

leisure opportunities

30 SEP - 13 OCT 2014 ISSUE 642

Daily news & jobs: www.leisureopportunities.co.uk

The power to create great changing spaces



Craftsman Lockers are leading space planners in the design and supply of great changing rooms that enhance the leisure experience.

Our innovative approach to matching provision with customers' ever-rising expectations for high quality facilities enables

us to deliver changing areas that can meet evolving requirements and that have the capability to stay pristine in even the most demanding of environments.

Creating sensitively-designed, great places to change is about understanding the client's

needs, as well as those of their members.

That's why we ensure we build long-lasting relationships as part of a powerful working philosophy across private and public sectors, that caters for all operational models from high-end to low-cost.

Craftsman head 'glorious' Goodwood refurbishment



Asset refresh at Goodwood Health Club is 'a breath of fresh air'

GOODWOOD HEALTH CLUB

The Earl of March owns one of the most successful commercial estates in Europe, where prime golf rests alongside the Festival of Speed motor revival event, an aerodrome, shooting, racecourse and stately home.

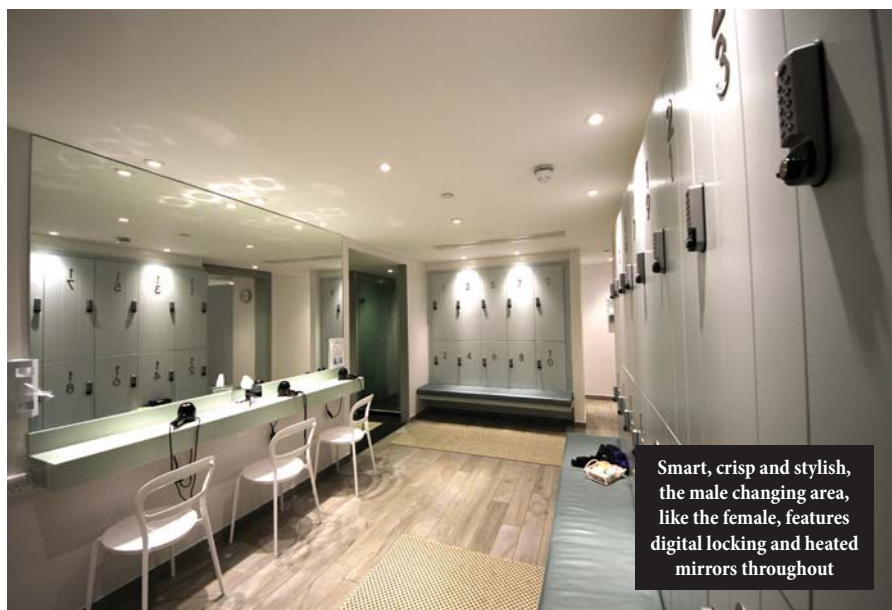
Goodwood means so many memories for so many people. Its customer service ethic ranks second to none and the site is renowned for creating unforgettable experiences, fostering huge loyalty among the paying public.

That's also true of Goodwood Health Club, which opened in 1989, with a 91-bed hotel next door. Boasting 2,200 members, the club can proudly claim a monthly retention rate of more than 98 per cent. "There's such loyalty here," says Operations Manager Kathryn Gard. "Some of our members have been with us since we started."

The glorious rural West Sussex setting near Chichester is one factor in the equation no doubt, but so too is the club's commitment to make members' stays utterly memorable.

"Goodwood is pretty far up the league of the world's leading adrenalin sporting estates," says Leisure Manager Jen Evans, "while our 12,000 acres also include a dairy farm producing milk and cheese for consumption."

The team ethic permeates every aspect of the estate, she explains. "We all talk to each other to help create customer packages that



Smart, crisp and stylish, the male changing area, like the female, features digital locking and heated mirrors throughout

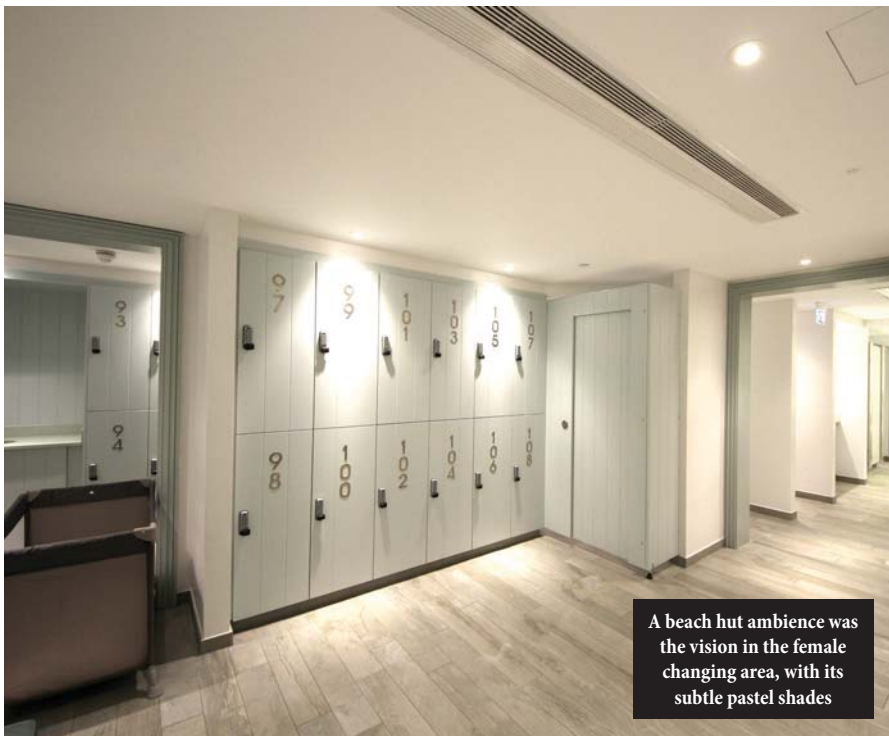
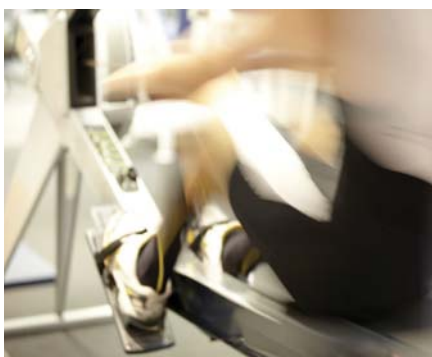
no one else can offer. It's an amazing place to work. I've worked here five years now and remain ridiculously excited about the endless opportunities. That enthusiasm is transmitted to club members, I'm sure."

Now establishing its own identity within the regional health and wellbeing marketplace, targeting an eight-mile catchment that embraces Chichester and Arundel, the club

has just completed the first phase of a three to four-year complete refurbishment of the site, which will undoubtedly raise levels of excellence even further still.

This first stage of the 'asset refresh' is the changing areas, which the club considers of prime importance in customer satisfaction.

The club's indoor and outdoor provision includes tennis courts, boot camp academy, ➔



➔ main and baby pools, sauna, steam, whirlpool spa, gym with new Precor Preva networked fitness solutions and a studio staging more than 60 classes a week of activities including ballet fusion and Bokwa.

Catering for the wide scope of services places differing demands on the changing areas, explains Jen. “We are about everything to do with wellbeing here and want members to have fun and enjoy their stay with us, which means we have to maintain the standard of provision right across the club.”

Still in fine fettle, the changing area that Craftsman fitted out for the club’s opening has stood the test of time, she adds. “They are so hardwearing, they looked almost as good as new. Naturally though, styles and designs change over time. “We have undergone quite an evolution in 25 years and technology has moved on. As Goodwood grows, we have to reflect the estate in the best possible light.

“The changing area can have an immediate effect on everyone’s day, from members and hotel guests to the staff, so it needs to present the right image and enhance the total experience,” Jen maintains.

The contract for the asset refresh went out to tender, which Craftsman won with work which embraced several modifications and innovations. “We’ve looked at the critical non-essentials, like introducing elegant towel drops to replace baskets and wanted to introduce a new method of locker security as well.

“The key system could cause problems for members and staff – sometimes locks could seize up because of the wet environment.

Sharing customer values

“At Goodwood, there is a certain level of expectation that suppliers will work with us in a way that is consistent with our own customer service values. Throughout our years of association with Craftsman, the company has responded quickly and proactively to help us deliver the quality of provision that our 2,200 members demand. Craftsman’s way of working with us makes our job here so much easier and has undoubtedly contributed to our extremely high levels of retention.”

**Kathryn Gard, Operations Manager
Goodwood Health Club**

A system that didn’t create added stress was our intention and we discussed the pros and cons of alternatives with Craftsman before deciding on digital locks.

“Members have their own four digit code – it’s quick and easy and we no longer have the worry of keys, which members sometimes lost or left somewhere. All they now have to do is to remember the locker they used and their own personal code. No more keys to carry. We have also eliminated personalisation of the lockers by programming lockers to open automatically overnight which means there is always a locker for our members.

Given that the locker shells were still fully serviceable, the project team chose to retain them, directing the spend on elements such as cubicle redesigns and family provision.

“Ideas went back and forth several times,” says Jen, as the final designs evolved. “Craftsman have helped us deliver light, airy and fashionable provision that retains a ‘beach hut’ ambience with its pale duck egg blue and grey wood décor in the female changing area.

“The male area décor is more masculine with sharp, black faux leather upholstered benches and crisp brushed metal finishes.”

Huge heated mirrors create a feeling of space, while keeping condensation at bay – another new feature the members have welcomed, says Jen.

“There’s been such a feeling of thankfulness and a belief that the refurbished changing area has made their day much better. As one member remarked: ‘It’s like a breath of fresh air’.”

The next phases of refurbishment will include a new gym and dance studio and repositioning the Water Beach spa and treatment rooms. The importance of an “easy flow” for members will rank high here too, says Kathryn.

“The first stage of refurbishment has set the scene going forward. Craftsman have a really great reputation and we are delighted to stay with them as our preferred supplier.”

These sentiments are shared by Jen Evans: “I was so pleased to learn Craftsman was awarded the contract. Their commitment to customer service excellence is in keeping with our own. At Goodwood, there is a certain level of expectation – Craftsman responds quickly and proactively, which makes our job here so much easier.”

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Exclusive: PayasUgym targets Bitcoin payments

Online gym pass provider PayasUgym will soon begin testing Bitcoin as a form of payment across its network, paving the way for more than a third of UK gyms to be able to sell membership via the cryptocurrency.

The news marks a major step forward for the health and fitness industry, making it a relatively early adopter of a digital currency described by Bill Gates as a “technological tour de force.” Launched in 2009, Bitcoin is the ‘currency of the internet’ and has been hailed for its relative immunity from inflation, corruption and human error, as it is based on mathematical formulae, rather than government policy. However, critics have pointed out that the currency can be susceptible to theft by hackers if it is not stored securely. The currency has brought benefits to



PayasUgym co-founders Jamie Ward (left) and Neil Harmsworth have high hopes for Bitcoin

numerous industries as it negates bank charges and currency exchange fees, while its adoption by the gym industry would mark a major breakthrough at a time when companies like PayasUgym are making it easier for consumers

and operators to do business on the internet. With more than 2,200 gyms available through the recently-launched PayasUgym marketplace, customers would be able to use the online tool to quickly compare gyms in their area and use Bitcoin to pay for their gym pass or membership.

The project is still in the early stages, however a more detailed timetable for adoption is expected to be outlined in the coming months, with trials through a number of south east England clubs expected to be underway by the end of the year. How early the currency capability

will be launched across the PayasUgym network depends on the outcome of these trials, with details such as how to peg the pricing to pounds sterling still to be ironed out. Details: <http://lei.sr?a=F9v6T>

£60m Science Museum transformation underway

The evolution of London's Science Museum is well underway, with several ‘starchitects’ named to design its new galleries, while a new exhibition space will open on 25 October.

The Science Museum's Masterplan will transform around a third of the world-renowned museum over the next five years. Currently in the first stage, the overall project amounts to roughly £60m. This has been raised through a combination of private donations, in addition to grants from the Heritage Lottery Fund.

Details: <http://lei.sr?a=n6e5K>

Prince Harry to head England Rugby 2015

With only a year to go until England hosts the Rugby World Cup 2015, Prince Harry has been appointed honorary president of England Rugby 2015 – the organising committee delivering the tournament.

A keen rugby fan, and vice patron of the Rugby Football Union (RFU), Prince Harry will play an important role in welcoming the 20 qualifying nations to Rugby World Cup 2015.

The prince is involved in a number of sporting initiatives and was instrumental in launching the Invictus Games for injured soldiers, which took place in early September.

The promotional campaign for world rugby's premier tournament is about to kick into



Prince Harry is a passionate rugby supporter

overdrive, with fans due to find out which tickets they have successfully applied for in October. Meanwhile, planning is underway for a 100-day trophy tour across the UK. Details: <http://lei.sr?a=Q8R3K>

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SPORT

Compass in joint review with ukactive

Compass – the representative body for providers of children's activity and sport in schools and communities – has become the latest high-profile physical activity organisation to form an alliance with ukactive, following in the footsteps of Skills Active and CIMSPA.

Compass and ukactive have announced a six month collaboration that will see the organisations review Compass' strategy, with a view to integrating the organisation and its members within ukactive.

Formed in 2011, Compass represents providers delivering curriculum and non-curriculum school sport and activity in over 7,000 schools and communities. The organisation is committed to ensuring that every child has the opportunity to lead an active and healthy lifestyle.

Following the recent resignation of CEO, Martin Gallagher, the Compass board, led by Fit For Sport CEO Dean Horridge, will continue to govern the organisation, and it has



Fit For Sport CEO Dean Horridge is currently leading the Compass board

announced its ambition to work with ukactive.

Over the next six months, ukactive will review Compass' mission, vision, programmes and key member benefits. ukactive will oversee the operation of the organisation and will immediately offer all Compass members weekly monitoring reports and an events programme for the remainder of 2014.

Details: <http://lei.sr?a=m9p9r>

London to host Euro 2020 semis and final

Wembley Stadium in London has been selected to host the UEFA Euro 2020 final and semi-final stages of the tournament for the first time since Euro 96, beating off competition from Munich, Germany.

UEFA's Executive Committee has selected 13 associations/cities from the 19 bids, with 12 winning standard packages (three group stage games, one quarter-final or round of 16 game) and one city to host the semi-finals and final. This is the first time in the tournament's history that the European Championships will be held continent-wide, with England and Wembley Stadium holding the distinction of hosting the semi-final and final.

The capacity and commercial potential of Wembley was believed to be attractive to the European governing body and the FA delegation including chairman Greg Dyke, England manager Roy Hodgson and sports minister Helen Grant performed well to secure what



Wembley Stadium will host the Euro 2020 final and semi-finals

will be the first international football tournament final to be held in England since 1996.

Munich, Baku, St Petersburg and Rome will each host three group-stage matches and a quarter-final, while Copenhagen, Bucharest, Amsterdam, Dublin, Bilbao, Budapest, Brussels and Glasgow will each host a last-16 tie and three group-stage games. Fans have criticised the plans for making it more expensive to follow their team. Details: <http://lei.sr?a=x5k2T>

Liverpool gets stadium go-ahead

Liverpool FC's plans to increase capacity of the club's Anfield Stadium by around 13,000 seats have been given the green light by Liverpool City Council (LCC).

LCC's planning committee met on 23 September and resolved to grant planning permission for the expansion of the Main Stand by 8,300 seats and the Anfield Road Stand by 4,800. Construction will begin next year for completion by the 2016-17 season and will take capacity from the current 45,500 to almost 59,000.

Facilities management and construction services provider Carillion was named in July as the preferred bidder to carry out the expansion, which Liverpool FC says will enable the club to host major international and European games. The work on the stadium – designed by architectural firm KSS – is itself part of a larger £260m plan to transform the area around Anfield into a mixed-use leisure hub.



Construction will begin next year, for completion by the 2016-17 season

Proposals include the creation of a wide avenue through the adjacent Stanley Park and a new public square area with a memorial to the 96 Liverpool fans who died in the Hillsborough disaster of 1989. Also included is a new primary school, health centre, 250 new homes and a 100-bedroom hotel, as well as a new business hub. Liverpool mayor Joe Anderson hailed the move as an "important milestone." Details: <http://lei.sr?a=Q5F2S>

Rugby union board backs home-grown talent

Premiership Rugby has confirmed changes to the Aviva Premiership salary cap from the 2015-16 season, designed to boost the number of home-grown players in the league.

This year, the number of England qualified players in the Premiership passed 70 per cent for the first time, but the league's lawmakers are eager to drive that figure higher.

Buoyed by increased television revenues, the league will raise the salary cap to £5.1m

for the 2015/16 season, with clubs able to nominate up to two 'excluded players,' whose salaries are not included in the capped amount. This is designed to ensure clubs can afford to retain their top English players, after several high-profile stars have been lured overseas with lucrative contract offers in recent years, most notably from French clubs.

The 2015/16 season will also see the introduction of home-grown player credits, whereby clubs can increase their cap by as much as £400,000, depending on the number of England-qualified youngsters that have graduated from a club's academy.



London Wasps and Northampton Saints scrum up in a league match

"The increase in the base level of the salary cap will help our clubs to retain English talent. Also the introduction of home-grown player credits helps the enviable production line that has been established from our academies to our Premiership squads and on to England," said Premiership Rugby chief executive Mark McCafferty. "England and its clubs are getting stronger because of our commitment to the development of world class England players in Aviva Premiership Rugby; the most competitive league in the world. It is an essential part of our league and the strength of our system." Details: <http://lei.sr?a=M9R8w>

Art Deco cinema transformed into fitness facility as Empire Gym opens



Customised equipment design includes bespoke upholstery and frames

Residents of the Lincolnshire town of Market Deeping have welcomed a new 5000ft² independent training facility as the town's old Empire Cinema has re-opened as Empire Gym.

The building, which has been unoccupied since 1963, is situated in a heritage area and many of its original features have been restored as part of the renovations.

With quality and service at its core, Empire Gym aims to offer its members something different. Competing with local independents and national gym chains, Empire Gym's mission is to provide its members with the best in quality, as managing director Steve Weston explains: "From our gym layout to interior décor, equipment to changing rooms, training staff to classes and air exchange to air conditioning, we have ensured that every detail of the gym is designed and delivered to a very high standard."

Flexible membership packages are one of the gym's unique features; members can choose from three, six or 12 month gym or studio only packages, or combine the two; daily and weekly memberships, single class or gym visits and discounted block sessions are also available.

The gym is fully equipped by Cybex, whose build-to-order policy permitted bespoke blue frames and embroidered upholstery incorporating the site's branding.

A range of Cybex's Total Access IFI Stage 2 accredited equipment was also installed in line with the gym's objective to support the needs of all fitness enthusiasts.



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HEALTH & FITNESS

Tesco to kickstart wellness push

Supermarket giant Tesco is continuing its push towards wellness by teaming up with Diabetes UK and the British Heart Foundation to form a charity partnership aiming to raise millions of pounds to promote healthy living.

The move marks the latest in a series of steps towards the health and fitness market in recent years.

Having previously paired up with Xercise4Less to offer an instore gym, and later provided a community yoga space at the Tesco Extra store in Watford, the supermarket chain also recently launched low-fat food range My Fit Lifestyle.

The new partnership aims to take on two of the UK's biggest killers – cardiovascular disease and Type 2 diabetes – by focusing on ways to encourage healthy eating and healthy cooking habits, including making it easier to choose foods lower in sugar, saturated fats and salt. The ultimate ambition for the partnership is to be a force for positive change in the health of the nation. It will launch in early 2015 and will see Tesco, its customers,



Tesco customers and colleagues raised £13m for Diabetes UK last year

colleagues and suppliers aim to raise millions of pounds for the two charities.

Following the supermarket's pledge last year to help customers and colleagues live healthier lives, the new partnership forms part of putting that commitment into practice, alongside The Tesco Eat Happy Project, which teaches children about the food they eat and the planned removal of sweets from all Tesco checkouts in January 2015. In the past year, Tesco customers and colleagues have raised around £13m for Diabetes UK.

Details: <http://lei.sr?a=w7Y2P>

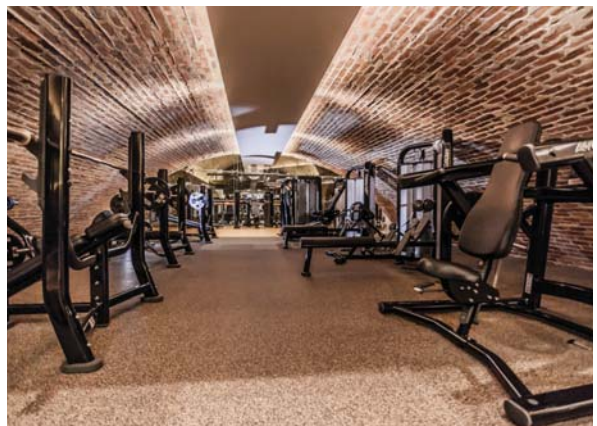
Nuffield showcases £1.9m flagship gym refurb

Nuffield Health has cut the ribbon on its newly-refurbished London City flagship gym, following a £1.9m redevelopment of the sizeable 80,000sq ft (7,432sq m) facility.

Former Olympic and World Kayak Champion Anna Hemmings was on hand last week to relaunch the site, which now features an Athletic Zone boasting plyometric training equipment, as well as a purpose built Wattbike Performance Zone with interactive screens. The gym floor refurbishment

included an upgrade to existing equipment, coming in the form of new Life Fitness cardio and Insignia Series resistance equipment.

The new-look gym – which took nearly three months to complete – will operate in harmony with the in-house medical centre which provides health assessments, physiotherapy and full GP services. Other sessions on offer at the site, include running gait analysis, body fat analysis and posture analysis.



The new-look gym took nearly three months to complete

"We listen to our members, which is why we have heavily invested in our equipment, changing rooms and training space," commented Nuffield Health City Gym general manager Adam Hanover. "We will also continue to deliver our excellent medical services – including health assessments, physiotherapy sessions and GP appointments within 24 hours – as part of the overall site offering."

Details: <http://lei.sr?a=V5N4q>

Peppa Pig to tackle child inactivity

Operator Places for People is to harness the ubiquitous popularity of Peppa Pig in a bid to banish inactivity among kids under five.

Entertainment One – creator of the all-conquering IP – has teamed up with activity programme design startup Tumuv to produce the new Move with Peppa programme, which will roll out across Places for People Leisure centres in January 2015.

Designed to build motivation, physical confidence, co-ordination and balance in two to four-year-olds, the six-week programme will include a range of activities, a 'Peppa Steppa' exercise routine, as well as an incentivising awards scheme.

"Despite the rising level of inactivity in under-fives, there is a surprisingly limited amount of physical activity provision for this age group," said founder of Tumuv Holly Woodford. "We wanted to create a programme that would excite and inspire young children as they experience physical exercise for the first time. Children across the country have fallen in love with Peppa Pig through their TV screens, so how better to inspire younger generations to be active than through Peppa-themed exercises."

Utilising popular children's characters to get youngsters into fitness from an early age



Each Peppa Pig activity session lasts for 45 minutes

is becoming an increasing trend, with Disney recently teaming up with Change4Life to develop a schools-based activity initiative.

Finer details of the Move with Peppa programme are currently being finalised, however the 45-minute sessions will be designed to "inspire and engage both parent and child."

Leisure operator Places for People will be the exclusive launch partner for the scheme.

Details: <http://lei.sr?a=R4a5P>

Alan Holl leaves Virgin Active to join TRX

Body weight training supplier TRX has announced the appointment of Alan Holl – previously head of fitness at Virgin Active UK – to operate as senior director of Europe, Middle East, Africa and India.

Holl has held senior fitness roles with both Fitness First and Virgin Active in the health club sector, having previously had a 13-year career in the British military. In his most recent role with Virgin Active, Holl made a key contribution towards product development and innovation, and his arrival represents a major coup for TRX.

"I'm extremely passionate about credible and progressive fitness training and education, so this role at TRX provides huge synergy as their education, product and programming is central to core values," said Holl.

As well as driving the delivery of education and programming in his new role, Holl will be charged with accelerating TRX's expansion into the EMEA region. His task includes ensuring



TRX hopes that Alan Holl can lead its charge into the EMEA region

the distribution strategies are led with a consistent approach, and that the TRX brand is 'front and centre' of the functional training sector.

Paul Zadoff, TRX president, added: "Alan brings with him a unique blend of experience from the military, sport and fitness industries, and he has proved himself as an expert in fitness business management, education and health club programming.

Details: <http://lei.sr?a=r6A7B>

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LEISURE INDUSTRY WEEK

30 September - 2 October 2014
NEC Birmingham, UK

'Silent disco' approach for education programme

To ensure the education seminar programme is uninterrupted by other events or the high energy activity taking place on the show floor, this year LIW will provide each seminar delegate with wireless headphones so they can have a clear, uninterrupted education experience.

This 'Silent disco' approach will ensure all our guests get the most out of the educational content that the show has on offer.

Over 100 seminars will take place in the Education village across three theatres, providing CPD accreditation, practical advice and expert-led sessions.

Tanita to showcase new collaboration with Boditrax

Tanita Europe, a world leader in health monitoring, will be exhibiting at this year's LIW to showcase its new collaboration with Boditrax, an expert in activity tracking.

Exhibiting on the Life Fitness stand, (W500), Boditrax has integrated Tanita body composition analysers into its digital health platform. This offers health club members instant access via a cloud-based system, to a personalised weight loss analysis and measurement package, to help them monitor progress and reach goals. Tanita will also debut a new AM 180 accelerometer, providing accurate readings for daily activities.

Precor hosts breakfast for independent operators

As part of LIW's 'Independents' Day' on the Thursday of the show, Precor is sponsoring an exclusive breakfast for indie operators.

The event will take place on the Precor stand (H310) on 2 October at 9.30-10.30am.

Invited operators will have the chance to network and try out Precor's new Next-Generation Experience Series Treadmill, launching after three years of research and development. The breakfast will provide an opportunity to discuss challenges and opportunities faced by indie operators. To sign up for the breakfast tick the option at the end of the LIW registration process.



Like many areas of LIW, the VIP Lounge offers excellent opportunities for networking and engagement

Leisure-net to co-sponsor VIP Lounge

Leading customer insight company Leisure-net Solutions has announced it will be one of four firms sponsoring the VIP Lounge (stand L260) at LIW 2014, alongside Right Directions, Lifetime Training and Big Wave Media.

Leisure-net will be using the VIP Lounge to introduce its new customer-insight platform, feedback-Focus. Joint directors Mike Hill and David Monkhouse (see pic below)

will be running demonstrations, detailing how the platform enables operators to easily keep on top of all forms of customer feedback, be it via the web, email, phone or face-to-face.

Visitors can also find out about Leisure-net's Health and Fitness Omnibus Survey (HAFOS), the only annual barometer of UK consumers' attitudes towards health, fitness and physical activity, and its new event, active-net 2015.

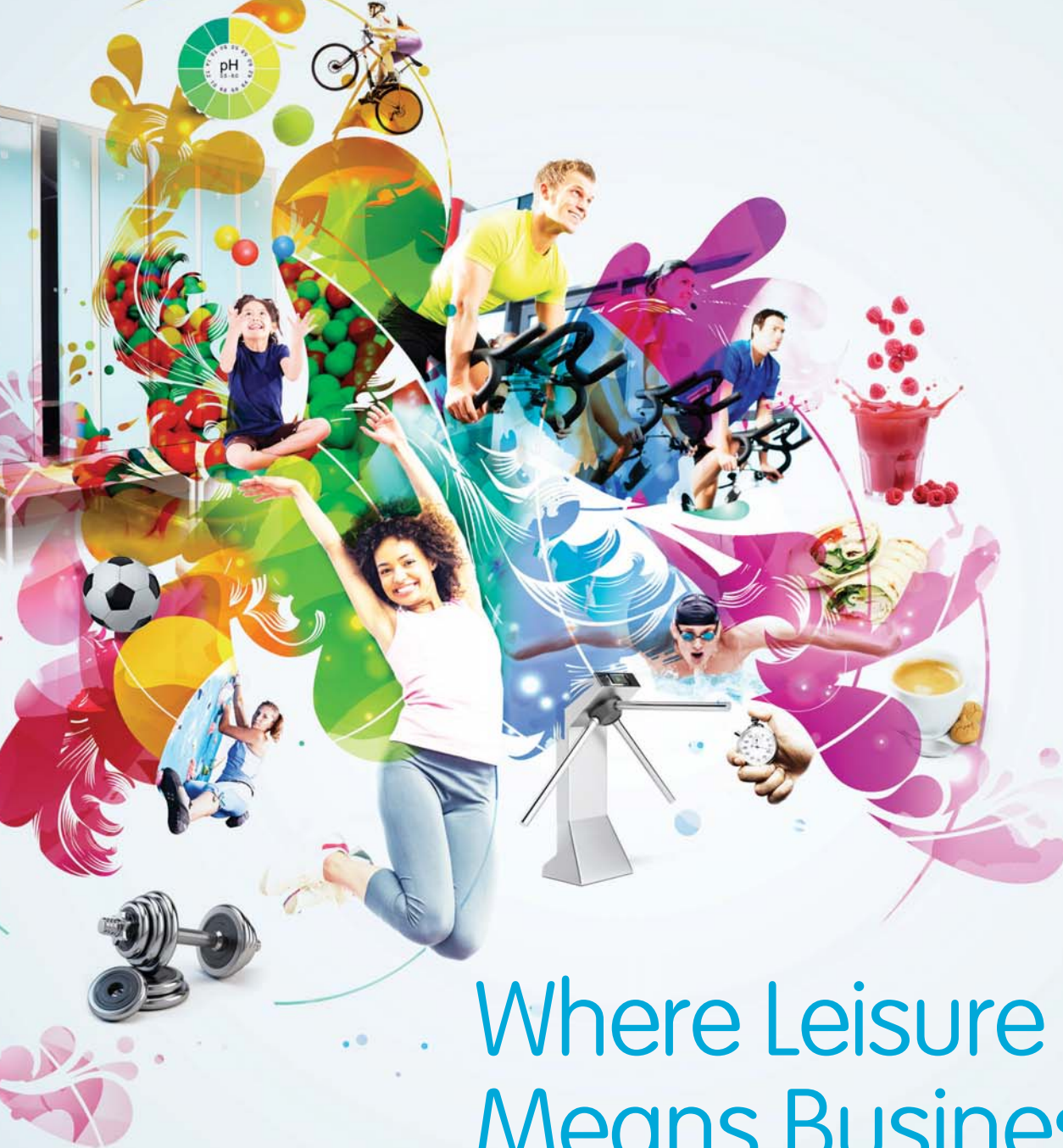
Latest exhibitors to register for LIW

There are more than 200 exhibitors at LIW this year, over 80 of them new to LIW, and the show floor is continuing to fill up. Here are the latest exciting exhibitors to join LIW 2014:

- Dale Sauna
- Scott Sport
- Dance Activ-8
- Right Directions
- Clubbercise
- Leisure-net Solutions
- Helinova
- Big Wave Media
- Lorica Insurance
- Lifetime Training
- Cannons UK
- Ustigate
- Vollmer Sport
- Tetley Tea
- Slush Puppie
- S&C Slatter
- Freedom Climber
- Ninepointnine
- Parkour Generations
- Virtuagym
- 3s Pool Cleaners
- KT Tape UK
- KidsKard
- Ultraforce Group
- Ruff Tuff Stuff
- Zappy
- Energy Services
- Tornado International
- Integrated Health
- SAS Security Services



Mike Hill (left) and David Monkhouse of Leisure-net are among the latest exhibitors to join LIW 2014



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LEISURE INDUSTRY WEEK

30 September - 2 October 2014
NEC Birmingham, UK

Leisure Industry Week (LIW) is the leading exhibition dedicated to the entire leisure industry.

Whether you're an independent operator, trainer, or you work within a corporate gym or leisure facility, LIW is your must attend event of 2014. Join us for unrivalled networking, leading exhibitors bringing you the very latest fitness equipment, live demos of new training methods, CPD education, and much more. **Visit LIW 2014 and stay ahead of the game.**

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Register today for FREE entry (saving £30) at liw.co.uk



LEISURE INDUSTRY WEEK 2014



Nicky Jobson takes a look ahead at some of the expected highlights of LIW, from new product launches to education and demonstrations



LIW 2014 will feature a Tabata Group Ex Arena

Leisure Industry Week (LIW) is preparing to build on the success of previous years, once again returning to Birmingham's NEC from 30 September to 2 October to offer a wide-ranging showcase of the newest products, innovations and education from right across the wide-ranging leisure sector.

The event organises exhibitors into six core leisure sectors – Health & Fitness, Pool & Spa, Play, Eat & Drink, Leisure Facilities, and Sport – thereby creating the perfect venue for professionals from across the leisure industry to network and engage.

Exhibitor news

Cybox (stand H100) will be launching the new Cybox Eagle NX at this year's show, a 12-piece line of strength equipment that's

evolved from the Eagle line to cater for high-end, trainer-focused facilities. Key features include a patented Dual Axis Technology, which allows training in machine-defined or user-defined movements, as well as smartphone and tablet holders for on-machine viewing.

FitPro (stand H740) will introduce MOSSA and ZIVA. MOSSA, formerly known as Body Training Systems, offers a choice of pre-choreographed group exercise programmes with regular quarterly releases to maintain member motivation. ZIVA offers a premium line of free weights, functional training and studio equipment.

Gladstone Health and Leisure (stand L380) will be introducing an activity booking module for its smartphone app, MobilePro. This will allow customers to

book and pay on-the-go for all leisure activities, on any smartphone.

Keiser UK (stand H495) will be launching the M3i, the brand's most advanced indoor cycle yet. The new model features a Bluetooth wireless display, allowing the M3i computer to 'partner' with a phone or tablet.

Life Fitness (stand W500) will be launching SYNRGY BlueSky, its first small group training system designed for outdoor use. Incorporating up to 12 bodyweight training stations, the modular system enables operators to create a results-focused workout environment for all abilities.

Matrix Fitness (stand H140) will be hosting a wide range of activities at this year's LIW, as well as displaying new products for the UK market. These include the Magnum Double Power Rack, the IC7 bike endorsed by Dani King MBE, the Ziva Functional Trainer, and many more. Matrix Ambassadors attending this year's show include Dani King MBE, Sally Gunnell MBE, the Wigan Warriors Rugby League team – who will host a 'Train like a Warrior' event – the Infiniti Red Bull Racing Team, Gloucester and England rugby star Ben Morgan, plus acrobat Doug Edwards.

Performance Health Systems (stand H610) will be showing two new products. The Power Plate pro6+ is ideal for small group training, while the new Integrated Fitness concept integrates Power Plate with existing training modalities to create new programming solutions.

Physical Company (stand H200) will be unveiling two new innovations. The Total Gym Elevate Line is the company's first commercial range of bodyweight resistance, single-station machines. Also, the new SandRope from Hyperwear has a

This year, attendees can pre-book meetings





LIW Live will host Q&A sessions with high profile sports stars



Watch the latest workouts and equipment in action



The STA Swim Zone will host a range of live classes

Excitement builds for 26th annual Leisure Industry Week



JAMES SAMUEL is the event director for Leisure Industry Week

LIW is the longest established leisure trade show in the UK and we've had a very busy year building on past success, to provide an even more comprehensive showcase of new products and innovations to the 200 plus exhibitors and 7,500 expected visitors at this year's show.

As well as over 120 live demonstrations and 80 educational sessions, we will be introducing a number of new features to enhance the visitor experience. In addition to the popular demonstration areas, we've added a range of LIW Early Morning Workouts, hosted by exhibitors, to encourage visitors to sample new group exercise options that are available.

Thursday will be 'Independents Day', providing a full day of education, networking and activities aimed at tackling the challenges faced by independent operators.

Whilst LIW Connections will allow visitors and exhibitors to pre-schedule meetings and a 'silent disco' approach to our education programme will ensure every seminar is undisturbed.

LIW continues to maintain its position as the UK's leading leisure trade show because we react to feedback and aim to make each year bigger and better than the last, whilst reflecting the needs and demands of the sector.

Earlier this year, we joined with long term partner ukactive to create the industry's biggest piece of independent research exploring what suppliers and operators want from the event. We've shaped the 2014 show to reflect the feedback from this and this strategy will continue into 2015 and beyond.

My advice would be to plan ahead of the show as there is so much on offer; however I am a big believer in getting lost. Give yourself time to walk around the show and discover something new; with over 80 new exhibitors and over 150 new products it won't be difficult.

similar application to a battling rope, but the sand inside moves freely to provide a more challenging workout.

Precor (stand H310) will showcase the next-generation Experience Series Treadmill. Following three years of research and development, the new treadmill incorporates a new motor drive system and a brand new 'active status light', alerting facility staff to the operating condition of the treadmill.

Pulse Fitness (stand H120) will be showcasing various new products, including a new cloud-based solution, SmartCentre.com. A web-based platform, the application will be free to all clients using SmartCentre and will enable users to view, access, track and update their fitness data anytime, inside or outside of the gym.

Holding its major UK trade launch at LIW this year, Reebok Professional (stand H410) will be unveiling more than 90 products from its Professional Range to the UK market, covering strength, aerobic, yoga, balance and recovery needs, in addition to professional racks.

New to the show this year, SportsArt (stand H290) is committed to leading the industry in eco-friendly action through research, design and education

on sustainable business solutions and practices. Its Green System units harness human power through specially engineered cardio pieces, turning it into usable electricity to power the facilities. It will also be demonstrating SA WELL+, an intelligent fitness management software system that integrates with SportsArt cardio equipment through a QR code, allowing users to easily collect their workout data.

Star Trac (stand H180) will be launching the brand new Turbo Trainer – which simultaneously gives an upper and lower body workout via an isokinetic resistance mechanism – and the Spinner NXT BlackBelt, its first belt-driven Spinner bike.

Education

Once again, LIW will offer delegates a free education programme, with seminars taking place in three theatres and covering industry trends, developments and insights.

After LIW 2013, event owners UBM released a survey to all visitors to establish key challenges facing the sector. Feedback listed member retention and engagement, competition and financial cutbacks. This year's education programme will be geared towards finding solutions to these issues.

The Keynote Theatre will host the annual ►



LIW offers valuable networking opportunities



LIW features a number of demo areas

► **ukactive** keynote from CEO David Stalker, as well as a keynote from Young Pioneers, presenting its latest research. Other sessions will include RoSPA, Premier Global and TRX, who will have TRX commercial director Ryan Damon across from San Francisco to talk about retention, engagement and maintaining growth.

Thursday will be Independents' Day, a new feature for the show: a dedicated day of activity aimed at tackling the challenges faced by independent operators. The keynote will be delivered by Thomas Plummer, a fitness business expert with 30 years' experience, who's renowned in the US for coaching independent operators to success.

LIW will again play host to the REPs National Convention on Wednesday 1 and Thursday 2 October. On Wednesday, attendees will receive a keynote from Olympian and REPs ambassador Louise Hazel, who will be talking about how her career as an elite athlete has influenced her life as a personal trainer. Olympian Zoe Smith and coach Sam Dovey will discuss the essential factors of developing a programme to ensure athletes peak in time for competition.

Thursday will include Future Fit's Paul Swainson presenting 'Low back pain and the impact on our society', which will be followed by 'Cancer diagnosis and mental health', led by Sarah Bolitho and Anna Campbell of Exact Training and CanRehab. For ticketing details, visit:

www.exerciseregister.org/news-events

Demonstration areas

This year's show will include a number of demonstration areas highlighting the latest workout innovations. These include the Tabata Group Ex Arena, where Tabata will

be demonstrating its newly formatted workouts, brand and launch campaign.

The CPD Arena will host Star Trac Spinning classes with international Spinning instructor Sandro Morelli. In addition, the Functional Training Zone will include TRX Team Training and TRX Group Rip Performance workouts with Dan McDonogh, TRX senior manager of group training & development.

Morning workouts

This year, LIW will be encouraging visitors to kick-start their day with morning workouts offered by exhibitors. On Wednesday and Thursday morning in the exhibition hall, from 7.30–9.30am, workouts will be delivered by exhibitors including Matrix, TRX, Life Fitness, Jeka Jo Dance, Star Trac, FitPro, Cybex International, Pavigym and Performance Health Systems.

The LIW Live! Stage – a popular addition at last year's show – will have a busy schedule including live question and answer sessions with high profile sports stars and new innovation demonstrations.

Networking

New to 2014 will be the ability to pre-schedule one-to-one meetings between visitors and exhibitors. Visitors will be able to search and contact exhibitors with a view to booking a time suitable for them to meet.

Meanwhile ukactive will host its VIP drinks reception on the Wednesday, from 5–7pm. This will be followed by the LIW drinks reception, open to all, from 7–11pm. The Health Club

Awards gala dinner and awards ceremony will take place at the National Motorcycle Museum in Birmingham on the Tuesday evening, 30 September. BALPPA networking events will include a drinks reception, Tuesday 5–6pm, and a lunch in the BALPPA Play Lounge (stand P116) on Wednesday for the indoor and outdoor play community.

Pool & Spa

The STA Swim Zone (stand A01) will be back at the show and better than ever, as its pool will be a central feature on the show floor, providing visitors with a number of live swimming, lifesaving and fitness classes. The STA will be demonstrating its brand new Photometer, a digital technology allowing real-time analysis, alerts and reporting, live in the swimming pool.

Meanwhile RLSS UK, in collaboration with industry specialist Ferno, will launch a new pool extraction board, designed to make pool rescues more efficient, especially in the case of suspected spinal injuries.

Having launched in September last year, the Register of Aquatic Professionals (RAPs) will return to LIW to update visitors on its future plans. Visitors will also have an opportunity to learn and develop skills, as RAPs will host free aquatic specific workshops and seminars, endorsed by SkillsActive. ●

VISITING THE SHOW?

Venue: Hall 1, NEC, Birmingham, UK

Dates: Tuesday 30 September – Thursday 2 October

Opening times: Tuesday/Wednesday: 10.00am – 5.00pm, Thursday: 10.00am – 4.00pm

Registration: Pre-register for free at www.liw.co.uk

Get involved using: #LIW2014 and following: @L_I_W



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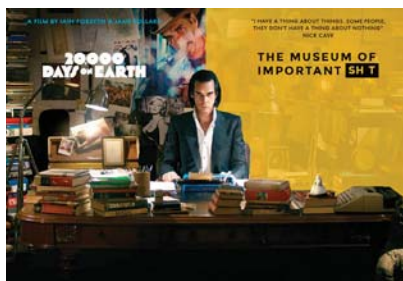


Queen's Royal Row Barge boathouse plans scrapped

Plans by Foster + Partners for a modern boathouse and visitor centre in Twickenham, UK's, Orleans Park to house the Queen's Royal Row Barge have been shelved by Richmond Council, following fierce opposition from the public.

Gloriana – the first Royal rowbarge to be built in over 200 years – was specially constructed to serve as a lasting legacy to mark Her Majesty's Diamond Jubilee in 2012. Backers of the proposal had hoped it would provide a safe and secure permanent base for the vessel, while also serving as an educational centre outlining the region's boat-building heritage from centuries gone.

Richmond Council said it became clear public opinion was against the development. *Details:* <http://lei.sr?a=J6F3w>



The project is backed by a number of celebrities

Nick Cave curates virtual museum of 'Important Sh*t'

Musician Nick Cave has launched a virtual museum known as the Museum of Important Sh*t – a unique collection of ordinary objects with extraordinary significance.

Following the release of his semi-autobiographical documentary *20,000 Days On Earth*, the former Bad Seeds frontman Cave teamed up with film directors Iain Forsyth and Jane Pollard to present the online collection of objects, each of which is of deep and lasting meaning to one person.

The idea was inspired by the documentary, the nature of personal memorabilia and the histories they preserve. The project is backed by production company Film4 and content agency Somethin' Else, and is being curated by Cave, Forsyth and Pollard. Anyone can submit an item of "important sh*t" to the museum, with potential donors needing to log into the site via social media and like and share the best items they come across.

The museum will also be run by a series of guest curators including actor and director Richard Ayoade and author Jon Ronson, who will select and group their favourite items. *Details:* <http://lei.sr?a=y2K7U>

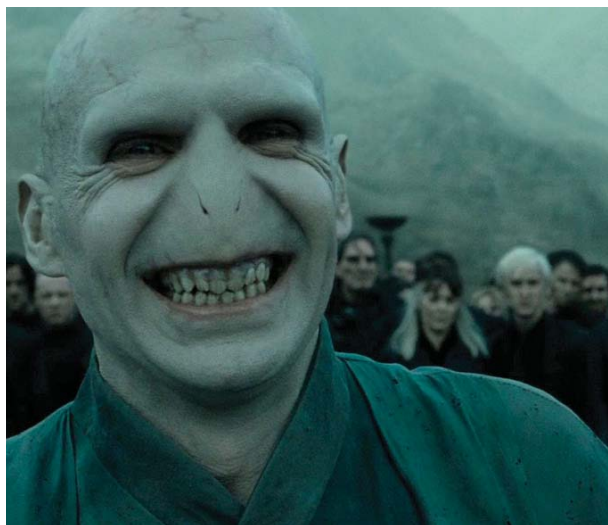
Potter studios to spotlight dark arts

Harry Potter's loyal army of fans has an insatiable appetite for all things related to the boy wizard. Attractions themed around this fictional character are a surefire winner and now Warner Bros Studio Tour London – The Making of Harry Potter has announced it will be opening a new permanent addition to the popular visitor attraction.

Visitors to the experience will from 14 October be able to enjoy a new dark arts-themed section.

"The Dark Arts feature will be unveiling just in time for Halloween," said Sarah Roots, vice president of Warner Bros Studio Tour London. "It will showcase the darkest parts of the films and include some props and costumes that have never been on public display before."

Fans can look forward to seeing more authentic sets and props, including Lord Voldemort's followers' headquarters, items from Borgin and Burkes, and the Ministry of



The new part of the studio tour will focus on Lord Voldemort and dark arts

Magic office of Dolores Umbridge. To celebrate the unveiling, special dark arts-inspired activities will be on offer from 17 October to 3 November, included in the ticket price.

The updates come two and a half years after US exhibition company Thinkwell's original designs were unveiled to the public when the Leavesden Studios attraction opened in 2012. *Details:* <http://lei.sr?a=J5T8S>

Coca-Cola to stamp brand on London Eye

Merlin Entertainments has announced a new commercial partnership with Coca-Cola, which will see the beverage giant become the new sponsor of the London Eye from January 2015.

The deal includes full-naming rights to the popular London attraction, though a Merlin spokesperson told *Leisure Opportunities* that "over the next few weeks there will be a visual rebranding with things such as any name changes to be decided in due course." The financial aspects of the deal have not been disclosed.

The spokesperson added that in the coming weeks, more details would be revealed regarding changes to the world-famous landmark, which has been the focal point of events such as the Queen's Diamond Jubilee and the London 2012 Olympic Games. Coca Cola's two-year deal sees the soft drinks giant replace France's EDF Energy, which has sponsored the London Eye ever since 2011.

It was recently revealed that Coca-Cola, which has sponsored major sporting events such as the 2014 World Cup and the London



Coca-Cola will sponsor the London Eye from January 2015

2012 Olympic Games, sponsors more than six out of every 10 water and theme parks worldwide, according to newly-released data.

"We have a rich history in London, from our sponsorship of the London 2012 Olympic and Paralympic Games through to the many brand campaigns that have launched in the capital over the decades," said Jon Woods, general manager of Coca-Cola UK and Ireland.

"Sponsoring the London Eye will help us play an even greater part in future moments of happiness and celebration in the capital." *Details:* <http://lei.sr?a=Y2F5q>



Active IQ's suite of leadership and management qualifications is helping the nation meet a substantial growth rate in the active leisure industry

Start delivering Active IQ qualifications today

Active IQ, the UK's leading awarding organisation for health, fitness and wellbeing qualifications, has launched a new range of business administration, customer service, and management & leadership qualifications professionally endorsed by CIMSPA.

With the active leisure industry continuing to expand at a steady rate, it's estimated that every year, a staggering 400,000 new managers and leaders are needed to satisfy the industry. Active IQ's industry-defining suite of management and leadership qualifications is helping the nation to meet that growing demand.

As Active IQ approved centres, employers and educational establishments across the country can provide flexible career paths by building a proficient management workforce and by tapping into the skills and talents of a diverse population that is committed to the health and fitness industry. Active IQ, an Ofqual recognised awarding organisation, offers over one hundred innovative and unique awards, certificates and diplomas in a variety of disciplines.

New qualifications, new opportunities:

This autumn sees the launch of the Active IQ Level 3 Diploma in Management (QCF), the Active IQ Level 4 NVQ Diploma in Management (QCF), and the Active IQ Level 5 Diploma in Management and Leadership (QCF). These qualifications have been designed with the needs of employers in mind and are applicable to all sectors. The programmes are intended to provide



New qualifications launch this Autumn

employers, educational establishments and private training providers with the resources they need to give learners a genuinely advantageous skillset when approaching careers in management and leadership.

One stop shop:

Becoming an Active IQ approved centre enables employers and education providers to commence delivery of their chosen qualifications. With a fantastic support team, eLearning resources, manuals and lecture packs, Active IQ provides an all-encompassing package for employers, tutors and learners alike; giving learners the best chance of a successful career in their chosen sector. The range of choice provided by Active IQ includes a breadth of qualifications that

encompasses all aspects of fitness, physical activity and wellbeing, including qualifications relating to physical fitness, medically related fitness, nutritional fitness, psychological fitness, social fitness and allied business disciplines; making Active IQ the one stop shop for exceptional qualifications.

Active IQ and its experts will be on hand to answer any questions about the new qualifications at this year's Leisure Industry Week show, the UK's leading exhibition for the leisure industry. Active IQ will be located on stand H821.

Jenny Patrickson, Commercial Director at Active IQ added:

"It's great for us to be part of Leisure Industry Week at the NEC. The event has a great reputation for being a hotbed of ideas and initiatives put forward by the leisure industry. Being part of an internationally recognised event like this can only be of benefit to Active IQ, helping us build a bright future for employers, learners and educational establishments across the country."

MORE INFORMATION

Contact Jenny Patrickson
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www.activeiq.co.uk

Firms must boost productivity to match rising wages



PETER DUCKER

is chief executive of the Institute of Hospitality

There is good news for job seekers and existing employees in the hospitality industry. While national wage increases remain well below 1 per cent, for our sector they are expected to climb by 3 per cent this year, according to the latest *Hospitality Employment Index* from recruitment website *Caterer.com*.

Hospitality has long been stigmatised for its low pay, but this index reveals that the highest year-on-year increases are for front-line staff such as waiters and receptionists.

As the recession recedes, it is hoped that improvements in pay will help to alleviate our industry's problems, such as high levels of staff turnover and a large proportion of part-time workers. For employers, however, rising payroll costs present a challenge that can only be met by better productivity.

In our labour-intensive industry, payroll is the biggest cost of all, amounting to 23 per cent of total turnover in London hotels, 27 per cent in England and 33 per cent in Scotland; while in restaurants the figure is nearer 40 per cent. The new statutory workplace pension scheme, estimated at up to 3 per cent of annual payroll in employer contributions, will add to these costs.

From 1 October, the National Minimum Wage (NMW) rises, from £6.31 to £6.50, an above-inflation increase of 3 per cent.

Labour leader Ed Milliband recently made the headline-grabbing announcement that under a Labour Government, the NMW would rise to £8.00 by 2020, and yet it is on course to reach that figure anyway.

I agree with John Longworth, DG of the British Chambers of Commerce, that politicians should not intervene in such matters and instead concentrate on policies that increase productivity and skills.

A range of existing mechanisms, such as the Low Pay Commission and Living Wage Commission, are already in place to determine the optimal resolution for workers, businesses and long term economic growth.

In the face of rising payroll costs and price increases being held back due to customer resistance, businesses must focus on raising productivity, by optimising the talents and abilities of all employees.

HOTELS

Rugby World Cup set to boost UK hotels

Strong performances from London's hotel sector alongside the UK's regional cities, combined with the upcoming Rugby World Cup, are expected to contribute to a 5.6 per cent gain in revenue per available hotel room in 2015, according to the latest figures from PricewaterhouseCoopers' UK hotels forecast.

The promising increases are expected to be driven by an estimated four per cent growth in rates for offerings, as well as an expected increase in room occupancy amounting to just over one and a half per cent.

The UK's capital city has seen some positive increases, with the area experiencing occupancy rates of 80 per cent in the first half of 2014, with London's yearly occupancy rate for 2014 expecting to measure up at 83 per cent.

Strong showings have also been recorded in Britain's regional cities, where PwC expects a growth rate of three per cent for the year, taking occupancy overall to 75 per cent – the



Several UK cities will host matches as part of the 2015 Rugby World Cup

highest measure for 14 years. According to the study, at the end of June this year there were around 23,000 rooms in the UK development pipeline expected to open in either 2014 or 2015, with over 10,000 of these new rooms expected to be created in London. Experts also predict that positive showings in the market next year will be encouraged by English cities hosting matches during the 2015 Rugby World Cup.

Details: <http://lei.sr?a=k7A3a>

Murray's hotel kitchen under fire

Tennis star Andy Murray's Chez Roux restaurant at his Cromlix House hotel has suffered a setback after being told that improvements are required before it can be approved by the Food Standards Agency (FSA).

The five-star property, named Scotland's Hotel of the Year for 2014, underwent an inspection this summer in accordance with Stirling Council, which subsequently issued an "improvement required" rating for the restaurant. According to the FSA's classification, the rating means that the restaurant "has not achieved an acceptable level of compliance with requirements of food hygiene law."

In response, the hotel said the classification was due to a minor issue resulting from an isolated handwash sink which has now been fixed; with the property's owners already requesting that inspectors return to rate the offering again.

Located in Scotland's Perthshire, the hotel's restaurant is led by prominent chefs Albert Roux and Darin Campbell, with Roux (whose name is over the restaurant door) widely



Murray's restaurant offering has been told to make improvements

regarded as being one of the masters of modern cuisine. Murray's plans for the £1.8m venue date back to last year, when he bought the property before giving it a complete refurbishment to create the luxury 15-room hotel it is today, with the former Wimbledon champion hoping that the project will see more visitors attracted to the local area.

Meanwhile, the hotel has previously courted controversy over references to hunting on its website, prompting their removal following pressure from animal rights groups.

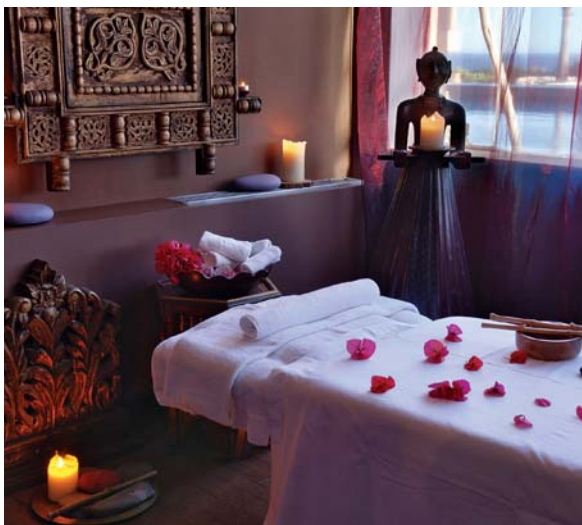
Details: <http://lei.sr?a=z7r5y>

Neal's Yard kicks off EU expansion

The first continental European Neal's Yard Remedies Spa has opened in what used to be the private home of a 17th Century noble family, now known as the Boutique Hotel Vivenda Miranda in the Western Algarve, Portugal.

Treatments by organic and 'hippy' UK skincare brand, Neal's Yard Remedies, already feature in a few of its stores in London, but the brand is mainly marketed as a retail product to be used at home. The addition of Neal's Yard Remedies to this European destination signals the product company is starting to expand onto the continent.

Situated on the cliffs of the Western Algarve with panoramic views of the Atlantic Ocean, the four-star 25-bedroom Portuguese hotel is privately owned and managed by Urs Wild and Paulette Winwood. The three-treatment room spa, which originally opened in 2008, comprises a sauna, steamroom, foot spa, heated outdoor pool and whirlpool. A spokesperson for Vivenda Miranda told *Leisure Opportunities*



The first Neal's Yard Remedies wellbeing retreat takes place in October

that the hotel's owners approached Neal's Yard Remedies regarding a brand tie-up to highlight the synergy between the companies. "On visiting the Vivenda Miranda, Neal's Yard Remedies' director for natural health Susan Curtis agreed to be the only product supplier for the hotel's spa and to work with the site to expand and develop its events, courses and programmes." Details: <http://lei.sr?a=N2a2m>

Victorian Woodhall Spa baths to reopen

Plans to reopen the historic Woodhall Spa baths, which gave the Lincolnshire village its name, have been announced by developers after 15 years of attempts to renovate the derelict building – currently considered an eyesore by residents.

The Woodhall Spa Pump Room and Baths, which closed in 1983, has been bought by a retired Lincolnshire businessman who wishes to remain anonymous. Developer GN Construction is working with spa developer Wheway Lifestyle International to open the baths.

The project will cost an estimated £5m and GN Construction hopes to have the baths ready by 2016, according to an article by local news site horncastlenews.co.uk. The council's conservation team and a local heritage group are also involved in the plans, to help the developers retain the building's character.

At the moment the Victorian building has broken windows, in addition to numerous



The spa has been closed since 1983 and needs extensive refurbishment

holes in the ageing roof and crumbling walls.

Tanya Wheway of spa development company Wheway Lifestyle International said: "I think it is great that we can take an area that has such a connection with the spa and bring it back to life. We will try to take the best of the old and combine it with the best of the new. We are keen to create something special that people will travel to experience."

Details: <http://lei.sr?a=e6M5S>

GSWS 2014 releases Global Wellness Economy report

The global spa industry has grown by 58 per cent since 2007 and is now valued at £57bn, according to research released at the recent Global Spa & Wellness Summit (GSWS) in Marrakech, Morocco.

What's more, the number of spa facilities worldwide has increased by 47 per cent – from 71,762 facilities in 2007 to 105,591 facilities in 2013. These figures form part of the *Global Wellness Economy Monitor*, a new study conducted by GSWS's independent research partner, SRI International. The spa industry data was an update of SRI's 2008 *Global Wellness Economy Report* which was based on 2007 figures. Details: <http://lei.sr?a=f3D9G>



Built in 1923, the building was formerly a cinema

Newly-launched Spa Pavilion at Shepherd's Bush hotel

The Dorsett Shepherd's Bush hotel recently launched its Pavilion Spa on the top floor of the Grade II-listed building in west London, UK, boasting stunning vistas thanks to the property's glass ceiling.

In early September the spa lined up beauty treats and offers as part of a new national Organic Beauty Festival in partnership with British organic spa brand Pinks Boutique. Timed to coincide with the UK's celebration of all things natural – Organic September – the spa's festival package was called Organic Chemistry Top to Toe Treat. It included a foot ritual soak, a 30-minute massage, a 30-minute facial, plus a complimentary 25ml lemon-grass and mandarin bioactive oil.

The 317-bedroom hotel is owned by Dorsett Hospitality International, which is listed and headquartered in Hong Kong. The spa features four treatment rooms, a relaxation room and offers non-invasive face and body treatments for both hotel guests and local residents. There is a steamroom, sauna and infrared sauna.

Details: <http://lei.sr?a=2E3N7>

Government must reassess investment in seaside tourism



KURT JANSON

is policy director of the Tourism Alliance

VisitEngland research shows that despite more people now taking city breaks than seaside holidays, seaside destinations still account for 32 per cent (£3.5bn) of all holiday expenditure. This is more than the 30 per cent (£3.3bn) spent on holidays to cities, although these trips account for 42 per cent of tourism visits in England, compared to 19 per cent for seaside destinations.

Coupled with a recent report by Sheffield Hallam University, *Seaside Towns in the Age of Austerity*, which shows the overall number of jobs created in seaside towns increased during the recession, you could be forgiven for thinking that the UK's seaside destinations are in good health.

However, the report highlights that this growth has not been even and there are destinations needing major support to re-establish themselves as vibrant communities. The Tourism Alliance believes there is a significant opportunity available for government to provide a real step-change in regeneration for these destinations.

The Coastal Communities Fund was announced in July 2011 and is funded by 50 per cent of the revenue generated by the Crown Estate's marine assets. This amounts to £32m a year and is expected to grow to £60m by 2020. The funds are allocated to bids from individuals, businesses, councils or charities who have developed programmes to support the economic development of coastal communities by promoting sustainable economic growth and jobs.

However, this results in scatter-gun allocation of funds with a large number of locations getting a small amount.

To make the most of this funding, we would like to see it used as the basis for a holistic government scheme to regenerate key coastal towns. The funding would be allocated as part of a package that would include enhanced capabilities for councils to tackle housing and social issues.

The VisitEngland research clearly shows that there is still a genuine desire for a seaside holiday in the UK – revising the Coastal Community Fund would prove the catalyst for seaside destinations to provide the holidays that people want.

TOURISM

VisitBritain hails Chinese visa plan

VisitBritain has welcomed chancellor George Osborne's newly announced plan to refund the cost of up to 25,000 visas for Chinese tourists, describing it as the 'perfect catalyst' for a boom in visitors from the Middle Kingdom.

The scheme is expected to generate between £8-15m each year, and between 150 and 300 new jobs for the tourism industry, with tour operators refunding the visa costs to Chinese booking UK tours.

The announcement was made by Osborne at an economic summit in London – attended by Chinese vice premier Ma Kai – where he also announced deals worth £2.6bn between Chinese and British firms. Osborne's move follows the release of a recent report that found the UK could be missing out on £1.2bn in Chinese tourism spend per year due to its visa rules.

The government has said it is committed to attracting more Chinese tourists to the UK, while VisitBritain aims to welcome 650,000 Chinese visits a year by 2020 – a substantial increase on the 196,000 visits from China to the UK in 2013. Earlier this year, the tourism body unfurled a 'GREAT China Welcome' flag



Chancellor George Osborne announced the scheme at a London summit

at Blenheim Palace to launch a new charter mark that UK tourism and hospitality businesses can use to show they are 'China-ready'.

"This (visa announcement) is a most welcome scheme and acts as the perfect catalyst to enable Chinese tourists to not only visit Britain, but travel right across the country," said VisitBritain director of strategy and communications Patricia Yates. "Working together with tour operators, VisitBritain will ensure our messaging remains welcoming and that we continue to deliver jobs and growth for Britain's fifth largest export – tourism."

Details: <http://lei.sr?a=Q8T6X>

'No' vote offers boost for Scottish tourism

Holiday bookings from England to Scotland increased four per cent in the immediate aftermath of the 55 to 45 per cent referendum vote against independence, according to travel comparison and booking site GoEuro.

The positive spike in UK-related bookings follows a pre-vote study from trivago.co.uk, which found that hotel searches to Scotland from England, Wales and Northern Ireland made between 1 August and 15 September this year dropped by 29 percent compared to the same period in 2013.

Scotland's tourism economy is also hoping to gain from the Ryder Cup tournament at Gleneagles golf resort, following on from impressive gains influenced by the hosting of the Commonwealth Games in Glasgow.

Prior to the confirmed 'No' vote, delegates from Scotland's tourism industry voted against independence in a mock vote, with 59 per cent saying they would be voting 'No', while just 32 per cent said 'Yes', with 9 per cent undecided



Scotland's heritage offerings are a major driver of tourism

when the event took place at the Scottish Tourism Alliance's (STA) annual summit.

Once the referendum decision was confirmed last week, UK travel association ABTA was quick to welcome the stability brought from by the 'No' vote, but noted there are still industry issues the government must address.

Details: <http://lei.sr?a=7W7j2>

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Radisson is looking to sell three different sites

Edinburgh's Radisson Blu Hotel on market for £59m

Edinburgh's four-star Radisson Blu Hotel has been put up for sale for £59m, with agents CBRE and JLL also seeking to shift Radisson properties in Manchester and Glasgow as part of the portfolio on offer.

The Blu can be bought as a single purchase, while the Park Inn by Radisson in Manchester is being offered at £20m and the Quay Leisure Park in Glasgow at £53.3m.

The Radisson Blu is home to 238 bedrooms, a restaurant, bar, conference rooms and leisure facilities, while the Park Inn boasts 252 bedrooms and features similar hospitality and leisure offerings.

The leisure park in Glasgow contains 13 units and an Ibis hotel on a site measuring just under 16 acres. Some of the key tenants already on-site include Odeon Cinemas, Mecca Bingo, The Original Bowling Company and ALEA Casino.

Being handled by commercial property and real estate advisers CBRE and JLL, the move could be construed as an attempt to cash in on a resurgent market which has seen a number of recent acquisitions. *Details: <http://lei.sr?a=k5j4n>*

Work begins on £9.3m Queen's Park Sports Centre

Work has now officially begun on the £9.3m Queen's Park Sports Centre in Chesterfield, after a ceremony signified the start of the construction process in mid-September.

The project recently received a boost when £2m of extra funding was awarded by Sport England to help push the project along and extend original plans for its facilities, with other investors including main backers Chesterfield Borough Council and Chesterfield College, which has agreed a dual-use contract.

The project is currently seeing a new facility being built for the local community on a site at Queen's Park Annexe, with the development to replace the town's existing sports centre. *Details: <http://lei.sr?a=g9R6P>*

Green light for Everton FC stadium development

Everton Football Club can move forward with plans to build a new stadium in Liverpool park, according to the city's council which described the project as a "catalyst" to spark regeneration in the nearby area.

The proposed 50,000-seat stadium to replace Goodison Park – Everton's home since 1892 – will be built alongside commercial and retail developments, although a statement from Everton chair Bill Kenwright said the plans are "still at a very early stage with a wide number of factors to be developed." He added that the club is: "eager to engage with local residents before any major decisions are made."

The stadium is expected to cost somewhere in the region of £200m, part-funded by the sale of Goodison Park and a naming rights deal, but the club did not reveal how any financial shortfall would be made up.

"The council is going to put some money in and that will be around regeneration, not directly into the football club or stadium,



Everton has been seeking a ground move since 2006

without getting a financial or commercial return," said city mayor Joe Anderson, who added that keeping the football club within the city limits and seeing it contribute to the regeneration of the local area is important from both an economic and cultural standpoint.

Everton has been seeking a move from Goodison for several years, with plans first mooted in 2006. *Details: <http://lei.sr?a=F2b9k>*

Chinese group buys Wentworth Golf Club

Chinese investment group Reignwood Investments has purchased the UK's famous Wentworth Golf Club, home of the PGA European Tour, from WG Acquisition for £135m.

The new owner will take charge of a prestigious property that is the venue of the BMW PGA Championship and which also hosted the first ever Ryder Cup tournament.

The club houses three 18-hole golf courses, a 9-hole par three executive course and a specialist performance lab from golf brand TaylorMade.

The site also features a clubhouse, restaurants, bars, conference facilities and accommodation for guests, while the site is host to a tennis & health club with 13 tennis courts, gym facilities, a spa with seven treatment rooms and two indoor and one outdoor swimming pools.

The purchase comes as the UK sees a steady increase in the number of Chinese investors showing financial interest in the country, with one group of businessmen from China recently backing plans for the creation of a new commercial and retail plaza in the steel city of Sheffield. Reignwood's acquisition comes as the business seeks to buy up a number of strategic acquisitions across the world as part of an international development plan,



The course has hosted the likes of PGA Tour champion Lee Westwood

with KPMG serving as a lead advisor in the deal. Richard Caring, head of sellers WG and a nightclub tycoon, is to remain a part of the golf club as a non-executive director.

The announcement of the deal has received backing from UK chancellor George Osborne, who said: "The announcement that Reignwood Group is investing £135m to buy Wentworth, one of our most prestigious golf clubs, demonstrates the growing relationship between our two countries. Strengthening co-operation between Britain and China is not only good for China, but good for UK jobs and investment too." *Details: <http://lei.sr?a=u9Y4k>*



Invitation for Expressions of Interest for new cinema provision in Abingdon-on-Thames

Abingdon-On-Thames Town Council wishes to work with a commercial partner to provide cinema at the Abingdon Guildhall.

The Guildhall Cinema and Improvement Project provides for the building of a new 100 seat cinema and major works to the modern part of the Guildhall building which will also include refurbishment of the Abbey Hall to allow for installation of cinema projection equipment, retractable seating (220 seats), the provision of a cafe/ bar, and DDA access to the rooms of the historic Guildhall.

Expressions of interest are now invited from suitably qualified companies and organisations with a view to assisting the Council in making detailed plans for the cinema, investing in the new facility, and operating the cinema, cafe/bar and possibly other parts of the development. This will be subject to a tender process.

Further details are set out in the Expressions of Interest document available from enquiries@abingdon.gov.uk or from Mr Nigel Warner, Town Clerk, Abingdon-on-Thames Town Council, Royse Court, Abingdon-on-Thames, Oxon, OX14 3HU. Interested parties are invited to complete a Prequalification Questionnaire (PQQ) which will need to be returned to the Council.

Site Visits – Applicants may if they wish visit the public parts of the site and Guildhall prior to submission of the PQQ.

Deadline for Pre-Qualification Questionnaire queries in relation to the above – Tuesday 21st October 2014; **Deadline for receipt of completed Pre-Qualification Questionnaires:** 4pm on Tuesday 28th October 2014.

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Aquatics industry to review baby swimming

Infant swim school Water Babies, the Amateur Swimming Association (ASA) and specialist baby swim product manufacturer Splash About, have joined forces to establish a new code of practice designed to provide clearer guidelines for practitioners in the baby swimming industry.

The news marks a busy month for the aquatics training sector, coming just weeks after it was announced that CIMSPA has formed a new partnership with aquatics bodies the Institute of Qualified Lifeguards (IQL) and the Institute of Swimming (IoS) to deliver its pool plant operator qualifications. Meanwhile, aquatics training body STA has also revealed a new 12-month partnership with The Sports and Recreation Trusts Association (Sporta).

Backed by the British Standards Institution (BSI), the code of practice is expected to launch to the industry in August 2015 and aims to address the present lack of co-ordinated guidelines for organisations working in this space. It will affect anybody that operates within the arenas of teaching children under five-years-old to swim and the associated photography, especially underwater.



Underwater photography and nappy quality will both be reviewed

Underwater photography has grown as a business across the last few years, but the lack of regulation means a significant number of children are potentially being put at risk with many photographers not having any formal safety training. Under the guidelines, swimming pool operators will also need to become more accountable for the lessons, instructors and swim products they allow within their pools. A wider industry consultation is scheduled for February 2015. *Details: <http://lei.sr?a=p9V2X>*

Focus training targets corporate market

Health and fitness tuition provider Focus Training is making a renewed push to expand its presence in the corporate market by launching a new Staff Academy.

The Staff Academy has been created to provide bespoke training to employers seeking staff training at their own venue, with Focus bidding to harness its experience of working with local authorities, gyms and universities to make strides in the corporate market.

The academy is being pitched as "the most convenient and cost-effective way" to train five or more staff, with Focus tutors travelling out to businesses to provide CPD workshops or fully-accredited PT qualifications. As well as saving clients time and money, Focus says its tailored training will boost team morale and improve staff retention rates.

"Whether a multi-venue local authority or an independent gym, our Staff Academy will add



Focus ops director Ben Jackson says the initiative will save firms money

value and save you money on your training programme," said ops director Ben Jackson. "We provide expert tutors on-site who will ensure that every aspect of the service is outstanding."

In order "to celebrate the start of the new term," Focus is offering a free training needs analysis and 10 per cent off first bookings for five students or more. *Details: <http://lei.sr?a=A6C4r>*

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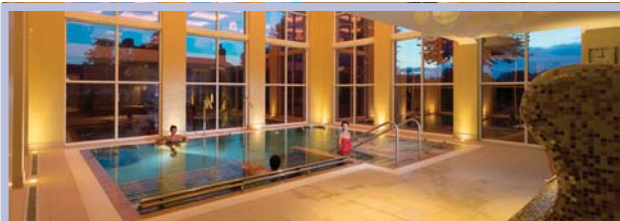
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Location: Various locations, UK

Casual Trampoline Coach

Company: Everyone Active
Location: Romford, UK

Sales Advisor

Company: GLL
Location: Cambridge, UK

Duty Manager

Company: Great Marlow School
Location: Buckinghamshire, UK

Sports Facilities Manager

Company: Moseley School
Location: Moseley, Birmingham, UK

Area Manager (East)

Company: LED Leisure Management Ltd
Location: Honiton, Devon, UK

Fitness Instructor

Company: Parkwood Leisure
Location: Bexley, UK

Lifeguards

Company: Everyone Active
Location: Warwickshire, UK

Lifeguard

Company: Everyone Active
Location: Cirencester, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Swim Teacher

Company: Everyone Active
Location: Malvern, UK

Personal Trainer

Company: Everyone Active
Location: Various locations, UK

Membership Sales Manager

Company: énergie group
Location: Long Eaton, UK

Sports Facilities Officer

Company: Brighton & Hove City Council
Location: Brighton, UK

Fitness Apprentice

Company: énergie group
Location: Ely, UK

Swim Teachers

Company: Everyone Active
Location: Nuneaton, UK

Exercise Referral Manager

Company: GLL
Location: Hackney, UK

Fitness Instructor (part-time)

Company: énergie group
Location: Ely, UK

Centre Manager

Company: Coral Reef
Location: Bracknell, UK

Pool Trainer & Assessor (NPLQ)

Company: GLL
Location: Rugby, UK

Assistant General Manager

Company: The Gym Group
Location: Leicester, UK

General Manager

Company: The Gym Group
Location: Colchester, UK

IT / Sales (part-time)

Company: énergie group
Location: Ely, UK

Sales and Marketing Manager

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

Physical Activity Referral Officer

Company: Preston City Council
Location: Preston, UK

Swimming Teacher

Company: GLL
Location: East Manchester, UK

Assistant General Manager

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

Group Exercise Instructor

Company: GLL
Location: East Manchester, UK

Assistant Fitness Instructor

Company: GLL
Location: East Manchester, UK

Leisure Assistant

Company: GLL
Location: East Manchester, UK

Senior Fitness Motivator

Company: Everyone Active
Location: Ashdown, Poole, UK

Fitness Motivator

Company: Everyone Active
Location: Cheam Leisure Centre, UK

Lifeguard/Swimming Instructor

Company: Darwin Holiday & Leisure
Location: Swanage, Dorset, UK

Fitness Instructor

Company: Energie Group
Location: Greater London, UK

Area Manager

Company: Borders Sport & Leisure Trust
Location: Peebles, Scotland, UK

Experienced Duty Managers

Company: Ben Dunne Gyms
Location: Manchester and Liverpool, UK

Sports Centre Manager

Company: Arsenal Football Club plc
Location: Islington, London, UK

Duty Manager

Company: Arsenal Football Club plc
Location: Islington, London, UK

Regional Sales Manager

Company: Sports Art Fitness
Location: North, UK

Cafe/Bar Manager

Company: Fusion
Location: SS5 4LN, UK

Swimming Instructors

Company: Parkwood Leisure
Location: North Somerset, UK

Trainee Personal Trainer

Company: The Training Room
Location: Nationwide, UK

Lifeguard

Company: Everyone Active
Location: Shipston on Stour, UK

Sports Performance Officer

Company: UWE
Location: Bristol, UK

Fitness Instructor

Company: énergie group
Location: Various locations, UK

Football Operations Manager

Company: Fusion
Location: N22 5QW, UK

Assistant Centre Manager

Company: YMCA London South West
Location: London, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Senior Recreation Assistant

Company: GLL
Location: Leyton, UK

Lifeguard

Company: GLL
Location: Leyton, UK

Welcome Host (Security) x 3

Company: City of London
Location: London, UK

Membership Consultant

Company: Everyone Active
Location: Various locations, UK

National Sport Manager

Company: Mencap
Location: London, UK

Group Exercise Coordinator

Company: City University London
Location: London, UK

Leisure Supervisor (Sales)

Company: City University London
Location: London, UK

Leisure Supervisor

Company: City University London
Location: London, UK

Fitness Consultant

Company: énergie group
Location: Maidstone, UK

Gymnastics Coaches

Company: Everyone Active
Location: North Wembley, UK

Sales Advisor

Company: GLL
Location: Amersham, UK

Gymnastics Assistant Coach

Company: Edge Hill University
Location: Lancashire, UK

General Manager

Company: GLL
Location: Rugby, UK

Gymnastics Head Coach

Company: Edge Hill University
Location: Lancashire, UK

General Manager

Company: The Gym Group
Location: Bedford, UK

Specialist Healthy

Weight Instructor

Company: Wigan Leisure & Culture Trust
Location: Wigan, UK

Football Coaching - USA

Company: UK Elite Soccer
Location: US

Fitness Instructor (Part Time)

Company: énergie group
Location: Lincoln, UK

Membership Sales Consultant

Company: énergie group
Location: Lincoln, UK

General Manager

Company: GLL
Location: Manchester, UK

Splash Team Member

Company: Butlins
Location: Bognor Regis, UK

Instructors

Company: Parkwood Leisure
Location: Kidlington, Cherwell, UK

Swim Teachers Level 1 & 2

Company: Brio Leisure
Location: Chester / Winsford / Ellesmere Port, UK

Centre Assistants (Full/P-T)

Company: Valley Leisure Ltd
Location: Romsey / Andover, UK

Qualifications Officer

Company: CYQ
Location: Central London, UK

Cycle Manager

Company: Parkwood Leisure
Location: Alice Holt Forest, Surrey, UK

Team Leader

Company: Tonbridge & Malling LT
Location: Larkfield, Aylesford, UK

Club Manager

Company: Handpicked Hotels
Location: West Yorkshire, UK

Cycle Mechanic and Coach

Company: Parkwood Leisure
Location: Alice Holt Forest, Surrey, UK

Director of Visitor Experience

Company: Warner Bros
Location: Leavesden, Hertfordshire

Freelance Yoga Tutor

Company: YMCAfit
Location: Manchester & Midlands, UK

Children's Activities Manager

Company: The Hawthorns School
Location: Bletchingley, Surrey, UK

Franchise Opportunities

Company: Fit4Less
Location: Nationwide, UK

National Cycling Manager

Company: Parkwood Leisure
Location: Worcester, UK

Customer Relations Manager

Company: Fusion
Location: Croydon, UK

Dry Operations Manager

Company: Fusion
Location: SE15 5QN, UK

General Manager

Company: Fusion
Location: Forest Hill, London, UK

Assistant Gym Manager

Company: Pure Gym Limited
Location: Walsall, UK

Personal Trainers

Company: MK Health Hub
Location: Solihull, UK

General Manager

Company: Fusion
Location: South London, UK

Lifeguard

Company: GLL
Location: Camden, UK

General Manager

Company: Fusion
Location: SE8 4RJ, UK

Club Manager

Company: Momentum Excel
Location: LONDON, UK

Fitness Consultant

Company: Tonbridge & Malling LT
Location: Larkfield, Aylesford, UK

Customer Service Manager

Company: Trampoline Company
Location: Milton Keynes, UK

Dry Operations Manager

Company: Fusion
Location: N8 8JN, UK

Group Exercise Instructor

Company: Everyone Active
Location: Stratford, UK

Personal Trainer

Company: Xercise 4 Less
Location: Nationwide, UK

Operations Manager

Company: Xercise 4 Less
Location: Nationwide, UK

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Nationwide, UK

General Manager

Company: Tennis & Squash Club
Location: Norwich, UK

General Manager

Company: Fusion
Location: Oxford, UK

Assistant Gym Manager

Company: Pure Gym Limited
Location: Bristol, UK

Fitness Motivator

Company: Everyone Active
Location: Sutton (London), UK

Customer Relations Manager

Company: Fusion
Location: EN1 1YP, UK

Assistant Manager

Company: Cheshire County Sports Club
Location: Chester, UK

Personal Trainers Needed

Company: Lifetime
Location: Nationwide, UK

Intensive Personal Trainer

Company: Lifetime
Location: Nationwide

Housekeeper

Company: Xercise 4 Less
Location: Nationwide, UK

Receptionist

Company: Xercise 4 Less
Location: Nationwide, UK

Fitness First Middle East

Company: Premier Training
Location: Middle East

Personal Trainer

Company: Amac Training Ltd
Location: Nationwide

Gym Instructor

Company: Amac Training Ltd
Location: Nationwide

GP Exercise Referral

Company: Focus Training
Location: Nationwide, UK

Spa Manager

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Spa Senior Therapist

Company: Luxury Collection
Location: Warsaw, Poland

Beauty Therapist

Company: Center Parcs Ltd
Location: Cumbria, UK

Head Spa Therapist

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Head Spa Receptionist

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Bedfordshire, UK

Addetti Attrazion

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

Duty Manager

Company: Legoland Discovery Center
Location: New York, US

Duty Manager

Company: Merlin
Location: Missouri-Kansas City, US

Addetti Front Office

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

Supervisor - Admission

Company: Legoland Malaysia
Location: Johor, Malaysia

Supervisor - Ground Service

Company: Legoland Malaysia
Location: Johor, Malaysia

Head of Marketing

Company: Merlin
Location: New York, US

General Manager

Company: Wildfowl & Wetlands Trust
Location: Barnes

Front Office Assistant

Company: Legoland Malaysia
Location: Johor, Malaysia

Water Park Operations Manager

Company: LEGOLAND California
Location: California-Carlsbad, US

Marketing Manager

Company: Merlin
Location: Florida-Orlando, US

Trade Sales Manager

Company: Merlin
Location: Florida-Orlando, US

Promotions Manager

Company: Sea Life
Location: Florida-Orlando, US

Marketing Coordinator

Company: LEGOLAND Florida
Location: Florida-Winter Haven, US

General Manager

Company: Merlin
Location: Arizona-Tempe, US

Vice President - Regional

Business Development
Company: Picsolve
Location: North America

Duty Manager - Operations

Company: Coronation Street The Tour
Location: Manchester

Visitor Engagement Manager

Company: National Trust
Location: Stowe and Aylesbury Vale

Visitor Services and

Enterprise Manager
Company: National Trust
Location: Helston, Cornwall, UK

Theme Park Line Manager

Company: Gullivers Theme Park
Location: Warrington, UK

Operations Manager

Company: Gullivers Theme Park
Location: Warrington, UK

Guest Services Manager

Company: Gullivers Theme Park
Location: Warrington, UK

Operations Manager

Company: Mecca Bingo
Location: Romford, UK

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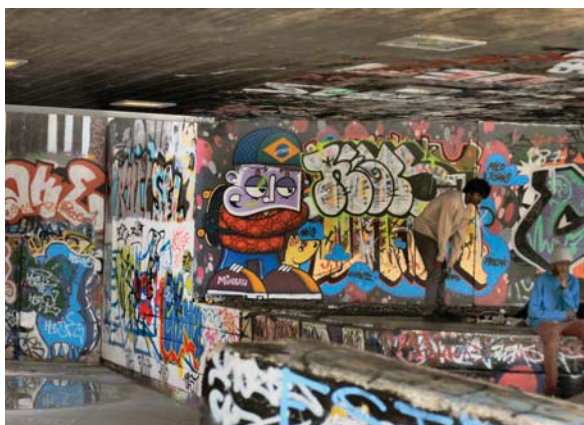
Skaters save Southbank Undercroft

Skateboarders in London's Southbank Undercroft have won their 17-month battle to keep the space under Queen Elizabeth Hall designated for skateboarding, BMX riding, graffiti and urban activities.

On 18 September, details of a binding agreement between the Long Live Southbank campaign, the Southbank Centre and Lambeth Council were released, meaning that both parties will withdraw from further legal action and the site will remain open and free of charge, for the foreseeable future at the very least.

Following the announcement of a £120m redevelopment for the Southbank Centre, the site's masterplan by Feilden Clegg Bradley Studios (FCB) encountered fierce resistance, with plans grinding to a halt in February.

The Centre's proposal for a new Festival wing, which would have seen the Undercroft Skatepark moved to a site near Hungerford Bridge, was vastly unpopular, with campaigners loudly making their feelings known and gaining support from mayor of London Boris Johnson. Subsequent to the recent agreement



The historic Undercroft skatepark at the Southbank Centre will remain open

being made, plans can now go ahead for the refurbishment of the Southbank Centre's Queen Elizabeth Hall, Purcell Room and Hayward Gallery. However, changes to the initial scheme have been made to accommodate the Undercroft and leave it untouched.

Leader of Lambeth Council, Lib Peck, said of the decision: "Shared public space in London is precious and Southbank Centre is a great asset to the country's cultural life. This agreement is a sensible way of protecting both and we can all now look forward."

Details: <http://lei.sr?a=D4T5m>

Leisure hopes for lost train tunnels?

Up to 34 Transport for London (TfL)-owned "ghost" train tunnels running beneath the UK capital could soon be transformed into an array of attractions and leisure sites.

It is understood that TfL is preparing to invite companies to bid to take part in the transformation of several disused Underground and Overground Stations, as well as old horse tunnels that sit underneath the city.

Ajit Chambers, a former Barclays executive, who started The Old London Underground Company back in 2009, believes TfL's disused assets under the city could be worth around £3.6bn. Out of the 750 tunnels that TfL owns, Chambers has identified 34 possible sites for



Aldwych Station has been closed since 1994, but could soon be revived

transformation and reuse. He envisages 13 of these flagship spaces being used for leisure projects such as art galleries, nightclubs, hotels and possibly a National Fire Brigade Museum.

Details: <http://lei.sr?a=z4h6X>

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The Retreat offers escape into luxury wellbeing

Craftsman has partnered The Reynolds Group in providing distinctive, stylish, yet highly practicable changing areas for its new flagship health club

The fourth and most luxurious club in The Reynolds Group's health and fitness portfolio is nearing completion in rural Kent.

The Retreat At Borough Green is the epitome of this family-run business's philosophy – top-end provision, finest specification and matchless management style and delivery.

Formed in 1987, the Reynolds Group is owned and operated by husband and wife Jason and Emma Hall, who have collected three Investors in People awards, been ranked an OFSTED Grade 1 outstanding training provider and judged Beacon status, again for outstanding services to training – not forgetting the Entrepreneur of the Year accolade bestowed on it in 2008.

The Retreat will open on 24 October and promises to continue that pedigree and to heighten it even further.

"From the Victorian Basted House property, sited in 17 acres of beautiful parkland on the Weald of Kent, that we purchased last year, we're establishing a 28,000sq ft club that'll be a radically different concept for us," explains Jason.

"It will provide something for everyone, from boot camps and Michelin star-standard food, courtesy of Mark Sargeant – Gordon Ramsay's number one chef – to hydrotherapy and ice pools, heated foot baths, spa, sauna and beauty treatments, dance studios and state-of-the-art gym."

The £8m project has included the creation of a new wing for the beauty, spa and changing facilities, Jason adds. Helping them achieve their vision is Craftsman Lockers, who have partnered The Reynolds Group since their first days.

"The Retreat will provide a homely environment for members and casual visitors alike, with downlighting and chandeliers, cosy bar and an intimate restaurant. We're offering total wellbeing here – a full social package with plenty of variety to keep customers' interest alive.

"Our clubs are heavily used so the changing areas have to stand up to prolonged, rigorous treatment," Jason adds. "We've



"The lockers have been designed to look like items of furniture, with stylish mouldings and end panels, while we have striven to create an interesting, comfortable and intimate environment in which to change"

stayed with Craftsman as our preferred partner because their lockers last. They look as good today as they did when they were first installed.

"John Gibbs is also passionate about his business and has provided invaluable insights into health and fitness, challenging our established views about provision.

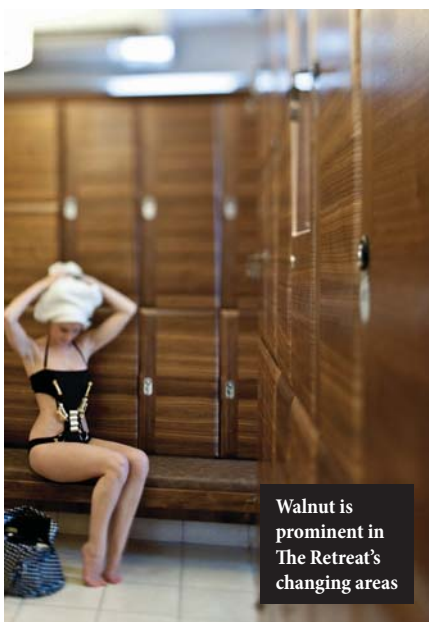
"They are no 'mix and match' supplier – we want to be different – and their flexibility means they will experiment with novel

concepts and designs. They don't raise barriers. You are the customer and they'll go that extra yard for you."

Fitted out in 'patinated' walnut, the lockers feature cornicing and other moulded detailing in cream to add style and distinction, says Jason. "They look almost like standalone pieces of furniture," declares Jason. "Craftsman mocked up an example before we went ahead and we knew we wanted them once we had seen it. Attention to detail is so important."

Marble and granite floors and limestone walls will be sure to add the wow factor and summon up a stimulating ambience. The ladies changing room, with its large frosted windows, has been conceived with "interesting and intimate areas" including soft furnishings designed and built just for The Retreat. "Emma has a real eye for interior design," says Jason.

Lockers have been positioned where they will be most convenient for members and visitors to use, Jason stresses. "Not everyone will want to change. Some will come pre-changed, so Craftsman have fitted 32 smaller lockers, set into the wall next to the gym so they can safely store their bags there, while a further 24 mini lockers will hold keys, wallets, phones and other valuables." Digital locks allow customers to simply punch in their four-digit code, while each unlocks automatically overnight.



Walnut is prominent in The Retreat's changing areas

Craftsman - the pupils' and people's choice



CATHEDRAL SCHOOL

LLANDAFF ♦ CARDIFF

CATHEDRAL SCHOOL, LLANDAFF, IN CARDIFF, IS ONE OF WALES' TOP-PERFORMING INDEPENDENT SCHOOLS, BEING LISTED IN THE TIMES' GCSE LEAGUE TABLE.



Padlocks were the favoured choice among pupils, who have warmed to their new provision

One of the Woodard Group, which includes such renowned academic institutions as Lancing, Hurstpierpoint and Ardingly colleges, co-educational Cathedral School pledges "a Christian education for pupils, coupled with a belief in nurturing and enriching each individual".

Highly respected, Cathedral School numbers among its core values those of ambition, care, thankfulness, opportunity, friendship and achievement.

Under a programme of evolution since its foundation in 1880, the school offers the scope of provision you'd expect of such a prized institution. "There's something for everyone here," declares Deputy Headmaster Lawrence Moon, "from debating, archaeology and chess to rugby, hockey, rowing, kayaking, cricket, netball and rounders."

When the decision was taken to build a new classroom to ease matters, Lawrence met with the headmaster and bursar to discuss another longstanding issue.

"Our existing lockers were made of flimsy,

insubstantial metal. They were big enough to hold books but that was about all," recalls Lawrence. "Once we'd given the go-ahead for the classroom we decided to investigate the idea of bringing the locker provision up to date."

"The lockers have solved our storage and security issues and created a high level of pupil wellbeing"

The problem of discarded clothing and school bags left in doorways had created a pressing need for more spacious storage. "I searched the internet for locker suppliers, spotted Craftsman amongst several, who then provided sample lockers tailored to meet our existing requirements, which we discussed with our people forum. Their choice was clear – for Craftsman to undertake the project," Lawrence continues.

When the first day of the new school year dawned, pupils were delighted to find that not only had the school built a new classroom but also the locker provision throughout the school had been transformed.

"Everyone has a locker now, smartly designed in durable light oak," Lawrence reports, "each large enough to hold books, bats, sports kit and valuables."

"Mostly fitted in the new classroom, they have solved the storage and security issues at a stroke," he adds – each locker utilises a combination lock as lost keys were always a problem – and have created a high level of pupil wellbeing.

"Pupils feel reassured that they have somewhere safe and secure to store their belongings."

Not only that, the lockers are serving staff well as they too have a home for their valuables and other daily items.

"I can say with confidence that although a big investment for us, the lockers we've chosen are the pupils' – and the people's – choice," Lawrence concludes.

To discover how to create changing provision that matches the needs and expectations of your members and customers, call John Gibbs on : **01480 405396** Email: john@g@cqlockers.co.uk Web: www.cqlockers.co.uk