

# leisureopportunities

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## Chelsea FC begins £500m stadium consultation

Chelsea Football Club (CFC) plans to replace its current stadium in south London with a 60,000-capacity landmark venue celebrating the heritage of sport in and around Stamford Bridge.

The club launched a three-day public consultation on the stadium plans earlier this month, during which local residents were able to view and opine on the proposals.

The conceptual designs, which were put on display at Stamford Bridge, pay homage to the club's history and the original designs of the stadium and the architecture of the surrounding area.

The designs have been produced by a team including masterplanners Lifschutz Davidson Sandilands, stadium architect Herzog & De Meuron, strategic planners Aecom, railways and transportation specialist WSP and structural engineers Schlaich Bergermann & Partner. Speaking to *Leisure Opportunities*, a CFC



The new stadium will increase Stamford Bridge capacity from 41,000 to 60,000

spokesperson said the designs weren't final, but rather a part of an ongoing consultation with local residents and other stakeholders.

"This area has a proud history of hosting a sports venue throughout the 18th and 19th centuries," he said. He added that the initial

designs reflect that history and the consultation this week aims to give local residents and CFC fans the opportunity to be "part of the next stage of the club's journey".

CFC's billionaire owner, Roman Abramovich, has pledged to fund the project – estimated to cost around £500m – in its entirety.

Despite being one of the most successful English clubs of the past decade, the club's current home capacity of 41,000 is only the eighth largest in the EPL – far lower than its rivals Manchester United (76,000), Arsenal (60,000) and Manchester City (55,000).

Abramovich has for years been seeking a site to build a new stadium on, as part of efforts to bring the club's revenues in line with its rivals. The plans stem from a feasibility study commissioned by Abramovich, looking at the area from Fulham Broadway to Stamford Bridge and the potential of upgrading the stadium. *Details:* [http://lei.sr?a=4F8n6\\_O](http://lei.sr?a=4F8n6_O)

### Grey-Thompson: Time to realise true potential

The physical activity sector has the potential to broaden its appeal to investors and gain 'an even bigger wingspan' if it can demonstrate its true economic value, according to new ukactive chair Baroness Tanni Grey-Thompson.

Making her maiden speech at the ukactive Flame Conference in Telford on 24 June, the cross-bench peer said the physical activity sector must be bold, pro-active and push boundaries if it is to continue on its growth trajectory and reach new heights. *Continued on back cover*

### KidZania flagship launches in London

KidZania has launched what its president has called the "flagship location for the world" inside London's Westfield Shopping Centre.

Targeted at children aged 4-14, the £30m KidZania London is offering a one-of-a-kind experience to the UK, with a pint-sized city for children to recreate real-world jobs in the ultimate role-play activity. Designed to educate and empower children, KidZania offers role-play sessions across more than 60 different professions to ensure they learn essential life skills including financial literacy, teamwork and independence.

The 75,000sq ft (6,700sq m) mini-city starts with a trip to a mock-up of Heathrow Terminal Five, where visitors pass through 'immigration'.



Youths take the Renault Pit-Lane challenge at KidZania

Guests then enter the city, to find streets lined with over 60 establishments – including a hospital, police station, fire station, airline and theatre – offering exciting insight into the working world. *Details:* [http://lei.sr?a=y4v6j\\_O](http://lei.sr?a=y4v6j_O)

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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

### 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

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# Federer launches NikeCourt project

Seven-time Wimbledon tennis champion Roger Federer pitched up in South London recently to help launch sports goods giant Nike's legacy project for this year's Wimbledon tournament.

Nike took over four community tennis courts in Tanner Street Park, Bermondsey, investing £17,500 in resurfacing the ageing courts and setting up a branded tennis and activity hub. The NikeCourt Club initiative allowed local residents to benefit from a free 10-day tennis academy, which ran a host of training programmes ranging from beginners courses to high intensity workouts.

In addition to tennis programming, Nike also provided Nike+ classes, yoga sunrise sessions and screenings of key Wimbledon matches, as well as other events featuring music and entertainment. The NikeCourt Club programming ended on 4 July, but the



The seven-time Wimbledon champion visited the site for its official launch

resurfaced courts have been left as a permanent space for the London community. They are being serviced and managed by Nike in partnership with the Lawn Tennis Association.

"I think the new court is really cool. I've never played on a pink court before – although I am surrounded by pink in my life because of my daughters," Federer said. "In an area like this, to create something for the long term, for kids to take up tennis, I'm all for it."

Details: [http://lei.sr?a=k3k6K\\_O](http://lei.sr?a=k3k6K_O)

# Games legacy brings change for Glasgow

Around eight per cent of people in the East End of Glasgow have taken up a new sport – or are spending more time playing a sport already familiar to them – after being inspired by the 2014 Commonwealth Games.

The figure comes from a new study conducted by the University of Glasgow, which questioned residents about their habits and views two years prior to the Games (summer 2012) – and re-evaluated them soon after the Games in 2014-15. As well as

an increased uptake in new sports, the report – called *GoWell East: studying change in Glasgow's East End* – shows an increase (14 per cent) in residents' satisfaction with local sports facilities.

A number of existing facilities were rejuvenated for the Games, while a new, multi-use venue – the Emirates Arena – was built in the East End, comprising five-a-side football pitches, an indoor 200m running track, indoor sports courts, a community health club and



The East End has been transformed by the building of the athletes' village

the Sir Chris Hoy Velodrome. The Games have also had a positive impact on general infrastructure, with 59 per cent of people saying their neighbourhood had become a better place to live over the past two years.

Principal investigator prof. Ade Kearns said: "In general, our findings indicate the Commonwealth Games were a positive experience for many of the people we interviewed in the East End." Details: [http://lei.sr?a=v4Z2v\\_O](http://lei.sr?a=v4Z2v_O)



## Cardiff set to host 2017 CL final

Welsh capital Cardiff will host the biggest game in European club football, the final of the UEFA Champions League (UCL), in 2017.

The UK Government worked closely with the Football Association of Wales (FAW) to bring the match to the Millennium Stadium and the game is expected to provide the city with a tourism boost.

A 2014 study by the IPAM Marketing School estimated the 2014 Champions League final in Lisbon, Portugal, provided the city with an economic boost worth €45m (£32m). Around 54 per cent of the impact generated came from overnight stays in Lisbon, while restaurants generated 22 per cent of the total worth.

In 2013, 100,000 German fans arrived in London to watch the UCL final – played between German teams, Borussia Dortmund and Bayern Munich – without tickets, boosting London's economy by an estimated £44m.



Travelling fans will provide Cardiff's hospitality operators with a boost

Cardiff will also benefit from added global exposure, as the UCL final is broadcast to 400 million people in 200 countries.

Secretary of State for Wales, Stephen Crabb, said: "The FAW's bid has had the full backing of the UK Government and we should be rightly proud of all the efforts that have gone into securing this pinnacle match."

Details: [http://lei.sr?a=T4j7N\\_O](http://lei.sr?a=T4j7N_O)

## Wearable tech measures crowd reactions at SW19

Spectators' emotional response to every ace, missed backhand and disputed line call will be measured at this year's Wimbledon, thanks to wearable tech provided by Jaguar.

Throughout the tournament, Jaguar – the official sponsor of this year's event – is selecting spectators to wear biometric wristbands that capture heart rate, movement and location around the ground.

Atmospheric, in-ground sensors will also monitor the energy around the courts by collating data on crowd movement, audio levels and infrared. The highs and lows during matches will then be captured and analysed – in real time – using social media.

Details: [http://lei.sr?a=c4B3k\\_O](http://lei.sr?a=c4B3k_O)



The Scot is eager to expand his portfolio

## Andy Murray to target sporting investments

Andy Murray has entered into a partnership with London-based equity crowdfunding platform Seedrs, which will see the tennis star advise on health, sport and wearables as well as investing in start-ups.

The Scot has a long-held interest in investment. He owns the Cromlix luxury hotel in Perthshire, Scotland, and is eager to expand his portfolio by investing in start-ups and other businesses through Seedrs.

The new tie-up sees Murray join the Seedrs Advisory Board to offer guidance to the firm with respect to businesses working in the health, sport and wearable technology spaces, although he won't advise individual investors or recommend specific campaigns. He will also help Seedrs to grow its brand in the UK and internationally.

"I've always been interested in investment, and being able to get involved in an innovative way to help support British start-ups really appealed to me," said Murray.

"Equally as important was working with people I trusted and who understood the responsibility of handling people's money."

Details: [http://lei.sr?a=D3v7a\\_O](http://lei.sr?a=D3v7a_O)

## Northern Ireland invests in Giro legacy

Sport Northern Ireland is looking to build a lasting legacy on the back of its recently-forged relationship with the famous Italian cycling race Giro d'Italia.

Last month, Northern Ireland organised a Gran Fondo Giro d'Italia event – a spin off of the famous race – which followed on from the region hosting the "Big Start" for Giro d'Italia 2014.

Ten grassroots community projects will share a total of £85,000 of funding – part of a strategy to improve opportunities for cycling participation in Northern Ireland.

Projects receiving funding include an initiative looking to get more women taking up road cycling, a group cycling programme targeting 'hard to reach' teenagers from marginalised communities and a programme promoting cycling-related activities to improve mental health and wellbeing.

Sport NI director of participation Nick Harkness said: "These ten projects are doing fantastic work. As well as enabling people



The Big Start of the 2014 Giro d'Italia was held in Northern Ireland

across Northern Ireland to enjoy and engage in cycling, particularly underrepresented groups such as women and people with disabilities, they are also using the sport to promote more cohesive and inclusive communities."

"The tremendous success of last year's Big Start, and the mounting excitement for the Gran Fondo event demonstrate the huge interest in and enthusiasm for cycling in Northern Ireland."

Details: [http://lei.sr?a=T4j7N\\_O](http://lei.sr?a=T4j7N_O)

### Use kids' phones to get them exercising: report

The screens and handheld devices that today's youngsters are 'hostages' to should be harnessed as tools to modernise PE and increase activity, suggests a new report.

The report, conducted for the Youth Sport Trust, warns that PE and school sport are at a critical crossroads and the subject should remain a key priority to avoid a physically and socially disengaged future generation, over dependent on technology, which will result in low physical, social and emotional wellbeing. It highlights how the 'digital revolution' can be used to better school sport, empowering kids to be responsible for their own activity levels. Details: [http://lei.sr?a=N8N4S\\_O](http://lei.sr?a=N8N4S_O)



Black will be a non-executive board director

### PM's health advisor Carol Black joins ukactive board

Respected government health advisor Dame Carol Black has been announced as the latest member of ukactive's new board.

Black, who is a regular advisor to Prime Minister David Cameron, has enjoyed a distinguished career in public health which has seen her occupy several high-profile positions. Having been both president of the Royal College of Physicians and chair of the Academy of Medical Royal Colleges, she will now assume the role of non-executive board director at ukactive.

"We are delighted to welcome Dame Carol Black to our board. Her experience in the world of health is unrivalled. It takes our board onto yet another higher plain," said ukactive executive director Steven Ward, who revealed the appointment during his closing speech at last month's Flame Conference in Telford.

"Both Baroness Grey-Thompson and I look forward to working with her to realise our mission of improving the health of the nation by getting more people, more active, more often."

Details: [http://lei.sr?a=u5d4t\\_O](http://lei.sr?a=u5d4t_O)

## SOFI 2015 shows strong growth

Technological innovation and an enhanced consumer experience helped the UK health and fitness industry to gain more gyms, more members and a greater market value over the past year, according to the 2015 *State of the UK Fitness Industry (SOFI) Report*.

Building on the gains recorded in last year's report, the twelve-month period to the end of March 2015 saw the industry make purposeful progress. There were increases across all three KPIs, as market value jumped 5.4 per cent to £4.3bn, the number of gyms increased by 3.3 per cent to hit 6,312, while membership grew an impressive 5.8 per cent to reach 8.78m. As a result, the penetration rate nudged up half a percentage point to 13.7 per cent – its highest ever level.

Continuing the trend of recent years, low-cost clubs played a key role in driving growth. The low cost market now accounts for 9 per cent of all private clubs, but a huge 24 per cent of the private sector membership. Analysts noted the strong technology focus of low-cost clubs seems



Low cost chains like Humphrey Cobbold's Pure Gym drove growth

to be forcing the other operators to innovate.

David Minton, director of The Leisure Database Company – the firm behind the SOFI report – told Health Club Management: "The results are great news for the industry and finally we have some innovation and fresh thinking coming through; the consumer obviously appreciates the new experiences, as shown by the sharp increase in member numbers and the all-time high penetration rate."

Details: [http://lei.sr?a=q8T6G\\_O](http://lei.sr?a=q8T6G_O)

## Fitness First CEO Cosslett steps down

Fitness First CEO Andrew Cosslett – the man credited with leading the gym chain's turnaround from the brink of bankruptcy to a resurgent business – has stood down.

After three years in the hotseat, Cosslett has stood aside to become chair of the Fitness First board, with current board member Oren Peleg to replace him as CEO. With a background in finance, Peleg's appointment has sparked suggestions that he will move to cut costs and boost earnings ahead of a potential exit for the chain's owner Oaktree Capital Management.

Cosslett's tenure has seen Fitness First undergo a significant transformation as it bids to remain relevant in a fast-changing market place. 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



Andrew Cosslett (pictured) has been replaced by Oren Peleg

interactive spaces, as well as what Cosslett describes as a "sense of arrival."

The departure marks a new dawn for the operator, at a time when communications director Mark Hutcheon also departs. "After three years, and my responsibilities as chair of the 2015 Rugby World Cup now requiring more of attention, this is the right time to hand over my day-to-day responsibilities as CEO," said Cosslett. Details: [http://lei.sr?a=q3z5a\\_O](http://lei.sr?a=q3z5a_O)



## Daley Thompson launches gym

Olympic legend Daley Thompson has opened a new gym in Putney, London, with a team of former Great Britain athletes on hand to help members hit their personal best.

Thompson, the first person ever to hold the World, Olympic, Commonwealth and European titles at the same time, has brought in former athletes Gavin Sunshine (chief executive of Daley Fitness Gyms) and Steve Gutteridge (general manager) to help realise his vision of a modern fitness facility with an "old-school approach to training."

"I have gained a lot of experience from a lot of different gyms and I have used it to design a gym I hope people like," said Thompson.

"We are integrating the best equipment and technology with highly experienced trainers and an old-school approach to training – results come from hard work."

Spread over two floors, Daley Fitness features more than 100 stations, with strength, cardio machines and spin bikes from Star Trac. The club also uses Myzone, with every member receiving a free Myzone heart rate belt monitor and their own cloud-based account where all



Daley Thompson will be a regular fixture at the Putney gym

activity is automatically uploaded, acting as an online logbook of all physical activity.

The gym studio area hosts 100 classes each week and has been created to look like the gym hall from Thompson's school. Modern updates come in the form of TRX and Crossfit apparatus, while there is also an on-site Nutribullet bar, where members can order a nourishing post-workout juice. *Details: [http://lei.sr?a=m4e2f\\_O](http://lei.sr?a=m4e2f_O)*

## June Peebles named new CEO of Edinburgh Leisure

Edinburgh Leisure stalwart June Peebles has been announced as the new chief executive of the not-for-profit operator.

The appointment follows a recruitment process led by Edinburgh Leisure chair David Milne, with support from representatives of The City of Edinburgh Council.

"Throughout the process June has demonstrated that she has the skills and experience that we want for this post," said Milne. "We are excited about the next phase for Edinburgh Leisure."

Peebles played a key role in the establishment of Edinburgh Leisure in 1998 and has since held several senior roles.

*Details: [http://lei.sr?a=s3G6F\\_O](http://lei.sr?a=s3G6F_O)*



The app is supported by an expert coaching team

## Xercise4Less wages war on budget rivals

Xercise4Less is to launch a new £1.5m gym in the already-crowded Milton Keynes market as it seeks to steal a march on its low-cost rivals.

The company has announced plans for a 44,000sq ft (4,088sq m) club to open in August, directly opposite the site of its rival Pure Gym. Elsewhere, Milton Keynes already hosts a low-cost Kiss Gym and a Gym Group club, while Fit4Less (whose parent company énergie Group is headquartered in Milton Keynes) recently closed down its health club in the town.

Xercise4Less says it will bring out "the big guns" for Milton Keynes in what it has dubbed the "Battle of the budget gyms." As such, the Leeds-based chain is offering pre-sale membership for £9.99 to the first 100 people to sign up. It is not yet clear how the standard membership fee will stack-up against other operators in the town. The club itself will see Matrix supply equipment for more than 600 stations, while



CEO Jon Wright wants Xercise4Less to be the number one budget gym

members will have access to more than 100 free classes each week across three studios.

"It's an extremely exciting time for Xercise4Less and we can't wait to open the doors to this amazingly advanced Milton Keynes fitness centre," said Xercise4Less CEO Jon Wright. "Our aim is to be the number one budget gym in the UK and at the rate that we are enhancing at group capacity, I don't see what's stopping us."

*Details: [http://lei.sr?a=6X7M9\\_O](http://lei.sr?a=6X7M9_O)*

## New running app aims to eradicate all excuses

A new running app which aims to ensure runners of all abilities stay on track with their training and reach their race goals has been launched and is available as a free download for Apple device users.

Citing statistics that one in five runners never make it to the start line of their intended race due to barriers to consistent training such as busy schedules, injuries, kids, holidays and even the weather, InYourStride aims to help runners overcome life's hurdles.

The app is supported by an expert coaching team providing specialist insights on technique, motivation and data analysis. It creates a customised training plan for each runner, which flexes around their diary by allowing them to choose training days and make last minute changes. It then adapts to a runner's progress, including pacing and sessions completed. If there are periods of inactivity due to holiday or injury, the app will automatically recalculate the training programme and get the runner back on track to their goal.

*Details: [http://lei.sr?a=n2Q2P\\_O](http://lei.sr?a=n2Q2P_O)*

## Continuum Attractions confirms Emmerdale tour

One episode ends and another begins – that's the case at Continuum Attractions, which has confirmed it will operate a live set tour of the popular TV soap Emmerdale.

This follows a recent announcement that Coronation Street The Tour will end on 31 December 2015. Both Emmerdale and Coronation Street are long-running British soap operas broadcast on ITV.

"Following the resounding success of Coronation Street The Tour, we are delighted to continue our working relationship with ITV on Emmerdale The VIP Tour," Juliana Delaney, chief executive of Continuum Attractions, told *Leisure Opportunities*. Details: [http://lei.sr?a=9c5k7\\_O](http://lei.sr?a=9c5k7_O)



The Samsung Gear VR Innovator headset is used

## Natural History Museum teams with Attenborough

London's Natural History Museum has teamed up with Atlantic Productions and Samsung to bring a world-first virtual reality experience to the UK institution.

Using the Samsung Gear VR Innovator Edition virtual reality headset – powered by the Galaxy S6 smartphone – David Attenborough's First Life is a fully immersive experience which brings to life the dawn of living creatures on Earth from 540 million years ago.

Created by television company Atlantic Studios' virtual reality production team, Alchemy VR, the 15-minute experience is based on the museum's research and sends visitors on a dive through ancient waters, with commentary from Sir David Attenborough. During the immersive experience, visitors will see long-extinct animals such as the Opabinia, Anomalocaris and the spiny, worm-like Hallucigenia.

"We're always looking for ways to challenge how people think about the natural world – its past, present and future," said Sir Michael Dixon, Natural History Museum director. Details: [http://lei.sr?a=Q2V9N\\_O](http://lei.sr?a=Q2V9N_O)

## £27m Eleven Arches steams ahead

Puy du Fou president Nicolas de Villiers, has shed more light on the Eleven Arches development coming to England in 2016, revealing exclusive details about the upcoming project to *Leisure Opportunities*.

With the £27m development set to open in the northeast of England in June 2016, Eleven Arches will follow the same not-for-profit volunteer model as Puy du Fou. De Villiers and the team behind the project view the multi-million pound visitor attraction as key in the wider regeneration of Bishop Auckland and the surrounding area.

"The project in England is going very well," said de Villiers, speaking exclusively to *Leisure Opportunities*. "We just gained authorisation to build. We had been expecting to get the planning permission for a while but now we can actually start work. It will be a great night show based upon the same artistic model as we did in France with hundreds of actors taking to the stage," he continued. "The story will be



Puy du Fou is also developing historical attractions across the globe

the history of England. It's written as a novel. It's not a teaching lesson, it's like a show, not everything is fact. It's poetry, it's like a hymn. It's a story where we bring the people to life and bring the historical world to life."

When asked why Puy du Fou, which has been very selective with its locations in its 37-year history, chose Bishop Auckland and County Durham as a location, de Villiers praised Jonathan Ruffer, the hedge fund manager offering financial backing to the project as a key factor. Details: [http://lei.sr?a=Q2V9N\\_O](http://lei.sr?a=Q2V9N_O)

## London Zoo drops over-18s parties

London Zoo has called time on its 'Zoo Lates' parties, replacing the controversial events with a more family-friendly version.

The famous zoo drew criticism last year after party animals caused distress to the zoo's inhabitants, with reports of guests throwing glasses at animals, pouring beer on tigers and even trying to climb into the penguin enclosure.

The new format, rebranded 'Sunset Safaris', started in June. The event is now being marketed towards friends, couples, and families, with talks from the zoo's conservationists one of the main attractions. Previously the zoo targeted a young party crowd, urging them to "release your wild side."

Alcohol, which was the root of the problem at the over-18s version of the event, is still being served to guests. Westminster city council, which licenses London Zoo, investigated the parties but said it found "no



The over-18s events reportedly caused distress to the zoo's inhabitants

evidence of any animal welfare implications as a result of the Zoo Lates events".

"The fact that animals in zoos have no way of escaping their day-to-day confinement is bad enough, but allowing visitors in the zoo outside normal business hours interrupts the animals' usual sleep schedule and can cause them fear, distress and even physical harm," said Peta, which spoke out against the event last year. Details: [http://lei.sr?a=P8G5c\\_O](http://lei.sr?a=P8G5c_O)



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## Unilever continues growth with Dermalogica buyout

Unilever is buying skincare brand Dermalogica for an undisclosed amount, incorporating the brand into its Prestige division, which is dedicated to “select distribution and premium personal care brands.”

The move comes just over a month after Unilever, which also owns other health and beauty brands Dove, Axe, Lux and Sunsilk, acquired Kate Somerville Skincare. The conglomerate also bought British skincare brand REN earlier this year.

Launched in 1986, Dermalogica is sold in more than 80 countries in locations where there is a licensed skincare professional. It had a turnover of £153m in 2014. Details: [http://lei.sr?a=e2M8E\\_O](http://lei.sr?a=e2M8E_O)



The tie-up with Organovo has raised eyebrows

## L'Oréal to 3D-print skin samples for product tests

L'Oréal is teaming up with bio-engineering start-up Organovo to 3D-print human skin, which will be used in product tests. Organovo has already made claims it can 3D-print a human liver and is one of the first companies in the world to offer commercially available 3D-printed organs.

L'Oréal currently grows skin samples for use in testing from tissues donated by plastic surgery patients. The beauty firm produces more than 100,000 0.5sq cm skin samples per year and grows nine varieties across all ages and ethnicities. This is Organovo's first tie-up with the cosmetics industry, but experts believe printed skin has more value in a medical scenario.

“The advantages for the cosmetics industry would be that it doesn't have to test products on animals and will get a better response from human skin,” said Alan Faulkner-Jones, a bio-engineering research scientist at Heriot Watt University who also added that the medical industry seemed a much more likely avenue for Organovo to pursue. Details: [http://lei.sr?a=C5Y5m\\_O](http://lei.sr?a=C5Y5m_O)

## Ramside Hall spa set for August

The Spa at Ramside, based at Ramside Hall Hotel near Durham in the UK, is set to launch in August, according to Jill Russell – the property's spa director.

The 14-treatment facility – imagined by Mark Green of design firm Curveline who also designed The Midland spa in Manchester – has taken six years to finalise.

The spa will have a ‘sleep sanctuary’ for guests to relax on soundwave therapy beds and in sleep pods. There is also a light relaxation balcony, which has a hanging hammock for two, in addition to an infinity pool.

“John Adamson, the owner of Ramside Hall Hotel, has done a lot of research into top hotels globally,” said Russell, speaking to *Leisure Opportunities*. “He's got great vision and he's very astute.” Adamson also owns Hardwick Hall hotel in the north-east.

The hydrotherapy suite at the spa, supplied by Penguin pools, includes a herbal sauna, Himalayan salt and aroma steamrooms, a



The Ramside Hotel has five swimming pools and 127 bedrooms

tepidarium and a sunken amphitheatre sauna. There will also be a rasul mud chamber.

“We want to make a difference in the north,” said Russell. “There's a place in the market for an offering such as the one we're creating but it needs to be accessible – not pretentious. Our spa will be for everyone, young and old. We want to welcome mums, daughters and granddaughters all at the same time.” Details: [http://lei.sr?a=K3m2T\\_O](http://lei.sr?a=K3m2T_O)

## House of Elemis represents ‘new era’

Elemis co-founders Oriele Frank and Noella Gabriel have revealed the thinking behind the re-conceptualised House of Elemis that recently opened in London's Mayfair area – stating that the luxury British skincare brand is now in a new era and it's time to bring the client there.

“Elemis is about skin energy,” said Gabriel at a press event ahead of the brand's 25th anniversary in July. “The skin is an organ – it's alive. In our new couture beauty house, designed by Oriele Frank in collaboration with Virgile & Partners, we plan to tune into the rhythm of our clients' individual lives.

“In our spa boutique, the service is about more than just ‘booking time,’” continued Gabriel. “For us at Elemis, it's about identifying clients' hidden need via an in-depth consultation and shaping the time we have with them into a more tailored experience. As a lifestyle brand – with products that can be used



The ‘Speed Spa’ offers affordable shorter treatments for those on the go

anywhere, stored in the bathroom, gym bag, or one's pocket – we have a loyal customer base who are confident about the results our formulations can achieve. This is the reason we have revamped our beauty house and developed six new treatments – to reward these customers.”

There are various experiences a client can pay for at the boutique, with treatments to suit all parties. Details: [http://lei.sr?a=G5T2s\\_O](http://lei.sr?a=G5T2s_O)





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## May to pilot Chinese single visas

The home secretary Theresa May has announced a new pilot scheme enabling Chinese visitors to apply for UK and European visas in a single process.

The move, designed to boost UK business and tourism revenues from the lucrative Chinese market, will see Chinese visitors able to submit online applications for both a British and a Belgian visa at the same time, with a single set of supporting documents. This will enable them to roam

freely within the EU's 26-nation Schengen zone and Britain through a single visa application – the first time this has been possible.

Announcing the reform, May said: “This scheme will create a one-stop shop for Chinese visitors to the UK and Europe, whether they are coming here for business or leisure.”

The government hopes that the pilot, which came into effect on 1 July, will help attract thousands more Chinese visitors and a stream of extra revenue for UK tourism companies.

Business leaders have long called for such a system to be brought in, claiming that the excess paperwork of the current system



May said the reform would boost business and leisure visits

causes Chinese tourists to shun the UK. Visits from China – a market that tourism agency VisitBritain has targeted with tourism initiatives – fell 7 per cent in 2014, according to International Passenger Survey statistics.

The British Hospitality Association (BHA) estimates that the UK loses out on an estimated £1.2bn per annum because it attracts far fewer Chinese tourists than major European neighbours. The BHA welcomed the new pilot and said it marks another step in the right direction to drive growth and jobs at a crucial time in the UK's recovery.

*Details: [http://lei.sr?a=e6M7h\\_O](http://lei.sr?a=e6M7h_O)*

## Publicly funded tourism development hangs in the balance



**KURT JANSON**

is policy director of the Tourism Alliance

**W**ith the new government in place, there's a feeling things are returning to “business as usual” for the tourism industry. In reality, the future of publicly funded tourism development and promotion has reached a crux and decisions the government will make over the next few months could have profound implications for the next 5-10 years.

The main issue is the outcome of the ongoing Comprehensive Spending Review. Almost all government departments will likely face significant cuts to their budgets and it is a fairly open secret that DCMS has asked its agencies to outline how they would operate if there was a 10 per cent decrease in their funding for each of the next four years. This would mean VisitEngland's budget would fall from its current £7m per annum to just £4.6m by the next CSR in 2019, while VisitBritain's would fall from £19.6m to £12.9m.

While this looks bad, it must be remembered that the budgets for VisitEngland and VisitBritain have already decreased 47 per cent from £50.4m in 2009-10 to £26.6m in 2015-16. So, overall, the decrease in funding for the two organisations would be 65 per cent over the space of 10 years. If inflation was included, the overall decrease in funding would be around 75 per cent.

So when the organisations' overheads are removed (these usually account for about half their budget), VisitEngland will have just £2.3m to spend on marketing domestically, while VisitBritain will have just £6.5m to market the UK in more than 20 overseas countries (about £325,000 per market).

With that little funding, it will be virtually impossible for either organisation to undertake meaningful marketing campaigns. To put this level of funding into context, Ireland spent more than the total proposed budgets for VisitBritain and VisitEngland on marketing in the UK last year.

Therefore, while the tourism industry has done well in having John Whittingdale and Tracey Crouch as its ministers, this will account for little if they are not able to provide VisitBritain and VisitEngland with adequate funding.

## Blueprint to boost Shakespeare tourism

Senior tourism leaders have launched a plan to bolster visitor numbers to sites in Shakespeare's England, ahead of the 400th anniversary of The Bard's death next year.

Shakespeare's England – the tourism organisation for Stratford-upon-Avon, Warwick, Kenilworth, Royal Leamington Spa and surrounding areas – recently revealed the region's first ever destination management plan (DMP) at Kenilworth Castle in front of local tourism stakeholders.

The event, attended by VisitEngland CEO James Berresford, outlined how local tourism businesses and key stakeholders such as Birmingham Airport can work together to ensure that this intrinsic part of the local economy continues to grow and develop.

Shakespeare-themed tourism is big business for the region, with the latest figures showing that from 2012 to 2013 its value rose 15 per cent to £631m per annum. Furthermore,



(L-R) David Collins, James Berresford and Robin Tjolle at the launch

more than 11,000 people are employed in the Shakespeare's England tourism industry.

“It's fantastic Shakespeare's England has taken the lead to bring tourism businesses in the area together to create this DMP,” said VisitEngland chief Berresford. “These plans are an important part in the development of the local visitor economy and will help ensure that Shakespeare's England continues to be one of the country's leading tourist destinations.”

*Details: [http://lei.sr?a=C3m2D\\_O](http://lei.sr?a=C3m2D_O)*



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## HOTELS

### Malmaison & Hotel du Vin sold for £363m

US private equity firm KSL Capital Partners has sold the Malmaison and Hotel du Vin hospitality chains to Singaporean serviced apartments group Frasers Hospitality for £363m.

The sale marks a tidy profit for KSL, which bought the hotels in 2013 for a reported £200m and then spent money renovating existing properties and expanding into new locations. Each founded in 1994, Malmaison and Hotel du Vin are a collection of boutique hotels located throughout the UK. Malmaison consists of 13 boutique hotels in historic buildings, while Hotel du Vin locations are found in cathedral and university towns.

The two hotel brands will join Frasers Hospitality's three serviced residence offerings – the Gold-Standard Fraser Suites, Fraser Place and Fraser Residence – as well as Modena by Fraser and Capri by Fraser, a design-led hotel aimed at the millennial business traveller.



Hotel du Vin properties include this eye-catching site in Birmingham

"This acquisition is important as it doubles our offering in Europe to about 4,000 keys and it propels Frasers Hospitality to be one of the leading hospitality players in this market," said Frasers Group CEO Lim Ee Seng.

KSL focuses on leisure businesses and the private equity firm remains active in the hotel market, having recently acquired Village Urban Resorts from De Vere Group for around £480m. Details: [http://lei.sr?a=t7J9M\\_O](http://lei.sr?a=t7J9M_O)

## Boris stars at Hospitality Summit

Mayor of London Boris Johnson and minister for tourism and heritage Tracey Crouch and were among the keynote speakers at the 2015 Hospitality & Tourism Summit, where jobs creation was high on the agenda.

Organised by the British Hospitality Association (BHA) the summit brought together an audience of business leaders, politicians and advisers to explore how the industry and government can respond to an increasingly competitive global economic landscape to nurture the success of the UK through the potential of hospitality and tourism.

Addressing the 700 CEOs gathered for the summit, Johnson said the hospitality sector plays a vital role in getting people into employment, especially in London.

"We should be proud of the jobs that the hospitality and tourism sector is creating. These are not dead jobs but stepping stones and rungs on the ladder for thousands of people," he said. "The culture of hospitality is changing the atmosphere and the culture



Boris Johnson praised the role of hospitality & tourism in creating jobs

of work here in London. We are the hospitality capital of the world. London is the most visited city in the world second year running and we expect 18.8 million visitors this year."

Meanwhile, Crouch paid tribute to the hospitality and tourism sector's significant contribution to driving the economy. She said that the hard work of the hospitality and tourism industry made 2014 a record-breaking year for inbound visitors and spend. She noted that there were more than 34 million visits with almost £22bn spent in local economies across the country. Details: [http://lei.sr?a=Z4q7Y\\_O](http://lei.sr?a=Z4q7Y_O)





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£150m is needed for a 10-year restoration scheme

## Buckingham Palace needs £150m for maintenance

Buckingham Palace is in line for renovations costing up to £150m after a preliminary report on the state of the popular London attraction, which is home to Queen Elizabeth II, said the figure would be needed over the course of the next decade to maintain the Grade I listed building.

Included as part of the latest annual report looking at the Royal Family's finances, comments from Alan Reid, keeper of the Privy Purse, said the necessary renovation work on the UK landmark would 'present a significant financial challenge.'

According to a palace spokesperson, the £150m figure has been identified by heritage experts as a realistic estimate for work required on the palace as part of a 10-year restoration scheme. Architects are yet to be appointed for the restoration and it is not yet known if outside funding will be sought for the attraction, which draws around 500,000 visitors on an annual basis.

Details: [http://lei.sr?a=s2x7v\\_O](http://lei.sr?a=s2x7v_O)

## Hopkins win approval for Wiggins velodrome plans

Hopkins Architects' plans to build a new £1.75m pavilion at the historic Herne Hill Velodrome in London have been approved.

The velodrome dates back to 1891 and is the last surviving venue from the 1948 Olympics, but the old pavilion had fallen into disrepair despite the track itself still being regularly used. Local councillors unanimously voted in favour of the new plans to regenerate the velodrome, where Olympic champion Sir Bradley Wiggins – who broke cycling's prestigious hour record last month at London's Lee Valley VeloPark – learnt to race as a child.

The new pavilion will include changing facilities and a coach's room, as well as covered outdoor seating and a new meeting/club room featuring views over the track. Original cast iron columns from the 1890s have been incorporated into the design.

Details: <http://lei.sr?a=M3U6y>

## Brighton i360 shooting skywards

Marks Barfield Architects' Brighton i360 is about to get vertical as construction work at the observation tower on the south coast shifts into a new gear and heads skyward.

Standing 162m (531.5ft) high, the i360 will be the UK's tallest visitor attraction outside London. Visitors enter a glass pod, with views slowly unfolding as it elevates up to the top of the tower.

The architects – husband and wife team David Marks and Julia Barfield – also designed the London Eye. Dutch contractor Hollandia, France-based Poma (designer of the glass pod, drive mechanism and the ride control system), plus Jacobs Engineering Group also worked on the London Eye project and have reunited for the new tower – which is being billed as a 'vertical pier'.

"Using the experience we gained from creating the London Eye and some innovative engineering, the i360 will be the world's first vertical cable car where passengers can walk around freely inside the moving viewing pod," said Marks.



The Brighton i360 is scheduled to open in summer 2016

The glass viewing pod will be 10 times the size of a London Eye capsule and can hold up to 200 people at one time. A visitor centre has been incorporated into the foot of the tower design, incorporating a 400-seat restaurant, conference and exhibition space, a shop and children's play facilities.

The foundations of the attraction have now been put in place, with the arrival of the first section of the tower last month generating a significant local buzz as crowds gathered to witness the unloading of parts from barge to beach. Details: [http://lei.sr?a=T9N2X\\_O](http://lei.sr?a=T9N2X_O)

## Rogers to explore behaviour in design

Richard Rogers – the architect behind the Lloyd's of London building and the Millennium Dome – has launched a parliamentary inquiry into how design in planning can affect behaviour change.

Rogers kicked off the eight-month-long Design Commission inquiry in the Houses of Parliament last month. The cross-party investigation aims to explore how increased use of design in planning of the built environment could lead to positive behaviour change in local communities.

The inquiry comes in the same week that newly-released research supported the long-held view that cities which strive to promote physical activity gain a significant economic advantage.

The All Party Parliamentary Design and Innovation Group (APDIG) is calling for examples of how infrastructure can be used to 'design for good behaviours' and is also seeking case studies where design-led planning policy has positively affected communities.

"The commission believes that in designing and constructing the environments in which



Richard Rogers believes design can influence behaviour

people live and work, architects and planners are necessarily involved in influencing human behaviour," said a statement released by Rogers.

"The commission argues there's a long-standing recognition that the way people live their lives is directly linked to their designed environments. While welcoming government use of nudge theory principles in policy-making decisions, the commission identifies a need to further develop and reinvigorate thinking in the field." Details: [http://lei.sr?a=W9G8K\\_O](http://lei.sr?a=W9G8K_O)



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### EXPRESSIONS OF INTEREST

#### Operation of the Villa Marina and Gaiety Theatre, Douglas

The Isle of Man Government invites expressions of interest from potential operators in the commercial, trust or other sectors for the operation of the Villa Marina and Gaiety Theatre by way of a management contract on behalf of the Department of Economic Development.

For further details, please go to:  
<http://www.gov.im/procurement>

To register your interest in this enquiry, please write to Ed Swain, Procurement Services, The Treasury, Government Office, Bucks Road, Douglas, IM1 3PU or e-mail [ed.swain@gov.im](mailto:ed.swain@gov.im).

**Expressions of Interest must be received by noon Friday 7th August 2015.**

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## TRAINING

### Tech focus for Active Training Awards

Entries are now open for the 2015 Active Training Awards, with organisers ukactive and CIMSPA placing an added emphasis on technology to reflect the industry shift towards facilitating modern learning methods.

Open to a wide range of providers and employers, the Active IQ-sponsored awards are designed to recognise organisations and individuals leading the way in skills and workforce development.

This year, new categories include 'Best use of Technology', intended to highlight e-learning platforms and digital solutions that support learners while enabling flexible and interactive learning. The 'Employer of the Year' Category has also been separated into 'small' and 'large' categories to ensure organisations are competing on a like-for-like basis.

Building on the inaugural Active Training Awards in 2014 and the Active Training Conference in March 2015, the awards focus on driving the workforce development agenda.

"Developing our workforce is a key priority for the physical activity sector. Training providers, be they apprenticeship providers, specialist training companies or employers implementing effective internal solutions, all



Schwinn Cycling triumphed at last year's event

make a crucial contribution to the sector," said ukactive executive director Steven Ward.

"Without them, our sector would not continue to develop and innovate to meet the future demands placed upon it. The Active Training Awards recognise their critical contribution and raise the profile of those doing excellent work in this area."

All applications are subject to a two or three stage assessment process featuring a written assessment, a review of learner and (or) employer feedback and an expert panel.

Details: [http://lei.sr?a=b8f9n\\_O](http://lei.sr?a=b8f9n_O)

### YGC aiming to attract fresh faces

The Institute of Groundsmanship (IOG) is preparing an extensive programme of seminars through its Learning Live initiative as it bids to educate future industry leaders at this November's Young Groundsmen's Conference.

The conference will be held within the wider context of SALTEX 2015 – the UK's national event for grounds care, sports, amenities, estates and green space management.

Running from 4-5 November, at the NEC in Birmingham, the Young Groundsmen's Conference has been organised by the IOG's Young Board of Directors and will deliver advice on how to develop a career in groundsmanship by a number of leading experts.

Now in its second year, the conference fits with the Young Board's remit to promote their career to young people and to effectively network and knowledge share with young groundsmen/women already in the industry.



Leicester City groundsman John Ledwidge (centre) at SALTEX 2014

The opening conference session entitled 'What makes you employable?' will feature a number of key speakers representing some of the UK's top sporting venues.

Apart from young people, the conference is also expected to attract many head groundsmen who are looking for young people to join their teams, with seminars led by industry professionals who will offer tips on leadership and management skills.

Details: [http://lei.sr?a=n2m9p\\_O](http://lei.sr?a=n2m9p_O)



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



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If this sounds like the type of business that you would like to be a part of, we invite you to enquire via our 'career' site at [www.energiefranchise.com](http://www.energiefranchise.com) with a cover note including the role and location that you are interested in.



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#### Senior Fitness Advisor

Company: Forest YMCA  
Location: East London, UK

#### Segway Events Supervisor

Company: Big Bang Promotions  
Location: Berkshire, UK

#### Trainee Duty Manager

Company: Parkwood Leisure  
Location: Bicester, UK

#### Lifeguard

Company: GLL  
Location: Various locations, UK

#### Personal Trainers

Company: Sandown Sports Club  
Location: Surrey, UK

#### Sales and Fitness Advisor

Company: Forest YMCA  
Location: East London, UK

#### Aquatics Lead

Company: Brio Leisure  
Location: Winsford Lifestyle Centre, UK

#### Membership Consultant

Company: Everyone Active  
Location: Warwickshire, UK

#### Senior Sports Attendant

Company: Brio Leisure  
Location: Frodsham Leisure Centre, UK

#### Personal Trainers

Company: The Gym Group  
Location: Various locations, UK

#### Front of House Casual Cover

Company: Everyone Active  
Location: Sunderland, UK

#### Swim Teacher

Company: Everyone Active  
Location: Sunderland, UK

#### Leisure and Fitness Assistants

Company: WV Active  
Location: Wolverhampton, UK

#### Club Manager

Company: The King's Club  
Location: South West London, UK

#### Catering Assistant

Company: Parkwood Leisure  
Location: Thetford, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: Penzance, UK

#### Manager

Company: iGym  
Location: London, UK

#### Personal Trainers

Company: iGym  
Location: London, UK

#### Fitness Instructors

Company: iGym  
Location: London, UK

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Company: Everyone Active  
Location: Buckingham, UK

#### Membership Advisor

Company: énergie group  
Location: Harrow, UK

#### Duty Managers

Company: iGym  
Location: London, UK

#### 3 x Lead LiveWire Advisor

Company: LiveWire Warrington  
Location: Warrington, UK

#### GP Referral Instructor

Company: Parkwood Leisure  
Location: Bexleyheath, UK

#### Receptionists/Sales Advisors

Company: iGym  
Location: London, UK

#### Head Swimming Teacher

Company: Fusion Lifestyle  
Location: London, England

#### Front of House Receptionist

Company: Everyone Active  
Location: Bourton-on-the-Water, UK

#### Lead LiveWire Advisor

Company: LiveWire Warrington  
Location: Warrington, UK

#### Assistant Gym Manager

Company: Pure Gym Limited  
Location: Clydebank and Glasgow, UK

#### Personal Trainers

Company: Pro-Fit Personal Training  
Location: Nationwide, UK

#### Facilities Assistant

Company: GLL  
Location: Westlea, Swindon, UK

#### LiveWire Advisors - Leisure

Company: LiveWire Warrington  
Location: Across Warrington, UK

#### Female Personal Trainer

Company: énergie group  
Location: Long Eaton, UK

#### Personal Trainer

Company: Pure Gym Limited  
Location: Various locations, UK

#### General Manager

Company: Fusion Lifestyle  
Location: London, England

#### General Manager

Company: The Gym Group  
Location: Various locations, UK

#### General Manager

Company: The Lancashire Wildlife Trust  
Location: Preston

#### Maintenance Assistant

Company: Everyone Active  
Location: Warwickshire, UK

#### Gymnastics Club Coach

Company: Legacy Leisure  
Location: Southend, UK

#### Personal Trainer

Company: énergie group  
Location: Various locations, UK

#### Sport For Women Activator

Company: GLL  
Location: Tower Hamlets, UK

#### Fitness Instructor

Company: énergie group  
Location: Various locations, UK

#### Duty Manager

Company: Everyone Active  
Location: Bourton-on-the-Water, UK

#### Freelance Fitness Tutor

Company: Lifetime Training  
Location: Nationwide, UK

#### Membership Manager

Company: énergie group  
Location: Long Eaton, UK

#### Fitness Apprenticeship L2

Company: énergie group  
Location: Maidstone, UK

#### Personal Trainer

Company: énergie group  
Location: Various locations, UK

#### Maintenance Co-ordinator

Company: New Forest District Council  
Location: New Forest, UK

#### Community Sport Manager

Company: GLL  
Location: Somerset, UK

#### Duty Supervisor

Company: University of Cambridge  
Location: Cambridge, UK

#### Operations Manager

Company: Fusion Lifestyle  
Location: London, England

#### Fitness Operations Manager

Company: Fusion Lifestyle  
Location: Various locations, England

#### Product Manager

Company: Fusion Lifestyle  
Location: London, England

#### Recreation Assistant

Company: Everyone Active  
Location: Staines, UK

#### Fitness and Sales Manager

Company: Sylvestrian Leisure Centre  
Location: London, UK

#### Team Leader

Company: Everyone Active  
Location: Staines, UK

#### Recreation Assistants

Company: Parkwood Leisure  
Location: Torbay, UK

#### Area Fitness Manager

Company: Everyone Active  
Location: Sunderland, UK

#### Fitness Instructor

Company: Parkwood Leisure  
Location: Crook Log, Bexleyheath, UK

#### Fitness Motivator

Company: Everyone Active  
Location: Stowmarket, UK

#### Swimming Teachers

Company: Everyone Active  
Location: Bourton-on-the-Water, UK

#### Contract Maintenance Engineer

Company: Everyone Active  
Location: Stratford On Avon, UK

#### Customer Relationship Manager

Company: Fusion Lifestyle  
Location: London, England

#### Fitness Manager

Company: Everyone Active  
Location: Henbury, Bristol, UK

#### Duty Manager

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

#### Casual Membership Advisor

Company: Parkwood Leisure  
Location: Cardiff, UK

#### Lifeguard

Company: Everyone Active  
Location: Various locations, UK

#### Duty Manager

Company: Everyone Active  
Location: Cirencester, UK

#### Trainee Duty Manager

Company: Parkwood Leisure  
Location: Bicester, Cherwell, UK

#### Recreation Assistant

Company: Parkwood Leisure  
Location: Bicester, Cherwell, UK

#### Duty Manager

Company: Parkwood Leisure  
Location: High Peak, Derbyshire

#### Membership Sales Advisor

Company: énergie group  
Location: Hoddesdon, UK

#### Fitness Motivator

Company: Everyone Active  
Location: Spelthorne, UK

#### Regional Activity Scout

Company: Move GB  
Location: Various

#### MoveGB Customer Motivator

Company: Move GB  
Location: Bath, UK

#### Membership Sales Advisor

Company: Énergie Group  
Location: Andover, UK

#### Assistant General Manager

Company: The Gym Group  
Location: London Ealing, UK

#### Team Leader

Company: Everyone Active  
Location: North Wembley, UK

#### General Manager

Company: Lifestyles Health & Fitness  
Location: Beirut

#### Sports Assistant/Lifeguard

Company: The University of York  
Location: York, UK

#### Manager

Company: Celtic Leisure  
Location: Neath, Glamorgan, UK

#### Development Manager

Company: East Cambridgeshire DC  
Location: Ely, Cambridgeshire, UK

#### Summer jobs - lifeguards

Company: GLL  
Location: Various locations, UK

#### General Manager

Company: Fivestar Health & Fitness  
Location: Windsor, UK



### General Manager

Company: Rush UK  
Location: High Wycombe, UK

### Fitness Manager

Company: Everyone Active  
Location: Sunderland, UK

### Club Supervisor

Company: The Gym Way  
Location: Kensington, London, UK

### Fitness Motivator

Company: Everyone Active  
Location: Sutton, UK

### General Manager

Company: Parkwood Leisure  
Location: Bexleyheath, UK

### Full time Gym Instructor

Company: Gym 1  
Location: Luton, UK

### Sales Manager

Company: Fusion Lifestyle  
Location: London, England

### Club Promoter (Part Time)

Company: énergie group  
Location: North Finchley, UK

### Freelance Personal Trainer

Company: Everyone Active  
Location: Staines-upon-Thames, UK

### Personal Trainers Wanted

Company: PT FIT  
Location: London, UK

### Assistant General Manager

Company: The Gym Group  
Location: Manchester, UK

### Centre Manager

Company: Trafford Community Leisure  
Location: Trafford, UK

### Swimming Lesson Coordinator

Company: Millbrook Academy  
Location: Brockworth, Gloucester, UK

### Sports Centre Manager

Company: Millbrook Academy  
Location: Brockworth, Gloucester, UK

### Multi-Sports Apprentice

Company: Bolton Lads & Girls  
Location: Bolton, UK

### Studio Coordinator

Company: YMCA Club  
Location: Central London, UK

### Membership Sales Advisor

Company: énergie group  
Location: Wembley, UK

### Leisure Club Manager

Company: St Pierre Park Hotel  
Location: Guernsey, Guernsey

### Partner Support Assistant

Company: Move GB  
Location: Bath, UK

### Membership Consultants

Company: Soho Gyms  
Location: London, UK

### Operations Manager

Company: Warwick District Council  
Location: Warwick, UK

### General Manager

Company: Fusion Lifestyle  
Location: London, England

### Acquisition Agent - Leisure

Company: The Hague  
Location: The Hague, Netherlands

### Personal Training Tutors x 8

Company: The Training Room  
Location: Various locations, UK

### Centre Manager

Company: Parkwood Leisure  
Location: Portsmouth, UK

### Assistant Manager

Company: énergie group  
Location: Brentford, UK

### Promotional staff

Company: énergie group  
Location: Brentford, UK

### Membership Sales Advisor

Company: énergie group  
Location: Hemel Hempstead, UK

### Operations Manager

Company: Ashford Leisure Trust  
Location: Kent, UK

### Personal Trainer

Company: Matt Roberts  
Location: Mayfair, UK

### Physiotherapist

Company: Fusion Lifestyle  
Location: London, England

### Pool Operations Manager

Company: Fusion Lifestyle  
Location: Middlesex, England

### Tennis Development Manager

Company: Fusion Lifestyle  
Location: Essex, England

### General Manager

Company: Xercise 4 Less  
Location: North Shields/ St Helens

### Membership Consultant

Company: Xercise 4 Less  
Location: Nationwide, UK

### Personal Trainer

Company: Xercise 4 Less  
Location: Nationwide, UK

### Sales and Marketing Manager

Company: Xercise 4 Less  
Location: Various locations, UK

### Impact Sales Consultant

Company: Xercise 4 Less  
Location: Various locations, UK

### Swimming Teacher

Company: Becky Adlington's Swim Stars  
Location: Nationwide, UK

### Freelance Personal Trainer

Company: Club Training  
Location: London

### Spa Therapists

Company: Nutfield Priory Hotel & Spa  
Location: Surrey, UK

### Regional Spa Operations Manager

Company: ESPA International  
Location: Hong Kong, Hong Kong SAR

### Regional Spa Operations Manager

Company: ESPA International  
Location: Farnham, UK

### Spa Supervisor

Company: Grand Jersey Hotel and Spa  
Location: Jersey, UK

### Senior Therapist

Company: St Pierre Park Hotel  
Location: Guernsey, Guernsey

### Spa Director

Company: Mandarin Oriental Hotel  
Location: Washington, D.C.

### Freelance Trainers

Company: Aromatherapy Associates  
Location: UK and Europe

### Beauty Therapist

Company: Center Parcs Ltd  
Location: Elveden Forest, UK

### Beauty Therapist

Company: Center Parcs Ltd  
Location: Longleat Forest, UK

### Assistant Visitors

Company: Science Museum  
Location: London, UK

### Services Managers x2

Company: Science Museum  
Location: London, UK

### Experiences Managers x2

Company: Science Museum  
Location: London, UK

### Deputy General Manager

Company: NAMCO UK Ltd  
Location: Trafford, UK

### Business Development Officer

Company: Headstone Manor & Museum  
Location: Harrow General manager

### Visitor Services Manager

Company: National Trust for Scotland  
Location: Glasgow, UK

### Attractions Host

Company: Merlin - Orlando Cluster  
Location: Florida-Orlando, US

### Water Park Operations Supervisor

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

### Duty Manager

Company: LEGOLAND Discovery  
Location: Ontario - Canada

### Commercial Manager

Company: Legoland Discovery Center  
Location: New York, US

### Studios Manager

Company: Madame Tussauds  
Location: New York, US

### Assistant Operations Mgr

Company: Longleat  
Location: Longleat, Warminster, UK

### Visitor Experience Manager

Company: Adventure Valley  
Location: Braxside, Durham, UK

### E-Commerce Executive

Company: Legoland Malaysia  
Location: Johor, Malaysia

### Head of Sales

Company: Legoland Malaysia  
Location: Johor Darul Takzim, Malaysia

### Resort Marketing Manager

Company: LEGOLAND California  
Location: California, US

### General Manager - Cluster

Company: Merlin Entertainments  
Location: California-San Francisco, US

### Operations Manager

Company: Legoland Discovery Center  
Location: Georgia-Atlanta, US

### Technical Manager

Company: LEGOLAND Discovery Centre  
Location: Ontario, Canada

### Head of Sales - Florida

Company: Merlin Entertainments  
Location: Florida, US

### Commercial Supervisor

Company: Legoland Discovery Center  
Location: New York, US

### Front Office Manager

Company: LEGOLAND California  
Location: California, US

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## Grey-Thompson stars at Flame

*Continued from front cover*

Grey-Thompson's first speech at ukactive's Flame Conference – where she also presented the subsequent Flame Awards – urged the physical activity sector to take risks and realise its true worth.

There have long been calls for a true indication of the sector's value (in terms of its wider economic impact) and a detailed report is expected to be delivered by ukactive in the coming months. Recent market developments have made the City of London 'prick up its ears,' noted Grey-Thompson, adding that powerful backing could help the industry accelerate its progress.

"The astronomic growth of everything that we have to offer will attract the funders, investors and speculators that give the sector an even bigger wingspan," she said.

"And we are moving ever closer to a true economic value of the sector which will open up new doors and unlock new potential."

Although a number of major gym chains have already attracted private equity investors, wider accessibility to funds



ukactive chair Baroness Tanni Grey-Thompson speaks at Flame 2015

could help the physical activity sector bring even greater benefits to society.

"You keep the nation fit and healthy," she told the audience of 900 industry delegates.

"And that's the benefit of working with businesses in this sector – because when your model succeeds, society succeeds."

"If you get more people, more active, more often; whether it's through Tough Mudder, the TRX ropes, on the treadmill... or just going for a walk – everyone wins."

Details: [http://lei.sr?a=b8w4n\\_O](http://lei.sr?a=b8w4n_O)

## SelgasCano lights up the Serpentine

Spanish architecture studio SelgasCano's colourful Serpentine Pavilion in London's Kensington Gardens has opened to the public.

It is the fifteenth incarnation of the pavilion commission, with different architects creating a temporary structure outside the Serpentine Gallery every year. The aim is to both celebrate innovative designs in contemporary architecture and provide a space for people to meet and experience live events.

Led by husband-and-wife duo José Selgas and Lucía Cano, SelgasCano's amorphous, double-skinned, polygonal structure consists of panels of a translucent, multi-coloured fluorine-based polymer (ETFE) woven through and wrapped like webbing.

The pavilion features numerous entry and exit points, as well as a 'secret corridor'



The pavilion is open from 25 June until 18 October 2015

between the outer and inner layer structure and into its stained glass-effect interior.

"Each entrance allows for a specific journey through the space, characterised by colour, light and irregular shapes with surprising volumes," said the architects.

Details: [http://lei.sr?a=d7a6A\\_O](http://lei.sr?a=d7a6A_O)

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- Natural England +44 (0)845 600 3078  
[www.naturalengland.org.uk](http://www.naturalengland.org.uk)
- People 1st +44 (0)870 060 2550  
[www.people1st.co.uk](http://www.people1st.co.uk)
- REPs +44 (0)20 6866 6464  
[www.exerciseregister.org](http://www.exerciseregister.org)
- SAPCA +44 (0)24 7641 6316  
[www.sapca.org.uk](http://www.sapca.org.uk)
- Sports Aid +44 (0)20 7273 1975  
[www.sportsaid.org.uk](http://www.sportsaid.org.uk)
- Sport and Recreation Alliance  
+44 (0)20 7976 3900  
[www.sportandrecreation.org.uk](http://www.sportandrecreation.org.uk)
- Sport England +44 (0)8458 508 508  
[www.sportengland.org](http://www.sportengland.org)
- Springboard +44 (0)20 7529 8610  
[www.springboarduk.org.uk](http://www.springboarduk.org.uk)
- SkillsActive +44 (0)20 7632 2000  
[www.skillsactive.com](http://www.skillsactive.com)
- Tourism Management Institute  
+44 (0)1926 641506  
[www.tmi.org.uk](http://www.tmi.org.uk)
- Tourism Society +44 (0)20 8661 4636  
[www.tourismsociety.org](http://www.tourismsociety.org)
- ukactive +44 (0)20 7420 8560  
[www.ukactive.org.uk](http://www.ukactive.org.uk)
- VisitBritain +44 (0)20 7578 1000  
[www.visitbritain.com](http://www.visitbritain.com)
- World Leisure +1 250 497 6578  
[www.worldleisure.org](http://www.worldleisure.org)