

leisureopportunities

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Gym Group takes flight with successful IPO

The Gym Group has successfully completed an historic IPO, which sees the business valued at £250m – a 17 times multiple on 2014 EBITDA.

The gym chain became the only listed health club operator in the UK when founder John Treharne rang the bell on the (LSE) as the shares began trading under the ticker GYM on 9 November.

Since then, the shares have risen steadily from their 195p starting price to hit highs of 209p. The price had stabilised at 203p, when *Leisure Opportunities* went to press, but still reflected solid gains.

Speaking to *Leisure Opportunities* on the day of the listing, Treharne said the IPO had proved attractive to a number of credible investors. “The calibre of our new shareholders is fantastic, they’re all investors who are in it for the long-term. It shows that health



John Treharne and his top team at the London Stock Exchange on the day of the IPO

clubs don’t have to be a low level investment,” he said, adding that he will stay in the business as CEO to lead the next stage of growth. “This IPO secures our future,” he added. “We’ll continue to open between 15 and 20 gyms a year, with a focus on quality and quantity.

We want to see the business continue to grow sensibly.”

Treharne said there was strong interest from leading Blue Chips and that this resulted in an initial sum of £90m being raised, with the remaining £35m coming in a second tranche, making a total of £125m. This for 64,068,246 shares, valued at 195 pence per share.

The company will receive £89.9m of gross proceeds from the offer to fund future growth. Although higher amounts were being discussed in late summer, it’s thought the business was hard to value, given the lack of other listed health club operators and that the company scaled back to ensure it had a high quality order book.

The IPO raised gross proceeds of £35m for the selling shareholders, including £3m for Treharne. *Details:* http://lei.sr?a=x6E9M_O

German Gymnasium makes waves in London

Global restaurateurs D&D London have transformed London’s historic German Gymnasium into one of the city’s hottest new dining destinations, offering a cultural cocktail of cafes, eateries and bars.

The German Gymnasium, located in King’s Cross, opened to the public on 12 November in a grand setting. Built in 1865 for the German Gymnastics Society, the Grade II listed building was the first purpose-built gym in England and a host venue at the 1866 National Olympic Games. *Continued on back cover*

Eleven Arches tickets on sale

Tickets have gone on sale for Eleven Arches’ eagerly awaited ‘Kynren – an epic tale of England’, with the Puy du Fou-style attraction’s CEO touting the benefits the attraction will bring for the local community and promising annual reinvestment into the venture.

The £31m live-action show being developed in partnership with the creators of Puy du Fou is coming to the UK in June 2016, with 14 shows taking place in its debut season through the summer months.

Playing out in front of the impressive backdrop of Auckland Castle, the 90-minute show – operated almost entirely by a cast and crew of more than 1,000 volunteers – will tell the



The show will be watched by 8,000 people a night

tale of 2,000 years of British history, blending in fiction and mythology with reality.

“It’s not a one-off show, it’s not a one-off season. Our intention is to be there every year,” said Anne-Isabelle Daulon, CEO of Eleven Arches. *Details:* http://lei.sr?a=q3S5U_O

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Football League rebrands as EFL

The Football League in England has concluded a two-month rebranding exercise by renaming itself as the English Football League.

While the name change might seem a minor tweak, a more radical approach will be taken at the end of the current, 2015-16 season, when the league will then be adopting the abbreviation EFL for everyday use.

The change is designed to create more interest towards the competition in foreign markets such as the US, where most major sports leagues use shortened names.

In addition to the new monicker, the league has unveiled a new logo – a football made up of three swathes of 24 smaller balls, representing the 72 clubs playing across the three divisions.

The league has decided not to rename its three divisions – called Championship, League One and League Two – and will instead keep them as they are.

The Football League's CEO, Shaun Harvey said: "We believe the EFL name and brand



The move has been taken to project a 'uniform and modern identity'

will give our competitions an identity that is new and distinct, while at the same time retaining our unique heritage.

"In an increasingly challenging global sports market, it's essential that sports properties can project a modern identity that not only resonates with their regular audience but is also easily recognisable to a broader audience of potential fans, viewers and commercial partners."

Details: http://lei.sr?a=f7z7f_O

Osborne urged to spare grassroots sport

A campaign led by the Sport and Recreation Alliance (SRA) is aiming to highlight the value of grassroots sport to the nation ahead of the government's Spending Review on 25 November.

It is widely expected that the government will cut the Department of Culture, Media and Sport's (DCMS) budget by 40 per cent in the review – resulting in what would be, according to SRA, "a devastating hit on the level of investment into grassroots sport".

The SRA campaign is encouraging people to take part and "tell chancellor George Osborne how much they value grassroots sport" by posting messages and photos using the hashtag #GetYourKitOn over social media.

SRA has also set up a dedicated website, www.GetYourKitOn.team, where people can post a message directly to the Chancellor.

Emma Boggis, CEO of SRA, said: "We understand difficult decisions have to be made but cuts of this size would have serious



Chancellor George Osborne is expected to make a raft of spending cuts

repercussions for grassroots sport. We're calling for everyone who plays or who has children who play sport to spend 60 seconds contacting the chancellor to tell them how much they value our grassroots sport. Cutting investment in sport and recreation will have serious consequences in the short term. More significant costs lie further down the line – with a serious impact stored up for health and education budgets as well as a hugely detrimental effect on our economic productivity."

Details: http://lei.sr?a=4x5y8_O

Kids Company 'changed funding'

The huge media fallout and criticism of the government from the collapse of the charity Kids Company has significantly changed the environment around state funding, says Sport England CEO Jennie Price.

Speaking at the ukactive Summit in London this month, Price said physical activity organisations seeking funding from the government must now do more than ever to demonstrate that they are leading solid and well-organised initiatives.

The collapse of Kids Company, which had regular meetings with top politicians and received millions of pounds in state funding, caused the government huge embarrassment. Price said the impact on the mindset around funding has been evident, with government officials clearly now thinking in meetings 'We don't want another Kids Company.'

"The funding environment has definitely changed since Kids Company. The price



Price said physical activity organisations must be well-governed

of failure in government is massive, with front page headlines guaranteed to greet decisions that go wrong," said Price.

"So we have to create confidence that what we are putting forward are solid partnerships that can be confidently supported. Physical activity initiatives need to be thinking 'how can we get more relevant parties involved in our projects?'"

Details: http://lei.sr?a=M8B3m_O

Olympians shine spotlight on swimming

British swimming greats Rebecca Adlington, Mark Foster and Steve Parry joined sports minister Tracey Crouch to celebrate 125 years of school swimming this month and highlight the large amount of work that still needs to be done.

The event at Everyone Active's Westminster Lodge Leisure Centre in St Albans saw the swimmers dressed in Victorian costumes to mark the occasion, with 125 local school children taking part in a Victorian-style school swimming lesson. It was held in partnership with Adlington's SwimStars and the ASA (Amateur Swimming Association).

That morning also saw the release of the ASA's 2015 *School Swimming Survey*, which shows there is still a long way to go to improve school swimming lessons in England.

The report found only 52 per cent of children aged 7 to 11 are able to swim 25m (82ft) unaided, despite it being a Key Stage 2 national curriculum requirement. Meanwhile, 33 per cent of parents are unaware of their child's progress or ability regarding water safety and swimming, and only 17 per cent of primary schools communicate with secondary schools regarding a



Steve Parry, Rebecca Adlington and Mark Foster at the event

pupil's swimming ability. Swimming has suffered a hard time of late, with the most recent Sport England figures showing 144,200 fewer people taking to the pool in the last six months and 390,700 fewer in the last year. The long-term trend is also concerning, with 729,000 people stopping swimming in the last decade.

In light of the results, Adlington, Foster, Parry, Crouch and Jon Glenn – Head of Learn to Swim at the ASA – took part in a discussion on the opportunities and importance of school swimming and why it must be safeguarded for Britain's children.

Details: http://lei.sr?a=V6s2p_O



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HIIT is best for battling diabetes, says new study

High intensity interval training (HIIT) has been hailed as the best form of exercise for battling Type 2 diabetes in research presented at the American Heart Association's Scientific Sessions 2015.

Scientists found that short bursts of HIIT (working at 85 per cent of target heart rate) improved cholesterol, blood sugar and weight among Type 2 diabetes patients more significantly than 30 minutes of sustained, lower-intensity exercise (working at 65 per cent of target heart rate).

The research showed that high-intensity exercise in 10-minute bursts decreased blood sugar patterns significantly. Details: http://lei.sr?a=Z6y3q_O



Jeremy Rowe, 43, joins from Halo Leisure

Freedom brings in Rowe to spearhead new contracts

Freedom Leisure has appointed Jeremy Rowe as head of operations for Wales & West as the operator kicks off a host of new contract wins in the region.

The new role has been created to support recently-won business such as several sports centres in Worcester, the Forest of Dean management contract and the 15 Powys centres in Wales that Freedom Leisure began managing in June.

Rowe, 43, joins from his role as regional manager at Halo Leisure, where he managed the Bridgend contract and successfully guided its transition from local authority management to a partnership with the leisure trust. He has 25 years' experience in the leisure industry, having worked his way up from his first job as a lifeguard to contract manager.

Rowe's new role at Freedom Leisure is to oversee the smooth running of the new contracts in Powys, the Forest of Dean, Worcester, Malvern and the most recently awarded contract in Wrexham. He will also oversee the various refurbishments taking place. Details: http://lei.sr?a=A78q_O

Roberts debuts 'Netflix for Fitness'

Fitness entrepreneur Matt Roberts has launched a new on-demand digital workout channel which he hopes will become the 'Netflix for Fitness'.

The channel is the latest in a growing number of subscription-model fitness class services to have come to market in the last year, the most notable of which being Les Mills' On Demand.

Roberts, who counts Prime Minister David Cameron and comedian Michael McIntyre among his clients, has brought the new Body.Network service to market with a number of collaborators. In addition to a range of classes led by Roberts, the channel will feature classes by trainers from global yoga brand Yogasphere and the Colin Waggett-helmed gym chain The Third Space.

Classes available include HIIT, Pilates, yoga, post-natal classes, nutritional advice, running and "mindfulness" programmes, with plans to add more partners as the channel develops. Subscribers can access the channel via computer, smartphone or tablet,



Matt Roberts has been a personal trainer for more than 20 years

with subscriptions costing £15 a month, or pay-per-view available from £3 a session.

"The Internet has transformed entertainment, retail and travel, but is yet to have any real impact on the fitness industry," said Roberts. "We are hoping that the launch of Body.Network will change that and deliver the biggest range of training and nutritional programmes to as many people as possible in the comfort of their living room and at a fraction of the cost of a gym membership or personal trainer." Details: http://lei.sr?a=v2P6V_O

Lagree Fitness concept hits UK studios

A high intensity workout heralded by stars such as Kim Kardashian and Jennifer Aniston has been brought to UK shores through the launch of a new boutique franchise.

Studio Lagree UK owner and director Robert Lepone has overseen the expansion of the Canadian brand, resulting in the first two studios in central London and Guildford. The studios are based around The Lagree Fitness Method, the favoured workout of a number of Hollywood's leading lights.

Lepone is investing in Studio Lagree UK – an extension of the Studio Lagree franchise started in Canada in February 2013 – and plans to open 8-10 studios in the London area over the next 2-3 years.

"The opportunity to bring the Studio Lagree brand and format to London presented itself with the recovery in the UK economy and the widely accepted boutique 'pay-as-you-train' format," Lepone told *Leisure Opportunities*. "As the sole provider of the Lagree Method in London, we



Lagree Fitness classes "burn maximum calories in a short time"

have exclusive access to the continuous research and development of Sebastien Lagree and Lagree Fitness. This will ensure we have access to cutting-edge technology and innovative fitness methods."

Lagree Fitness classes take place on Megaformers – resistance machines specially designed by concept founder Sebastien Lagree. According to Lagree, the principles of the Lagree Method are that it works muscles to failure with very little rest. Details: http://lei.sr?a=R3j5Q_O

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HEALTH & FITNESS

Anytime launches 3,000th site

Global fitness franchise Anytime Fitness has launched its 3,000th health club this month in Stroud.

Chuck Runyon, co-founder and CEO of Anytime Fitness, led the celebrations by officially opening the venue on Tuesday 24 November. Anytime Fitness now has 64 sites open in the UK, plus clubs in almost 30 other countries, making up a global membership base of 2.5 million.

"Anytime Fitness has opened 3,000 branches in less time than it took McDonald's, Subway and Dunkin' Donuts, which shows the commercial strength of the brand and is testament to the commitment of its franchisees," said Andy Thompson, Anytime Fitness UK chair.

"I'm delighted that all of our Anytime Fitness members can now use any of our 3,000 clubs, which are open 24/7 worldwide, from Singapore to Qatar to Stroud."

Having formed 13 years ago in Minnesota, the 24-hour fitness operator has enjoyed rapid growth. The company has set its sights on reaching 200 gyms in the UK in the next couple of years and the selection of Stroud as the site for the landmark opening could



be viewed as a statement of intent on the company's commitment to UK dominance.

"We're delighted to celebrate the 3,000th club opening and would like to congratulate Adam (Stroud franchise owner Adam Philips), James (Anytime Fitness UK ops director James Cotton) and all his team," said Chuck Runyon, CEO of Anytime Fitness. "Our members come first: that's why we're open 24 hours a day, seven days a week. It's this commitment to convenience and community, providing classes and virtual classes at a mid-range price, which has made Anytime Fitness such a success."

Details: http://lei.sr?a=v9g9B_O

DW Fitness buys 7 former LA fitness sites

DW Fitness has bought seven former LA fitness sites from Pure Gym for an undisclosed fee.

Pure Gym acquired the 42-site LA fitness portfolio in May for a sum thought to be in the region of £60-80m. The takeover received the green light from the Competition and Markets Authority (CMA) in August, and Pure Gym has since been working to convert the majority of LA fitness locations into low-cost health clubs.

However, Pure Gym decided to offload seven health clubs that either overlapped with its existing sites or were better-suited to a mid-market model, and this has given the gym chain owned by Dave Whelan the opportunity to acquire a diverse set of locations. In addition to two health clubs in DW Fitness' northern heartland (Brooklands and Yeadon), it has also taken control of Belfast Shawsbridge, Brentwood, Thorpe Bay, Essex, Ewell (Surrey) and the plush gym in Covent Garden's Waldorf Hilton Hotel.

Pure Gym CFO Adam Bellamy, who has been overseeing the conversion of the LA fitness portfolio, told *Leisure Opportunities* that multiple parties expressed interest in acquiring any surplus sites, but said there was clear synergy between its aims and those of DW Fitness.



"With any large deal there are always a few locations which don't fit with the existing portfolio, so we identified sites where we already had representation and others we felt would be best served by a mid-market proposition," said Bellamy. "DW Fitness are buying seven LA fitness sites from us, but we have no plans to sell any more at this stage. We're focusing on the £20-30m conversion of the LA fitness portfolio and these clubs will all look brand new by the time we've finished in May 2016."

Details: http://lei.sr?a=N3m4s_O



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£11m Thermal Spa Village unveiled

The Galgorm Resort & Spa in Ballymena, Northern Ireland, has opened a new Thermal Spa Village, which means the resort now boasts 75,000sq ft (6,968sq m) of picturesque riverside spa facilities.

Spa consultant Jennifer Gorman helped create the Thermal Spa Village, which pays homage to the area's unique heritage. The Thermal Spa Village includes an extensive selection of riverside hot tubs, indoor and outdoor heated pools, steamrooms, a Celtic sauna, sanarium, snow cabin, Orangery relaxation room, and River House yoga studio in the tranquil Northern Irish countryside, about 20 minutes outside of Belfast.

The new facilities complement the resort's already extensive thermal spa facilities, first opened in 2007, which include an infinity hydrotherapy pool, outdoor hot tub and whirlpool, laconium, herb caldarium, aroma grotto, ice fountain, sauna, experience showers and heated relaxation loungers. Products include Voya and Aromatherapy Associates.



The Galgorm Resort & Spa now has 75,000sq ft of spa facilities

Spa facilities are complimentary to guests staying at the hotel and estate, who receive a map on arrival encouraging them to follow their own holistic journey through the spa.

Launched in the Thermal Spa Village, the Celtic Meditation Sauna Rituals take inspiration from the Finnish Aufguss sauna ritual. They include music, meditation and aromatherapy combined with a sauna master, whose choreographed towel routine circulates hot air and essential oil aromas around the room.

Details: http://lei.sr?a=v8C4D_O

2015 Wellness Travel Awards revealed

The winners of the 2015 Wellness Travel Awards were announced by Spafinder Wellness 365 at the World Travel Market in London at the beginning of November.

Inaugurated in 2014, the Wellness Travel Awards recognise the demand for healthier travel options and honour hotels, resorts, destination spas and retreats worldwide offering the best wellness vacations and experiences.

Winners were selected by a global panel of 33 spa and wellness travel editors and experts from all over the world. The panel nominated 504 properties for consideration before narrowing the field to finalists in 53 countries and regions, while consumers voted for their favourite locations across 20 categories.

Reflecting the diversity of the wellness travel landscape, of the 43 properties winning Country/Region Awards, only six were winners in 2014. The awards were presented by chief brand officer of Spafinder Wellness, Inc Mia Kyricos and Spafinder Wellness COO John Bevan. The prizes are split into three



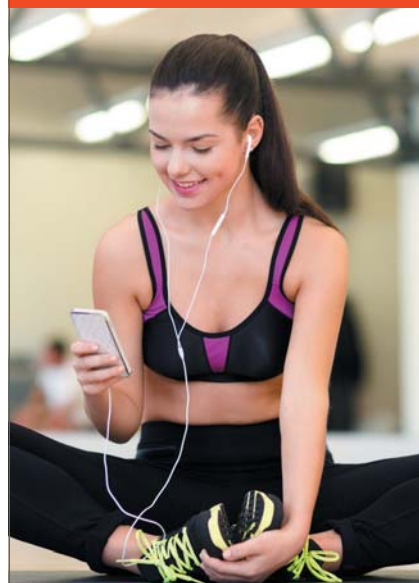
Spain's SHA Wellness Clinic won the Crystal Award for Europe

categories: Crystal Awards, given to the top properties on six continents; Country/Region Awards, which recognise top properties in 43 countries/regions; and Category Awards, recognising the top 10 destinations that offer exceptional wellness experiences in 20 special categories, such as "Best New Spa & Wellness Property" and "Best Overall Healthy Living Programme." For the full list of Wellness Travel Awards winners, visit the link below.

Details: http://lei.sr?a=X5J4Z_O



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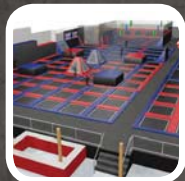
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ATTRACTIONS

Derren Brown to launch attraction

Master mind-bender Derren Brown is creating the world's first psychological theme park attraction, using signature tricks to create a mind-blowing immersive experience.

The ride will be at Thorpe Park and is set to be the attraction's "largest investment to date."

"This is a major first for the industry and it might be the future of theme parks. We are now moving toward a future where attractions not only give you a physical experience but also play with your mind and the concept of what is real."

"For the time being we're just calling it an attraction," said a representative of Thorpe Park speaking to *Leisure Opportunities*, who was remaining tight-lipped on the development. "We're trying to stay in-line with Derren's shows and keep the mystery of it alive until it opens to the public."

What is known about the attraction is it will feature multiple illusions. New technology will



Derren Brown's Thorpe Park attraction will open in 2016

be incorporated, with investment in the latest software designed to manipulate the mind.

"The process of creating this new experience has been the most challenging of my career – so much so that it has taken us three years to get the project on track," said Brown, renowned for his illusions and powers of mind control. "You can look forward to a heady mix of magic, suggestion, psychology, misdirection and showmanship."

Details: http://lei.sr?a=q7V2K_O

Alton Towers to cut up to 190 jobs

Alton Towers is to cut around ten per cent of its workforce following a drop in revenue in the wake of its Smiler roller-coaster crash earlier this year.

The Merlin Entertainments theme park, which employs 2,000 people, has said it will cut up to 190 jobs following the drop in attendance during the summer months of 2015.

The attraction took a serious hit financially following the accident in which five people were badly injured – two later lost limbs. The park was closed for five days following the accident.

In a statement, Merlin said: "At the end of a very difficult year, Alton Towers Resort has confirmed a proposed restructure of the business to be completed in time for the opening of the new season in March 2016. Regrettably it may result in the loss of up to 190 salaried jobs across the resort."

"We anticipate some of these will be accounted for by a programme of non-replacement of existing vacancies, early



The Smiler accident has seen visitors stay away from Merlin's parks

retirement, redeployment elsewhere in the group, and voluntary redundancy."

In September, Merlin revealed a drop in visitors and profits, with like-for-like revenues declining by 11.4 per cent. The accident also hit trading at Merlin's other UK parks, Thorpe Park and Chessington World of Adventures.

Speaking in September, Merlin CEO Nick Varney said he did not expect visitor numbers to recover until 2017 at the earliest.

Details: http://lei.sr?a=r2y8W_O



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London Airbnbs cost 'more than hotels'

Online spare room rental service Airbnb has rapidly acquired a 'significant' chunk of the London accommodations market and is increasingly charging higher rates than hotels, according to new research.

Airbnb – which recently made headlines by creating a floating guest-house on London's River Thames – has had an even bigger impact on London's accommodations market, having amassed an 8 per cent chunk since launching in 2008.

Analysis by STR Global has also found that – despite being seen by many as the more affordable option – typical Airbnb listings are now more expensive than the average daily hotel rate in every London borough except Westminster, Lambeth and Hackney.

Last month, Inside Airbnb listed 25,361 Airbnb units in London, 52.6 per cent of which were entire home units. The remaining Airbnb inventory comprised 45.8 per cent private room



Ease of listing has aided Airbnb's rapid growth in the London market

and 1.6 per cent shared room. The majority of hotel rooms and Airbnb listings fall in the £100 to £199 price range with 45,000 hotel rooms (46 per cent of all hotel rooms) and 5,800 Airbnb listings (52 per cent of all Airbnb listings). However, Airbnb's largest share of total accommodations falls in the £300 to £399 price range with 12 per cent of all listings/rooms.

Analysts said that one of the main drivers of Airbnb's rapid growth has been the ease with which new listings can enter the market. Details: http://lei.sr?a=u7W2v_O

Marriott buying Starwood for £8bn

Marriott International is buying its rival, Starwood Hotels & Resorts, for £8bn, creating the world's largest hotel company, with 5,500 hotels and 1.1 million bedrooms worldwide across 30 brands.

"The driving force behind this transaction is growth," said Arne Sorenson, president and chief executive officer of Marriott International. "This is an opportunity to create value by combining the distribu-

tion and strengths of Marriott and Starwood, enhancing our competitiveness in a quickly evolving marketplace."

Marriott has more than 4,300 properties in 85 countries and territories, and operates and franchises hotels under The Ritz-Carlton, Bvlgari, Edition, JW Marriott, Autograph Collection, Renaissance, Marriott, Delta brands and more.

Starwood has more than 1,270 properties in 100 countries, and operates and franchises the St. Regis, The Luxury Collection, W, Design Hotels, Westin, Le Meridien, Sheraton, Four



The JW Marriott Venice is one of 4,300 Marriott properties

Points by Sheraton, Aloft, Element and the recently introduced Tribute Portfolio brands.

J.W. Marriott, Jr. executive chair and chair of the Marriott International board, said: "We've competed with Starwood for decades and we've also admired them. I'm excited we'll add great new hotels to our system and for the incredible opportunities for Starwood and Marriott associates."

Sorenson will remain president and CEO of Marriott International, and Marriott's headquarters will remain in Maryland, US. Details: http://lei.sr?a=7j2a6_O

The invisible risk of human trafficking



PETER DUCKER
is chief executive
of the Institute
of Hospitality

Human trafficking is one of the most profitable types of crime today after arms and drugs, with an annual value of around £21bn. Trafficking involves the deceptive or coercive recruitment, transportation, and harbouring of individuals by traffickers who have absolute control over them and exploit them in many ways.

A large proportion of trafficking is done, often unwittingly, through hospitality and leisure businesses which, by their nature, facilitate the movement and accommodation of traffickers and their victims.

The European Commission has funded a consortium of researchers from Oxford Brookes University and the University of West London in the UK, the Lapland University of Applied Sciences in Finland and the Ratiu Foundation for Democracy in Romania in a project called COMBAT, aiming to research human trafficking in hospitality and propose preventive action.

One of the first staggering results of this research is that in Europe alone an estimated 94,000 sex slaves are exploited in hotels, 15,000 labour slaves are exploited in restaurants and bars, and 7,000 labour slaves are exploited in hotels.

Traffickers always seek paths of least resistance. The COMBAT study revealed that hospitality and leisure offer plenty of these paths. These include lack of due diligence in drawing up outsourcing contracts; lacklustre human resource practices enabling the infiltration of trafficked slaves into full-time positions where they could carry out forced criminal activities; and precarious relationships between hotel owners and brands that can lead to dubious guest services being on offer, including those involving sexual services, often offered by minors.

Awareness campaigns are not enough. What is needed is a co-ordinated and decisive industry response with clear policy statements and actionable standards and procedures that raise barriers to traffickers, facilitate their effective prosecution and help trafficking survivors to reintegrate back into society.

What can we expect from regionalisation of tourism?



KURT JANSON
is director of the
Tourism Alliance

By the time you read this, the government will have announced the outcome of the Comprehensive Spending Review, which will set the budgets of all government departments for the next four years. The results of this are not going to be make happy reading.

So far there have been announcements by the chancellor that over half the government departments have agreed settlements with the Treasury and that the average cut in spending by these departments is around 25 per cent. This is a considerable reduction in the departmental budgets, especially as the real cuts will be higher still when inflation is taken into account.

This level of cuts will have significant ramifications for VisitBritain and VisitEngland. If VisitBritain's budget is cut by 25 per cent, the organisation will only have around £14.5m of core funding. Take away overhead costs, and the actual marketing will probably be in the order of £10m. This equates to a little over £500k for every market that the organisation operates in around the world – paltry in terms of a destination marketing budget.

For VisitEngland, the situation is worse – a 25 per cent cut would see its total budget shrink to just over £5m per annum. Of course, the funding for VisitBritain and VisitEngland will be supplemented by partnership funding and funding from the GREAT campaign but even so, this level of funding is still woefully inadequate.

To compensate, the government is proposing regions play a bigger role in tourism, especially through the LEPs, which will oversee devolved government expenditure.

While devolving responsibility to regional level is welcome, it presupposes that the 39 LEPs will recognise tourism's role in their local economy and work together with VisitBritain and VisitEngland on co-ordinated marketing campaigns to boost tourism growth.

This, I strongly suspect, is wishful thinking. When RDAs had responsibility for regional tourism growth, it took them 2-3 years to stop competing with each other and to work co-operatively with tourism bodies – and then there were only 10 of them.

TOURISM

Selfies and tweets drive tourism

Social media is the single biggest influencer for overseas tourists when deciding which countries to visit, according to a new report published by VisitBritain.

The report underlines the importance of social media to the success of tourism and hospitality businesses, with Facebook being the main go-to source for respondents in all stages of the holiday-making process.

The role of social media in the context of holidays report focused on visitor markets in the USA, Germany, India and South Korea. It found overall that 89 per cent of those surveyed used social media at some stage of their holiday.

India took the number one spot with 98 per cent of the market having used social media during their holiday planning and once returning home; 95 per cent in South Korea; 84 per cent in the USA and 77 per cent in Germany.

Almost 70 per cent of all respondents said content posted online by friends made them want to visit a destination. The influence of photos was highest in India, where 81 per cent agreed that seeing their friends' travel photos made them want to visit the



Photos of famous landmarks on social media help boost visitors

same place – followed closely by South Korea (76 per cent) and the USA (68 per cent).

When it comes to choosing Britain as a holiday destination, the research found social media plays a key role in the decision-making process, with Facebook the main go-to source. Meanwhile Twitter was most commonly used for seeking suggestions and advice while on holiday, and Instagram was used most by people wanting to plan their trip or share their experiences – though to a lesser extent than the other platforms.

Details: http://lei.sr?a=Q5F9q_O

Wellness offers tourism potential

A panel at the World Travel Market in London this month addressed the issue of "Attracting High-Yield Travellers via Wellness Tourism."

Wellness consultant Anni Hood moderated the discussion, which included panelists Dr. Eleni Michopoulou, senior lecturer in business management at University of Derby; Pip Tyler, overseas director at Neilson Active Holidays; John Bevan, chief operating officer at Spafinder Wellness; and Gary Bartelings, founder of Bartelings Associates.

Bevan said that stress is one of the main reasons that people choose a wellness holiday, but that there is a huge trend in the US where employers are realising the importance of encouraging their workforce to live well, and encouraging wellness awareness.

"The opportunity for the travel industry is huge," said Bevan. "People will want to take their wellness with them on holiday even more."

Michopoulou suggested looking at what consumer needs are and asking how to address them. If stress is a big factor, for instance, relaxation is the answer. But she also said that today's

consumers are looking for authentic experiences.

Tyler agreed, and said that in today's social-media-fueled economy, authenticity is paramount.

"If you pretend to offer an authentic experience and you don't, you'll be found out immediately," he said. "There's no space now – we have to be completely open and honest."

Tyler said one need his company is addressing in the wellness arena is families, and that parents looking for wellness holidays also want active kids clubs. Details: http://lei.sr?a=r2m7W_O



Wellness consultant Anni Hood moderated the discussion



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Heatherwick Studio's Coal Drops Yard project

Heatherwick leads King's Cross regeneration plan

Heatherwick Studio has revealed the first details of its plan to develop a disused coal yard in King's Cross into a large-scale public space and mixed-use destination.

The Coal Drops buildings at King's Cross station in London were built in the 1850s to receive freight arriving from the north of England by train. They were later used for warehousing and light industry before being abandoned in the last century.

In a short statement on the Heatherwick Studio website, the firm said: "Coal Drops Yard is a project that will secure the long-term future of the Coal Drops buildings.

"The proposals will establish Coal Drops Yard as a public space and retail destination, with 100,000sq ft of shopping, eating and drinking and events space."

The studio also released a single rendering of the design, which shows a new bridge and rooftop extension integrated with the existing brick arches.

Details: http://lei.sr?a=q5B5w_O

Mixed-use scheme eyes Brentford stadium site

The architecture firm aLLDesign, led by Will Alsop, have revealed plans for a mixed-use development in the west London town of Brentford.

The practice hope to transform a rundown 84-hectare site on Capital Interchange Way, near the M4 motorway, into a transport and community hub that will "make life better" for all who visit.

The development – which is located next to Brentford Football Club's proposed Community Stadium – will feature a landscaped public park containing large sculptural installations. Sport, residential and leisure facilities and a bus depot will be spread across three distinctively-shaped towers within the development. Housing and office space will also be included.

The scheme is expected to be entered for planning permission by early 2016.

Details: http://lei.sr?a=6F5F8_O

Plans for West London 'mini-city'

Plans are afoot to transform industrial West London wasteland into a major new urban area where "people will live, work and play."

New details have emerged about the 30-year development scheme for Old Oak and Park Royal Common, conceived as the UK's largest regeneration project with around 1.35sq km (0.52sq miles) of available space.

Leisure Opportunities understands that theatre companies, museums and sports and leisure firms will be among those invited to develop a cultural and sporting hub in the area. This will create balance with cultural developments in East London including the Olympicopolis scheme – which incorporates the Olympic Stadium, ArcelorMittal Orbit and London Aquatics Centre.

The Old Oak and Park Royal Development Corporation (OPDC), established in April, has been tasked by Mayor of London Boris Johnson with overseeing the planning of the project. The site will capitalise on the UK's development of the High Speed 2 and



The scheme includes extensive regeneration around Willesden Junction

Crossrail transport network to become a thriving new district within the capital.

The development of Old Oak and Park Royal Common is centred around a new transport hub the size of Waterloo which will be lined with Crossrail and HS2. Around 250,000 people will use the station every day when it opens in 2026.

OPDC will be consulting on their Local Plan in the new year. It will be accompanied by its cultural vision for the area. Approval is not expected to follow until 2017 at the earliest.

Details: http://lei.sr?a=K6H8B_O

Breakthrough in Garden Bridge funding

Development of the Thomas Heatherwick-designed Garden Bridge in London is set to continue after a crucial breakthrough was reached over public funding allocated to the project.

Progress on the £175m development of the tree-lined river crossing had stalled following a row between the Garden Bridge Trust and Lambeth Council over the £30m contribution being paid by Transport for

London (TfL) – the local government body responsible for the city's transport network.

However, a new agreement has been reached allowing work to go ahead on the condition that this funding is slashed by two thirds. Negotiations are now due to resume over the development of the bridge's south landing site.

Lambeth Council leader Lib Peck said: "I'm pleased Londoners are getting a better financial deal, particularly at a time of austerity when all public sector organisations are being



Work can continue on the £175m project following the agreement

forced to make deep cuts to services."

After initial hurdles, the project has found favour recently and is building momentum.

Chair of the Garden Bridge Trust, Lord Mervyn Davies said: "We are delighted to move forward with the project. We have been hugely successful in our efforts to raise funds from the private sector, with £85m pledged to date, and we have agreed that any of the committed funds from TfL spent over the £10 million will be treated as a loan."

Details: http://lei.sr?a=A2v2P_O



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TRAINING

Sector must avoid a 'skills bun fight'

The physical activity sector must put co-operation above self-interest if it is to avoid what threatens to become a 'bun fight' over the creation of a new framework for sector skills and workforce development.

That is the view of newly-promoted Active IQ managing director Jenny Patrickson, who is concerned that some training providers are using the ongoing discussions around a new skills framework as a business opportunity, rather than a chance for genuine collaboration.

Changes to the Qualification and Credit Framework (QCF) mean core entry to sector Level 2 Fitness qualifications and Level 3 Personal Trainer qualifications are no longer shared units that are overseen by SkillsActive. At present, consultations are being led by CIMSPA – with employers, training providers and awarding organisations – to produce a skills framework which determines the minimum requirements for sector qualifications.

Patrickson says she is supportive of the efforts of CIMSPA, but feels that the consultations are in danger of being used as leverage for market position.

"We need to ensure providers consider the overarching needs of the sector in relation to training standards and hope that they respond to the varying needs of different



Active IQ managing director Jenny Patrickson

types of learners and employers, as one size doesn't necessarily fit all," she told *Leisure Opportunities*. "We know there are lots of good training providers out there, and some happen to offer shorter courses as well as longer options. There seems to be a demonisation of shorter courses at the moment by some parties, but they mustn't forget that the length of a course doesn't necessarily lead to higher quality output as there are other quality metrics that are significant, such as wrap-around tutor support and digital solutions, which can't be ignored."

Details: http://lei.sr?a=3u7R9_O

Icon Training bolsters its top team

Training provider Icon Training has strengthened its senior management team with the addition of two new project leads and the promotion of Gary Denton to the role of director.

Denton joined Icon in 2012 as a regional manager and was then made head of operations before his latest promotion. He brings 15-years' leisure industry experience to the role, several of which were spent as lead regional trainer with Lifetime Training.

"Part of my role is about developing our products and programmes to help sector employers retain their talent," said Denton.

"Our sector will only flourish and remain relevant if we understand how to keep people committed to the industry and make it part of their long-term career goal."

Meanwhile, Alex Bowman and Richard Holmden have joined Icon as project leads. Bowman is a Sports Science and Sports & Exercise graduate, who arrives at Icon after 12-years in the sector, primarily with Lifetime Training. His new role involves building and managing relationships with key stakeholders as well as leading, coaching and mentoring a team of service leaders and co-ordinators.



From left: Bowman, Denton and Holmden

Holmden's 13-year career began as a technical skills tutor in health and fitness, followed by senior roles also with Lifetime Training.

"This is a real coup for us, to attract the calibre of trainers and managers who will now become part of the future of our company," said Icon CEO Julian Leybourne. "Gary, Alex and Richard all believe that this industry is on the cusp of a real shift in the way in which people see health, fitness and leisure services."

Details: http://lei.sr?a=J6g7D_O



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For an informal discussion about the posts please contact Alison Hibbert, Leisure Strategy Manager on 01753 875896.

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Membership Manager

Company: Everyone Active
Location: Melton Mowbray, UK

Chief Executive Officer

Company: Northumberland FA
Location: Newcastle Upon Tyne, UK

Food and Beverage Assistant

Company: Parkwood Leisure
Location: Cardiff, UK

Lifeguard

Company: GLL
Location: Various locations, UK

Swimming Instructors

Company: Parkwood Leisure
Location: Barnstaple, UK

Membership Sales Consultant

Company: énergie group
Location: Thornliebank, UK

Swimming Manager

Company: Everyone Active
Location: North Wembley, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Dry Side Leisure Assistant

Company: GLL
Location: South Bucks, UK

Catering Assistant

Company: Everyone Active
Location: North Wembley, UK

Membership Consultant

Company: Everyone Active
Location: Sutton, UK

Party Leaders

Company: Everyone Active
Location: North Wembley, UK

Senior Membership Advisor

Company: Everyone Active
Location: Fareham, UK

Trainee Duty Manager

Company: Everyone Active
Location: Hertford, UK

Duty Manager

Company: Everyone Active
Location: Harrow, UK

Campsite Manager

Company: Camping in the Forest
Location: Forest of Dean, UK

Communications Manager

Company: Kirklees Active Leisure
Location: Huddersfield, UK

Senior Recreation Assistant

Company: GLL
Location: Bristol, Bath, UK

Assistant Corp Fitness Manager

Company: Kirklees Active Leisure
Location: Huddersfield, UK

Duty Manager

Company: Winchester Tennis & Squash
Location: Winchester, UK

Duty Manager

Company: Everyone Active
Location: Aylesbury, UK

General Manager

Company: truGym
Location: Chatham, UK

Chief Executive

Company: Hertsmere Leisure
Location: Hertfordshire, UK

Membership Advisor

Company: Everyone Active
Location: Horfield, Bristol, UK

Swim Teacher (Part time)

Company: Everyone Active
Location: Loughton, UK

Freelance Personal Trainers

Company: Everyone Active
Location: Loughton, UK

Recreation Assistants

Company: Parkwood Leisure
Location: Bristol, UK

Fitness Instructor

Company: énergie group
Location: Banbury, UK

Recreation Assistants

Company: Parkwood Leisure
Location: Bristol, UK

Sports Assistant

Company: Everyone Active
Location: Bristol, UK

Fitness Motivator (Part time)

Company: Everyone Active
Location: Stowmarket, UK

Fitness Motivators

Company: Everyone Active
Location: Loughton, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Health Club Manager

Company: Hoar Cross Hall Hotel
Location: Burton upon Trent, UK

Leisure Attendants

Company: Impulse Leisure
Location: Thurrock, Essex, UK

Duty Manager

Company: Impulse Leisure
Location: Thurrock, Essex, UK

Community Activities Coordinator

Company: South and Vale
Location: Milton Park, Oxfordshire, UK

Relief Lifeguards

Company: Everyone Active
Location: Nuneaton, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Head of Business Development

Company: Tonbridge and Malling LT
Location: Kent, UK

Personal Trainer

Company: DKPT
Location: London, UK

Development Officer

Company: Eastleigh Borough Council
Location: Eastleigh, UK

Personal Trainers

Company: Ben Dunne Gyms
Location: Liverpool, UK

Swimming Instructor (p/t)

Company: Harrow School
Location: London, UK

Assistant Manager

Company: The Original Bowling Co.
Location: Cardiff, UK

Sports Centre Operative (X2)

Company: Leeds Beckett University
Location: Leeds, UK

Personal Training Supervisor

Company: The Regent's Place Health
Location: London, UK

Personal Trainers

Company: Ben Dunne Gyms
Location: Manchester UK

Corp Membership Consultant

Company: Link4Life
Location: Rochdale, UK

Swimming Instructor (p/t)

Company: Harrow School
Location: London, UK

Food and Beverage Assistants

Company: Parkwood Leisure
Location: Bexleyheath, UK

Duty Manager

Company: Parkwood Leisure
Location: Kettering, UK

Centre Manager

Company: Legacy Leisure
Location: Windsor, UK

Chief Executive

Company: Pendle Leisure Trust
Location: Lancashire, UK

Leisure Director

Company: Sport Aberdeen
Location: Aberdeen, UK

Fitness Instructors

Company: Ben Dunne Gyms
Location: Manchester, UK

Swim Teacher

Company: Everyone Active
Location: Southam Leisure Centre, UK

Personal Trainer

Company: Field of Fitness
Location: Guildford, UK

General Manager

Company: The Gym Group
Location: London, UK

Personal Trainer - Freelance

Company: Everyone Active
Location: Hertford, UK

Sales Manager

Company: Stevenage Leisure Limited
Location: Letchworth, Herts, UK

Pilates Instructor

Company: Parkwood Leisure
Location: Barnstaple, UK

Swimming Teachers

Company: Everyone Active
Location: Harrow Middlesex, UK

Sales Advisors

Company: Legacy Leisure
Location: Vale of Glamorgan, UK

General Manager

Company: énergie group
Location: Northampton, UK

Head of Sales and Marketing

Company: EMDP
Location: Horsham, West Sussex, UK

General Manager

Company: GLL
Location: Swindon, UK

Business Development Exec

Company: EMDP
Location: Horsham, West Sussex, UK

Sports Centre Duty Manager

Company: Latymer Upper School
Location: Hammersmith, London, UK

Aquatics Development Manager

Company: Aspire Sports & Culture Trust
Location: Gloucester, UK, UK

Fitness Advisor

Company: South Norfolk Council
Location: Wymondham, Norfolk, UK

Club Promoter (Part Time)

Company: énergie group
Location: North Finchley, UK

General Manager

Company: The Gym Group
Location: Glasgow Quay, UK

Fitness Instructor

Company: énergie group
Location: Portsmouth, UK

Area Managers

Company: Club Training.
Location: Regional position in East Midlands & North West UK

General Manager

Company: The Original Bowling Co.
Location: Wolverhampton, UK

Programme Manager

Company: The Access to Sports Project
Location: North London Boroughs, UK

GP Referral Instructor

Company: Parkwood Leisure
Location: Bexleyheath, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Bexleyheath, UK

Fitness Instructor

Company: énergie group
Location: Tunbridge Wells, UK

Lifeguard

Company: Everyone Active
Location: Cirencester, UK

Front of House Colleagues

Company: Everyone Active
Location: Aylesbury, UK

Marketing Director

Company: Mytime Active
Location: London, UK

General Manager

Company: The Gym Group
Location: Cardiff, UK

General Manager

Company: The Gym Group
Location: Tooting, London, UK

Technical Services Manager

Company: Swale Borough Council
Location: Sittingbourne, Kent, UK

Gym Manager

Company: Ashford Leisure Trust
Location: Kent, UK

Development Manager

Company: Ashford Leisure Trust
Location: Kent, UK

Fitness Instructor

Company: énergie group
Location: Oldbury, UK

Senior Sports Attendants

Company: Brio Leisure
Location: Malpas / Chester, UK

Fitness Instructor - Part Time

Company: énergie group
Location: Harrow, UK

Leisure Attendants

Company: Brio Leisure
Location: Chester, UK

Casual Swim Teachers

Company: Brio Leisure
Location: Chester / Northwich, UK

Leisure Attendants

Company: Brio Leisure
Location: Chester, UK

Casual Leisure Attendants

Company: Brio Leisure
Location: Chester / Northwich, UK

Catering Assistant

Company: GLL
Location: Oxfordshire, UK

Front of House Receptionist

Company: Everyone Active
Location: Fareham, UK

Head Receptionist

Company: Matt Roberts
Location: Mayfair, UK

Operations Manager

Company: Shenley Leisure Centre Trust
Location: Buckinghamshire, UK, UK

Climbing Leader

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

White Water Centre Manager

Company: Lee Valley Leisure Trust
Location: Herts/London Border, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

Fitness Motivator

Company: Everyone Active
Location: Hampshire, UK

Memberships manager

Company: Boringdon Hall Hotel
Location: Devon, UK

General Manager

Company: Jump Arena
Location: Leeds / Luton, UK

Community Dev Manager

Company: Everyone Active
Location: Harrow, UK

Swimming Teachers

Company: Everyone Active
Location: Harrow, UK

Front of House Receptionist

Company: Everyone Active
Location: Watford, Herts, UK

Swimming Teachers

Company: Everyone Active
Location: Watford, Herts, UK

Recreation Attendant

Company: Everyone Active
Location: Watford, Herts, UK

Exercise Referral Coordinator

Company: GLL
Location: Cambridge, UK

Personal Trainers wanted

Company: Budget Gym
Location: London (south), UK

Membership Sales Advisor

Company: énergie group
Location: Milton Keynes, UK

Fitness Instructor

Company: énergie group
Location: Milton Keynes, UK

Membership Consultants

Company: Soho Gyms
Location: London, UK

Duty Managers

Company: Soho Gyms
Location: London, UK, UK, UK

Fitness Motivator

Company: Everyone Active
Location: Hampshire, UK

Training Academy Manager

Company: Club Training.
Location: London

Distributor Service Manager

Company: Core Health & Fitness, LLC
Location: High Wycombe

Swim Teacher

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

Membership Consultant

Company: Everyone Active
Location: Watford, UK

Membership Consultants

Company: Everyone Active
Location: Sutton, UK

Sales Manager

Company: Everyone Active
Location: Staines upon Thames, UK

Membership Consultant

Company: Everyone Active
Location: Staines upon Thames, UK

Principal Consultant

Company: Max Associates
Location: Hampshire, UK

Freelance Personal Trainer

Company: Everyone Active
Location: Bishop's Stortford, UK

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

General Manager

Company: Xercise4Less
Location: Various locations UK

Sales and Marketing Manager

Company: Xercise4Less
Location: Various locations, UK

Membership Consultant

Company: Xercise4Less
Location: Various locations, UK

General Managers

Company: The Gym Group
Location: Various locations, UK

Impact Sales Consultant

Company: Xercise4Less
Location: South Eng & Midlands, UK

Swimming Teacher

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

Spa Therapist

Company: Celtic Manor Resort
Location: Newport, South Wales

House of Elemis Spa Therapist

Company: Elemis
Location: Mayfair, London, UK

Spa Therapist

Company: Elemis
Location: Mayfair, London, UK

Front of House Manager

Company: The Grove
Location: Watford, Hertfordshire, UK

Beauty Therapist (Weekend Only)

Company: Center Parcs Ltd
Location: Warminster, Wiltshire, UK

Spa Attendant

Company: Dormy House
Location: Worcestershire, UK

Beauty Therapists - Level 2 & 3

Company: Center Parcs Ltd
Location: Whinfell, Cumbria, UK

Assistant Manager

Company: The Wellbeing (London) Co
Location: Richmond, London, UK

Spa Directors

Company: WTS International
Location: East Coast, Midwest, US

Spa Receptionist

Company: Boringdon Hall Hotel
Location: Plymouth, UK

Treatments Manager

Company: Boringdon Hall Hotel
Location: Plymouth, UK

Spa Therapist

Company: Boringdon Hall Hotel
Location: Plymouth, UK

Senior Spa Therapist

Company: Boringdon Hall Hotel
Location: Devon, UK

Therapists / Beauticians

Company: Raison d'Etre
Location: Cairo, Egypt

Associate Director of Spa

Company: Four Seasons Hotel George
Location: Paris, France

Spa Therapists

Company: Lifehouse Spa and Hotel
Location: Essex, UK

Finance Director

Company: Dreamland Margate
Location: Margate, Kent, UK

Public Relations Officer

Company: West Midland Safari Park
Location: Bewdley, Worcestershire, UK

Marketing Executive

Company: Crealy Great Adventure Park
Location: Cornwall, UK

Magic Garden Attendant

Company: Historic Royal Palaces
Location: London, UK

Marketing Coordinator

Company: Legoland Discovery Centre
Location: Missouri-Kansas City, US

Visitor Development Officer

Company: Suffolk County Council
Location: Brandon, Suffolk, UK

Office Controller

Company: Mecca Bingo
Location: Bedford

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German Gymnasium lights up London

Continued from front cover

Architecture and design studio Conran and Partners were tasked by D&D with converting the German Gymnasium space into a “dining and drinking destination for foodies and international commuters alike”.

They have created a 447-cover complex evoking the spirit of the original building while offering a contemporary take on the grand cafes and brasseries of Central Europe.

In an exclusive interview with *Leisure Opportunities*, the studio's project director, Tina Norden, revealed that the design was partly inspired by fashion designer Alexander McQueen, whose *Savage Beauty* exhibition of work at London Victoria and Albert Museum broke attendance records earlier this year.

“We looked at the raw grandeur of German Gymnasium and wanted to create interiors that were glamorous and contemporary, but would also celebrate beauty found in unexpected places, in the same way as McQueen's work did,” said Norden. Conran and Partners' additions to the interior include two new



The Grade II listed building was a host for the 1866 Olympic Games

grand black-steel staircases; a mezzanine floor accommodating a cocktail bar and semi-private dining room; a balcony overlooking the central dining space; and a main kitchen completely rendered in black.

The site's dedicated drinking venue is called the Meister Bar, which will play German music until 1am. A specially-designed cocktail menu has been created for the bar, including a multi-sensory concept called Le Whaf – a special carafe that evaporates cocktails into low-calorie, inhalable clouds.

Details: http://lei.sr?a=Z3x8x_O

A floating bikeway for the Thames?

A crowdfunding campaign has been launched to harness the “huge transportation capacity” of London's Thames River to create a floating cycle highway running through the heart of the congested city.

The team behind the Thames Deckway – a 7-mile (11km) stretch of cycle path that would float alongside the banks of London's famed river – are aiming to raise £175,000 on IndieGogo to pay for a feasibility study to reinforce the business case for the project.

Thames Deckway is proposed by River Cycleway Consortium, which is led by architect David Nixon and environmental entrepreneur Anna Hill, in conjunction with Arup and David Broughton Architects. Running from Battersea to Canary Wharf, the waterside cycle path would decrease journey times by up to 30 minutes, it is predicted.

One of the downsides of the seven miles of floating decking, which would potentially



The bikeway would pass famous London landmarks

have to carry thousands of commuting cyclists, would be its prohibitive costs. At an estimated £600m, the consortium suggested off-setting the costs by charging cyclists £1.50 per journey. A single Tube journey, by comparison, is currently £4.70.

Details: http://lei.sr?a=W8p9A_O

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