

# leisure opportunities

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## Eastbourne Pier devastated by peak-season blaze

A large part of Eastbourne Pier was reduced to a burned out shell on 30 July, after a blazing inferno tore through the Grade II-listed structure, destroying a significant amount of the attraction.

More than 80 firefighters tackled the fire, which is believed to have broken out in the 144-year old pier's arcade building. Crews from the Royal National Lifeboat Institution (RNLI) from Eastbourne, Hastings and Newhaven were also on hand to assist the firefighters.

The building was successfully evacuated and no one was injured. An eyewitness told *Leisure Opportunities* she had seen the smoke from Brighton 20m (32km) away.

The pier was originally built in the 1870s and designed by Eugenius Birch. Today a number of cafés, bars and a nightclub occupy



The fierce fire is believed to have started in the arcade behind wooden panels

the pier space, which has been severely damaged by the fire. The blaze is the latest in a series of catastrophes for Britain's 19th century seaside attractions. Hastings Pier was almost entirely destroyed by fire in 2010,

while Weston-super-Mare Pier burned down in 2008 and West Pier in Brighton was destroyed by fire in 2003.

Speaking on behalf of the Tourism Alliance exclusively to *Leisure Opportunities* Kurt Janson, policy director, said: "We feel for Eastbourne especially during their busiest part of the year as it's certainly going to have a big impact on tourism for them."

"Still, Eastbourne has a lot of great attractions which will hopefully be able to maintain the town and its visitor numbers while they get back into the swing of things."

On a visit to the wreckage, Prime Minister David Cameron pledged £2m to "help local businesses recover." East Sussex Fire and Rescue said the cause was officially "unexplained" and the investigation would take several days. Details: <http://lei.sr?a=T6V6y>

## Man U museum hits five millionth visitor

The Manchester United Museum reached a significant landmark when it welcomed its five millionth visitor through the doors last month.

Originally opened in 1986 as the first of its kind in the world, the Manchester United Museum was in the south-east corner of Old Trafford until it moved to the redeveloped North Stand in April 1998. The museum was reopened by legendary footballer Pelé and since then, visitor numbers have jumped from 192,000 in 1998 to more than 300,000 visitors in 2009.

The museum – which holds 28,000 pieces of memorabilia and has welcomed an average of more than 178,000 people through its doors on an annual basis – has also announced



The museum houses more than 28,000 items

that free entry to the museum will continue throughout July and August in the build up to the new Premier League season, which sees Dutch manager Louis Van Gaal at the helm. *Continued on back cover*

### EXECUTIVE APPOINTMENTS

the gym

Property Acquisition Managers

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# Sport England launches facilities guide

A new guidance document to help local deliverers of sports facilities has been published by Sport England.

The *Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities* aims to provide users with a recommended approach for undertaking a "robust assessment" of the needs for indoor and outdoor sports facilities in their local surroundings.

While primarily aimed at local authorities, the guide can be used by sports governing bodies, clubs, schools, facility providers, and developers, who may wish to undertake an assessment of need for a particular purpose – such as informing an investment decision or the development of a planning application.

Sport England property director, Charles Johnston, said: "We believe that providing the right facilities in the right places is key to maintaining and getting more people playing sport. The new guide will help give a clear understanding of what facilities are needed in



The guidance will assist local authorities to assess facility needs

an area and ensure those responsible for the development and investment in sports facilities have sound facts to base their decision on."

The guide outlines an approach to help local authorities understand and identify the current and future needs of sports facilities, also taking into account the range of providers and the importance of education, private and voluntary sector provision.

Details: <http://lei.sr?a=B5u4S>

## London 2012 economic legacy worth £14bn

The London 2012 Olympic and Paralympic Games have provided the UK economy with a trade and industry boost in excess of £14bn.

The figure comes from the second annual update of the *Inspired by 2012: The legacy from the Olympic and Paralympic Games* report published by the Department of Culture, Media and Sport, the London Mayor and UK Trade and Investment (UKTI).

Included in the £14.2bn are contract wins for UK businesses and additional sales and new foreign investment – generated in the two years since UKTI hosted the largest ever programme of business events held in Britain during London 2012. The total is already in excess of UKTI's initial target of creating £11bn by 2016. The news came on the day the UK hosted the opening ceremony of the 2014 Commonwealth Games in Glasgow.

Speaking to global business ministers in Glasgow, Prime Minister David Cameron said



The opening ceremony of London 2012 – a worthwhile occasion

the figures show how sport is important in promoting UK as a place for global business.

"London 2012 was not just an amazing sporting event, but also a great opportunity to secure a lasting economic and sporting legacy for the whole UK," Cameron said.

"This government will work on behalf of every hardworking business in the UK to drum up trade, encourage investment and pave the way for growth." Details: <http://lei.sr?a=H8V5Y>



# Glasgow glitters as Games begin

The opening ceremony of the 20th Commonwealth Games in Glasgow was a unique blend of bagpipes, banter and bravado, as the city welcomed more than 4,500 athletes from 71 nations.

An estimated one billion people watched the opening ceremony of the Games, which featured more than 1,300 volunteer cast members, ranging from eight to 85-years-old, representing every region of Scotland.

Comedians Karen Dunbar and Billy Connolly featured while singer John Barrowman had a starring role in a show which took viewers on a whistle stop tour across all of Scotland.

Lord Smith of Kelvin, chair of the Glasgow 2014 Organising Committee, said: "This was the moment we had been waiting for since the bid was accepted in 2007. The opening ceremony promised many things – including showing Glasgow as a generous host – and I think we can say that we did just that."



Singer John Barrowman was among the stars of the opening ceremony

"There were so many touches that just said 'we are Glasgow and we are proud to welcome you in' – from the voices of 71 of my fellow Glaswegians announcing the arrival of the athletes, to the moment we witnessed community groups performing with international talent."

"Glasgow promised to put on a show and put on a show we did, setting the scene for the next 11 days of competition and the best Games ever."

Details: <http://lei.sr?a=x9M6n>

## PE lessons 'putting girls off sport': Report

Girls are being put off sport by PE lessons and must be offered more "imaginative" activities – such as dance and cycling – to make sport attractive to them, according to the latest government findings.

These come from the *Women and Sport* report by the cross-party House of Commons culture, media and sport committee, which was led by Conservative MP John Whittingdale.

The Committee expressed concern about the long-term health and social care implications of the low participation rates in sport by women and girls, and urged a more creative approach by schools, sports governing bodies and government departments to engage women in sport.

In its report, the Committee recommends schools to co-operate with other providers to make a wider range of sports and fitness activities available and better training for PE teachers – as well as a more equitable distribution of finance between boys' and girls' sport.

It also highlighted the importance of positive role models and the part the media can play in promoting women's elite sport. There was also concern over the declining number and quality of community sports facilities.

John Whittingdale MP, chair of the committee,



The committee urged more emphasis on activities like dance

said: "Sport has too male an image, and requires efforts from governing bodies, schools and government departments to encourage us all to view sporting activity as normal for women, which should be encouraged and facilitated."

"Good habits are learnt early, and it is a sad fact that many girls are put off sport by school games lessons. Many of our recommendations therefore are aimed at increasing the variety of sports on offer, and making it easier for girls and women to participate in locally available, affordable activities adapted to their lifestyles."

Visit the link at the bottom of this story to gain access to the full *Women and Sport* report.

Details: <http://lei.sr?a=n7A9B>

## Cockroft: Disabled children missing out on school sport

Hannah Cockroft, double Paralympic gold medalist at London 2012, has called for more emphasis on providing disabled children equal sporting opportunities at school.

Responding to the findings of a new survey from the Youth Sport Trust (YST), Cockroft said ensuring better quality PE for young disabled students in mainstream schools is now "desperately needed".

The YST report showed nearly three quarters (73 per cent) of leaders working in school disability sport said disabled students in special schools experience higher quality PE and school sport opportunities compared to those attending mainstream schools.

Details: <http://lei.sr?a=e7r4r>



Coventry City left the Ricoh Arena in 2013

## Coventry City FC return to Ricoh possible 'mid-season'

Coventry City Football Club could return to the Ricoh Arena next season, even if the club kicks off the 2014/15 campaign playing in Northampton, the English Football League has confirmed in a statement.

The Sky Blues have been ground-sharing with Northampton Town at Sixfields stadium since August 2013, after the club was forced to leave its former home at Coventry's Ricoh Arena, due to a rent dispute with the ground's operator Arena Coventry (ACL). Since then, Coventry fans have faced a 70-mile round-trip to attend their club's home games, however the governing body has clarified that a mid-season return to the Ricoh would be possible if permitted by the Football League board.

League rules state that any deal to move back to the Ricoh would need to run until the end of the 2014/15 season, unless special dispensation is granted by the board.

Last month meanwhile, Coventry City revealed plans – submitted to ACL for review – expressing a desire to return to the Ricoh Arena "as soon as possible."

Details: <http://lei.sr?a=m2j3z>

### Biggest UK Parkour training facility receives a leg-up

The UK's largest dedicated Parkour training facility has quadrupled in size, after North Lanarkshire Council (NLC) commissioned specialist facilities provider Freemove to carry out a £100,000 site upgrade.

The contract involved extending the second phase of the West End Park in Coatbridge, Scotland, vastly increasing the size of the purpose-built site after its users identified a need for larger facilities. Working in partnership with NLC, Freemove started on the site in June and the urban sports specialists completed the project by mid-July, with the opening event taking place last month (18 July). *Details: <http://lei.sr?a=T3A3j>*



The club is in an exclusive Notting Hill location

### Celebrity trainer Mark Anthony sells flagship club

Celebrity fitness trainer Mark Anthony has sold his eponymous club in Notting Hill to high intensity training-focused chain Heartcore Fitness for an undisclosed fee.

The deal sees emerging operator Heartcore Fitness gain control of its sixth London club, while Anthony moves on to focus on his budget gym chain Rush Fitness, which currently has two sites in Uxbridge and Southend. The 3,100sq ft (288sq m) fitness club on Notting Hill's Ossington Street was previously Mark Anthony's flagship personal training club where Mark helped train celebrity clients including Katie Price and Billie Piper.

"This sale of Mark Anthony's club in Notting Hill indicates the desirability of rare D2 leisure property in affluent central London locations," said Samuel May, a senior surveyor at real estate firm Colliers International, which handled the sale.

"We carried out a targeted marketing campaign and had a number of bids for the site including from overseas fitness operators looking to enter the London fitness market." *Details: <http://lei.sr?a=T8W2q>*

## énergie teams up with The Rock

Health club franchise the énergie Group has taken the unusual step of teaming up with summer Hollywood blockbuster *Hercules* to launch a new fitness campaign encouraging members to 'train like a Gladiator'.

The film – starring wrestling legend and actor Dwayne Johnson, known as The Rock, is being billed as one of the year's biggest action movies and will feature extensively in énergie marketing materials.

More than a million flyers will be sent out during the 'Who are You?' campaign – designed to inspire members to push themselves with a fitness challenge – and club managers will also encourage members to participate, alongside a *Youtube* campaign. The competition's prize – for the most impressive challenge achieved – is an all-expenses paid trip to Rome, where the winner will take part in.

Nearly 70 clubs in the énergie estate will be running activities and offers for the campaign.

"We have been working with national partners for many years," said Jan Spaticchia,



The Rock underwent an intense workout regime to become *Hercules*

énergie Group owner. "This is our first time working with one of the world's biggest film production companies. As well as raising our profile it adds to the customer experience."

A renowned fitness fanatic, 42-year-old actor and former wrestler The Rock has recently revealed via the gruelling workout plan he followed to prepare for the film – a six days on, one day off routine starting at 4am each morning. *Details: <http://lei.sr?a=7q5Q7>*

## Can HIIT workouts save ageing populations?

One of the first studies into the effects of high intensity interval training (HIIT) on elderly people has thrown up results suggesting six seconds bursts of exercise could have a significant impact on their health.

With health services stretched to capacity and the number of elderly people worldwide set to soar, the challenge to minimise age-related ill health has taken on greater significance, with exercise frequently trumpeted as the ideal solution.

There is a growing body of evidence for the benefits of HIIT, which has shot to prominence in recent years through fitness movements like CrossFit, and the new research suggests this applies to all age groups.

The pilot study at Scotland's Abertay University saw 12 pensioners working at 100 per cent on an exercise bike for six-second bursts, allowing their heart rate to recover before repeating. After twice weekly sessions for six weeks, the pensioners eventually built



The workout principles could help lower spiralling health costs

up to a solid minute of exercise." The impressive results, published in the *Journal of the American Geriatrics Society*, led researchers to state that the workout principles could help lower the "astronomical" costs of ill health in the aged. On average, study participants reduced their blood pressure by nine per cent, increased their circulatory capacity and found it easier to carry out day-to-day activities. *Details: <http://lei.sr?a=n5V9y>*



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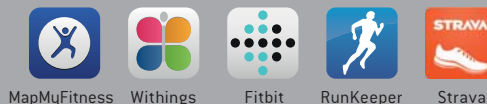
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## Almost half of UK students belong to a gym: Study

Despite the stereotypes of living on beer, black coffee and beans, students are actually a lot more active than we give them credit for, with almost a half of UK students belonging to a gym, according to new research.

Media brand Student Beans' annual health and fitness survey – examining the fitness habits of 1,259 university students across the UK, between May and June 2014 – threw up some surprising results. It found that 46 per cent of respondents belong to a gym – compared to a 13.2 per cent penetration rate across the wider population – with the main deterrent for non-members being the price, rather than unwillingness to engage in activity. Details: <http://lei.sr?a=S9q7U>



Saunders Boston is behind the designs

## Controversial leisure centre in Cumbria gets green light

Allerdale Borough Council's development panel has approved plans to build a new leisure complex in Workington, west Cumbria, despite opposition from local voters.

The location on land at Brow Top – close to the town centre – was chosen after a consultation, but met with opposition when Workington voters opposed it in a March local ballot, with some concerned that the new site is on a flood plain. However, the poll wasn't binding and councillors decided to approve the decision, noting that the two existing buildings the new centre will replace are "inefficient both environmentally and in terms of operational costs."

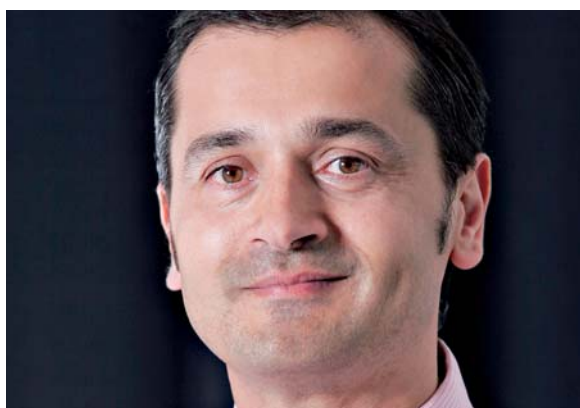
The new leisure centre will feature an eight-lane, 25m (82ft) swimming pool and a separate learner pool, as well as a poolside health suite including sauna and steamroom. There will also be a fitness suite, four-court sports hall, two squash courts, two dance studios, a spinning studio and a climbing wall. Outside there will be all-weather five-a-side sports pitches and parking for 319 vehicles, with a wide public plaza in front of the building. Details: <http://lei.sr?a=s4e3a>

## Algar queries CMA merger verdict

The Competition and Markets Authority (CMA) decision to refer the proposed merger of The Gym Group and Pure Gym to an in-depth investigation – a move which prompted the low cost operators to scrap the deal – was based on a "narrow definition of the market," according to veteran health and fitness industry analyst Ray Algar.

Algar – behind Oxygen Consulting and the award-winning social responsibility project Gymtopia – branded the CMA's conclusion a "perplexing decision" in a recent in-depth analysis of the decision, that was shared with *Leisure Opportunities*.

He said the CMA's reasoning that the proposed merger could drive up prices for gym-goers didn't make sense, given the budget chains' similar operating models, and suggested the move may have been a case of the newly-formed authority taking the opportunity to "flex their regulatory powers on an industry with a very poor record of putting customer interests first." Algar said the CMA's "narrow" approach to defining the market of



Ray Algar branded the CMA's conclusion a 'perplexing decision'

the gym brands' – which would have made up 100 of the UK's 6,000 gyms had the merger gone through – played a crucial role.

"Rather than assume that Pure Gym and The Gym Group compete against a wide array of fitness providers, they have assumed they compete simply in the low-cost gym segment," he wrote.

"This definition matters because they hold a dominant market position (measured by clubs and members) in the UK low-cost segment, but not if a wider definition is used – the earlier point made by their private equity partners." Details: <http://lei.sr?a=jzu8w>

## Second JD Gym could open inside retail store

Recent health club market debutant JD Sports has submitted plans to Newcastle City Council to extend its large store on Newcastle's main shopping street and incorporate a two-storey JD Gym.

The sportswear giant caused ripples when it opened its first budget gym offering in Hull earlier this year and was swiftly followed into the health club market by retail rival Sports Direct.

Now JD Gyms hopes to capitalise on the obvious synergy between gyms and sportswear through renovations to its store on Newcastle's Northumberland Street. Next-door neighbour HMV is to move to a site recently vacated coincidentally by Sports Direct in the nearby Intu Eldon Square, giving JD Sports the chance to seek planning permission for its latest gym, utilising the space left by HMV.

The gym market expansions of JD Sports and Sports Direct has sparked interest among many industry observers, with the two firms' retail rivalry expected to spill over into the health club sector. Sports Direct appeared to seize the upper-hand with a series of lightning acquisitions, however the latest developments show



Both JD Sports and HMV have prime spots on the street

JD Sports is still eager to make its mark. The Newcastle plans would see the frontage and base-ments of the combined buildings turned into JD Sports retail space, while upstairs would house a two-storey JD Gym, featuring two cardio areas with more than 70 machines, two strength zones, a freeweight zone, plus a studio and a group cycling area, according to *The Journal*. Details: <http://lei.sr?a=g2n8q>

# REGIONAL AND NATIONAL **SHORTLISTS** REVEALED!



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After **37,426 members votes** we can now reveal the shortlists for this year's awards. Every club and member of staff that's made it on the shortlist should be very proud of their success. The winners will be announced at the **4th annual Health Club Awards** on September 30th at LIW.

\* To view the shortlists and book tickets for the awards go to  
[www.healthclubawards.co.uk](http://www.healthclubawards.co.uk)



## How long can leisure sites go on selling bottled water?



**PETER DUCKER**

is chief executive of the Institute of Hospitality

**B**ottled water sales in Britain “could outstrip cola within three years,” claims a recent article in *The Grocer*. This might seem welcome news for the health-conscious, but more use of bottled water is worrying for many reasons.

In the US, 90 per cent of plastic bottles end up in landfill at an alarming rate of 30 million per day where the bottles take 450 years to break down, according to the Container Recycling Institute. In the UK, only a quarter of its plastic bottles are recycled with around 14 billion going into landfill each year. The creation, use and disposal of plastic bottles represents a serious global environmental challenge.

But it's not just the containers which are the problem. There's also the ridiculous fact that the average one litre bottle of water takes three litres of water to produce, according to research by Vivreau, a supplier of sustainable water systems. Two litres of wasted water per bottle adds up to a serious amount, especially when nearly one billion people in the world don't have access to clean drinking water at all.

In the US, there has been a groundswell of support from concerned citizens for a ban on water bottle sales. Some national parks, universities and at least one city – San Francisco – have approved bans on the sale of certain plastic water bottles.

For some consumers, paying upwards of £5 for a bottle of water when dining out no longer makes sense and they've made the move to tap water, which licensed premises in the UK are obliged to serve at no charge.

Although the UK's tap water is perfectly safe to drink, it doesn't appeal to some consumers and, of course, businesses don't make themselves any money by serving it!

Many hotel and restaurant operators have found a 'green' alternative that provides the taste of bottled water without the plastic bottle waste or the need for transport: The use of filtered water is an economical and sustainable way to meet CSR goals whilst also providing better tasting water through the removal of certain substances during the filtering process. And, importantly, it is also perfectly legal to charge for filtered tap water.

## HOTELS

# Games hike Glasgow hotel prices

As the Commonwealth Games kicked off through the much-anticipated opening ceremony, the buzz had clearly spread to Glasgow's hospitality sector, with hotel prices shooting up by a reported 158 per cent.

According to hotel comparison website *Trivago.co.uk*, the average price of a Glasgow hotel room for one night had spiked to £344 for the duration of the Commonwealth Games (23 July to 4 August). This is a 158 per cent increase on the previous week, when one night was reported to cost an average of £133. In July 2013, one night in Glasgow cost an average of just £78. The price hike was in stark contrast to the situation surrounding the London 2012 Olympic Games, when the city's huge hotel capacity, meant that room rates only rose 17 per cent pre-Games.

The website's research claims the most expensive night to book a room in Glasgow is Sunday 27 July, with guests facing the prospect of forking out an average of £448. Hampden



Hoteliers in Glasgow had a large influx of guests for the 2014 Games

Park stadium is set to make its Games debut hosting the first athletics events on that day, following a robust £14m refurbishment.

About 4,500 athletes from 71 nations took part in the 20th edition of the Commonwealth Games, which concluded in Glasgow on 3 August after a successful two weeks of highly-competitive sport. Details: <http://lei.sr?a=M5K5m>

## Heatwave and economy drive UK sector

Britain's welcome band of warm weather and the continued resurgence of its economy has led to a sunny set of results for the nation's booming hotel industry.

June saw another month of growth for the industry, with tourism and increased business travel both on the increase, according to the latest set of figures released by London-based business advisory and accountancy firm, BDO.

Rooms yield jumped 7.2 per cent to reach £50.05 as room rates hit £63.17 – an increase of 6.3 per cent on June 2013. Occupancy also increased by 0.9 per cent.

While UK tourists made the most of the warm weather, sustained economic growth began to drive business travel with meetings, conferences and events increasing in the regions.

“The return of the corporate market, and more generally, sustained economic growth should continue to positively influence both London and regional performance,” said Robert



Sustained economic growth began to drive business travel

Barnard, partner at BDO. Meanwhile, the latest Office for National Statistics (ONS) figures show the number of international visits to Britain for the first five months of this year reached 13.23 million – a new record and a 7 per cent rise on the same period in 2013. This, coupled with London's recent crowning as the world's favourite tourism destination, indicates that the UK hotel industry's growth trend looks set to continue. Details: <http://lei.sr?a=D7d3t>



## 'Brand Britain' key for Scotland

Being a part of 'Brand Britain' is essential for Scotland's tourism sector, according to Labour MP and current representative for Edinburgh South West Alistair Darling.

The former chancellor is serving as the leader of the Better Together campaign, which is calling for Scotland to say 'no' to independence in the country's looming referendum.

Darling was speaking at the launch of Tourism Together, a group working in Scotland's tourism industry who favour saying 'no' to the vote, to be held in September.

Despite Scotland's strong tourism economy – backed by its own unique identity, historical landmarks and cultural offerings – Darling believes the country also benefits from being part of the UK's international profile.

"Brand Scotland is known throughout the world. It gives us our own unique identity," said Darling at the high-profile event.

"But we also benefit from being part of something bigger. Brand Britain benefits us here in Scotland just as much as it does the people living elsewhere on our isles.

"The global recognition and international profile of the UK attracts people to the great tourist attractions of Scotland – from our cities like Glasgow and Edinburgh to idyllic spots like Loch Lomond and Cairngorms.

"It's that best of both worlds, that makes Scotland's tourism industry the success it is."



The former chancellor is backing a 'no' vote

Further opposition to Scottish independence was recently highlighted when the Scottish Tourism Alliance voted for an overwhelming 'no' in a mock referendum vote at the group's annual summit, with 59 per cent claiming to be against a 'yes' vote.

The Labour politician also cited Scotland's connection with the UK being pivotal in allowing tourists to travel to the country without being impeded by undue bureaucracy.

"Visitors come from the rest of the UK because there's no difficulty in coming here – they've got the same currency, no border controls. We also attract a lot of visitors who come to the UK and then to Scotland, and our overseas embassies and consulates are a massive help to this industry."

Details: <http://lei.sr?a=g4H8t>

Government reviews  
bring opportunity to  
showcase our success



KURT JANSON

is policy director of  
the Tourism Alliance

There have recently been two tourism reviews announced by the government which will spotlight the tourism industry.

The first will be undertaken by the Select Committee for Culture, Media and Sport and will focus its attention on the potential of the tourism industry and "ways in which this potential can be developed for the benefit of both local economies and the country as a whole". This means the new inquiry will be more businesses focused, concentrating on the issues that impact tourism businesses and the ability of the sector to support regional economies. It will identify impediments holding back regeneration of seaside destinations, the impact that having one of the highest rates of tourism VAT and Air Passenger Duty is having on the domestic and inbound tourism industries, as well as revisiting the perennial issue of visas.

This is great news for the tourism industry, as these are core issues on which it has been campaigning for the last 10 years and the evidence base that has been developed on each issue over this period is compelling.

The second review is the Triennial Review of VisitBritain and VisitEngland. This review, which all government bodies must undergo, focuses on whether the function that these organisations are charged with (promoting England domestically and the UK overseas) is still required and, if so, whether these bodies are the best mechanism for fulfilling this.

With the strong growth in both domestic and inbound tourism over the last few years, there is little prospect that the review will find that these functions are no longer required – but there is an opportunity to show what more could be achieved.

And the timing couldn't be better. The outcome of both the inquiry and the review will probably be early next year, meaning that tourism will be on the agenda while the parties are campaigning for the general election.

The government will have to respond to the recommendations put forward by the Select Committee Inquiry while the Triennial Review will show that the national bodies are well-placed to provide continued benefits for the UK. It is an opportunity for the Tourism Industry that should not be missed.

## VAT puts Britain at disadvantage: Varney

In the wake of a new report which says cutting the value added tax (VAT) rate on visitor accommodation and attractions would massively boost the UK's tourism economy, Merlin CEO Nick Varney has said the current VAT rate is a "disadvantage" to British tourism.

The *Nevin Report*, commissioned by the Cut Tourism VAT Campaign, says that a VAT reduction from 20 per cent to five per cent for tourism businesses would provide a £4bn boost to the UK economy, create 120,000 jobs and put the UK back on a level footing with European tourism rivals.

The *Nevin Report* was recently submitted to the government and Merlin Entertainments CEO Nick Varney appeared on *BBC Radio 4's Today* programme on 30 July to reiterate the case.

"Tourism is an export industry with massive benefits to the economy in terms of GDP and job creation," said Varney. "Every other government in Europe gets that and has applied a discretionary rate on



Varney gave a polished performance on the BBC news programme

VAT for accommodation and attractions. Because our government is one of the few that hasn't done this, it puts British tourism at a relative disadvantage." Britain is now one of only four European countries to not have cut holiday taxes – and one of them, Lithuania is cutting its VAT next year.

Details: <http://lei.sr?a=v9a8h>

## Glasgow Science Centre tower reopens after hiatus

Glasgow Science Centre's ill-fated tower has reopened in the Scottish city more than four years after visitors were last allowed to use it.

The 127m (416ft) rotating tower – which offers a 20-mile view of the Glasgow area on a clear day – has spent more than 80 per cent of its existence closed since opening in 2001, having been plagued by a number of structural problems making it unsafe to the public.

The £10m structure has undergone a £1.8m revamp, with repairs made to the rotary thrust bearing that allows the tower to turn, while the existing lifts have also been replaced. Trips to the tower's top will cost £4.95, with the visitor attraction remaining open for the centre's summer season, before closing on 2 November for the winter season. Details: <http://lei.sr?a=X9w3Z>



Damien Hirst is well-known for his unusual art

## Damien Hirst art trove to feature in new London gallery

The personal art collection of Damien Hirst is to go on display in May 2015, when a new gallery opens in Vauxhall, south London.

The collection – which contains 2,000 pieces – will be housed in a converted warehouse which has been designed by Caruso St John Architects, who also worked on the recent revamp of the Tate Britain.

Caruso St John Architects are renovating three listed theatre production warehouses and adding two more structures to create the Newport Street Gallery, which will stretch the entire length of a street in Vauxhall. The plans also include offices and a restaurant.

The gallery was originally projected to open this year, however, due to various delays, the May 2015 date was set. Hirst's collection includes pieces by Francis Bacon, Jeff Koons and street artist Banksy.

Lambeth Council has hailed the gallery opening as the start of a "Gallery Quarter," alongside a major regeneration project in the area. This includes an extension to the underground railway line, the refurb of nearby Waterloo Station and a regeneration of Brixton. Details: <http://lei.sr?a=D3A7Y>

## UNESCO probes Star Wars filming

UNESCO has enquired about whether appropriate authorisation was granted for the use of World Heritage site Skellig Michael as a film set for the latest instalment in the popular Star Wars franchise.

A UNESCO spokesperson confirmed to *Leisure Opportunities* that the heritage body has asked the National Monuments Service (NMS) – which oversees heritage sites in Ireland – for further "information on filming permissions."

Skellig Michael is an island off the coast of County Kerry and features a Christian monastery founded between the 6th and 8th centuries. The remains of this monastery, along with most of the island itself, were added to the World Heritage Site list in 1996.

In addition to UNESCO, both Birdwatch Ireland and an independent archaeologist had expressed concerns about the impact of a major film crew on a fragile environment such as the monastery. UNESCO also said that



Irish island Skellig Michael was listed as a UNESCO site in 1996

it was not aware of any advanced notification, although the Irish government is not obliged to inform it about such projects, unless there was deemed to be a potential risk to the "universal value" of a UNESCO listed site.

The NMS has been deciding whether any action needs to be taken and said it would submit a report to UNESCO by 3 August. Details: <http://lei.sr?a=X9w3Z>

## UK's first black heritage centre opens in Brixton

A new £7m development in Brixton, south London – supported by the Heritage Lottery Fund (HLF) – has opened in the form of the UK's first national black heritage centre.

Occupying the refurbished grade II-listed Raleigh Hall and designed by London-based Pringle Richards Sharratt, the Black Cultural Archives site now contains a learning zone, a café and shop as well as office and administration space, plus an outdoor courtyard space, which will be used for performances and events.

Actor Idris Elba and poet Benjamin Zephaniah are both big supporters of the centre, while Steve McQueen – film director and producer of the critically acclaimed *12 Years a Slave* – reportedly regularly uses the archives when researching film and television projects.

"This project has been a long time in the making, but all the more worthwhile for that very reason," said Sue Bowers, head of HLF London.

"Thanks to the completion of Raleigh Hall's redevelopment, people can learn more about the contribution of black Britons to the UK's cultural, social, political and economic life."



The building has been redesigned by Pringle Richards Sharratt

The centre has had to overcome a number of major hurdles, including the point when its main building contractors going out of business.

"I'm delighted to be supporting Black Cultural Archives," said London mayor Boris Johnson. "With a collection that stretches from Roman times to the present, I hope it will be an important resource for schoolchildren, researchers and scholars, underpinning the role black people have played in British history."

The centre is opening with an initial exhibition entitled *Re-imagine: Black Women in Britain*. Details: <http://lei.sr?a=s8y5k>





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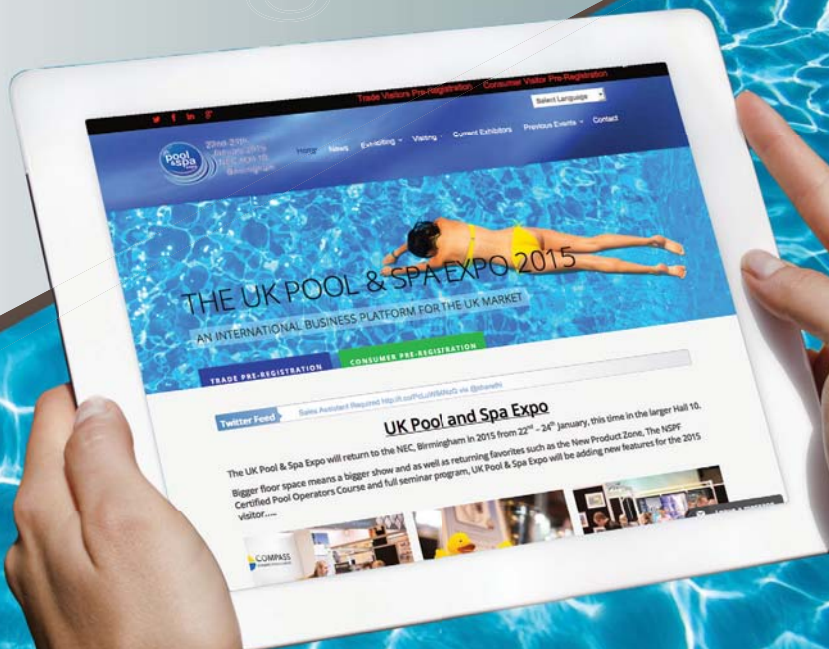
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## Medi-spa for Belfast's Culloden

A new medi-spa has been launched alongside existing spa facilities at The Culloden Estate & Spa in Belfast, Northern Ireland, in collaboration with a number of healthcare specialists.

Randox Health – a blood profiling company – has developed 'lifestyle packages' for The Hastings Hotel Group's Culloden Estate & Spa, which involves giving guests a detailed analysis of their health based on particular sets of problems. For example the Stress Health TATT is a blood test designed to work out why a person is often lethargic and tired.

Focused on preventative identification of early or underlying symptoms of ill-health, a selection of 300 diagnostic tests are available via this blood test method – targeting problems to do with nutrition, metabolism, an individual organ, hormones or digestive issues.

Physiotherapists, physicians and surgeons from the Room One Physiotherapy & Sports Injuries Clinic feature now at the



Products at the spa have been provided by industry giant ESPA

estate's medi-spa – specialising in sports injuries, arthritic pain, rehab following surgery, fractures and repetitive strain injuries. The medi-spa will complement the existing spa and health club facilities. The non-medical wellness offering comprises eight treatment rooms, two pre- and post-treatment relaxation rooms, plus a marble steamroom and needle shower. Details: <http://lei.sr?a=7A3v4>

## Weavers' House Spa to open in Suffolk this December

The Swan Hotel in Lavenham, Suffolk, is to open its new Weavers' House Spa in mid-December, just in time for Christmas.

The four-star 15th Century hotel is adding a six-treatment room spa to its 45-guestroom amenities. The spa will feature two relaxation suites, a manicure and pedicure area, steamroom and hot stone sauna, as well as an outdoor vitality pool.

There will also be a retail boutique where consultants will advise on the house product range, Temple Spa, for home use.

The Weavers' signature treatment will be a 120-minute massage, choreographed to music and combined with a facial and scalp massage. Details: <http://lei.sr?a=f2e9Y>



Lavish was launched in 2008 by Susi Pink

## Renovated spa pays immediate dividends

Following a four-month renovation to the Dartmouth Golf & Country Club in south Devon – including the addition of the Dartmouth Spa – the resort has reported a 71 per cent increase in revenue compared to 2013 figures.

The resort's £850,000 investment in a new spa – which opened in April – has paid immediate dividends, with a further 23 per cent rise in walk-in customers for the new swimming pool.

The Dartmouth Spa features a new indoor pool, sauna, steamroom, hot tub and gym. Three treatment rooms, a couples' room and a rasul mud experience are complemented by manicure/pedicure areas and a relaxation room. Products are supplied by Elemis.

"We are thrilled by the initial success of the Dartmouth Spa," said Jamie Waugh, managing director at Dartmouth Golf & Country Club. "We are extremely pleased with the renovations and it is highly rewarding to see it so



All-inclusive membership is available at a rate of £675 a year

popular among spa goers. We believe the positive response is down to the extensive range of high-quality facilities and treatments – all of which offer exceptional value for money."

All-inclusive membership is available at £675 a year, – entitling members to unlimited use of the facilities, six 30-minute treatments, a rasul mud treatment and a 15 per cent discount on food and drink at the resort's bar and restaurant. Details: <http://lei.sr?a=B2D3k>

## Spa gift voucher company extends Tesco card offering

Beauty and spa gift voucher company Lavish has added two new spa and beauty treatments to its Tesco Clubcard scheme.

Lavish has worked with Tesco Clubcard since October 2012 – providing Tesco customers with the opportunity to spend Clubcard vouchers accrued from grocery shopping on spa and beauty treatments.

Lavish has extended the choice of vouchers to include the Pamper Perfection Voucher, which entitles the Clubcard customer to two 30-minute beauty treatments. The second option is the Pamper Indulgence Voucher, which offers three 30-minute beauty treatments.

"We are delighted to be working with Tesco Clubcard," said Susi Pink, founder and MD of Lavish. "It is a great way for customers to transform the weekly shop into taking some time out and enjoying a pampering treat for themselves. We see many customers exchanging Clubcard points for Lavish Pamper Package Vouchers, which in turn brings new clients to the spa and beauty partners that we work with all over the UK." Details: <http://lei.sr?a=a9R6f>



Westquay Southampton is a Hammerson project

## Developer Hammerson toasts tidy half-year results

Retail and mixed-use property developer Hammerson has recorded a strong set of results for the first half of 2014 (up to 30 June), with pre-tax profits hitting £362.9m.

The real estate investment trust – which is behind large mixed-use projects such as the £1bn Westfield development in Croydon and the £70m Southampton Watermark WestQuay project – was boosted by a £224.5m revaluation gain on its property portfolio during the period, after reporting a £20m revaluation loss a year earlier.

Net rental income across Hammersons portfolio was up 4.6 per cent to £146.9m, while a strong development pipeline served to strengthen investor confidence. Details: <http://lei.sr?a=A9N6H>

## Tourism Alliance 'delighted' by Gatwick airport progress

The Tourism Alliance has welcomed newly announced plans from Gatwick Airport for its second runway proposal, saying it is vital that aviation capacity be increased to help support the UK economy.

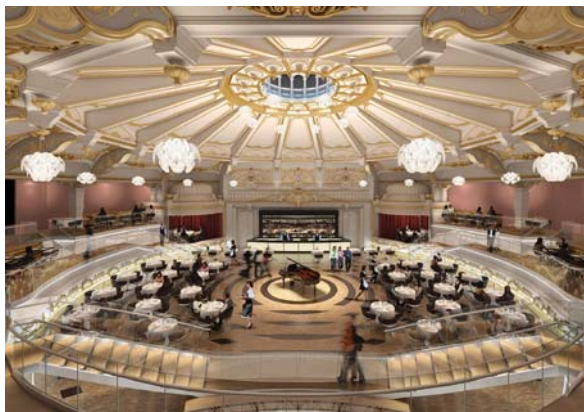
Gatwick Airport revealed (24 July) it would allocate £256m of funding for local jobs, housing and apprenticeships if a second runway receives the green light. The government is currently considering the best way to increase airport capacity in the south east, to accommodate the increasing number of visitors to the UK. It must decide whether to allow a new runway to be built at London Heathrow or London Gatwick, although it will also explore further London mayor Boris Johnson's suggestion of a brand new airport in the Thames Estuary.

"The Tourism Alliance is delighted that a range of detailed proposals are being developed for increasing the UK's aviation capacity," said Tourism Alliance policy director Kurt Janson. "The UK tourism industry has long argued that increased capacity is essential in ensuring the industry remains a world leader and provides employment and revenue for the UK economy." Details: <http://lei.sr?a=e3U4X>

## Green light for Brighton Hippodrome refurb

Brighton's Hippodrome looks set to enjoy a new lease of life after Brighton & Hove City Council approved plans to transform the 117-year-old structure into a new cinema and restaurant complex.

Alaska Development Consultants is behind the £18m plans and – having been advised by Indigo Planning – will bring the Grade-II listed, 'at risk' building back into use, based on designs from Russ Drage Architects. The proposals include an eight-screen Vue cinema housed beneath the floor of the Hippodrome dome and to the rear of the building, a new (removable) floor inserted at low level within the dome to create space for a signature restaurant, and a second restaurant in the restored and refurbished Hippodrome House.



The site first opened as an ice rink in 1897 and later became a theatre

In agreement with English Heritage, all important historic fabric will be retained. The entire enclosure to the Hippodrome auditorium as well as its Middle Street elevation and the Hippodrome House façade will be preserved and restored. Details: <http://lei.sr?a=q9M8N>

## East London 'floating village' in motion

Britain's first 'floating village' project in east London's Royal Docks has edged closer to fruition, after mayor of London Boris Johnson announced Carillion Igloo Genesis had won the competition to design and build the scheme.

Carillion Igloo Genesis – a consortium of the constructor Carillion, Igloo regeneration fund and Genesis Housing Association – will work off designs from co-architects dRMM and Marlies Rhomer to realise the mayor's ambition of "breathing new life back into London's waterways"

The floating village was inspired by a similar project carried out at IJburg near Amsterdam, which Rhomer also worked on. Plans include a floating Lido and an ice rink, as well as 50 homes, a large multi-purpose events space and a mix of non-residential uses including restaurants, cafes, shops, plus leisure and office space. Carillion Igloo Genesis' submission is 100 per cent floating, with the walkways, residential and non-residential units anchored in place using a series of piles connected to the dock by bridges.

The floating water-homes will use the same concrete foundations that are already in use at the IJburg development in Holland. The



An artist's impression of the 'floating village' near the Emirates cable car

construction of the homes, including the bases, will be done off-site, then transported by water to the location. A planning application will be submitted to Newham Council in spring 2015.

"This site has the potential to become one of the most sought after addresses in the capital while breathing new life back into London's historic waterways," said Boris Johnson.

"Carillion Igloo Genesis' scheme will create a unique mixed-use development, providing a range of commercial activities within a high quality water environment for Londoners and visitors, creating jobs and raising the profile of London's Royal Docks." Details: <http://lei.sr?a=G6J7P>



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## TRAINING

### Intern scheme gives students leisure hope

GLL, the UK's largest leisure charitable social enterprise, held its first 'Steps into Work' graduation ceremony this week, which saw eight students with learning disabilities graduate from an internship programme run by National Star College in partnership with Remploy.

The ceremony at the London Aquatics Centre marked the end of a number of GLL work placements for students from across the Greater London region, who worked at GLL leisure centres and libraries throughout the academic year while they were studying to gain a City and Guilds qualification centred on Customer Services from National Star College.

National Star College, in partnership with Remploy and Barking and Dagenham College, is actively seeking to improve the 1:20 ratio of young people with learning disabilities who find paid work after leaving school.

GLL joined the 'Steps into Work' scheme last September and will again be accepting new student placements for the next academic



GLL interns at their ceremony in the London Aquatics Centre

year. GLL has also announced that two of the students who took part in the programme have subsequently been offered part-time employment with the leisure operator.

"It is really great to see how the placements have had such a positive impact on the confidence of the students, with GLL staff also embracing the project and its ideals," said the managing director of GLL Mark Sesnan.

*Details: <http://lei.sr?a=T8q2N>*

### TRX broadens reach with Lifetime tie-up

TRX is aiming to bring its education range of training courses to the wider market through a six-month exclusive partnership with UK-based provider Lifetime Training.

TRX education courses have never been delivered by a training provider in the UK before, and the company will review the partnership at the end of the six months before deciding whether to extend it.

The collaboration will allow Lifetime Training to offer the complete TRX Education range, which includes the TRX Trainer Basics Digital Course, as well as the full range of face-to-face live training programmes, including TRX Suspension Training, TRX Rip Training, TRX Force Suspension Training and Group Training. TRX courses will be available from Lifetime Training from August. Financial details of the tie-up have not yet been disclosed.

"A partnership with such a well-trusted and established training provider as Lifetime Training enables us to deliver our digital and



The tie-up will give the TRX Education range greater exposure

live education courses to a much wider audience, helping fitness professionals learn correct TRX training techniques and understand the full diversity of the product," said TRX UK sales and education manager Matt Glead.

Internationally, TRX supports 115,000 trainers and last year educated 26,000 trainers in Suspension Training, Rip Training and Group Training. *Details: <http://lei.sr?a=G3G9g>*



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**Level 3 Health and Safety compliance 5-day courses:**  
AUG: Chatham and Glasgow  
SEPT: Colchester

**Level 3 Food compliance 4-day courses:**  
SEPT: Durham  
NOV: Exeter

\* On-site instructor training available at reduced rates

Either Compliance course can be combined with the First Aid Instructor course to create a 10 or 9-day Compliance Instructor course.

\*Includes the Level 3 Award in Education and Training (formerly PTLLS).

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\*Interest-free credit is only available on the Diploma in Fitness Instructing and Personal Training, and other selected courses. 10% course deposit required upon booking, remaining 90% course cost can be financed through interest-free credit. Credit subject to status. Terms and conditions apply. Applicants must be 18 or over. Credit supplied by Premier Training International Ltd, Premier House, Willowside Park, Canal Road, Trowbridge, Wiltshire BA14 6RH.

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FOR FURTHER INFORMATION Visit [henley-cov.ac.uk/subjects/fitness-industry](http://henley-cov.ac.uk/subjects/fitness-industry)  
Email [info@henley-cov.ac.uk](mailto:info@henley-cov.ac.uk) Call 024 7662 6444

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e: [leisureopps@leisuremedia.com](mailto:leisureopps@leisuremedia.com)

First great staff  
**leisureopportunities**  
Pure Gym to push expansion despite failed merger

# 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](http://www.crew.uk.net)**  
**[info@crew.uk.net](mailto:info@crew.uk.net)**  
**0845 260 4414**





# PROPERTY ACQUISITION MANAGERS

Up to £60,000+significant bonus • M25 region / Midlands region

To spearhead its growth strategy, the Gym Group is seeking to appoint two Property Acquisition Managers:

- one for the region inside the M25, and
- one for the region across the Midlands, Northern Home Counties and East Anglia

The Gym Group has over 750,000 sq ft of Gym space across 45 locations, serving 275,000 members and 14 million users a year. There are plans to open between 15 - 20 sites per year over the next few years, and over £50m of funding secured to aid the continued growth of this ambitious and exciting company.



The 13th fastest growing company in the Sunday Times Fast Track 100 and a top 15 Sunday Times Best Companies to Work For – the Gym Group increased revenues from £1 million in 2009 to £36 million last year: a result of opening 39 Gyms in the same period, delivering high quality facilities and a model that is fit for purpose for today's economic climate.

Likely to be based in-region, these two new roles have been created to help accelerate the roll out plans of the Gym Group.

## THE ROLE

- Identify opportunities in each of the regions
- Manage the property acquisition process for suitable sites
- Deliver suitable acquisitions to time and budget
- Reporting to the Property Director
- Develop agency, landlord and developer networks across the region
- Help drive the business for significant growth in the region

## THE CANDIDATE

- Preferably a qualified property professional with extensive client-side acquisition experience
- Preferably able to demonstrate a successful track record of client-side acquisitions in the appropriate region
- Will have an extensive network of contacts of regional and national agents, landlords, and developers and experience of managing external professionals
- Must have excellent negotiating skills and able to work independently
- Must have a strong understanding of the acquisition process from identification of potential sites to securing exchanges.
- Must have a good understanding of planning procedures
- In addition to a competitive salary, significant bonuses are paid.

For a confidential discussion and to find out more about this exciting opportunity, please call our retained advisor Michael Emmerson on 07796 066158 or please apply in confidence by submitting your CV and a covering letter via our recruitment website:  
[www.leisureopportunities.co.uk/GymGroup/AcMngr](http://www.leisureopportunities.co.uk/GymGroup/AcMngr)



## Everybody Sport and Recreation providing leisure for life

### Can you help us change lives through Sport and Recreation?

Everybody was established as an independent charity in May to manage Cheshire East Council's leisure services with one of the key aims to change lives of local residents through healthy recreation. The organisation currently employs around 700 staff and has a network of over 400 volunteers. The trust is responsible for the management of 15 leisure facilities as well as key development and partnership programmes.

Since the launch of Everybody, we've been working hard to ensure we are developing a stable workforce that can deliver an excellent level of customer service as well as designing roles and benefits to position Everybody as an employer of choice both in the area and leisure industry. As a new business, we have a blank canvas and encourage staff at all levels to get involved in shaping what we do in order to provide 'leisure for life'.

#### Employee Benefits:

- Contributory pension scheme
- Medicash active health cash plan
- Flexible working
- Employee Assistance programme
- Occupational Health Unit
- Salary sacrifice schemes – cycle scheme, car lease scheme, child-care vouchers
- Career development opportunities
- Generous Annual Leave - 25 days increasing to 30 days after 5 years continuous service plus bank holidays
- Good training prospects
- We are looking to introduce a total reward package in the next 12 months

#### **Duty Managers x 1**

(Full time) Grade G - £21,734

#### **Duty Managers x 2**

(Part time) Grade F £21,519 pro rata per annum

#### **Lifeguards x 12**

(Full time) Grade D - £15,598 per annum pro rata

#### **Lifeguards x 5**

(Part time) Grade D - £15,598 per annum pro rata

#### **Receptionists x 8**

(Part time 9 - 28 hours p.w) Grade C - £13,725 pro rata

#### **Site Supervisor cleaner**

(10 hours p.w) Grade C - £13,725 pro rata

#### **Cleaners x 6**

(Part time 10 -16 hours p.w) Grade A - £12,435 pro rata

**Closing date for all the posts is Friday 29th August at 12 noon**

For an informal discussion please contact Darren Ikin HR systems and Support officer tel. 01270 685588. To apply please complete the application form online at [www.everybody.org.uk](http://www.everybody.org.uk).

For more information about working for Everybody, please visit [www.everybody.org.uk](http://www.everybody.org.uk), contact [HRTeam@everybody.org.uk](mailto:HRTeam@everybody.org.uk) or follow us on Twitter @EBLeisure







For full details on the following vacancy, visit [www.wirral.gov.uk](http://www.wirral.gov.uk). Details can also be downloaded free of charge from Wirral Libraries and One Stop Shops.

Applications returnable by Friday, 15 August 2014  
Please quote reference numbers

**Leisure Operations Manager** £38,961 - £41,616  
Leisure Services  
Families & Wellbeing Department  
Ref No: SR/01/001

DO YOU WANT TO PROGRESS YOUR CAREER IN THE LEISURE INDUSTRY? TO WORK WITHIN AN ORGANISATION UNDERTAKING A MAJOR RESTRUCTURING EXERCISE? AND MORE IMPORTANTLY, CAN YOU MANAGE CULTURAL CHANGE AND DRIVE THE BUSINESS FORWARD? IF SO, READ ON...

The service is currently undertaking a major restructuring exercise across all areas of its business. We are now seeking to appoint a highly motivated leader with a proven track record of managing and developing leisure organisations.

This is a highly visible role requiring a commitment to providing excellence in service delivery. The successful candidate will be a results orientated individual who is able to demonstrate vision, a strategic approach and sound business acumen, within a performance framework.

Accountable to the Service Manager Leisure Services you will have a passion for leading and creating a single team ethos' which delivers excellent results for staff and customers. In addition you will be able to demonstrate proven leadership qualities and change management abilities with the capacity to direct and support the Service Manager in achieving the services overall objectives and have experience of working successfully with elected members and senior officers.

Appointment to this post is subject to relevant DBS and background checks. Closing date for applications is 15th August 2014.

Application packs for the above post is available from Strategic Director of Transformation and Resources, Recruitment Administration Team, Town Hall, Brighton Street, Wallasey, Wirral CH44 8ED 0151 606 2040; email [jobs@wirral.gov.uk](mailto:jobs@wirral.gov.uk) or apply online at [www.wirral.gov.uk](http://www.wirral.gov.uk)

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The following two exciting opportunities have arisen to join the Sports team at Myerscough College.

## Lecturer in Golf & Lecturer in Rugby

required to ensure high quality teaching and learning is delivered and assessed on a range of specific subjects and sports topics to students on Further and Higher Education courses. A Degree in a sport related discipline, or equivalent, with experience in Golf or Rugby (as applicable) together with Level 2 in Mathematics and English are essential with a teaching qualification being desirable.

**Salary for all the above posts: £19,956-£28,944 per annum, relating to qualifications and experience (Teacher qualified commence at £23,326).**

Closing Date: 14 August 2014.

Please either visit our website or contact the HR team on 01995 642289 or email [hr@myerscough.ac.uk](mailto:hr@myerscough.ac.uk) for more information and an application pack.

The College is committed to safeguarding and promotes the welfare of all learners and expects all staff to share this commitment.



[www.myerscough.ac.uk/jobs](http://www.myerscough.ac.uk/jobs)

# GENERAL MANAGERS

£25,000 - £35,000

+ up to 20% bonus + optional PT income

The Gym Group is the 13th fastest growing company in the Sunday Times Fast Track 100, a top 15 Sunday Times Best Companies to Work For, the only national chain of health clubs to be 'Investors in People' accredited and is a National Champion in the European Business Awards.

To help continue this success we're looking to recruit exceptional General Managers for our two sites:

- CARDIFF
- BIRMINGHAM (maternity cover)

Backed by £50 million of funding, The Gym Group has already opened 45 sites, with more opening soon and a fully funded pipeline to open between 15 - 20 new clubs per year for the next few years. Each club has an annual turnover in excess of £1 million, for which managers have full P&L responsibility.

### The role

- To drive the operational excellence of the sites
- Responsible for driving and delivering the ongoing commercial performance of the business which is expected to have an annual turnover in excess of £1 million
- To drive and deliver the marketing activity for the club with a significant annual marketing budget
- A very hands-on leadership position, responsible for the operational excellence of the gym
- To recruit, train and develop their own team and for managing them to success
- Opportunity to Personal Train for up to 10 hours per week

### The candidate

- Must have a proven and successful track record of management experience within a leisure related industry, preferably within the health and fitness sector,
- Must have experience of being responsible for delivering the commercial performance of a Gym or of a significant business area
- Must be passionate about customer service and be entrepreneurial in the way they manage
- Must have a proven track record in driving sales and coordinating local marketing activity as well as of recruiting and managing a successful team
- Ideally will have experience as a General Manager overseeing all business areas within a leisure facility or have substantial experience as a Fitness Manager or other similar operational function
- Ideally will be REPS level 2 or higher qualified or be prepared to qualify

These roles require extraordinary managers with proven entrepreneurial flair and commercial ability, as well as the skill, energy and determination to drive and grow the business. We're looking for managers who enjoy having the freedom to take charge of all aspects of an operation. Instead of having a huge central operation, we prefer to empower our managers to manage the business.

As the fastest growing low-cost gym operator we can offer promotion opportunities as we expand. We'll reward you in line with your performance and offer you a competitive benefits package including 20 days holiday rising to 25 days plus bank holidays, private medical insurance and pension scheme and a notice period of up to three months.

If you see yourself as an industry-leader of the future, please apply in confidence by submitting your CV via The Gym Group recruitment website: [www.leisureopportunities.co.uk/gymgroup](http://www.leisureopportunities.co.uk/gymgroup)



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



#### Sports Education Officer

Company: Epic CIC  
Location: Kensington & Chelsea, UK

#### Divisional Business Manager

Company: Fusion  
Location: Oxford / West London, UK

#### Sports Training Officer

Company: Oxford Brookes University  
Location: Oxford, UK

#### Fitness and Wellbeing Adviser

Company: Oxford Brookes University  
Location: Oxford, UK

#### Sports Coordinator

Company: Oxford Brookes University  
Location: Oxford, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Various locations, UK

#### Gym Manager

Company: Pure Gym Limited  
Location: Aberdeen, UK

#### Duty Officer

Company: Worthing Leisure  
Location: Worthing, UK

#### Team Leader

Company: Everyone Active  
Location: Gloucestershire, UK

#### Assistant Facilities Manager

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

#### 2 X Exercise Activators (female)

Company: Preston City Council  
Location: Preston, UK

#### Senior Sports Dev Manager

Company: Surrey Sports Park  
Location: Guildford

#### Front of House Manager

Company: Everyone Active  
Location: St Albans, Herts, UK

#### Crèche Assistant

Company: Everyone Active  
Location: Fareham, Hampshire, UK

#### Personal Trainers

Company: The Gym Group  
Location: Various locations, UK

#### Student Activities Coordinator

Company: University of Salford SU  
Location: Salford

#### General Manager

Company: Sheffield Int Venues  
Location: Scarborough, UK

#### Personal Trainer

Company: Pure Gym Limited  
Location: Various locations, UK

#### Sports Apprentice

Company: Oxford Brookes University  
Location: Oxford, UK

#### Fitness Coach and Group

Exercise Coordinator  
Company: Bucks New University.  
Location: High Wycombe, UK

#### Fitness Supervisor

Company: Bucks New University.  
Location: High Wycombe, UK

#### Part time Fitness Trainer

Company: Queen Mary Students' Union  
Location: London, UK

#### Health and Fitness Supervisor

Company: GLL  
Location: City of Westminster, UK

#### Recreation Attendant

Company: Achieve Lifestyle  
Location: Surrey, UK

#### Pool Manager

Company: Parkdean  
Location: Porthcawl, Wales, UK

#### Fitness Instructor/Duty Manager

Company: Charing Cross Sports Club  
Location: West London, UK

#### Membership Advisor

Company: Achieve Lifestyle  
Location: Surrey, UK

#### Duty Manager

Company: Achieve Lifestyle  
Location: Surrey, UK

#### Dry Operations Manager

Company: Fusion  
Location: Mountsorrel, UK

#### Operations Manager

Company: Oaklands College  
Location: St Albans, UK

#### Fitness Supervisor

Company: Parkwood Leisure  
Location: Cherwell, UK

#### Regional Sales Manager

Company: Pulse Fitness Limited  
Location: Various locations, UK

#### Duty Manager

Company: University of Sussex  
Location: Sussex, UK

#### Recreation Assistants

Company: Parkwood Leisure  
Location: Bexleyheath, Kent, UK

#### Customer Relations Manager

Company: Fusion  
Location: Purley, UK

#### Team Leader

Company: Everyone Active  
Location: Herts, UK

#### Swim Lesson Manager

Company: Everyone Active  
Location: Warwickshire, UK

#### Team Leader

Company: Everyone Active  
Location: Herts, UK

#### Club Manager

Company: East Glos Glub  
Location: Cheltenham, UK

#### Membership Consultant

Company: Everyone Active  
Location: Middlesbrough, UK

#### Swimming Teacher

Company: GLL  
Location: London and South East, UK

#### Female Fitness Trainer Supervisor

Company: LeisureForce  
Location: Saudi Arabia

#### Director of Recreation and Spa

Company: LeisureForce  
Location: United Arab Emirates

#### General Manager

Company: LeisureForce  
Location: Hertfordshire, UK

#### Female Fitness Manager

Company: LeisureForce  
Location: Saudi Arabia

#### Membership Consultant (Sales)

Company: Everyone Active  
Location: Southam, Warwickshire, UK

#### Recreation Assistants

Company: Parkwood Leisure  
Location: Bristol, UK

#### Customer Service Advisor

Company: GLL  
Location: Tower Hamlets, UK

#### Swimming Lesson Manager

Company: Everyone Active  
Location: Studley Leisure Centre, UK

#### Swim Lesson Manager

Company: Everyone Active  
Location: Bedworth, UK

#### Duty Manager

Company: Everyone Active  
Location: Malvern, UK

#### Full Time Duty Assistant

Company: Hertfordshire Sports Village  
Location: Hertfordshire, UK

#### Compliance Manager

Company: Parkwood Leisure  
Location: Bristol, UK

#### Sports Dev Centre Manager

Company: Bridgwater College  
Location: Somerset, UK

#### Trainee Duty Manager(s)

Company: Parkwood Leisure  
Location: Bristol, UK

#### Temporary Swimming Instructor

Company: Chailey Heritage Foundation  
Location: East Sussex, UK

#### Personal Trainer

Company: Matt Roberts  
Location: Mayfair, UK

#### Crew Member / Fitness

Instructor (part time)  
Company: énergie group  
Location: Hemel Hempstead, UK

#### Personal Trainers

Company: énergie group  
Location: Hemel Hempstead, UK

#### Membership Sales Advisor

Company: énergie group  
Location: Wilmslow, UK

#### Sales and Marketing Manager

Company: Bounce GB  
Location: Milton Keynes, UK

#### General Manager (Maternity Cov)

Company: The Gym Group  
Location: Birmingham, UK

#### Customer Service Manager

Company: Bounce GB  
Location: Milton Keynes, UK

#### Accountant

Company: Bounce GB  
Location: Milton Keynes, UK

#### Customer Service Advisor

Company: GLL  
Location: Streatham, UK

#### Spa Therapists

Company: Everyone Active  
Location: St Albans, UK

#### Sales and Membership Exec

Company: Handpicked Hotels  
Location: Longfield, Kent, UK

#### Lecturer in Golf

Company: Myerscough College  
Location: Preston, UK

#### Lecturer in Rugby

Company: Myerscough College  
Location: Preston, UK

#### Assistant General Manager

Company: The Gym Group  
Location: Leeds, UK

#### Leisure Operations Manager

Company: Wirral Borough Council  
Location: Wirral, UK

#### Senior Fitness Motivator

Company: Everyone Active  
Location: Surrey, UK

#### Studio Manager

Company: Ten Pilates  
Location: London City, UK

#### Dry Operations Manager (Fitness)

Company: Fusion  
Location: Witham, UK

#### SDO Multi-Sports Instructors

Company: LeisureForce  
Location: Saudi Arabia

#### Dry Operations Manager

Company: Fusion  
Location: Loughborough, UK

#### Learning Placement Stevenage

Company: énergie group  
Location: Stevenage, UK

#### Dry Operations Manager

Company: Fusion  
Location: Loughborough, UK

#### Corporate Health Trainer

Company: Lets Get Healthy  
Location: Leeds, UK

#### Swimming Teachers

Company: Community Swimming  
Location: Nationwide, UK



**Assistant General Manager**

Company: The Gym Group  
Location: Nottingham, UK

**Senior Fitness Instructor**

Company: Trafford Community Leisure  
Location: Trafford, UK

**Leisure Manager**

Company: Teignbridge D C  
Location: Devon, UK

**Assistant General Manager**

Company: The Gym Group  
Location: Farnborough, UK

**Centre Manager**

Company: Trafford Community Leisure  
Location: Trafford, UK

**Cycle Manager**

Company: Derby City Council  
Location: Derby Arena, UK

**Customer Relations Manager**

Company: Leigh Sports Village  
Location: Leigh, Lancashire, UK

**General Manager**

Company: Derby City Council  
Location: Derby Arena, UK

**Membership Advisor**

Company: Parkwood Leisure  
Location: Exeter, UK

**Centre Manager**

Company: Bracknell Forest Council  
Location: Bracknell, UK

**Football Operations Manager**

Company: Fusion  
Location: N22 5QW, UK

**Health and Wellbeing Assistant**

Company: Vivacity  
Location: Peterborough, UK

**Membership Consultant**

Company: Everyone Active  
Location: Staine Upon Thames, UK

**Membership Consultant**

Company: Everyone Active  
Location: Watford, UK

**Fitness Instructor**

Company: NRG Gym Limited  
Location: Gravesend and Watford, UK

**Personal Trainer**

Company: energie group  
Location: Variuos locations, UK

**Operations Manager**

Company: Fusion  
Location: High Wycombe, UK

**Recreation Assistant**

Company: Parkwood Leisure  
Location: Kent, UK

**Member Services Advisor**

Company: Pure Gym Limited  
Location: Leeds, UK

**Promotional Staff**

Company: energie group  
Location: Lincoln, UK

**Fitness Instructor**

Company: energie group  
Location: Variuos locations, UK

**Fitness Advisors**

Company: Private Members Club  
Location: London, UK

**Membership Sales**

Company: truGym  
Location: Maidstone, UK

**Supervisor**

Company: truGym  
Location: Variuos locations, UK

**Wet Operations Manager**

Company: Fusion  
Location: Hillingdon, UK

**Group Exercise Co-ordinator**

Company: Everyone Active  
Location: Redcar, Cleveland, UK

**Property Acquisition Manager**

Company: The Gym Group  
Location: region inside the M25, UK

**Customer Service Advisor x2**

Company: Skills Active  
Location: Central London, UK

**Leisure Centre Manager**

**- Trampoline Park**

Company: AirHop  
Location: Surrey, UK

**Operations Assistant**

Company: Harrow School  
Location: Middlesex, UK

**Freelance Personal Trainer**

Company: Everyone Active  
Location: Surrey, UK

**Fitness Motivator Part Time**

Company: Everyone Active  
Location: Wembley, UK

**Online Fitness Sales**

Company: Fitness4mum  
Location: Work from anywhere, UK

**Fitness Motivator Part Time**

Company: Everyone Active  
Location: London, UK

**8x Part time Receptionists**

Company: Everybody Sport  
Location: Cheshire, UK

**5x Part time Lifeguards**

Company: Everybody Sport  
Location: Cheshire, UK

**12x Full Time Lifeguards**

Company: Everybody Sport  
Location: Cheshire, UK

**Duty Manager**

Company: Everybody Sport  
Location: Cheshire, UK

**2 x Part time Duty managers**

Company: Everybody Sport  
Location: Cheshire, UK

**Membership Consultant**

Company: Everyone Active  
Location: SUTTON, UK

**Lifeguards**

Company: Everyone Active  
Location: Cleveland, UK

**Pilates Instructors**

Company: Ten Pilates  
Location: Central London, UK

**Freelance Personal Trainer**

Company: Everyone Active  
Location: Harrow, UK

**Instructor**

Company: Les Mills  
Location: London, UK

**Freelance Personal Trainer**

Company: Everyone Active  
Location: Essex, UK

**Chief Executive Officer**

Company: Bramley Baths  
Location: Leeds, UK

**General Managers**

Company: truGym  
Location: Variuos locations, UK

**Membership Consultant**

Company: Xercise 4 Less  
Location: Nationwide, UK

**Personal Trainer**

Company: Xercise 4 Less  
Location: Nationwide, UK

**Sales and Marketing Manager**

Company: Xercise 4 Less  
Location: Nationwide, UK

**Operations Manager**

Company: Xercise 4 Less  
Location: Nationwide, UK

**Gym Instructor**

Company: Amac Training Ltd  
Location: Nationwide

**Personal Trainer**

Company: Amac Training Ltd  
Location: Nationwide

**Visitor Experience Manager**

Company: National Trust  
Location: York, UK

**Museum Events Assistant**

Company: Mary Rose Trust  
Location: Portsmouth, UK

**Short Breaks Revenue Manager**

Company: Howletts & Port Lympne  
Location: Kent, UK

**Visitor Experience Manager**

Company: National Trust  
Location: Ambleside, Cumbria, UK

**Head of Operations**

Company: EDF Energy London Eye  
Location: London, UK

**Visitor Experience Manager**

Company: National Trust  
Location: Worcestershire, UK

**Site Manager (Jorvik Group)**

Company: JORVIK Viking Centre  
Location: York, UK

**Assistant Director of Operations**

Company: Executives Online  
Location: NW England, UK

**Operations Manager**

Company: Sea Life  
Location: Michigan-Auburn Hills, US

**Technical Manager**

Company: LEGOLAND  
Location: Ontario, Canada

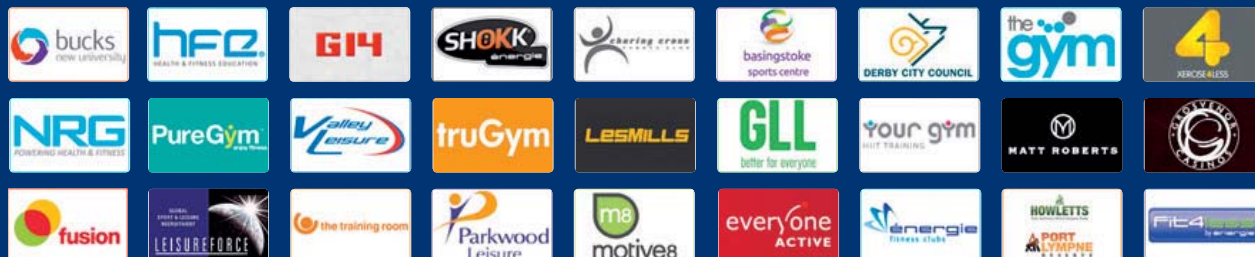
**Studios Manager**

Company: Merlin  
Location: Florida-Orlando, US

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## Sports Direct eyes in-store gyms

Following the news that JD Sports plans to incorporate a JD Gym into its major Newcastle store, retail and health club rival Sports Direct is eager to not be outdone and will reportedly also incorporate branded gyms above three new stores.

The retail giant's new gym chain – [sportsdirectfitness.com](http://sportsdirectfitness.com) – has made waves since its high-profile entrance to the health club market in June, rapidly acquiring 13 sites, many of which are former LA fitness sites put up for sale as part of the chain's company voluntary arrangement (CVA).

And now, according to an unnamed source quoted by the *Sunday Express*, [sportsdirectfitness.com](http://sportsdirectfitness.com) gyms will be included this autumn above three new stores in Aintree, St Helens and Keighley. "Fitness clubs are complementary to Sports Direct's retail offering and make sense. If the first ones perform well, there



There is clear synergy between Sports Direct's gyms and retail stores

could be more openings. Monthly membership will be priced competitively," the source was quoted as saying. *Leisure Opportunities* understands a series of announcements are expected from Sports Direct in the next couple of weeks. Details: <http://lei.sr?a=5a4V3>

## Man Utd Museum welcomes five millionth visitor

*Continued from front cover*

A new George Best ICON exhibition that celebrates the legendary footballer on and off the pitch has recently been unveiled, which includes the signed match ball from the Northampton Town game where he scored six

goals and an insightful postcard from George to his parents among other Best relics. "Reaching five million visitors to our Museum and Tour is an incredible achievement," said Manchester United group managing director, Richard Arnold. Details: <http://lei.sr?a=x5T9w>

## Balcombe named new VisitBritain CEO

VisitBritain has announced that current board member Sally Balcombe will become the tourism body's new chief executive from September, tasked with maintaining Britain's gathering momentum in the sector.

Britain welcomed 32.9 million overseas visitors in 2013, more than any other year, and it is hoped that Balcombe can utilise her prior industry experience to continue the upward curve. She was previously MD of British Airways Holidays and of the specialist sun division at TUI, while as commercial director of Opodo and chief marketing officer at Travelport, she "developed a deep understanding of the power of digital and technology to engage and motivate customers," according to VisitBritain.

Most recently, Balcombe has been a VisitBritain board member – a role she will relinquish to become CEO – as well as holding



Balcombe has been governor of the Museum of London

a number of other high-profile sector roles.

She replaces outgoing CEO Sandie Dawe, who, after more than 20 years at VisitBritain and a hugely-successful five years as CEO, announced she was stepping down in January. Details: <http://lei.sr?a=b3P7J>

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