

leisureopportunities

22 MARCH - 4 APRIL 2016 ISSUE 680

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

£520m 'sugar tax' to fund school sport

The government has announced plans to introduce a surprise £520m levy on sugary drinks to tackle the country's burgeoning obesity problem.

Delivering his spring Budget last week, chancellor George Osborne said the average UK five-year-old consumes their own body weight in sugar every year and measures must be taken to prevent this.

"Doing the right thing for the next generation is what this government and this Budget is about," Osborne told MPs.

"No matter how difficult and how controversial it is. You cannot have a long-term plan for the country unless you have a long-term plan for our children's health care."

A sugar levy will be introduced on soft drinks from 2018, giving drinks companies – whose shares were sent tumbling by the news – time to adjust. The chancellor



Anti-sugar campaigner Jamie Oliver in Westminster after the levy was announced

said there will be two bands for the levy – which drinks companies can choose whether to pass on to consumers – and added that pure fruit juices will be excluded.

Expected to raise £520m, the money will be used to double the amount spent on school

sports. In addition, schools will be able to apply for money to extend the school day with more sports activities.

The announcement comes as a surprise as it was initially thought the government preferred a product reformulation approach over direct tax on sugar products. The much-delayed Childhood Obesity Strategy had been expected to eschew a sugar levy until the surprise announcement.

It marks a major win for anti-sugar campaigners, including celebrity chef Jamie Oliver, who have pressured the government to take decisive action.

Sports minister Tracey Crouch wrote on Twitter: "More money into school sport from a sugar tax will help get more children physically active & combat obesity. Very welcome across sector." Details: http://lei.sr?a=5G5y7_O

Make active offices the norm, ukactive tells MPs

Senior politicians were urged at a Westminster dinner this month to help drive the physical activity agenda by supporting a range of bold policy calls to get Britain moving.

ukactive's parliamentary reception for its Strategic Partner Group saw attendance from nearly a dozen high-ranking Conservatives – including sports minister David Evennett and former health secretary Baron Lansley – as ukactive chair Baroness Tanni Grey-Thompson outlined the organisation's vision for an active Britain. Continued on back cover

Derren Brown ride sparks 12p tickets

Surrey's Thorpe Park is taking the Victorian theme of its new Derren Brown ride to a whole new level, rolling back entry prices to the equivalent of a shilling – just 12p.

The special offer – limited to 1,871 tickets to represent the year in which Derren Brown's Ghost Train is set – will be active from 10am on 25 March through the Thorpe Park website for a maximum of four tickets per person to use at any time until 6 October.

The promotion was announced to celebrate the launch of the new ride – Thorpe Park's largest ever investment – which has been set an opening date of 6 May. Unlike anything seen before, the 15-minute interactive experience



Derren Brown has masterminded the 15-minute ride

will combine a number of elements including live action, virtual reality, grand-scale illusions and next-gen technology to create something which will leave them questioning where perception ends and reality begins. Details: http://lei.sr?a=E9S4v_O

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Annual subscription rates are: UK £34,

Europe £45, Rest of world £68, students UK £18.

Leisure Opportunities is published 26 times a year by The Leisure Media Co Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Co Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Warners Midlands PLC. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally. ©Cybertrek Ltd 2016 ISSN 0952/8210 (Print). ISSN 2397-2394 (Online).

Andy Reed to drive CSP review

Andy Reed – the former MP for Loughborough – has been assigned to lead the review into the role played by County Sports Partnerships (CSP) as called for in the government's sport strategy.

The review will look at the roles and functions of CSPs in a changing political landscape of devolved local government and increasingly insight-led sports provision.

Reed, who has chaired his local Leicestershire and Rutland Sport CSP

since 2004, said the review "comes at an important time", and that he intends to approach the process "with an open mind".

"The government's Sporting Future strategy and Sport England's strategy means things are changing and the landscape around CSPs has changed since they were first established," he told *Leisure Opportunities*. "This review is a look at what CSP will and can do in the future and what they will look like."

Although the government initially set an autumn deadline for the review to be completed, Reed is likely to report to the



Reed expects to deliver his findings to DCMS by the end of May

Department of Culture, Media and Sport (DCMS) with his findings by the end of May.

"I am looking forward to hearing from all sectors about CSP's future," he added. "I will be setting out a framework and a proper consultation process over the next week so we can get started as soon as possible."

CSPs are made up of local agencies working together to increase participation in sport and physical activity. CSP partners include NGBs, clubs, local authorities, sport and leisure facilities, plus primary care trusts. Details: http://lei.sr?a=4S8U7_O

Boris backs boxing participation initiative

Six London boroughs will benefit from 12 new community boxing hubs as part of a scheme funded by Sport England and the Mayor of London's Office.

Known as British Lionhearts in the Community, the initiative is designed to increase grassroots boxing participation in the capital, and aims to engage with more than 2,600 men, women and children.

The 12 gyms will be set up in schools and clubs in the boroughs of Westminster, Camden, Kensington and Chelsea, Enfield, Harrow and Tower Hamlets. As well as infrastructure and equipment, training and opportunities will be provided to enable local participation as coaches, officials and volunteers.

Sport England has pledged £43,900, while the Mayor's Office has earmarked £25,000.

"It is less than four years since that incredible summer when Nicola Adams and Anthony Joshua warmed the hearts of the nation by winning gold at the London Olympics," said



Members of the British Lionhearts launched the scheme in Covent Garden

mayor of London, Boris Johnson. "We've been working hard to build on their incredible success and I'm delighted to back this scheme, which is taking the sport out to Londoners – boosting participation levels across the capital."

Sport England director of sport, Phil Smith, added: "Boxing as a sport is growing in popularity, and this programme offers a great opportunity to help get even more people involved with their local clubs." Details: http://lei.sr?a=y7d4Z_O

PL clubs cap away ticket prices

Supporters of Premier League clubs have been given a boost after the league agreed to cap away ticket prices at £30 for the next three seasons.

A unanimous decision was made by all 20 Premier League clubs, leading the Football Supporters' Federation (FSF) to claim that the scheme will "make the difference between attending games and not attending games."

In a statement, the Premier League said: "Away supporters have additional travel costs and pay individual match prices, as season ticket and other discounts are not available to them. Responsibility for them is shared between clubs and therefore it is right that there is a collective initiative to help them."

The changes will come into effect from the start of the 2016/17 season, and come amid high profile protests from fans about ticket prices. In 2013, the FSF launched the 'Twenty's Plenty' campaign, lobbying for £20 away tickets. Although the figure agreed by



The FSF launched the Twenty's Plenty campaign in 2013

the Premier League clubs is a slight increase on what was proposed, FSF chief executive Kevin Miles said he was "delighted" with the announcement. Arsenal Football Club has reduced the price further to £26.

"A maximum price of £30 for away tickets will save a lot of fans a lot of money, and for many will make the difference between attending away games or not," said Miles. Details: http://lei.sr?a=E7h4Q_O

ECB to cut county cricket fixtures

The England and Wales Cricket Board (ECB) has made a number of changes to the domestic calendar, resulting in fewer County Championship matches.

From the 2017 season, the number of County Championship rounds will be reduced from 16 to 14, with each county playing two fewer games each as a consequence. The competition will run throughout the summer in two blocks, pausing during periods of limited overs cricket.

The County Championship will still be played over two divisions, although from 2017, Division One will be made up of eight teams, while Division Two will be populated by 10 teams. The current structure has nine in each division.

In addition, the T20 Blast – 20-over cricket – will be played in July and August to "best make use of the summer holiday period to attract a wide family-based audience."

The 50-over Royal London Cup group stage matches will occur in April and May, with the final at Lord's in July. Group winners will go straight to the semi-finals with second- and third-placed teams entering the quarter-finals.



The T20 Blast will take place in July and August to attract families

ECB chair Colin Graves said that the decisions were made after "a number of productive meetings" with chief executives and chairs of First Class Counties.

"There is a clear consensus that county cricket has to be sustainable and must support the whole game," he added. "There is an appetite for change and cricket is moving fast – we must not be left behind."

Tom Harrison, chief executive of the ECB, said the organisation had a "great opportunity to take a detailed look at a range of options." Details: http://lei.sr?a=V7q2j_O



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Rugby star Sean Fitzpatrick to headline Flame 2016

New Zealand rugby star and motivational leadership expert Sean Fitzpatrick has been announced as the keynote speaker for ukactive's 2016 Flame Conference.

The former All Blacks captain, who played a record 63 consecutive matches during his 92-test career, will speak to the audience about his ongoing work around the science behind a winning culture and the secrets of leadership.

"The TEAM ethos is essential in business, and I'm looking forward to talking about my work at this year's Flame Conference," said Fitzpatrick, who is also co-founder of the First Row Group of Companies. Details: http://lei.sr?a=m4Q9N_O



(L-R) Campling, Musgrove and Elliott

Bannatyne rewards loyalty with top team promotions

Duncan Bannatyne has rewarded the senior management team which helped his health club chain navigate a tricky 2015 with a series of promotions.

Last year saw the jailing of former finance director Christopher Watson for defrauding The Bannatyne Group out of nearly £8m – an experience that left Bannatyne feeling 'betrayed'. During this time, the revamped top team has worked hard to move the operator forward and redefine its brand as a premium proposition.

Leading this initiative has been Bannatyne Group managing director Justin Musgrove, who has been promoted to the role of CEO for his efforts.

Meanwhile, finance director Ken Campling has also been commended for his work balancing the books, being given the new role of chief financial officer and a seat on the company board. Completing the shake-up, Anthony Elliott has been named director of operations, responsible for day-to-day operations across the company's health club, spa and hotel businesses. Details: http://lei.sr?a=5V8a5_O

Gym Group revenue hits £60m

The Gym Group posted a solid set of maiden preliminary financial results last week (15 March), hitting market expectations for 2015 – the year when it became the first UK gym operator to go public in more than a decade.

The chain founded by John Treharne in 2008 announced that revenue increased by 31.9 per cent during 2015 to reach £60m. Adjusted profits before tax exceeded market consensus to hit £5.3m, while reported losses before tax were £12.4m, which the company attributed to financing costs for its listing and exceptional costs.

"2015 was a landmark year for The Gym Group with an acceleration in roll-out and strong results, culminating in a successful IPO," said company CEO Treharne.

"Our affordable and disruptive model, which we relentlessly strive to improve, resonates with consumers as demonstrated by the near 30 per cent increase in membership in 2015."

As reported by *Leisure Opportunities* in January, The Gym Group confirmed it expects to add 15-20 gyms to its 74-strong portfolio during 2016 as it seeks to build on 2015's momentum. The chain has enjoyed an encouraging start to the year, with membership increasing 11.2 per cent in the traditionally busy first two months of the calendar.



The Gym Group has also made a strong start to 2016

The company also said that it expects to benefit from the maturation of more sites in 2016. Currently, 34 of the chain's 74 sites have been open for less than two years and profitability will increase as more locations reach full capacity.

Shares in The Gym Group have increased by more than 20 per cent since the IPO in November and have regularly been touted by analysts and tipsters. But despite meeting forecasts, the gym chain's results failed to impress investors, as shares fell 5 per cent in early morning trading. Details: http://lei.sr?a=n6q3W_O

Fitness First puts twins to the test

Fitness First has made waves across the internet with a new campaign promoting its BioScore health and fitness assessment.

The video, which has racked up over a million views so far across Facebook and YouTube, invites five pairs of identical twins to determine if their biological age matches their actual age. The experiment follows previous research on identical twins in Finland, which concluded lifestyle plays a more important role in biological age than DNA.

BioScore – which comprises health, fitness and lifestyle assessments – is now included within Fitness First's BodyFirst and BodyFirst+ induction packages and forms part of the chain's ongoing investment in unlocking the secrets to motivation.

David Jones, marketing director at Fitness First said: "The real benefit of BioScore isn't just that it highlights the specific areas people need to work on in order to improve their



The fitness aspect of BioScore assesses a broad range of metrics

biological age, but also that it encourages people to act immediately on these improvements.

"Unlike fitness or health recommendations that offer long term or non-specific benefits as an incentive, such as 'helping you live longer', the BioScore assessment gives immediate impetus to take action e.g. improve your biological age by three years or five years by taking the following specific steps."

Details: http://lei.sr?a=h3w5z_O

Xercise4Less: Free classes for kids

Xercise4Less has kicked off an innovative new programme offering free exercise classes to children across the UK in a bid to tackle the growing epidemic of youth inactivity.

Youth inactivity has regularly been in the spotlight in the last year, with 1 in 5 English primary school children now classed as overweight or obese. Research released from Essex University showed fitness levels among English schoolchildren are lower than ever and still getting worse, while ukactive made major headlines recently with its Generation Inactive report, which showed only half of seven-year-olds are meeting recommended physical activity guidelines of 60 minutes per day.

Eager to get children on their feet and away from computer screens, Xercise4Less will put on free classes for parents and their children aged between three and five across its 35 UK health clubs. Each site will stage four Xercise4Kids sessions per week as part of a £1m investment from the budget operator into the scheme.

The new exercise model was developed by Xercise4Kids co-ordinator



Xercise4Less will put on free classes for parents and children

Sarah Philp, who wanted to provide parents and children with the opportunity to enjoy exercise together and learn new and exciting ways of being physically active.

The 45-minute classes take both the children and parents on a "storytelling journey" through four different themes: The Underwater Kingdom; Deserted Lands; Jump Around Jungle; and The Exceptional Circus. Each class incorporates four to five activities that keep the heart rate high and challenge the major muscle groups, with an emphasis on fun.

Details: http://lei.sr?a=v7j7f_O

'Archaic' planning laws not fitness-friendly

Britain's outdated town planning laws are blocking fitness studios from boosting physical activity on the country's high streets, according to the UK boss of Barry's Bootcamp.

Sandy Macaskill, who is the co-owner of the two Barry's Bootcamp studios in London, is calling for an overhaul of planning regulations to reflect how fitness businesses have evolved towards a retail model. He says his efforts to acquire a new site for Barry's Bootcamp have been thwarted by council planners who would rather have a "furniture shop or a mobile phone shop" appear on the high street than a business that encourages the population to get active.

"Fitness studios used to be a hard sell to landlords, as they viewed us more like leisure centres than vibrant retail hubs which drive footfall and add value to buildings, but the success of our business and others like it has helped change this," Macaskill told *Leisure Opportunities*. "But we've still got the major hurdle of planning committees frequently



Sandy Macaskill is co-owner of Barry's Bootcamp in the UK

blocking applications to convert A1 spaces into fitness studios. It's as if the 2012 Olympic legacy didn't even happen – councils are telling everyone to be more active but then they don't want to see fitness studios on the high street."

Under England's planning use classes framework – which hasn't been updated since 1987 – gyms and leisure centres can only occupy buildings designated under the 'Class D2' category, whereas shops and retail outlets sit in the more abundant 'Class A1' category of building.

Details: http://lei.sr?a=s2y4t_O

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Budget helps more get homes, but fewer get jobs



KURT JANSON
is director of the
Tourism Alliance

The 2016 Budget contained a number of measures that will help support tourism growth. There were grants to support cultural projects around the country including £5m for the Shakespeare North project to establish a new theatre in Knowsley, £13m for Hull's European City of Culture activities, and broadening of the eligibility criteria for the VAT refund scheme for museums and galleries. There was also considerable support for small businesses which will help the 80 per cent of tourism firms that are SMEs. Businesses with a rateable value of £12,000 and below will receive 100 per cent relief on business rates and the VAT threshold is to be raised. So all good?

Well, not quite. There was one small item hidden away in the Budget which has the potential to cause significant problems for the tourism industry in rural and seaside destinations. And this is the introduction of Additional Stamp Duty for secondary residential properties.

The government has introduced this measure for two main reasons – first and foremost is to take some of the heat out of the Buy-to-Let industry so that first time buyers have more access to housing. Secondly, the move has been supported by some seaside MPs as a way to prevent holiday home ownership forcing local residents out of the property market and turning some destinations into deserted villages.

While additional stamp duty will help address both these issues, there is a problem. And that is that owning a self-catering property is included in the definition of a secondary residential property. The self-catering sector is a key component of the UK domestic tourism industry, accounting for 21 per cent of the 114m million trips taken each year and responsible for 23 per cent (£5.2bn) of the £23bn per annum that domestic tourism provides to the UK economy. Reducing the viability of operating a self-catering property will have a detrimental impact on the local economy.

So we could end up with a situation where local residents are better able to buy a home, but less able to find a job.

TOURISM

New venture backs wellness tourism

Travel Leaders Group – which includes more than 6,500 company-owned, franchised and affiliated travel agencies throughout the United States, Canada, the United Kingdom, Ireland and Australia – has launched a Select Wellness Collection made up of 40 global hotels and spas renowned for their focus on health and wellness.

Designed in conjunction with wellness and spa consultant Sallie Fraenkel – president of the Mind Body Spirit Network and former COO of SpaFinder Wellness and EVP of the Global Wellness Summit – the amenity-driven collection is only available to consumers through Travel Leaders Group's 40,000+ travel agents.

"Since wellness travel is projected to grow by more than 9 per cent annually – nearly 50 per cent faster than overall global tourism – we created our Select Wellness Collection to meet the growing demand for this type of experience among our agents' clientele," said Erick Rodriguez, senior vice president of the Travel Leaders Group Hotel Division.

Fraenkel hand-picked the 40 properties that are part of the programme, which she said are



Wellness consultant Sallie Fraenkel worked on the project

mostly very specialised in the wellness market.

"There are a lot of properties out there with lovely spas, but this goes beyond that," she said.

Properties in the collection include wellness destinations such as Mexico's Rancho La Puerta, Spain's SHA Wellness, California's Two Bunch Palms and Golden Door, Arizona's Camelback Mountain Resort & Spa, plus Italy's LeFay Resort & Spa Lago di Garda, as well as newcomers such as Faena Hotel Miami Beach, Santani in Sri Lanka and Sunrise Springs Integrative Wellness Resort in New Mexico. Details: http://lei.sr?a=P4J4p_O

Virgin Galactic targets space tourism

Sir Richard Branson's intergalactic ambitions have taken flight once more, after Virgin Galactic unveiled an updated version of its commercial spacecraft, which will begin a new round of testing following a fatal crash 16 months ago.

The incident, which killed co-pilot Michael Alsbury and seriously injured pilot Peter Siebold, saw the craft suffer a catastrophic in-flight breakup and crash into California's Mojave Desert, seriously delaying plans to make commercial spaceflight a reality.

The new Virgin Spaceship (VSS) Unity is the first vehicle to be manufactured by Virgin Galactic's own manufacturing arm, The Spaceship Company. At present there are plans to create a total of five VSS crafts.

First unveiled in 2008, the passenger plane is piggybacked to a high altitude by a larger plane. A rocket is then fired at 50,000ft (15,240m) to carry the unattached vessel into the earth's upper atmosphere on the fringes of space. During the flight, passengers will experience four minutes of weightlessness, and will be able to view the Earth from roughly 150,000ft (45,700m) up.



The new Virgin Spaceship (VSS) Unity has been unveiled

"Together, we can make space accessible in a way that has only been dreamt of before now, and by doing so can bring positive change to life on Earth," said Branson.

For those who can't afford the US\$250,000 (£225,500, £176,200) flight cost, the experience will be available a little closer to home, with a multi-million dollar visitor experience at Virgin's Spaceport America in New Mexico, offering a hands-on, authentic experience inside a commercial space launch facility. Details: http://lei.sr?a=n4eqj_O

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Starwood mulls rival takeover bid

Hotel giant Starwood has received a surprise US\$12.8bn (€11.5bn, £8.9bn) takeover offer from a group led by China's Anbang Insurance Group, which could scupper its planned merger with Marriott.

In November 2015, Marriott announced it would buy Starwood Hotels & Resorts – whose brands include St. Regis, The Luxury Collection, W and Design Hotels – in a US\$12.2bn (€11.4bn, £8bn) stock and cash deal which would create the world's largest hotel company.

However, last week (14 March) saw the announcement of a rival bid from the Chinese-led consortium, which would pay US\$76 (€67, £53) a share in cash for all outstanding Starwood shares.

Marriott has provided a waiver for the rival discussion to take place, but has said that it is still committed to its offer for Starwood. Marriott also noted that it would be owed a US\$400m cash termination fee if Starwood were to renege on its existing merger deal. It has been reported that shareholders of



Starwood named Thomas Mangas as new CEO in December

Starwood and Marriott are expected to vote on the deal on March 28. If Anbang were to be successful with its rival bid, the deal would mark the latest significant step into the hotel industry for the company, following its purchase of the Waldorf Astoria hotel in New York in 2014 for US\$1.95bn (€1.6bn, £1.2bn). Details: http://lei.sr?a=r6A3N_O

AccorHotels makes equality pledge

To celebrate International Women's Day 2016 this month, AccorHotels launched an initiative to champion women across its hotel brands, with a commitment to 35 per cent of hotel managers being women by the end of 2017.

Accor is one of 10 companies selected by UN Women as one of the champion corporations of the HeForShe – IMPACT 10x10x10 pilot initiative, because of its commitment to gender parity and to changing mentalities in the hospitality sector to promote women's empowerment.

As part of its initiative, AccorHotels has also pledged to reduce the pay gap between men and women at the Paris head office and in three other countries by the end of 2017, and to sensitise and motivate male employees in favour of gender diversity. It hopes to have 50,000 male employees involved as HeForShe champions by the end of 2017.

"I am absolutely convinced that women should be free to have fulfilling careers and be given the same opportunities as



Accor hopes to have 50,000 male employees as HeForShe champions

men," said Sébastien Bazin, chair and CEO of AccorHotels. "As CEO of AccorHotels, I know that we have the resources and capacity to bring about real change."

Accor operates Sofitel, Pullman, Novotel and ibis brands, among others, and has around 3,800 properties – nearly 500 of which are luxury and upscale. It is in the process of buying FRHI – the owner of Raffles, Fairmont and Swissotel – for approximately US\$2.9bn (€2.6bn, £1.9bn) in cash and shares. Details: http://lei.sr?a=x8Q5K_O

Are we getting all the information we need about Brexit?



PETER DUCKER
is chief executive of the Institute of Hospitality

The Referendum on EU membership is a personal decision for the British people and you would not expect me to come down on either side. But it's interesting to look at the relevant arguments for hospitality and leisure from both sides.

The UK hospitality industry employs a large proportion of migrants, many from Europe. In London, 69 per cent of the hospitality workforce were not born in the UK and at a national level, nearly a third of all UK hospitality managers are migrants.

In a recent *Caterer* poll, those in the 'remain' camp thought that leaving the EU would result in 'reduced staff availability'. Those in the 'leave' camp cited 'more jobs for British workers' as a key reason for leaving the EU. Would Brexit result in more Britons entering hospitality and leisure? Not in itself, but it could act as a catalyst and it's something that many industry leaders want to happen. Perhaps losing some European workers would give us the extra spur to finally make our sector appealing to our home-grown workforce.

The other key area to consider is inbound tourism. Half of all our tourism revenue comes from overseas visitors, a large proportion from Europe. Leaving the EU could make it more difficult for Europeans to visit the UK. On the upside, a weaker pound would act as a stimulus. It may be worth pointing out here that American tourists – who need a visa to come – spend nearly twice as much as our second biggest spenders, the Germans, who don't.

Having said all the above, the information being put forward in this debate is still sketchy. Where are the facts? Do we know for sure that Brexit will reduce staff availability? Has the 'leave' campaign clearly spelt out what rights EU citizens will have to work in the UK? Equally, does the 'remain' campaign have a credible vision of how staying in the EU and free movement can be made sustainable in the long term? So far, we are not getting the answers we deserve. That's why we'll be staging a sector-specific In Out Debate in May – see the Institute of Hospitality website for details.

Tax relief for UK's free-to-enter museums in Budget

UK museums offering free entry are to get tax relief aimed at helping to cover the costs of developing either temporary or touring exhibitions.

Part of chancellor George Osborne's 2016 Budget, the tax refund scheme will allow organisations fitting the criteria to claim a rebate on "VAT incurred on most goods and services purchased in order to grant free rights of admission to collections" – something which previously only applied to either national or university museums and galleries.

Additionally, temporary or touring exhibitions will be granted tax relief starting April 2017. *Details: http://lei.sr?a=Y4n3N_O*



The centre will have more than 200 exhibits

Dublin's Concert Hall wing to be kid's science centre

Ireland's Office of Public Works (OPW) has unveiled plans to redevelop the former north wing of the National Concert Hall in Dublin into an interactive children's science centre, with a planetarium at the heart of the multi-million Euro development.

Known as the Exploration Station, the OPW has set an opening date of late 2018 for the 8,500sq m (91,500sq ft) attraction, with more than 200 bespoke interactive exhibits on the cards. Additionally, a former building close to the concert hall will be refurbished and used for temporary exhibitions, with an underground tunnel connecting it to the new science centre.

Ciarán O'Connor, appointed state architect for OPW, is handling plans for the redevelopment, which include reorganising and refurbishing the venue, installing a 200-seat planetarium with a 15m (50ft) dome, and adding a front elevation to the concert hall. The building, which dates back to 1912, will be preserved as much as possible, as will the 19th-century buildings behind it. *Details: http://lei.sr?a=Q5s5v_O*

London attractions draw 65 million

The top 10 most-visited attractions in the UK are all based in London, according to new figures from the Association of Leading Visitor Attractions (ALVA), with the British Museum topping the chart as the most popular visitor attraction in Britain for the ninth straight year.

With many urging for the cultural disparity between the capital and the rest of the UK to be addressed, London showed why it receives roughly four times the amount of per capita funding compared to the rest of Britain, drawing more than 65 million people to its visitor attractions in 2015.

Welcoming 6,820,686 visitors last year, the British Museum remains the most popular attraction in the UK, while the National Gallery retained second place, drawing 5,908,254 people. The Natural History Museum jumped up two places from 5th in 2014, welcoming 5,284,023 as the UK's third-most-visited attraction.

Outside the capital, Birmingham's redeveloped library was the most visited in the UK, with 1,828,999 passing through its doors. Following its £40m Islands expansion



The British Museum welcomed 6,820,686 visitors last year

and favourable coverage on a BBC drama series in late 2014, Chester Zoo was number 12 on the list, with an 18 per cent increase in visitor numbers year-on-year.

Temporary exhibitions played a strong part in 2015, with the largest increase in visitor numbers in the top 10 being Somerset House, which saw a 31 per cent jump up to 3,235,104, credited to a series of temporary exhibitions and public programmes. The Royal Academy of Arts also climbed six places in this year's results, breaking the million visitor barrier. *Details: http://lei.sr?a=G3v8e_O*

Kerslake to helm HLF and NHMF

Ros Kerslake has been appointed chief executive of the Heritage Lottery Fund (HLF) and the National Heritage Memorial Fund (NHMF).

Kerslake – who was awarded an OBE in the Queen's New Year's honours list for services to British heritage – will join the HLF in the third quarter of this year, leaving her role as chief executive of the Prince's Regeneration Trust (PRT), a position she has held since 2006.

While at the PRT, Kerslake notably led the team that saved one of the last working Victorian potteries in the UK, restoring the site and giving it a new lease of life. She currently also sits on The Heritage Alliance Board, and chairs the Regeneration Leaders Network.

"Ros has a rich background in heritage and an impressive commitment to the role it plays in making people's lives better," said HLF chair Sir Peter Luff. "She is the perfect choice to lead HLF and as a successful applicant for funding, she knows how the organisation feels to those who seek National Lottery support."



Kerslake was awarded an OBE in the New Year's honours list

Kerslake succeeds Carole Souter, who steps down from her position at the end of April.

"It is an enormous honour to be asked to lead an organisation which plays such a crucial role in supporting heritage all around the United Kingdom," said Kerslake. "I am stepping into very big shoes in taking over from Carole but I am looking forward very much to working with the exceptional team that she has established and to leading HLF on the next stage of its journey." *Details: http://lei.sr?a=M5d7a_O*

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McCarthy: People handling is key

How we recruit, train, manage and treat our employees is what makes the difference in an organisation, according to Jeremy McCarthy, Mandarin Oriental's director of spa.

McCarthy sat on a panel at the recent Professional Spa and Wellness conference in London entitled 'Help your team bloom and flourish by unlocking their motivation and potential.'

McCarthy, who holds a Masters degree in Applied Positive Psychology, also teaches a course at UC Irvine on 'Positive Leadership in Spas & Hospitality.'

"I don't teach that negativity is a bad thing," said McCarthy. "If you have that culture of everything has to be positive and we don't want any negativity, then how does somebody feel comfortable letting you know that there's a problem that needs to be fixed?"

Additionally, negative employees can be a key resource to an organisation, he suggested.

"Negative employees bring energy to an organisation, because they care," he explained. "If they didn't care, they wouldn't



McCarthy spoke about positive leadership in spas and hospitality

be negative. Negative employees have energy and passion, and if you can direct that in the right way, you have a real resource there."

McCarthy said he also shifts the conversation from how to motivate employees, to how to stop demotivating them.

"Almost everybody shows up to work on the first day motivated," he explained. "The question is, what do we as managers do over time that starts to strip away that inherent motivation that your employees had on day one?"

Details: http://lei.sr?a=H9M3G_O

New massage franchise venture launches

A new massage franchise venture led by UK Spa Association chair Charlie Thompson and Elliot Walker, former MD of Murad UK, opened in Camberley, Surrey, on 18 March.

The first The Massage Company location will have 14 treatment rooms over two floors, offering a simple selection of four massage treatments: deep tissue, sports, Swedish and maternity. Four optional treatment upgrades include hot stones, scalp massage, aromatherapy and a Fantastic Foot Treatment.

The Massage Company plans to bring the monthly membership model – which has had success in the US – to the UK, offering memberships starting at £44.95 per month, which includes one 50-minute massage.

"We're building massage as a routine part of lifestyle," said Thompson. "We're changing the way that people view massage in the UK, and bringing it to the mainstream."



(L-R) Elliot Walker, John Holman and Charlie Thompson

The company has also brought on John Holman as director of massage training; Holman has developed The Massage Company Training Programme, an advanced-post-graduate qualification with a series of new massage techniques specifically created to protect therapists' joints, said Thompson.

Thompson and Walker hope to have another site open by late 2016 or early 2017 and then to expand as a national brand.

Details: http://lei.sr?a=9e7G5_O

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The structure will be clad in perforated mesh

Innovative multi-level skatepark gets green light

Guy Holloway Architects look set to develop the world's first multi-storey skatepark in the British port town of Folkestone after their design received planning approval from the district council.

Following a series of public consultations in Q1 2015, detailed proposals were developed by the architects and skatepark design consultancy Maverick for an urban sports facility. That vision has now been approved by planning committee members at Shepway District Council.

The park will host a variety of popular urban sports including skateboarding, BMXing, rollerblading and scootering, with additional trial cycling facilities, a bouldering gym and a boxing club. A cafe and rooftop function room with views across the harbour will also feature.

The skatepark will serve as an international attraction, while offering access to young people in skating and BMXing. Details: http://lei.sr?a=d3C5y_O

West Ham eyes Olympic Stadium capacity growth

Premier League football club West Ham United is attempting to expand the capacity of the Olympic Stadium – its home from next season – following “extraordinary” demand for tickets.

A statement on the club's website revealed that the board is “doing everything in its power” to expand the capacity to 60,000 seats from the 54,000 capacity.

If the move goes ahead, West Ham will be able to offer 8,000 season tickets for £289 (US\$415, €373) because of the additional 5,000 seats that will fall under the pricing band. The club has also projected that around 8,000 season tickets will be sold to under-16s for £99 (US\$142, €128).

West Ham is gearing up to play its first season in the Stratford-based ground – which was designed by Populous for the 2012 London Olympic Games – in 2016/17. Details: http://lei.sr?a=d8F4P_O

Olympicopolis pushes forward

New images have been released this month of the ambitious Olympicopolis cultural development planned for London's Queen Elizabeth Olympic Park.

A selection of renderings and models show the scheme's main leisure institutions located on Stratford Waterfront, including a new V&A museum, a Smithsonian gallery and a 600-capacity theatre and hip hop academy.

Olympicopolis – which is a legacy project inspired by the successful London 2012 Olympic and Paralympic Games – has been designed by an architectural team led by British practice Allies and Morrison and including RIBA Royal Gold Medal winners O'Donnell and Tuomey and Spanish firm Arquitecturia.

The waterfront site, which is situated next to Zaha Hadid's London Aquatics Centre and close to Anish Kapoor's ArcelorMittal Orbit, will provide a home for the following cultural facilities.

These include a new venue for the Sadler's Wells Theatre; V&A East, a new museum from



Olympicopolis is situated next to Zaha Hadid's London Aquatics Centre

The Victoria and Albert Museum; the first permanent Smithsonian Institution museum outside of the United States; and a new home for the London College of Fashion.

Outline planning application for the scheme is expected to be submitted in December 2016. Building work is due to start in 2018 and the waterfront is scheduled to open in 2020/21.

“Our plans to create a world class education and cultural district are moving forward in leaps and bounds,” said David Goldstone, CEO of the London Legacy Development Corporation. Details: http://lei.sr?a=f4C6C_O

Glass tech is ‘transforming’ buildings

A trio of high-profile architects have called on the design and construction industries to embrace advancements in glass technology which are transforming the ways in which buildings can be created.

Millennium Dome architect Mike Davies, Marks Barfield managing director David Marks and OMA associate Alex de Jong have said that boundaries are being pushed in the development of glass, making the material cheaper, more sustainable and much higher performing.

“Glass is the most incredible material and we're constantly discovering new ways of using it,” said Davies. “I've been speaking a lot with nanotechnologists about how you can now make glass more complex, and their work is so exciting.

“It can form dynamic and interactive skins and facades. It can be fitted with microchips to do everything from reading out data to transmitting energy. It's a completely different game to simply glazing windows.

“I'm looking forward to the next generation of buildings. I can see a future of glass walls,



Will future buildings look like China's National Grand Theatre?

display walls, energy collecting walls, radiators integrated into glass walls.”

David Marks – a lead architect on the Brighton i360 tower and the London Eye before it – said that “technology is finding a solution to some of the problems glass buildings have suffered in the past.”

“A lot of architects have said that the age of the glass building is over, but I don't believe that to be the case at all,” he said. “I think as a material it has a great future.”

Details: http://lei.sr?a=N9A7R_O



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Soft Market Testing Opportunity

Exeter City Council is committed to high quality leisure provision and is currently investing £23m to develop Exeter Active a new flagship leisure complex in Exeter city centre. The Council is considering its future management options and is keen to gauge market interest in the future management of this facility, prior to commencing a formal procurement process.

Exeter Active will be a state of the art leisure centre incorporating a number of innovative and cutting edge technologies, which is scheduled to open in late 2018.

At this stage, having recently received outline planning permission, Exeter City Council is seeking informal expressions of interest from interested parties who would be available to attend a soft marketing meeting here in Exeter.

Participation in the soft marketing exercise is not a condition for any potential operator participating in any subsequent procurement exercise in relation to Exeter Active & this advertisement does not commit Exeter City Council to carry out any subsequent procurement.

If this is of interest to you then please contact **Andrew Goulbourne, Project Manager**, on **01392 265249** or via **andrew.goulbourne@exeter.gov.uk** for a briefing and full information on participating in a soft marketing meeting.



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We are particularly interested in knowing how you think you can work in partnership with the Council to meet our priorities, enhance the country parks and attractions and enhance the visitor experience .





Premier doubles its tutor team

Premier Training International has doubled the number of UK personal training tutors it employs as the company bids to accelerate growth and keep up with market demand.

The training provider has added 40 new tutors to its existing team of 40 and the new recruits will be based across the 42 training venues Premier Training International (PTI) operates nationwide.

The move comes as parent company Premier Global seeks to make good on the growth strategy of its American owners. Having been bought by Ascend Learning in mid-2014, Premier Global was recently subjected to a strategic review, which saw a reshuffle of management. Suzy Gunn was appointed ops director of Premier Global, while Nick Harding joined the team as financial director (from energie Group) and Belinda Moore took on the role of commercial director.

The new additions to the Premier Training tutor team are expected to help kickstart the growth strategy and they arrive with a broad range of backgrounds. Across the 40 personnel, tutors have experience across functional and high-performance training, pre- and post-natal, and rehabilitation expertise, and



Premier Global operations director Suzy Gunn

include physiotherapists, a wellness coach for the NHS, a Guinness World Record Holder and an ex-professional footballer. The tutors will be running the flagship Diploma in Personal Training, as well as 23 other fitness courses.

"We are pleased to welcome our new tutors to the team and what a team we have," said Gunn. "We have a strong tutor team to ensure our graduates leave with the best education, confidence and enthusiasm for creating healthier communities."

Details: http://lei.sr?a=k3K6B_O

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Graduates climb Gulliver's ladder

Theme park operator Gulliver's is preparing the next phase of learning for five recruits earmarked for top positions through the company's new in-house training programme.

The five trainees were selected in Q3 2015 to train as "the next generation of managers" for the company, which operates three family theme parks in the UK with a fourth currently in the works. Chosen from a pool of 700 applicants – the five have now graduated to become line managers at one of the three parks where they will gain further experience and specialised knowledge to continue their career advancement.

"A career helping to run our theme parks is really unlike any other, so we realised the only way to prepare people for it was with our own management training programme," said Gulliver's director of guest services Dean Kimberley.

"A lot of planning went into creating the programme, which is very challenging and hands-on. It gives trainees a taste of every



The five trainees have now graduated to become line managers

aspect the business, from being on the frontline entertaining our guests to all the jobs that go on behind the scenes every day."

During the training scheme, the trainees completed placements at each of the three parks, working both peak and quiet periods with a course designed to equip them with leadership skills, practical experience, technical understanding and product knowledge.

Details: http://lei.sr?a=c6N7t_O



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Katie Smith, Visitor Services Manager,
Heritage Services, the Roman Baths



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- School café (ancillary to the main dining hall and catering) and miscellaneous lettings

The successful candidate will be commercially savvy with good business development, negotiation and sales experience.

Closing date: Friday 8th April 2016 (midday)

Interview Date: Wednesday 20th April 2016

http://www.abingdon.org.uk/commercial_director_mar16/

Abingdon is committed to safeguarding the welfare of children and young people and expects all staff to share this commitment. All appointments are subject to a satisfactory DBS check.



For over 35 years Keiser has been at the cutting edge of the fitness equipment industry, with an innovative brand, a carefully engineered approach to product and a passion for perfection.

Due to an ambitious expansion programme, we now have a number of new opportunities for pro-active, forward thinking individuals to join our UK team and become an integral part of delivering products and services that exceed our customers' expectations.

Service Supervisor

c. £30,000 p.a. plus company vehicle, field based

This is a key role in delivering the industry-leading levels of customer care and satisfaction we expect. You will be responsible for organising and co-ordinating a small team of service engineers and providing hands-on engineering support to equipment on customer sites. Applicants must have experience in managing a team of field engineers and in improving systems and service levels. You will need an engineering background and we will provide in-depth training in Keiser air equipment.

Sales Manager

c £45,000 p.a. plus £15,000 to £20,000 p.a. OTB plus car, field based

A great opportunity for a successful BtoB seller to lead our small team of regional business developers and take the lead in realising our ambitious expansion programme. Applicants must have experience in managing and developing sales teams, organising sales activities to meet targets and some previous exposure to fitness products.

To apply please email your CV with a covering letter to our retained HR Consultant Avril Porter at The Human Resource on enquiries@thehr.co.uk

For more details on the following jobs
visit www.leisureopportunities.co.uk
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Swimming Teachers

Company: Everybody Sport & Rec
Location: Cheshire, UK

Supervisor

Company: Writhlington Leisure
Location: Radstock/Midsomer Norton

Beauty Therapists

Company: Thermae Bath Spa
Location: Bath, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Recreation Assistant

Company: GLL
Location: Manchester, UK

Fitness Manager

Company: Everyone Active
Location: Southam Leisure Centre, UK

Hospitality Manager

Company: Cheltenham Trust
Location: Cheltenham, UK

Assistant Regional Director

Company: Parkwood Leisure
Location: South East, UK

Club Duty Manager

Company: Coastline LLC
Location: Jeddah, KSA

Senior Climbing Leader

Company: Everyone Active
Location: Warwickshire, UK

Trainee Duty Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

General Manager

Company: The Gym Group
Location: Colchester, UK

Senior Fitness Motivator

Company: Everyone Active
Location: Nuneaton, UK, UK

Assistant General Manager

Company: The Gym Group
Location: London Alpertown, UK

General Manager

Company: Jump Arena
Location: Luton, UK

Senior Sales Consultant

Company: 360 sport and fitness
Location: Birmingham, UK

Recreation Assistant

Company: GLL
Location: Chiltern, UK

Leisure Assistant

Company: Everyone Active
Location: Melton Mowbray, UK

Full/Part time Lifeguard

Company: Everyone Active
Location: Various locations, UK

Receptionist

Company: Legacy Leisure
Location: Exeter, UK

Sales Consultant

Company: 360 sport and fitness
Location: Birmingham, UK

Customer Service Advisor

Company: GLL
Location: South Oxfordshire, UK

Campsite Manager

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

Leisure Attendant

Company: Everyone Active
Location: Epping, UK

Health Coach x 3

Company: Optima Health
Location: Various locations, UK

Leisure Assistant

Company: Brent Council
Location: Middlesex, UK

Seasonal Instructor

Company: Parkwood Leisure
Location: Merthyr Tydfil, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Bexleyheath, UK

Climbing Supervisor

Company: GLL
Location: London, Swiss Cottage, UK

Swimming Teacher

Company: Everyone Active
Location: Bristol, UK

Swim Teacher

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

Fitness Apprentice

Company: Legacy Leisure
Location: Oxford, UK

Administration Apprentice

Company: Legacy Leisure
Location: Oxford, UK

Team Leader

Company: Everyone Active
Location: Horfield, Bristol, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Swimming Teacher

Company: Everyone Active
Location: Basildon, UK

Fitness Motivator

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

Swimming Instructors

Company: Parkwood Leisure
Location: Bexleyheath, UK

Fitness Motivator

Company: Everyone Active
Location: Bristol, UK

Duty Manager

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

Membership Consultants

Company: Everyone Active
Location: Sarisbury Green, UK

Fitness Motivator (Part Time)

Company: Everyone Active
Location: Epping, UK

Physiotherapist

Company: énergie group
Location: Fit4Less Cheadle Hulme, UK

Level 1 and 2 Swim Teachers

Company: Brio Leisure
Location: Chester, Ellesmere Port, Northwich, UK

Leisure Attendants

Company: Brio Leisure
Location: Various locations, UK

Freelance Personal Trainers

Company: Everyone Active
Location: Acton, UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Fitness Instructor

Company: SnowDome Fitness
Location: Staffordshire, UK

Casual Fitness Motivator

Company: Everyone Active
Location: Acton, UK

Activity Leader

Company: Everyone Active
Location: Warwickshire, UK

Membership Consultant

Company: Everyone Active
Location: Shipston Leisure Centre, UK

Roaming General Manager

Company: The Gym Group
Location: South West/South Wales

Football Development Officer

Company: GLL
Location: Islington, UK

Sales Manager

Company: énergie group
Location: Old Street, UK

Head of Facilities Development

Company: ASA
Location: Loughborough, UK

Personal Trainer

Company: Pure Gym Limited
Location: Finchley, UK

Senior Manager Marketing

Company: Fylde Coast YMCA
Location: Thornton, UK

Front of House Receptionist

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

Swim Instructor

Company: Oxford University Sport
Location: Oxford, UK

Sales Manager

Company: énergie group
Location: Wareham, Dorset, UK

Personal Trainer

Company: énergie group
Location: Banbury, UK

Recreation Assistant

Company: Everyone Active
Location: Fareham, Hampshire, UK

Recreation Assistants

Company: Legacy Leisure
Location: Windsor, UK

Assistant General Manager

Company: The Gym Group
Location: London North Harrow, UK

General Manager

Company: The Gym Group
Location: London, UK

Finance Placement

Company: Parkwood Leisure
Location: Worcester, UK

Swim Teacher

Company: Everyone Active
Location: Southam Leisure Centre, UK

Assist Sports Centre Manager

Company: Trinity Sports Centre
Location: Manchester, UK

Membership Manager

Company: Everyone Active
Location: Fareham, UK

Personal Trainer

Company: Pure Gym Limited
Location: Blackburn, UK

Personal Trainer

Company: Pure Gym Limited
Location: London Highgate, UK

Catering Apprentice

Company: Everyone Active
Location: Fareham, Hampshire, UK

Personal Trainer

Company: Pure Gym Limited
Location: London Edgware, UK

Personal Trainer

Company: Pure Gym Limited
Location: Loughborough, UK

Membership Consultant

Company: Tees Active Ltd
Location: Stockton-on-Tees, UK

Tutor Personal Trainer

Company: The Training Room
Location: Camden, London, UK

Gymnastic and

Trampoline Coaches

Company: Everyone Active
Location: Fareham, UK

Health and Fitness Advisors

Company: Tees Active Ltd
Location: Stockton-on-Tees, UK

Assistant General Manager

Company: The Gym Group
Location: London Chadwell Heath, UK

Tutor Personal Trainer

Company: The Training Room
Location: Peterborough, UK

Duty Manager

Company: Purbeck District Council
Location: Wareham, Dorset, UK

Receptionist Multiple posts

Company: 360 sport and fitness
Location: Birmingham, UK

Reception Team Leader

Company: 360 sport and fitness
Location: Birmingham, UK

Gym Instructors

Company: 360 sport and fitness
Location: Birmingham, UK

Gym Supervisor

Company: 360 sport and fitness
Location: Birmingham, UK

General Manager

Company: The Gym Group
Location: London Alperton, UK

Level 2 Swimming Instructor

Company: 360 sport and fitness
Location: Birmingham, UK

Sports Assistants

Company: 360 sport and fitness
Location: Birmingham, UK

Part-time Fitness Instructor

Company: énergie group
Location: Dundee, UK

Senior Operation Assistant

Company: Harrow School
Location: Middlesex, UK

Centre Manager Stevenage

Company: 360 Play
Location: Stevenage, UK

Duty Manager

Company: Parkwood Leisure
Location: Thatcham, UK

Sales Manager 30hrs

Company: énergie group
Location: Huddersfield, UK

Fitness Leader

Company: Parkwood Leisure
Location: Bexleyheath, UK

Personal Trainer

Company: énergie group
Location: Forest Hill, UK

Aquatics Coordinator

Company: Parkwood Leisure
Location: Portsmouth, UK

Front of House Colleagues

Company: Everyone Active
Location: Buckinghamshire, UK

Casual Leisure Attendant

Company: Everyone Active
Location: Epping, UK

Casual Fitness Motivator

Company: Everyone Active
Location: Epping, UK

Compliance Manager

Company: Legacy Leisure
Location: Oxfordshire, UK

Assistant Swimming Teachers

Company: Oxford Brookes University
Location: Oxford, UK

Marketing Manager UK

Company: eGym
Location: London, UK

Membership Consultant

Company: énergie group
Location: Banbury, UK

Area Sales Manager UK

Company: eGym
Location: Various locations, UK

Fitness Instructor

Company: énergie group
Location: Banbury, UK

Swimming Teachers

Company: Everyone Active
Location: Aylesbury, UK

Personal Trainer

Company: énergie group
Location: Cheadle Hulme, UK

Casual Swimming Teachers

Company: Everyone Active
Location: Aylesbury, UK

Fitness Motivator

Company: Everyone Active
Location: Yateley, Hants, UK

Freelance Personal Trainer

Company: Everyone Active
Location: Hants, UK

General Manager

Company: The Gym Group
Location: Edinburgh, UK

Freelance Personal Trainer

Company: Everyone Active
Location: Yateley, Hants, UK

Assistant General Manager

Company: The Gym Group
Location: London Lewisham, UK

Director of Operations

Company: Sport Aberdeen.
Location: Aberdeen, UK

General Manager

Company: Cranford Sports & Fitness Club
Location: Exmouth

Director of Sport and Active Lifestyles

Company: Sport Aberdeen.
Location: Aberdeen, UK

Facility Officer

Company: St Mary's Calne
Location: Wiltshire, UK

Centre/Venue Manager

Company: Solomon Browne Memorial Hall
Location: West Cornwall, UK

Customer Motivator

Company: Move GB
Location: Bath, UK

Trainer

Company: Lomax
Location: London, UK

Sports Attendants

Company: Falkland Islands Government
Location: Stanley, Falkland Islands

Business Development Mngr

Company: Parkwood Leisure
Location: Worcester, UK

Cover Instructor

Company: Finesse Corporate
Location: London, Camden, UK

Personal Trainer

Company: Pure Gym Limited
Location: Various locations, UK

Client Liaison Coordinator

Company: Lomax
Location: Chelsea, London, UK

Sales Manager

Company: Keiser UK Ltd
Location: Field based, UK

Service Supervisor

Company: Keiser UK Ltd
Location: Field based, UK

Commercial Director

Company: Abingdon School
Location: Abingdon, Oxfordshire, UK

Swimming Teachers

Company: Oxford Brookes University
Location: Oxford, UK

Recreation Assistant

Company: Everyone Active
Location: Fareham, Hampshire, UK

General Managers

Company: The Gym Group
Location: Various locations, UK

General Manager

Company: Xercise4Less
Location: Various locations, UK

Sales and Marketing Manager

Company: Xercise4Less
Location: Hamilton, Brierley Hill, Newcastle Upon Tyne, UK

Impact Sales Consultant

Company: Xercise4Less
Location: Various, UK

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

Membership Consultant

Company: Xercise4Less
Location: Shrewsbury, Stoke, Newport

Spa Manager

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

Assistant Spa Manager

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

Spa Therapist

Company: Hamilton Princess Hotel
Location: Hamilton, Bermuda

Spa Therapist

Company: Whittlebury Hall Hotel & Spa
Location: Northamptonshire, UK

Tutor Beauty Therapy

Company: The Training Room
Location: Nationwide, UK

Beauty Therapist

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

Spa Therapists

Company: Lifehouse Spa and Hotel
Location: Essex, UK

Operations Manager

Company: Merlin Entertainments
Location: Chessington, UK

Guest Experience Host

Company: Legoland Discovery Centre
Location: Chicago, United States

Retail Operations Manager

Company: Legoland Discovery Centre
Location: Chicago, United States

Countryside Business Manager

Company: Eastleigh Borough Council
Location: Eastleigh, UK

Water Park Operations

Coordinator

Company: Legoland
Location: California Resort, US

Theme Park Trainee Managers

Company: Gulliver's Theme Park
Location: Nationwide, UK

Operations Manager

Company: British Airways i360
Location: Brighton, UK

Sales Managers

Company: British Airways i360
Location: Brighton, UK

Head of Commercial

Company: British Airways i360
Location: Brighton, UK

Sales Executives

Company: British Airways i360
Location: Brighton, UK

Financial Controller (p/t)

Company: British Airways i360
Location: Brighton, UK

Visitor Services Manager

Company: British Airways i360
Location: Brighton, UK

Head of Park Operations

Company: Dreamland Margate
Location: Margate, Kent, UK

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Old bath house becomes skatepark

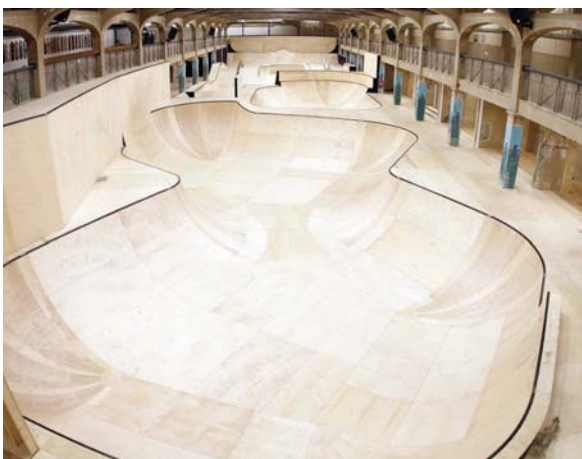
A BMX and skatepark has opened in an old Victorian bathing house beneath the seafront in Hastings.

Source Park is formed of a main park, a plaza and a skating shop in the 1870s White Rock Baths building, which once housed the town's Turkish Baths and smoking rooms – a popular destination for the country's first seaside tourists.

Since the baths closed, the building has, over the years, been home to a cinema, a swimming pool and an ice rink. However, it closed its doors in the 1990s and lay derelict and hidden from view underground.

Skating and biking retailer Source BMX, which previously operated out of an old church, approached Hastings Council and the Foreshore Trust – which provides grants for voluntary and community groups – about saving the building and transforming into a skating complex for the town.

"The whole building needed a full renovation – there was no power, no plumbing and the whole thing leaked like a sieve,"



The main park features a mixture of bowls, transfers and wall rides

said Source BMX in a statement. "In fact, the entire basement was designed to flood to provide water for the baths, which would then be heated. A stream runs through the building from the cliff, and water is pumped out to sea when it reaches a certain level.

"We had to do some serious drilling, plumbing and ingenious pumping to get the old pool area dry enough for the wooden ramps, which were then lowered via a crane in sections through the hatch on the beach."

Details: http://lei.sr?a=H3T3E_O

MPs urged to support active offices

Continued from front cover

Building on the points from ukactive's recent *Blueprint* and the government's own sports strategy, Grey-Thompson said physical activity needs to be at the heart of health policy and that tackling inactivity in Britain's workplaces is a key battleground.

Grey-Thompson invited MPs to support ukactive's new campaign for an expansion of the 'Cycle to Work' scheme to introduce a wider-reaching 'Workout from Work' – allowing things like corporate gym memberships and activity accessories (including fitness trackers and standing desks) to be purchased tax-free in the same manner.

"ukactive already works closely with government departments across Whitehall, and today's parliamentary dinner signals our intention to expand the scope of our work and reach out to parliamentarians across House who support our cause," said Grey-Thompson.



Grey-Thompson outlined her vision for activity

"The government has made a positive first step in setting its strategy for physical activity. Alongside parliament, ukactive will work to ensure this first step becomes a springboard for change, matched by all the necessary resources to realise its promise of a more active nation."

Details: http://lei.sr?a=j6Z8U_O

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