

leisureopportunities

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£250m war chest to tackle inactivity epidemic

Sport England has made tackling physical inactivity its number one priority, with plans to triple the amount it spends on the issue as part of its new strategy.

Published on 18 May, Sport England's new strategy seeks to deliver against the five health, social and economic outcomes set out in the government's *Sporting Future* strategy released in December. As part of its revamped approach to funding, Sport England will invest £250m in tackling physical inactivity over a four-year period (starting December 2016), with this money available to anyone who can get more people moving and meet the organisation's core objectives.

With 28 per cent of people in England currently doing less than 30 minutes of physical activity a week, Sport England has



The strategy includes dedicated funding to get children and young people active

chosen to train resources on transforming sedentary lives, citing research that the least active stand to reap the biggest health benefits from moving more.

The imperative to promote preventative health measures is becoming increasingly

pressing as the NHS struggles to cope with demand, and the government is beginning to acknowledge physical activity's potential as a 'silver bullet' to its health and social care budget struggles.

Speaking to *Leisure Opportunities* ahead of the report's publication, Sport England CEO Jennie Price said the government has made clear that tackling inactivity is a top priority, meaning the £250m was the first figure to go into the budget.

"We looked at what we could sensibly do and came up with that figure, as this needs to be a real commitment and that's the amount we think we can sensibly spend that will make a difference in tackling inactivity," said Price. Details: http://lei.sr?a=E7X8x_O

Consultation opens on Big Lottery Fund

Sports and physical activity projects bidding for Big Lottery Fund money may be subject to new criteria as a result of a government consultation into the way the fund operates.

The Cabinet Office has published a consultation document which will examine the policy directions for the Big Lottery Fund, including who decides which projects receive funding and the conditions for this.

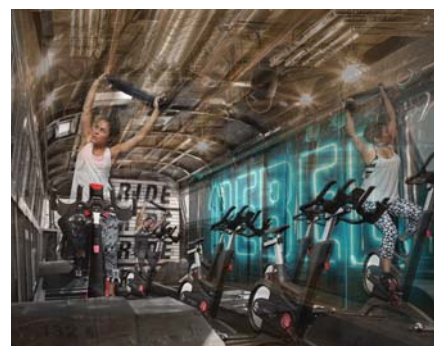
The public can provide submissions until 12 August, before a final version of the Fund is issued in the autumn. Details: http://lei.sr?a=Y2R7K_O

1Rebel reveals plan for workout buses

1Rebel has grabbed the headlines once again with plans for a series of group cycling buses designed to help fitness fans make the most of their commute.

The media-friendly boutique studio is in talks with Transport for London (TfL) and coach companies over the plans, which would see specially-adapted buses offer 45-minute group cycling classes as they ferry commuters into London.

Initial interest in the scheme has been "phenomenal" said 1Rebel co-founder James Balfour, who hopes to soon name a bus company partner, with a view to launching the concept by the end of summer.



The Ride2Rebel bus promotes active commuting

"Time is precious in London and for the many people who want to workout before work, they often face a three hour door-to-door commute each morning," Balfour told *Leisure Opportunities*. Continued on back cover

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Football League plots radical change

The number of English league teams may be increased to 100 following radical proposals put forward by the Football League for a fifth division.

If the proposal is accepted, a new 20 team league will be established in time for the 2019-20 season, with the Championship, League One and League Two – which all currently have 24 teams – being cut to 20 teams each.

Of the 72 Football League clubs outside the Premier League, 90 per cent will have to support the plan for it to go ahead. A decision will be made during the Football League's annual general meeting in June 2017. Including Premier League clubs, the Football League has a total of 92 teams.

The Premier League and the Football Association (FA) have backed the plan in principle. According to the Football League, the changes will stop fixture congestion and



Burnley FC was the best team in the Football League last season

limit the amount of games being played during the week. Despite the scaling back of league fixtures, the body has also claimed the move would be good financially for its clubs.

Relegation from the Football League would be scrapped in the 2018/19 season if the proposal is given the green light. The other details around promotion and relegation are yet to be revealed. Details: http://lei.sr?a=C5Z4J_O

Sport England overhauls NGB funding

Sport England has scrapped its Whole Sport Plan method of funding national governing bodies (NGB) in favour of creating a contestable pot of just over £300m.

Organisations such as the Football Association (FA) and the England and Wales Cricket Board (ECB) will now have to bid for funds based on what they think they can – and want to deliver – rather than just being awarded money to “be responsible for everybody” who takes part in the sport.

The government's grassroots funding partner has set aside 29 per cent of its total £1.059bn grant income – approximately £307.1m – over four years to fund NGBs’ “core market”, which consists of them working with talent, people and organisations already involved in the sport.

The overall figure is substantially down on the £493m Sport England earmarked for Whole Sport Plan funding between 2013-2017, which allocated a set amount of money for each NGB over the course of Sport England's four-year cycle.



Price stressed that NGBs would not be ‘cut off at the knees’

However, chief executive Jennie Price said NGBs were encouraged to bid for further funding if they believe they can contribute to the measured outcomes of the government's *Sporting Future* strategy, such as an improvement in mental health.

Price said that starting in December, Sport England was going to be “moving away from the idea that NGBs come to us once every four years for everything they do in their sport.” Details: http://lei.sr?a=s7W4M_O

Unviable plan forces Everton rethink

Everton FC has abandoned plans to build a new stadium in the Walton Hall Park part of Liverpool, turning its attention to two other brownfield sites.

In a joint statement made by the football club and Liverpool City Council, the pair conceded that the plan to move to the site and regenerate the area using retail investment was not viable in the "current economic climate".

Investment in retail, it added, was more focused on the city centre and not out-of-town developments like the Walton Hall Park project. As a consequence, alternatives are being pursued.

Mayor of Liverpool Joe Anderson said: "Most people will be aware that I did give a commitment to Everton to support a potential scheme at Walton Hall Park with the aim of regenerating the area and creating new jobs.

"However, through the work that the club and the council have done, we have concluded that effectively building a new village in North Liverpool with lots of retail space is a step too far in this current economic climate."



Everton's current stadium is Goodison Park

In February, former Arsenal shareholder Farhan Moshiri acquired a 49.9 per cent stake in Everton and immediately announced his plans to build the club a new stadium as a "suitable stage to perform on in the future".

CEO Robert Elstone said: "While our work evaluating the alternatives is at an early stage, we are hopeful that the new sites provide us with a much more straightforward, deliverable opportunity to build a new stadium."

Details: http://lei.sr?a=Q4t5J_O

CSPs must be 'financial sustainable'

County Sport Partnerships (CSPs) have to develop a more "sustainable financial model" in the face of council budget cuts, says the Local Government Association (LGA).

In its written submission to the CSP review – which is being overseen by Sport Think Tank director Andy Reed – the LGA warned that the cuts to local funding may require councils to "review their arrangements"

in supporting CSPs, which may put them in jeopardy if they don't alter their model.

"CSPs need to continue to develop a more sustainable model of operating, which is not reliant on one or two funding sources," said the LGA. "In line with the councils and the wider public sector, this review is an opportunity to ensure CSPs are operating as efficiently as possible and at a geography that makes sense."

The LGA also encouraged CSPs to share back office functions and create efficiency measures "so that the maximum possible resource can be directed to the frontline". However, the LGA – which dubs itself the



The LGA said CSPs might have to consider merging back office ops

national voice of local government – said that CSPs should "play an important role" in supporting councils which have reduced or no sport development staff, and should partner with councils to localise their sporting offer.

"With more Sport England funding expected to be directed towards local partnerships, it is essential that CSPs consistently engage with councils and partners agree local priorities and how best they can support them. CSPs must complement local activity, rather than duplicating or acting in isolation," said the LGA.

Details: http://lei.sr?a=s5J2H_O



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London schools to explore innovative fitness tracking

North London schools could be among the first in the country to take part in a new fitness measurement pilot which aims to help tackle the nation's youth inactivity crisis.

The 'My Personal Best' initiative has been developed to remedy the fact that 75 per cent of UK school children are not doing enough physical activity to keep them healthy. The programme comprises four beep tests throughout the school year, with the aim of identifying periods when children become most inactive.

Organisers Premier Sport have been supported by the ukactive Research Institute in developing the initiative. Details: http://lei.sr?a=v4Y4H_O



The new portal has been a hit with operators

PayAsUGym unveils new data hub for operators

PayAsUGym has launched a new business intelligence platform – dubbed the 'Partner Portal' – to help fitness operators maximise the potential of their offering.

The fitness marketplace provider has invested in the operator-facing platform as it moves to provide partners with market data and information that enables them to make better-informed strategic decisions.

PayAsUGym's Partner Portal will use transactional data gathered from more than 2,300 fitness venues over a five-year period to power innovative new tools such as the Price Calculator, Missed Sales Analysis, Competitive Rank, and new Customer Feedback analysis.

The Portal will also enable operators to assess the relative importance of online assets such as photography, venue descriptions and customer reviews in comparison to product and price, with a forecasting tool able to predict the impact of making changes to such assets on future revenue. Operators can also review the impact of changes retrospectively. Details: http://lei.sr?a=2Q3M7_O

énergie powers past £500k target

The énergie Group has shot past its £500,000 target on Crowdcube, reaching the milestone with a whole week to spare.

The gym chain, which has 93 fitness clubs trading across the UK and Europe, was swamped with interest from investors eager to grab a slice of the 3.23 per cent equity on offer, against a company valuation of £15m.

The company opted to overfund for the remainder of its listing, with additional equity available until 30 May. énergie Group chair and CEO Jan Spaticchia told *Leisure Opportunities* the firm was "delighted" to have reached the target with time to spare and said that the board had taken the decision to overfund as a number of potential investors were still eager to buy in and had been planning to do so in the final week of the fund.

The fund was driven by a number of high-profile investors, chief among these being serial entrepreneur Lara Morgan, who bought a £100,000 stake in the business. Morgan, who founded toiletries distributor Pacific Direct before later selling her stake for £20m, is an avid triathlete with a passion for fitness.

"I only consider investing in businesses that are ethical and which make a difference to people's lives," said Morgan, who has holdings in leisure firms including KitBrix, Activbod



Serial entrepreneur Lara Morgan invested £100k

and Dryrobe. "I'm convinced that énergie has the capability both to meet its ambitious growth targets and to help many thousands of people lead a more active and healthier life."

Besides Morgan, énergie is understood to have attracted investment from a number of high profile leisure industry figures, including former ukactive CEO David Stalker. The high-profile industry endorsements come just weeks after it was announced that original énergie investor and leisure grandee Steve Philpott had joined the company's board. Details: http://lei.sr?a=U6U8C_O

Gym memberships reach record high

The UK's gyms and health clubs have more members than ever before, with a record 9.2 million working up a sweat last year.

That's according to the 2016 *State of the UK Fitness Industry (SOFI) Report*, which shows that the fitness market remains on an upward trajectory. As in previous years, the bulk of the growth was driven by budget operators, who are harnessing the power of technology to break new ground. Low cost clubs now account for 12 per cent of the UK's private health clubs and 32 per cent of the private market's membership.

The buoyancy of the fitness sector was reflected in meaningful gains across all three KPIs. Market value jumped 3.2 per cent to £4.4bn, the number of gyms increased by 1.9 per cent to hit 6,435, while membership grew 5.3 per cent to reach the record high of 9.2m. Building on last year's gains, the penetration rate took another leap forward to hit 14.3 per cent.

David Minton, director of The Leisure Database Company – the firm behind the SOFI report – told *Leisure Opportunities* that



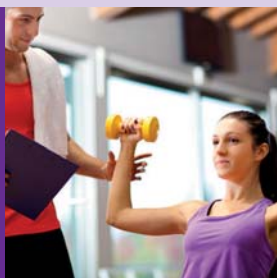
Budget operators like Pure Gym are harnessing technology

smarter use of technology was a big driver of growth and predicted the uplift to continue.

"We've seen sustained growth over the last few years and I would expect this to continue to be the case – there's certainly longevity in this curve," said Minton. "As we heard from the *Leisure Opportunities* interview with Bryan O'Rourke recently, we should expect to see major gains in the next decade, with the rise of quantified self and technology's central role in this set to be the biggest driver." Details: http://lei.sr?a=u9u7Z_O

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HEALTH & FITNESS

Third Space unveils new boutique

Upmarket London gym chain Third Space debuted its new boutique studio concept last week (23 May), targeted at “fitness-savvy, fashion-conscious Londoners.”

Dubbed *Another_Space*, the spin-off is a 7,582sq ft (704sq m) site in Covent Garden’s Seven Dials area. Spearheaded by Colin Waggett, founder of boutique concept *Psycle* and CEO of Third Space, the Goldstein Ween-designed studio offers a range of class-based fitness training programmes.

The studio is split over two floors and features specialist training rooms for the three classes on offer: Power Yoga, Cycle and High Intensity Interval Training (HIIT). The pay-as-you-go concept costs £20 per class, with a small discount for bulk purchases.

“*Another_Space* is the next generation of health and fitness innovation, providing a carefully-selected unique combination of complementary classes in one state of the art studio,” said Waggett. “*Another_Space* is for those wanting the boutique studio experience, but also variety and cross training benefits, for better results and sustained motivation.”



The site is split over two floors and features specialist studios

Aside from the booming 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 several big name chains, of which Third Space is the latest.

Waggett told *Leisure Opportunities* recently that Third Space has high hopes for *Another_Space* and harbour ambitions of opening up to five such sites over the next couple of years around London. Details: http://lei.sr?a=d7k3a_O

Fitness market set ‘to grow 300 per cent’

The global fitness market is primed for explosive growth over the next decade, as accelerated digitalisation and a convergence of big brands into the sector will spawn a billion global fitness users.

That’s according to renowned fitness and technology expert Bryan O’Rourke, who says that more consumers will buy into fitness experiences as technology makes it easier to access them. He believes the combination of wearable technology, smarter mobile apps and better use of the resultant data will profoundly affect the way people think about their wellbeing and fuel significant industry growth.

Pointing to S-Curve reinvention – whereby brands on a similar trajectory fail or flourish based on their ability to innovate – O’Rourke believes the next 10 years will see the fitness landscape alter significantly.

He says omnichannel brands with a compelling blend of digital and physical experiences – such as SoulCycle, Equinox and Under Armour – will continue to reap rewards, whereas established brands unable to shake-off



Bryan O’Rourke predicts major changes in the fitness sector

their legacy costs will feel further pain.

“I think there are huge opportunities for cross-pollination in the market as big brands come in and re-engineer the user experience. We’ll see the health and fitness industry grow 300 per cent by 2025,” O’Rourke told *Leisure Opportunities*. “A rising tide will lift all boats, but we’ll see a marked difference between the success stories and the legacy gym operators who fail to adapt. Some will still be there, but many will be taken over or bought.” Details: http://lei.sr?a=A7X9r_O



Left: Kerry and Imran
Right: The Hollywood
Bowl Leeds team



The Original Bowling Company

Its uncompromising focus on the customer experience, growth plan and technological innovation has made it a market leader in the sector. With 54 Hollywood Bowl, Bowlplex and AMF Bowling centres, in addition to future expansion plans, it has an exciting future.

A REAL SUCCESS STORY

Centre manager Kerry Seagrave tells all about her transition from the fitness industry and what attracted her to The Original Bowling Company. "I started my career as an air hostess but soon found this didn't suit my fitness lifestyle so decided to turn my hobby into a career. I started a 3 year Sports science degree and soon found a role as a fitness coach. On completion of my degree I became a team leader, that's when my ambition to learn every part of the industry and climb the managerial ranks began.

"I worked my way up through the ranks in the fitness industry, mastering all positions including fitness coach, personal trainer, team leader, operations manager, sales manager to general manager. After a successful 12 years in the fitness industry I thought it

was time for a new venture, something I could really get my teeth into."

"A year later an opportunity for Centre Manager came around with The Original Bowling Company. I knew little about

it other than its reputable recognisable brand. After researching the company and interviewing for the role I felt an excitement inside that I hadn't felt since I first walked into the fitness industry years ago - a buzz like a child that had just been told they were going to Disneyland. I knew this was the role for me.

"I work in a fun-filled, challenging, rewarding environment. It was the best career move I have made - I'm excited every day"

I was given centre manager responsibility at Hollywood Bowl Leeds - one of the biggest centres in the portfolio with so much potential to unlock. My integration into the business was fantastic. I spent four weeks on the job training with four very experienced centre managers, before a week in my centre with my mentor - the best start anyone could hope for.

Running a bowling centre is fantastic; every day is very different as there are

several businesses within a business. I soon realised that there are many levers to pull in what is a very complex business. I needed more than skill, experience and motivational energy, so I went about seeking them from the leaders (wizards) in our business. The Original Bowling Company has an exceptional external support system. Nothing is too much for them. They encourage fresh ideas and invest time into developing you to become an exception leader. Exciting opportunities always come up, as long as I want to achieve, the company will encourage my growth.

I am excited about how I can make a difference to my teams performance but more importantly, how I can create the best experience possible for every person that walks through the doors!"

If you're looking for a new and exciting role that gives you more variety, challenges and more opportunity than ever before, The Original Bowling Company is definitely the #PLACE2B.

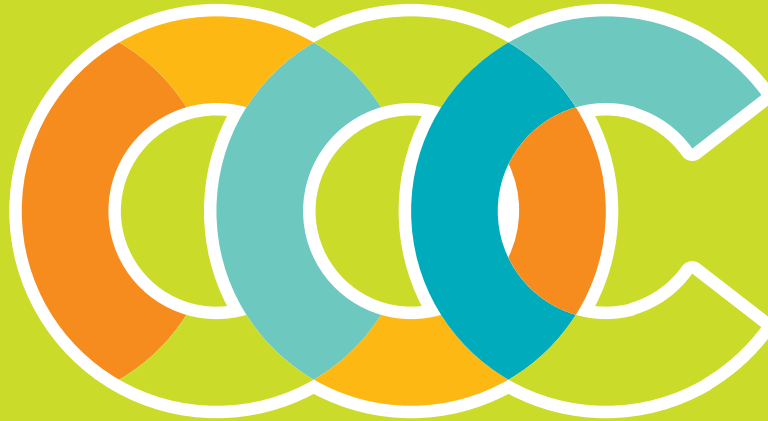
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Report questions influence of BP

With ongoing scrutiny of oil companies' funding links to major institutions such as the British Museum, campaign group Art Not Oil has published new information on what it describes as the "corrupting influence" of BP over national museums and galleries receiving its sponsorship in the UK.

The in-depth report, which draws upon hundreds of emails, documents and correspondence released through the Freedom of Information Act, revealed alleged interference in curatorial decision making and museum security from BP.

National institutions such as the British Museum, National Portrait Gallery, Tate and Science Museum have all been named in the report, which Art Not Oil says compromises "their stated values and independence in order to meet BP's demands."

BP has responded to Art Not Oil's report, stating that the oil giant "never seeks curatorial influence" and provides "nothing more than funding" to its select institutions, though some of the documents included seemed to paint a different picture.



Anti-oil protesters congregate at the British Museum

One email quoted in the report appeared to suggest the British Museum was seeking approval from BP over an acquisition for its Indigenous Australia exhibition.

The report also called into question security procedures at sponsored institutions, with emails showing senior staff from BP's cultural partners attended a collaborative security meeting at BP's offices on measures for addressing anti-oil protests, including the sharing of intelligence on protest groups and activities.

Details: http://lei.sr?a=b9v7G_O

Only Fools and Horses exhibition at Dreamland

Heritage theme park Dreamland unveiled its new *Only Fools and Horses* exhibition themed around an episode of the show filmed nearly 30 years ago.

Featuring a range of props and costumes from the cult BBC series, *Only Fools and Horses: The Jolly Boys Exhibition* includes a range of items and displays such as Del Boy's flat, his bedroom and the iconic Reliant Regal Supervan III.

Taking place in Dreamland's 1920s-built Ballroom and Foyer, the exhibition is based on the 1989 Christmas Special, titled *Jolly Boys Outing*, where characters travelled to Margate and visited Dreamland. *Details: http://lei.sr?a=x9y6b_O*



Zuckerberg sees VR as the future of tech

Mark Zuckerberg launches dedicated London VR office

As the virtual reality market continues to hot up, Facebook has hired a dedicated team of experts based in London as Mark Zuckerberg aims to become a global leader in the emerging technology.

Following Zuckerberg's £1.4bn purchase of Oculus in 2014, the UK office will be the company's first in Europe, with former Google senior engineer Mike LeBeau heading up the London office.

Via LinkedIn, 12 Oculus workers are listed as working in the UK office, eight of those joining in the last six months. Facebook also has a strong presence in London, with its satellite site there the largest outside of the main US offices.

"This really is a new communication platform," said Zuckerberg in 2014 following the purchase of Oculus. "By feeling truly present, you can share unbounded spaces and experiences with the people in your life. Imagine sharing not just moments with your friends online, but entire experiences and adventures."

Oculus released its Rift headset in March. *Details: http://lei.sr?a=W2G8T_O*

Stars align to support Design Museum

Stella McCartney, Thomas Heatherwick, David Adjaye and Antony Gormley are among the designers, artists and architects whose time or work has been auctioned to fund the creation of a new home for one of the world's biggest design museums.

The sale, hosted by auction house Phillips, raised over £1.1m towards the renovation costs of the Design Museum's forthcoming building in Kensington, London.

A total of 55 pieces were sold, with Gormley's *Small Spall III* sculpture selling for £158,500 – the highest bid received.

Three marble tables designed by Dame Zaha Hadid before her death in March sold for £106,900 and an outdoor installation called *Solar Clock* by Adjaye raised £110,500.

Jonathan Ive, chief design officer at Apple, created a gold-coloured iPad which sold for £50,000 and Olympic Cauldron designer Thomas Heatherwick donated a bronze version of his *Spun chair*, which sold for £60,000.

The opportunity to meet McCartney at her flagship store in Mayfair for a one-to-one



Gormley's *Small Spall III* sculpture, which sold for £158,500

over tea or cocktails sold for over £5,000. Norman Foster, Herzog and de Meuron, Ron Arad, Antonio Citterio and Nendo were among the other big-name architects and designers who donated their work for the auction.

"The Design Museum is fortunate to have had the support of so many of the world's leading designers, architects, artists, collectors and gallerists in making a huge contribution towards the success of the fundraising campaign," said Deyan Sudjic, director of the museum.

Details: http://lei.sr?a=C5t8e_O

What are your clients saying about you?



JO GOODMAN
sales and marketing
director at Habia

Do you really know what clients are saying about your business when they walk out of your door? Did they have an enjoyable experience that they will share or one never to be repeated?

Salon recommendations are one of the best ways to increase your client base. Not only are they a trusted source of information for potential customers, they also offer a massive financial benefit to salon owners, because they spread the word for you at no added marketing cost.

The nature of our business means that people looking for a new therapist or stylist often ask those who are closest to them for recommendations. Previous research has indicated that as many as 92 per cent of consumers say that they would trust word-of-mouth recommendations given to them from their friends and family above all other forms of advertising.

Despite this, the majority of salons and spas still do not offer incentives to their customers in return for referrals.

But such referral schemes are by no means the only tool at your disposal. One of the first places prospective new clients look is the internet, so an attractive website is key. But also look at how you can leverage the ever-growing popularity social media, which offers the advantage of allowing clients to post reviews and photos of their experience.

As in any industry, it pays to be proactive rather than reactive. The days when you could just sit back and wait for business to come to you are long gone. To achieve success in the modern market, you must be ahead of the competition.

A helpful starting point is an in-house guest experience survey, not forgetting to talk to clients about their experience.

As a salon owner we can be too close to our businesses and need to take a step back. Encourage clients to talk candidly, react to what they tell you and make the changes before it's too late.

EF Medispa moves beyond London

Medical spa group EF Medispa announced in May the launch of its first franchise outside London.

EF Medispa Bristol specialises in advanced aesthetic treatments, and also includes wellness services, fitness classes, a juice bar and a Drip and Chill Lounge, where customers can receive vitamins and nutrients via IV or intramuscular shot.

Launched a decade ago by founder Esther Fieldgrass, EF Medispa has clinics in the London neighbourhoods of Kensington, St John's Wood, Canary Wharf and Chelsea. Elena Hunt is the franchise owner for the new Bristol location.

"We are delighted to be launching the first franchised EF Medispa flagship clinic in Bristol, and with Elena at the helm, I am sure it will be a great success," said Fieldgrass.

"This clinic will offer the same selection of award-winning therapies that we provide to our clients in London, but is also more of a lifestyle concept, with various



Bristol franchise owner Elena Hunt is eager to make an impact

wellbeing services available – perfect for Bristol's vibrant and individual culture."

The menu includes bespoke peels and facials, anti-wrinkle injectables, advanced anti-ageing laser treatments, as well as lifting, tightening and weight-loss body treatments.

"To be part of the prestigious EF Medispa brand is amazing," said Hunt. "It means we have access to the best technology and knowledge in the medispa industry, as well as an unrivalled treatment menu."

Details: http://lei.sr?a=g8v9K_O

Mandara Spa in global celebration

Mandara Spa, a division of global spa provider Steiner Leisure, is celebrating 20 years in business this year with special offers, seminars, classes, a charitable programme and a world tour anchored by a Balinese healer.

Mandara has grown from its first spa opening in Bali in 1996 to a global spa brand with its footprint in four continents, 22 cities and two cruise ships. President and COO of Mandara Spa Asia Jeff Matthews has been an integral part of the brand since its inception.

"Celebrations are a wellspring of life and a benchmark of longevity," said Matthews. "Turning 20, the Mandara Spa brand is youthful, accomplished and has staying power. Twenty has never looked better on any spa brand."

Thomas Gottlieb, founder of Mandara Spa, was at the forefront of launching the brand before Steiner acquired it 14 years ago.

"This celebration is about a dream and a dream team," said Gottlieb. "A spa brand conceived in a dining room in Batu Jimbar and a global spa industry leader that



Mandara has grown to become a global spa brand

nurtured it to the phenomenal concept it is today. The dream is now being celebrated. May Mandara Spa continue on its journey."

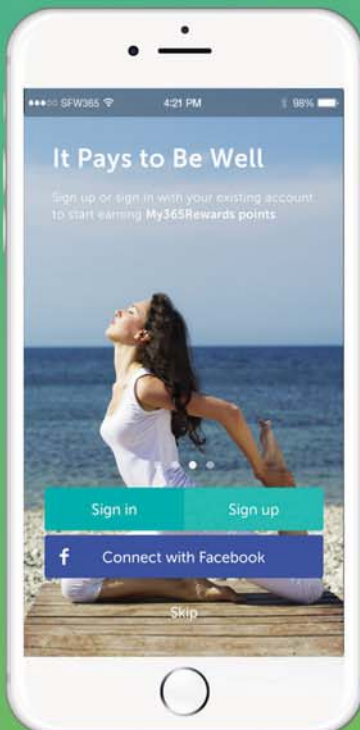
As part of the 20th anniversary celebrations, Mandara will be launching a world tour with Balinese healer Guru Made Sumantra, who will visit six countries in four months to introduce energy and yoga healing, and to "bring Bali and Balinese healing to the world."

The schedule includes stops in Kuala Lumpur, Dubai, Abu Dhabi, London and the US. *Details: http://lei.sr?a=Z8f6V_O*



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It is my pleasure to say that 2016 is already off to an exciting start with Pulse named as a finalist in the Supplier of the Year category at this year's ukactive & Matrix Flame Awards, many significant contracts on the books, new product launches and an ever growing team – I am excited at what the future of the company holds.

It is 36 years since the business was founded and we are still continuing to grow and develop, by listening to our customers, tapping into fitness trends and taking stock of where we can add value to the industry. We will continue to ensure Pulse can offer fantastic value for money and bespoke long-term solutions and with a number of exciting new contracts and product launches in the pipeline it's an exciting time to be part of the growing Pulse team.

We have made a number of key appointments already this year to support the growing demands of the business and invest in key areas of support and development. Dean Hogan was appointed as National Contracts manager to oversee the operation of three brand new soccer hubs as part of Pulse's recent contract with the Football Association, whilst roles were filled within the International and UK sales divisions. Our head office support team has additionally benefited from more resource.

Colleagues Jake Saunders and Ben Steadman have also taken on new roles heading up our new Sport & Performance division, an exciting new addition to the Pulse brand and one I am sure will lend us new opportunities within the growing sport and performance sector. Newly appointed

Director of Education Neil Mosley will be creating opportunities in the education sector and overseeing further growth with customers such as King's College London, Goldsmiths University and University of London. As former Director of Sport at Imperial College, and with extensive links in higher education I am delighted to add his experience and expertise to the Pulse team.

As well as building on our employee portfolio we have also taken this opportunity to refresh and modernise our brand as a whole, creating a clear company strategy for 2016 and beyond. Pulse Design & Build, Pulse Fitness, Pulse Solutions and Pulse Soccer are clearly defined as businesses in their own right to allow unhindered growth and business dexterity. The rebrand allows each division to focus on their long term goals whilst retaining the company expertise and heritage.

The past year has seen us provide a wide range of solutions from equipment installations to design and build projects and operational services. Pulse has been appointed leisure equipment partner to Walsall Council for the next four years, a significant contract for the business, and we are continuing to strengthen our existing relationship with Barnsley Premier Leisure

with a new installation at Fitness Flex Mansfield. A state-of-the-art transformation at Phoenix Pool in Suffolk is also currently taking place utilising expertise from three of the Pulse divisions, and a new partnership with Chesterfield Borough Council has seen Pulse provide complete equipment solutions to two sites in Chesterfield.

I'm also delighted to announce Dame Kelly Holmes as our new brand ambassador. Dame Kelly's dedication as an Olympic athlete matches our own brand values, and as a British organisation we look forward to forging a highly successful partnership with this British sporting legend. This is a hugely exciting and prosperous time for Pulse – our 36-year heritage demonstrates our wealth of experience and we are now on a journey to shout about our success to the public, with Olympic medal winning Dame Kelly Holmes as the perfect ambassador to profile our brand.

Healthy regards,

Chris Johnson
Managing Director
of Pulse



Pulse Fitness combine function with aesthetic in launch of new strength and plate loaded equipment lines

Our new Strength and Plate Loaded lines are the ultimate in high performance, comfort and durability combined with a beautiful aesthetic look. The Plate Loaded line includes a comprehensive 10 pieces with black upholstery upon a black frame.

The Strength line encompasses 26 ultra-modern stations, each with an enclosed weight stack, easy to clean carbon covers and smooth feel handgrips. Every station includes clear workout instructions and illustrations as to which muscles are being trained. The new range comes complete with premium double stitched upholstery options and is available in either crystal white gloss or dark silver.



Pulse creates new Sports Performance division

A new Sport and Performance division of Pulse has been created aimed at expanding and building on the success of Pulse's Ministry of Defence business, where the company has been providing industry leading strength and conditioning solutions for the last four years. In response to a growing trend and demand for this type of solution, particularly within education and elite sport, the new Sport and Performance division offers the opportunity to take a new portfolio of products and bespoke solutions to the commercial market.

A new partnership with EXF Perform Better Europe offers made-to-measure rigs and integrated racks to fit any space, whilst distribution of the Trueform running trainer – a self-powered treadmill made hugely popular in the USA through Crossfit – means the division is at the forefront of cutting edge-technology and bespoke functional and performance solutions.

The new Versus and Trixter Virtual Reality

Pulse are proud to announce the addition of two new products to our ever growing interactive portfolio; the Versus and The Trixter VR taking the interactive product range up to 14.

Versus:

The brand new Versus uses unique virtual trainer software and advanced motion tracking technology to track and score exercise against personal best scores or a fellow gym goer.

Both form and motion are tracked and continual feedback displayed to ensure a safe and optimal workout. The interactive technology also allows users to challenge friends across social channels making the new Versus the most interactive and intuitive product of its kind.

Operators are also able to select the type of in-built rack and weight system they prefer, using existing gym weights or brand new ones, with each rack accommodating up to 10 dumbbells and 5 kettlebells.

Trixter VR

The new Trixter Virtual Reality is the world's first fitness gaming bike to showcase facial recognition to log user workouts and gives a unique 360 virtual cycling experience over an array of environments.

It features real feel gears, handlebars, pedals and seat sensors and a 23-inch screen displaying an unparalleled picture and gaming quality.

Most crucially, the new Trixter showcases VR software and VR headset to give a totally immersive cycling experience and facial recognition to store results centrally, track progress and race against yourself or others – a world first for fitness.

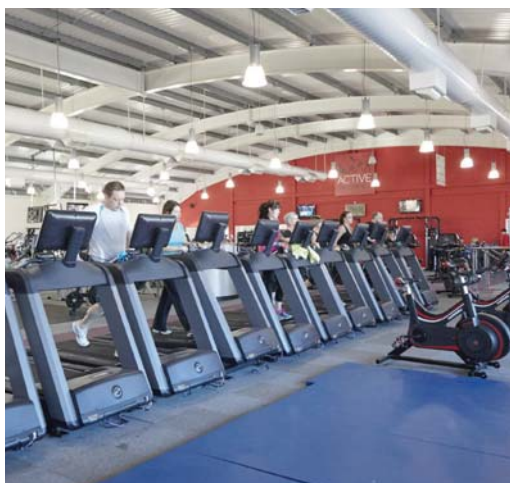
Our in-house team are able to retro fit existing Trixter bikes so they become newly fitted with VR capability, with all service issues and software downloads managed remotely via the cloud.

Pulse service promise guarantees complete operational efficiency 24/7 for Chesterfield Borough Council

A new partnership with Chesterfield Borough Council has seen Pulse kit out the fitness suites at the Healthy Living Centre and the brand new Queen's Park Sports Centre, providing a fully inclusive five-year warranty, online service portal and dedicated service promise on more than 200 stations of new Pulse equipment.

Pulse provided the council with a complete equipment solution, bespoke to the space and requirements of each centre, with 50% of the stations across the two sites IFI accredited. An added value support package incorporated training, marketing support, 2D layout advice and 3D design.

Since installing the new equipment, the council has gained 1,000 new members across the two facilities in just three months. The new equipment has also been well received with more than 80% of members commenting on how easy it to use the kit.



Pulse creates personalised state of the art gym at Gaia Spa

Pulse were recently awarded a contract to create the fitness suite at the luxurious and stylish Boringdon Hall Hotel in Plymouth. This premium project was part of the Gaia Spa, which opens Summer 2016 offering guests and Gaia Spa members access to the very best health and wellbeing facilities.

Drawing on their expertise from previous hotel installations, Pulse were able to create a premium facility in keeping with the hotel's luxury status. Pulse installed equipment of the highest specification, including ten pieces of cardiovascular equipment from Pulse's Series 3 Fusion cardio line and eight pieces of Evolve strength equipment, as well as free weights and bars.

As part of the installation Pulse also designed personalised branding depicting the Gaia Spa logo for all of the machines, and created a pre-sales marketing suite with example equipment for visitors to trial.

Tenth Barnsley Premier Leisure Club benefits from a Pulse solution



A partner for eight years, Pulse were once again delighted to work with Barnsley Premier Leisure (BPL) to transform and upgrade the leisure facilities at Fitness Flex Mansfield. In just a few weeks Pulse has completely transformed the facility, trading in £10K of old equipment before installing new state-of-the-art lines.

The gym at Fitness Flex Mansfield now has 42 pieces of cardiovascular equipment from the Series 2 and 3 Fusion cardio line incorporating treadmills, lateral trainers and elliptical trainers, as well as a large free weights area that offers six pieces of plate loaded equipment, 21 strength stations and a bespoke functional training rig. All of the equipment has been designed by Pulse's in house team with vibrant red upholstery, which compliments the bold purple brand colours of Fitness Flex.

Pulse's relationship with BPL has gone from strength to strength, having worked with the organisation since 2009 and Fitness Flex Mansfield is the tenth site in the BPL portfolio to benefit from innovative equipment supplied by Pulse.

KEEP IN TOUCH:



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Pulse awarded landmark contract with The FA to kit out and operate three soccer hubs as part of a new pilot scheme

Pulse were awarded a contract to operate three brand new soccer hubs on behalf of The Football Association, the Sheffield Football Trust and Sheffield City Council, as part of a new grassroots football scheme known as The Parklife Project.

Pulse will be solely responsible for the day-to-day operations of Graves Football Hub, Thorncliffe Football Hub and Westfield Football Hub until March 2025. This will include all activity programming, marketing, pricing structures, IT systems and reporting, health and safety and staffing, as well as maintenance for each site.

Pulse were awarded the contract after putting together a tender that demonstrated excellence in service delivery standards and will not only improve participation, but also generate funds for reinvestment to maintain standards at the centres in the long-term.

The first sites, Graves Football Hub and Thorncliffe are due to officially open in Summer 2016, followed by Westfield in 2017.

Work begins to turn Phoenix Pool into a state-of-the-art facility for all

Pulse have been tasked by Great Yarmouth Borough Council and Sentinel Leisure Trust to transform the existing Phoenix Pool into a state-of-the-art leisure centre.

Supporting the council's vision to improve and modernise sport and leisure facilities and boosting health and fitness provision in the local area, Pulse Design & Build – the dedicated construction division of the Pulse group – will be responsible for all building work. Pulse's equipment arm – Pulse Fitness – will create an impressive fitness space with a spacious layout and that is fitted out with the latest high performing equipment.

As part of the contract, Pulse will also provide comprehensive product training and a full warranty with equipment refreshes every five years. Pulse's dedicated operational support service – Pulse Solutions – will also be responsible for all sales and marketing.

The centre is due to officially re-open Sept 2016.



£4m redevelopment begins at Clowne Sports Centre

In February this year, Pulse were officially announced as Bolsover District Council's strategic leisure development partner.

The contract - which has a value of £4m - sees Pulse working in partnership with the council to redevelop, design and enhance the facilities at Clowne Sports Centre.

Pulse Design & Build will be creating a brand new extension which will consist of a 25m swimming pool, a children's pool and flume ride, a children's play kingdom and brand new changing rooms. The extension will be a total of 1961sqm and will also include a new café.

As well as the new extension, Pulse will be refurbishing the existing facilities, extending the fitness suite to 100 stations. The gym will be equipped with brand new Pulse equipment and a bespoke functional rig. The site is set to receive two brand new dance studios and a spin studio kitted out with 20 Keizer bikes.

The new facility is set to open its doors to the public in January 2017.

KEEP IN TOUCH:



London's new justice-themed hotel

Guests staying at a luxury boutique hotel in London can enjoy a cocktail in the cramped courthouse cells once inhabited by the Kray twins, two of the most notorious gangsters in the city's history.

The newly-opened Courthouse Hotel in Shoreditch is located in a Grade II-listed building which was previously the Great Marlborough Street Magistrates Court.

The themes of crime, punishment and justice are embedded into the hotel's design, particularly in the bar. Here, three of the courthouse's

5ft x 15ft cells have been preserved and transformed into VIP booths. The heavy metal reinforced doors have been maintained and the original cell benches provide a place for up to eight guests to sit and socialise.

Elsewhere in the hotel, iron bars from the prison separate the lobby lounge from the bar, and a restaurant is located in the old Court Room – complete with the original dock, judge's bench and witness stand. Another



The newly-opened Courthouse Hotel in Shoreditch

courtroom is now a private member's club.

The court was established in the late 1700s and was the second oldest of its kind in the UK. The current building was created by police architect J.D. Butler in 1913. Over its lifetime, celebrity defendants at the court included John Lennon, Keith Richards, Mick Jagger and Johnny Rotten. The Kray twins appeared there for their first hearing in 1965.

Details: http://lei.sr?a=H2S8s_O

De Niro plans Covent Garden boutique

Hollywood legend Robert De Niro is planning an 83-bedroom boutique hotel in London's Covent Garden.

The actor has partnered development firm Capital & Counties Properties (Capco) and hospitality operator BD Hotels for the project, called The Wellington Hotel.

A planning application has been submitted to Westminster City Council for consideration. The proposed hotel, designed by Kohn Pedersen Fox, would span six adjacent buildings within the Covent Garden Conservation Area, three of which are Grade II listed.

Spa facilities, two restaurants, a café and a members' club would be built around a central courtyard conservatory.

The buildings' historic façades would be retained and incorporated into the new hotel to create a new space – a strategy that De Niro and business partners Ira Drukier and Richard Born used for The Greenwich Hotel in New York's Tribeca district.

"London is one of the most exciting and cosmopolitan cities in the world," said De Niro. "It makes perfect sense to develop a hotel that represents all of that in the



Robert De Niro has developed a number of leisure properties

heart of this city in Covent Garden. The Wellington Hotel would honour the heritage of the area, while bringing the best of what we've done in New York to London".

Sarah-Jane Curtis, director of Capco Covent Garden, added: "Robert De Niro and BD Hotels have emerged as the world's leading luxury hoteliers, so The Wellington Hotel is a hugely exciting prospect for London which continues to see strong demand for inventive boutique retreats."

Details: http://lei.sr?a=w6c3a_O



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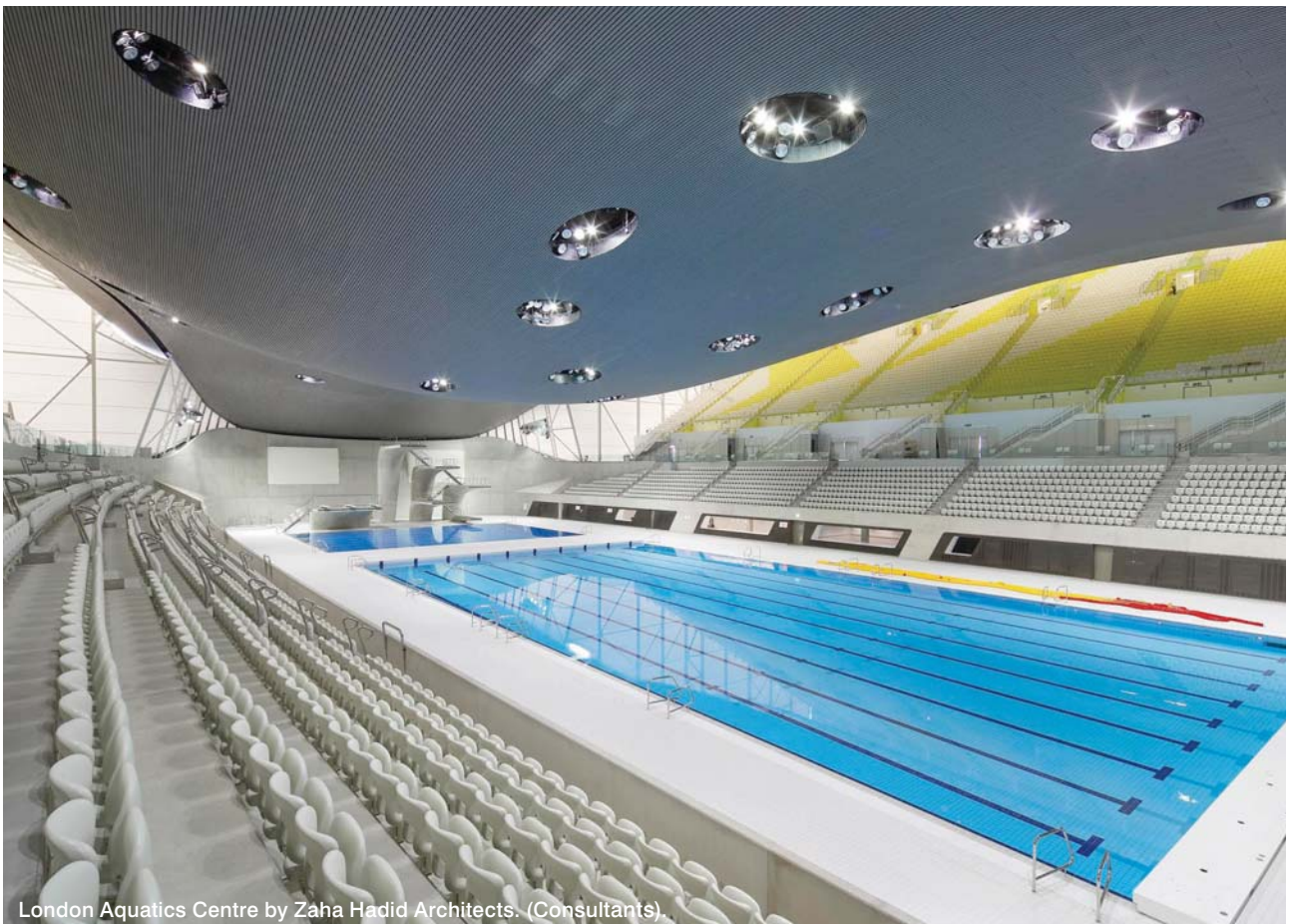
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Ealing Council is looking to procure a Contract for Hanwell Community Centre, Westcott Cres, Hanwell W7 1PD

The new contract should be in place by 1st April 2017. The public financial situation has changed considerably over the past couple of years. The Government has been making significant reductions in all public spending, especially to local Council funding. The successful operator will support the Council in delivering our corporate priorities.

The Management Service is currently delivered within the Major Projects & Development Section that sits in the Environment & Customer Services Department.

The offer includes full management of Hanwell Community Centre which currently has the following facilities:

- Small hall suitable for sports such as five-a-side football, basketball which can also be booked for events such as weddings, parties etc.
- Large hall for badminton (4 courts)
- Offices, classrooms and meeting rooms
- Boxing, judo and karate area
- Art studio
- Basement currently used for pottery, upholstery, scenery storage and production

In addition to the above there are two educational establishments based at the centre.

The Council has big plans for improvements at Hanwell Community Centre with initial phase 1 works valued at £350k being completed during this summer (2016). The successful partner will be key in helping the Council to secure further funding to help deliver phase 2 works (value £3.7m) which include the installation of a lift to improve accessibility, major refurbishment, proposed alterations to the main approach and improvements to signage for the wider site.

Closing date: 4pm, Friday 10th June 2016

If you are interested in this opportunity, please register with our procurement advisors, Max Associates at info@max-associates.com

Once you have registered, you will be able to view the details of the opportunity and complete all forms at the ProContract (Due North) website.



Ards and North Down Borough Council



Expression of Interest for leisure activity business opportunity

Ards and North Down Borough Council invites interested organisations to submit an Expression of Interest to develop or operate, or develop and operate an indoor leisure facility as part of the proposed replacement Ards Leisure Centre in Newtownards, County Down.

This is a new and exciting opportunity for the Council to explore a wide range of family leisure facility options which would ultimately enhance the proposed replacement Ards Leisure Centre and complement the existing Council provision in the borough.

We invite interested parties to engage with us to help us understand the current market. All information received at this stage will set the agenda and influence the design of the procurement package and process.

The Council wishes to:

- engage with external organisations that have the commercial expertise and experience to deliver a project of this kind
- examine the range of possible operating models
- gauge the level of interest in commercial input to fit-out the interior shell space and/or operate the facility thereafter

Expression of Interest prospectus and questionnaire are available:

- to download online, www.ardsandnorthdown.gov.uk/current-tenders
- by email, contact gayle.wilson@ardsandnorthdown.gov.uk

Please note that your completed questionnaire is to be returned by post or email by Friday 17 June 2016 to ensure Council's consideration of your organisation's proposal.

Ards and North Down Borough Council does not bind itself to accept any or all expressions of interest for inclusion on a list, or to be bound to invite quotations from any or all of the applicants.

Stephen Reid
Chief Executive



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CPD is key to raising sector standards



TARA DILLON
is chief executive
of CIMSPA

As we all recognise, sport and physical activity professionals should keep their skills and knowledge up to date and extend their expertise wherever possible. This is vital to raise the standing of our sector and get the credibility we deserve.

This is why CIMSPA is introducing a new policy requiring all members to undertake a defined amount of continuing professional development (CPD) each year.

The move is fundamental to our plans to professionalise the workforce in line with the government's demands, outlined in the December 2015 sports strategy, which was most recently reinforced by Sport England's *Towards an Active Nation* strategy.

It also brings us in line with other chartered institutes in management and public health with which we are developing relationships. These bodies require personal CPD from their members and expect other institutes they partner with to demonstrate similar commitments.

Under the new policy, all members must complete 10 points of CPD per membership subscription year, at a level relevant to their membership category.

We have vastly expanded our management face-to-face CPD offer with more dates, subjects and locations, as well as new exercise and fitness stream-specific choices. These will be delivered by the growing stable of CIMSPA skills development partners. At the same time, we're also developing an online learning programme, due to launch later this year. Many of the courses will be free to members and those in chartered membership, and will count towards CPD requirements. This is a clear and progressive benefit to our members.

The start date for this requirement depends on your membership category and the date you joined CIMSPA, but for most, will take effect from renewal dates after 1 August 2016. This is a critical step in our evolution as a chartered professional body and for the recognition of professionals working in our sector.

TRAINING

Sport England backing for CIMSPA

Sport England has pledged to work with CIMSPA to produce a new workforce strategy by the end of 2016 as it seeks to crank up efforts to professionalise the physical activity sector.

Sport England's new strategy aims to implement recommendations made in the government's *Sporting Future* strategy to work with CIMSPA in creating a framework of sector skills, formalising career development pathways and improving the quality of CPD offerings.

Speaking to *Leisure Opportunities* ahead of the report's publication, Sport England CEO Jennie Price said the quango will be funding CIMSPA to produce a new workforce strategy, but said the extent of that funding is still to be decided.

"If you look at the recommendations made in the government strategy about how we work with CIMSPA, we've essentially accepted all of those and this is reflected in our detailed strategy," said Price. "I think this will be widely welcomed by the sector. It's absolutely vital that we create a comprehensive skills framework, form a proper career development pathway and generally increase the professionalism of the sector to drive up standards."

The announcement brings greater clarity to what has been a challenging 24 months for the sector as CIMSPA and SkillsActive have



CIMSPA is working to professionalise the sector

been at odds over the direction of workforce development, with several big name employers calling for change in the form of new skills standards being established under CIMSPA.

Reacting to the Sport England strategy, CIMSPA chief executive Tara Dillon said the new direction is "great news" for sport and physical activity professionals.

"Not only does it direct funding into tackling physical inactivity, it also reaffirms Sport England's support for CIMSPA in professionalising the sector and delivering a workforce that is fit for purpose," said Dillon.

Details: http://lei.sr?a=d9G4Z_O

Group fitness body aiming high

A new body representing the group fitness market has laid out ambitious growth targets as it bids to make group ex the UK's workout of choice.

FitGroupUK, a body of stakeholders involved in the group exercise industry, will stage its inaugural Summit this summer with a view to realising the full potential of the group fitness sector. With an estimated five million people currently taking part in group fitness, FitGroupUK wants to double this figure in the next five years.

Ross Perriam, CEO of the Exercise, Movement and Dance Partnership (EMDP) – which has been instrumental in getting FitGroupUK off the ground – told *Leisure Opportunities* the body will "cast the net wide" to align a broad range of bodies behind the bold ambition. This includes reaching out beyond the fitness industry to major retailers such as Tesco, Asda, Sports Direct and TV shopping channels, as well as anyone else who has an interest in growing the group fitness sector.



FitGroupUK believes in the power of group fitness

"There is a far bigger market out there that is ready to engage with the group exercise sector," said Perriam, who acknowledged the body had aimed high with its target in order to achieve the maximum growth possible.

"Instead of competing with each other for the five million existing participants, we should work together to understand how to unlock access to the 47 million adults not currently taking part in group fitness."

Details: http://lei.sr?a=t5V6j_O

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Company: Bucks New University
Location: High Wycombe, UK

- FDSc Sport, Exercise & Health
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- BSc (Hons) Sport and Exercise Science
- MSc Health Rehabilitation and Exercise
- BA (Hons) Sport Business Management
- BA (Hons) Sports Development and Coaching
- FDA Sports Officiating
- BA (Hons) Sports Development and Coaching
- MSc Health, Exercise and Wellbeing
- BA (Hons) Sports Marketing
- BA (Hons) Exercise, Health and Fitness Management



Company: Lifetime
Location: Nationwide, UK

- Personal Training Diploma
- Lifetime PTA Global Maxima
- Personal Training Diploma



Company: Premier Training International Ltd
Location: Nationwide, UK

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Company: Focus Training
Location: Nationwide, UK

- Become a Personal Trainer
- GP Exercise Referral
- Exercise to Music Instructor
- Become a Gym Instructor



Company: Human Kinetics
Location: Online

- Conditioning to the Core Online CE Course
- High-Performance Training Sports Online CE Course
- Bodyweight Strength Training Anatomy CE Course



Company: Origym
Location: Nationwide, UK

- Online Personal Training course



Company: Amac Training Ltd
Location: Various, UK

- Become a Gym Instructor or Personal Trainer



Company: Diverse Trainers
Location: Nationwide, UK

- Personal Training



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The successful candidate should possess excellent communication and customer service skills with previous experience of working in a fitness team. A Sports Science Degree or National Certificate in Fitness Instruction & Personal Training (REPS Level 3 minimum) with a current First Aid qualification is essential.

Closing date: 17 June 2016 4.00pm Interviews: From 21 June 2016

Application forms and further details may be obtained from the website www.malvernstjames.co.uk or from Mrs Alison Barber, Office Manager, by emailing recruitment@malvernstjames.co.uk or telephone 01684 892288.

Malvern St James is committed to safeguarding and promoting the welfare of children; applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure Barring Service clearance at enhanced level.



ASSISTANT MANAGER

CARLTON FORUM LEISURE CENTRE

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You must have at least two years' supervisory experience in a relevant environment or degree in Sports/Leisure/Recreation/Culture along with a thorough knowledge of health and safety requirements. You must be able to demonstrate a high level of literacy and numeracy with a sound understanding of budgets and financial management.

Marketing and promotional skills are also essential as are leadership and team building skills. A relevant professional leisure qualification and practical knowledge and understanding of quality systems would be beneficial.

Further details on our website at www.gedling.gov.uk, or Personnel Services on 0115 9013864 (24 hour answerphone) or email pod@gedling.gov.uk for an application pack. Please quote reference LCF20 on all correspondence.

Closing date for completed applications is Friday 24th June 2016

RECRUITMENT



Tennis Development Coordinator

Full-time | £19,000- 22,500

An exciting opportunity to coordinate delivery of a new programme of tennis at Finsbury Park. The role is designed to deliver and coordinate a programme of tennis activity in Finsbury Park and the surrounding areas in Haringey, Hackney & Islington. This will involve targeted outreach delivery work within the local communities with delivery in key tennis partners, schools engagement, and by working closely with underrepresented groups. Support/develop an exciting Finsbury Park Tennis programme Coordination and Delivery of the 'Tennis for all Programme'; a community tennis outreach and development programme Engage with local people, sports/youth clubs and local community groups to increase tennis participation.

Women & Girls Community Sports Coordinator

Full-time | £18,330 - 22,500

The focus of this role is to increase the participation of women and girls in Sport and physical activities. You will support the delivery of the Access to Sports Project's three key areas of delivery: sports coaching programmes, sports leadership & coach education, and supporting the development of local sports groups with a particular focus upon engaging girls and women through a range of programme delivery. Applications from female coaches & instructors are particularly welcomed

Project Support Worker

Full-time | £18,330

This post will support the delivery of the Access to Sports Project's programmes of delivery in Islington, Haringey and Hackney. The key focus of the job will be supporting the administration of our 3 key work programme areas: sports leadership & coach education programmes, sports coaching programmes and supporting local voluntary & community group.

To find out more about the posts and to receive an application pack contact: 020 7686 8812 info@accesstosports.org.uk
Posts are subject to a 6 month probationary period, satisfactory references and enhanced DBS clearance.

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Workforce Administrators Salary: £7500 per annum. Two days a week spread over four days. Interview dates TBC.

Closing date for both roles: 6th June 2016.

For an informal discussion on any of the roles please contact Peter Hybart CEO Cricket Wales on 07812 191890 or peter.hybart@cricketwales.org.uk

For more details and to apply please go to our website to send us your cv and covering letter.

www.cricketwales.org.uk

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web: ETHOS.co

company intro film: vimeo.com/ethosalchemy/intro

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Freelance Yoga Tutor

Company: YMCAfit
Location: Ashton, Manchester, UK

Sales Manager

Company: Parkwood Leisure
Location: Bristol, UK

Lifeguard

Company: GLL
Location: Various locations, UK

Community DevManager

Company: Everyone Active
Location: Southwark, UK

Lifeguard

Company: Stevenage Leisure Limited
Location: Flitwick, UK

Lecturer in Cricket

Company: Myerscough College
Location: Preston, UK

Leisure Assistant

Company: Chesterton Sports Centre
Location: Cambridge, UK

Fitness Instructor

Company: Barnsley Premier Leisure
Location: South Yorkshire, UK

Swimming Teacher

Company: Everyone Active
Location: Easton, Bristol, UK

Customer Sales Advisor

Company: Barnsley Premier Leisure
Location: South Yorkshire, UK

Events Manager - Harrow

Company: Everyone Active
Location: Harrow, UK

General Manager

Company: Frinton Lawn Tennis Club
Location: Frinton-on-Sea, UK

Duty Manager

Company: Barnsley Premier Leisure
Location: UK

Personal Trainer

Company: énergie group
Location: Various locations, UK

Swim Manager

Company: Everyone Active
Location: Hetton Le hole, UK

Personal Trainers

Company: The Gym Group
Location: Various locations, UK

Chief Executive

Company: Cyclopark
Location: Gravesend, Kent, UK

Consultant

Company: 4 global
Location: London, UK

Area Sales Manager

Company: eGym
Location: Nationwide (UK travel), UK

Swim Teacher Level 2

Company: Everyone Active
Location: Stowmarket, UK

Group Exercise Co-ordinator

Company: University of Nottingham
Location: Nottingham, UK

General Manager

Company: The Gym Group
Location: London Peckham Rye, UK

Recruitment Manager

Company: University of Nottingham
Location: Nottingham, UK

IT Systems Administrator

Company: University of Nottingham
Location: Nottingham, UK

General Manager

Company: The Gym Group
Location: Chelmsford, UK

Assistant Director of Sport

Company: University of Nottingham
Location: Nottingham, UK

Communications Manager

Company: University of Nottingham
Location: Nottingham, UK

Senior Fitness Instructor

Company: Blaby District Council
Location: Leicestershire, UK

Senior Duty Officer

Company: Blaby District Council
Location: Leicestershire, UK

Swimming Teachers (x6)

Company: Everybody Sport
Location: Cheshire East, UK

Business Dev Manager

Company: Blaby District Council
Location: Leicestershire, UK

Activity Leaders

Company: Everyone Active
Location: Bedworth, UK

Recreation Assistant

Company: Everyone Active
Location: Fareham, Hampshire, UK

Lifeguards

Company: Everyone Active
Location: Various locations, UK

Swimming Teacher

Company: Everyone Active
Location: Loughton, Essex, UK

Fitness Instructor

Company: énergie group
Location: Forest Hill, UK

Fitness Instructor

Company: énergie group
Location: Oldbury, UK

Centre Manager

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

Maintenance Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

Climbing Wall Manager

Company: University of Nottingham
Location: Nottingham, UK

Sales Manager

Company: Legacy Leisure
Location: Exeter, UK

Centre Manager

Company: Parkwood Leisure
Location: Portsmouth, UK

Team Leader

Company: Harrow School
Location: Middlesex, UK

Call Centre Service Advisor

Company: truGym
Location: Stevenage, UK

Development Manager

Company: Cricket Wales
Location: Cardiff, UK

Events Assistant

Company: GLL
Location: London, UK

Swimming Instructors

Company: Parkwood Leisure
Location: North Devon, UK

Supervisor

Company: Nottingham City Council
Location: Bilborough, Nottingham, UK

Attention Personal Trainers

Company: Club Training
Location: Nationwide Opportunities

Membership Sales Advisor

Company: énergie group
Location: Hartlepool, UK

Crew Member

Company: énergie group
Location: Maidstone, UK

Regional Account Manager

Company: Harlands Group
Location: Midlands and South, UK

Recreational Assistant

Company: Legacy Leisure
Location: Windsor, UK

Pilates Instructors

Company: Bootcamp Pilates
Location: London, UK

Swimming Teachers

Company: Everyone Active
Location: Bedworth, UK

Recreational Assistant

Company: Legacy Leisure
Location: Windsor, UK

Head Tennis Coach

Company: The West Bay Club
Location: Yarmouth, Isle of Wight, UK

General Manager

Company: The Gym Group
Location: Southampton Central, UK

General Manager

Company: The Gym Group
Location: Crawley, West Sussex, UK

Sports Volunteering Officer

Company: University of Nottingham
Location: Nottingham, UK

Freelance Personal Trainers

Company: Everyone Active
Location: Various locations, UK

Casual Fitness Motivator

Company: Everyone Active
Location: Acton, UK

Front of House Manager

Company: University of Nottingham
Location: Nottingham, UK

Recreation Assistant

Company: GLL
Location: Tower Hamlets, UK

Area Cricket Managers

Company: Cricket Wales
Location: Various Wales, UK

Workforce Administrators

Company: Cricket Wales
Location: Various locations, Wales, UK

Senior Recreation Assistant

Company: GLL
Location: London, UK

Event Manager

Company: Big Bang Promotions
Location: Sheffield, UK

Team Leaders

Company: Finesse Leisure Partnership
Location: Hatfield, UK

Recreation Assistants

Company: Finesse Leisure Partnership
Location: Hatfield, UK

Team Leader

Company: Everyone Active
Location: London, UK

Fitness Motivator (Part Time)

Company: Everyone Active
Location: Southam Leisure Centre, UK

Fitness Motivator

Company: Everyone Active
Location: Southam Leisure Centre, UK

Swimming Teacher

Company: Everyone Active
Location: Nuneaton, Warwickshire, UK

Head of Health and Wellbeing

Company: YMCA East Surrey
Location: Redhill, Surrey, UK

Health Relationship Manager

Company: Achieve Lifestyle
Location: Egham, Surrey, UK

Aquatics Officer

Company: University of Nottingham
Location: Nottingham, UK

Educator / Trainer

Company: Viviscal Professional
Location: Various, UK

Fitness Motivator

Company: Everyone Active
Location: Stortford, Herts, UK

Regional Merchandiser

Company: Zoggs
Location: East Anglia to Northamp-
tonshire, UK

Leisure Attendants

Company: Brio Leisure
Location: Various locations, UK

Spa Director

Company: Mandarin Oriental Prague
Location: Prague, UK

National Swimming Manager

Company: Parkwood Leisure
Location: Worcester, UK

Compliance Manager

Company: Legacy Leisure
Location: Oxfordshire, UK

Recreation Assistant

Company: Legacy Leisure
Location: Exeter, UK

Membership Advisor

Company: Legacy Leisure
Location: Exeter, UK

Head of Sales and Marketing

Company: Exercise Movement & Dance Partnership
Location: Horsham, West Sussex, UK

Spa Director

Company: Mandarin Oriental
Location: Barcelona, Spain

Swim Teachers

Company: Brio Leisure
Location: Various locations, UK

Centre Manager

Company: Hertfordshire Sports Village
Location: Hatfield, UK

Duty Manager

Company: Oxford Brookes University
Location: Oxford, UK

Assistant General Manager

Company: The Gym Group
Location: Dagenham, UK

Assistant General Manager

Company: The Gym Group
Location: London Waterloo, UK

Strength & Conditioning Coach

Company: University of Nottingham
Location: Nottingham, UK

Team Leader

Company: Everyone Active
Location: Epping, UK

Recreation Attendant

Company: Everyone Active
Location: Staines, UK

Swim Teacher

Company: Everyone Active
Location: Melton Mowbray, UK

Membership Sales Advisor

Company: energie group
Location: Northampton, UK

Senior Graphic Designer

Company: Zephyr Creative
Location: Cornwall, UK

Sport Assistant Manager

Company: The Hawthorns School
Location: Bletchingley, Surrey, UK

Fitness Manager

Company: Club Towers
Location: Bedford, UK

Sales Manager

Company: Everyone Active
Location: Epping, UK

Beauty Therapist

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

Lifeguards / Duty Managers

Company: Energy Base
Location: London, UK

Club Manager

Company: energie group
Location: Bethnal Green, UK

Membership Consultant

Company: Energie Group
Location: Fulham, UK

Recreation Assistant

Company: Legacy Leisure
Location: Exeter, UK

Fitness Instructor

Company: Malvern St James School
Location: Malvern, Worcestershire, UK

Recreation Assistant

Company: Everyone Active
Location: Harrow, London, UK

Assistant Club Manager

Company: Tudor Park Marriott Hotel
Location: Bearsted, Maidstone, UK

Conditioning Specialists

Company: MK Health Hub
Location: Solihull, UK

Duty Manager

Company: Everyone Active
Location: Shipston Leisure Centre, UK

Apprenticeship

Company: Energie Group
Location: Harlow, Essex, UK

Recreation Assistant

Company: Everyone Active
Location: St Albans, UK

Event Crew

Company: Big Bang Promotions
Location: Sheffield, UK

Head of Operations

Company: University of Warwick
Location: Coventry

Team Leader

Company: Everyone Active
Location: Essex, UK

Personal Trainer

Company: Matt Roberts
Location: Hampstead, UK

Swimming Instructors

Company: Finesse Leisure Partnership
Location: Hatfield, UK

Operations Assistants

(Lifeguards)
Company: Harrow School
Location: Middlesex, UK

Project Support Worker

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

Community Sport Coordinator

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

General Manager

Company: The Original Bowling Co
Location: Nationwide, UK

Tennis Development Coordinator

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

Personal Trainers

Company: Club Training
Location: Nationwide Opportunities

Personal Trainers Needed

Company: Lifetime
Location: Nationwide, UK

Sales and Marketing Manager

Company: Xercise4Less
Location: Harlow, Sheffield, East Kilbride UK

Membership Consultant

Company: Xercise4Less
Location: Various locations, UK

General Manager

Company: Xercise4Less
Location: Various locations, UK

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

Impact Sales Consultant

Company: Xercise4Less
Location: Various, UK

General Managers

Company: The Gym Group
Location: Various locations, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Bedfordshire, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Wiltshire, UK

Spa Therapist

Company: The Scarlet Hotel
Location: Cornwall, UK

Spa Therapists

Company: Myoka Spas
Location: Malta

Assistant Spa Manager

Company: Celtic Manor Resort
Location: Newport, South Wales, UK

Spa Trainer (Maternity cover)

Company: Celtic Manor Resort
Location: Newport, South Wales, UK

Spa Therapist

Company: Celtic Manor Resort
Location: Newport, UK

Nail Technician

Company: Celtic Manor Resort
Location: Newport, South Wales, UK

Business Dev Manager

Company: ESPA International
Location: Across Asia Pacific

Spa Therapists

Company: Hand Picked Hotels
Location: Various, UK

Spa Therapist

Company: Lifehouse Spa and Hotel
Location: Essex, UK

Senior Brand Manager

(maternity cover)
Company: Alton Towers Theme Park
Location: Staffordshire, UK

Sky Trail High Ropes Manager

Company: Adventure Experience
Location: Chingford, London

Business Dev Manager

Company: Alton Towers Theme Park
Location: Staffordshire, UK

Retail Supervisor

Company: Sea Life
Location: Weymouth, UK

Pier Controller

Company: The Eye Brand
Location: London, UK

General Manager

Company: British Airways i360
Location: Brighton, UK

Guest Experience Host

Company: Legoland Discovery Centre
Location: Toronto, Canada

Marketing Assistant

Company: Legoland
Location: Windsor, UK

Sales, Events and Marketing

Manager (Visitor Centre)
Company: Dewar's Aberfeldy Distillery
Location: Aberfeldy, Perthshire

Head of Catering Services

Company: Marwell Wildlife
Location: Winchester, Hants, UK

Entertainments Manager

Company: Alton Towers Theme Park
Location: Staffordshire, UK

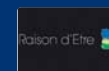
Audio, Visual, Lighting

Facilities Supervisor
Company: Madame Tussauds
Location: New York, United States

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Will Hyperloop revolutionise leisure?

Hyperloop One, the firm racing to build the world's first Hyperloop high-speed transport system, has partnered with Arup, AECOM and Bjarke Ingels Group (BIG) to realise its ambitions.

The announcement was made this month (11 May) as the company, formerly known as Hyperloop Technologies, attempts to prove its futuristic goals have a solid basis in reality and can revolutionise the worlds of transport, business and leisure. In addition to the partnerships, it has raised £55.5m in Series B funding, as well as continued Series A investment.

The Hyperloop is a tube-based transport system in which pressurised capsules travel on an air cushion, driven by linear induction motors and air compressors, at speeds of up to 760mph (1,200 km/h). The concept was proposed by Canadian-American entrepreneur and engineer Elon Musk in 2013, firing the starting gun on a technological race to realise the concept.

BIG and Arup will work on the design of the new system, while global engineering firm AECOM will support a feasibility study



The Hyperloop concept has been proposed by entrepreneur Elon Musk

conducted by Arcturan Sustainable Cargo.

Rob Lloyd, CEO of Hyperloop One, said: "We will work alongside these world-class partners to redefine the future of transportation, providing a more immediate, safe, efficient and sustainable high-speed backbone for the movement of people and things."

A major goal for Hyperloop One is to "create a fifth mode of transport that will connect distant cities to form dynamic and efficient economic super-regions" – a vision which has major connotations for the leisure industry.

Details: http://lei.sr?a=8r7R6_O

1Rebel: Workout commuter buses

Continued from front cover

Speaking about the audacious idea for group cycling buses designed to help fitness fans make the most of their commute, 1Rebel co-founder James Balfour said: "We want to break the monotony of the soulless commute and offer people a more fulfilling experience by adding our popular Ride class into their morning routine."

Balfour hopes securing an agreement whereby the vehicles can use bus lanes, will make it a no-brainer for commuters, both in terms of grabbing a morning workout and cutting travel time.

1Rebel is currently calling for registrations of interest on its website and will collate the data to help decide how many bus services it should run and from which locations around London. The operator plans to end



The Ride2Rebel bus could take to the roads this autumn

journeys at its St Mary Axe 1Rebel studio in the City, where participants will be able to have a shower and a pre-work smoothie.

"We still have a few hurdles to clear in terms of health and safety, but we've had incredible enthusiasm for the concept so far and we're convinced it will be a hit," added Balfour.

Details: http://lei.sr?a=H9K9t_O

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