

leisureopportunities

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Fitness First shutter BEAT microgym

Fitness First has quietly pulled down the shutters on its BEAT microgym in Charing Cross, just weeks after the global gym chain sold its founding site in Bournemouth.

BEAT, which opened to much fanfare in March 2014 was a heart-rate focused studio launched in response to the growing popularity of boutique studios among London gymgoers. The club closed at the end of last month, with BEAT sessions now being offered instead in Fitness First's nearby club at The Strand.

A spokesperson told *Leisure Opportunities* that

Fitness First is considering its options for the site of the closed BEAT club and is currently in discussions with landlords.

"We decided to combine the operation of our Charing Cross club with our neighbouring club at The Strand, which has recently been



BEAT offered a variety of heart rate training sessions to suit a range of abilities

upgraded," the spokesperson said. "With a very high proportion of members using both clubs, we felt this change was in the best long term interest of our operation in the area."

Although BEAT as a training concept is available now at Fitness First The Strand

and at Fitness First London Bridge Cottons, the closure of the only standalone BEAT site suggests the rollout of the concept might not be as extensive as originally stated.

Fitness First owner Oaktree Capital Management is understood to have put the chain's UK arm up for sale and despite the recent closure of the Bournemouth and Charing Cross sites, the spokesperson was unable to say whether further sites are likely to close in the near future.

They added: "Over the past few years, Fitness First has made changes designed

to deliver the best fitness experience on the market, this has included revitalising our portfolio and reviewing the operation of a small number of our local clubs. However, there is currently no update on any further clubs."

Details: http://lei.sr?a=g7N4c_O

EuropeActive 'regret' over new IHRSA office

EuropeActive has broken its silence in the debate over IHRSA's decision to expand its European presence with a new Brussels office, expressing 'regret' over what it calls a missed opportunity for closer collaboration between the two organisations.

IHRSA's announcement last month that it would open a new office in Brussels – which will be operated by management company MCI – was met with a frosty response from some sections of the European fitness industry, particularly in the UK. *Continued on back cover*

Hendrix's home becomes exhibit

The former London home of legendary musician Jimi Hendrix is about to be opened up to the public and turned into a permanent exhibition looking at his life.

Hendrix moved into 23 Brook Street in 1968, using the location to write music and entertain guests. In its new role as a visitor attraction, his bedroom/living room has been meticulously recreated with the help of Hendrix's then girlfriend, Kathy Etchingham, to offer an authentic experience for fans.

The street in London isn't just famous for Hendrix's musical talents, as just one door down at number 25 lived composer George Handel several centuries earlier.



Hendrix moved to the London flat in 1968

Collectively known as Handel & Hendrix in London, both Heritage Lottery Fund (HLF) projects are managed by the Handel House Trust (HHT) which has spent three years converting Hendrix's former home into a museum. Details: http://lei.sr?a=u7B3f_O

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Campbell calls for diversity push

Sol Campbell, the former Arsenal and England player, has put himself forward to mobilise football governing bodies to diversify with more black, Asian and ethnic minority (BAME) people on their boards.

Talking to *Leisure Opportunities* before Sporting Equal's British Ethnic Diversity Sports Awards (BEDSA) 2016 in London, Campbell said he'd "love to help out" in making football's top table more reflective of the population at large.

"I'd love to help the FA, I'd love to help Fifa, I'd love to help the Premier League," he said. "I think they have to start opening up and recognising some people. When you look at the big companies and sport associations there's not much diversity. That has to change – the government has to recognise that and they're trying to help out."

Campbell has been a critic of the Football Association's record on diversity in the past, at one point calling the body "institutionally racist". Heather Rabbatts is the only



Campbell said football needs people who 'think ahead of the curve'

member of the organisation's board who is not a white male, while the three members of the Premier League's board are all white.

The former defender said someone with his outspoken style would be able to shake up the status quo. "They [governing bodies] don't want a lapdog who's not going to say boo to a goose," said Campbell. "There are people who have their own minds and they understand governance and rules and regulations. You want people who think ahead of the curve and they shouldn't be scared of that."

Details: http://lei.sr?a=k6K3x_O

BBC lands 2022 and 2024 Olympic rights

Coverage of the Olympic Games is set to remain on the BBC until 2024 after the corporation struck an exclusive sub-license deal with Discovery Communications.

The move ensures that all of the action from the 2022 Winter Olympic Games and the 2024 Summer Games will be available to the public via the free-to-air broadcaster.

Last June, US-based Discovery acquired the rights to the flagship event for 50 countries and territories in

Europe for the 2018 Winter Games through to the 2024 Games, although the UK rights were included for only 2022 and 2024, as the BBC had already secured the 2018 and 2020 rights.

However, the sub license deal means that at least the next five Games will be shown on the BBC. In return the corporation has sub-licensed the exclusive pay-TV rights in the UK for the 2018 and 2020 Games back to Discovery.

While Discovery had a number of potential free-to-air partners to broadcast the



Around 50m tuned in to the BBC to watch the 2012 Olympic Games

games, the move to sub-license to the BBC will give the event the biggest reach, with no imperative for advertising. The Olympic Games is one of the sporting events preserved by the Crown Jewels rule, meaning that it must be shown on free-to-air television.

The deal has been welcomed by the BBC, which has had to lose coverage of sporting events such as The Open golf tournament and half of the Six Nations rugby competition as its budget's tightened. Details: http://lei.sr?a=k9w4D_O

Brexit bad for football, says Brady

Britain leaving the European Union would have “devastating consequences” for the Premier League according to West Ham United FC vice-chair Karren Brady.

Brady – a vocal member of the Britain Stronger in Europe campaign – wrote a letter to football club chairs across the country to warn that English clubs would find it more difficult to attract quality international players in the event of a Brexit.

“Players from the EU can sign for UK clubs without needing a visa or special work permit, making it quicker and easier to secure top talent from across Europe to come and play in our leagues,” said Brady.

“Losing this unhindered access to European talent would put British clubs at a disadvantage compared to continental sides.”

She also warned that grassroots football would be deprived of European cash, while



Brady has been vice-chair of West Ham United FC since 2010

200 players in the English top flight would not be eligible to work in the UK without the freedom of movement guaranteed by the EU.

She added: “English, Welsh, Scottish and Northern Irish football gains so much from being in Europe. Clubs and fans all benefit from European action, laws and funding. Leaving the EU would hurt our leagues, create uncertainty for European transfers and be a step back.”

Details: http://lei.sr?a=H2p7U_O

London Sport sets ambitious goals

London Sport – the network which offers support to local sports providers – has set a target of getting 1m more Londoners active by 2020, with a focus on women, the elderly, ethnic groups and the disabled.

“The vision is to make London the most physically active city in the world,” London Sport chief executive Peter Fitzboydon told delegates at the Women in Sport Insight Series event in London earlier this month.

Fitzboydon said that 1m more active Londoners would only be the first step towards the organisation’s mission – and even if the target was achieved the capital would still lag behind other European nations.

He highlighted mobilising the growing black, Asian and minority ethnic (BAME) and elderly population in London as a “challenge” for his organisation and local sports providers, as the demographic groups fell below national average in terms of physical activity.

Women and disabled people are also less likely to take part in physical activity, with the gender gap in London greater than the national figures, according to Sport England Active People Survey data presented.



London Sport wants to create the ‘most active city in the world’

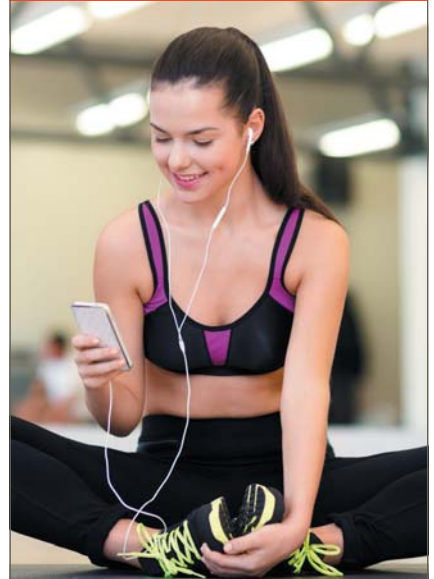
“By 2040 there will be an ethnic majority in London. We as a sector have to make sure we’re ready for this and have the right offer,” said Fitzboydon. “There’s a growing population of people 50+ and we’re not ready for that challenge.”

He told a room full of governing body and sports provider representatives that London Sport’s role was to provide the link between a number of interested parties including Public Health England, local authorities and NGBs.

“We’re the first stop shop in London,” he said. “Any questions come to us; we’re trying to revolutionise a city.” *Details: http://lei.sr?a=M4H9P_O*



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easyGym owners 'lining up a sale' of low cost chain

Low cost health club chain easyGym is reportedly being prepared for a sale.

According to Sky News, investment bank Houlihan Lokey has been appointed to oversee a sale of the 14-site gym later this year. The chain's main shareholders include the company's management, private equity firm Argosy Capital and Middle Eastern investment vehicle Fit & Healthy Holdings.

easyGym, which is helmed by CEO and co-founder Paul Lorimer-Wing, boasts an enviable property footprint in London, with half of its gyms situated in the capital, including a flagship location on Oxford Street. Details: http://lei.sr?a=Z6n3Q_O



Holmes said Apex is a 'great athletic workout'

Dame Kelly Holmes to front training programmes

Dame Kelly Holmes has been announced as the new ambassador for fitness supplier Physical Company's new Apex gym floor training programmes.

The double Olympic gold medallist will represent the high intensity group training solution and is also offering insight and advice on the programming.

Apex is a series of six, 30-minute gym-floor sessions delivered by gym instructors and personal trainers to groups of up to 12 members. Clubs can choose as many of the programmes as fits their demographic and Physical Company provides face-to-face training to get them up and running. Additional training cards and an online exercise library provide extra content and help gyms prepare for new sessions – which are introduced every 12 weeks.

"I like the way Apex gives people the opportunity to work in a group environment with a range of different exercises and equipment," said Holmes. "The programmes include excellent instruction, which I think is missing a lot in group training at the moment." Details: http://lei.sr?a=9e6S2_O

Treharne: We need a tax rethink

The government should significantly rethink its taxation of gym memberships to get to grips with the UK's physical inactivity pandemic.

That's the view of The Gym Group CEO John Treharne, who believes the government should make gym memberships tax allowable to encourage more employees to take part in wellness schemes.

Currently, employees can claim back the full amount on expenses for things such

as travel and food; however, subsidised gym memberships are taxed as a 'benefit in kind'. Treharne says that ditching the tax would inspire more employees to get active and would more than pay for itself by helping to tackle the issue of physical inactivity, which is estimated to cost the UK £20bn per year and cause 37,000 early deaths.

"It's been the case for 30 years that cost and convenience are the factors people care most about when considering a gym membership," Treharne told *Leisure Opportunities*.

"Making gym memberships tax allowable would help reduce the cost to employees,



The Gym Group CEO and founder John Treharne

while helping to improve their health. Companies know that a healthier workforce has a beneficial impact on bottom line, so such a move would help employers, employees and the health service."

Treharne also suggested the government re-examines the VAT rate it charges the public on gym memberships, citing the lower levels of VAT charged in many EU countries to encourage exercise. He said any reduction in VAT could be passed on to the price gyms charge members, removing the cost barrier and increasing the likelihood of an active nation. Details: http://lei.sr?a=M4b3p_O

1Rebel eyes more 'on-brand' tie-ups

1Rebel's collaboration with hip activewear brand Sweaty Betty is the catalyst for the boutique chain to work with more brands in the booming fitness lifestyle market.

That's according to 1Rebel co-founder James Balfour, who says strategic tie-ups with on-brand partners is an area the company is eager to explore.

"Aligning ourselves with dynamic fitness brands in apparel and retail is something that we strategically look to do and will be expanding on more and more in the future," Balfour told *Leisure Opportunities*. "We genuinely want to be working with brands which represent our customer base, because you can see clearly how fitness apparel is absolutely booming right now."

1Rebel's recent tie-up saw the chain's popular Rumble class being offered for free in UK Sweaty Betty retail stores every Tuesday until 16 February. Meanwhile, the Sweaty Betty website has a dedicated 1Rebel section offering a free Rumble video workout, as well as



1Rebel master trainer Mila Lazar in Sweaty Betty workout gear

curated content, suggested workout looks and interviews with 1Rebel instructors.

Retail tie-ups with like-minded partners are becoming a key area of opportunity for boutique studios. Inspired by the retail success of boutique fitness operator SoulCycle – which saw retail account for 16 per cent of revenue in 2014 and is likely to have increased this since – operators like 1Rebel and Frame are working to beef up their own offerings. Details: http://lei.sr?a=K5G8Y_O

Boutique launches in former church

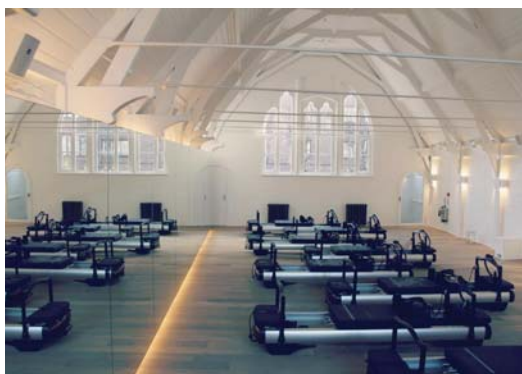
Boutique fitness chain Heartcore has launched its eighth studio in St John's Wood as the operator continues its focus on prestigious London postcodes.

Heartcore founder and celebrity trainer Jess Schuring says the latest site – which follows last year's openings in the City and Mayfair – has been launched in response to demand from local residents.

"We have so many amazing clients living in the area already and they've been asking us to open here for years," said Schuring.

"When we found this property, my heart skipped a beat. I knew right away this would be special and it certainly feels that way already. The classes are buzzing and the warm welcome we've received from everyone here has absolutely blown me away."

Sited in a former church, the new location has a heavy emphasis on design – with the Heartcore team creating the entire concept in-house. The property's soaring ceilings lend an airy, 'Californian-feel' to the studio, which is complemented by natural wood floors, large windows and skylights. The 3,000sq ft (279sq m) site boasts two studios



The new location has a heavy emphasis on design

offering Heartcore's tried and tested mix of Pilates, TRX and Barre classes. The operator also plans to introduce its Blue Cow Yoga concept (also available at the City Heartcore location) by the end of the month and is likely to add a treatment/therapy room into the mix.

Speaking to *Leisure Opportunities* Heartcore co-founder Brian Schuring described the St John's Wood studio as Heartcore's "best launch to-date." He said after three weeks, the studio was already running at 80 per cent of capacity on the Pilates side and around 60 per cent in the second studio.

Details: http://lei.sr?a=E5h8j_O

BH Live snaps up former Virgin Active location

Leisure operator BH Live has made another high-profile acquisition as it continues its strong start to 2016, snapping up East Dorset's former Virgin Active site.

The operator will spend £1m on improvements to the club, which has been unoccupied since Virgin Active shuttered the club in February 2014. BH Live has struck a deal with the site's landlord and will re-open it this summer under the name BH Live Active, Corfe Mullen. The deal came just weeks after BH Live secured Fitness First's Queen's Park health club in Bournemouth – the site on which the gym chain's global empire was founded.

Details: http://lei.sr?a=H9n9z_O



People are encouraged to share their selfies

Annabel's to be reborn with on-site gym

Renowned London nightclub Annabel's is to be given a new lease of life with plans to incorporate a range of leisure and wellness facilities as part of relocation proposals.

The basement nightclub in Mayfair, which has hosted the likes of Princess Diana, Sir Mick Jagger, Frank Sinatra, Grace Jones and Madonna in its 50-year existence, could soon be providing a substantially revamped offering. Restaurateur Richard Caring, who bought the club from founder Mark Birley in 2007 as part of a

£95m deal, wants to move Annabel's to larger premises two doors down from the current site and provide all-day amenities to members.

Plans submitted to Westminster City Council detail designs by architects Feilden+Mawson for a "high quality private members' day and evening club."

The new Annabel's would include a modern private members' health club, comprising a gym, medical and spa treatment rooms, private fitness studios, a sauna, steamroom and a club bar with healthy food offerings. This



Annabel's hosts major showbiz names like Grace Jones (pictured)

would sit alongside a revamped nightclub, plus a new daytime lounge and several dining areas.

The planning application states: "The client's main aspiration is to develop the site to provide a high quality private members' day and evening club by moving the iconic Annabel's two doors down to no. 46 to provide new daytime lounge and dining spaces including terrace dining for current and future members whilst keeping Annabel's at the heart of Berkeley Square."

Details: http://lei.sr?a=v9B5W_O

énergie bids to boost body image with #LoveYourSelfie

énergie Group is aiming to promote healthy lifestyles and positive body image through the launch of a new national social media campaign called #LoveYourSelfie.

Being run across énergie's portfolio of 90 health clubs, the campaign encourages people of all shapes and sizes to love and celebrate their body by sharing a selfie on social media of the part of their body they love the most with a heart drawn on it, using the campaign hashtag.

énergie chair and CEO Jan Spaticchia has high hopes for the campaign, which he believes can become as popular as the National Fitness Day initiative the gym chain started in 2011.

"When we launched National Fitness Day within the énergie estate, our vision was to make this a nationally celebrated day, which now, under ukactive's fantastic stewardship it has become," said Spaticchia. "We are adopting the same approach with the #LoveYourSelfie campaign, starting small this year before growing the campaign year on year."

Details: http://lei.sr?a=9r2j7_O

Online training class for managers tackles retail

'Increasing Your Retail Selling: An Online Training Class for Spa Managers' is now available on Spa Standard's online learning platform. The retail training is designed to help spa managers and therapists deliver advice to clients in a manner that naturally leads to increased retail purchases.

"After more than 10 years of experience in the industry, we saw the need for reasonably priced access to continuing education and professional development," said Spa Standard founder and CEO Kelly Maack.

The course has been created in conjunction with Linda Harding-Bond, president of Moontide Consulting. Details: http://lei.sr?a=K7J2j_O



Laura Vallati said it's the 'perfect next step'

Vallati named spa director at ESPA Life at Corinthia

Corinthia Hotel London has appointed Laura Vallati new spa director for its ESPA Life at Corinthia flagship spa. In her new role, Vallati will be responsible for guiding the operation and strategy of ESPA Life.

Vallati was previously general manager at ESPA at Baha Mar in The Bahamas and has more than 20 years' experience in the luxury spa and leisure industries. She has successfully led the pre-opening projects of six spas in the Caribbean, Singapore, Monaco and more.

In addition to Baha Mar, Vallati has also worked for ESPA at Resorts World Sentosa in Singapore.

"Having been a part of the ESPA family for many years, Laura has a clear vision of the wellness philosophy that underpins everything we do," said Sue Harmsworth, CEO and founder of ESPA. "I am confident that ESPA Life will continue to flourish under her direction."

Vallati added: "I look forward to building ESPA Life's global reputation as the pioneer of a new generation of spas." Details: http://lei.sr?a=D2a2b_O

ila expands with branded spas

Skincare brand ila is set to expand its presence with several ila-only spas in the works for 2016, as well as a yoga programme designed to complement the brand's treatments and a line of yoga clothing and accessories launching later this year.

The British company currently operates two ila-only spas in India and one in the Maldives, with plans to open an additional Indian location and two to three UK locations in 2016.

"It really works well for us," Denise Leicester, ila's founder, told *Leisure Opportunities* of the branded concept. "You can select the team, give them the training, and every single touch point. We can shape the spa more when we do it ourselves."

Leicester said that so far, she's had 100 per cent therapist retention, and guest feedback at the ila-only spas has been great. She credits that, in large part, to the training she gives therapists, which includes a focus on mindfulness, heart consciousness and transformative healing.



Raas Jodhpur – the location of the first ila only spa

"They're learning to touch with awareness," she explained. "Creating that clarity and clearness within ourselves means that that's how we engage with the guest. It's taking responsibility as a therapist, and it's empowering the therapist. Being present and working in that way is so rewarding."

With the ila only spas, ila handles everything from recruitment and finding a spa director to setting up the spa journey to providing competitive analysis, said Leicester. Details: http://lei.sr?a=U6P2u_O

Gazelli House makes skincare 'a lifestyle'

Boutique spa Gazelli House – the flagship location of Azerbaijani skincare company Gazelli – has opened in London with an aim to promote holistic skincare – both through traditional facial treatments and also by addressing emotional and physical wellbeing with guest speakers and practitioners.

Jamila Askarova, founder of Gazelli, said that while the brand's bespoke treatments, diagnostic facials and massages are featured, she wanted to take Gazelli House beyond a traditional spa.

"We wanted to take it further," she said. "We wanted to transform skincare into a lifestyle."

The three-storey townhouse in London's Kensington neighbourhood aims to make guests feel at home, and features rooms designed as sitting rooms and a library, as well as three skincare treatment rooms. The space is filled with Art Deco antiques, commissioned artworks, shelves filled with



The training centre teaches a broad curriculum of topics

books designed to be taken down and read – and comfortable armchairs in which to sink into and read them.

"We want guests to treat Gazelli House like a home," said Askarova. "It's not difficult, because we've set out to make it feel like just that: cosy, beautifully worn – someplace people won't be scared to leave a mark on the table with their coffee cups." Details: http://lei.sr?a=P9P3s_O

health sport activity



“Working together for a brighter future”



Are you ready for April's National Living Wage?



PETER DUCKER
is chief executive
of the Institute
of Hospitality

The National Living Wage (NLW) is just around the corner. When it was first announced, I was disappointed some of the big players in our industry were the first to say it would spell job losses. For a dynamic and growing sector like ours, which faces big challenges to recruit and retain talented people, this is the wrong message to send out.

Another widely-voiced opinion has been that small and medium-sized hospitality businesses will find it particularly hard to comply with the NLW increase (a rise of 50p to £7.20 per hour) this April. Yet the significant number of small cafes, bars, restaurants and event caterers that choose to pay the higher voluntary living wage (£8.25 per hour or £9.40 in London) goes against this view.

Some small firms say there are positive business benefits to paying the voluntary living wage: training isn't wasted because employees tend to stay and customers are pleased to see the same faces. For such small employers, there is no uncomfortable adjustment to make this April. They are already paying well above the legal minimum.

Our industry's response to the NLW has also been positive. Many catering and hotel managers believe it will help us attract more motivated and well-trained employees and retain them. Over a million workers will directly benefit from the increase and a new government survey shows 59 per cent will feel more motivated at work as a result.

However, the NLW increases the wage-floor for everybody over the age of 25, not just hospitality. So how can we be sure it will make us more attractive? In nearly every other sector, there are major employers who are already paying the higher voluntary living wage rates. The supermarket chains Aldi and Lidl are among the latest to sign up. If you were an entry-level jobseeker, would you choose to clean hotel bedrooms or stack shelves in a supermarket for better pay?

For now, when it comes to pay, it is mostly SMEs setting the best examples in hospitality. Businesses will have to absorb the extra NLW costs through a combination of productivity gains and innovation.

HOTELS

Marriott London hotels up wellness offer

London studio RPW Design have revealed more details about their multi-million pound renovations of two Marriott properties in London, including the transformation of a health and wellbeing space on the capital's famous Park Lane.

Refurbishment of The Club – the 342sq m (3,600sq ft) health facility at the five-star London Marriott Hotel Park Lane – will be completed in April 2016. RPW are designing a brand new treatment room, a refurbished steam room, a fitness space and Park Lane's only pool.

When open, guests and private members will have access to 24-hour gym facilities with Life Fitness equipment and "industry-renowned personal trainers."

RPW revealed they are using luxury materials in neutral colours, including silver wave marble and walnut timber, while grand mosaic columns will be introduced to the pool area.

"We wanted to enhance guest experience by offering competitive wellness facilities on Park Lane," said Nicolas Kipper, the hotel's GM.



The London Marriott Hotel Park Lane is having a refresh

"The Club offers a serene retreat in a prime location, away from the hustle of the city."

RPW previously renovated the hotel's 152 bedrooms and lobby and added five new suites.

The second Marriott project the studio are working on is the complete refurbishment of the 200-room London Marriott County Hall, close to the capital's Westminster Bridge.

Details: http://lei.sr?a=n3d2f_O

Island suite suspended over water

British architects Carmody Groarke will build a luxury hotel suite suspended over the sea on an isolated tidal island.

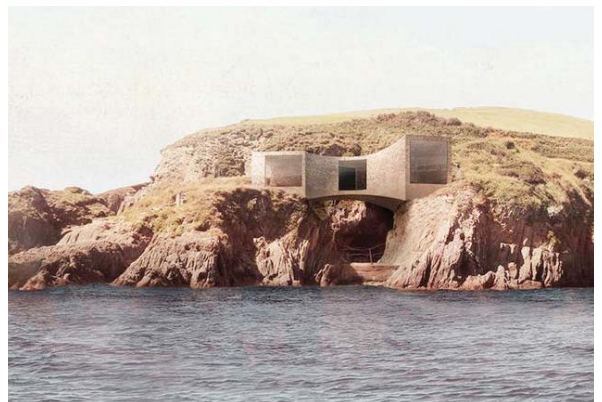
The London studio are the winners of a RIBA competition to create the building – an extension of an existing Art Deco hotel – on Burgh Island in South Devon.

Four practices proposed designs for the dramatic headline site, which is cut off from the mainland twice each day when the tide comes in, but Carmody

Groarke won over the judging panel with their vision for a curving, sculptural grass-roofed volume extending from the cliffs and connecting two rocky outcrops.

"Their proposal provides a poetic response that would make a positive contribution to the landscape and drama of the setting, whilst providing an appropriately unforgettable and luxurious experience for guests," said the judging panel in a statement.

Carmody Groarke will now develop the project with consulting structural engineers Price & Myer and developers Burgh Island.



A budget for the imaginative extension has yet to be revealed

The other three firms in the running were de Rijke Marsh Morgan Architects, Featherstone Young Architects and Threefold Architects.

The Grade II listed Burgh Island Hotel was built in 1929 and has become a local landmark for its early 20th century Art Deco stylings. It was recently renovated by owners Burgh Island Ltd, who described the hotel as "magical, momentous and uplifting in turns."

The new suite will look out to sea and down towards the hotel's outdoor seawater Mermaid Pool and private beach.

Details: http://lei.sr?a=r7M4v_O

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Magic Leap secures £549m in fresh funding

Augmented reality (AR) startup Magic Leap has secured a further £549m in funding, enough to finance its first product – a digital lightfield device which shoots computer-generated images into the user's eyes.

Differing from market competitors in AR, such as Microsoft's HoloLens, which uses a stereoscopic technique to create the illusion of a 3D image, Magic Leap uses its alternate mixed-reality lightfield to create a world where digital and physical blend seamlessly.

The company first hit headlines in 2014 when Google revealed that it had invested £361.7m in Magic Leap, despite no-one at the time knowing what the secretive company did. *Details:* http://lei.sr?a=K8d6x_O



Marian Goodell leads a diverse range of speakers

Burning Man CEO Goodell to speak at MuseumNext

Marian Goodell, CEO of Burning Man, will deliver the keynote speech at MuseumNext in Dublin this April.

The three-day museums conference, which focuses on innovation in the sector, invited Goodell to share her knowledge of running a US\$30m (€28m, £21m) annual festival in the Nevada desert. Goodell is a co-founder of Black Rock City, the company which organises the famous music and arts event.

MuseumNext Dublin, held from 18 to 20 April at Mansion House in Dublin, marks the eighth edition of the European conference, which also features workshops, networking and tours.

Other speakers include Francesca Rosenberg, director of community, access and school programmes at New York's Museum of Modern Art; Luiz Alberto Oliveira, chief curator at the new Museum of Tomorrow in Rio de Janeiro; Lenore McMillan, a consultant at Museum Planning Partners; and Christian Lachel, vice president of BRC Imagination Arts. *Details:* http://lei.sr?a=z3p2H_O

Calls for cultural funding overhaul

An independent report has suggested that a forthcoming government White Paper on culture is crucial to the sector, providing a "once in 50 years" opportunity to fix the national cultural policy framework for Britain.

Entitled *A Policy for the Arts and Culture in England – The Next Steps?*, the study says that there are significant funding imbalances between London and the rest of the UK. According to the research, London-based organisations receive 82 per cent of all private sector sponsorship, donations and grants provided to culture, with the largest organisations being by far the most substantial recipients.

Additionally, since the inception of the National Lottery, the study says the UK capital's culture sector has been given roughly four times the per capita funding compared to the rest of the country.

An analysis showed that the funding gap was so disproportionate that culture funding for residents of London totalled £65.18 per head. Outside the capital, the number was at a significantly lower £4.91. Responses so far to address the issue



London organisations get 82 per cent of all private sector funding

have been met with limited response. The recent spending review saw Arts Council England (ACE) move 5 per cent of Lottery resources outside of London to the rest of the country. This improvement is still small however, totalling just £0.25p per head.

"What is clear is that the present position is unjustifiable," said the report. "The priority, whether during or after austerity, must be to invest in strengthening the national cultural infrastructure throughout England."

Details: http://lei.sr?a=J2F6Z_O

Top museums eye satellite sites

Both London's Science Museum and Natural History Museum have confirmed they are in preliminary discussions about opening satellite sites as part of the multi-billion pound Old Oak Common redevelopment in west London.

The 30-year Old Oak development plan – conceived as the UK's largest regeneration project with around 1.35sq km (0.52sq miles) of available space – will include a litany of new leisure projects including a possible new 40,000-capacity home for Queen's Park Rangers football club, luxury hotels, cinemas, restaurants and commercial space.

Additionally, *Leisure Opportunities* reported in November that museums, theatre companies, and sports firms have been invited by the Old Oak and Park Royal Development Corporation (OPDC) to develop a cultural and sporting hub for the development, designed to create balance with cultural developments in east London such as the Olympicopolis scheme – which incorporates the Olympic Stadium, ArcelorMittal Orbit and London Aquatics Centre.



The Natural History Museum is looking at a satellite site

London mayor Boris Johnson is reportedly keen to bring household names to the development, with a 500,000sq ft (46,000sq m) plot laid out for a building to anchor a cultural quarter within Old Oak Common.

"We can confirm that the Science Museum and Natural History Museum have had discussions regarding Old Oak Common but they are at a very preliminary stage and, at this point of time, the business case still needs to be made," said a joint statement from both institutions. *Details:* http://lei.sr?a=r8W7H_O

Tourism sector toasts jobs boom

The number of jobs in the UK's tourism sector grew by more than twice as much as other sections of the economy in the five years to 2014.

That's according to the latest Office for National Statistics employment figures, which showed the number of jobs in the tourism industry grew by almost 12 per cent – from 2.66 million to 2.97 million – between 2009 and 2014. By comparison, the average growth in jobs across non-tourism sectors was 5 per cent.

The figures were hailed by interim tourism minister David Evennett – who is covering Tracey Crouch's maternity leave – as evidence of the key role played by the sector in helping Britain recover from the recession.

"Our tourism industry makes a huge contribution to the UK economy and this impressive jobs growth is great news for the sector and the country on the whole," said Evennett.

The highest rate of tourism jobs growth came in the accommodation and food and beverage sectors, which both increased by 15 per cent – the equivalent of more than 220,000 jobs combined.



Tourism minister David Evennett praised the 'impressive' figures

The growth in employment echoes the growth in inbound tourism in recent years. Last year was a record-breaking year to date for visitor numbers and growth looks set to continue in 2016, according to forecasts from national tourism body VisitBritain.

"This growth in jobs is fantastic news for the UK economy and echoes the record-breaking figures we are seeing in the growth of international visitors to Britain, especially given the fiercely competitive global environment we're operating in," said VisitBritain director Patricia Yates. *Details: http://lei.sr?a=p2n9S_O*

Is there really 'no market failure'?



KURT JANSON
is director of the
Tourism Alliance

English Tourism Week is scheduled for 5-13 March this year and comes at something of a watershed for the UK tourism industry, with there being significant changes to both the government tourism structures and the way that tourism is funded by government.

As everyone will be aware, the government has decided to merge VisitEngland into VisitBritain. However, fewer people will be aware that the rationale for doing this is that government has deemed that there is no market failure within the domestic tourism industry and, as such, there is no reason for government involvement. Instead, it will be left to local tourism bodies and individual businesses to compete for visitors. This approach follows in the footsteps of a previous Labour government approach to tourism where they decided there was no added value to the UK economy from using state funds for domestic tourism promotion.

Labour's approach overlooked the fact that tourism is a global industry and that domestic tourism promotion helps retain revenue and employment in the economy, rather than letting it boost the economy of other countries. The Conservative government overlooks the fact that, if you take away the national tourism body, then the industry will fragment into self-interest and its ability to compete with overseas destinations, which are co-ordinated in their approach and have larger budgets, will diminish.

Consider the government's GREAT campaign, which targets a small number of overseas markets by having all the UK's overseas facing agencies working together using joint branding and enhanced government funding of £30m per annum. This campaign is very successful, with a recent National Audit Office review finding it has delivered £1.2bn in additional revenue over the four years it has been in operation.

Now consider this from the view of a local tourism business in a country where the GREAT campaign operates. How would you react if you were told by your government that there was no market failure and that you had to compete against the UK government-funded GREAT campaign by yourself? This is exactly what's happening in the UK.

Tourism future for Inverness Castle?

Inverness Castle in Scotland could become a free-to-visit tourism attraction, with £8m plans to transform the heritage site into a museum winning approval at a recent public consultation.

Currently home to the Scottish Courts and Tribunals Service, which is vacating the castle and moving to a new purpose-built justice centre, there had been stern opposition to proposals for a hotel, while a public campaign had been running to turn the heritage site into an attraction.

The consultation found that a "large majority" of the public are backing plans to create a new museum and gallery at the site.

"We want to see a new life for the castle that builds on its existing attraction, offering visitors and locals alike a quality offering that encourages tourists to both visit and stay longer in the city," said Scottish tourism minister, Fergus Ewing, speaking to *The Press and Journal*.

"Tourism is not just a key part of the local economy, but a key driver of growth across Scotland and I am very keen that Inverness Castle finds a new life that



Inverness Castle dates back to the 11th Century

benefits the Highlands and Scotland as a whole."

The site dates back to the 11th Century, with the existing red sandstone complex built during the 1830s. Planning permission has already been granted by the Highland Council to convert the castle's north tower into a £360,000 attraction in its own right, offering a viewing platform which is scheduled to open in June this year.

The museum plan appears to be the front-runner for the 19th Century castle, which has also been touted for several other uses.

Details: http://lei.sr?a=k4c5s_O



Hadid is the first woman to win the award

Hadid: Architecture must improve our wellbeing

Speaking during her recent RIBA Royal Gold Medal lecture in London, British architect Zaha Hadid claimed that unlike artists, architects have a duty to the community's wellbeing and should not dwell on "contemplation, expression or provocation" in their work.

"For me there was never any doubt that architecture must contribute to society's progress and ultimately to our individual and collective wellbeing," she said. "It performs and facilitates everyday life."

Hadid added that many people misinterpret her readily identifiable designs "as striving for individual expression" and of being "self-indulgent or wilful" when her real aim is to move architecture forward.

Given in recognition of a lifetime's work, the Royal Gold Medal is presented every year to an architect or architects who have had a significant influence on the advancement of architecture."

Details: http://lei.sr?a=r7V7n_O

Robot-built pavilion to take centre stage at V&A

Visitors to the Victoria & Albert Museum (V&A) in London this May will be able to explore a garden pavilion inspired by nature and made by robots in front of them.

The Elytra Filament Pavilion – created by experimental architects Achim Menges and Moritz Dörstelmann in collaboration with engineers Jan Knippers and Thomas Auer – will launch a special Engineering Season at the museum.

The installation will explore the impact of emerging robotic technologies – such as biomimicry and fabrication – on architectural design, engineering and making. It will be formed by an undulating canopy of tightly-woven carbon fibre cells inspired by the fibrous structures in the shells of flying Elytra beetles. Robots will expand the pavilion over six months by responding to real-time sensory data.

Details: http://lei.sr?a=q4K6U_O

Farrell proposes six new bridges

Sir Terry Farrell's architecture practice have released new images of six proposed low-level river crossings in London to stimulate development, unlock housing capacity and inspire new leisure schemes in the capital.

The bridges would all be located between Surrey Quays and Thamesmead to the east of Tower Bridge, a stretch of the river which currently only has one crossing.

In December 2015, London mayor Boris Johnson called for 13 new bridges to improve day-to-day travel across the city, as well as create new jobs and homes.

Current bridges at various stages of development in London include Thomas Heatherwick's Garden Bridge and a major Thames Gateway mixed-use scheme since 2006 and are also designing a £1bn business hub along the Royal Albert Dock for Chinese and Asian businesses. Many leisure schemes are also underway along London's famous river, and the six new bridges would help boost these projects, according to the design team.



The practice has proposed six new bridges to the east of Tower Bridge

"If 7,000 commuters pass a bridge each day, they'll spend an estimated £7m a year in shops, bakeries, food stores and pubs within the bridge's area of influence," said engineering consultancy Buro Happold, who worked in partnership with Farrells on the proposal.

In addition to the potential for leisure developments, Farrells also believe housing will enjoy a boost if their proposals are accepted. The practice claimed 47,000 housing units could be developed in Thamesmead within a 2km radius of their proposed low-level bridge there.

Details: http://lei.sr?a=Z9g8B_O

Ivy Collection lands Tower Bridge spot

Luxury restaurant brand the Ivy Collection is to open a brand new brasserie which will be located next to London's famous Tower Bridge.

The new Ivy will become the first flagship restaurant of the One Tower Bridge development – a mixed-use scheme, masterplanned by architects Squire and Partners, featuring apartments and 80,000sq ft (7,400sq m) of leisure and cultural space.

While architectural details have not yet been released, One Tower Bridge developer Berkeley Homes confirmed to CLAD that the brasserie will be 8,000sq ft (740sq m) and feature a terrace overlooking Potters Fields Park and the River Thames, with "exceptional views" of the Tower of London and Tower Bridge.

The signing follows last year's announcement of a new 900-seat theatre at One Tower London to be run by The London Theatre Company, led by the former National Theatre leaders Sir Nicholas Hytner and Nick Starr.



London's Tower Bridge is a famous tourist attraction

Planning consent and funding have now been secured for the theatre – which will be constructed by engineering consultancy Meinhardt UK – with a summer 2017 opening.

"The Ivy brasserie will perfectly complement the highly anticipated new 900-seat theatre and we look forward to working with these, and other high quality operators across the development's retail offerings to create London's newest cultural and dining destination," said Berkeley Homes' Harry Lewis. Details: http://lei.sr?a=E8M6R_O



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Government backs new 16-19 quals

The government has given its backing to several new vocational qualifications for 16-19 year-olds preparing for a career in the physical activity sector.

The Department of Education (DfE) has approved Active IQ's Level 3 Technical Diploma and Level 2 Technical Certificate in Physical Activity, Fitness and Exercise Science for funding and inclusion in the new 16-19 performance tables. The Level 3 Diploma has also been accepted onto the new UCAS Tariff for progression to higher education from 2017.

The qualifications have been developed in collaboration with major employers and training providers from the active leisure sector, to ensure that the content is reflective of the skills required for the sector. Due to be taught from September 2016 alongside qualifications such as A Levels and other vocational qualifications, the diploma provides skills required for a range of roles, including fitness instructing, personal training and leisure operation, as well as being able to access higher education degree programmes.

"Gaining approval for our new Technical Level qualifications is a key development for our Active Pathway for students," said Active IQ's new managing director Jenny Patrickson.

"We can now equip learners aged 16-19 years old with a clear line of



The qualifications cover the active leisure sector

sight to gainful employment in our ever-expanding sector and ensure our qualifications provide operators with high calibre graduates who can hit the ground running."

The approval comes just weeks after the Association of Colleges (AoC) – the national body for sport and physical activity in colleges – refreshed its standards in response to the government's *Sporting Future* sports strategy.

The AoC updated its standards to encourage colleges to "embed sport and physical activity across the curriculum" and help staff identify how sport or physical activity – or links to leisure industry employers – can "support and improve outcomes for students."

Details: http://lei.sr?a=b3V3D_O

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Gym Group eyes hospitality skillset

The Gym Group is seeking staff from the hospitality sector to help fuel its expansion as the gym chain looks to inject extra dynamism and personality on the gym floor.

With plans to expand by 15-20 sites during 2016, recruitment is a key area for The Gym Group and the company is eager to bulk up the 'soft skills' of its staff to improve services for members.

Interpersonal or 'soft skills' have traditionally been an achilles heel for the health club sector and many observers believe these qualities require greater prominence within industry qualifications. A December 2014 survey from Premier Training International found that the lack of soft skills possessed by young personal trainers is one of the biggest concerns for physical activity employers.

Eager to overcome this issue, The Gym Group last year put all of its staff through a course on customer interaction and is looking to bring in new recruits from other service sectors such as hospitality.



The firm wants to bring in new recruits from other service sectors

"Compared to the hotel and restaurant sectors, there's a lot we in the gym industry must learn for customer interaction," The Gym Group CEO John Treharne told *Leisure Opportunities*. "I've always found it ridiculous that someone can become a REPs Level 3 fitness instructor in weeks. So now, we're recruiting from areas such as hospitality, where staff possess the soft skills that we're lacking."

Details: http://lei.sr?a=G8u5a_O



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Soho Gyms has been trading for over 21 years and is well known for its emphasis on fitness, service and people. The group is currently in a significant investment phase.

Working closely with the Managing Director, the successful candidate will have a proven track record of success and must be experienced in:

- The Health & Fitness industry
- Multi-site operations
- Managing & motivating teams
- IT & CRM systems
- Sales & new member lead generation

This is a significant opportunity to join an expanding company with the resources to grow and further develop a strong London brand. We offer a competitive salary & benefits package that rewards success.



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SOHO GYMS**

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sohogyms.com



Join the largest gym in the UK.

If you think you've got what it takes to be a part of the PureGym family, we'd love to hear from you.

We're always on the lookout for talented new people who are full of energy, fun and have a passion for the fitness industry to join our rapidly growing team at over 130 gyms nationwide.

Our various positions include: Gym Managers, Assistant Gym Managers and Self Employed Personal Trainers.

We offer fantastic benefits packages, a generous bonus scheme and a fun and fast paced work environment to keep you on your toes, so get in touch today.

To apply simply visit the careers section at puregym.com

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PureGym Ambassador



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SPORTS MANAGER
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Join our team and be part of an exciting opportunity to shape the future of our dynamic and forward thinking Charitable Trust.

Operations Managers

We currently have vacancies for Operations Managers at our regional facilities located in Gloucester.

Reporting to the Director of Business, you will be a key member of the senior management team, driving the continuous improvement in the management and operation of our facilities. The key focus for the successful candidates will be the ability to motivate the team to deliver consistently high standards of service. You should be quality driven, have sound operational, communication and people skills, with the flexibility to deliver results.

Sports Manager

An exciting opportunity has arisen for a dynamic and ambitious Sports Manager to join our team. Reporting to the Business Director, you will lead the Trusts dry side sports and physical activity programmes, significantly increasing participation and making a positive impact on the Trusts financial and social objectives.

If any of these roles sound like the opportunity that you have been looking for, then we would like to hear from you.

To request an application pack, please contact Jenny Hartell on 01452 396601 or at Jennifer.hartell@aspiretrust.org.uk

**Closing date for all applications:
Sunday 6th March 2016 at 17.00**

**Interview dates:
Sports Manager
Friday 11th March 2016**

**Operations Managers
Monday 14th March 2016**

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WWW.ASPIRETRUST.ORG.UK

aspire
SPORTS AND CULTURAL TRUST

SUMMIT INDOOR ADVENTURE RECRUITMENT

Inspiring healthy lifestyles, which will manage the newly-named Summit Indoor Adventure on behalf of Selby District Council, is looking for people who are passionate about supporting others to get active and healthy.

The £5m centre, set to open in May, will offer a six-lane 10 pin bowling facility, adventure climbing with themed climbing panels up to eight metres high, an adventure play zone with a dedicated area for babies and toddlers, aerial trekking ropes set above the indoor skate and BMX park and two indoor ski simulators.

We are now looking for various roles...

Assistant Managers

(£22,892 - £24,424 per annum)

As an Assistant Manager you will play a key role in ensuring the best possible customer experience whilst maximising profit and ensuring compliance in all legislative areas.

Working alongside the Leisure Operations Manager, you will be a great team worker, be able to adapt to new innovations and ways of working and take pride in being the ambassador Inspiring Healthy Lifestyles, and in particular Summit Indoor Adventure.

As the perfect candidate, you will have a passion for high standards, excellent customer service and significant experience in working in a retail/leisure or hospitality environment, ideally at a supervisory level. You will be target driven and will constantly be looking for ways to drive sales and ensure a fantastic customer experience.

Senior Ski Instructor

(£22,892 - £24,424 per annum)

The Senior Ski Instructor will need to develop and maintain the snow sports programme within the centre, and ensure that the occupancy is maximised in order to generate the potential income.

The ideal candidate will be responsible for the team of Ski Instructors, this will include management and supervision, and therefore supervisory experience would be an advantage.

Candidates should have a passion for the sport as well as customer service, and be able to teach in a fun and inspiring way.

Ski Instructors

(£15,178 - £15,910 per annum)

If you have a passion for ski or snowboarding and want to inspire and help customers realise their potential, together with enjoying instructing all types of customers, then we would like to hear from you.

Candidates should have a passion for the sport as well as customer service, and be able to teach in a fun and inspiring way.

You will need to have the passion for the sport, and ideally need to be qualified to at least Ski/Snowboard Level 1.

Climbing Instructors

(£15,178 - £15,910 per annum)

We are now looking for a number of Climbing Instructors to be part of this exciting new area of the Summit Indoor Adventure. You will assist in delivering the full programme for the climbing walls and the aerial trekking course.

If you enjoy climbing and want to inspire and help customers realise their potential, together with enjoying instructing all types of customers, then we would like to hear from you.

Candidates should have a passion for the sport as well as customer service, and be able to teach in a fun and inspiring way.

Customer Service Assistants

(£13,587 - £14,293 per annum)

If you have a passion, an interest or experience in bowling, skating, climbing, skiing, children's adventure play, or reception, then we would love to hear from you.

Customer service is essential in ensuring that every customer has an incredible and memorable visit to our new site, and we are looking for individuals who are passionate about delivering this high quality service.

We need engaging individuals who can interact with adults and children, and create a fun and energetic atmosphere. You will need to be able to work as a team and communicate effectively.

You will strive to achieve a "nothing is too much trouble" attitude, be alert to all sales opportunities and proactively seek to offer products and services available to meet customer needs.

If you believe you have the skills and passion to be part of our team, we would love to hear from you.

In return, you will receive a competitive salary package, and pension scheme, together with other staff benefits package.

If you think you have the skills, experience and personality to really make a difference then we want to hear from you.

Also Recruiting:

Chef de Partie (£16,200 - £17,338 per annum)

Restaurant Manager (£25,390 - £27,070 per annum)

Catering Assistants (£13,587 - £14,293 per annum)

If you are interested please come along to one of our Open Days or please send your CV to jobs@wlct.org

Also we will be holding recruitment open days on the following dates -
12th March - 10am - 4pm
16th March - 12pm - 8pm

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



Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Customer Support Consultant

Company: Clubwise Software Ltd
Location: Buckinghamshire, UK

Personal Trainers

Company: Everyone Active
Location: Various locations, UK

Studio Manager

Company: Lifehouse Spa and Hotel
Location: Essex

Leisure Business Manager

Company: Fenland District Council
Location: Cambridgeshire, UK

Assistant Leisure Officer

Company: Denbighshire County Council
Location: Denbigh, N Wales, UK

Campsite Manager

Company: Camping in the Forest
Location: New Forest, UK

Full Time Duty Manager

Company: Atlantis Leisure
Location: Oban, Scotland, UK

Front of House Receptionist

Company: Everyone Active
Location: Aylesbury, UK

Catering Assistant

Company: Everyone Active
Location: Aylesbury, UK

Membership Consultant

Company: Everyone Active
Location: Watford, UK

General Manager

Company: Everyone Active
Location: Sarisbury, Southampton, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Lecturer in Sport and Policy

Company: University of Portsmouth
Location: Portsmouth, UK

Lifeguard

Company: GLL
Location: Various locations, UK

Sales Manager

Company: énergie group
Location: Long Eaton, UK

Recreation Assistant

Company: Everyone Active
Location: Melton Mowbray, UK

Exercise Tutor

Company: Age UK Oxfordshire
Location: Across Oxfordshire, UK

Fitness Motivator

Company: Everyone Active
Location: Yateley, Hants, UK

Duty Manager

Company: Redbridge Sports & Leisure
Location: Barkingside, Essex, UK

Aqua Coach

Company: Ipswich Borough Council
Location: Ipswich, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Duty Manager

Company: Everyone Active
Location: Bedworth, UK

Fitness Club Manager

Company: énergie group
Location: Maidstone, UK

Swimming Teacher

Company: Everyone Active
Location: Sunderland, UK

Recreational Assistant

Company: Legacy Leisure
Location: Reading, UK

Water Babies Instructor

Company: Water Babies
Location: Hertfordshire, UK

Sports Manager

Company: Brentwood School Sports
Location: Essex, UK

Fitness Leader

Company: Parkwood Leisure
Location: Bexleyheath, UK

Youth Fitness Coordinator

Company: Xercise 4 Less
Location: Leeds, UK

Fitness Instructor

Company: Livingwell
Location: Dartford, UK

Duty Officer

Company: Charterhouse Club
Location: Surrey, UK

Swimming Teacher

Company: Everyone Active
Location: Easton, Bristol, UK

Dryside Attendant

Company: Everyone Active
Location: Loughton, UK

Fitness Instructor

Company: énergie group
Location: Wembley, UK

Sales Manager

Company: énergie group
Location: Old Street, UK

Centre Assistant

Company: Vivacity
Location: Peterborough, UK

Recreation Assistant

Company: GLL
Location: Swindon, UK

Duty Manager

Company: Achieve Lifestyle
Location: Surrey, UK

Centre Assistant (Lifeguard)

Company: Vivacity
Location: Peterborough, UK

Marketing Manager

Company: Gateshead Council
Location: Gateshead, UK

Development Manager

Company: Three Rivers District Council
Location: Hertfordshire, UK

Team Leader

Company: Everyone Active

Location: Loughton, UK

Sales Manager

Company: énergie group
Location: Bethnal Green, UK

Fitness Instructor

Company: énergie group
Location: Bethnal Green, UK

Trampoline Coach

Company: Everyone Active
Location: Sutton, UK

Maintenance Technician

Company: Parkwood Leisure
Location: Portsmouth, UK

Fitness Motivator

Company: Everyone Active
Location: Epping, UK

Club Manager

Company: énergie group
Location: Greater London, UK

Duty Manager

Company: Surbiton Racket & Fitness
Location: Surrey, UK

Head of Marketing

Company: Hertfordshire Sports Village
Location: Hertfordshire, UK

Fitness Manager

Company: Hertfordshire Sports Village
Location: Hertfordshire, UK

Theme Leader Volunteers

Company: Stoke-on-Trent City Council
Location: Stoke-on-Trent, UK

Fitness Coach

Company: The River Bourne Club
Location: Chertsey, UK

Duty Manager

Company: LED Leisure Management
Location: Exmouth, UK

Assistant General Manager

Company: The Gym Group
Location: Croydon Purley Way, UK

Leisure Assistant

Company: Chesterton Sports Centre
Location: Cambridge, UK

Chief Executive Officer

Company: The STA
Location: Walsall, UK

Recreation Assistant

Company: GLL
Location: Swindon, UK

Fitness Manager

Company: Everyone Active
Location: Southam Leisure Centre, UK

Operations Manager

Company: Soho Gyms
Location: London, UK

Lead Gymnastics Coach

Company: GLL
Location: Hillingdon, London, UK

Recreation Assistant

Company: Legacy Leisure
Location: Exeter, UK

Lifeguard

Company: Everyone Active
Location: Various locations, UK

Sales Advisor x3

Company: Everybody Sport
Location: Various locations, UK

Front of House Receptionist

Company: Everyone Active
Location: Southam Leisure Centre, UK

General Manager

Company: Treetop Adventure Golf
Location: Cardiff, UK

Fitness Motivator

Company: Everyone Active
Location: Fareham, Hampshire, UK

Party Leaders

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

Pilates Instructor

Company: Parkwood Leisure
Location: Portsmouth, UK

Event Sales Manager

Company: Big Bang Promotions
Location: Nationwide, UK

Fitness and Spa Manager

Company: Bay Leisure Limited
Location: Swansea, UK

Membership Sales Advisor

Company: Achieve Lifestyle
Location: Egham, Surrey, UK

General Assistant

Company: GLL
Location: Swindon, UK

Leisure Services Manager

Company: Center Parcs
Location: Bedfordshire, UK

Sales and Retention Manager

Company: Bolton Arena
Location: Bolton, UK

Senior Fitness Instructor

Company: Bolton Arena
Location: Bolton, UK

Recreation Assistant

Company: GLL
Location: Manchester, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Thatcham, UK

Sports Coach

Company: Ipswich Borough Council
Location: Ipswich, Suffolk, UK

Recreation Assistant

Company: GLL
Location: Reading, UK

Assistant Operations Mgr

Company: University of Leeds
Location: Leeds, UK

Leisure Assistant

Company: GLL
Location: South Bucks, UK

Customer Motivator

Company: Move GB
Location: Bath, UK

Regional Activity Scout

Company: Move GB
Location: London, South East, UK

Team Leader / Relief

Duty Manager

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

Childcare Assistant

Company: Parkwood Leisure
Location: Bristol, UK

Fitness Development Officer

Company: Active Tameside
Location: Greater Manchester, UK

Exercise Referral Instructor

Company: Parkwood Leisure
Location: Bristol, UK

Outdoor Event Supervisor

Company: Big Bang Promotions
Location: Windsor & Maidenhead, UK

Fitness Instructor

Company: énergie group
Location: Forest Hill, UK

Commercial Manager

Company: Stoke-on-Trent City Council
Location: Stoke-on-Trent, UK

Parks Liaison Officer

Company: Stoke-on-Trent City Council
Location: Stoke-on-Trent, UK

Receptionist

Company: Parkwood Leisure
Location: Bexleyheath, UK

Account Relationship Exec

Company: Matrix Fitness
Location: Staffordshire, UK

Project Specialist - Marketing

Company: Matrix Fitness
Location: Staffordshire, UK

Regional Sales Manager

Company: Matrix Fitness
Location: (Various locations), UK

Regional Sales Manager

Company: Matrix Fitness
Location: Midlands, UK

Regional Sales Managers

Company: Matrix Fitness
Location: (North & South), UK

Fitness Instructor

Company: énergie group
Location: Leighton Buzzard, UK

Fitness Instructor

Company: énergie group
Location: Banbury, UK

Studio Instructor

Company: Lifehouse Spa & Hotel
Location: Essex, UK

Fitness Motivators

Company: Everyone Active
Location: Clevedon, UK

Duty Manager

Company: The Holbrook Club
Location: Horsham, West Sussex, UK

Membership Consultant

Company: Everyone Active
Location: Staines UK, UK

Dry Side Leisure Assistant

Company: GLL
Location: Cambridge, UK

Recreation Assistant

Company: GLL
Location: South Oxfordshire, UK

Club Manager of London Site

Company: The Gym Way
Location: London, UK

Senior Sport and Health

Development Officer

Company: Northampton Leisure Trust
Location: Northampton, UK

Membership Sales

Company: énergie group
Location: Banbury, UK

Watersports Manager

Company: The Parks Trust
Location: Milton Keynes, UK

Swimming Teacher

Company: Everyone Active
Location: Nuneaton, Warwickshire, UK

Casual Lifestyle Advisor

Company: Active Tameside
Location: Greater Manchester, UK

Assistant Managers

Company: Summit Indoor Adventure
Location: Selby, UK

Recreation Assistant

Company: Legacy Leisure
Location: Newbury, UK

Climbing Instructors

Company: Summit Indoor Adventure
Location: Selby, UK

Ski Instructors

Company: Summit Indoor Adventure
Location: Selby, UK

Senior Ski Instructor

Company: Summit Indoor Adventure
Location: Selby, UK

Recreation Assistant

Company: GLL
Location: Camden, UK

Regional Manager

Company: Camping & Caravanning Club
Location: South, UK

General Manager

Company: Jump Arena
Location: Luton, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Woburn, Bedfordshire, UK

Beauty Therapist

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

Beauty Therapists

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

Spa Therapists

Company: Hand Picked Hotels
Location: Various, UK

Tutor Beauty Therapy

Company: The Training Room
Location: Nationwide, UK

Spa Therapist, part time

Company: Wildmoor Spa & Health Club
Location: Stratford-upon-Avon, UK

Head of Operations

Company: Madame Tussauds
Location: San Francisco, United States

Senior Marketing Manager

Company: Madame Tussauds
Location: San Francisco, United States

Visitor Experience Manager

Company: National Trust
Location: Erddig, near Wrexham, UK

Visitor Experience Manager

Company: National Trust
Location: Northumberland, UK

Visitor Services Manager

Company: Lake District National Park
Location: Brockhole, Windermere, UK

Visitor Experience Manager

Company: National Trust
Location: Wrexham, UK

Visitor Experience Manager

Company: National Trust
Location: Northumberland, UK

Studios Artist

Company: Madame Tussauds
Location: San Francisco, United States

Guest Experience Associate

Company: Madame Tussauds
Location: San Francisco, United States

Outside Sales Manager

Company: Madame Tussauds
Location: San Francisco, United States

Operations Director

Company: Alton Towers Theme Park
Location: Staffordshire, UK

Maschinenbauingenieur

Company: Heide Park Resort
Location: Soltau, Germany

Profit Protection Manager

Company: Legoland
Location: Florida, United States

Marketing Manager

Company: Sea Life
Location: Birmingham, UK

Advertising and

Research Executive

Company: Legoland
Location: Johor, Malaysia

Guest Service Area Lead

Company: Legoland
Location: California, United States

Visitor Experience Manager

Company: RNLI - Royal National
Lifeboat Institution
Location: Home based with travel, UK

Restaurant Manager

Company: Summit Indoor Adventure
Location: Selby, UK

Marketing Executive

Company: The Dungeons
Location: York, UK

Technician Supervisor

Company: Madame Tussauds
Location: New York NY, United States

Visitor Experience Manager

Company: National Museums Scotland
Location: Scotland, UK

Head of Visitor Experience

Company: National Museums Scotland
Location: Scotland, UK

Duty Manager

Company: The Look Out Discovery Centre
Location: Bracknell, Berkshire, UK

Events and Cultural

Development Officer

Company: Arun District Council
Location: Bognor Regis, UK

Maintenance Manager

Company: Madame Tussauds
Location: New York, United States

Public Relations Manager

Company: Merlin Entertainments Group
Location: New York, United States

Health and Safety Director

Company: Legoland
Location: California, United States

Centre Manager

Company: The Look Out Discovery Centre
Location: Bracknell, Berkshire, UK

Maintenance Manager

Company: Legoland
Location: California, United States

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PayasUgym launches fitness festival

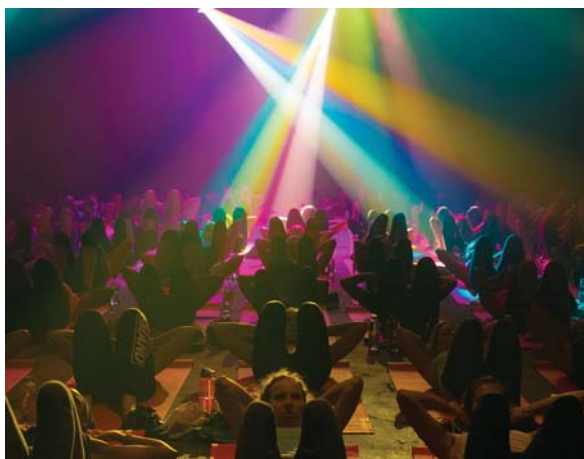
PayasUgym has launched an exciting new series of fitness festivals designed to showcase the hottest group classes from boutique studios.

The online gym pass provider hosted its first Urban Movement event this month at hip Shoreditch venue Village Underground. The pilot event saw more than 100 participants sweat through a 70-minute workout medley of six different exercise classes available through PayasUgym.

Instructors from Good Vibes Fitness, The Hot Spot Yoga, The Capoeira Academy, FightZone and London Dance Academy, plus celebrity PT Bradley Simmonds, put the fitness enthusiasts through their paces with 10-minute sessions covering Yoga, Pilates, Capoeira, Boxing, Twerking and HIIT.

Speaking to *Leisure Opportunities* at the high-octane event, PayasUgym founders Jamie Ward and Neil Harmsworth said they want to create a live festival experience for fans of boutique fitness.

They plan to stage an Urban Fitness event every quarter in London or other major



PayasUgym plans to stage an Urban Fitness event every quarter

UK cities to showcase the latest class offerings and provide a platform for suppliers to showcase their products to a captive audience.

On the supplier side, five wellness companies – The Healthy Body Kit, Amazonas UK, Booband, Nuva Water and JaxCoco – attended the event to showcase their products and provide samples for the guest goody bag.

The initial Urban Movement raised more than £1,000 from ticket proceeds, which will be donated to the chosen charity of Sport Relief.

Details: http://lei.sr?a=t4B4C_O

'Regret' over IHRSA's new EU office

Continued from front cover

Former ukactive CEO David Stalker blasted the move as a "a waste of everyone's time" and said it would lead to unnecessary overlap with EuropeActive's efforts in promoting the physical activity sector to European policymakers.

"The bottom line is that Europe is now a bigger market than the US. It deserves to be served by a body dedicated to its cause, not one that sees the continent of Europe solely as a market for expansion," wrote Stalker in a letter to *Leisure Opportunities*.

Now EuropeActive has had its say on the matter, with a statement issued last Wednesday (17 February) lamenting IHRSA's decision, but pledging to continue in its own work representing the European fitness market.

"We expressed last year our intention and wishes for a closer collaboration with the global fitness association IHRSA," said EuropeActive in its letter.



IHRSA and EuropeActive now have offices in Brussels

"The departure of IHRSA's Europe director (Hans Muench) was a unique moment in time to join forces and to support the European industry through EuropeActive. It is a regret that this moment has not been seized by our American friends."

Details: http://lei.sr?a=e2F2Z_O

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