

leisure opportunities

20 JAN - 02 FEB 2015 ISSUE 650

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

We want to be the Audi A4 of gyms: Cosslett

Fitness First will inject £86m into the global health club chain this year, accelerating a transformation programme that CEO Andrew Cosslett says will make it the “Audi A4” of the health club sector.

Fitness First has seen revenue increase by four per cent (year on year), while EBITDA is up 10 per cent at the clubs it has rebranded to occupy the “top end of the mainstream market.” As such, the chain’s latest investment, part of the £270m four-year transformation announced last year, will help complete the global rebrand by the end of 2015 – a year ahead of schedule.

Having witnessed the positive results, the group is eager to complete the turnaround as quickly as possible and strengthen its resurgence.

“We’re reversing five years of decline, so it’s a long way back up the hill,” Cosslett told *Leisure Opportunities*. “The UK business went positive a few months ago and we’re seeing the



CEO Andrew Cosslett is leading Fitness First’s extensive transformation

benefits of the rebrand begin to shine through.

“We’re moving upmarket, but it’s a gradual process based on member perceptions. We want to be right at the top end of the mainstream market – not super premium – but the Audi A4 or BMW 5 Series.”

The rebrand has been rooted in motivational science, looking at what encourages members to enjoy exercise and stay longer. This has entailed a comprehensive staff training programme, a retune of the gym space resulting in fewer machines and more interactive spaces, as well as what Cosslett describes as a “sense of arrival.” Cosslett, who links the philosophy to his experience in the hospitality sector, has ripped out turnstiles, revamped welcome areas and now tests staff on their ability to learn members’ names as part of this new approach.

“The customer’s sense of arrival is a big focus in the hospitality sector,” adds the former IHG chief executive. “In my mind, that doesn’t really exist in gyms at the moment – so we’ve worked hard to create a welcoming, engaging and secure environment for our members to be greeted in.”
Details: <http://lei.sr?a=s5N8g>

Sherlock stands in way of cinema conversion

Plans to convert a 1926 art deco cinema in London into luxury residences have been rejected by Kensington & Chelsea Council, after London’s favourite fictional detective intervened.

Squire and Partners’ plans for the site has been in the works since 2007, when planning permission was originally granted. However, the ‘Save Kensington Odeon’ campaign brought the development to a standstill after its most recent plea, which featured a speech from the Oscar-nominated actor, Benedict Cumberbatch.
Details: <http://lei.sr?a=e7x9k>

Paramount London plans move forward

The Paramount London theme park development has taken a major step forward after the landowner agreed a deal to sell to London Resort Company Holdings (LRCH).

Landowner Lafarge Tarmac, signed a ‘Binding Option Agreement’ with LRCH to purchase the 388 acres (1,570sq m) of land necessary to deliver the development. The land was previously the UK’s largest cement works.

“With this agreement in place, the vision for north Kent as the home of a nationally significant, multi-billion pound entertainment resort employing thousands of people is moving closer to becoming a reality,” said LRCH executive director David Testa in a statement.



Paramount London is scheduled to open in 2020

“It underlines our commitment to delivering the project and is welcome news as we continue to consult with the local communities living near the site and more widely with interested parties.”
Details: <http://lei.sr?a=j9r7f>

**GET
LEISURE
OPPS**

Magazine sign up at
leisureopportunities.co.uk/subs

Job board live job updates
leisureopportunities.co.uk

PDF for iPad, Kindle & smart phone
leisureopportunities.co.uk/pdf

Ezine sign up for weekly updates,
leisureopportunities.co.uk/ezine

Online on digital turning pages
leisureopportunities.co.uk/digital

Instant sign up for instant alerts,
leisureopportunities.co.uk/instant

Twitter follow us:
[@leisureoppss](https://twitter.com/@leisureoppss) [@leisureoppsjobs](https://twitter.com/@leisureoppsjobs)

RSS sign up for job & news feeds
leisureopportunities.co.uk/rss

The Leisure Media Company
Portmill House, Portmill Lane,
Hitchin, Herts SG5 1DJ, UK
Tel: +44 (0)1462 431385
Fax: +44 (0)1462 433909
e-mail: please use contacts'
fullname@leisuremedia.com

Subscriptions

subs@leisuremedia.com

Editor

Liz Terry 01462 431385

Head of News

Jak Phillips 01462 471938

Journalists

Tom Anstey 01462 471916

Helen Andrews 01462 471902

Architecture and Design

Katie Buckley 01462 471936

Products Editor

Jason Holland +44(0)1462 471922

Design

Ed Gallagher 01905 20198

Internet

Michael Paramore 01462 471926

Dean Fox 01462 471900

Tim Nash 01462 471917

Emma Harris 01462 471921

Publisher

Julie Badrick 01462 471919

Publisher, Spa Opportunities

Astrid Ros 01462 471911

Associate Publisher

Paul Thorman 01462 471904

Associate Publisher/ Property Desk

Simon Hinksman 01462 471905

Account Manager

Chris Barnard 01462 471907

Jed Taylor 01462 471914

Financial Administrator

Denise Adams 01462 471930

Circulation Manager

Michael Emmerson 01462 471932

Subscribe to Leisure Opportunities,

Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471913

Annual subscription rates are UK £31,
Europe £41, Rest of world £62, students UK £16.

Leisure Opportunities is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA POSTMASTER Send US address changes to Leisure Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437. The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Warners Midland plc. ©The Leisure Media Company Limited 2015 ISSN 0952/8210

SPORT

Youth Sport Trust launches manifesto

The Youth Sport Trust (YST) has launched its manifesto for PE and school sport ahead of the 2015 general election, hoping that it will be used as a blueprint by the new government to improve the lives of young people.

The manifesto identifies three key areas and asks for a joined-up, cross departmental approach to PE and physical activity by the education, health and sport sectors.

Called *Unlocking Potential*, the manifesto calls for:

- More time for higher quality PE; to ensure all young people are physically literate and can move confidently.
- Physical activity opportunities embedded into every school day; to ensure every child has the opportunity to live a healthy, active lifestyle.
- Sustained competitive school sport; to ensure sport is at the heart of young lives.

Launching the manifesto at a special reception at the House of Lords today, YST chair Baroness Campbell described current physical inactivity levels of young people as 'bleak and worrying' and said the manifesto will set



The manifesto calls for a joined up approach to school sport and PE

out where action is required by any future government to tackle the issue.

She said: "Reversing the growing levels of physical inactivity amongst young people is a seismic challenge. With one in three children leaving primary school obese or overweight, and less than one in five meeting the minimum recommended guidelines for physical activity, it is a bleak and worrying picture."

To download and retrieve the full manifesto in PDF form, follow the link below
Details: <http://lei.sr?a=B5J9D>

Castleford Tigers desperate for new home

Castleford Tigers CEO Steve Gill has said the recent weather damage caused to Wheldon Road stadium highlights the club's "great need" to find itself a new home.

The Super League club was forced to close its Princess Street stand for the Sunday 11 January match against Bradford after a retaining wall collapsed. The 4,000-capacity stand was to be closed for Tigers' next two pre-season games at least.

Gill said the ageing Wheldon Road stadium – also called The Jungle – can only be currently used on match days and the club is losing revenue as it is unable to host functions and community events throughout the year.

"We use the ground 13 times a year and we're struggling year in, year out," Gill said in an interview with *Sky Sports*. "To keep on growing we need a ground that is going to be fully functional for 365 days of the year." The club first announced proposals to build a new stadium



The proposed stadium would form part of a £135m mixed-use project

in 2009 – with an initial opening date scheduled for 2011 – but plans have been repeatedly delayed by planning and funding issues.

The club has unveiled designs for a new 10,000-capacity stadium in Glasshoughton, as part of a £135m project proposed by developers Lateral Property Group (LPG). A special planning meeting is to be held in Wakefield on 6 February, when councillors will consider the application. Details: <http://lei.sr?a=S2y8B>

This Girl Can campaign kicks off

This Girl Can, a multi-million pound marketing campaign aimed at getting more girls and women into sport, has launched by Sport England.

The high-profile £10m campaign aims to take down the psychological barriers that prevent women from exercising and playing sport by using images that contradict the stylised and idealised images of women – and combining them with slogans such as “sweating like a pig, feeling like a fox”.

Launching across TV and online platforms, the campaign is a celebration of active women across the country and is the first campaign of its kind which actively seeks to include girls and women of any size, ability or experience.

Led by Sport England and supported by a number of partners, the campaign comes after a survey revealed that 75 per cent of women would like to exercise more – but are put off by issues ranging from body confidence



The campaign encourages women of all ages to take part in sport

to motherhood. The campaign has a dedicated website and will feature heavily across various social media platforms such as Twitter, Instagram, Facebook and Youtube.

Each of the social media channels will be offering tips on exercise, advice on how to get more active and stories that are aimed at inspiring women into sport. Details: <http://lei.sr?a=a7g3J>

West Ham to sell Olympic Stadium tickets

West Ham United Football Club (WHU) will begin selling season tickets for the 2016-17 season – its first at the Olympic Stadium – this April.

The club announced that the seat selection process for current season ticket holders will run from April 2015 through to February 2016.

Those who want to guarantee their seats at the 54,000-capacity arena for West Ham's first game there in August 2016, will also have to commit to a season ticket for 2015-16 – which will be the club's final ever season at Upton Park.

In October 2014 the London Legacy Development Corporation (LLDC), which owns the Olympic Park and the stadium, revealed that the cost of converting the stadium had risen from £154m to £190m due to complications in installing the new roof.

As a result, LLDC allocated an extra £35.9m for the project to ensure the venue is ready to host five games during this year's Rugby World Cup. The work on the Populous-designed stadium is being undertaken by



The stadium will host five games during this year's Rugby World Cup

Balfour Beatty, which will be given the extra funding to complete the job. Balfour Beatty signed the £154m contract in January 2014.

Meanwhile, WHU has agreed to sell its current Upton Park stadium to developer The Galliard Group, which will use the space to construct a mixed-used development featuring leisure, retail and new homes.

Galliard also plans to establish a central garden park named after the late WHU legend and former England captain Bobby Moore. Details: <http://lei.sr?a=8t2p9>

Scunthorpe United submits plans for £18m stadium

Scunthorpe United Football Club (SUFC) has submitted a planning application to North Lincolnshire Council for a new £18m stadium located west of Scunthorpe.

The 12,000-seater stadium is set to be developed as part of the mixed-use Lincolnshire Lakes project – which is spearheaded by Lucent Group. It will include 3,500 new houses, a commercial park, a school and a transport hub.

The designs and masterplan for the stadium have been created by the Frank Whittle Partnership and come as SUFC chair Peter Swann is keen to move the club from its current 9,000-capacity Glanford Park. Details: <http://lei.sr?a=a4D7H>



Prince Ali will go head-to-head with the Fifa chief

Fifa VP to stand against Sepp Blatter in election

Fifa vice president Prince Ali Bin Al Hussein has said he will stand as a candidate against current president Sepp Blatter for leadership of football's governing body.

The Jordanian Prince, who has headed Jordanian football as president since 1999, will be the favoured candidate of UEFA, which does not want Sepp Blatter – president of Fifa since 1998 – to run for another term.

Prince Ali was among those calling for the publication of investigator Michael Garcia's report into allegations of corruption around both the 2018 and 2022 World Cup bids, not isolated incidents during the 17-year reign of Blatter.

“It is time to shift the focus away from administrative controversy and back to sport,” said Prince Ali. “The headlines should be about football, not about Fifa.”

It was reported last month that there had been secret talks between Fifa officials and Sepp Blatter over his future at the helm of world football. At present, Blatter and Prince Ali have one other contender, in the shape of former French diplomat, Jerome Champagne. Details: <http://lei.sr?a=F4g5j>

Exercise helps combat prostate cancer: study

Regular exercise leads to better survival rates among men with prostate cancer, according to the findings of a new study.

The research analysed data on 4,623 men in Sweden with early-stage prostate cancer between 1997 and 2002. They also completed lifestyle questionnaires outlining details on their physical activity levels and general health right up to 2012.

The men who walked or cycled daily for at least 20 minutes after their diagnosis had a 39 per cent decreased risk of dying from prostate cancer and a 30 per cent decreased risk of dying from any cause in comparison to those who were less active.

Details: <http://lei.sr?a=y8Q8Y>



TRX master trainer in the UK Matt Gleed

Body weight training named top exercise trend for 2015

Body weight training looks set to be the hottest exercise trend for the health and fitness sector in 2015, according to the *American College of Sports Medicine (ACSM) Worldwide Survey of Fitness Trends*.

Now in its ninth year, the annual survey – completed by more than 3,400 health and fitness professionals – seeks to forecast key patterns in various fitness environments.

Hailed for its minimal use of equipment – making it widely affordable – body weight training came out on top for the first time, usurping 2014's top trend: HIIT. Arguably one of the oldest forms of workout, body weight training – which includes push-ups, planks, lunges and squats – has enjoyed a renaissance in recent years, with brands such as TRX developing exercises and workouts using simple pieces of equipment.

"It's no surprise that body weight training has continued to grow in popularity, as the industry and consumer have recognised the efficiency, portability and versatility of this form of training," said TRX master trainer and UK education manager Matt Gleed.

Details: <http://lei.sr?a=F6K6x>

Xercise4Less targets 100 gyms

Xercise4Less has secured £31m worth of finance as the low cost gym chain bids to turbocharge its growth and reach 100 sites by the end of 2016.

The chain started in 2006 by former rugby player Jon Wright currently has 24 gyms and hopes to utilise the capital for a rapid upscale. It has attracted a further £5m equity investment from the Business Growth Fund (BGF), in addition to an increased debt facility of £20m with Lloyds Bank Commercial Banking and a further £6m in asset finance and leasing facilities.

"We are less than half way through a five year plan, with ambitions to grow to over 100 gyms nationwide and create more than 4,000 jobs," said Xercise4Less founder and chief executive Jon Wright.

"Having investment backing of this kind enables me to fully realise my vision for the business and drive it forward at the pace that it needs for us to further disrupt the leisure industry and continue to strengthen our place amongst the gym sectors' big players."



Xercise4Less founder and CEO Jon Wright is expanding his chain

The Yorkshire-based gym chain has seen turnover almost double in the last year to reach £13m. This prompted the group to be included on the *Sunday Times* Virgin Fast Track 100, where it was named the 21st fastest growing private company in Britain.

Leisure Opportunities understands the chain aims to open around 30 gyms in 2015, including a first foray inside the M25 through a number of new clubs. Details: <http://lei.sr?a=T5v9p>

Two-thirds 'unaware' of safe calorie levels

Almost two-thirds of people do not know how many calories the average person needs to maintain a healthy weight, according to the findings of new research.

Diabetes UK, The British Heart Foundation and Tesco commissioned the YouGov survey of 2,025 people to gauge existing awareness, ahead of the trio's new partnership that aims to help improve the health of the nation.

The research found that just 35 per cent of respondents knew the average man needs to consume 2,500 calories a day to maintain a healthy weight, while only slightly more, (37 per cent) could pinpoint 2,000 calories as being the equivalent for women.

Awareness was found to be even lower among older people, with just a quarter of those aged 55 and over knowing the recommended daily calorie intake for each sex.

With an estimated 62 per cent of UK adults overweight and the nation facing a physical inactivity epidemic, the new findings highlight a worrying lack of dietary awareness. The YouGov survey also flagged widespread underestimates in the amount of calories contained in popular foods, while half of respondents are failing to achieve minimum



The findings highlight a worrying lack of awareness

recommended levels of physical activity.

"These figures are deeply concerning and highlight our confusion about calories," said British Heart Foundation CEO Simon Gillespie. "Eating too much of any food increases the chances of becoming obese, a risk factor for coronary heart disease, which is the UK's single biggest killer. We all must pay more notice to what and how much we are eating and drinking to maintain a healthy weight."

Details: <http://lei.sr?a=b8N2G>

'Anti-fitness' campaign goes viral

A Youtube campaign highlighting the grim reality of inactivity has been launched to coincide with National Obesity Awareness Week.

Lesley Miller – the fictional crisp-chomping poster boy of inactivity – is the star of the short film. He urges a group of ailing onlookers to reject the fitness 'myth' and join his 'herd' of sofa slobs.

"My name's Lesley Miller, and I haven't been to a gym for five years," he proudly tells his audience in a dark and dilapidated village hall.

"I have chosen to enjoy, not energise. To wallow in the easy, rather than strive for so-called self improvement."

The evocative video, which garnered 80,000 views in less than a week, has been produced by Les Mills as part of an innovative campaign to get Britons moving. At the end of the video, users are given two options to click on: 'Choose the right to be active,' which leads to a Les Mills promo video; or 'Choose the right to do nothing,' which leads to a clip of Lesley watching TV and eating junk food.

Results from a recent Les Mills survey found a fifth of UK adults stated they rarely exercised, while eight per cent said they never exercised



Lesley Miller takes to the stage in his new anti-fitness video

at all. Lack of motivation and intimidation of the gym environment were the main reasons people gave for choosing inactivity, prompting Les Mills to highlight the consequences.

"Traditional marketing approaches promoting a healthy lifestyle, such as archetypal gym videos and workout DVDs have failed to extinguish the apathy of the masses. So we decided to change tact to get Britain moving," said Les Mills UK head trainer Dave Kyle.

"If we need to use shock tactics to make people in Britain wake up, then we will."

Details: <http://lei.sr?a=r6Z3V>

Rochdale's Link4Life trust appoints permanent CEO

Link4Life, the cultural trust operating leisure services for Rochdale Borough Council, has appointed Gillian Bishop as chief executive on a permanent basis.

Bishop, who has served as interim chief executive at Link4Life since September 2013, will take up her new position from 1 April. She has a strong local authority background, having previously worked at Wigan Council, as well as holding senior positions with Allerdale and Rossendale councils.

"I have a strong belief that the social enterprise model is the way forward in ensuring a secure future for publicly owned leisure and cultural services," said Bishop.

Details: <http://lei.sr?a=x7h2D>



65 per cent turn to food for comfort after abuse

Next two years 'crucial' for low cost gyms

Competition in the low cost sector of the gym market will intensify over the next two years as operators grapple to sustain finite growth levels, predicts Jacques de Bruin, COO at Pure Gym.

Speaking to *Leisure Opportunities*, de Bruin pinpointed how lower financial outputs and operating costs have eased entry into the affordable gym market, which in turn has rapidly increased the number of operators within this sector – and consequently competition levels as well.

However, he believes the budget sector cannot sustain this level of operator growth long-term, and therefore the next 12 to 24 months will be critical, as the affordable sector begins to consolidate. During this period, de Bruin believes the success of businesses within the affordable sector will be determined by two factors: differentiation through innovation; and the successful entry into new markets and locations, specifically London.

Meanwhile, microgyms that identify and meet the changes in consumer demand and



Jacques de Bruin believes London will be a key battleground

tailor a business model to meet such niche requirements will succeed more readily, says de Bruin, as they will allow financially viable diversification into markets that currently have no affordable operator presence.

He foresees the mid-level and high-end sectors of the market remaining fairly consistent in their current growth levels, with the potential for a slight decline in membership numbers as the budget operators continue to grow.

Details: <http://lei.sr?a=P2d3R>

Revealed: The vicious cycle of weight discrimination

Insults from shop assistants, jibes from passers-by and abuse from teenagers are just some of the humiliations that are plunging overweight people further into ill health, research has found.

A *Slimming World* survey of 2,573 slimmers revealed as many as 40 per cent face some form of judgment, criticism or humiliation at least once a week.

The study found this weight discrimination doesn't serve as motivation for weight loss, but merely exacerbates the issue. The discrimination prompted 65 per cent to turn to food for comfort, while only two per cent said it gave them a kick-start to make long-term health changes. Instead, the behaviour left 47 per cent of respondents feeling ashamed, 41 per cent depressed and 30 per cent feeling like they were useless.

The research could provide key insights for the wellness industry, which is well-placed to harness its knowledge to promote weight loss through dietary and lifestyle programmes – particularly this month as people bid to make good on New Year's Resolutions. Details: <http://lei.sr?a=q3D2b>

Confidence improves but fragility remains



PETER DUCKER
is chief executive
of the Institute
of Hospitality

For the UK hotel market, at least, the recession is fast receding. The latest performance data shows average increases in RevPAR of 20 per cent across the UK, with our 12 largest cities recording growth for what was the fourth consecutive quarter.

As a consequence of strong operations, hotel transaction activity has increased significantly, with property firm Topland's acquisition of the Feathers Hotel Group this month (January) the latest example.

Consumer confidence is growing but fragile, particularly with current global uncertainties such as the Ebola virus, the terrorist threat posed by Islamic extremists, the UK's position in Europe and the outcome of the General Election in May.

Such issues could weigh on people's minds and negatively affect projected growth in hospitality and leisure sales.

At a recent seminar, Russell Kett, chair of HVS's London office, outlined the conditions that might indicate an imminent crash in hotel investment. His list included over-supply, over-zealous lending, over-zealous valuers influenced by over-zealous owners; investors becoming frustrated by a lack of opportunity; and hotels failing to fight off the OTAs, prepare for a rise in interest rates, or retain enough talented employees.

Then there were the 'black swans' – terrorism, extreme weather, war, geo-political disasters – that were almost impossible to predict and that could result in an immediate fall in demand, followed by uncertainty.

Historically, upturns in the economic cycle have lasted between seven and 15 years from the bottom of a downturn. We are now into year six of the current cycle, so based on historical evidence, talk of an imminent crash is premature.

In Europe, most major economies are still operating at near recession levels. To put Britain in this wider context, European hotel transaction volume (including the UK) was £5.9bn in 2013, far below the £15.5bn and £14.3bn recorded in the boom years of 2006 and 2007, so although obviously positive, the increases occurring now are coming from a very low base.

HOTELS

Luxury art hotel plans for Edinburgh school

Edinburgh's imposing Royal High School could be transformed into a multi-million pound arts hotel under new plans outlined by developers.

Proposals from Duddingston House Properties (DHP) detail a development plan – designed by architect Gareth Hoskins – backed by £55m from a consortium of institutional investors led by DHP's Bruce Hare and David Orr of the Urbanist Group.

Hoskins was appointed to oversee a major four-year refurbishment of the Scottish National Gallery in Edinburgh earlier this year and has already completed projects all over Scotland for clients such as Edinburgh Castle, Aberdeen Art Gallery and the National Museum of Scotland, as well as internationally.

A host of speculative uses have been attached to the Grade A listed Palladian building since the school moved out 46 years ago, but none have ever come to fruition. The latest plans for a high-end hotel, which include



After several false dawns, the site is now set to become a luxury hotel

a restaurant, spa, cafe and public gallery space, have attracted the interest of three unnamed international hotel operators, none of whom already have a presence in Scotland.

The developers are due to submit their full proposals to the city council this month and this is likely to be followed by three days of public consultations at the old Royal High School in February 2015.

Details: <http://lei.sr?a=j4w5p>

Super fast Wi-Fi tops hotel wishlist

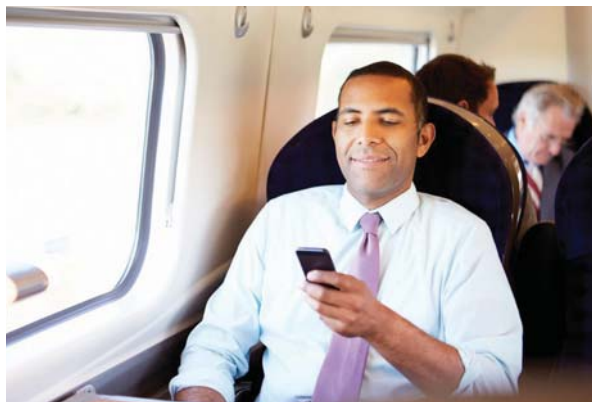
Fast and free, unlimited Wi-Fi tops the wish lists of travellers and ranks higher than getting a good night's sleep, according to new research.

Commissioned by Amba Hotels, which has just opened its flagship property in London's Charing Cross, the research found that 67 per cent of those questioned would rate a super-fast, free connection as the most influential factor when choosing a hotel, with location rated second most important by 65

per cent. More than half (58 per cent) cited the need for a restful night's sleep as high on their list, while only 40 per cent felt that friendly, knowledgeable staff were an important factor.

The research, carried out by Censurwide, questioned more than 1,000 UK residents aged between 18-60 who stay in hotels at least twice a year. It asked them what they looked for in a hotel, in addition to what they found irritating, or what would ruin their trip.

Amba's research found that more than half (54 per cent) of respondents relied on Wi-Fi connections to check directions and



With more business being conducted on hand-held devices, Wi-Fi is key

work emails, and 43 per cent for travel tips. The growing influence of technology on consumer habits backs up the findings of IMRG Capgemini's *Quarterly Benchmarking Report* published last month, showing that online sales made via smartphone or tablet between August and October were up 10 per cent on the previous year. These figures are supported by recent ABTA research showing 18 per cent of online bookers now do so by tablet – compared to 10 per cent in 2013 – and 13 per cent by smartphone. Details: <http://lei.sr?a=A8x8A>

Send yourself to Coventry and visit SPATEX 2015 - the UK's number ONE pool, spa and sauna Exhibition!

SPATEX 2015 - the UK's largest pool and spa Expo - is set to return from Sunday February 1st to Tuesday 3rd. As the water leisure Industry prepares to make waves at SPATEX 2015, here's why you should dive in and be part of the action



Stay abreast of what is new and happening in the Industry

SPATEX is the UK's largest display of wet leisure products and innovations - from pools, spas, saunas, hot tubs, steamrooms and enclosures to water features, it encompasses the whole gamut of water leisure! For 2015, the Exhibition is expanding into halls one and two of the Ricoh's Jaguar Exhibition Hall and, with well over a hundred exhibitors (including all the major manufacturers and suppliers from home and abroad), you can be guaranteed of no bigger and better shop window. Find out how new energy saving innovations can make a real difference to your business and see first hand all the latest ground-breaking products.

Exclusive offers, discounts and launches

Not only is SPATEX a launchpad for new products, it is the event in which many leading companies choose to offer exclusive promotions. This salt cave from Alpha Wellness Solutions (see below) is great for curing respiratory problems and will get its first UK unveiling at SPATEX in February. Along with many of our exhibitors who offer exclusive discounts for the Exhibition, Alpha



The Ricoh Arena provides a premium event space

Wellness is offering an incredible 15 per cent off all the products available on its stand.

Update your professional skillset for FREE

Education and professional training provision has been doubled for 2015, when the Exhibition will play host to 39 workshops and seminars! For the first time ever, SPATEX is holding a second seminar programme in parallel to the highly successful Institute of Swimming Pool Engineers' Workshops on all three days of the show. Topics range from managing health and safety in swimming pools, right through to

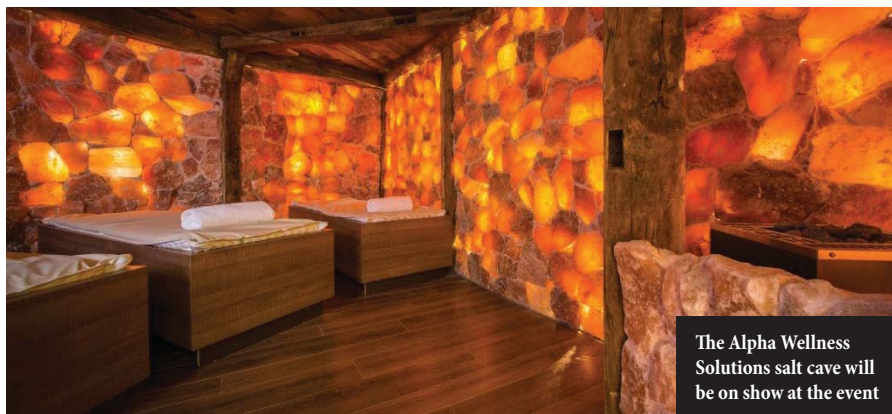
the Swimming Teachers' Association's latest guidance and qualifications, to how to prevent cryptosporidium and good pool design.

Dedicated Spa Day

For those with a special interest in spas, SPATEX is holding the UK's first ever Spa Day on Tuesday February 3rd, when all the seminars organised by ISPE will focus on the topic of commercial and domestic spas. It's a must-attend event for anyone involved in the construction, installation or maintenance of spas. Certificates of attendance are available for all ISPE Workshops. For further details on the workshop/seminar programme, visit: www.spatex.co.uk

Networking heaven

Now in its 19th year, SPATEX is the Industry's Exhibition and has the support of all of the main associations, such as PWTAG (Pool Water Treatment Advisory Group), ISPE (Institute of Swimming Pool Engineers), STA (Swimming Teachers' Association) and ASA (Amateur Swimming Association), so you are guaranteed a stellar line-up of experts to provide the latest advice and guidance for your industry.



The Alpha Wellness Solutions salt cave will be on show at the event

SPATEX 2015 SHOW DETAILS

Date: Sun 1st to Tue 3rd February, 2015

Venue: The Jaguar Exhibition Hall, Ricoh Arena, Coventry CV6 6GE - just 500 yards off the M6 and within two hours commuting time of 75 per cent of the population, it offers 2,000 free on-site car parking spaces.

Further information: Contact Michele or Helen - Tel: +44 (0) 1264 358558

Visitor registration is FREE and SIMPLE - visit www.spatex.co.uk

Is the tide turning on the UK tourism boom?



KURT JANSON
is policy director of
the Tourism Alliance

Over the last four years the tourism industry has been at the forefront of the UK's economic recovery. It has generated a third of all additional jobs in the country, provided a boost to export earnings and helped maintain regional economies.

During this period it has been supported by a low exchange rate against the euro encouraging UK residents to holiday at home, while the success of the Olympics has boosted the UK's image internationally and helped bring evermore overseas visitors into the country.

But the latest figures on domestic and inbound tourism suggest that the tide may be turning. Figures to the end of October 2014 show that expenditure by overseas visitors to the UK is only 2 per cent higher than 2013. If this trend continues it will certainly not be a disaster, but compared to the 13 per cent increase in tourism revenue in 2013, it represents a significant slowdown.

And, with Europe back in recession, it would be optimistic to expect inbound tourism growth from the continent this year. Domestically, the 2014 figures look significantly worse. The number of trips taken in the UK by residents (to the end of September) is down 7 per cent on 2013 and expenditure is down by 4 per cent.

This is driven by two main factors. First, hard-pressed lower socio-economic groups are cutting down on holiday expenditure, while the pound's gains on the euro have seen a 3 per cent increase in overseas travel for higher socioeconomic groups.

The second main reason for the decrease is a severe decline in business travel – trips were down 16 per cent in September and are tracking at 11 per cent down for 2014 as a whole. This seems incongruous with the rise in employment and the economy growing at 3% but may reflect cuts to public sector travel as departmental and council budgets come under increased pressure.

Whatever the explanation, it is clear that whoever wins the election in May needs to address some of the underlying competitive problems faced by the industry such as VAT and Air Passenger Duty for the industry to continue to provide jobs and growth.

Shaun to support stay-cations

Shaun the Sheep – of Wallace & Gromit fame – is to front a new £4m campaign to ensure Brits don't have the wool pulled over their eyes on the benefits of holidaying at home.

The Aardman animation character, whose new feature film *Shaun the Sheep The Movie* debuts on 6 February, will front the campaign designed to inspire Britons to take a holiday at home this year.

A forthcoming series of TV adverts will follow Shaun and his farmyard friends on holiday in the UK, as they encourage consumers to book a 'baa-rilant' holiday deal through their local travel agent.

The VisitEngland initiative, which is backed by the other home nation tourist boards, will also see the opening of a new themed attraction in Cornwall this March – the 'Shaun the Sheep Experience at Land's End'.

"Following on from the success of the third Holidays at Home are GREAT campaign last year, which starred Wallace & Gromit we have partnered again with Aardman to create another super TV advertisement," said VisitEngland chief executive James Berresford.

"I am confident Shaun will fuel the public's imagination and inspire them to take a holiday



Shaun the Sheep is also making his big screen debut in 2015

in the UK this year. This new campaign forms a key part of VisitEngland's strategy to grow tourism in this country, supporting the Government's agenda for growth."

High street travel agents including Thomas Cook, Thomson, Advantage, Worldchoice, Barrhead Travel, Hays Travel, Bath Travel and Midcounties Cooperative will be participating in the campaign promoting deals around the UK over the summer period. Also on board are operators Superbreak, Hoseasons, Bourne Leisure, Shearings Holidays and Attraction World.

Details: <http://lei.sr?a=9n8n5>

Conference to explore cold water tourism

Tourism representatives from Scotland, Wales, The Netherlands and Denmark are to organise the very first European conference on cold water island tourism.

Based on the concept that cold water islands, particularly those in the North Atlantic, face common tourism opportunities and challenges, the conference aims to find strategies for economic growth using these countries' natural resources.

One of the event's key themes will be the sustainable growth of these island communities, most of which rely on tourism as a mainstay of their economy.

"Island tourism tends to focus on warm water locations such as the Mediterranean, the Caribbean and the Pacific Ocean," said Alastair Dobson of Visit Arran – a Scottish island tourism body. "Cold water island tourism is vitally important to the economy for the island communities but, importantly, cold water islands offer tourists a wonderful opportunity to get close to nature and to experience authentic island life...



North Atlantic islands like Arran are ideally suited to such tourism

and for northern European markets these experiences are much closer to home."

The EU's Blue Growth Strategy highlights the importance of developing all aspects of the marine environment for economic development. The 'blue economy' as it is known, represents around 5.4m jobs and generates a gross added value of almost £380bn annually. Coastal tourism is one of the areas in the strategy targeted for further growth.

Details: <http://lei.sr?a=K2N4P>

ENGAGE YOUR MEMBERS. TAKE OUTDOOR TRAINING INDOORS.



THE NEW UNITY™ CARDIO CONSOLE PUTS RUNNING ON THE RIGHT TRACK

MyRunning Logbook enables your members to track any outdoor run using their favourite mobile training app or device and reproduce it on all Technogym treadmills equipped with the Unity™ console, thanks to the integration with the mywellness open cloud platform. Members will be able to fully recreate their outdoor run indoors - including intervals, pace and speed - and work on improving their previous performance.

technogym.com/unity

TECHNOGYM
The Wellness Company



SIBEC¹⁵
UK

20-21 May 2015
The Belfry, Wishaw,
West Midlands, UK
www.sibecuk.com

What do you get at SIBEC?

- Guaranteed pre-qualified audience of key decision makers
- Pre-set appointments with buyers of your choice
- Limited competition
- 2 full days of exceptional networking
- Unparalleled value for money
- High Quality Seminar Program



SIBEC¹⁵
Europe

18-21 November 2015
Melia Villaitana,
Costa Blanca, Spain
www.sibeceu.com



SIBEC 2014 was the defining, pivotal moment where Universal Pictures Fitness Division emerged as a major player within the European Health & Fitness Industry ”



Jim Semple – European Sales Director, Universal Pictures



SIBEC enables a succinct way of meeting with key suppliers to ascertain the viability of future working partnerships. It saves time and effort from both sides of the table as it would take me 6 months to meet with that many companies. ”



Chris Scragg – Head of Fitness, Serco Leisure

For more information
about **SIBEC** please contact:

David Zarb Jenkins

Email: david@questex.com

Tel: +356 9944 8862



SIBEC

www.sibec.com



HOTEC

www.hoteceu.com



SPATEC

www.spateceu.com

Spafinder spotlights key trends

Spafinder Wellness 365 has published its twelfth edition of the annual *Top 10 Global Spa and Wellness Trends Forecast* – including medi-spa prescriptions for cannabis, spas targeting jet-lagged travellers and an increase in Islamic wellness rituals beyond hammams and argan oil.

The report is an in-depth forecast of significant global trends that will impact the industry and consumers in the year ahead. Developed by a team of research analysts, editors and industry experts, the forecast is based on ongoing surveys of the spa, wellness and beauty providers in the Spafinder network, travel agents and consumers.

Susie Ellis, president of Spafinder, directed the trends project with Mia Kyricos – the company's chief brand officer. Meanwhile, research director Beth McGroarty and her team put together the evidence for the trends.

Pete Ellis, chair of Spafinder Wellness commented: "Our goal is to help every business in our 20,000-plus partner network



Spafinder chair Pete Ellis said the trends offer valuable insight

thrive in a highly competitive global market. To be successful, management must understand where our industry is headed and how to take advantage of new developments—and the impact of cultural and social shifts.

He added: "We think this in-depth forecast report provides the insight and information companies in the wellness industry will need to make sound decisions in the year ahead."

Details: <http://lei.sr?a=k2F4Y>

Owner of bacteria-riddled spa ordered to pay fine

The owner of a bacteria-infested spa has been fined after four teenagers suffered painful rashes and puss-filled pimples following a birthday pamper party in 2013.

Inspectors visiting the Kensington Salon and Spa in Swadlincote, South Derbyshire found harmful bacteria in some areas was 24,000 times the acceptable level.

Owner Lisa Matthews admitted six charges of failing to ensure the safety of her customers and employees – having previously been served with a notice to address bacterial hazards. Matthews was fined £2,500 and told to pay a further £1,000 in costs and £120 to the victims.

Details: <http://lei.sr?a=A9E7w>



The health club has a wing for beauty and spa

Country club and spa project approved

A planning application by Swinton Park for a 2,700sq m (29,063sq ft) country club and spa extension in North Yorkshire has been approved.

The £5.5m project at the estate, which has been owned by the Cunliffe-Lister family since the 1880s, will be designed by Manchester-based architecture firm NJSR. It will involve the restoration of traditional workshops and garden buildings that are adjacent to the Grade II-listed 31-bedroom castle hotel, in addition to the creation of a new wing built within a walled garden.

The spa, co-ordinated by spa consultant Helen Merchant, will have six treatment rooms and one private therapy suite. There will be three heat experiences, a Rasul treatment room, relaxation room and a vitality pool.

The health club, comprising a fitness studio, gym, indoor swimming pool and the spa, will open towards the end of Q3 2015.

The project is expected to create a total of 25 new full-time jobs. There are also plans for a new 40-seat conservatory restaurant, a coffee shop and a Swinton Estate shop.



Swinton Park offers a wide range of outdoors activities to guests

Located within the 20,000-acre (8,094-hectare) Swinton Estate, Swinton Park hopes its spa will become a centre of excellence for skincare. The main product house will be Thalgo and the spa will be run in-house by Swinton Park staff and spa manager Lynn Roach.

Swinton Park proprietor Felicity Cunliffe-Lister said: "We are thrilled to move forward with this project and, together with the expertise of our spa consultant, Helen Merchant, we are confident we will create something exceptional that will see Swinton Park realise its full potential." *Details: <http://lei.sr?a=q4j9y>*

Reynolds' flagship health club and spa opens in Kent

The Reynolds Group has opened its new flagship health club, The Retreat at Borough Green in Kent, attached to the Victorian Basted House property it bought last year.

The 28,000sq ft (2,601sq m) health club build included the construction of a new wing for beauty, spa and changing facilities – costing £8m. The spa features seven treatment rooms, a relaxation room and a thermal zone with hydrotherapy pools, ice pools, heated foot baths, monsoon showers and heated loungers. There is also a spray tanning room.

The fitness facilities comprise of a fully-equipped gym, in addition to a range of classes and yoga. Craftsman lockers supplied the changing room facilities.

"[The new Retreat] will offer something for everyone, from boot camps and Michelin star-standard food – courtesy of Mark Sargeant, Gordon Ramsay's number one chef – to hydrotherapy pools, dance studios and a state-of-the-art gym," said Jason Hall, co-owner and operator of Reynolds Group facilities with his wife Emma Hall.

Details: <http://lei.sr?a=t5h6y>



A 1951 photograph of the rollercoaster

Dreamland rollercoaster hits another bump in the road

Britain's oldest rollercoaster already has a storied past, and it suffered yet another setback during the festive season when high winds blew part of the structure away.

The Grade II-listed ride was undergoing restoration at the time as part of the renovation of the Dreamland amusement park in Margate, Kent. The park said it hopes that the incident will not affect the planned opening date of May 2015.

The Scenic Railway rollercoaster was one-third of the way through renovation works when the accident happened. The much-loved wooden coaster, which first opened in 1921, is the amusement park's signature ride and is central to its relaunch.

"A small section of the north curve of the structure was affected by the wind on the evening of 26 December, 2014," a statement from Dreamland said. "This is part of the structure that has not yet been completed."

The coaster is no stranger to such drama. The Scenic Railway was heavily damaged by fire in 1949 and parts of the structure were again hit by fire in 1957 and 2008.

Details: <http://lei.sr?a=w3g2m>

Chessington fined £150k for 2012 fall incident

Chessington World of Adventures has been fined £150,000 after a four-year-old girl fell 14ft (4.26m) and fractured her skull while waiting in a ride queue in June 2012.

The company admitted a charge relating to section three of the Health and Safety at Work Act and was sentenced to the fine, plus £21,614 in costs at Guildford Crown Court.

The incident, in which the child fell through a gap in a wooden fence, left the girl with "life-changing" injuries, requiring "extensive rehabilitation and support."

Investigating health and safety inspector Karen Morris said: "This incident shows the importance of implementing robust systems for checking and maintaining all aspects of rides, and this includes the walkways and fencing associated with queuing and where people gather."

Details: <http://lei.sr?a=u6V5n>

2.8 Hours Later shows signs of life

Interactive games company Slingshot has revealed plans to expand its 2.8 Hours Later zombie experience into the US and Europe after performing strongly in the UK in 2014.

With many UK dates for 2015's version of 2.8 Hours Later – known as Asylum – already sold out, Slingshot is looking at Germany and a city on the east coast of the US to host its first zombie chase events abroad.

"It's essentially a pedestrian roller coaster,"

Simon Evans, director of Slingshot, told *Leisure Opportunities*. "It's a route that's 2 1/2 to 3 miles long covering public highways, private property, shopping centres and dark warehouses."

Starting from a secret location, participants will be chased across the city by hordes of "zombies", attempting to survive long enough to make it to the end location without being infected. Once there, a 'Zombie Disco' lets guests relax after running for their lives.

"It's a bunch of permissions we need to seek," continued Evans. "One of the things that has



Popular in the UK, the brand is now expanding into the US and Germany

held up our overseas expansion is the idea of permissions. We don't need special licenses but we do need road closures and a licence for our after party to sell alcohol. We work very closely with local councils to make sure they know what we're doing. Moving abroad it becomes a whole new ballgame," he added. "When we go to the US, we'll choose major cities and probably one not too far away from the UK. In Europe, we're starting out with Germany, but if it proves successful we'll expand further into the continent. Details: <http://lei.sr?a=Y3b7v>

Cullinan named new director of NPG

Experienced art curator Dr Nicholas Cullinan has been appointed new director of the National Portrait Gallery in London, having first worked there as a visitor services assistant 14 years ago.

Cullinan, 37, is the current curator of Modern and Contemporary Art at New York's Metropolitan Museum of Art and will take up his new post in Q2 2015. He becomes the Gallery's 12th director, replacing the outgoing Sandy Nairne, who announced last year he would step down after 12 years at the helm in order to pursue writing and advisory work.

Having previously worked as curator of International Modern Art at Tate Modern from 2007-2013, Yorkshireman Cullinan has turned heads in New York through developing several high-profile projects. At the Met, he organised the exhibitions *Venetian Glass by Carlo Scarpa: The Venini Company, 1932-47* (2013) as well as *Amie Siegel: Provenance*



Cullinan will become the Gallery's second youngest director ever

(2014). He has also been responsible for several major works being acquired by the Met.

"It will be an honour to lead the Gallery at a particularly exciting time in its development, to build upon its remarkable success and accomplishments and to work with its world-class team in shaping the future direction," said Cullinan, who first worked at the Gallery while studying at London's Courtauld Institute of Art. Details: <http://lei.sr?a=6y7M7>

Be Thrilled



An Exhilarating Event to Stimulate Your Business

Innovations and knowledge from special events and seminars.

www.IAAPA.org/EAS

**Be
There**

**Liseberg
Sweden
6-8 Oct. 2015**



EAS

**Euro
Attractions
Show**

Gothenburg, Sweden • 6-8 Oct. 2015 • The Swedish Exhibition & Congress Centre



**Amusement Parks
& Attractions**



**Family Entertainment
Centres**



**Water Parks
& Resorts**



**Museums &
Science Centres**



**Zoos &
Aquariums**



**Manufacturers
& Suppliers**

**Forums
Networking
Workshops**



**Products
Tours
Exhibitions**



**Special Events
Best Practices
Seminars**





Barbour ABI lead economist Michael Dall

Hotel, leisure and sport construction makes gains

The hotel, leisure and sport sectors ended 2014 on a positive note after construction contracts reached their highest level in more than two years, says new research.

The value of hotel, leisure and sport construction contracts awarded totalled more than £574m in November, found figures published in the *Economic and Construction Market Review* from construction intelligent service provider Barbour ABI. Market activity reflected an 8.8 per cent hike on October and a 34.3 per cent leap on November 2013. Details: <http://lei.sr?a=d6E4j>

Buttress wins Blackpool Winter Gardens contract

Manchester-based architecture firm Buttress has seen off stiff competition from Heneghan Peng and Austin-Smith Lord to win the design contract for a £21m museum in Blackpool Winter Gardens.

The Blackpool Museum will document the town's rise as the world's first working class Victorian seaside town and celebrate its contribution to pop culture.

The Heritage Lottery Fund (HLF) has granted £13.6m in development funding, while Blackpool council is contributing a further £20m. Details: <http://lei.sr?a=F8j4G>

Green light for £52m Warrington plan

Warrington Borough Council has given the green light to plans for the mixed-use £52m Bridge Street Quarter project, which will form a key part of the regeneration of Warrington town centre.

Muse Developments is delivering the scheme – with work set to begin in the next couple of weeks – in partnership with Warrington & Co and the council.

The Leach Rhodes Walker-designed plans will see the creation of a revitalised centre offering a family-friendly shopping, restaurant and leisure experience with a contemporary-style market hall at its heart. When completed in 2019, the scheme will provide 25,000sq ft (2,323sq m) of retail, 60,000sq ft



The mixed-use scheme is slated for completion in 2019

(5,574sq m) of leisure (including a cinema and restaurants), plus a new 65,000sq ft (6,039sq m) civic centre and a public square. Details: <http://lei.sr?a=a7e7Y>

£70m Southampton scheme kicks off

Construction work has got underway on the £70m mixed-use WestQuay Watermark development in Southampton's city centre.

Having won planning permission for the leisure-led project in June 2014, developer Hammerson has appointed Sir Robert McAlpine as the main contractor, with construction work having started on 5 January 2015. ACME is masterplanner and architect for Watermark WestQuay, Grant Associates is the landscape designers and Barton Wilmore provided planning advice on the project.

WestQuay Watermark will be developed in two phases. Phase one, expected to open in Q3 2016, will deliver a 10-screen cinema, up to 20 restaurants and a new public plaza for the



Phase one expected to be completed in Q3 2016

city. It will sit next to the current WestQuay shopping centre, which Hammerson jointly owns. The second phase has the potential to include a hotel and residential tower. Details: <http://lei.sr?a=E3Q7S>

BE THE FUTURE OF RETAIL LEISURE & HOSPITALITY

RBTE offers hospitality and leisure operators the solutions to their current challenges

FREE conference programme featuring leading retailers
Over 300 Exhibitors | Innovation Trail | Payments Theatre
Networking | eCommerce Bootcamp
ALL UNDER ONE ROOF

RBTE | RETAIL BUSINESS TECHNOLOGY EXPO 2015

10–11th March 2015
Olympia Grand, London

CO-LOCATED WITH
RETAIL DESIGN EXPO



Free
Registration
now open
www.rbteexpo.com



DELIVERING INTELLIGENT SOLUTIONS FOR 30 YEARS

AFLS+P is the UK's largest architectural practice specialising in major sport, leisure and community infrastructure projects across Europe, the Middle East, Africa and Asia. With more than 30 years of experience, we advise on, develop and deliver the very best solutions for our clients.

We've developed a reputation for providing exceptional solutions which recognise operating requirements and maximise development profitability.



Architecture • Masterplanning • Consulting • Regeneration • Feasibility
 Refurbishment • Consultation • Engagement • Procurement Advice
 Project Management • Planning • Sustainability • Value Management



Are you thinking of buying, selling, reviewing or leasing health & fitness sites in 2013?

CONTACT THE PROFESSIONALS:
Lyndon Yeomans Property Consultants LLP
11 Savile Row, London W1S 3PG
Tel: 020 7437 9333

www.lyndonyeomans.co.uk

RETAIL AND LEISURE EXPERTS

INDEPENDENT NO NONSENSE ADVICE

WILD

COMMERCIAL PROPERTY

01244 321 555
www.wildcp.co.uk

Isle of Wight
property experts
covering all
sectors of the
leisure industry.

**Hose
Rhodes
Dickson**

CONTACT: 01983 527727
Nick Callaghan, Lisa Mercer or Janet Morter
www.hose-rhodes-dickson.co.uk

TO ADVERTISE IN THE PROPERTY DIRECTORY

please contact
Simon Hinksman on
(01462) 471905
or email
property@leisuremedia.com

LEISURE PROPERTY FORUM CORPORATE MEMBERS' DIRECTORY



For membership information
please contact Michael Emmerson
info@leisurepropertyforum.org

www.leisurepropertyforum.org

3D Reid Ltd
Tel: 0121 212 2221
www.3dreid.com
Addleshaw Goddard
Tel: 0207 160 3057
www.addleshawgoddard.com
Alan Conisbee & Associates Ltd
Tel: 020 7700 6666
www.conisbee.co.uk
Angermann Goddard & Loyd
Tel: 020 7409 7303
Ashurst LLP
Tel: 020 7638 1111
www.ashurst.com
Barclays Bank Plc
Tel: 07920 267452
BNP Paribas Real Estate
Tel: 0207 484 8132
Brook Street des Roches LLP
Tel: 01235 836614
www.bsdr.com
Burges Salmon LLP
Tel: 0117 902 6681
Burrows Little
Tel: 020 77249783
www.burrowslittle.com
CB Richard Ellis Ltd
Tel: 020 7182 2197
www.cbre.com
CgMs Consulting
Tel: 020 7583 6767
www.cgms.co.uk

Chesterton Humberts
Tel: 020 3040 8240
Christie & Co
Tel: 0113 389 2700
www.christiecorporate.com
Citygrove Securities Plc
Tel: 020 7647 1700
CMS Cameron McKenna LLP
Tel: 020 7367 2195
www.cms-cmck.com
Colliers International
Property Consultants Ltd
Tel: 020 7487 1710
www.colliers.com/uk
Cosmo Restaurants Group
Tel: 447843690500
Cushman & Wakefield LLP
Tel: 0207 152 5278
www.cushwake.com
Davis Coffey Lyons
Tel: 020 7299 0700
www.coffeygroup.co.uk
DKAhp
Tel: 020 7637 7298
www.dkahp.com
DTZ
Tel: 020 3296 4317
E3 Consulting
Tel: 0345 230 6450
www.e3consulting.co.uk
ES (Group) Limited
Tel: 0207 955 8454
www.edwardsymmons.com

Faulkner Browns Architects
Tel: 0191 256 1548
www.faulknerbrowns.co.uk
FHP Property Consultants
Tel: 0115 950 7577
Finers Stephens Innocent Ltd
Tel: 020 7344 5312
www.fsilaw.com
Fladgate LLP
Tel: 020 3036 7000
www.fladgate.com
Fleurets Limited
Tel: 020 7280 4700
www.fleurets.com
Forsters LLP
Tel: 020 7863 8333
www.forsters.co.uk
Freeths LLP
Tel: 0845 271 6775
www.kimbellsfreeth.com/hospitality
Gala Leisure Limited
Tel: 0208 507 5445
www.galacoral.com
Genting Casinos
Tel: 0118 939 1811
www.gentingcasinos.co.uk
Gerald Eve LLP
Tel: 020 7333 6374
www.geraldeve.com
GLL
www.gll.org

GVA
Tel: 020 7629 6700
www.gva.co.uk
Hadfield Cawkwell
Davidson Limited
Tel: 0114 266 8181
www.hcd.co.uk
Holder Mathias
Tel: 0207870735
Indigo Planning
Tel: 020 8605 9400
www.indigoplanning.com
James A Baker
Tel: 01225 789343
Jeffrey Green Russell Ltd
Tel: 020 7339 7028
Jones Lang Lasalle
Tel: 020 7493 6040
www.joneslanglasalle.co.uk
Knight Frank LLP
Tel: 020 7861 1525
Land Securities Properties Ltd
Tel: 020 7747 2398
www.x-leisure.co.uk
Legal & General Investment
Management
Tel: 020 3124 2763
www.lgim.co.uk
Matthews & Goodman
Tel: 020 7747 3157
www.matthews-goodman.co.uk

Memery Crystal LLP
Tel: 020 7242 5905
Merlin Entertainments
Group Ltd
Tel: 01202 493018
www.merlinentertainments.biz
Montagu Evans
Tel: 0207 493 4002
Odeon & UCI Cinemas Ltd
Tel: 0161 455 4000
www.odeonuk.com
Olswang
Tel: 020 7067 3000
www.olswang.com
Pinders
Tel: 01908 350500
www.pinders.co.uk
Pudney Shuttleworth
Tel: 0113 3444 444
www.pudneyshuttleworth.co.uk
Rank Group Plc
Tel: 01628 504000
www.rank.com
Reed Smith LLP
Tel: 020 3116 3000
www.reedsmith.com
Restaurant Property
Tel: 020 7935 2222
www.restaurant-property.co.uk
Roberts Limbrick Ltd
Tel: 03333 405500
www.robertslimbrick.com

RTKL
Tel: 020 7306 0404
www.rtkl.com
Savills (UK) Ltd
www.savills.com
SRP Risk & Finance LLP
Tel: 0208 672 7707
www.s-r-p.co.uk
Substantia Acquisitions Ltd
Tel: 020 060 6406
www.subacq.com
The Leisure Database Co
Tel: +44 (0)20 3585 1441
www.theleisuredatabase.com
Thomas Eggar LLP
Tel: 01635 571033
www.thomaseggar.com
TLT LLP
Tel: 0117 917 7777
www.tltsolicitors.com
Tragus Group
Tel: 020 7121 6432
www.tragusgroup.com
Trowers & Hamlin LLP
Tel: 020 7423 8084
www.trowers.com
Wagamama Ltd
Tel: 0207 009 3620
www.wagamama.com
Willmott Dixon
Construction Ltd
Tel: 01932 584700
www.willmottidixon.co.uk

Plus there are more than 70 other companies represented by individuals.



Join the LPF

MEMBERSHIP INCLUDES:

- Regular networking opportunities
- A full programme of leisure property related early evening seminars
- Details of forthcoming LPF events and other industry dates on our website
- Members' rates to LPF seminars and events
- Complimentary places at some events
- A free subscription to Leisure Opportunities magazine, which features regular LPF columns, tenders, for sale adverts and property news
- A 10% discount on property advertising in Leisure Opportunities magazine
- A dedicated LPF monthly email bulletin, delivered straight to your mailbox
- Access to the full listing of all our members

FOR MORE INFORMATION CONTACT:
Michael Emmerson, LPF Administration
E: info@leisurepropertyforum.org
T: 01462 471932 F: 01462 433909
W: www.leisurepropertyforum.org



Consultancy Services

Three Rivers District Council are seeking to appoint a lead consultant with the relevant experience and knowledge of the leisure market to assist with the delivery of a new leisure facility to be located in South Oxhey Hertfordshire.

The appointed consultant will be required to build on the body of knowledge developed to date, review options available and lead the project through design and procurement phases culminating with the appointment of an operator/developer partner.

Tender documents for this opportunity will be available from the 2nd February 2015 and will close on the 27th February. Suitable candidates will be assessed on a basis of qualitative and financial criteria.

To request further information or to receive the consultants brief please contact David Saunders on 01923 727229 or by email on david.saunders@threerivers.gov.uk



Sports Playing Field

Avery Hill Road, New Eltham, London, SE9 2EY

Disused sports playing field land with vacant possession

- Freehold sports playing field that has been disused since 1992
- Suitable for use as a sports playing field subject to site reinstatement
- Approximately 5.3 hectares (13 acres)
- Offers invited for the freehold interest
- Price upon application

for sale

Richard Pillow
rpillow@shw.co.uk
 020 8662 2720



Richard Henley
richard@prestonbennett.co.uk
 020 8954 7733

PRESTON
BENNETT



In association with
HAMPTONS
 INTERNATIONAL

FULFIL ambitions

WITH OUR ACTIVE PATHWAY

The new Active IQ Level 3 Diploma in Physical Activity, Fitness and Exercise Science (Tech Level) will equip students with the level of knowledge, skill and competence they need to turn their dreams into reality.

Our active career pathway will enable your students to access the Register of Exercise Professionals (REPs), and gain work experience whilst they learn.

Visit activeiq.co.uk/pathway to start delivering our new active pathway.

Connect with us



TRAINING

Lifetime to spotlight PT career lifecycle

Lifetime Training is to launch a series of free seminars aimed at attracting and educating the next generation of personal trainers (PT).

The seminars are specifically designed to highlight the benefits of becoming a PT and building a business, with the first to take place on 14 March at Regent's Place Health Club in London. Further 'Success Schools' will be held across the UK in 2015 by Lifetime, which scooped Apprenticeships & Traineeships Provider of the Year at the 2014 Active Training Awards in November.

Sessions will be hosted by fitness industry expert and author Dave Fletcher, alongside members of the Lifetime Coaching Team, exploring the whole career lifecycle from qualification to the creation of a thriving business.

The seminars will cover pertinent themes such as choosing appropriate qualifications, maximising income potential, the pros and cons of employment versus self-employment, identifying what makes a great PT, generating new clients, building a business efficiently and effectively, as well as exploring long term



Fitness industry expert and author Dave Fletcher will be a speaker

opportunities within the fitness industry.

"Our goal is to find and develop the next generation of PTs and offer support and education to help them become highly paid and sought after professionals," said Lifetime Training commercial director Mike Jones.

"By partnering with Dave Fletcher, who is a highly experienced PT and business mentor, we can help people to make the right choices at the start of their career and assist them to build their business for the future."

Details: <http://lei.sr?a=p5E7n>

Alton Towers to lead theme park degree

Alton Towers and Staffordshire University have teamed up to offer a Foundation Degree in Visitor Attraction and Resort Management at the UK university's business school.

According to the university, students will learn about key areas of the business including operations and commercial management; strategic management; health and safety marketing and digital communications; financial and human resource management and customer service. Students will then have the opportunity to put their learning into practice during key seasonal peaks at the theme park.

"We believe this course will offer students an amazing opportunity to develop their career potential to work in the leisure industry, which is an ever-growing sector," said Guy Brazier, HR director for Alton Towers.

"We've worked alongside Staffordshire University on a number of training and development projects in recent years, but this course is really the culmination of everything we've been aiming for," continued Brazier. "It will give those that complete it a credible background that will make them far more attractive to prospective employers and of course we




Students will learn about the theme park business

are hoping it will act as a catalyst for our own workforce, to support our succession strategy."

Students will work in front line roles within retail, hotels and park operations in their first year of the programme and at team leader level in the second year. As an alternative to full time employment, they will also have the opportunity to move on to a full degree on completion of the Foundation Degree. The course will enrol 20 students for the term starting in September 2015.


Details: <http://lei.sr?a=J7A4Z>

FREE LECTURE PACK
with professional development course






Grow your business

Active IQ offers a wide range of active leisure, health & business management qualifications, which are all available to help you grow your business.



Contact us today & discover the new opportunities you can give your learners with an Active IQ qualification

www.activeiq.co.uk/skillsgap

TO BE THE BEST

TRAIN WITH THE BEST

With a personal training qualification from Premier.





QUESTIONS YOU MAY HAVE

Can I pay in instalments with no interest to pay?	YES
Will you help me find a job?	YES
How long will the course take?	6 WEEKS

ENQUIRE AT PREMIERGLOBAL.CO.UK/LEISUREOPPS

 /PTINTERNATIONAL

 @PTINTERNATIONAL

CALL US ON 03333 212 092

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

Training that works.



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

CREW training will:

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

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

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



www.crew.uk.net

info@crew.uk.net

0845 260 4414

UNIQUE

UNIQUE SYSTEMS ARE LOOKING FOR A BRIGHT, ENERGETIC, ENTHUSIASTIC INDIVIDUAL TO SELL FITNESS ON DEMAND ON A NATIONAL BASIS.

Fitness on Demand is a world leading virtual fitness platform offering category leaders such as Les Mills and hundreds of other virtual fitness sessions.

This position will suit anyone who has worked in the world of Health and Fitness, who has drive and enthusiasm and is determined to succeed.

If you would like to be considered for this position then please send your cv and a covering letter to constance.wolstenholme@ibtgroup.co.uk or by post to Constance Wolstenholme, Unique Systems Ltd, Bridge House, Ashton Road, Bredbury SK6 2QN

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



subscribe online:
www.leisuresubs.com

jobs & news
updated daily
online

www.leisureopportunities.com

Alive leisure Alive management

Duty Officers (2 posts)

Initial salary between £17,304 and £21,480 per annum
On a shift rota basis, including evenings, weekends and bank holidays

Based at Alive Downham Leisure/Alive Lynnsport

You will ensure the safe and efficient operation of either Alive Downham Leisure, or Alive Lynnsport. You will carry out day to day management duties, including staff supervision and motivation and ensuring the highest level of customer service is provided, you will therefore be able to communicate effectively at all levels.

You must have experience working at a supervisor level within the leisure field including the ability to effectively manage, train and motivate staff. You will have a working knowledge of Health and Safety Regulations, with a current First Aid and Work Certificate.

For the post at Alive Downham Leisure, you must also hold current National Pool Lifeguard and Pool Plant Operators.

Apply online at www.west-norfolk.gov.uk
where you can also read the full job details.

Closing date: 27 January 2015.



Fitness Manager

19k-22K + optional PT income



We have an amazing opportunity for a highly motivated Fitness Manager dedicated to providing a first class service for our busy state-of-the-art gym and leisure centre.

The successful candidate will hold a relevant gym instructor qualification. Your main role will be to provide an efficient and effective operation in both the gym and the studios for our members. You will also be required to manage and drive all aspects of the fitness facilities using your skills to continuously improve upon your areas of responsibility. Other duties include report presentations, maximising income and customer interest and ensuring our gym and studios are clean, safe and well maintained including high standards of health and safety.

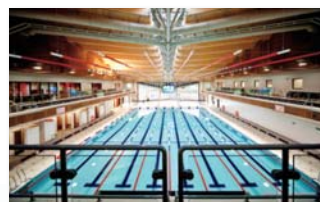
If you have an outgoing personality are pro-active, well organised, and have the ability to lead a team, combined with sound administration, public relation and excellent customer service skills then we would like to hear from you.

For a job description and application form please either telephone 01279 621512 or email lborthwick@harlowleisurezone.co.uk giving your full name and address.

The closing date for all applications is the 26th January 2015.

If you do not hear from us within four weeks of the closing date please assume you have been unsuccessful on this occasion. Interviews will be taking place on Tuesday 3rd February 2015.

Harlow and District Sports Trust – Harlow Leisurezone, Second Avenue, Harlow, Essex CM20 3DT
A company limited by guarantee. Registered Charity number 301328



www.harlowleisurezone.co.uk

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



Casual Lifeguard

Company: Everyone Active
Location: Waltham Abbey, Essex, UK

Ten Pin Bowling Manager

Company: Parkwood Leisure
Location: Bicester, UK

Fitness Instructor

Company: Parkwood Leisure
Location: North Devon, UK

Lifeguard Apprentice

Company: Everyone Active
Location: Waltham Abbey, Essex, UK

Casual Lifeguard

Company: Everyone Active
Location: Waltham Abbey, Essex, UK

Fitness Instructor

Company: Legacy Leisure
Location: West Berkshire, UK

Lifeguard Apprentice

Company: Everyone Active
Location: Waltham Abbey, Essex, UK

General Managers

Company: Fusion Lifestyle
Location: Bedfordshire, England

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Lifeguard

Company: Everyone Active
Location: Tenbury Pool, UK

Duty Manager (Maternity Cover)

Company: Everyone Active
Location: Tenbury, UK

Relief Duty Manager

Company: Everyone Active
Location: Tenbury, UK

Assistant Spa Manager

Company: Q Hotels
Location: Basingstoke, UK

Fitness Motivator

Company: Everyone Active
Location: Sutton, UK

Sales & Marketing Assistant

Company: Parkwood Leisure
Location: Bristol, UK

Receptionist

Company: Parkwood Leisure
Location: Bristol, UK

Customer Advisor

Company: Parkwood Leisure
Location: Bristol, UK

Health Development Officer

Company: Northampton Leisure Trust
Location: Northampton, UK

Sports Development Officer

Company: Surrey Sports Park Ltd
Location: Guildford, UK

Duty/Bar Manager

Company: Surbiton Racket & Fitness
Location: Surrey, UK

Leisure Club Duty Manager

Company: Hurlston Hall Golf Club
Location: Scarisbrick, Lancashire, UK

Facility & Hospitality Manager

Company: Old Albanians
Location: St Albans, UK

Membership Sales Consultant

Company: énergie group
Location: Hemel Hempstead, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Fitness Apprenticeship

Company: énergie group
Location: Maidstone, UK

Sports Facilities Assistant

Company: Bromsgrove School
Location: Bromsgrove

Sports Facilities Supervisor

Company: Bromsgrove School
Location: Bromsgrove

Assistant Manager

Company: GLL
Location: London, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Fitness Instructor

Company: énergie group
Location: Wallington, UK

Duty Manager

Company: Sevenoaks School
Location: Sevenoaks, UK

Memberships Consultant

Company: Everyone Active
Location: Stratford On Avon, UK

Swimming Teachers

Company: Everyone Active
Location: Bedminster, Bristol, UK

Tutor / Assessor

Company: The Fitness Collective
Location: Middle East

Community Centre Manager

Company: Welwyn Hatfield Community Housing Trust
Location: Hatfield, Hertfordshire, UK

Fitness Manager

Company: Everyone Active
Location: Epping, UK

Duty Manager

Company: Parkwood Leisure
Location: Exeter, UK

Swimming Teacher

Company: Milton Keynes Council
Location: Milton Keynes, UK

Fitness Trainer

Company: YMCA Watford
Location: Abbots Langley, UK

Head of Sport/ Customer Service

Company: Loughborough University
Location: Loughborough, UK

Membership Adviser

Company: Parkwood Leisure
Location: Cheadle, UK

Relief Duty Manager

Company: Everyone Active
Location: Melton Mowbray, UK

Recreation Assistants

Company: Parkwood Leisure
Location: North Devon, UK

Fitness Manager

Company: Harlow Leisurezone
Location: Harlow, Essex, UK

Operations Manager

Company: Brentwood School Sports
Location: Brentwood, UK

Duty Officers (2 posts)

Company: Kings Lynn Borough Council
Location: Norfolk, UK

Sports Centre Supervisors

Company: St Aubyn's
Location: Essex, UK

Physical Activity Co-ordinator

Company: Age Cymru
Location: Wales, UK

Apprentice Fitness Instructor

Company: énergie group
Location: Wilmslow, UK

Sports Facilities Assistant

Company: New Hall School
Location: Chelmsford

Duty Manager (Part-Time)

Company: Richmond upon Thames
Location: East Sheen, London, UK

Experienced Duty Managers

Company: Ben Dunne Gyms
Location: Various, UK

Coaches & Personal Trainers

Company: BaseFit
Location: Shoreditch, London, UK

Marketing Co ordinator

Company: Tone Leisure
Location: South Hams, Devon, UK

Leisure Manager

Company: Three Rivers District Council
Location: Rickmansworth, UK

Active Lifestyles Officer

Company: Tone Leisure
Location: Taunton, Somerset, UK

Customer Relations Manager

Company: Fusion Lifestyle
Location: Leicestershire, England

Swim Teacher

Company: Everyone Active
Location: Westcroft Leisure Centre, UK

Studio Manager

Company: YMCAfit
Location: Central London, UK

Personal Trainers

Company: Ben Dunne Gyms
Location: Various locations, UK

Duty Manager

Company: Parkwood Leisure
Location: Kettering, UK

General Manager

Company: The Gym Group
Location: Various locations, UK

Health and Fitness Adviser (P/T)

Company: University of Essex
Location: Southend-on-Sea, UK

General Manager

Company: Fusion Lifestyle
Location: Buckinghamshire, England

Pre Sales Manager

Company: énergie group
Location: Nationwide, UK

General Manager

Company: The Gym Group
Location: Newcastle City, UK

Bar & Catering Supervisor

Company: Parkwood Leisure
Location: Portsmouth, UK

Fitness Apprenticeship

Company: énergie group
Location: Croydon, Greater London, UK

Swim Teacher

Company: Everyone Active
Location: Fareham, UK

Property Administrator

Company: The Gym Group
Location: Guildford, UK

General Manager

Company: Fusion Lifestyle
Location: Essex, England

Personal Trainers

Company: Hallmark Hotels
Location: Manchester, UK

Fitness Instructor

Company: énergie group
Location: Cricklewood, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: Surrey, England

Personal Trainer

Company: Matt Roberts
Location: Hampstead, UK

Cross Fit Coaches

Company: Active Connection
Location: Jeddah, Saudi Arabia

Fitness Supervisors

Company: Active Connection
Location: UAE, Saudi and Kuwait

Team Leader

Company: Everyone Active
Location: Warwickshire, UK

Area Leader

Company: YMCA
Location: London, UK

Personal Trainers

Company: Active Connection
Location: Kuwait, Saudi and UAE

Reception Assistant

Company: Matt Roberts
Location: London, UK

Club Promoter

Company: énergie group
Location: Preston, UK

Tutors & Assessors

Company: YMCAfit
Location: Various Regions, UK

Assistant General Manager

Company: The Gym Group
Location: Chadwell Heath, UK

Lifeguard

Company: Everyone Active
Location: Shipston on Stour, UK

Regional Director

Company: Xercise 4 Less
Location: South / Midlands, UK

Freelance Yoga Tutors

Company: YMCAfit
Location: Manchester & Midlands, UK

National Sales Person

Company: IBT Group - Unique
Location: Nationwide, UK

Divisional Manager

Company: Fusion Lifestyle
Location: London, England

General Manager

Company: Fusion Lifestyle
Location: London, England

Fitness Apprenticeship

Company: énergie group
Location: Bromley, UK

Customer Relations/ Sales Manager

Company: Fusion Lifestyle
Location: Bedfordshire, England

Freelance Personal Trainer

Company: Everyone Active
Location: Sutton, UK

General Manager

Company: Fusion Lifestyle
Location: London, England

Project Coordinator

Company: Aspire Leisure Centre
Location: Home based with travel
required across Northern Regions, UK

Fitness First Middle East

Company: Premier Training
Location: Middle East

Personal Trainers

Company: Everyone Active
Location: Nuneaton, Warwickshire, UK

General Manager

Company: Xercise 4 Less
Location: Various locations, UK

Personal Trainer

Company: Xercise 4 Less
Location: Nationwide, UK

Membership Consultant

Company: Xercise 4 Less
Location: Nationwide, UK

Impact Sales Consultant

Company: Xercise 4 Less
Location: Various - Field based, UK

Sales and Marketing Manager

Company: Xercise 4 Less
Location: Nationwide, UK

GP Exercise Referral

Company: Focus Training
Location: Nationwide, UK

Spa Therapist

Company: Renard Resources
Location: Central London, UK

Part Time Beauty Therapist

Company: Center Parcs Ltd
Location: Elveden Forest, Suffolk, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Bedfordshire, UK

Spa Attendant

Company: Renard Resources
Location: Central London, UK

Spa Therapists

Company: Everyone Active
Location: St Albans, UK

Duty Manager - Admissions

Company: Merlin
Location: Florida-Orlando, US

General Manager

Company: Blue Planet Aquarium
Location: Cheshire Oaks, UK

Maintenance Technician

Company: LEGOLAND California
Location: California-Carlsbad, US

Front Office Assistant

Company: Legoland Malaysia
Location: Johor, Malaysia

Executive - Entertainment

Company: Legoland Malaysia
Location: Johor, Malaysia

Visitor Experience Manager

Company: National Trust
Location: Cambridgeshire, UK

Visitor Experience Manager

Company: National Trust
Location: Various locations, UK

Senior Waterpark Designer

Company: Whitewater West
Location: Richmond, Canada

Assistant Operations Manager

Company: Majid Al Futaim properties
Location: Manama

Marketing Coordinator

Company: Madame Tussauds
Location: Hollywood, US

Internal Sales Representative

Company: Gardaland Resort
Location: Castelnovo del Garda,, Italy

Marketing & Sales Administrator

Company: Sea Life
Location: Minnesota-Bloomington, US

General Manager

Company: Orr Simpson
Location: Yorkshire, UK

Duty Manager

Company: Sea Life
Location: North Carolina, US

Water Park Operations

Resource Coordinator
Company: LEGOLAND California
Location: California-Carlsbad, US

Visitor Experience and

House Manager

Company: National Trust
Location: Buckinghamshire, UK

leisure opportunities joblink

BOOK A JOBLINK Call: +44 1462 471747
and start getting applications for your jobs IMMEDIATELY!

GO TO WWW.LEISUREOPPORTUNITIES.CO.UK AND CLICK ON THE LINK TO SEE THE LATEST JOBS FROM...



Inactivity twice as deadly as obesity

Physical inactivity is killing twice as many Europeans as obesity, according to a landmark report from the University of Cambridge.

The 12-year study – published in the *American Journal of Clinical Nutrition* – found that around 676,000 deaths in Europe each year can be attributed to inactivity, while 337,000 die from being overweight.

Noting that both thin and overweight people are at a higher risk of health problems if they are inactive, the researchers conclude that encouraging everyone to do at least 20 minutes of brisk walking a day would bring substantial benefits.

There has been a groundswell of support in recent years for the notion that physical inactivity, rather than obesity, is the source of modern health woes. The physical activity sector has led the way through campaigns such as ukactive's award-winning *Turning the tide of inactivity*, Public Health England's *Everybody Active, Every Day* and Sport England's *Get Healthy, Get Active*.

One of the key conclusions from these campaigns has been the need to build a stronger evidence base to demonstrate the efficacy of physical activity in improving public health.



ukactive CEO David Stalker has led calls for stronger evidence

The new report offers a timely boost and follows ukactive CEO David Stalker's ongoing calls for stronger data to support the physical activity sector's quest to become a 'central pillar of the nation's public health strategy.'

"This study cuts to the heart of the work that ukactive has been doing for years to underpin the fight against inactivity with a firm evidence base," said Stalker, who noted that the UK is one of the most inactive countries in Europe.

"We know there is cross party support for turning the tide of inactivity; now it's time to act." Details: <http://lei.sr?a=R2N9T>

SelgasCano lands Serpentine Pavilion

Madrid-based architecture practice, SelgasCano Studio, has been chosen to design the 15th Serpentine Pavilion in London's Kensington Gardens this summer.

The Spanish practice's appointment follows on from last year's Pavilion designed by Smiljan Radic. As a much-anticipated landmark in London over the summer months, the Pavilion is one of the top ten most visited architectural and design exhibitions in the world, according to the Serpentine Gallery.

Although famous practices have designed the Serpentine Pavilion in the past, such as Rem Koolhaas in 2006 and Zaha Hadid in 2000, this is the third year in a row that Gallery directors have chosen a lesser-known firm.

Of the decision to appoint SelgasCano Studio, Serpentine director Julia Peyton-Jones and co-director Hans Ulrich Obrist said: "Their innovative use of materials, bold application of colour, informed by playfulness



SelgasCano directors José Selgas (l) and Lucía Cano

and a passion for nature ensures that next summer's pavilion will be very exciting."

SelgasCano will be working with AECOM and David Glover for the engineering and construction, while Goldman Sachs is the headline sponsor. Designs are expected to be released in February. Details: <http://lei.sr?a=c5s2r>

- Arts & Business +44 (0)20 7378 8143
www.artsandbusiness.org.uk
- ALVA +44 (0)20 7222 1728
www.alva.org.uk
- Arts Council +44 (0)20 7333 0100
www.artscouncil.org.uk
- ASVA +44 (0)1786 475152
www.asva.co.uk
- BALPPA +44 (0)20 7403 4455
www.balppa.org
- BHA +44 (0)845 880 7744
www.bha.org.uk
- BiSL +44 (0)20 8780 2377
www.bisl.org
- CMAE +44 (0)1334 460 850
www.cmaeurope.org
- CIMSPA +44 (0)1509 226 474
www.cimspa.co.uk
- CPRE +44 (0)20 7981 2800
www.cpre.org.uk
- English Heritage +44 (0)870 333 1181
www.english-heritage.org.uk
- FSPA +44 (0)2476 414999
www.sportsandplay.com
- Fields in Trust +44 (0)20 7833 5360
www.fieldsintrust.org
- HHA +44 (0)20 7259 5688
www.hha.org.uk
- IAAPA +1 703 836 4800
www.iaapa.org
- IEAP +44 (0)1403 265 988
www.ieap.co.uk
- Institute of Hospitality +44 (0)20 8661 4900
www.instituteofhospitality.org.uk
- LPF +44 (0)1462 471932
www.leisurepropertyforum.org
- Natural England +44 (0)845 600 3078
www.naturalengland.org.uk
- People 1st +44 (0)870 060 2550
www.people1st.co.uk
- REPs +44 (0)20 8686 6464
www.exerciseregister.org
- SAPCA +44 (0)24 7641 6316
www.sapca.org.uk
- Sports Aid +44 (0)20 7273 1975
www.sportsaid.org.uk
- Sport and Recreation Alliance
+44 (0)20 7976 3900
www.sportandrecreation.org.uk
- Sport England +44 (0)8458 508 508
www.sportengland.org
- Springboard +44 (0)20 7529 8610
www.springboarduk.org.uk
- SkillsActive +44 (0)20 7632 2000
www.skillsactive.com
- Tourism Management Institute
+44 (0)1926 641506
www.tmi.org.uk
- Tourism Society +44 (0)20 8661 4636
www.tourismsociety.org
- ukactive +44 (0)20 7420 8560
www.ukactive.org.uk
- VisitBritain +44 (0)20 7578 1000
www.visitbritain.com
- World Leisure +1 250 497 6578
www.worldleisure.org