from Business Growth Fund (BGF) in 2013 to facilitate the Xercise4Less growth strategy.

Jon Wright, CEO of Xercise4Less, said: "This further support from Lloyds Bank will enable us to accelerate the rollout of our large format budget gym offering which is deep rooted in



Xercise4Less CEO Jon Wright is a former professional rugby player

providing the best variety of equipment at the lowest price to our customers.

"We have already handpicked excellent locations in a number of regions throughout the UK where we plan to launch and hope to continue this momentum to expand to over 100 sites in the next five years.

"This deal reinforces our belief in the management team's growth strategy for the company, which we have supported since it began in 2006." Details: <http://lei.sr?a=G6z9F>

One in three rarely exercise, says new study

Three in ten Britons admit they rarely or never do sport and exercise, with many citing lack of motivation and expensive facilities as their main source of dissuasion, according to new research from Mintel.

Despite a raft of national and local initiatives, as well as the feelgood factor from the nation's recent Olympic successes, large sections of the public remain reluctant to get off the couch.

A quarter (24 per cent) of Brits reveal they struggle to motivate themselves to exercise on their own, while an equal number say cost is the number one reason for not using a public leisure centre or swimming pool.

Continuing this theme, exercising at home is proving a big draw. Nearly a quarter of those who do exercise use weights, workout videos and computer games to carry out domestic workouts.

"A number of factors work to drive home exercise, including self-consciousness, cost and convenience," said senior leisure



One in five Britons blame their lethargy on a lack of time to exercise

analyst at Mintel Michael Oliver. "The leisure industry can engage with apathetic consumers in a number of ways; the most obvious way is trial, or simply bringing exercise machines to places where people go in large numbers, such as a shopping centre or high street. Alternatively, they could consider utilising mobile facilities and taking them into the heart of neighbourhoods."

Details: <http://lei.sr?a=Wgh4a>



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The recent ukactive report – Turning the tide of inactivity – clearly identifies the rising issue of physical inactivity across the UK, and provides compelling evidence for establishing it as a public health concern in its own right. With recommendations including a focus on engaging and supporting inactive people, Matrix Fitness is delighted to be involved with two initiatives to promote health and wellbeing among the student population.



'One Big Thing' events get the student population active

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One Big Thing

'One Big Thing' – developed by ukactive and British Universities and Colleges Sport (BUCS) – aims to engage students not taking part in competitive sport in individual and non-traditional activities to promote long-term physical activity participation. It also hopes to gain insight into students' physical activity behaviours, identifying what inspires or precludes them from undertaking exercise.

The campaign calls on universities to host a '5k anyway' event for their local student population on Friday 16th May 2014. Students will be required to cover a 5km (3.1m) distance, while undertaking some form of physical activity.

With a goal of 50+ participating universities and 10,000 students, Matrix Fitness – the campaign's main sponsor – will be donating one of its fitness products to the university that attracts the most entrants.

Universities can sign up online to be part of 'One Big Thing' at

www.ukactive.com/onebigthing



Buckinghamshire University Technical College (UTC)

In an alternative approach to engaging school-age students in the fitness industry, Matrix Fitness is excited to be supporting a project with Buckinghamshire University Technical College (UTC); the facility led jointly by Buckinghamshire New University and Aylesbury College.

The venture will see key members of the Matrix Fitness team working with 14-19 year old business students at the UTC in Aylesbury who are developing a new gym facility using refurbished equipment. The idea is that by working with industry mentors, the students will gain valuable real-life business experience.

The students will create a business plan detailing proposed operational activity and costs, before presenting their case for investment to college governors – the ultimate goal being the creation of a 'live' gym.

Liz Hughes, Director of Facilities and Services at Bucks New University commented: "When we launched this project, we wanted the students to learn from the best, and are delighted to have Matrix Fitness on board. The activity won't generate huge profits, but will have an immeasurable impact on the students, and hopefully engage them in physical activity moving forwards."



BUCKINGHAMSHIRE
University
Technical
College



Planning for the UTC gym starts in the classroom

Jon Johnston, Managing Director at Matrix Fitness said of the company's involvement in the initiatives: "We know that long-term success of a business depends on the support of the communities in which it operates, so we are delighted to have these opportunities to engage in projects promoting health and education, and in doing so, develop great future customers and health advocates."

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Nottingham Castle Trust to drive £24m redevelopment

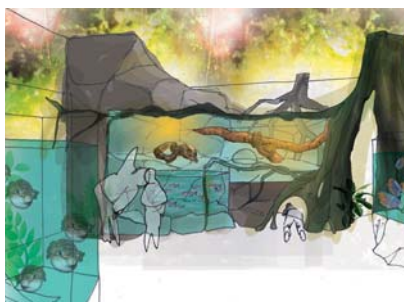
A Trust has been established to help push forward £24m plans for the regeneration of Nottingham Castle.

The development is supported by Nottingham Castle Trust with plans for the castle to be turned into a leading heritage tourist attraction by 2019.

Its introduction is being viewed as a way to attracting further funding for the project on a new partnership basis with the local community and council, while also ensuring that the castle and its collections remain the property of the people of Nottingham.

If plans are approved, the castle would receive the addition of a new visitor centre, as well as improved approach routes to the castle.

Development would also see the opening of an interactive gallery, exploring the region's affiliation with the idea of citizenship, as well as Robin Hood. *Details: <http://lei.sr?a=V8R6B>*



Rainforest Adventure is part of a £1m investment

Brighton Sea Life Centre to open Rainforest Adventure

Merlin Entertainments has invested a further £1m into Brighton Sea Life Centre, which will see the opening of a new Rainforest Adventure attraction later this month.

Rainforest Adventure will see aspects of a tropical jungle brought to the East Sussex sea-front, with a number of new creatures being exhibited, including the world's largest snake species: the nine-foot long, 16 kilo anaconda.

The investment from Merlin comes two years after the business also backed a £2m redevelopment of the centre.

"The redevelopment two years ago was to some extent forced upon us by the sheer age of the building," said Max Leviston, general manager of the centre. "Its completion coincided with the 140th anniversary of what is the world's oldest operating aquarium."

Other species displayed in tanks, nestled amidst jungle foliage and realistic ruins of an ancient Inca temple, include poison dart frogs, piranhas and Chinese water dragons.

The attraction is to be officially launched on 29 March. *Details: <http://lei.sr?a=V8R6B>*

ALVA reports rise in visitor numbers

A number of attractions have seen a big spike in visits owing to a fine Summer in 2013 according to the Association of Leading Visitor Attractions (ALVA).

Portsmouth's Historic Dockyard came out the big winner in terms of numbers increase. Helped by the opening of the new Mary Rose Museum, the Dockyard saw an increase of 55 per cent over a year with more than 674,000 people visiting the attraction.

Other UK tourist hotspots such as Kew Gardens, London Zoo and Stonehenge all saw huge leaps in visitor numbers in 2013 compared to a rainy 2012 while the British Museum came out on top with 6.7 million people coming through its doors – a 20 per cent increase on 2012.

Other attractions to fare well included the National Gallery (up 14 per cent to 6.03 million) and the Natural History Museum (up 6.7



The British Museum was the UK's most visited ALVA attraction in 2013

per cent to 5.35 million), while London attractions had a 12 per cent increase in 2013, with English attractions overall up 5 per cent and Scottish attractions also up 5 per cent.

A total of 67 of the 197 association members' venues had increases of more than 10 per cent last year, compared with only 16 that enjoyed such rises in 2012. *Details: <http://lei.sr?a=A7m5E>*

Mail Rail plans get green light from Islington Borough Council

Islington Borough Council has approved plans to open up part of the old Post Office Underground Railway as an attraction for the newly created British Postal Museum & Archives (BPMA).

Due to open in 2016, the Mail Rail will allow visitors to explore the 100-year-old underground

railway through an exhibition and interactive ride through 1km (0.6m) of tunnels following the same route that much of the nation's mail took for nearly 80 years from 1927-2003. The BPMA is still seeking £0.5m of funding for the project. *Details: <http://lei.sr?a=v4j2Y>*

Welsh heritage protection law in consultation

The Welsh Government is undergoing a six-week consultation period on a proposal for the Heritage Bill to better protect the country's monuments and artefacts.

Between 2006-2012, Cadw – the Welsh Government's historic environment service – received reports of 119 cases of unlawful damage to ancient monuments in Wales. However in the past 25 years, there has only been a single successful prosecution under the Ancient Monuments and Archaeological Areas Act of 1979.

A consultation conducted in 2013 on proposals for Wales' historic environment, raised the issue for rarity of a successful prosecution with some then calling for changes to the Act's permitted defence of ignorance of the status or location of a monument, making it easier to secure a conviction for damages.



The bill aims to better protect sites such as Tintern Abbey

More details on the proposal are available on the Welsh Government's website. The consultation period will run for six weeks between 3 March and 14 April 2014.

The Heritage Bill is scheduled for introduction to the National Assembly for Wales in Q1 of 2015. *Details: <http://lei.sr?a=h7e5f>*

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**HOTEL INDUSTRY
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London primed for M&A activity

International law firm Berwin Leighton Paisner (BLP) has launched its first European Hotel Market Survey at the International Hotel Investment Forum (IHIF) in Berlin, which took place at the start of March.

The report, which represents the views of more than 400 hotel industry professionals, says London will be the city of merger and acquisition (M&A) growth in the hotel sector in 2014.

In 2013, foreign investors contributed to more than £3bn of UK hotel investment – almost double 2012's total

and accounted for 13.5 per cent of website searches for hotels for sale in the same year.

Highlights of the survey included 97 per cent of respondents predicting growth in REVPAR for Europe in 2014, with over half citing hotels as having outperformed 'traditional' commercial property in the last five years.

76 per cent of respondents believe London will see the most M&A activity in 2014, with Paris following at 49 per cent, while more than



The report says London will be the city of mergers and acquisitions in 2014

two thirds believe investment this year will be focused on Europe. The report also revealed that institutional investors increasingly value the benefits of hotel property as an attractive real estate asset class.

BLP conducted the research between January and February 2014. It is based on data from over 400 online interviews, with a cross-section of hotel industry professionals across 20 countries worldwide. Details: <http://lei.sr?a=x7d2q>

European hotel sector given boost at IHIF

Europe's brightening economic outlook will offer significant growth opportunities for the hotel industry if it can adapt to the post-recession marketplace, delegates heard at the International Hotel Investment Forum (IHIF) in Berlin.

Speaking at the event, which ran from 3-5 March, PricewaterhouseCoopers (PwC) senior economic adviser Andrew Sentance told delegates the European economy had made significant progress from its double-dip doldrums this time last year – led by the UK and Germany – meaning growth was expected across the continent during 2014-15.

"This improving economic backdrop has the potential to support the European hotel sector although it's likely to remain a challenging environment," he said. "But different and more distinctive strategies will be needed to realise this growth potential in the post-crisis world."

This optimism was supported by the announcement that Starwood Hotels &



The improving economic backdrop has the potential to support the sector

Resorts plans to expand its European presence by 40 per cent through the opening of 60 hotels by 2020. Turkey, Russia and other eastern European countries like Tajikistan and Kazakhstan form a key part of this strategy, with the company expanding its presence in these fast-growing markets through a range of its different lifestyle brands. Details: <http://lei.sr?a=4S7p4>

Mental health in the workplace



PETER DUCKER
is chief executive
officer of the Institute
of Hospitality

Prepare to be shocked by the statistics provided in a new OECD report on UK workers' mental health and the costs to employers and society. The report states the UK spends "about £70bn a year, or roughly 4.5 per cent of GDP in lost productivity at work, [on] benefit payments and health care expenditure."

Disorders such as anxiety and depression affect approximately one million people in the UK and given the large numbers of people in the hospitality and leisure sectors, it is likely that some of them may work in your organisation.

Many people with mental health issues are afraid to tell their employers about their problems for fear of being stigmatised or even losing their jobs. While employers aren't expected to provide all the answers, an open and supportive environment can make all the difference to the employee who is suffering.

Employers should keep an eye on staff performance and wellness. If an employee exhibits any mental health issues, it is imperative to address the matter when it arises.

To deal with mental health problems employers should aim to focus on the person not the problem and ask if they need short-term adjustments to their working environment or pattern.

The Health and Work Service, as recommended by the Department for Work and Pensions (DWP) sickness absence review, is an initiative newly launched this year. The service will provide advice and support to employers who have staff members with sickness absence over four weeks in duration. The service will also be available to GPs and employees offering them a bespoke return to work plan.

If you are still unsure about how mental health issues affect your business's bottom line, try the Government's Workplace Wellbeing Tool to work out the costs of poor employee health to your organisation. Employers can use the tool to calculate the annual cost of employee ill health; absence from work and staff turnover; to create business cases for workplace health and wellbeing initiatives, and to estimate the return on investment of setting up a health and wellbeing programme.

Spa addition planned in £15m Durham hotel expansion

Work started this week on a £15m expansion of the Ramside Hall Hotel and Golf Club near Durham, County Durham.

The extension, designed by architects, Padgett White, will add 47 bedrooms and a 32,500sq ft spa facility.

Group managing director, John Adamson, says this will make the hotel the biggest spa resort hotel in the north of England.

He said: "We've had plans for the hotel expansion and a world class spa in the pipeline for six years, so I'm delighted work has finally started on site."

Opening next year, the spa will have a 25m swimming pool, therapy pools, including a rooftop hydro pool, a relaxation room, gym, aerobic studio, hair salon and restaurant.



So far 40 businesses have joined the program

SpaUK launches online benchmarking program

SpaUK has launched a new online benchmarking program enabling members to compare their key performance indicators (KPIs) against the rest of the market.

The tool, created by hospitality software specialist Sofality, took six months to develop and compares businesses across four key categories: average treatment revenue per hour; retail sales as a percentage of treatment revenue; percentage of therapist utilisation; percentage of treatment room utilisation.

It was officially launched on 23 February at the Spa & Wellness Conference in London and is currently available to all SpaUK members, although the organisation is considering opening the platform up to non-members as well.

Businesses input their four KPIs once a month and can then filter the database to compare by type of spa, region and number of treatment rooms.

So far 40 SpaUK members have added their details to the database – which is stored securely on an independent server at Sofality HQ – with a further 60 in the process of doing so. Details: <http://lei.sr?a=r6T8P>

£3.5m spa for Cornwall eco resort

The Made For Life Spa at the upcoming Una St Ives eco resort development in Cornwall will officially open in August this year.

The Una St Ives project is being backed by investor Frogmore, while the 13,500sq ft (1,254sq m) spa will be operated by Amanda Barlow of Spiezia Organics.

Using Spiezia products – which are all sourced and distributed within a 15-mile radius of St Ives – holistic treatments are on offer in the £3.5m spa's four treatment rooms, one of which is for couples and another specifically for manicures and pedicures. There is also a hammam, steamroom and 15m (49ft) infinity pool.

The spa – operated as the hub of the wellness resort – focuses concertedly on catering for the body, mind and emotions. Designed to create a sense of wellbeing through a range of complementary techniques, all signature treatments use Spiezia's oils, balms and ointments which are said to help alleviate muscle aches and pains and improve skin tone and texture.



Holistic treatments will be on offer in the spa's four treatment rooms

Spiezia products only contain food grade ingredients, and utilise the healing, calming and invigorating properties of herbs and flowers to as the bedrock of the range.

Light meals will be served in the restaurant and bar area of the spa with nutritional advice given on request. The restaurant will feature healthy superfoods along with a main offering focused on local fresh produce. Herbal teas, specially blended detox smoothies and fresh fruit platters will be served in the spa area plus patio during the summer months. Details: <http://lei.sr?a=h7X7k>

Europe plays huge role in wellness tourism

Six of the top 10 nations globally for wellness tourism expenditures are in Europe, with the region responsible for almost 40 per cent of all domestic and international wellness-focused trips taken worldwide each year, according to research published by The Global Wellness Tourism Congress (GWTC).

Conducted for the GWTC by SRI International, the research also shows that Europe ranks as number one globally for annual trips taken (203 million) and comes in at number two for expenditures at US\$158bn (£94.4bn, €115.3bn).

However, Europe lags slightly behind North America, which holds top spot with a 41 per cent share on the expenditures side of the market.

Germany ranks at the top in Europe for both trips and expenditures, while France and Austria come in close behind, with the three countries accounting for over US\$80bn (£47.7bn, €57.7bn) in the wellness tourism spend each year.



The UK was ranked the fourth-largest wellness tourism market in Europe

Findings also show that domestic wellness trips have been more dominant than international ones, especially in the US.

The UK is the fourth-largest wellness tourism market in Europe and seventh globally at US\$12.3bn (£7.3bn, €8.8bn) in expenditure and Britons are taking more than 17 million spa and wellness trips a year. Details: <http://lei.sr?a=P8a8p>

Finding new customers is expensive.



6x It's more expensive to market to new customers than to existing customers.

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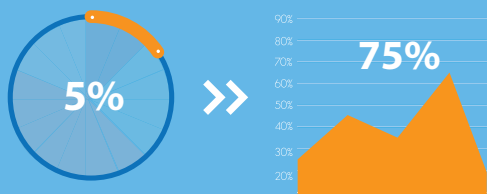
The average small businesses spend on marketing to existing customers annually.

Emailing your current customers the right way can increase your revenue.

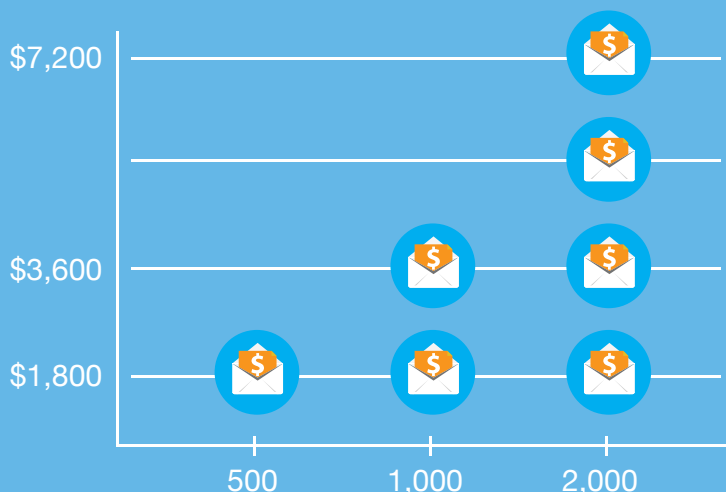
The average spa has 3,500+ customers in their email database.



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Tourism Employment in the UK



KURT JANSON
is policy director of
Tourism Alliance

It may not seem it to the average person on the street, but although the general election is still 15 months away, all the political parties have switched onto election mode and the battleground on which the election is to be fought is being drawn-up.

On the one side, the Conservatives are pointing out that the UK economy is predicted to grow at 2.6 per cent this year – faster than any other western economy. On the other hand, Labour point out that while the financial crisis may be over, we are still suffering a “cost of living crisis” as inflation has exceeded by an average of 2.2 per cent each year for the past five years. While the Government will point out that unemployment is just 7.2 per cent, Labour will counter that 25 per cent of workers now receive a salary below the “living wage”.

What they both agree on is that more needs to be done to create jobs, especially for young people whose unemployment rate is almost 20 per cent and in ethnic communities where unemployment levels among the young are approaching 50 per cent.

Research by the Office for National Statistics (ONS) shows that not only is the tourism industry one of the fastest growing sectors of the UK economy, but that the jobs that it creates significantly help to rectify problem areas for unemployment.

While the average business in the UK has 19 per cent of its staff aged under 30, this rises to 39 per cent for tourism businesses. Also, 14 per cent of employees in Tourism businesses are from ethnic minorities, compared to the average of 9 per cent across other UK businesses.

Despite the ability of tourism jobs to help address areas of high unemployment, the industry is often accused of only providing low skilled jobs, yet the ONS research has found that this isn't the case. 18 per cent of tourism jobs are classified as “managers, directors and senior officials” compared to just 10 per cent in other businesses and more people have A-levels in the tourism industry than the average of other businesses.

With tourism revenue growing by over 3x the rate of GDP, it is therefore important that the government recognises that tourism jobs are a key to winning the next election.

TOURISM

Liam Neeson backs NI tourism

Liam Neeson has taken up a new role in promoting Northern Ireland as a tourist destination – becoming the voice of a new advertising campaign.

Neeson, born in County Antrim, has starred in a string of blockbuster movies including Star Wars, Taken, Schindler's List, Batman Begins and most recently the Lego Movie.

The Hollywood star's voice champions the people of Northern Ireland, portraying their pride in the place they come from, and urges viewers to “discover the real deal” on short breaks.

“I've always maintained that Northern Ireland is the world's best kept secret, both in the character of its people and its scenery,” said Neeson. “I'm delighted to be part of this exciting campaign to promote the treasures of my homeland.”

Other famous faces also star in the campaign, including Derry-Londonderry actress and singer Bronagh Gallagher who is filmed with Hothouse Flowers' lead singer Liam Ó Maonlaí. The TV ad also features a mix of local characters and tour guides in some of Northern Ireland's favourite destinations.



Liam Neeson has starred in a number of hit films including the Taken series

“Securing Liam Neeson to do the voiceover for our latest TV campaign is a huge coup and a significant vote of confidence in our tourism industry,” said Alan Clarke, chief executive of the Northern Ireland Tourism Board.

“This marks the first step of a brand new direction for NITB, which will focus on the friendliness of our people and their ability to make a place memorable.”

The advertising campaign will run from now until the end of March across a range of media including TV, radio, outdoor, press and online advertising. Details: <http://lei.sr?a=c5p4u>

James Bond boosts Glencoe visitor numbers

James Bond is being credited with helping to significantly boost visitor numbers to one of Scotland's mountain landscapes last year after it was featured in the latest Bond film Skyfall.

Glencoe saw more than a 40 per cent increase in visitor numbers last year, thanks in part to Daniel Craig's depiction of Bond in the 2012 Blockbuster where the final scenes take place in the region.

According to Scottish Natural Heritage (SNH), 114,298 people visited Glencoe in 2013, up 41.7 per cent on the previous year.

“Scotland's nature and landscape is a huge attraction for visitors, making an important contribution to our economy,” said Ian Ross, SNH chair. “The Year of Natural Scotland campaign was all about getting people, from home and abroad, enjoying Scotland's nature and reaping the associated physical and mental benefits.”

“The celebrations, together with some fine weather and James Bond's homecoming in



Daniel Craig most recently portrayed James Bond in the film Skyfall

Skyfall, appear to have had a very positive influence on many people and helped promote our outstanding natural environment.”

More than 60 films have used Scotland's landscapes as a backdrop, including the Harry Potter series and three other James Bond films.

SNH estimates the value to the Scottish economy of outdoor recreation is £2.7bn, with Scottish adults making 360 million visits to the outdoors in 2013. Details: <http://lei.sr?a=4A6B2>

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Plans include 5,000sq m of leisure facilities

£500m Oxford shopping centre plans gain approval

Plans to redevelop Oxford's West End into a £500m shopping centre have been given outline approval, with leisure facilities included.

Various proposals for the Westgate Shopping Centre have been afoot since 1988, but certain factors delayed any potential plans.

The proposals include 26,000sq m (279,000sq ft) of cafes and restaurants; more than 5,000sq m (54,000sq ft) of leisure use, including a cinema; between 27 and 122 homes; and two new public squares to provide pedestrian routes through the city.

Also included would be 80,000 square metres of shopping space, anchored by a John Lewis department store.

A full planning application submitted later in the year. The facility is expected to open in 2017. Details: <http://lei.sr?a=J8K7c>

Work starts on intu Potteries £20m leisure development

Intu Properties began construction yesterday on the £20m leisure extension to its retail development in Stoke-on-Trent.

The site will feature a 1,100-seat, nine-screen Cineworld cinema and five restaurants with Chiquito, Gourmet Burger Kitchen and Frankie & Benny's having already signed up.

Asset management director at intu, Martin Breedon, said: "intu Potteries is the main retail and leisure destination for the six towns of Stoke-on-Trent which attracts an annual footfall of 12 million from its catchment of 1.1 million people. It's currently underserved in terms of catering and we are confident the leisure extension will be a great success."

The company, which owns intu Lakeside Thurrock and intu Trafford Centre among its portfolio of retail centres, has been through a tough trading period. Its year end results showed a slight decline in occupancy, rents and footfall on a year-on-year basis.

However, the company says it is looking forward and has a £1.2bn development pipeline over the next 10 years. Details: <http://lei.sr?a=X2y6k>

Birmingham City Council to sell NEC Group

The NEC Group, which operates and owns the National Exhibition Centre (NEC), is to be sold by Birmingham City Council (BCC).

BCC is seeking offers for the company to help settle more than £1bn in equal pay claims after thousands of workers, mainly women, received lower wages than their counterparts.

The council says the NEC Group brings in more than £2bn to the West Midlands economy and supports some 29,000 full-time jobs in the region.

NEC group owns and operates the NEC, the NEC Arena, the International Convention Centre (ICC) and the National Indoor Arena.

In addition to its four venues, the NEC Group has established a number of related businesses, including a national ticketing agency (The Ticket Factory), a catering business (Amadeus) and NEC Group International, which operates third party-owned venues.

According to Birmingham City Council leader Sir Albert Bore, the NEC Group has

achieved its goals of driving economic development and expansion, but now needs private investment to achieve further.

The City Council intends to ensure that the existing uses of the NEC, ICC and two arenas are preserved. It also intends to retain claw-back rights over certain land at the main NEC site, to preserve potential future development value from land that will be adjacent to the Birmingham Interchange HS2 station.

Details: <http://lei.sr?a=q6Q6b>



Birmingham's National Indoor Arena will be sold as part of the NEC group

Six shortlisted for Crystal Palace rebuild

Zaha Hadid Architects are among six shortlisted candidates vying to rebuild Joseph Paxton's Crystal Palace in London on a £500m (\$836m, €607m) budget.

Chinese investor The ZhongRong Group plans to recreate the 19th century's largest glass structure as a major cultural attraction.

Famous for her futuristic fragmented geometry – including the Mind Zone at the Millenium Dome – Zaha Hadid is to team up with Indian sculptor Anish Kapoor for her proposal.

Other high-profile architects in the running include David Chipperfield Architects, Grimshaw, Haworth Tompkins Architects, Marks Barfield Architects and Rogers Stirk Harbour & Partners.

The winning firm will be chosen by a panel run by Colander Associates.

The panel includes The ZhongRong Group, president of the Royal Institute of British Architects Stephen Hodder and chair of New London Architecture Peter Murray.



An artist's impression of what a rebuilt Crystal Palace could soon look like

Lead consultants Arup will finalise the scheme by stimulating discussion surrounding the project and determining the form and role of the new palace, with final plans due to be submitted by the end of 2014.

The original Victorian building was constructed in 1851 to host the Great Exhibition World Fair, but it was destroyed by fire in 1936.

The ZhongRong Group says the surrounding park will be restored, involving landscaping, planting and a central tree-lined boulevard. Details: <http://lei.sr?a=j4G6d>



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Free tourism training offered to Staffordshire businesses

Local tourism in Staffordshire is set to receive a boost when 300 free places on training courses will be given during English Tourism Week (29 March to 6 April).

Destination Staffordshire – the region's destination management organisation – is offering local tourism and hospitality businesses the chance to enrol on a free destination and customer service training programme.

Devised and delivered in partnership with training operator Welcome to Excellence and funded by the European Regional Development Fund (ERDF), the Staffordshire Ambassador programme will be further rolled out following its successful delivery to nearly 150 businesses in 2013.

To be eligible for the free training, businesses must have a turnover of less than £25m, and employ less than 250 staff. Registration for the courses will open on 29 March, the start of English Tourism Week, with 300 places to be filled on a first come, first served basis. *Details: <http://lei.sr?a=H4p9V>*



Members of the Ballyclare Trail receiving the award

Ballyclare gains WorldHost Tourism Hotspot status

Ballyclare Activity Trail is the first place in the UK to be awarded WorldHost Tourism Hotspot status, having delivered high levels of customer service.

The Trail represents 10 businesses in the Ballyclare area in Northern Ireland's County Antrim, which have joined together to offer a number of choices to tourists and day visitors looking to explore the region.

The WorldHost Recognition Award is presented to businesses that have had training provided to 50 per cent of their workforce.

"We are delighted to be part of the Ballyclare Activity Trail. This is an excellent example of local businesses getting together to market and promote themselves jointly, to offer visitors to the area, and local people, some great ideas for a day or weekend out," said Henrietta Reade of Breckenhill, one of the ten members of the Ballyclare Activity Trail. *Details: <http://lei.sr?a=H4p9V>*

Boris Johnson backs BHA apprenticeship drive

London mayor Boris Johnson is supporting the British Hospitality Association in its pledge to create 7,000 new apprenticeship positions in the catering industry by the end of 2016.

The initiative was launched on 3 March at the Premier Inn in Leicester Square, London, where the mayor helped some apprentices serve breakfast to the hotel's guests.

Johnson said that London's international appeal as a tourist destination makes hospitality one of the city's boom industries. "The hospitality industry is forecast to grow by over 16 per cent by 2020, which will mean a huge demand for a skilled and loyal workforce," he said.

Ufi Ibrahim, CEO of the British Hospitality Association, said: "Support from our mayor will be instrumental in achieving our ambitions to create 7,000 apprenticeships for 16 to 24-year-olds by the end of 2016 and showcasing the exciting, meaningful and rewarding careers which can be built in the hospitality industry."



Boris Johnson has put his weight behind tourism and hospitality jobs

Managing director of Whitbread Hotels, Patrick Dempsey, says his company will be creating 2,000 new apprenticeships and 8,000 jobs, half of which will come from the long term unemployed and 16- to 24-year-old age bracket.

"The support of Boris Johnson at the start of the National Apprenticeship Week can only add to the profile we are giving the Big Hospitality Conversation and we welcome his support," said Dempsey.

Details: <http://lei.sr?a=E7G3n>

YMCA calls for youth opportunities

The YMCA is seeking support from both the Government and employers in order to offer more apprenticeship opportunities to thousands across the UK.

The charity launched its new campaign 2,014 in 2014: The YMCA and You today (10 March) at a House of Commons reception in order to support its aims.

The campaign is seeking to help YMCA Training secure 2,014 apprenticeship places, with the group looking for increased support from employers from a range of different sectors by the end of the year.

The group also has a wider aim of raising the profile of apprenticeships amongst individuals, young people, teachers and parents, following on from National Apprenticeships Week.

YMCA hopes to reinforce the message that apprenticeships provide a vocational path to skilled work, with benefits for learners and employers.



The campaign will seek to enable YMCA Training to secure 2,014 places

"We know that apprenticeships work, with palpable, long-term benefits for apprentices and employers," said Rosi Prescott, Chief Executive of Central YMCA. "Through this event, and through working hand-in-hand with employers, government and would-be apprentices, we hope to play our part in making 2014 the year of the apprentice."

Details: <http://lei.sr?a=J5V8j>

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Training that works.



CREW understand that staff development can be difficult and time consuming, but we know that your people can make the difference between a good business and a great business.

CREW training will:

- Inspire great customer service
- Boost retail and FOH confidence
- Enhance communication and presentation skills
- Develop interactive talks and shows
- Improve team morale
- Increase revenue

"As a direct result of CREW training our fund pot for "Gems of the Jungle" at £5000 in August went through the roof and we amassed a further £18,000 in just six weeks. Brilliant!" (summer season 2011)

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



www.crew.uk.net
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CRANLEIGH
GOLF & COUNTRY CLUB

is recruiting the position of

MEMBERSHIP SALES MANAGER

This is a key role within the club and requires a highly motivated individual with a proven track record in health club membership sales, preferably in a high-end facility.

The successful candidate will be responsible for driving membership sales at this premium club, using pro-active lead generation strategies and excellent closing skills.

Membership at Cranleigh is a low-volume / high-value product that requires a subtler sales approach to many chain health clubs – reflected in a high level of commission per sign-up.

To apply, send your CV with covering letter to matthew.orwin@ccgclubs.com

Fortnightly leisure recruitment, training, property and news publication which gets you the right job or the perfect candidate for your vacancy



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Come and join us...

Be a part of one of the best performing Leisure Trusts in the North West. We have opportunities for you to come and join our fun, friendly and first class family.



Trafford Community Leisure Trust

Centre Manager

A fantastic opportunity to make your mark in leading our Stretford Sports Village, comprising 3 key sites right in the heart of Trafford's Sporting heritage. A charismatic individual with a real passion for people management, you will lead your management team to deliver a First Class experience.

Assistant Manager

A chance for you to lead our Partington Sports Village team, located in the heart of the community. Passionate about leading your people to deliver the goals assigned to your team, you will be a natural motivator who sets challenging goals to first class standards.

Assistant Events & Conference Manager

Flixton House is an established venue used for events from Weddings and Conferences to weekly community groups. A new addition to the Trusts successful portfolio, you will have the opportunity to make your mark. Your passion and drive will see the true potential of this historic and beautiful venue realised, through challenging sales targets.

Full PROfiles for each of these roles can be found through the vacancies section of our website alongside application forms and closing dates.

more people, more active, more often
www.traffordleisure.co.uk



AN EXTRAORDINARY PART OF LONDON IS TAKING SHAPE

Pancras Leisure Centre, St Pancras, London

GENERAL MANAGER

Up to **£41,168 per annum** plus benefits. + 8 % Attendance related bonus scheme (after qualifying period)

GLL a leading UK charitable social enterprise are proud to be working in partnership with Camden Council in the forthcoming management of this exciting new leisure facility in the heart of London.

This state of the art leisure facility will open its doors to the public in the summer of 2014 and will boast a 25 metre swimming pool and teaching pool, two exercise to music studios, a 100 station fitness facility and a fantastic sauna and steam room. The leisure facility will sit as part of an

innovative council services facility which also incorporates a library, customer access centre, café and council offices. GLL are now looking for an extraordinary individual to run this exciting new venue. The successful candidate will be an experienced and dynamic General Manager passionate about delivering inspiring customer service. They will be able to deliver both business and social targets, including an innovative launch of the centre, as well as a range of programmes to meet the needs of the whole community.

If this sounds like you and you are ready for one of London's most exiting new leisure management jobs, please apply online at www.glljobs.org

Closing Date: 13th April 2014



As an employer of choice for the leisure sector we employ over 6,000 people in a variety of leisure jobs. We are an equal opportunities employer and applications are encouraged from all sections of the community. Registered Address: GLL, Middlegate House, The Royal Arsenal, London SE18 6SX Tel: 020 8317 5021 I.P.S. Registration No: 27793R. Inland Revenue Charity No: XR43398

For more details on the following jobs
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General Manager

Company: Fusion
Location: Hounslow, UK

Swimming Teacher

Company: Everyone Active
Location: Southam, Warwickshire, UK

Health and Wellness Advisor

Company: Network Rail
Location: Milton Keynes, UK

Personal Trainers

Company: The Hogarth Group
Location: West London, UK

Assistant Customer Service Advisor

Company: GLL
Location: London Borough of Hillingdon

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Sales Manager

Company: Everyone Active
Location: Saltburn-by-the-Sea, UK

Sales Advisor

Company: GLL
Location: Crystal Palace, London, UK

Duty Manager - Facilities

Company: Aspire National Training
Location: Stanmore, London, UK

Health and Safety/Training Co-ordinator

Company: Basingstoke Sports Centre
Location: Basingstoke, UK

Duty Manager

Company: Basingstoke Sports Centre
Location: Basingstoke, UK

Full time Membership Consultant

Company: Everyone Active
Location: Middlesex, UK

Assistant Customer Service Advisor

Company: GLL
Location: Stratford, London, UK

Battersea Sport Centre Manager

Company: Wandsworth Borough Council
Location: London, UK

General Manager

Company: The Gym Group
Location: Wolverhampton, UK

General Managers

Company: The Gym Group
Location: Various locations, UK

Freelance Personal Trainer

Company: Everyone Active
Location: Sutton, London, UK

Assistant General Manager

Company: The Gym Group
Location: Bracknell, Berkshire, UK

Duty Manager

Company: Hart District Council
Location: Hampshire, UK

General Manager

Company: The Gym Group
Location: Shirley, Solihull, UK

General Manager

Company: Anchor
Location: Yateley, Hampshire, UK

General Manager

Company: The Gym Group
Location: Manchester Openshaw, UK

Business Development Advisor

Company: CYQ
Location: Field based/Regional Travel, UK

Centre Manager

Company: Parkwood Leisure
Location: West Berkshire, UK

Membership Consultant

Company: Everyone Active
Location: Warwickshire, UK

Health & Fitness Supervisor

Company: GLL
Location: Whitechapel, UK

Duty Manager

Company: LED Leisure Management Ltd
Location: Exmouth, UK

Duty Manager

Company: Legacy Leisure
Location: Southend, UK, UK

Fitness Instructor

Company: énergie group
Location: Newbury, UK

Sport and Wellbeing Assistant Manager

Company: University of Southampton
Location: Southampton, UK

Assistant Sports Facilities Manager

Company: St Mary's University
Location: London, UK

Team Leader - Full time position

Company: Everyone Active
Location: St Albans, UK

Course Sales Advisor

Company: YMCAfit
Location: Central London, UK

Freelance Personal Trainer

Company: Everyone Active
Location: Northolt, London, UK

Assistant Customer Service Advisor

Company: GLL
Location: London

Franchise Opportunity

Company: Premier Sport
Location: Nationwide, UK

Swim Teacher

Company: Everyone Active
Location: London, UK

Fitness Instructor

Company: énergie group
Location: Banbury, UK

Membership Sales Consultant

Company: énergie group
Location: Banbury, UK

Sports Coordinator Vacancy

Company: Merton School Sports
Location: Mitcham, Surrey, UK

Fitness Instructor

Company: GLL
Location: Barking Sporthouse and Fitness Centre, UK

Chief Executive

Company: Link4Life
Location: Rochdale, Greater Manchester

Membership Sales Advisor

Company: Anytime fitness
Location: London, UK

League Operations Manager

Company: Soccersixes
Location: Nuneaton, Warwickshire

Assistant Manager - Sport and Activity Development

Company: Valley Leisure Ltd
Location: Romsey, UK

Sales Advisor (Part Time)

Company: GLL
Location: Berkshire, UK

Membership Consultant

Company: Everyone Active
Location: Southam, Warwickshire, UK

Fitness Manager

Company: Foundation Fitness
Location: Sandhurst, Berkshire, UK

Assistant General Manager

Company: The Gym Group
Location: Gloucester, UK

Duty Manager - Dry Side Activities

Company: Purbeck District Council
Location: Dorset, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Bristol, UK

Duty Manager

Company: GLL
Location: London Borough of Ealing

Food and Beverage Assistant

Company: Parkwood Leisure
Location: Bristol, UK

Service Manager

Company: GLL
Location: Kensington & Chelsea, UK

Full Time / Part Time Instructors

Company: Kieser Training
Location: London, UK

Leisure Partnerships Officer

Company: Wiltshire Council
Location: Wiltshire, UK

Recreation Assistant

Company: Surrey Sports Park Ltd
Location: Surrey, UK

Studio Coordinator

Company: YMCA Club
Location: Central London, UK

Gymnastics Coach

Company: GLL
Location: Dormers Wells Leisure Centre, Southall UB1 3HX, UK

Healthy Living Centre Manager

Company: Peabody Trust
Location: London, UK

Lead Youth Worker

Company: South Thames College
Location: London, UK

Fit4Less Launch Trainer

Company: énergie group
Location: Ability to travel Nationwide

Fit4Less Launch Trainer

Company: énergie group
Location: Ability to travel Nationwide

Recreation Assistant

Company: Parkwood Leisure
Location: Exeter, Devon, UK

Membership prospector required for unique gym

Company: énergie group
Location: Bracknell, UK

Duty Manager

Company: Tonbridge and Malling Leisure Trust
Location: Kent, UK

Swimming Teacher

Company: Everyone Active
Location: Studley, Warwickshire, UK

Lifeguard

Company: Everyone Active
Location: Studley Leisure Centre, UK

Operations Assistant Apprentice

Company: Everyone Active
Location: Studley, Warwickshire, UK

Membership Sales / Fitness Advisor

Company: énergie group
Location: Maidstone, UK

Full/Part time Lifeguard

Company: Everyone Active
Location: Bishops Stortford, UK

Customer Service Advisor

Company: GLL
Location: West Oxfordshire, UK

Duty Managers

Company: GLL
Location: Tower Hamlets, UK

Duty Manager

Company: GLL
Location: Cambridge, UK

Regional Sales Manager

Company: SportsArt Fitness
Location: South Coast, UK

Customer Support Advisor

Company: Central YMCA
Location: Central London, UK

Assistant Fitness Instructor

Company: GLL
Location: Merton, London, UK

Assistant Customer Service Advisor

Company: GLL
Location: Merton, London, UK

Group Exercise Instructors

Company: énergie group
Location: Banbury, Oxfordshire, UK

Apprenticeship

Company: Énergie Group
Location: Harlow, Essex, UK

Fitness Manager

Company: Parkwood Leisure
Location: Nottingham, UK

Membership Sales Consultant

Company: énergie group
Location: Maidstone, UK

Membership Manager

Company: énergie group
Location: Banbury, Oxfordshire, UK

Sports Development Manager

Company: Parkwood Leisure
Location: Staffordshire, UK

Divisional Business Manager

Company: Fusion
Location: Bedfordshire, UK

Customer Relations Manager

Company: Fusion
Location: Croydon, UK

Wet Operations Manager

Company: Fusion
Location: Brentford, UK

General Managers

Company: Fusion
Location: Across South London, UK

Customer Relations Manager

Company: Fusion
Location: Peckham / London

Dry Operations Manager

Company: Fusion
Location: Leceister, UK

Service/Assistant Manager

Company: GLL
Location: Hackney, UK

Membership Sales Manager

Company: Cranleigh Golf & Country Club
Location: Surrey, UK

Assistant Gym Manager

Company: Pure Gym Limited
Location: Camberley, UK

Assistant Gym Manager

Company: Pure Gym Limited
Location: Coventry, UK

Assistant Customer Service Advisor

Company: GLL
Location: Lambeth, London, UK

Business Improvement Manager

Company: Fusion
Location: London, UK

Full Time Hotel Receptionist

Company: Lifehouse Spa & Hotel
Location: Thorpe - le - Soken , UK

Personal Trainer

Company: Matt Roberts
Location: Mayfair, UK

Personal Trainer

Company: Énergie Group
Location: Harlow, Essex, UK

Apprentice - Recreation Assistant

Company: GLL
Location: Various London, UK

Group Exercise Instructor

Company: GLL
Location: Cambridge, UK

Leisure Assistant/Lifeguard

Company: Filton Town Council
Location: South Gloucestershire, UK

Duty Manager

Company: GLL
Location: London Borough of Ealing

Fitness Manager

Company: Parkwood Leisure
Location: Wycombe , UK

Water Work out Group

Exercise Instructor
Company: GLL
Location: London, UK

General Manager

Company: GLL
Location: London Borough of Camden

Recreation Assistant

Company: Everyone Active
Location: North Wembley, UK

Full time Pilates Instructors / Personal trainers

Company: Ten Pilates
Location: Central London, UK

Front of House positions

Company: Ten Pilates
Location: London, UK

Funding for Careers in Fitness

Company: Amac Training Ltd
Location: South East, UK

Freelance Personal Trainer

Company: Everyone Active
Location: Ware, UK

Personal Trainer/Owner

Company: Your Gym
Location: Nationwide, UK

General Managers

Company: truGym
Location: Various locations

UK wide Trainee Personal Trainers Required

Company: The Training Room
Location: Nationwide, UK

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

Operations Manager

Company: Xercise 4 Less
Location: Nationwide, UK

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Nationwide, UK

Personal Trainer

Company: Xercise 4 Less
Location: Nationwide, UK

Receptionist

Company: Xercise 4 Less
Location: Nationwide, UK

GP Exercise Referral

Company: Focus Training
Location: Nationwide, UK

Sales Manager Skin Care

Company: Beauty Leaders
Location: Abu Dhabi, UAE

Spa Manager

Company: Woolley Grange
Location: Bradford on Avon, UK

Events and Duty Manager

Company: National Trust
Location: Nunnington Hall, near York

Interpretation and Programming Officer

Company: National Trust
Location: Chirk Castle, Wrexham, UK

Food and Beverage Manager

Company: Grosvenor Casinos
Location: Portsmouth

Visitor Services Manager

Company: National Trust
Location: Bodmin, Cornwall, UK

Warhammer World Visitors' Centre Manager

Company: Games Workshop Plc
Location: Nottingham, UK

Consultancy Manager

Company: National Trust
Location: York or Newcastle, UK

Indoor Theme Park General Manager

Company: Seef Properties
Location: Bahrain

Visitor Experience Manager - Full Time

Company: RNLI - Royal National Lifeboat Institution
Location: Home based North East, UK

Duty Manager

Company: Ripley's Believe it or Not
Location: London, Central London, UK

Operations Manager

Company: Thorpe Park Resort
Location: Chertsey, Surrey, UK

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Seaside towns get share of £28m

A multi-million pound package to create jobs and apprenticeships in seaside towns across the country, including areas affected by the recent floods, has been announced as part of the UK government's long-term economic plan to help boost growth in coastal areas.

More than 50 projects across the UK were awarded a share of £27.7m in funding, supporting more than 4,000 jobs and creating more than 1,000 new apprenticeships and training places.

In England, £17m has been allocated to development projects in areas hit by the recent severe flooding to help communities rebuild local areas following the extreme weather.

Of the 50 new projects announced, £1.3m will go towards tourism in Southend including the creation of a "Lagoon" at the Three Shells Beach, £170,000 will be used to develop Scotland's Arran Coastal Way, two coastal nature reserves in Wareham and Weymouth



£170,000 will be used to develop the Arran Coastal Way in Scotland

will receive a share of £650,000 to enhance visitor facilities and £100,000 will help to support the development of the new watersports centre in Colwyn Bay, Wales.

Bidding for the next round of the Coastal Communities Fund is now open. £64m will be made available for projects across England, Wales, Northern Ireland and Scotland over the next three years, with priority given to flood defences and repair. *Details: <http://lei.sr?a=D8w3M>*

Fitness now the world's biggest 'sport'

Fitness has been called the world's biggest sport, with 61 per cent of regular exercisers now taking part in gym-type activities, according to findings in the *Nielsen: Les Mills Global Consumer Fitness Survey (2013)*.

Conducted amongst 4,600 people across 13 countries, the study has also revealed that 27 per cent the adult population attend a gym, fitness center or health club.

The number of people taking part in gym-type activities now ranks higher any other fitness activity, including walking, team sports, cycling, running or swimming.

The survey has also provided room for scope within the gym and health club sectors, with 69 per cent of people who do not currently participate in gym-type activities saying that they would consider getting involved.

Other findings show that younger consumers between the ages of 18 and 29 are more likely to be doing gym-type activities, with



The survey says 27 per cent of the adult population attend a gym

76 per cent of Millennials engaging in gym-related fitness pursuits.

As a whole, the survey has also revealed that 39 per cent of people exercise regularly, 39 per cent are not currently exercising to keep fit and healthy or to create or maintain good physical appearance but want to and 22 per cent have no interest in exercising at all. *Details: <http://lei.sr?a=N2n6K>*

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