

leisureopportunities

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'Significant interest' in Fitness First buyout

The potential sale of Fitness First UK has sparked "a significant amount of interest," with the recovering gym chain catching the attention of a slew of investors.

Fitness First UK managing director Martin Seibold told *Leisure Opportunities* that the number of expressions of interest in the UK portfolio runs into double digits, with both private investors and trade buyers eyeing a potential takeover.

Fitness First Owner Oaktree Capital Management has said that all possibilities remain on the table in terms of the future of the company, but it has hired American investment bank Harris Williams to examine options for the UK business, while HSBC is advising on the overseas operations.

Having come close to collapse before its Company Voluntary Arrangement



Fitness First has invested in expanding functional and athletic offerings on the gym floor

a major cull of under-performing locations, reducing a bloated estate of 185 clubs down to just 65 sites – mainly in prime London locations with a few outliers in affluent towns and cities.

"We had to make some very tough decisions to get rid of sites – we certainly didn't get them all right," said Seibold.

"There were some we should have kept and some we should have sold as well, but that's how it goes. It's been a case of cooling down the turbine and ensuring we've got a solid portfolio of clubs with a clear proposition."

Having returned to EBITDA growth for the first time in five years in 2014, Fitness First UK has continued to build momentum according to Seibold, who said since May 2015 the chain has enjoyed membership growth of 15 per cent in London. *Details:* http://lei.sr?a=n4r6W_O

New DCMS white paper pledges culture for all

The Department for Culture, Media and Sport has released a white paper on culture, outlining the government's vision, strategy and proposals for the UK's cultural sectors.

In the first cultural white paper published for more than half-a-century, culture minister Ed Vaizey pledged to put the arts "at the heart of everyday life", also announcing plans for a "wide-ranging" review of the UK's museums, Arts Council England (ACE), and the Heritage Lottery Fund (HLF). *Details:* http://lei.sr?a=G4b7x_O

Plans unveiled for £36.7m waterpark

Coventry Council has unveiled the first images of the city's new £36.7m waterpark, which will replace the existing Grade II-listed 1966 central swimming pool when it opens in 2019.

The new building, which will house a waterpark, 25m (82ft) swimming pool, gym, climbing wall, squash courts, dance studio and day spa, has been designed by architects Faulkner Browns. The circular building's ribbon-like exterior, designed to reflect the city's weaving past, will be dramatically lit at night and is located in a central location on the site of Spire and Christchurch House.

Water Technology Inc (WTI) is handling the waterpark's design, which will include a wave



The waterpark will be dramatically lit at night

pool, lazy river, children's splash pad, children's play structure and six water slides. A planning application is expected to be submitted to Coventry City Council in May, with the attraction forecast to draw 1.3m people a year. *Details:* http://lei.sr?a=p3B3F_O

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SPORT

Sporting Future results due early 2017

The impact of the government's sport strategy on levels of engagement in sport and physical activity will be revealed in the document's first annual report in early 2017.

Published in December last year, *Sporting Future: A New Strategy for an Active Nation* set a number of desired targets around physical and mental wellbeing, social and economic development, as well as an increase in overall participation.

While a number of data collection methods will be used to measure certain Key Performance Indicators (KPIs) – such as Sport England's *Active Lives Survey* gauging participation and the number of volunteers in physical activity – the Department of Culture, Media and Sport (DCMS) will publish a yearly overarching report of the progress made, starting in early 2017.

In its *Single Departmental Plan: 2015 to 2020*, DCMS states: "New data collection is in place to measure engagement in sport. It is expected that the first results will be available in early 2017."



Sports minister Tracey Crouch unveiled *Sporting Future* in December

Sporting Future set 23 KPIs, which ranged from a boost in overall participation and increases in children's physical literacy, to average attendance levels at domestic sporting events. Progress against all of the KPIs will be presented in the annual report.

The strategy detailed five headline outcomes that the government wanted to achieve, namely: improved physical wellbeing; improved mental wellbeing; individual development; social and community development; and economic development. Details: http://lei.sr?a=x4a5K_O

Bournemouth seeks ground expansion

Premier League team AFC Bournemouth is to submit plans to its local council to increase capacity of its 11,464-seater Vitality Stadium.

The plans, which include development of a permanent South Stand and the south-west and southeast corners being filled in, will see capacity increase to 14,529.

Each corner stand will have 428 seats, while the new South Stand will be able to accommodate 4,559.

If the upgrades are accepted by the council, the Vitality Stadium will still be the smallest ground in the Premier League, although Bournemouth was only promoted to the top division last season. The club was in League Two – the fourth tier of English football – as recently as 2010.

Chief executive Neill Blake said that demand for tickets "far outweighs" the current capacity of the stadium, and that the plans were "sympathetic to local residents and members of the general public alike".



The club wants to redevelop its South Stand and fill in two corners

"While the club's success has brought a new national and international focus to the town, our local community has always been an important and vital element of the football club," he added. "Therefore we are inviting local people to come to the club later this month to share our proposals with them."

AFC Bournemouth has been playing at the historic ground – which was originally named Dean Court – since 1910. Details: http://lei.sr?a=j3S3r_O

London 2012 legacy "done down"

The legacy of the London 2012 Olympic Games was "done down" because sport participation figures were "undercounted quite dramatically" according to the former sports and Olympics minister.

Talking at the SportsPro Live conference last month, Sir Hugh Robertson said that the nature of the Active People Survey, collected by quango Sport England, rendered arguments about legacy in terms of participation "useless."

He said that certain individuals were not counted in the survey's measure of taking part in sport three times a week for a half-hour, even when they were "training on Tuesday and playing on Saturday."

"These people were not showing up in the participation figures because they weren't always doing these strict three half-hours a week," he commented.

Responding to a question from *Leisure Opportunities* about how he would have improved the survey, Robertson criticised the fact that it was collected via landline telephone, adding: "I always used to say to



Sir Hugh Robertson was sports minister during London 2012

people: 'Have you ever met anybody who took the survey?' It happened to my wife a month or so ago as she was running to pick my son up from school. She said they did their utmost to persuade her that she hadn't done her three half-hours of exercise."

The former Conservative MP added that the number of sports participants following the Games were "undercounted, even if you look at the raw data" that revealed 1.5m more people were participating in sport.

Details: http://lei.sr?a=C9e9P_O

Basketball consultation underway

Stakeholders and members of the public are able to have their say on the future of British basketball in a newly-launched consultation.

Since 24 March, interested parties have been invited to comment on the status of the game and its future ambition, with an emphasis on clubs, facilities, coaches and officials, as well as performance and participation.

In a year of transition for British basketball, the British Basketball Federation

(BBF) will take up its membership of the international federation FIBA in October 2016, taking the place of individual memberships held by England, Wales and Scotland. As a result, the national teams of England, Wales and Scotland will unify under Team GB.

The BBF – chaired by former Football Association (FA) executive Nick Humby – held its fourth board meeting on 11 March 2016 at Sport England's office in London.

As part of an industry-wide consultation process, Humby has held meetings with Sport England, sportscotland and Sport Wales,

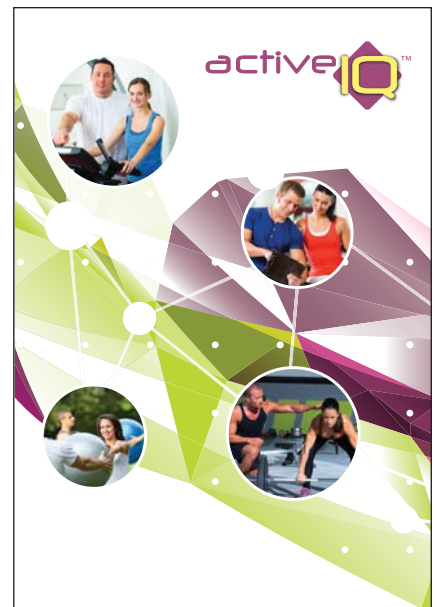


Nick Humby (right) joined the newly-created BBF in January 2016

as well as sponsors Molten and Kappa, BBL and WBBL clubs, FIBA, the British Olympic Association and Sharon Hodgson MP – chair of the All Parliamentary Group for Basketball.

As a result of strategy work led by Deloitte, the BBF has identified six strategic themes to develop both the men's and women's games: performance, talent development, professional leagues, participation, commercial/broadcast/promotion, and governance/operations.

The BBF is also expecting to announce a new non-exec director responsible for finance in April. Details: http://lei.sr?a=R3A8M_O



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Les Mills Live event kicks off global fitness tour

Fitness giant Les Mills kicked off its 2016 global tour by packing 3,000 workout enthusiasts into London's ExCeL for a day of high-octane activity.

The Les Mills Live tour, which is a partnership between Les Mills and Reebok, is designed to bring together Les Mills instructors and workout fans for an immersive group exercise experience. The tour is next in Melbourne, Australia, with a total of nine dates scheduled worldwide for 2016.

The recent London event registered more than 20,000 attendances in the 35 classes staged on the day and also reached 263,929 people on Facebook, according to Les Mills. Details: http://lei.sr?a=3c9y9_O



Entry-level leisure workers have got a pay rise

Nuffield Health pledges Living Wage for all staff

Nuffield Health pledged to ensure all its staff will earn at least the new National Living Wage from this month, not just over-25s as the new law requires.

Having come into effect from April 1, chancellor George Osborne's new National Living Wage sees the starting hourly rate for over-25s jump to £7.20 (up from the current minimum wage of £6.70), gradually rising to £9 an hour by 2020.

Concerns have been expressed in the leisure sector that the move will encourage employers to pass over older candidates as they will become more expensive than under-25s – who are entitled to between £3.87 and £6.70 per hour, depending on age.

However, Nuffield has moved to level the playing field by pledging the new wage floor for all employees across the organisation's hospitals, corporate and wellbeing facilities.

Hannah McWeeney, a 23-year-old lifeguard at Nuffield Health Ilford Fitness & Wellbeing Gym, said: "It is great that the organisation has taken the decision to offer this to all staff, leading the way in the fitness industry." Details: http://lei.sr?a=b7d5D_O

Role for gyms in Sports Strategy

Health clubs and fitness operators have an "enormous role to play" in helping to achieve the physical activity goals set out in the government's recent Sports Strategy, according to Sport England CEO Jennie Price.

Described by Price as the government's "first thinking from scratch piece for a long time", the strategy's objectives will largely fall under the responsibility of her organisation, which is currently piecing together its own strategy in response to the new remit.

Traditionally tasked with funding national governing bodies of sport, Sport England is expected to widen its pool of partners to chime with the government's ambition of providing grants to any projects that have a "meaningful and measurable impact" on people's lives – projects that could just as easily come from the fitness sector as from sport.

Price said the "sheer numbers" that use health clubs means they reach more of the population than anyone else, aided by their non-gender-specific offering, which is open to a broad range of demographics.

"I'd like gyms to come and talk to us. We'd like to share some of the insight our



Jennie Price said gyms have an important part to play

research has unveiled around physical activity participation," she told *Leisure Opportunities*.

"I don't think they need to have a generic response to a particular brief – it would just be good to have some structured conversations with the major chains. We've had a number of conversations, but nothing concentrated that's then led to significant change – yet."

She said the new strategy will create a climate where "divisions are softer," adding that the outcome-focused document is "all about delivery" rather than the type of organisation you are or the type of activity you represent.

Details: http://lei.sr?a=b9w2q_O

Exercise is the best form of diet: study

Exercising is more effective than dieting in limiting daily calorie consumption, scientists at Loughborough University have found.

The new research, due to be published this month in *Medicine & Science in Sports and Exercise*, found that women who limited their calorie intake by eating less rather than exercising, were more likely to consume larger portions of food.

For the study, Dr David Stensel and colleagues at the National Centre for Sport and Exercise Medicine East Midlands (NCSEM-EM) monitored women's hormonal, psychological and behavioural responses to calorie control through exercise and food restriction over the course of nine hours. Where a calorie deficit was achieved by food restriction, participants showed increased levels of the hunger hormone ghrelin and lower levels of a hunger suppressing hormone peptide YY. They also ate up to a third more at a buffet meal compared with another occasion when the same energy deficit was created via exercise.

The findings make an interesting addition to the long-running debate over whether diet or exercise is more important for achieving weight loss. They contradict previous



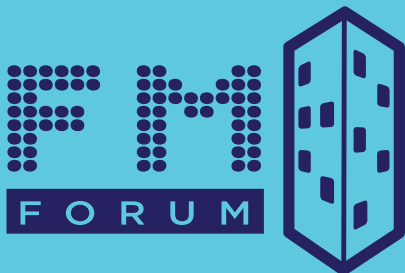
The findings contradict previous studies

studies that suggest exercise makes people eat more. They also show the response of the hormones ghrelin and peptide YY to exercise is the same for both men and women.

"Our findings provide a valuable contribution to the diet and exercise debate," said Dr Stensel, a reader in Exercise Metabolism in Loughborough's School of Sport, Exercise and Health Sciences. "We've shown that exercise does not make you hungrier or encourage you to eat more."

Details: http://lei.sr?a=e7k2Q_O

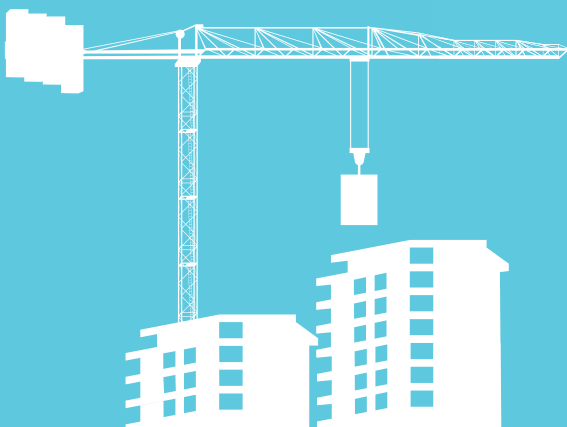
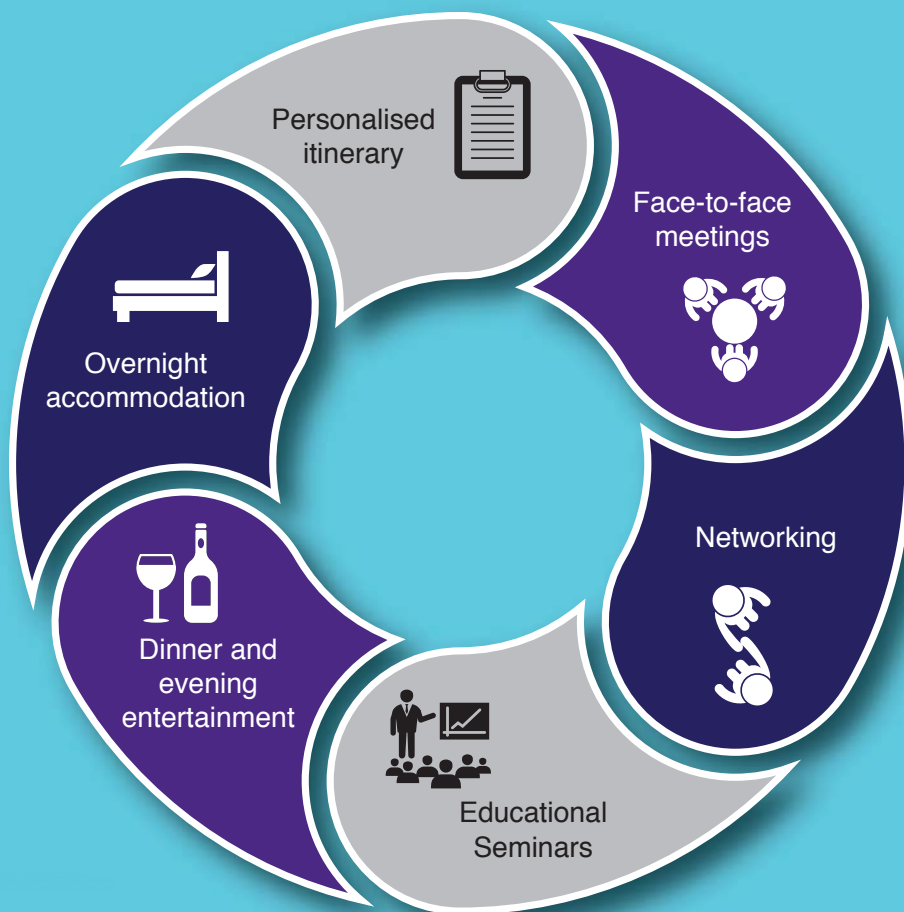
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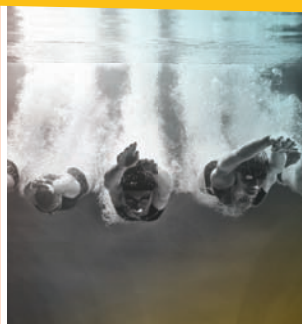
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New Frame studio in Victoria

Female-focused fitness chain Frame has unveiled its fourth boutique studio, just a medicine ball's throw away from London's Victoria Station.

Designed by architects Matheson Whiteley, with strong input from Frame founders Pip Black and Joan Murphy, the soon-to-be-completed studio features a range of exercise areas, in addition to an on-site café and dedicated retail space.

The site comprises three studios: a reformer Pilates studio, a sound-proof fitness and dance studio, plus a yoga/barre studio. Designed with the time-poor in mind, Frame Victoria will see the introduction of three new 30-minute lunchtime classes – Gliders, Energy Shot and Mini Barre – in addition to Frame favourites such as its Beyoncé dance workshops.

“Literally 20 steps from the station, Frame Victoria is the first pay-as-you-go, multi-discipline studio in SW1,” said Frame co-founder Pip Black. “It really is a one-stop-shop for all things health and fitness, making it a destination for Framers to have fun getting fit, grab lunch from the Fuel café and even pick up a pair of leggings from the Frame Shop and get



Frame Victoria features three new 30-minute lunchtime classes

back to their desk all within the lunch hour.”

Frame, which launched its third site in King's Cross late last year, is also exploring locations in several trendy UK cities in a bid to export boutique fitness beyond the capital. London has been a hotbed of innovation in recent years and several of the city's concepts are now looking at expansion further afield.

A company spokesperson told *Leisure Opportunities* that sites will likely launch in Manchester and Birmingham this year.

Details: http://lei.sr?a=u8G7y_O

The Gym Group rules out boutique push

The Gym Group doesn't appear tempted to follow health club rivals such as Pure Gym into the boutique studio market, with CEO John Treharne describing such a move as “highly unlikely.”

Speaking at a press lunch last month to discuss the chain's 2015 financial results following its recent IPO, Treharne said The Gym Group plans to “stick to its knitting” and focus on the core aim of opening quality low cost gyms.

Having witnessed the successes and failures of health club industry at the turn of the century – when Treharne was founder and MD of Dragons Health Clubs – he believes that offering a clear and simple proposition to investors and consumers is the key to longevity.

“I think in the past the sector suffered from a lack of expansion discipline and a lack of brand discipline by overstretching and trying to be too many things,” he told *Leisure Opportunities*.

“Having been through that, I'm eager to avoid any confusion, so I'd say it's very unlikely that we'll move into the boutique space.”



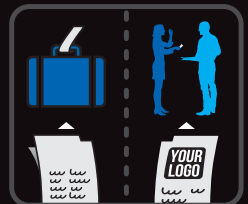
The Gym Group opened its 75th low cost club last month

Aside from the budget sector, boutique studios have been one of the health club industry's biggest sources of growth since the recession, and this has caught the attention of operators.

Fitness First has enjoyed mixed fortunes with its heart-rate focused BEAT concept, while Pure Gym recently made a splash with its new indoor cycling studio Pure Ride. Meanwhile, Third Space has also announced plans to launch up to five boutique offshoots over the next three years under the brand Another Space.

Details: http://lei.sr?a=V6t5g_O

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ATTRACTIONS

American Air Museum takes flight

The Imperial War Museum (IWM) in Duxford has relaunched its American Air Museum following a five-year redevelopment project, switching the focus of exhibits from the aircraft on display to a collection of extraordinary people linked with those machines.

Reopened to the public on 19 March, IWM's newly-transformed American Air Museum has undergone a £3m redevelopment, with financial support provided by the Heritage Lottery Fund (HLF) and exhibition redesign by UK-based Redman.

"The project has taken five years to develop, with the museum being closed for one year of that time," project leader Jennie Cousins told *Leisure Opportunities*. "We've taken advantage of the redevelopment to do some important conservation work on the aircrafts themselves, but more importantly we've re-presented the museum to tell the stories of people connected with the aircraft. Obviously they're dominating and impressive machines, but they're operated by people and that's what we wanted to look at.

She added: "Sometimes the connections were really clear and obvious. For example,



The museum has pivoted towards a new focus on people

we had a fighter pilot for a fighter plane and a bomber crew next to a bomber, but we also have people connected to these aircraft in a much more tangential way. There are many levels on which people can be connected."

A third of the £3m funding went towards removing the front of the 70,000sq ft Norman Foster-designed building and then putting it back up again so planes could be shuffled around and restored. Designed to be demountable, the building was awarded the 1998 Stirling Prize RIBA Building of the Year Award. Details: http://lei.sr?a=v7s3e_O

VR worth 'more than a billion' in 2016

Virtual reality will enjoy its first billion-dollar year in 2016, providing new opportunities to businesses that want to create more immersive experiences for consumers, according to a new study.

Digital Predictions 2016, an annual study by Deloitte, identified VR as one of six major digital technology trends for consumer-facing businesses for 2016, saying that with roughly 2.5 million VR headsets and 10 million games likely to be sold this year, the technology is starting to gain some traction in the consumer market.

"Hotels and car dealers can now offer VR tours of their facilities, while the technology could also support brand-building campaigns and reshape shopping experiences," said the report. "However, potential obstacles remain, including several usability issues which may put off many consumers. As consumer businesses continue to experiment, the widespread use of VR technology may require further behavioural changes from consumers."

The report also suggested the digital revolution will use cognitive technologies to



Roughly 2.5 million VR headsets are likely to be sold this year

radically change how businesses and consumers interact, with 2016 set to mark a key stage in the rapid change in customer experience.

Deloitte says machine learning, natural language processing and speech recognition are among the cognitive technologies expected to be adopted by consumer businesses this year. The result will be to enhance the emotional connection between consumers and brands, also making the purchasing processes more convenient.

Details: http://lei.sr?a=r2m4f_O

Wellness key for Millennials: study

Wellness elements – from healthy food to fitness classes to spiritual healing – are ranked as more important for travellers under age 49 (Gen X and Millennials) than for Baby Boomers (age 50 and older), according to a new study from Spafinder Wellness 365.

The results were released today in Part II of Spafinder's State of Wellness Travel Report, based on a survey of travel agents in North America and Europe and designed to offer ongoing insight into wellness travel trends.

The most significant differences in generations are in outdoor adventure – such as hiking and surfing – as well as environmentally-friendly properties, voluntourism programmes and fitness or yoga classes and facilities, all of which matter more significantly to younger travellers.

The most desirable property types for Baby Boomers are luxury spa resorts, while for Millennials and Gen X, eco/adventure resorts and authentic yoga retreats rank much higher.

"As Millennials and Gen X become the core wellness tourism demographic, trends are emerging," said Spafinder Wellness COO John Bevan. "Not only do younger travellers demand more wellness offerings



Fitness or yoga classes matter more to younger travellers

in general, they seek more intensive, out-in-nature adventure and fitness. And a property's 'values,' such as respect for the environment and whether it gives back to the local community, aren't niche considerations – they're more important than traditional sports like golf or tennis."

Agents rated the importance of 16 different wellness components or programmes to their clients. Every component – from weight loss to healthy sleep programmes – ranked as 'important' for every age demographic, scoring at least 5.9 out of 10 points.

Details: http://lei.sr?a=P2C4j_O

Industry pays tribute to Charlene Florian

Charlene Florian, chief creative officer of skincare brand Kerstin Florian International, has died after a battle with cancer. Charlene was the daughter of Kerstin Florian, the founder of the company, and had worked at Kerstin Florian for more than twenty years.

The company issued a statement saying Florian died peacefully, surrounded by her family and close friends.

"She was a shining light within the industry leading the path for a healthy, more natural lifestyle touching everyone she encountered with positivity, kindness and joy," the statement said. "A charismatic executive with the Kerstin Florian team, a source of inspiration and knowledge to our partners globally, Charlene was a force of positive energy who embodied the Kerstin Florian brand."

"Charlene was an inspirational and vibrant global thought leader who worked passionately alongside her mom Kerstin to build and grow the Kerstin Florian brand and share their philosophy and passion for wellness and health with the spa industry and beyond. She truly loved her industry and the close knit, extended Kerstin Florian family she was fortunate to work with for over two decades.



Charlene Florian was a popular industry figure

"Charlene was first and foremost a proud mother and daughter as well as a lover of life, nature, travel adventures, a true friend, an avid student and teacher and firm believer in the power of love and following her heart.

"We will forever miss her – her light and legacy lives on in her children and the beautiful products she created with love."

The company has said that in lieu of any flowers, a charitable donation can be made to Cancer Research Institute.

Details: http://lei.sr?a=u5f6H_O

The secrets of strong staff retention



JO GOODMAN

is sales and marketing director at Habia

Among the biggest challenges salon and spa owners face is staff retention. Those who give scant regard to this side of their business do so at their peril.

A strong team is key to shaping and maintaining an enviable reputation and client base that will ensure continued success. It is essential, therefore, that managers and owners who struggle with staff retention ask themselves why and implement a plan to resolve the problem.

The main reasons why employees leave are a desire for greater responsibility, increased earning potential and professional development. A good starting point would be to review your interview process. How do you recruit? Do you trade test? Do you follow up on references and do you discuss terms of employment, rules and regulations, job expectations and how they will be measured?

The importance of clarity on expectations and the establishment of effective structure and processes cannot be overstated. Look at how you manage your team. Do you hold monthly one-to-one meetings and yearly appraisals? Do you listen to your staff, allow them to take ownership and be creative with events and promotions?

Get these things right and you will cultivate a key element for any successful business – motivation. It makes business sense, therefore, to invest in this area. Praise for good work costs nothing, but with minimal outlay you can take this further through the likes of employee-of-the-month initiatives and incentives supplied by product partners. And if you have a commission structure, ensure targets are achievable as well as profitable.

Training and development is also important. By creating personalised training programmes you can provide a clear pathway to progression, which will benefit your staff and business in the long term.

Finally, always lead by example. Portray a professional image to your team as well as your clients and the results will follow.



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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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New management qualifications offer clear career pathways



TARA DILLON
is chief executive
of CIMSPA

I'm delighted to announce the launch of the pilot scheme for two new employer-led management qualifications for the industry. The CIMSPA Aspiring Management Qualification (AMQ) and Entry Management Qualification (EMQ) are the first of four new qualifications being developed with the industry for those pursuing management roles in the sector.

Designed for sports and physical activity professionals in technical roles such as fitness instructor, swimming teacher and lifeguard, the key areas of learning in the AMQ (a Level 2 equivalent qualification) include sales and marketing, health and safety, team leading, staff recruitment and performance. The EMQ (a Level 3 equivalent qualification) is designed for those in duty manager, supervisor, sports development officer and team leader roles. It builds on this learning and also covers such skills as budgeting, sales targets, customer complaints and leadership. These two qualifications will be joined by the General Management Qualification (Level 5) and Senior Management Qualification (Level 7) in the near future.

Lifetime Training is currently piloting the AMQ and EMQ with GLL. When the pilot completes in a few months' time, CIMSPA's awarding organisation partners will develop qualifications based on the standards and employers can work with their training providers to invest in the development of their staff.

This is a significant achievement for the industry and we're grateful to our awarding partners Active IQ and Innovate Awarding as well as the large number of employers who helped to develop the standards.

These management qualifications simply did not exist before, which meant people found themselves in management roles with no more qualifications than when they started their careers. When complete, this new suite of qualifications will allow people to map their career development from entry level to CEO for the first time.

TRAINING

Icon Training teams with BWL

Icon Training has announced a new collaboration with British Weight Lifting (BWL) to broaden education and understanding of the fast-growing sport.

Recent successes at international events, including the Commonwealth Games – along with the rise in CrossFit training – has seen the sport grow in popularity across gyms, leisure centres and fitness clubs.

As a result, the sport's national governing body BWL has joined forces with Icon to offer a greater number of weight lifting coaching and instructing courses across the UK. Icon has established four tutors trained to deliver the courses out of three approved centres, complementing the existing BWL programme.

James St Leger is one of the qualified Icon coaches and will cover the South West region. A competitive athlete, he is well known in the CrossFit arena and came ninth recently in the Athlete Games – one of the largest CrossFit events in Europe.

"I am delighted to be delivering BWL courses as I feel they are a valuable part of the UK fitness industry," said St Leger.

"I firmly believe courses from this leading governing body will be extremely well received and utilised in CrossFit gyms, especially where Olympic Weight Lifting is so prominent, and also amongst individuals wishing to improve



Icon coach and CrossFit athlete James St Leger

their own understanding of complex lifts." The three national training centres for the courses are CrossFit Portishead in the South West, 360 Ultimate Fitness in the South East, and MSC Performance in the North.

"The sport of weight lifting is growing rapidly across the UK and there is increasing demand for high quality learning and education packages to help drive that growth," said David Gent, British Weight Lifting development director. "BWL has designed its qualifications to meet that demand and so is delighted to be working with Icon Training."

Details: http://lei.sr?a=9V3m6_O

Competition to find best student PTs

AoC Sport has started its search for Britain's best student fitness professionals with the launch of the WorldSkills UK Fitness Trainer Competition 2016.

The lead organisation for sport and physical activity in colleges is looking for rising stars in the roles of gym instructor and personal trainer. Both categories test aspiring fitness professionals' knowledge and skills, with participants having the opportunity to compete at an institution, then at regional and two national levels.

Having strengthened its ties with industry partners such as CIMSPA, ukactive, Active IQ and Future Fit Training, AoC Sport wants to build on last year's competition and make 2016's its "biggest and most successful to date." Individual competitor entry is open until April 7.

"This competition is the first of its kind to be accepted to the WorldSkills UK suite of competitions and is constantly being developed to ensure it is at the forefront of the



Active IQ MD Jenny Patrickson with the 2015 national finalists

active leisure industry," said competition manager Christopher Pitts. "The competition in 2016 is set to be the biggest and most successful ever after evolving over the past three years into what it is today. We anticipate more than double our previous years' competitor entries after surpassing a 100 per cent increase in institutions using our exclusive pre-competition resources."

Details: http://lei.sr?a=F4S2H_O



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



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General Manager

Salary: Competitive
Company: Jump Arena
Location: Milton Keynes, United Kingdom



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c £45,000 p.a. plus £15,000 to £20,000 p.a. OTB
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BrookesSport has recently launched its exiting new BrookesAqua programme, and is seeking teachers to join us. If you are an experienced or more highly qualified teacher, your starting rates of pay spine point will be negotiable.

This role may be working exclusively with adult or child learners, following the national plan. For those with the interest and background it may also include primary schools, synchronised swimming, rookie lifesaving or competitive swimming.

If you wish to join us on this journey, you will:

- deliver coaching sessions in swimming specialism, both curriculum and ASA national plan
- prepare formal lesson plans tailored to the progressive needs of the group or individual, in line with safe and equitable coaching practice
- modify lessons as they progress to match the pace of the participants level of training
- monitor and evaluate to ensure the nature of the sessions are progressive
- guide the actions of any Level 1 coaches or other assistants involved in the sessions
- gather feedback from participants on sessions, in order to evaluate and improve lesson plans
- be responsible and accountable for your own qualification revalidation, CPD and other relevant industry supporting learning e.g SCUK professional membership.

You should have:

- a minimum of a UKCC Level 2 in Teaching Aquatics
- hold professional aquatic membership, such as RAPs
- clear DBS check in place priory to commencing work, or existing portable DBS
- a passion for sport, with ongoing interests in participating in the sport(s) of choice.

Benefits:

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- free sports facility membership
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- generous holiday allowance
- expenses related to taught courses e.g. travel.

The successful applicant will be subject to a background disclosure check by the Disclosure and Barring Service (DBS) before any appointment can be confirmed.

International applicants from outside the EU will need to demonstrate their eligibility to work in the UK.

Apply now - <http://lei.sr?a=8t9h2>

TWO POSTS, ONE GOAL

We are an award winning Leisure Trust intent on making Aberdeen the Most Active City in Scotland by 2020! No easy task but with our Company enjoying a broader remit, which includes leading the 'Active Aberdeen Partnership', we are determined to achieve this goal. To help, we are seeking 2 Directors to operate at a Corporate and Strategic Level.

These roles will provide you with a platform to create an impact and enhance your reputation further. By bringing an established track record of success, entrepreneurial flair and a touch of panache, there should be no limit to what you can achieve. The rewards for your endeavours will be tangible and there really is a fantastic opportunity waiting here in Scotland's North East.

Director of Operations and Asset Development Salary Up to £65k + benefits

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- Leisure & Sports Facility Management
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- Community Interface
- Grounds Maintenance, golf operations & outdoor recreation
- Quality Assurance, Health & Safety and Environmental Management
- Workforce development

Director of Sport and Active Lifestyles Salary Up to £65k + benefits

You will oversee the following areas:

- Sport, Health & Wellbeing - development programmes and projects
- Community Planning Partnership
- Strategic Partnership Management
- Service Commissioning
- Inward investment
- Workforce development

To request further details about either role please email : bryony@strictlypeople.co.uk

Closing date for applications is
Monday 11th April 2016





BRITISH AIRWAYS i360

British Airways i360 in Brighton is the world's tallest moving observation tower conceived and designed by Marks Barfield Architects, creators of the London Eye. The British Airways i360 will include a fine dining Brasserie for up to 400 guests, Tea Rooms, Beach Café and private dining facilities as well as "The Pod".

The futuristic pod will slowly glide to 450 feet and offer breath taking 360 degree views and be the home of the Sky Bar. Additionally there will be unique beach-side event space for up to 1,000 for weddings, conferences, receptions and dinners and the pod can be hired exclusively for events.

We are Heritage Portfolio, a UK catering partner working for discerning clients in venues of distinction with the aim of helping our clients to create an experience beyond food. We have a number of exciting roles available for our prestigious contract due to open this summer on the Brighton Sea Front.

Executive Head Chef

Salary up to £45,000 + Bonus and Benefits

We are looking for an experienced, multi-faceted Executive Head Chef to work with our culinary team in delivering exceptional food offerings utilising local produce and with a passion for innovation.

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General Manager - Restaurants

Salary up to £35,000 + Bonus and Benefits

We are looking for an experienced General Manager with experience of working in 5 star restaurants with local knowledge and experience of working in the Brighton and Hove area. A passion for food, beverage and exceptional service is essential as you must be able to bring new innovation in terms of food & beverage. Sound financial acumen and great client relationships are a must.

Catering Services Director

Salary up to £55,000 + Bonus and Benefits

We are looking for a bright and innovative individual with an inbuilt commercial vision, who is energetic, engaging, credible with a hunger to succeed to open and operate this prestigious venue.

This is a fast paced and interesting role - where no two days are the same and a creative innovative approach is a must - you will work with our client to open this iconic venue to deliver food and beverage innovation and exceptional service whilst also delivering financial targets.

You'll have a strong hospitality track record with experience of working in 5 star establishments with local knowledge and experience of working in the Brighton and Hove area. A passion for food, beverage and exceptional service is essential as you must have an understanding of multi-faceted service styles, trends and be able to bring new innovation in terms of food & beverage.

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Company: Nottingham CC
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Compliance Manager

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Company: Everyone Active
Location: Melton Mowbray, UK

Tele sales operatives

Company: Jump Arena
Location: Stevenage Herts, UK

Swim Manager

Company: Everyone Active
Location: Redcar & Cleveland, UK

General Manager

Company: The Gym Group
Location: Edinburgh, UK

Assistant General Manager

Company: The Gym Group
Location: Various locations, UK

Fitness Motivator

Company: Everyone Active
Location: Yateley, Hants, UK

Freelance Personal Trainer

Company: Everyone Active
Location: Various locations, UK

Gym/Fitness Instructor

Company: Castle Point Borough
Location: Essex, UK

Director of Operations

Company: Sport Aberdeen.
Location: Aberdeen, UK

Facility Officer (Sports)

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

Sports Development Officer

Company: Fleckney Parish Council
Location: Leicestershire, UK

Head of Financial Reporting

Company: Parkwood Leisure
Location: Worcester, UK

Director of Sport

Company: Sport Aberdeen.
Location: Aberdeen, UK

General Manager

Company: Cranford Sports & Fitness Club
Location: Exmouth

Leisure Attendant

Company: Castle Point Borough Council
Location: Essex, UK

Duty Officer at Culm Valley

Company: Mid Devon District Council
Location: Devon, UK

Centre/Venue Manager

Company: Solomon Browne Memorial
Location: West Cornwall, UK

Duty Officer

Company: Mid Devon District Council
Location: Devon, UK

Customer Motivator

Company: Move GB
Location: Bath, UK

Sports Attendants

Company: Falkland Islands Government
Location: Stanley, Falkland Islands

Trainer

Company: Lomax
Location: London, UK

Business Development Manager

Company: Parkwood Leisure
Location: Worcester, UK

Fitness Motivator

Company: Everyone Active
Location: Carshalton, Sutton, UK

Trainee Lifeguard

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

Cover Instructor

Company: Finesse Corporate
Location: London, Camden, UK

Duty Manager

Company: Legacy Leisure
Location: Oxfordshire, UK

Group Fitness Manager

Company: Huntingdonshire DC
Location: St Ives, Cambridgeshire, UK

Fitness Motivator

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

Maintenance Engineer

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

Trainee Duty Manager

Company: Legacy Leisure
Location: Thatcham, UK

Duty Manager

Company: Legacy Leisure
Location: Exeter, UK

Membership Consultant

Company: Everyone Active
Location: Shipston Leisure Centre, UK

Recreation Assistant

Company: Parkwood Leisure
Location: Thetford, UK

Membership Consultant

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

Regional Director

Company: Parkwood Leisure
Location: North and Midlands, UK

Membership Advisor

Company: Legacy Leisure
Location: Exeter, UK

Swimming Teacher (Level 2)

Company: Legacy Leisure
Location: Exeter, UK

Duty Manager

Company: Everyone Active
Location: Buckingham, UK

Sales Manager

Company: Keiser UK Ltd
Location: Field based, UK

Client Liaison Coordinator

Company: Lomax
Location: Chelsea, London, UK

Fitness Instructor

Company: energie group
Location: Leighton Buzzard, UK

Service Supervisor

Company: Keiser UK Ltd
Location: Field based, UK

Swimming Teacher

Company: Everyone Active
Location: Ware, Herts, UK

Assistant Director

Company: University of East Anglia
Location: Norwich, UK

Trainee Duty Manager

Company: Everyone Active
Location: Shipston Leisure Centre, UK

Commercial Director

Company: Abingdon School
Location: Abingdon, Oxfordshire, UK

General Manager

Company: Jump Arena
Location: Luton, UK

Sports Manager

Company: Brentwood Sch Sports Centre
Location: Essex, UK

Membership Consultant

Company: Everyone Active
Location: Sutton, UK

Membership Consultant

Company: Everyone Active
Location: Staines, UK

Sales Manager

Company: energie group
Location: Huddersfield, UK

Deputy Centre Manager

Company: Tone Leisure
Location: Somerset, UK

Fitness Instructor

Company: energie group
Location: Croydon, UK

Club Manager

Company: Wycombe Squash
Location: High Wycombe, UK

Part-time Gym Crew Member

Company: energie group
Location: Croydon, UK

Membership Consultant

Company: Everyone Active
Location: Fareham, UK

Swimming Teachers

Company: Oxford Brookes University
Location: Oxford, UK

Personal Trainer

Company: Matt Roberts
Location: Hampstead, UK

Catering Assistant

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

Seasonal Instructor

Company: Parkwood Leisure
Location: Merthyr Tydfil, UK

Recreation Assistant

Company: Everyone Active
Location: Fareham, Hampshire, UK

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

General Managers

Company: The Gym Group
Location: Various locations, UK

General Manager

Company: Xercise4Less
Location: Various locations, UK

Impact Sales Consultant

Company: Xercise4Less
Location: Various, UK

Sales and Marketing Manager

Company: Xercise4Less
Location: Newcastle Upon Tyne, UK

Membership Consultant

Company: Xercise4Less
Location: Shrewsbury, Stoke, Newport

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

Beauty Therapist

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

Beauty Therapist

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

Spa Therapists

Company: Lifehouse Spa and Hotel
Location: Essex, UK

Creative

Company: Merlin Entertainments Grp
Location: Acton, London, UK

Schools and Groups

Marketing Executive

Company: The Eye Brand
Location: London, UK

Maintenance Technician

Company: Alton Towers Theme Park
Location: Staffordshire, UK

Deputy General Manager

Company: NAMCO UK Ltd
Location: Trafford, UK

Business Development Manager

Company: Thorpe Park Resort
Location: Chertsey, UK

Project Manager

Company: Merlin Entertainments Grp
Location: Chessington, UK

Sculptor

Company: Madame Tussauds
Location: Acton, London, UK

Health and Safety Advisor

Company: Thorpe Park Resort
Location: Chertsey, UK

Project Finance Manager

Company: Merlin Entertainments Grp
Location: Hong Kong SAR

Maintenance and Facilities Manager

Company: British Airways i360
Location: Brighton, UK

Enterprise Director

Company: Herstmonceux Castle
Gardens and Grounds
Location: East Sussex, UK

Head of Business Development

Company: British Airways i360
Location: Brighton, UK

Guest Experience Supervisor

Company: Chester Zoo
Location: Chester, UK

Advertising and Research Executive

Company: Legoland
Location: Johor, Malaysia

Visitor Experience Manager

Company: National Trust
Location: Westerham, Kent, UK

Admission Assistant / Guest Service Assistant

Company: Legoland
Location: Johor, Malaysia

IT Local Support Analyst

Company: Gardaland Resort
Location: Castelnuovo del Garda VR, Italy

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Garden Bridge project edges forward

Plans to build Thomas Heatherwick's plant-covered Garden Bridge on London's River Thames have moved a step closer to reality after the trust developing the project agreed a construction contract.

A joint venture of Bouygues Travaux Publics and Cimolai SpA will be responsible for completing the detailed design, construction and planting of the project.

The two companies had previously been working with the Garden Bridge Trust since April 2015 on



The bridge will be a plant-covered walkway across the River Thames

preconstruction strategy – developing the means to limit disruption and ensure work is completed with a 32-month timeframe.

Construction on the bridge is planned to commence by Q3 2016 and to be completed in late 2018. The project – which was first proposed by British actor Joanna Lumley – has been mired in controversy over the procurement process, which saw Heatherwick Studio's vision selected over competing bridge designs from Wilkinson Eyre and Marks Barfield. According to an *Architect's Journal*

investigation, Heatherwick was present for several meetings with mayoral staff, including London mayor Boris Johnson, before the contest was held. Other doubts have been raised over the points system used to select the design, and the amount of public money that will be spent on the project.

However, Johnson – who called the bridge “a stunning oasis of tranquillity in the heart of our city” – and the trust have remained resolute in their backing for the project.

Details: http://lei.sr?a=B8a7a_O

Steven Mann to star at active-net

Dr Steven Mann, research director at ukactive, will be hosting a series of one-to-one surgery sessions at this year's active-net conference.

Taking place at Loughborough University on 27 and 28 April, the sessions will cover ukactive's research agenda, looking at how data-driven decisions can generate results for providers across the sector.

“Following the launch of the latest DCMS strategy for sport, the evidence base for physical activity will play a growing role in local authority delivery, and for the private sector too, so decisions that are driven by robust data and insight plans are a must,” said Mike Hill, event organiser and director of Leisure-net Solutions. “Steven Mann's sessions will help delegates to better understand the opportunities presented by the new health agenda and the role they can play in increasing participation and improving health in their local communities.”



Dr Steven Mann will host one-to-one surgery sessions

Now in its third year, active-net brings together more than 100 leading operators and suppliers in the active leisure sector for two-days of business-focused, one-to-one meetings, together with informative educational slots, networking lunches and an evening meal.

Details: http://lei.sr?a=M9k4B_O

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