

leisureopportunities

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CMA clears Pure Gym takeover of LA fitness

Pure Gym's takeover of LA fitness and its 42 gyms has been cleared by the Competition and Markets Authority (CMA), paving the way for a full integration of the health club giants.

The green light comes just over a year after the same authority chose to further investigate Pure Gym's proposed merger with budget rival The Gym Group, leading to the deal being scrapped. The full text of the CMA's affirmative decision on the LA fitness merger is due to be published shortly. It is expected to indicate that the fact Pure Gym and LA fitness occupy different ends of the gym market, and in many cases different geographical locations, means the merger is unlikely to threaten market competitiveness.

Pure Gym CEO Humphrey Cobbold told *Leisure Opportunities* in May that the chain



Pure Gym CEO Humphrey Cobbold (right) and founder Peter Roberts

intends to convert the majority of LA fitness sites into Pure Gym clubs and a spokesperson confirmed this remains the case. It is believed that the overall investment from Pure Gym to convert and upgrade the LA fitness portfolio will total £20-30m.

"Our intention remains to convert the majority of LA fitness sites into Pure Gym gyms and work on achieving this has already begun," the spokesperson told *Leisure Opportunities*.

"We expect that the conversion process will be complete by the summer of 2016 and look forward to welcoming many more members to our facilities."

Pure Gym is widely expected to 'trim the fat' from LA fitness sites, removing swimming pools, streamlining services and reducing staffing levels as it brings in

the largely self-service proposition that enables the chain to charge lower prices. Cobbold has also indicated that LA fitness CEO Martin Long and his team will likely step out of the business when the integration is complete. Details: http://lei.sr?a=w6x5H_O

Perfectionism linked to 'employee burnout'

Perfectionist tendencies in employees are driving many to extreme stress and burnout, according to a new study which concludes that "perfectionism is a largely destructive trait."

Often vaunted as a desirable quality by employers, perfectionism is defined as a personality trait encompassing excessively high personal standards coupled with harsh self-criticism. The study from York St John University and the University of Bath is thought to be the first to aggregate its full effects. Continued on back cover

Banksy lets loose Dismaland pop-up

Urban artist Banksy has launched a pop-up visitor attraction in Weston-super-Mare, featuring a cavalcade of counter-culture contributors.

Dismaland, a twisted version of a Disney theme park, has been installed at the town's Tropicana lido, which has been derelict since 2000. According to the website, "Dismal Land is a festival of art, amusements and entry-level anarchism" running until 27 September.

It promises to be cheaper than the average family day out, with an admission charge of £3 and tickets available to book online.

A long list of participating contemporary artists from around the world is detailed on the website, including famed



Dismaland features a total of 18 attractions

BritArt pioneer Damien Hirst and scaffolding sculptor Ben Long. Banksy, whose real identity is unknown, is a subversive graffiti artist with a cult following across the globe. Details: http://lei.sr?a=z8b8B_O

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Huge uptake for Oval revamp bond

The Surrey County Cricket Club Bond, launched on 17 August to obtain funds towards the redevelopment of the Oval Cricket Ground, raised £2m in the first 48 hours.

The club hopes to raise £3.5m from the bond – which offers investors a 5.5 per cent gross interest over a fixed five-year term – to redevelop the Peter May and Lock Stands, bringing the capacity of the Kia Oval to 25,300.

In addition, the Oval's spectator facilities will be improved with extra catering units, toilets and circulation space and undercover areas.

Surrey County Cricket Club (SCCC) says that the planned redevelopment of its home ground follows a “strong” financial performance over recent years.

The club's accounts show that T20 revenue has doubled since 2012 to more than £3m, with the 2015 NatWest T20 Blast attracting nearly 120,000 fans to the Kia Oval.



The bonds have been issued to fund a redevelopment of The Oval

Annual revenue from conferencing and events also rose from £1.8m in 2012 to £4m in 2014 – while membership income increased from £1m to £1.7m in the same period.

SCCC chair Richard Thompson said: “We’re very pleased with the uptake of the bond, especially as it is currently exclusively open to Surrey County Cricket Club Members. It highlights the support our members give the club, which is crucial and has been in our 170-year history.” Details: http://lei.sr?a=D6t5U_O

BT Sport snatches Ashes rights from Sky

Cricket Australia is set for a financial windfall after British broadcaster BT Sport signed a five-year deal to show its international matches exclusively in the UK from 2016.

The deal, believed to be worth £80m, means BT Sport will show the next Ashes series between England and Australia in 2017-18 – a move viewed as a victory against its fierce rival Sky Sports.

Until now, Sky has marketed itself as the “home of cricket” in the UK and has had exclusive rights to all England Test matches since 2005.

As well as the Ashes, BT Sport will show all other Australian Test matches, one day internationals and T20 internationals played in Australia until 2021. The rights also include the 35 KFC Big Bash League matches.

Cricket Australia's media executive Ben Amarfo said the agreement signalled a “new era” in Australian cricket broadcasting. “BT Sport put forward a highly compelling bid for



BT Sport will broadcast all Australia's international games in the UK

the rights to broadcast cricket from Australia to audiences throughout the UK,” he said.

“The broadcaster is uniquely placed to become one of the UK's largest sports channels and we think cricket can provide the content and opportunities to help them do just that.

“With more cricket content now available via BT Sport, we are making the game more accessible to more people.”

Details: http://lei.sr?a=K3n6M_O

FA pledges £260m for grassroots

The Football Association (FA) will invest a record £260m into grassroots football over the next four years – a £60m increase on the funding allotted for the previous four-year period.

Announcing the funding plans at the launch of the National Game Strategy for Participation and Development, FA chief executive Martin Glenn said the association plans to target four key areas of the amateur game – facilities, coaching, participation and developing the football workforce.

“Our goals are ambitious, but achievable,” Glenn said. “There are challenges facing grassroots football both in terms of facilities and coaching. Today we have set out how we will tackle the challenges head-on.

“We have now identified the four key areas in which we’ll invest £260m until 2019.”

Kelly Simmons, FA director for participation and development, added: “It is no



The grassroots funding will focus on participation, facilities and coaching

secret that facilities need to get better – today we set out clearly and unequivocally how we can make that happen – not only through the creation of city hubs, but also investing in improving what already exists.

“Our relationship with the Premier League and DCMS through our commitment to the Football Foundation is key to achieving this.”

Details: http://lei.sr?a=n8f7x_O

Sports events should ‘help human rights’

Major sports events, such as the Olympic Games, should be targeted by the media and used as a catalyst to highlight human rights abuses in host countries, says a new report from a German university.

Researchers at the Institute of European Sport Development and Leisure Studies (IESD) claimed that not enough scrutiny is levelled at the hosts of major events – especially after the event is over.

IESD’s researchers Karen Petry and Till Müller-Schoell analysed press coverage before, during and after the three major sports events in 2014 – the Sochi Olympics, the FIFA World Cup in Brazil and the Glasgow Commonwealth Games. Their findings in the report, called Children’s Rights and Mega Sporting Events in 2014, show that the UK rated the highest of 12 countries assessed for quantity of human rights coverage, while Russia came last – despite hosting the Sochi Games.

Russia’s coverage of human rights issues connected to sports events comprised only 0.49 per cent of the total analysed.



Sports events should ‘highlight human rights issues’ in host countries

The Netherlands, the smallest country sampled and one which didn’t host a major event, produced 10.04 per cent of all coverage.

The report also suggests that while at its highest in the two to five month-period before the events, coverage of human rights issues dies out afterwards almost completely.

“It seems to be a general pattern that attention for human rights and children’s rights issues increases and peaks directly before major events,” said the IESD’s Karen Petry.

Details: http://lei.sr?a=k8j6n_O

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Wearable tech market value 'to triple in ten years'

The wearable tech market is expected to triple in value over the next 10 years, according to research from IDTechEx.

The company, which has a database of 1,200 companies in the wearable tech sphere, predicts the value of the wearable tech market will rise from £15.5bn this year to £47.4bn in 2025.

The report acknowledges that fitness-focused wrist-worn devices such as the Apple Watch and Fitbit have so far dominated the fledgling wearables market. It predicts the future will see manufacturers look beyond the wrist and "abandon the 100-year-old 'components in a box' approach". Details: http://lei.sr?a=Q6V5v_O



Dion Dublin (left) does the honours

Dion Dublin reopens leisure hub after revamp

Dion Dublin, the former Coventry City footballer and TV presenter, has cut the ribbon on the newly-refurbished independent leisure hub Sports Connexion.

The Coventry-based facility has undergone a £150,000 gym refit carried out by Life Fitness, which saw the installation of a broad range of exercise equipment to be used by members of all abilities.

The refit, which comes after Life Fitness also recently refurbished co-owner Mike Taylor's Fields Fitness gym in Leicestershire, saw the addition of kit from across the Life range. 32 Life Fitness cardio stations were installed, 11 of which were treadmills, upright bikes and cross trainers from the Elevation Series with Discover SE Tablet Consoles, while the remaining 21 cardio stations belong to the Integrity Series. In addition, more than 20 strength stations were fitted. The leisure centre, owned by Mike Taylor and Des Slater, was built in 1981 and has continued to expand over the years. The latest installation marks a move by the team to diversify its gym area and equipment. Details: http://lei.sr?a=g8e7Q_O

Daley's new gym focused on fun

Athletics legend Daley Thompson believes the same secret that helped bring him two Olympic gold medals can lead to success with his new high-end gym venture: making training fun.

Thompson, who has opened Daley Fitness in Putney with co-owner and company CEO Gavin Sunshine, believes the key to keeping members happy is bringing joy into their gym experience.

"The only real difference we're bringing to the fitness business is we're trying to make it fun,"

Thompson told *Leisure Opportunities*, adding that enjoyment was the key to maintaining his rigorous training regime during a decade at the forefront of world athletics.

"There are a lot of people out there in gyms working really hard, but they don't seem to be having a good time while they're doing it. I think you can work hard and have a bit of fun as well, which in turn keeps you motivated."

Thompson expects his carefully recruited team of trainers to bring a lot of the fun,



Thompson starred on the cover of *Health Club Management* 20 years ago

but there is also an abundance of high-end fitness equipment to play with, plus an "old school" training studio designed to replicate the gym hall from Thompson's school.

"A fundamental we're pushing is that we're not following fads and that kind of stuff," added Thompson. "I started off doing all my fitness at school in a little space where you jump things and pull yourself up things and I think it's about having a good time and not over-complicating things." Details: http://lei.sr?a=n9c2P_O

PFPL makes bold move into budget sector

Places for People Leisure (PFPL) is lifting its presence in the budget gym sector with the launch of Corby's Places Gym.

Places Gym is the leisure operator's low cost brand and the new site follows the launch of the debut Places facility in Sheffield, which was a refurb of a former Sam Jones gym.

Local authority health club operators have come under pressure in recent years as the explosion of budget gyms in the UK has led some members to jump ship in search of lower membership fees.

In response, local authority operators such as Impulse Leisure, Inverclyde Leisure and Places for People Leisure have started to launch their own budget gym brands.

One of the advantages that some local authority leisure operators hold over privately-owned budget gyms is that their social enterprise status exempts them from VAT, enabling them to operate small margin gyms in markets that wouldn't



Places Gym in Corby provides members with more than 100 stations

be financially viable for private companies.

"Our goal here at Places for People is to get people exercising more and people active more often," said Rich Millard, PFPL partnerships director. "Through our involvement in the budget gym sector, we have the ability to enter into slightly smaller markets than would be attractive to the big brand names, therefore offering affordable fitness to new communities." Details: http://lei.sr?a=s7HgK_O

1Rebel set for second City site

Boutique fitness chain 1Rebel isn't pulling any punches with its forthcoming second studio, adding a combat-themed class called Rumble to its high-intensity offering.

Due to debut on 1 September at London's Broadgate Circle, the new site is a mere 600m from the first 1Rebel at St Mary Axe, and operations director Kevin Yates says the clubs have been designed to complement each other.

"The opportunity with having clubs close together is we now have three unique programmes – Ride, Reshape and Rumble – which offers our guests much more variety and class availability," Yates told *Leisure Opportunities*.

"We've spent lots of time looking over the growth of group programmes and two key areas we believe the consumer wants more of are yoga and boxing. We've chosen the latter as we believe the market requires a high-end boutique workout that incorporates mixed martial arts and boxing along with HIIT training."

Rumble, which Yates co-designed with 1Rebel trainers Pierre Pozzuto, Mila Lazar



Once again, 1Rebel will be placing a big emphasis on the decor

and fitness expert Dean Hodgkin, will be offered at Broadgate Circle alongside the Reshape class which has proved popular at St Mary Axe. Escape Fitness has helped design bespoke equipment for Rumble, while Reshape classes feature Woodway 4Front treadmills and the patented 1R workout box containing a variety of free weights.

Once again, 1Rebel will be placing a big emphasis on the decor, offering classes in an environment which is "designed to impress."

Details: http://lei.sr?a=7u2t2_O

Fitness First seeks members' hidden talents

Fitness First has kicked off the countdown to the Rio 2016 Olympic Games by working with Team GB to launch a new Sports Profiler Tool at its flagship gym in Bishopsgate, London.

The tool has been designed to help people find new sports to try out and receive Olympic-level training advice from Team GB. The tool matches people to the Olympic sport they're most suited to, based on their speed, stamina, strength, power and agility.

Based on findings that the majority of people in the UK train for just four disciplines that feature at the Olympics – cycling, football, swimming and running – the initiative is designed to engage members with the full 28 Summer Olympic sports.

There is even hope that sifting through untapped potential could lead to the discovery of future Olympic medal prospects. One example of this is Helen Glover, who won gold in the Women's Coxless Pairs at London 2012. Originally a runner and hockey player, Glover was identified as a potential rower via a talent identification scheme.

"The tool is a similar concept to the way I first got into rowing having never thought about trying the sport before," said Glover.



Helen Glover won gold at London 2012

"It's great for people who are really interested in trying something new because you never know what it's going to suggest – it could be a sport that you already know and love, one that you're good at, or a sport that you have this whole new lifestyle through."

Collaborations between Fitness First and Team GB began last year and the latest initiative is designed to encourage people to try out new sports. Details: http://lei.sr?a=u9y3S_O



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PETER DUCKER

is chief executive of the Institute of Hospitality

Thanks to streaming services and websites like YouTube, consumers can now listen to new music at little or no cost. Commercial premises however, have to pay copyright licenses to play music in public.

UK leisure operators require two licenses, one from PRS for Music, which distributes royalties to songwriters and composers; and one from PPL, which relates to the recording itself and pays the performers and the record company. A PRS licence also covers live music.

The music copyright bodies and the hospitality industry have had long-running disputes, culminating in two major court cases. The first concerned whether a hotel room is a private or public space. While the hotel industry's lobbying organisations argued that a hotel room is a private domain, the European Court ruled that the successive occupants of a hotel bedroom are a 'public' so the rules on public performance of music still apply. UK hoteliers, therefore, have to pay a licence of around £3 per year each to PRS and PPL for every bedroom they operate. In the second case, the Copyright Tribunal agreed that operators had been paying too much in music royalties since 2005 and PPL was subsequently forced to pay back around £20m.

Since these cases, relationships have been "much better," says Martin Couchman, deputy CEO of the British Hospitality Association. "PPL are constantly campaigning about the value of music. If we're talking nightclubs, then music is a key reason people pay to enter, so the value is obvious. But the value of background music in a hotel is harder to define."

However, a number of studies have shown that playing classical music in a restaurant leads to customers spending significantly more than when no music or pop music is played. The researchers said the most likely explanation was that playing classical music creates an 'upmarket' atmosphere which encourages guests to act in an appropriately 'upmarket' manner and be freer with their spending. So is it time you swapped Taylor Swift for Vivaldi?

HOTELS

Controversial 'ribbon hotel' wins approval

Jestico + Whiles have won planning permission for an egg-shaped hotel wrapped in bronze coils – the centrepiece of a major development in Edinburgh – despite officials urging councillors to reject it.

The five-star hotel will feature up to 210 bedrooms, as well as a 41,000sq ft (3,809sq m) apart hotel that has the potential to provide 70 suites. The practice envisages a hotel that appears as a bundle of 'coiled ribbons', creating a "free-flowing and bold" building.

Planning officials had warned that the hotel's proximity to listed buildings could harm Edinburgh's status as a World Heritage Site and said it would be wider than had originally been proposed. However, councillors rejected these concerns, voting seven to five in favour of the development. The council is expected to complete a compulsory purchase order for the whole St James site in September.



The Jestico + Whiles design takes inspiration from an unfurling coil

The hotel forms part of the £850m Edinburgh St James scheme – masterplanned by Allan Murray Architects and BDP – located in a World Heritage Site in the Scottish city's St James Quarter. Led by developer TIAA Henderson, the total scheme will take up 160,000sq m (1.7m sq ft) and replace a 1970s mall. Retail space comprising 70,000sq m (753,474sq ft) and 250 new homes will also be created. Details: http://lei.sr?a=t7d5m_O

El Patron to unveil 'tequila hotel'

Having made waves with their fun-filled Mexican themed bar in Putney, London, the team behind El Patron have announced plans for Europe's 'first tequila hotel' on the Isle of Wight.

Due to open in Q3 2015, the bar, restaurant and hotel will be in a striking red brick Grade II listed building in the island's St Thomas's Square.

An El Patron spokesperson confirmed to *Leisure Opportunities* that co-owner Andrew Taylor will lead the design of the new site, juxtaposing the classical architectural structure of the building



An eclectic interior juxtaposes the classic architecture of the building

with an eclectic interior. The inside will be transformed into a 'Mexican playground' with exposed brick walls, Latino inspired artwork, colourful Mediterranean style shutters, a corrugated iron bar, and reclaimed material from former warships.

The upstairs boutique hotel will consist of six bespoke Mexican styled rooms, each themed around a different drink from El Patron's tequila menu. Each room will

have its own individual cocktail-set for guests to enjoy the full tequila experience.

In the bar section, there will be live music and DJs from Wednesday to Saturday, playing a mix of Latino-inspired hits to keep guests dancing until dawn. El Patron is the brainchild of couple Aiste Bart and Andrew Taylor, who opened their first El Patron venue last November and are already planning a third location, due to open later this year.

Details: http://lei.sr?a=8q5F2_O



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Rockliffe launches £1m spa garden

County Durham's Rockliffe Hall has opened a new spa garden, offering two outdoor spa pools, under-floor heated decking, a glass-fronted sauna cabin, a fire pit, a water features, landscaped gardens and heated relaxation loungers.

Designed by Sparc Studio and architects Xsite, the £1m spa garden has been under construction since January 2015, with local contractors Wharton Construction managing the project.

The spa garden houses five warm relaxation beds and a separate 70sq m (753sq ft) public sun deck that's open to all members and guests. Another exclusive spa sun deck measures 170sq m (1,830sq ft) and can be hired by a maximum of 20 spa users at one time to ensure a peaceful experience. Guests can use this garden lounge for two hours at a time. Hotel residents and spa day visitors can add this outdoor spa experience to their existing visit package.

Skincare range Neom has been working with Rockliffe Hall's therapists to devise



Rockliffe Hall spa manager Victoria Lees in the new spa garden

a new spa garden treatment menu to incorporate meditation, shiatsu, Thai massage, trigger-point and reflexology techniques.

The spa garden is an addition to the hotel's existing 50,000sq ft (4,645sq m) indoor spa that includes a 20m pool, thermal bathing suites and sound wave therapy beds. Product lines at the spa include Murad, Comfort Zone, Daniel Sandler and Orly. Details: http://lei.sr?a=Zzz7U_O

Wellness specialist joins Akasha Centre

Sinead de Hora has joined The Akasha Holistic Wellbeing Centre at London's Hotel Cafe Royal as the facility's latest wellbeing expert.

An intuitive counsellor, de Hora has more than 10 years' experience in the wellness industry. She uses intuition to gain an understanding of her client's concerns and create a deep emotional connection with them, which she then uses to tailor-make a specific treatment, the company said.

While no two treatments are the same at the centre, they all follow a natural structure that flows from one focus to the next. De Hora incorporates ayurveda philosophy, Chinese philosophy, reiki, reflexology and various therapeutic massage techniques into her therapies. Prices start at £190 for 90 minutes.

De Hora joins nutritionist Zoe Stirling; reiki master Jake Jacas; Thai yoga and massage specialist Andrea Spanu; cognitive, emotional, behavioural



Sinead de Hora is an intuitive counsellor with a decade of experience

performance coach Akcelina Cvijetic; fitness and lifestyle coach James Hardy; and aquatic bodywork specialist Steve Karle at Akasha.

The Akasha Holistic Wellbeing centre spans 1,200sq m (12,900sq ft) and is open to hotel guests and private members. It features four areas, corresponding to the natural elements: spa/water, gym/fire, yoga/air and organic bar/earth. Details: http://lei.sr?a=r3J4S_O



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Health Club Management Retention Hub

We've pulled together the latest retention series written for Health Club Management by leading industry experts Dr Melvyn Hillsdon, Dr Paul Bedford and Guy Griffiths. This one-stop online shop gives you quick access to the latest thinking, stats, trends and reports in this vital field.

The screenshot shows the 'Health Club Management Retention Hub' website. At the top, there's a navigation bar with links like HOME, JOBS, NEWS, FEATURES, BLOG, PRODUCTS, and a search bar. Below this, there are logos for DFC (Debit Finance Company) and SEPA (Single Euro Payments Area). The main content area features three featured articles:

- The TRP 10,000 series** by Dr Melvyn Hillsdon: A report on the TRP 10,000 series, focusing on retention trends and strategies.
- The Black & White series** by Dr Paul Bedford: A report on the Black & White series, focusing on retention trends and strategies.
- The Stick Around series** by Guy Griffiths: A report on the Stick Around series, focusing on retention trends and strategies.

Each article includes a brief description, the author's name, a photo of the author, and a link to the full report. The website also has a sidebar with links to various resources and a footer with contact information.

This collage features several articles and charts from the Health Club Management Retention Hub:

- ABSENT & EX-MEMBER JOURNEY**: An article discussing the journey of absent and ex-members, highlighting the importance of understanding their needs and providing support.
- NEW YEAR, NEW STRATEGY**: An article by Dr Melvyn Hillsdon discussing strategies for improving member retention in the new year.
- The PERSONAL touch**: An article discussing the importance of personalizing the member experience to improve retention.
- Retention Series Charts**: Several bar charts showing retention rates across different age groups and member types. For example, one chart shows that 75% of members aged 18-24 are active, while another shows that 85% of members aged 25-34 are active.

Let the experts keep you up to speed on the latest retention trends
healthclubmanagement.co.uk/retention

Coastline visitors 'drop by a third'

The number of people visiting the coast has fallen by a third over the past decade, according to a National Trust report highlighting a worrying decline in seaside tourism.

Once thriving destinations that the nation would flock to, particularly in Victorian times, seaside towns are losing their ability to enchant the British public. A survey of 9,000 UK adults found that 42 per cent visit the coast for a day out each year – down from around 62 per cent in 2005.

Although 90 per cent of adults in England, Wales and Northern Ireland think of the coast as a national treasure, the report highlighted a steady decline in the nation's feelings of connectedness to the coast, particularly in young people. Only one in seven 18-24 year olds felt their happiest childhood memory was being by the sea, which is half the national average.

Lack of spare time was given as the biggest obstacle to people visiting the seaside, while other barriers cited included massive crowds when the weather is nice, being too expensive



The report highlighted a sea change in attitudes towards the coast

and lacking easy transport links. There have been several efforts in recent years to boost visitor numbers to the seaside, with David Cameron recently announcing a new strategy to entice UK visitors beyond London and boost regional tourism in the form of a five-point plan. Cameron cited the 'Cornish Riviera' as a particular draw for tourists and the prime minister himself has been known to regularly holiday there. On the back of its latest findings, the National Trust is launching a new campaign to reignite the nation's love of the coast. *Details: http://lei.sr?a=k7s2U_O*

Rugby World Cup to 'generate £1bn'

With just weeks until England take on Fiji at Twickenham in the 2015 Rugby World Cup curtain-raiser, an economic study has found that the tournament is set to generate nearly £1bn for the transport and tourism industry.

As the UK prepares to host 20 teams, around 440,000 international visitors and more than 2.2m Brits in 11 cities, the impact on the local economies will be huge according to findings from travel search engine GoEuro. The firm's research suggests the Rugby World Cup will be the biggest generator of tourism since the 2012 London Olympics. The figures follow government statistics which indicated the tournament will create 12,000 new jobs and provide the UK economy with an overall £2.2bn boost.

With its close proximity to Twickenham – which will host the World Cup final on Halloween – London is forecast to be the biggest winner overall, with 17 matches earning the city nearly £200m.



Twickenham will host the final, semi-finals and two of the quarter finals

Of this figure, GoEuro researchers say there will be £15.4m extra spent on transport as spectators descend on the capital.

The 11 host cities are expected to generate between £3,524,934.50 and £197,024,316.33 in terms of money spent on inner-city transport, accommodation, food and beverages. This is based on the number of expected visiting spectators and the number of games being hosted. For the tourism industry as a whole, the cup is expected to generate £957,429,314.07. *Details: http://lei.sr?a=a6f7G_O*

Is VisitEngland about to lose its marketing remit?



KURT JANSON

is policy director of the Tourism Alliance

One of the biggest issues facing the tourism industry is whether VisitEngland will retain its marketing function when the government soon cuts DCMS spending.

The UK tourism industry is fragmented and needs nationally driven domestic marketing campaigns to encourage people to holiday in the UK rather than travel abroad – something that will be particularly important as the economy continues recovering and the pound stays strong against the euro.

The importance of national domestic tourism marketing was graphically demonstrated in 1999 when the government removed the English Tourist Board's marketing remit and revenue decreased by an average of 2 per cent per annum over the next nine years until VisitEngland was established. Since then, domestic tourism revenue has increased by an average of 5 per cent per annum.

Yet while the Triennial Review and the government's response to the Select Committee Inquiry on tourism seem to have safeguarded the future of VisitEngland, it appears the government may be considering removing VisitEngland's marketing remit once again.

Although the Triennial Review makes clear VisitEngland should retain its marketing function, both the government's response to the Select Committee Inquiry and its Five Point Plan for Tourism only discuss VisitEngland's remit in terms of 'product development' and 'industry support'. DCMS's funding for tourism has decreased 44 per cent over the last five years, so VisitEngland's budget is now just £7m. The government aims to cut at least £12bn from departmental budgets so, the DCMS budget will be under pressure.

One way costs could be cut would be to reduce VisitEngland's remit to providing industry support and administering the new Challenge funds that are starting to dominate tourism funding.

If this happened, it would make national domestic tourism marketing campaigns virtually impossible to organise, and as in 1999, the domestic tourism industry would slip back into slow decline.

McQueen V&A exhibition smashes visitor records

London's V&A Museum has broken its attendance for a single exhibition, with Alexander McQueen: Savage Beauty attracting 493,043 people to the visitor attraction during its 21-week run.

Running through the night for its final two weekends, the exhibition was a retrospective of work by Lee Alexander McQueen, celebrated as one of the most innovative fashion designers of his generation.

"We wanted visitors to feel drawn into his creative mind. We wanted to create a sensory, theatrical, dramatic and immersive experience," said Kate Bethune, senior research assistant for the project. *Details: http://lei.sr?a=B7k9k_O*



Farquharson has impressed with his dynamism

Alex Farquharson named new Tate Britain director

Nottingham Contemporary founder Alex Farquharson has been named new director of London's Tate Britain, replacing the outgoing Penelope Curtis at the helm of one of the UK's most important art galleries.

With Farquharson operating as its director, Nottingham Contemporary welcomed more than one million visitors to the site in its first five years of operation.

"Alex has established Nottingham Contemporary as one of the UK's leading art galleries" said Tate director Sir Nicholas Serota. "He has created a programme that serves local and national audiences, working closely with artists and reflecting history."

Penelope Curtis parted ways with Tate Britain to take up a new role at Lisbon's Gulbenkian museum – which houses a collection of ancient and modern art in Portugal's capital.

During Curtis' tenure – which included the £45m redevelopment of the London gallery – notable art critics hit out at the gallery, saying some of her exhibitions were unsuccessful and "only appealed to the minority." *Details: http://lei.sr?a=t4a5q_O*

Sherwood attraction moves forward

Continuum Leading Attractions is teaming up with the Royal Society for the Protection of Birds (RSPB) to build and operate a new visitor centre in the heart of Sherwood Forest Country Park, home of the legendary Robin Hood.

The RSPB – which is one of the UK's leading nature conservation charities – and Continuum have been selected by Nottinghamshire County Council to spearhead the £5.3m investment, which forms part of the Sherwood Forest National Nature Reserve (NNR).

Realisation of the visitor centre is still a few years away, with the new facility and visitor experience celebrating the woodland, wildlife and heritage of the site, notably the legend of Robin Hood. As part of the agreement with the council, the management contract requires the preferred bidder to deliver effective conservation of the country park in the wider NNR.

The council will now enter exclusive discussions with the consortium of Continuum



Sherwood Forest is home to the legendary Robin Hood

and the RSPB to move towards signing final contracts, which will hopefully be completed by the end of September. In the meantime, the council will retain responsibility for the existing visitor facilities until the new visitor centre opens its doors.

"This RSPB-led consortium will breathe new life into Sherwood Forest Country Park and Continuum is delighted to be part of the development for the new visitor centre," said Kevin Smith, attractions director at Continuum. *Details: http://lei.sr?a=3d4Q6_O*

London sites top Google rankings

Google has revealed that London's art galleries, museums and arts performances are the most searched for anywhere in the world.

For international searches, London's museums top the list, with the Science Museum ranked as the most googled in the world. The city's Natural History Museum comes in second place, while the British Museum makes it an all-London top three, ahead of the New York Metropolitan Museum of Art and the Smithsonian in Washington, which were fourth and fifth respectively.

"It's fantastic that so many people across world are seeking out the Science Museum," said the museum's director, Ian Blatchford. "This new data provides yet more evidence of the world class status of British museums."

The capital's theatres also generated more searches than those in any other city, while London is additionally the most searched for city in the world to visit.



The Science Museum is the most googled museum in the world

"This proves London is without a doubt the cultural capital of the world," said London mayor Boris Johnson. "Tourists are flocking to our great city in ever-increasing numbers. Our world-famous museums, galleries, theatres and performance venues have done a terrific job creating and attracting the blockbuster exhibitions and events that form this spectacular Autumn Season of Culture in London." *Details: http://lei.sr?a=T4U6q_O*



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PROPERTY

Brighton i360 tower scraps turbine

Marks Barfield Architects' Brighton i360 will no longer feature a wind turbine on the tower, after concerns were raised that high winds could cause the structure to move.

Developers i360 have applied for planning permission to remove the wind turbine from the design, despite initial plans to use it as an energy source for the cable car which will transport passengers to top of the tower.

Chief engineer John Roberts said further analysis had found the turbine could have caused faults and posed safety concerns.

"Detailed studies by our damping specialist showed that the wind turbine would have stopped the tower damping system from working properly and the turbine itself would have been susceptible to damage," he said.

"An important aspect of the tower design has been to ensure that it can withstand very high winds in the worst possible storms. To deal with these conditions, there are damping systems mounted internally within the tower and the exterior of the tower is clad with perforated aluminium cladding, which disrupts the flow of the wind."

The wind turbine was intended to provide 20 per cent of the energy for the cable car ascent. Instead, the developers plan to capture 50 per cent of the energy on the cable



The tower is due to open in summer 2016

car's descent procedure, thus allowing a greater energy saving than originally anticipated.

A further change has been the removal of the rainwater harvesting system. Roberts added: "We had originally hoped to harvest the rainwater but as the roof of our single-storey beach building is also the boarding platform for the i360, unfortunately the water will be too dirty to be used, even in the toilet system."

Developers i360 reiterated that they intend to make the project as sustainable as possible by signing up to a 'green energy' tariff. Details: http://lei.sr?a=w3p6e_O

Campaign to create £1.85bn Tolkien city

An ambitious group of British architects are planning to construct a replica of the fictitious ancient walled city of Minas Tirith from JRR Tolkien's Middle Earth writings, and have launched an ambitious fundraising campaign online to bring the fantasy city to life.

In fiction, Minas Tirith is built into a mountainside, rising up the gradient and culminating in the Citadel at its summit. On each of the mystical city's seven

levels, which rise 100ft (30m) higher each time, is a white wall, with the exception of the wall of the First Circle, which is black.

The city is the site of the largest battle of *The Lord of the Rings* and is one of the most iconic locations in director Peter Jackson's reimagined Middle Earth. Formed of a group of architects and structural engineers, Realise Minas Tirith, want to create a replica of the city, which in the films takes its inspiration from Le Mont Saint-Michel in Normandy, France.



Minas Tirith is built into a mountainside, rising up the gradient

The £1.85bn project would create a one-of-a-kind tourist attraction and would be funded by various residential properties as detailed in the IndieGogo funding page. The vast majority of this expense covers building costs, with £15m to buy the necessary land, £188m for labour costs and £1.4bn for materials. The remainder of the money will be invested in maintenance and public services until the year 2053. Details: http://lei.sr?a=p7b5X_O



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TRAINING

Course to produce 'sales savvy' PTs

A new Diploma in Health, Fitness and Sales from Premier Training International (PTI) aims to increase business acumen and commercial nous among new PTs after employers noted a distinct lack of sales savvy among the current workforce.

The new qualification has been developed based on a needs analysis involving 450 operator employers, qualified PTs and current PTI students. Available now, the course seeks to teach the skills required to pursue a successful career as a fitness instructor, as well as the interpersonal and sales skills needed to grow and manage a client portfolio.

"When we conducted our extensive consultation, employers and fitness professionals identified a need for fitness instructors to better understand the business and sales requirements of building a successful personal training business," said Debra Stuart, CEO of PTI. "ukactive, SkillsActive and CIMSPA have worked incredibly hard over the past decade to ensure a constant improvement in professional standards. PTI supports this work through the provision of education programmes which



The new diploma expands on the Level 3 PT Diploma

reflect the needs of the sector, ensuring fitness professionals graduate from training work-ready and able to develop a long-term and successful career in the sector."

The new course builds on findings from a PTI survey published last year which found physical activity sector employers are concerned by the lack of soft skills possessed by young PTs and believe these qualities require greater prominence within industry qualifications.

Details: http://lei.sr?a=F2g6y_O

Helping services to stay fighting fit

When it comes to saving lives, every second counts, so a newly-designed exercise qualification has been launched to ensure emergency services workers are always ready for action.

The bespoke Fitness and Lifestyle Certificate for the emergency service has been created by Lifetime Fitness to ensure responders are equipped to maintain the standards of fitness required to perform their physically demanding role safely and effectively.

Lifetime Training has developed the new certificate in partnership with the Fire Service College. It provides frontline fire, ambulance and police services with comprehensive training so they can carry out advanced fitness testing on site, ensuring this provision is proactive rather than reactive. Emergency service lifestyle ambassadors can monitor staff fitness levels and wellbeing in-house, as well as coaching staff members to help prevent injuries – a measure expected to save the services both time and money.

The course content has been especially created for the emergency services, incorporating specific equipment to make it functional and appropriate for the services' needs. Key



The course has been created for the emergency services

topics include advanced fitness testing, advanced core stability, bootcamp and circuit training, delivering a fitness session, principles of exercise and fitness, anatomy and physiology and nutrition. The certificate also focuses on recognising stress in the workplace.

"This new bespoke qualification offers service personnel the opportunity to gain new skills and qualifications to assist their team members," said Lifetime commercial director Mike Jones. Details: http://lei.sr?a=V6m8n_O



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Front of House Apprentice

Company: Everyone Active
Location: Staines, UK

Tennis Dev Assistant

Company: GLL
Location: Islington, UK

Assistant Manager

Company: Tone Leisure
Location: Ivybridge, UK

Leisure Centre Manager

Company: Aspire Leisure Centre
Location: Stanmore, Middlesex, UK

Health Interventions Manager

Company: GLL
Location: Bayswater, West London, UK

Sports Development Manager

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

Assistant General Managers

Company: The Gym Group
Location: Various locations, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Thetford, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Trainee Duty Manager

Company: Legacy Leisure
Location: Newbury, UK

Recreation Assistants

Company: Parkwood Leisure
Location: Portsmouth, UK

Membership Consultant

Company: Everyone Active
Location: Bristol, UK

Assistant Studio Manager

Company: Pure Gym Limited
Location: Central London , UK

Business Manager

Company: Leeds City Council
Location: Leeds, UK

Duty Manager

Company: Legacy Leisure
Location: West Berkshire, UK

Senior Recreation Assistant

Company: GLL
Location: Bath, Somerset , UK

Recreation Assistants

Company: Parkwood Leisure
Location: North Devon, UK

Duty Manager

Company: Legacy Leisure
Location: West Berkshire, UK

Recreation Assistants

Company: Legacy Leisure
Location: Thatcham, UK

Recreation Assistants

Company: Parkwood Leisure
Location: Backwell, UK

Sports centre technician

Company: Aldenham School
Location: Aldenham, Herts, UK

Facilities Manager

Company: Rotherham Football Centre
Location: Rotherham, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Associate Lecturer in

Fitness Management

Company: Solent University
Location: Southampton, UK

Duty Manager

Company: Everyone Active
Location: Poole, Dorset, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Oxford, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Oxford, UK

Pool Operations Manager

Company: Fusion Lifestyle
Location: Middlesex, England

Lead Gymnastics Coach

Company: GLL
Location: Barnet, UK

Community Sports Manager

Company: GLL
Location: Rugby, UK

Direct Debit Administrator

Company: Pure Gym Limited
Location: Leeds, UK

Team Leader

Company: Everyone Active
Location: Bristol, UK

Swim Teacher

Company: Everyone Active
Location: Spelthorne, UK

Gym Manager

Company: Pure Gym Limited
Location: Various locations, UK

Duty Manager

Company: Calne Leisure
Location: Calne, Wiltshire, UK

Assistant Gym Manager

Company: Pure Gym Limited
Location: Wakefield, UK

Guidance Assessor FTC

Company: YMCAfit
Location: Various, UK

Corporate Administartor

Company: Pure Gym Limited
Location: Leeds Central Support, UK

Relief Membership Consultants

Company: Everyone Active
Location: Bedworth, UK

Golf Leisure Assistant

Company: GLL
Location: Bath, Somerset, UK

Recreational Assistants

Company: Parkwood Leisure
Location: Cardiff, UK

Full Time Instructor

Company: Parkwood Leisure
Location: Wales, UK

Membership Consultant

Company: Everyone Active
Location: Loughton, UK

Swimming Teacher

Company: Everyone Active
Location: Studley Leisure Centre, UK

Company Administrator

Company: Club Training.
Location: London W1, UK

Swim Lesson Coordinator

Company: Hertfordshire Sports Village
Location: Hertfordshire, UK

Membership Consultant

Company: Everyone Active
Location: Staines Upon Thames , UK

SportBU Duty Manager

Company: Bournemouth University
Location: Bournemouth, UK

Community Sport Manager

Company: Rugby Borough Council
Location: Rugby, UK

Facility Manager

Company: Oldham Community Leisure
Location: Oldham, UK

Club Promoter (Part time)

Company: énergie group
Location: Milton Keynes, UK

Fitness Advisor

Company: Private Members Health Club
Location: Chelsea, London, UK

Senior Recreation Assistant

Company: University of Brighton
Location: Brighton, Eastbourne, UK

Active Schools Manager

Company: Falkirk Community Trust
Location: Falkirk, UK

General Manager

Company: The Gym Group
Location: Various locations, UK

Customer Relations Manager

Company: Fusion Lifestyle
Location: Essex, England

Senior Operations Assistant

Company: Shenley Leisure Centre Trust
Location: Milton Keynes , UK

Centre Manager

Company: Chelmsford City Council
Location: Chelmsford, UK

Lifeguards (9 posts)

Company: Ipswich Borough Council
Location: Ipswich, UK

Part-Time Fitness Instructor

Company: énergie group
Location: Thornliebank, UK

Membership Consultant

Company: Everyone Active
Location: Watford, UK

Leisure Attendants

Company: Castle Point Borough Council
Location: Essex, UK

MoveGB Customer Motivator

Company: Move GB
Location: Bath, UK

Regional Activity Scout

Company: Move GB
Location: Various, UK

Events Operations Manager

Company: Xtra Mile Events Limited
Location: Hale, South Manchester, UK

Recreational Assistant

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

Receptionist

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

Lifeguard

Company: Swimming Tales
Location: Rayleigh, Essex, UK

Part-time Fitness Instructor

Company: énergie group
Location: Loughborough, UK

Lifeguards

Company: Loughborough University
Location: Loughborough, UK

Assistant Manager – Cricket

Company: Loughborough University
Location: Loughborough, UK

Duty Manager

Company: Parkwood Leisure
Location: Bristol, UK

Duty Manager

Company: Everyone Active
Location: Southam Leisure Centre, UK

PT Tutor

Company: The Training Room
Location: Liverpool, UK

Gym Manager

Company: énergie group
Location: Loughborough, UK

Fitness Instructor

Company: énergie group
Location: Loughborough, UK

Casual Lifeguards

Company: Everyone Active
Location: Warwickshire, UK

Sales consultant

Company: Everyone Active
Location: Basildon, UK

College Sport Maker

Company: Woodhouse College
Location: Finchley, London, UK

Leisure Assistants

Company: Harlow Leisurezone
Location: Harlow, UK

Swim Teachers - Level 1

Company: Brio Leisure
Location: Various Brio Sites, UK

Duty Manager

Company: Legacy Leisure
Location: Newbury, UK

Fitness Instructor

Company: énergie group
Location: Eastbourne, UK

Recreation Assistant

Company: Legacy Leisure
Location: Exeter, UK

General Manager

Company: Fusion Lifestyle
Location: London, England

Aqua-Zone Co-ordinator (P/T)

Company: Legacy Leisure
Location: Exeter, UK

Swimming Teacher

Company: Everyone Active
Location: Fareham, UK

Senior Recreation Assistant

Company: GLL
Location: Rugby, Warwickshire, UK

Full / Part time Lifeguard

Company: Everyone Active
Location: Ely, UK

Fitness Instructor (Part Time)

Company: énergie group
Location: Milton Keynes, UK

Recreation Assistant

Company: Everyone Active
Location: Staines, UK

Membership Consultant

Company: Everyone Active
Location: Poole, UK

Part Time / Casual Lifeguard

Company: Everyone Active
Location: Staines, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: London, England

Recreation Assistant

Company: Parkwood Leisure
Location: Kettering, UK

Full/Part time Lifeguard

Company: Everyone Active
Location: Stratford - Upon - Avon, UK

PT Tutor

Company: The Training Room
Location: Witham, UK

Front of House Manager

Company: Everyone Active
Location: Aylesbury, UK

Training Manager

Company: Parkwood Holdings
Location: Worcester, UK

Club Manager

Company: Matt Roberts
Location: Hampstead, UK

Membership Sales Consultant

Company: énergie group
Location: Harrow, UK

Member Services Advisor

Company: Pure Gym Limited
Location: Leeds Central Support, UK

Club Manager

Company: énergie group
Location: East London, UK

Personal Trainer

Company: YMCA Club
Location: Central London, UK

Fitness Operations Manager

Company: Fusion Lifestyle
Location: London, England

Event Crew

Company: Big Bang Promotions
Location: Sheffield / London, UK

Roaming Sales Consultant

Company: Everyone Active
Location: Basildon/Havering, UK

Regional Business Manager

Company: Xercise 4 Less
Location: North West, UK

Personal Trainers

Company: Matt Roberts
Location: London, UK, UK

Associate Director

Company: The Sport, Leisure and
Culture Consultancy
Location: Nationwide

Impact Sales Consultant

Company: Xercise4Less
Location: North West & Scotland, UK

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

General Manager

Company: Xercise4Less
Location: Various locations, UK

Membership Consultant

Company: Xercise4Less
Location: Nationwide, UK

Sales and Marketing Manager

Company: Xercise4Less
Location: Various locations, UK

Swimming Teacher

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

Franchise Opportunities

Company: Premier Sport
Location: Nationwide, UK

First Aid Instructor Training

Company: Nuco Training
Location: Nationwide, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Elveden Forest, UK

Spa Therapist

Company: Donnington Valley Hotel
Location: Berkshire, UK

Beauty Therapist

Company: Norton House Hotel
Location: Ingliston Edinburgh, UK

Spa Therapist

Company: Feversham Arms Hotel
Location: North Yorkshire, UK

Spa Therapist

Company: Stoke Park
Location: Buckinghamshire

Spa Manager

Company: Luton Hoo Hotel Golf & Spa
Location: Luton, UK

Head Therapist

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

Hotel Reservations Advisor

Company: Merlin Entertainments
Location: Chessington, Surrey, UK

Commercial Operations Mgr

Company: National Trust
Location: West Sussex, UK

Ice Rink Team Leader

Company: Coca Cola London Eye
Location: London, UK

Operations Team Leader

Company: London Dungeon
Location: London, UK

Customer Experience Advisors

Company: Merlin Entertainments
Location: Chessington, Surrey, UK

Operations Supervisor

Company: Weymouth SEA LIFE Tower
Location: Weymouth, UK

Commercial Supervisor

Company: LEGOLAND Kansas
Location: Missouri-Kansas City, US

Model Designer

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

Events Team Leader

Company: Legoland Discovery
Location: Illinois-Schaumburg, US

Hotel Front Office Manager

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

Duty Manager

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

Attractions Safety Auditor

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

Front Office Manager

Company: LEGOLAND California
Location: California-Carlsbad, US

Events Manager

Company: Thorpe Park Resort
Location: Surrey, UK

Director of Guest Services

Company: Paignton Zoo
Location: Paignton, UK

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Pop star Jess Glynne partners 1Rebel

Grammy award-winning songstress Jess Glynne has teamed up with boutique London fitness studio 1Rebel to create a high intensity workout for people on the go.

Glynne, who is well known for her musical collaborations with the likes of Clean Bandit, has worked with 1Rebel and glaceau smartwater to formulate a 45-minute session called #smartrebel.

Aimed at people in a rush, the class combines two workouts, two studios and two trainers, synced to a power playlist produced by Glynne.

"In the lead up to the release of my debut album, staying healthy and finding the time to workout within a busy schedule has never been so important," said 25-year-old Glynne, whose album launched last month. "As a musician, I appreciate how much music evokes emotions and I'm so excited to have curated this experience and playlist in partnership with glaceau smartwater for London's smart rebels."

The workout includes a 20-minute Reshape class – designed to condition and resculpt selected muscle-groups – followed



The chart-topping singer takes her fitness very seriously

by a 20-minute intensive Ride class, which incorporates hand weights and immersive pyrotechnics. Complimentary glaceau smartwater will be available throughout the session.

"Together with glaceau smartwater, we have designed the ultimate workout for time-poor Londoners," added 1Rebel trainer Shara Tochia. "At 1Rebel, we aim to revolutionise how the capital approaches fitness and, with the #smartrebel workout, we believe we've created the ultimate cycling, treadmill and weights fitness experience." Details: http://lei.sr?a=D85f_O

Perfectionist traits linked to stress

Continued from front cover

By analysing a wide range of previously conducted research, the study authors found that perfectionism is closely associated with burnout – a syndrome associated with chronic stress that manifests as extreme fatigue, perceived reduced accomplishment and eventual detachment.

Although applicable to sport and education, the researchers found the relationship is particularly strong in employment settings – something they suggest is increasingly driven by a performance-outcomes dominated focus in the modern workplace.

"Too often people confuse perfectionism with more desirable features such as being conscientious," said Dr Andrew Hill, head of Taught Postgraduate Programmes at York St John University. "Rather than being



The study says companies must help promote work/life balance

more productive, perfectionists are likely to find the workplace quite difficult and stressful. Our research suggests that if perfectionists are unable to cope with demands and uncertainty in the workplace, they will experience a range of emotional difficulties."

Details: http://lei.sr?a=Z9v9J_O

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