

leisure opportunities

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Industry reacts after UK votes to leave EU

Leisure industry heavyweights have raised concerns for the future after the UK voted to leave the European Union (EU) following the referendum on its membership.

In the wake of the narrow win for the leave camp – 51.9 per cent to 48.1 per cent – the London stock market plunged, with the FTSE 100 index falling more than 8 per cent in the opening minutes of trade. Prime Minister David Cameron has also announced his intention to resign as the country's leader, promising to step down by October of this year.

The value of the pound plummeted as the results started coming in, at one point hitting US\$1.3236 – the lowest numbers since 1985. The euro also suffered, marking its biggest one-day fall since the currency's inception with a 3.3 per cent drop.

The weaker pound means it becomes more expensive to buy products and services from abroad. For the UK's exporters however there



Leave backer Boris Johnson has been tipped as the UK's next prime minister

should be some benefit as it makes their goods cheaper for people purchasing from abroad.

Scotland's First Minister Nicola Sturgeon has also said preparations are being made for a second independence referendum, with an overwhelming majority of Scottish voters having sided with the remain campaign by 62 per cent to 38 per cent.

Leaders across the leisure sector have had their say, with a number of companies releasing statements regarding next steps for the UK.

UKinbound – which represents 370 of the UK's tourism businesses – says the government must now focus on securing the best possible trade deal for the inbound sector.

KPMG – one of the big four auditors along with Deloitte, EY and PwC – has said the decision is likely to cause CEOs within the leisure and hospitality sector a great deal of uncertainty and concern.

ukactive's executive director Steven Ward said that the physical activity sector mustn't be held back as a result of the EU referendum if the UK is going to "turn the tide of inactivity". Ward urged the future government to prioritise the sector so it can "continue without disruption as the process of leaving the EU begins in earnest."

For more reaction on the UK's decision to leave the European Union, turn to page 11

Herzog & de Meuron's Tate extension debuts

The British public can finally see for themselves the long-gestating expansion to London's Tate Modern art museum.

Herzog & de Meuron architects transformed the derelict Bankside Power Station on the Thames into the museum in 2000 to house the UK's collection of modern and contemporary art. The Tate was expected to receive two million visitors each year, but was soon welcoming closer to five million; making it the world's most visited art museum.

Continued on back cover

Sadiq outlines big culture ambitions

New London mayor Sadiq Khan says culture will be as important as housing, transport and the environment in his administration.

Speaking at the press opening of the new Tate Modern in the UK capital, Khan vowed to increase the number of cultural facilities and public spaces by "embedding culture in London's planning system."

"For too long culture has been merely a nice-to-have," he argued. "We've got to change that."

To achieve his ambitions, Khan said he would launch an infrastructure plan to increase public access to culture "in a way no world city has ever seen before."



Sadiq Khan has declared culture a 'core priority'

He pledged to introduce creative enterprise zones, subsidised artists' studios and affordable accommodation to attract artists and creators.

"We can make sure culture is integral to the city's development and future," he said.

Details: http://lei.sr?a=4T3A2_O

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Deal to boost Paralympic brand

The International Olympic Committee (IOC) and International Paralympic Committee (IPC) have closed ties further after signing a long-term agreement to "enhance the brand" of the Paralympic Games.

The organisations agreed a Memorandum of Understanding in which they both will increase the visibility of the Paralympic Games and ensure the financial sustainability of the IPC. They will also work closely on the implementation of *Agenda 2020* – the IOC's governance and sustainability requirements.

Running through until 2032, the new agreement builds on current partnership and cooperation agreements that were signed prior to the London 2012 Games.

IOC president Thomas Bach said the agreement was an "important milestone", adding: "The IPC's focus on sport for all and on high-level performance will enable it to reach more and more people around the world, and to ensure the organisation's long-term success."



The IOC will support the IPC help it be more financially sustainable

"The IOC is the IPC's number one strategic partner and we're grateful to president Bach and the Olympic Movement for their continued support," said Sir Philip Craven, IPC president. "We will now work together over the coming weeks and months to finalise the agreement which will take our partnership into a fourth decade and make the Paralympic Movement more self-sustainable."

Details: http://lei.sr?a=a9N2A_O

Owner's bold vision for Sale Sharks

Premiership rugby club Sale Sharks has been acquired by a local investment company which is aiming to turn Manchester into a hotbed of rugby union.

CorpAcq, the Manchester-based firm controlled by Simon Orange, purchased the club from long-time owner Brian Kennedy, who spent 16 years at the helm.

The company is targeting success in the Premiership and has committed to investing in the senior squad, academy and commercial team.

Orange said he would put the finance and effort in to "close the gap between Sale Sharks and the teams above us".

"We intend to establish Manchester as a Premiership rugby region," he added.

"The academy is one of the best in the Premiership, with 12 of our junior players involved with England at various age groups and three senior players, originally from our academy, called up to the



Simon Orange (right) said he wanted to bring more success to Sale

full England training squad, and we plan further investment in order to strengthen it.

"Sale Sharks also has an award-winning Community Service Programme which we also intend to grow in the future."

Orange commended Kennedy's record in charge, and said that the club has "performed resiliently" during his tenure.

Details: http://lei.sr?a=y4mj_O

BBF mulls facilities funding pot

The British Basketball Federation (BBF) is exploring the idea of creating a central funding pot for the development of new facilities.

Talking to *Leisure Opportunities*, BBF chair Nick Humby said a centralised system would make the strategy of establishing more purpose-built basketball facilities more sustainable.

He referenced the Football Association's (FA) Parklife scheme – in which it is building quality football hubs in urban centres – as the type of model he wanted to replicate for basketball, although he admitted that the plan was still at an “aspirational stage”.

The facilities, said Humby, would be the homes of British Basketball League (BBL) clubs, but would also allow for grassroots basketball and community projects. Clubs like the Leicester Riders, Newcastle Eagles and Sheffield Sharks are at various stages of developing their own facilities – with the former opening a new £6m arena earlier this year.



The Leicester Riders opened their own £6m facilities earlier this year

But Humby said he was concerned that projects were happening in isolation and that there needed to be a more joined up approach to make basketball facilities “central hubs in their community”.

“We need a clearer strategy to support how we roll these facilities out, to make them work more efficiently and potentially create some sort of central funding pot,” he said, adding that Sport England could play a role.

Details: http://lei.sr?a=5R2R3_O

Participation hits 2012 Games levels

The number of people taking part in sport has reached the same level as the post-London 2012 Olympics boom – with a rise in female participants and an increase in gym users.

Sport England's Active People Survey revealed that a 340,000 year-on-year boost in participation has lifted the number of people aged 16+ taking part in sport for at least 30 minutes, four days a week to 15.83m – the same figure recorded in October 2012.

Women accounted for 75 per cent of the increase, with 261,200 more active than this time last year. The number of sporty men grew by 81,900 year-on-year. As a result, the gender gap reduced slightly to 1.6m.

Going to the gym and keep fit classes remained very popular, with a 7 per cent increase resulting in the number of weekly users breaking the seven million mark for the first time. Exercise classes, such as indoor cycling and boxercise, attracted a large number of women.

Running and athletics continued to see growth, with a 6 per cent boost in participants to 2.35m. Over the 12 months, mountaineering,



The number of women taking part in sport increased by 261,200

cricket and rugby league experienced the largest surges in participation. The former saw numbers rise from 77,700 to 104,300, representing a 34 per cent increase. Cricket numbers rose by 32 per cent to 179,700, while rugby league had a 24 per cent rise to 49,500.

Sport England chief executive Jennie Price said that while the figures were “encouraging” – particularly the increase in female participants – she was “concerned” about the dip in participation numbers among the disabled.

Details: http://lei.sr?a=u6J9V_O



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HEALTH & FITNESS

Nuffield acquires 35 Virgin sites

Nuffield Health has secured 35 sites from Virgin Active, as the health charity moves to significantly expand its national network of health clubs and hospitals.

The deal, believed to be worth around £80m, makes Nuffield Health the UK's second-largest health club operator, with approximately 112 sites. The transaction is expected to complete over the summer, when the clubs, their members and staff will transfer to Nuffield Health.

Leisure Opportunities understands that talks have been in progress for several months on the sale, which sees Nuffield add to the nine Virgin Active sites it acquired in 2014.

Aided by £330m of debt facilities it secured in October 2014, Nuffield has been gradually expanding its portfolio in recent times and last year purchased two prime health clubs on the doorstep of the City of London. New Nuffield CEO Steve Gray has set about merging the charity's wellbeing and hospital divisions to deliver a fully-integrated healthcare strategy, and the latest deal will bolster this ambition.

"This acquisition is a great move forward and allows us to increase the pace of delivery of our strategy and our charitable



Nuffield CEO Steve Gray is driving an integrated care strategy

purpose, to help people achieve, maintain and recover to the level of health and wellbeing they aspire to," said Gray.

"This acquisition will increase our reach in key locations and allow both members and non-members access to broader health and wellbeing services as well as proximity to Nuffield Health hospitals."

Proceeds from the sale will be used to increase investment in Virgin Active's ongoing UK portfolio upgrade programme, as well as for the launch of a new £6.5m Collection club in Mansion House later this year. Details: http://lei.sr?a=n5a8A_O

Virgin: We'll remain a UK player

The CEO of Virgin Active has pledged the international gym chain will remain a significant player in its home market, despite selling a third of its UK clubs to Nuffield Health.

Speaking to *Leisure Opportunities*, Virgin Active chief Paul Woolf said the disposal of 35 clubs was not the start of an exit from the UK in pursuit of faster expansion in Africa and the Asia-Pacific. Instead, he said this week's sale is part of its strategy of fostering "selective growth" across a streamlined and more profitable UK portfolio.

The remaining 61 Virgin Active health clubs will now be organised around three core proposition pillars: high-end Collection clubs, big family clubs and racquets clubs – with a broadly even split. Woolf said the company is committed to growth across all three categories, with investment being made in upgrades and new sites, such as the forthcoming £6.5m Collection club near Mansion House.



The gym chain was founded in the UK by Richard Branson in 1998

"The UK is a very important market for us and we absolutely intend to remain a big player here," said Woolf. "We have a very clear ambition to grow in the UK, albeit from a slightly smaller base. Despite our cuts in the number of clubs in recent years, our absolute UK profitability has increased – we're earning more money than we were three years ago and we're earning more money every year." Details: http://lei.sr?a=k9G4E_O

A muscular man is performing a handstand against a light-colored concrete wall. He is wearing black athletic shorts with a red waistband. His body is perfectly aligned, showing extreme core strength and balance. The background consists of a modern building with large concrete blocks and a curved architectural element.

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HEALTH & FITNESS

Budgets lead social media charge

Budget giants Pure Gym and The Gym Group are leading the way in terms of brand engagement on social media, but a new report shows that there's plenty of room for improvement across the fitness sector.

The LeisureDB Social Media Fitness Index Q1 2016 Report – the first of its kind – analyses the performance of the UK's top 20 private fitness operators across Facebook, Twitter, Instagram and YouTube.

The report highlights that overall brand social media presence is growing, but more needs to be done. More than half of the top 20 private brands gained over 1,000 Facebook likes in Q1 2016 while the industry's collective Twitter audience grew by 6 per cent.

Facebook is the most common social media platform among the top 20 private brands, while Instagram is being under-utilised and neglected – only 8 of the top 20 have accounts. But despite the general upswing, the



The rise of the gym selfie presents a major marketing opportunity

industry still has a lot of ground to make up if it is to compete with rival sectors, said David Minton, director of The Leisure Database Company – the firm behind the report.

"Sport and fitness have a lot of catching up to do," said Minton. "The industry has 9.2m UK fitness members, but across the top 20 private fitness brands, it can only boast 946k likes on Facebook, 46k followers on Instagram and 248k followers on Twitter."

Details: http://lei.sr?a=q6E6g_O

Pure Gym in tech tie-up with TomTom

Pure Gym has announced its latest big brand partnership as the UK's largest gym chain seeks to expand its presence in the growing wearable tech market.

The operator has teamed up with Dutch tech giant TomTom, which has diversified from its well-known sat-nav offerings to create a string of new products in recent years, including its GPS-guided fitness tracking smartwatches.

The initial phase of the partnership in early 2016 saw TomTom offer complimentary three-month memberships to Pure Gym clubs with the purchase of fitness watches. Now, the second phase will see Pure Gym roll out TomTom branding across its clubs nationwide ahead of a raft of joint initiatives due to be implemented throughout 2016.

A Pure Gym spokesperson was unable to add further detail as to the nature of these initiatives at this stage, but said that key to the tie-up is the opportunity for Pure Gym to attract more members and for TomTom to engage more consumers in physical activity.



Pure Gym and TomTom are planning a raft of joint initiatives

"(TomTom's) focus on innovative technology to empower movement aligns with our mission to encourage active lifestyles," said Francine Davis, commercial & strategic development director of Pure Gym. The announcement comes as the UK public's use of wearable technology to achieve personal health goals gathers pace. Research from Mintel found recently that sales of wrist-worn wearable devices accelerated to more than three million units in 2015, an increase of 118 per cent on 2014.

Details: http://lei.sr?a=Q3Y5a_O

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Get in the zone

Innovative Wattbike training zones are transforming studios and gym floors across the country

Boutique studios have transformed how consumers approach fitness, offering a destination for exercise that's motivational, cathartic and inspiring; all the benefits that come from working in a group setting.

For some standalone studios this has been extremely successful, but for some larger operators, studios with the latest equipment, technology and design, can be found empty outside of scheduled class times.

Wattbike has been working closely with both operators and independent studios to combat this issue and find the best fit for each, by helping them bring Wattbike 'Zones' and their small group training out of the studio and onto the gym floor, or individualising their bespoke boutique space.

As early adopters of the Wattbike, David Lloyd Leisure has been using the bikes across its portfolio in a number of ways, experimenting to find the best fit in each facility. Last June it opened its first Wattbike Zone at the Southampton club, which

includes six Wattbikes with a separate screen that visually offers power training workshops, introduction sessions, Wattbike testing and virtual Sufferfest classes.

Michelle Dand, group health & fitness manager at David Lloyd, comments: "All of

"Users feel like they're in a specialised training centre. It brings the studio to life, and transforms the room into more than just an indoor cycling space"

our Wattbikes are on the gym floor, some have their own Zones and some have been mixed in with other equipment to form 'Performance Zone' areas as part of our gym innovation programme."

"We run live workshops in these Zones

that create a great atmosphere on the gym floor, and this works to increase the interest from other members observing. Outside of these sessions there are always people using the bikes. From the cycle enthusiasts to the triathletes, to just normal men, women and teenagers; the beauty of the Wattbike is that it can be used for all ages and abilities."

BRANDED STUDIO

Over the past 18 months, Active Nation's Green Bank Leisure Centre has undergone a comprehensive refurbishment. This included 14 Wattbikes in a bespoke studio and two on the gym floor. Stuart Martin, managing director at Active Nation, adds: "The Green Bank Leisure Centre has had a dramatic transformation to update and refresh almost every part of the building.

"We selected Wattbikes because of the benefits they bring; accuracy and calibration, real-ride feel and the ability to monitor and regulate everything.

"The studio and gym floor bikes are very popular with people that are into their sports, particularly cycling, triathlon, rugby and football as well as attracting people that want just general fitness improvement."

The new Wattbike studio has been created to mirror the bikes colours and branding. "We decided to completely design the studio based on the bikes because it created an exciting, professional atmosphere for our supporters," Martin explains. "The feedback we've had is that users feel like they're in a specialised training centre. It brings the studio to life, and transforms the room into more than just an indoor cycling space."

Ben Keenan, founder of Suffershire, a Cheltenham-based bespoke Wattbike studio which opened in May 2015 with world class coaches and workout videos from The Sufferfest, has maximised the use of Wattbikes by transforming the space in a way that was geared around the bikes.

Keenan explains: "When we were



Njinga Cycling offers a Wattbike performance lab for training and testing



While some clubs are opting for dedicated Wattbike studios, others are creating special zones on the gym floor

researching indoor bikes we kept coming back to Wattbike. The build quality, the sports science and the amount of data and feedback for the riders is phenomenal. When we planned the studio, we knew that we would be catering for a lot of cyclists, from beginners through to professionals. It therefore made sense to transform the space to reflect Wattbike, because it is such a well-known, and respected brand within the sport and the industry.

"We have all abilities filling our sessions, from ladies in their 60s who cycle with friends for fun through to an ex professional racer. Even our two-hour hill climbing session late on a Friday night is full."

Keenan continues: "The fact we only have 10 bikes means there's a real social aspect, it's not a large room of faceless people, its small group training designed to motivate and encourage, while the Power Cycling software allows me to keep an eye on people's performance as individuals."

Njinga Cycling opened in January 2015 to support cyclists new to road cycling or for intermediate level riders who want to improve their efficiency, confidence and overall fitness. Its Wattbike performance lab, which includes 14 bikes and a large data screen, is used for 1-1 coaching, group

classes and programmes, pedal technique sessions and physiological testing.

Togo Keynes, Njinga co-founder and CEO, comments: "We were looking for an array of data, a real-ride feel, and a way to monitor pedalling technique and for all indoor bikes to be calibrated the same."

"Our training sessions are devised by a British Cycling coach and a Wattbike Performance Instructor. Using the bikes to develop the space has really produced a specialised, performance based zone."

"On top of this, each training session has a clear objective and training zones hence each rider can work to their own abilities, whilst working on pedal technique to improve rider efficiency and power output."

"That's why the Wattbike sessions are such a great alternative to spinning classes."

RIGHT INTENSITY

On the rise of popularity of Wattbike Zones and bespoke studios, Rich Baker, commercial director at Wattbike, adds: "It's important to us to work with operators and studios in order for them to best utilise the bikes. There's a lot more understanding, and demand for power training and an alternative to indoor group cycling that provides workshops geared to a purpose."

"It's been fantastic to see so many people in the industry begin to use the Wattbikes to transform areas on the gym floor, bringing the studio atmosphere to an open space where it can motivate all the members and encourage them to try something new, if they haven't already."

Wattbike small group training sessions ensure that everyone is training at the right intensity, whilst the Power Cycling software displays all individual data from the Wattbikes on the big screen.

Class instructors or personal trainers can work on pedalling technique using the Wattbike Polar View and monitor individual riders much more closely.

Sessions can be tailored to specific goals, or sports through high quality, individualised training that still remains in a motivating group environment.

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What does EU exit mean for sport?

City analyst David Cheetham from financial brokers XTB.com predicts that 2016 will now become “the most expensive Premier League transfer window on record for English football clubs”.

“The sharp decline of the pound seen today in the wake of the UK’s decision to leave the EU could well have an impact on Premier League clubs and their transfer activity this summer.

“In addition to the initial decline seen in the pound in relation to the euro – with the pair trading over 6 per cent so far today – the nature of the decline suggests there could be more to come as the period of uncertainty could be long and protracted.”

Leaving the EU is also likely increase the cost of sports equipment and limit access to sports funding for British organisations, according to Sport and Recreation Alliance chief executive Emma Boggis, who said that potential tariffs on imports from the EU could increase the cost of goods, which could have a knock-on effect for participation in physical activity.



European footballers would need work permits to play in the UK

The UK will now also be cut from accessing EU funding streams designed to support sport, principally ERASMUS+, but also the EU Structural Funds, which could have a dramatic effect, as the EU recently identified grassroots sports as a “positive force” in the battle against lifestyle illnesses and social exclusion – while also helping to promote equal opportunities.

As a result, the EU has increased its funding for the ERASMUS+ programme – from which British sport will now be excluded.

Details: http://lei.sr?a=g8T3E_O

Brexit could mean ‘Staycation 2’ for UK

The UK’s decision to leave the European Union (EU) could have a very similar impact on the tourism industry to that of the 2008 financial crisis, with more people opting for a staycation instead of travel abroad.

In the wake of the narrow win for the leave camp – 51.9 per cent to 48.1 per cent – the value of the pound plummeted, at one point hitting US\$1,3236 – the lowest numbers since 1985. The euro also suffered, marking its biggest one-day fall since the currency’s inception with a 3.3 per cent drop.

Speaking to *Leisure Opportunities*, Kurt Janson, director of the Tourism Alliance, said that as seen in 2008 domestic tourism will likely rise, with both inbound and outbound tourism also affected.

“Domestic tourism will increase due to the fall in sterling combining with people’s uncertainty and concerns regarding the



The 2008 recession introduced a trend for increased domestic tourism

UK economy and their employment status. Conversely, the outbound industry will struggle for the same reasons,” said Janson. “Meanwhile the inbound tourism industry will benefit from the fall in sterling and possibly the significant coverage the UK is receiving in the overseas media. So, bottom line, expect ‘Staycation 2’, at least in the short-term.”

Details: http://lei.sr?a=N8u9P_O



The UK will miss out on key EU culture funding

ALVA fears that Brexit will create culture funding gap

Bernard Donoghue, director of the Association of Leading Visitor Attractions (ALVA) has raised concerns that the UK’s decision to leave the European Union (EU) could have a significant effect on funding for cultural organisations, while also painting an unwelcoming picture for potential inbound visitors.

Addressing EU funding to the UK, Donoghue told *Leisure Opportunities* that there was potential concern for cultural organisations, urging the government to set up a plan to plug an open financial gap introduced as a result of the exit vote.

“Our arts and culture organisations in the UK are heavily dependent on EU funding for some of their capital projects and programmes,” he said. “That money won’t be necessarily replaced by the UK exchequer so the next couple of years are important in terms of planning to replace some of that really important income for some of our most important visitor attractions.”

Details: http://lei.sr?a=D6H3u_O

Architects express shock and disappointment after vote

UK architects reacted with shock after learning the country will leave the EU.

The Royal Institute Of British Architects (RIBA) released a statement, saying it will strive to ensure the sector is placed in a position to succeed.

“UK architecture talent is incredibly resilient and we will continue to ensure that our profession has a bright future, whatever the operating environment,” said Jane Duncan, president of RIBA.

“In common with other UK businesses and organisations, RIBA is assessing the short and longer term effect of the withdrawal on our members and the Institute and we will provide further guidance in due course.

“Most importantly, we will work with colleagues in industry and government to ensure that architects have a strong voice in the coming weeks, months and years.”

Details [http://lei.sr?a=\\$5t5Q_O](http://lei.sr?a=$5t5Q_O)

Longleat masterplan to look at heritage of site

Longleat Safari and Adventure Park, in Wiltshire has outlined its 10-year masterplan, switching focus to look at the history of the grounds and how its resident animals play into that.

Longleat, which has been touted as a possible location for the 2018 Glastonbury music festival, is planning to build on recent successes as it aims to facilitate growth over the next 10 years. The masterplan by Forrec aims to optimise the Longleat grounds based on the heritage management plan already in place, improving entertainment components and looking at strategies and layout to accommodate increasing attendance. Details: http://lei.sr?a=r7B6W_O



Zoo gate receipts jumped 20 per cent last year

Chester Zoo documentary back for a second series

Chester Zoo is celebrating after securing a second series of its hit Channel 4 documentary *The Secret Life of the Zoo*.

The television show, which focuses on the relationship between animals and their keepers at Chester Zoo, proved a huge hit last year with a reported upswing in attendance of around 20 per cent.

"Visitor numbers for 2016 are up on last year, which is incredible," said Jamie Christon, managing director of Chester Zoo, speaking to *Leisure Opportunities*.

"We put this down to the impact of *The Secret Life of the Zoo*, which gave millions of viewers a unique insight into the dedication and passion of our keepers, the lives of our animals and the work we do to conserve endangered species."

Season one of the documentary series drew an average of 2.7 million viewers per episode over a six-episode run.

The show also proved popular on social media, trending on multiple networks each time it aired, estimated to be worth millions of pounds in terms of PR. Details: http://lei.sr?a=M9x4e_O

London Paramount pushes ahead

London Resort Company Holdings (LRCH) – the company behind the £2bn Paramount London theme park and resort development in Kent – has announced the project is on-track despite a year-long delay in planning submission.

LRCH announced this month that it had completed a further full year of environmental surveys and is making "good progress" on the transport studies, along with reviews of its business plan and its masterplan by Farrells.

A planning application was originally supposed to be filed in Q3 2016, but LRCH is insistent that work is progressing and that the scheme will go ahead as planned.

"We are entering a critical stage in the planning process for the entertainment resort," said LRCH executive director David Testa. "While we had hoped to have submitted an application by now, it is much more important to ensure the evidence base is robust and comprehensive to maximise the prospects of success, which means the preparation time is longer. The funds are in place to take this project through the planning process."

"We have decided that, given some of the



LRCH is insistent that work is progressing as scheduled

changes we are making to the masterplan, we should hold a further round of public consultation on the updated information. This decision comes as part of our continued dialogue with the planning inspectorate and local authorities in Dartford, Gravesham and Kent, and the Ebbsfleet Development Corporation. Following the further consultation events, we intend to submit our application to the planning inspectorate in 2017."

The central areas of Paramount London are now scheduled to open to the public in Q2 2021. Details: http://lei.sr?a=k6k8T_O

Alton Towers planning new ride

Alton Towers has made an application to local government authorities for a new rollercoaster currently known as SW8 or Secret Weapon 8.

The plans, which have been kept a secret for some time, were submitted to Staffordshire Moorlands District Council and show a wooden rollercoaster built on the former site of the Alton Towers flume.

A Design and Access statement, submitted by Nathaniel Lichfield & Partners, detailed the plans, which will include the removal of the "dated" flume.

"The new ride development will include a maintenance and station building, shop, games unit and food kiosk, which will have a combined maximum floorspace of 1,223sq m (13,164 sq ft)," said the statement.

"To enhance the offer at the resort, it is proposed to remove the now dated Log Flume attraction and install a new rollercoaster to the west of the Congo River Rapids ride. The proposed new coaster



The plans show a wooden rollercoaster in place of the old flume

will be contained outside of the woodland area on previously developed land."

According to the proposal, the wooden coaster will be made of dark stained timber elements, predominantly southern yellow pine. The rails will be a combination of timber and steel. The ride will include themed sound tunnels, as well as an area at the entrance featuring a 140-second pre-show. Details: http://lei.sr?a=2B3a4_O



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Taking stock of the situation



JO GOODMAN
Sales and marketing
director at Habia

So you have the salon you've always wanted, with a fantastic team of staff and a strong client base. What could possibly stop you going from continuing to go from strength to strength? You've cracked it.

Well, perhaps that isn't the case. It's time to take stock, literally.

Even the most well-established salons and spas can run into trouble if they fail to grasp the basics of stock control.

Maintaining optimum stock levels is vital, but how do you decide what products to buy in and, most importantly, in what quantity do you buy them?

Failure to address these questions properly leads to costly waste, cashflow problems and lost sales. But these and other pitfalls can be avoided with an effective stock-control system.

That may sound a daunting prospect to some, but most of the measures boil down to little more than common sense.

Investment in stock-control computer software is obviously helpful, but the same principles apply whether you use old-fashioned pen and paper or the latest IT. Even the most sophisticated software is only as good as the data you enter.

It should come as no surprise then, that your starting point should be the creation of simple and accurate stock lists, setting aside time to update them regularly.

But there are ways to make this easier. For instance, you can save much time and effort if you store and display stock in the same order it appears on your stock lists.

Many businesses perform stock checks at the end of each month to help with their accounts, but keep your finger on the pulse with intermittent checks, particularly before placing orders.

It may be quicker to count only unopened treatment stock, but including partially used stock can add up to significant sums for larger businesses. Whatever approach you take, you won't go far wrong by keeping it simple and consistent.

Royal Crescent: New wellness space

A renowned hotel in Bath has unveiled an extensive renovation of its spa facilities as it bids to become one of the top spa destinations in the UK.

The Roman city of Bath is world-famous for its hot springs and spa culture, boasting many of the country's most popular spa destinations.

In order to remain competitive, The Royal Crescent Hotel & Spa has invested in renovating its spa facility The Bath House into a "state-of-the-art spa complex".

Mark Green of Curveline Design was responsible for creating and implementing the new light-filled, calming design.

In addition to the spa's existing Relaxation Pool, The Bath House has been installed with a Vitality massage pool, a Himalayan salt-infused sauna and a new Blossom Steam Inhalation Room with soothing steam and fresh aromas of eucalyptus and menthol. The hotel's spa therapists use the Bath Spa Skincare and ESPA brands.



Mark Green of Curveline Design was responsible for the design

These new features follow last year's launch of the Taittinger Spa Garden – a tranquil "holistic outdoor haven".

General manager Jonathan Stapleton, commented: "We're fully committed to offering our guests the highest quality products, service and spa experience possible. With the innovative new Bath House facilities and the skills and dedication of our spa team, we look forward to continued success and further enhancing the experiences of our guests."

Details: http://lei.sr?a=b9G5M_O

Chopra launches wellness platform

Physician, author and wellness expert Deepak Chopra has launched a new wellbeing platform, Jiyo, which aims to "be a personal companion to enable personal transformation."

Created in partnership with entrepreneur and transmedia expert Poonacha Machaiah, Jiyo looks to address health and wellbeing holistically, encouraging lifestyle modification and offering expert insights across categories from exercise and nutrition to sleep and stress, as well as exclusive interactive meditation videos with Dr Chopra.

The platform uses intuitive technology to analyse users' behaviour and makes recommendations based on their habits to nudge them on their path to wellbeing.

"The goal of Jiyo is to impact a billion lives around the world by enabling them to experience a joyful, energetic body; a loving, compassionate heart; a restful, alert mind and lightness of being," said Chopra.

By focusing on the five pillars of wellness, including personal growth, exercise, nutrition, sleep and relationships, Jiyo aims to take a



Physician, author and wellness expert Deepak Chopra

360-degree approach to wellbeing, offering curated video content and insights from experts including Dr Mark Hyman, Kimberly Snyder, Eddie Stern and Tara Stiles.

Wellbeing communities are also a key feature of the platform – available via subscription.

"Jiyo aims to democratise wellbeing by leveraging mobile tech, curated content and prescriptive analytics to provide contextual services that enable consumers to make positive lifestyle changes," said Machaiah.

Details: http://lei.sr?a=j9e8s_O



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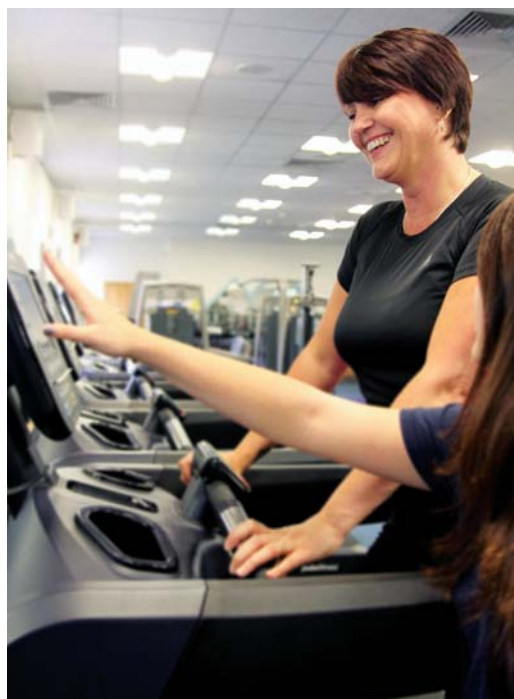
Warwick District Council has decided to replace its existing leisure management arrangements with a modern, best practice contract for the future management and operation of some of the leisure facilities in the District, namely:

- **Newbold Comyn Leisure Centre**
- **St Nicholas Park Leisure Centre**
- **John Atkinson Sports Centre**
- **Abbey Fields Swimming Pool**
- **Meadow Community Sports Centre**
- **Castle Farm Recreation Centre**

Warwick District Council will be inviting tenders from appropriately experienced leisure management providers in the very near future.

The aim of this tender exercise is to secure a long-term contract with a Contractor. The Council wishes to work with a Contractor who will have full operational responsibility for the facilities and provide the service in a way that is sympathetic to its corporate priorities.

The Council recognises that a successful relationship with the Contractor will be crucial. Within this relationship the Council's role is to specify the minimum services to be provided and to monitor service delivery. The Council's Specification reflects the Council's policies and objectives for leisure services, focusing on increasing participation, improving health outcomes for the local population, enhancing equality of opportunity and ensuring residents receive a high quality service.



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Working to drive the sector forward



TARA DILLON
is chief executive
of CIMSPA

It was just over a month ago that Sport England launched its five-year strategy with a focus on inactivity and a clear target to address under-represented groups. The new document followed the government's own sport strategy, published in December.

Both strategies name CIMSPA as a key partner in facilitating the development of sport and physical activity professionals equipped with the skills and expertise to deliver the government's agenda.

This is fantastic news for CIMSPA, but what does this actually mean for you? In short, it means we are in a position to ensure that the funds granted to us by Sport England will directly benefit our members. And here's how:

- We are developing and expanding our programme of seminars and workshops, throughout the UK, providing further opportunities for you to earn CPD.

- As requested by employers, we can now bring to life the single standard matrix to provide clear and defined roles and the training required for every job in our sector. With the development work already completed, we can now create a career pathway for every sports and physical activity professional.

- Our members will have access to a new e-learning system. Due to launch later this year, the new system will offer robust and relevant training from core regulatory learning to management and leadership.

- This funding enables us to give you access to new software that we've been developing that will allow you to map your career, plus record your learning and CPD.

- We can start to develop college diplomas and university degrees that are directly relevant to employers to grow and attract talent with the skills required to impact local health outcomes.

We've been preparing for this moment for the last 18 months. Now is the time for us to deliver. The environment in which we are operating grows more challenging by the day. We are ready, but are you?

TRAINING

Active IQ unveils outdoor courses

As the physical activity sector continues to refine its offering and extend services beyond the four-walls of the gym, Active IQ has announced the creation of a new outdoor fitness qualification.

Responding to new trends, the awarding organisation has introduced three new Level 3 Awards: Instructing Outdoor Fitness; Nutrition for Sports & Exercise Performance; Conditioning for Exercise & Sports.

The Level 3 Award in Instructing Outdoor Fitness is designed to help sector professionals move outdoors, open up their services to a larger audience and learn to lead sessions suitable for open spaces.

"The phenomenal growth of parkrun and outdoor fitness classes led by organisations such as British Military Fitness and Our Parks have shown how rapidly the sector must adapt to consumer fitness trends," said Active IQ head of business development, Laura Sheasby.

"As an awarding organisation at the forefront of qualification development, Active IQ works closely with approved centres to address emerging skills gaps. The three new qualifications provide engaging and informative courses for fitness instructors or personal



The new course helps exercise professionals move outdoors

trainers who want to expand their skills base and increase their competitive edge."

The new Level 3 Award in Nutrition for Sports & Exercise Performance will cover how a healthy balanced diet impacts performance and highlights the benefits and risks of specific nutritional protocols that may be used to prepare for sports or fitness events.

Meanwhile, Active IQ's Level 3 Award in Conditioning for Exercise & Sports will help learners plan and deliver appropriate conditioning programmes to improve their client's overall performance.

Details: http://lei.sr?a=G6Z8r_O

CIMSPA seals new partnerships

Buoyed by its backing from Sport England in the quango's recent sports strategy, CIMSPA has sought to carry forward this momentum with the signing of several new partnerships.

The Chartered Institute recently announced Fusion Lifestyle as the first leisure operator to commit its entire workforce to CIMSPA membership, while Future Fit Training has since followed suit. Future Fit has also been confirmed as the CPD launch partner for CIMSPA's exercise and fitness stream.

As part of its shift to CIMSPA, Fusion Lifestyle will remove its workforce from REPs to take up CIMSPA's new affiliate membership, with roughly 650 exercise and fitness members due to sign up imminently, followed by Fusion managers over the next twelve months. In addition, CIMSPA membership will become a prerequisite for all employees joining Fusion in the future.

"Our employees are crucial to our success as an organisation," said Tim Mills, director of business development at Fusion.

"By committing to CIMSPA, we are investing in the future of our employees and their ongoing professional development to ensure they have the skills and expertise to help our customers live healthier, more active lives."

Meanwhile, the Future Fit Training tie-up sees the training provider's modules counting towards meeting CIMSPA members' annual requirements, in line with the institute's new CPD policy.

Details: http://lei.sr?a=s7k8w_O



CIMSPA's Tara Dillon (left) with Future Fit CEO Rob Johnson

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Location: Exeter, UK

Duty Manager

Company: Everyone Active
Location: Ware, Herts, UK

Senior Recreation Assistant

Company: GLL
Location: London, UK

Assistant Manager

Company: Gedling Borough Council
Location: Nottingham, UK

Duty Manager

Company: Everyone Active
Location: Wembley, UK

Part-time fitness instructor

Company: Énergie Group
Location: Harlow, Essex, UK

Operations Assistants

Company: Harrow School
Location: Middlesex, UK

Fitness Manager

Company: Everyone Active
Location: London, UK

Fitness Manager

Company: Everyone Active
Location: London, UK

Community Activator

Company: Vision
Location: Wanstead, London, UK

Tennis Manager

Company: Parkwood Leisure
Location: Solihull, UK

Personal Trainer

Company: Matt Roberts
Location: Hampstead, UK

Swimming Instructors

Company: Finesse Leisure Partnership
Location: Hatfield, UK

Contract Sales Manager

Company: Everyone Active
Location: Plymouth, UK

Sports Operations Assistant x3

Company: University of Warwick
Location: Coventry, UK

Lifeguard

Company: Everyone Active
Location: Various locations, UK

Impact Sales Consultant

Company: Alliance Leisure
Location: Various, UK

Monitoring Officer

Company: Central Beds Council
Location: Bedfordshire, UK

General Manager

Company: truGym
Location: Folkestone, UK

Project Support Worker

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

Activity and Sports

Development Manager

Company: Everyone Active
Location: St Albans, UK

Community Sport Coordinator

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

Health and Fitness Instructor

Company: Manchester Metropolitan Uni
Location: Manchester, UK

Business Dev Manager

Company: Rawlins Academy
Location: Leicestershire, UK

Membership Consultant

Company: Everyone Active
Location: Melton Mowbray, UK

Duty Manager

Company: Chill Factore
Location: Manchester, UK

Health and Fitness Coach

Company: King's College London
Location: London, UK

Area Sales Manager

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

Crèche Manager

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

Assistant Club Manager

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

General Manager

Company: The Original Bowling Co
Location: Nationwide, UK

Customer Motivator

Company: Move GB
Location: Bath, UK

Assistant Manager - Aquatics

Company: Hartlepool Borough Council
Location: Hartlepool, UK

Leisure Attendant

Company: Everyone Active
Location: Waltham Abbey, Essex, UK

Team Leader

Company: Everyone Active
Location: Waltham Abbey, Essex, UK

CRM & PCT Officer

Company: League Football Education
Location: Preston, Lancashire, UK

Fitness Motivators

Company: Everyone Active
Location: Sarisbury Green, UK

Membership Consultant

Company: énergie group
Location: Dundee, UK

Duty Manager

Company: Legacy Leisure
Location: Bicester, UK

Duty Manager Sports

Company: Aldenham School
Location: Elstree, Hertfordshire, UK

Duty Manager

Company: Legacy Leisure
Location: Exeter, UK

Membership Consultant

Company: Everyone Active
Location: Harrow, UK

Sports Assistant

Company: St Mary's School Ascot
Location: Ascot, UK

Membership Advisor

Company: Legacy Leisure
Location: Banbury, UK

Fitness Instructor - Part time

Company: énergie group
Location: Havant, UK

Fitness Instructor

Company: énergie group
Location: Oldbury, UK

Team Leader

Company: Everyone Active
Location: Epping, UK

Club Promoter - p/t

Company: énergie group
Location: Havant, UK

Site Manager

Company: Soll Leisure
Location: Chatham, UK

Receptionist

Company: Legacy Leisure
Location: Exeter, UK

Duty Manager/Games Coach

Company: Motcombe Park Sports Club
Location: Dorset, UK

Centre Manager

Company: Parkwood Leisure
Location: Nottingham, UK

Catering Assistant

Company: Parkwood Leisure
Location: Cardiff, UK

Golf Division Manager

Company: Mytime Active
Location: Bromley, UK

Football Centre Duty Manager

Company: Dunstable Town Council
Location: Dunstable, UK

Stadium & Park Manager

Company: Ashford Leisure Trust
Location: Ashford, UK

Front of House Receptionists

Company: Everyone Active
Location: Aylesbury, UK

Tennis Dev Coordinator

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

Exercise Referral Instructors x2

Company: Everyone Active
Location: London, UK

Senior Sports

Company: De Montfort University
Location: Leicester, UK

Senior Recreation Assistant

Company: GLL
Location: Wembley, London, UK

Leisure Contracts Manager

Company: Central Beds Council
Location: Bedfordshire, UK

Commissioned Services Officer

Company: Camden Council
Location: London, UK

Physical Activity Assistant

Company: Central Beds Council
Location: Bedfordshire, UK

Recreation Assistant

Company: Tonbridge & Malling LT
Location: Aylesford, Kent, UK

Membership Consultant

Company: Everyone Active
Location: Watford, UK

Lifeguards

Company: Stevenage Leisure Limited
Location: Flitwick, UK

Leisure Assistants

Company: Stevenage Leisure Limited
Location: Houghton Regis, UK

Duty Manager

Company: Stevenage Leisure Limited
Location: Sandy, UK

Spa Therapist / Esthetician

Company: Equinox
Location: London, UK

Fitness / gym instructor

Company: énergie group
Location: Northampton, UK

Duty Manager

Company: Stevenage Leisure Limited
Location: Arlesey, UK

Exercise on Referral Coordinator

Company: St Mary's University
Location: Twickenham, UK

Team Leader

Company: Everyone Active
Location: Easton, Bristol, UK

Spa Therapist

Company: The Balmoral Edinburgh
Location: Edinburgh, UK

Spa Manager

Company: The Balmoral Edinburgh
Location: Edinburgh, UK

Occupational Health Tech

Company: Optima Health
Location: South East, UK

Locker Room Attendant

Company: Royal Automobile Club
Location: Woodcote Park, Epsom, UK

Duty Manager

Company: Everyone Active
Location: Bedworth, UK

Recreation Assistant

Company: Royal Automobile Club
Location: Woodcote Park, Epsom, UK

Sport Duty Manager (PT)

Company: Leeds Trinity University
Location: Leeds, UK

Fitness Club Manager

Company: Ashford Leisure Trust
Location: Ashford, UK

Membership Sales Advisor

Company: Énergie Group
Location: Andover, UK

Membership Consultant

Company: Everyone Active
Location: Fleet, Hampshire, UK

Membership Consultant

Company: Everyone Active
Location: Sutton, UK

Partner Manager

Company: Move GB
Location: Various locations, UK

Membership Consultant

Company: Everyone Active
Location: Various locations, UK

Assistant General Manager

Company: The Gym Group
Location: London Vauxhall, UK

Camp Adventure Instructors

Company: Parkwood Leisure
Location: Cardiff, UK

Technical Manager - Pool Plant

Company: The STA
Location: Walsall, UK

Lifeguards

Company: Filton Town Council
Location: Filton, Bristol, UK

Part-time Fitness Instructor

Company: énergie group
Location: Banbury, UK

Club Manager

Company: Soho Gyms
Location: London, UK

General Manager

Company: ETHOS
Location: Cambridge, UK

General Manager

Company: ETHOS
Location: London, UK

Sales Advisor (15hrs)

Company: Parkwood Leisure
Location: Kettering, UK

Indoor Cycling instructor

Company: énergie group
Location: Old Street, UK

Attention Personal Trainers

Company: Club Training
Location: Nationwide Opportunities

Duty Manager

Company: Everyone Active
Location: Epping, UK

The Castle Fitness Manager

Company: Everyone Active
Location: Southwark, UK

Assistant General Manager

Company: The Gym Group
Location: Edinburgh, UK

Assistant General Manager

Company: Oxford University Sport
Location: Oxford, UK

Training - Tutor

Company: Becky Adlington Training
Location: Manchester, UK

Crèche Assistants

Company: Move GB
Location: London, UK

Park Manager

Company: Reboot Leisure
Location: Various locations, UK

Membership Sales Advisor

Company: énergie group
Location: Forest Hill, UK

Swimming Instructor p/t

Company: Harrow School
Location: Middlesex, UK

Spa Manager

Company: Eden Hotel Collection
Location: Warwickshire, UK

Apprenticeship in Fitness and Customer Services

Company: énergie group
Location: Brentford, UK

Sport and Leisure

Assistant Manager

Company: The Hawthorns School
Location: Surrey, UK

Indoor Cycling instructor

Company: énergie group
Location: Brentford, UK

Swimming Teachers

Company: Becky Adlington's Swim Stars
Location: Various Locations, UK

SwimStars Co-ordinator

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

Swim Teachers

Company: Brio Leisure
Location: Various locations, UK

Leisure Attendants

Company: Brio Leisure
Location: Various locations, UK

Fitness Instructor p/t

Company: YMCA Maidstone
Location: Maidstone, UK

Fitness Instructor Certificate

Company: Lifetime
Location: Nationwide, UK

Personal Trainer

Company: Xercise4Less
Location: Nationwide, UK

Impact Sales Consultant

Company: Xercise4Less
Location: National role , UK

Personal Trainers

Company: The Gym Group
Location: Nationwide, UK

General Manager

Company: Xercise4Less
Location: Sheffield, Leeds North , Nottingham Central , UK

General Managers

Company: The Gym Group
Location: nationwide

Seasonal Spa Therapist

Company: St Moritz Hotel
Location: Wadebridge / Trebetherick

Beauty Therapists

Company: Center Parcs Ltd
Location: Sherwood Forest, UK

Beauty Therapists

Company: Center Parcs Ltd
Location: Woburn Forest, UK

Director of Spa

Company: Mandarin Oriental London
Location: London, UK

Head Spa Therapist

Company: Bedford Lodge Hotel
Location: Newmarket, UK

Massage Therapist

Company: Pure Massage Ltd
Location: London, UK

Spa Therapist

Company: Lifehouse Spa and Hotel
Location: Essex, UK

Retail Supervisor

Company: Legoland Discovery Centre
Location: Arizona, United States

Food and Beverage Managers

Company: Warwick Castle
Location: Warwick, UK

Health and Safety Advisor

Company: Thorpe Park Resort
Location: Chertsey, UK

Consultancy Manager

Company: National Trust
Location: Atrincham, Cheshire, UK

Visitor Experience Manager

Company: National Trust
Location: , Essex, UK

General Manager

Company: Continuum Attractions
Location: York, UK

Chief Operating Officer

Company: Lakeland Arts Trust
Location: Various locations, UK

Head of Events (Maternity Cover)

Company: Marwell Wildlife
Location: Winchester, UK

Commercial Operations Mgr

Company: Zoological Society of London
Location: London , UK

Area Commercial Manager

Company: Continuum Attractions
Location: Field Based - North, UK

Hylands House Manager

Company: Chelmsford City Council
Location: Chelmsford, UK

Customer Champion Outbound

Company: The Rank Group.
Location: Sheffield, UK, UK

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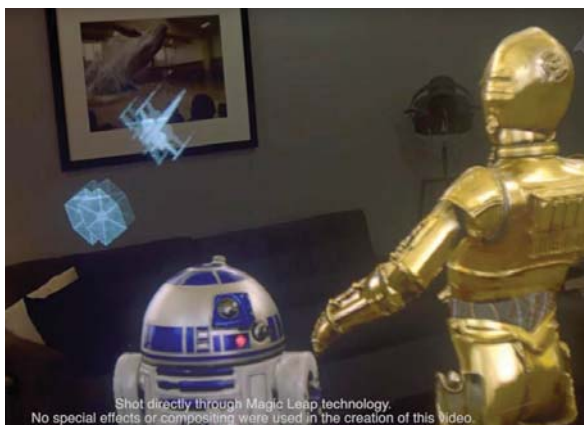
Magic Leap partners with Lucasfilm

Augmented reality (AR) startup Magic Leap has announced a strategic relationship with Lucasfilm, promising to deliver a “legacy of exploration and leadership” by using the new platform to pioneer experiential storytelling.

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

The two companies released a proof-of-concept video, demonstrating Magic Leap’s technology using a Lucasfilm-produced Star Wars scene, using the AR technology to bring C3Po and R2D2 into a real-world environment.

The two companies announced they will open a joint research lab this month at the Lucasfilm San Francisco campus, combining their talents to create never-before-seen pioneering storytelling experiences in a mixed reality world.



Magic Leap demonstrated its technology using a scene from Star Wars

“Lucasfilm has created some of the most iconic characters of our time. Ones that dare us to dream, unlock our imagination and excite us to go on a journey with them,” said Magic Leap founder, president and CEO Rony Abovitz. “Magic Leap is creating a whole new medium: mixed-reality lightfields, designed to harness the power of your imagination and take you to places you never thought possible. Collaboration between our two companies is a perfect fit, and I can’t wait to share the results with the world.”

Details: http://lei.sr?a=m6dzN_O

Tate Modern extension unveiled

Continued from front cover

A competition to design a new building on the site of the power station’s former Switch House was held in 2005 to create much needed extra space. The original architectural team entered and were invited back to work on the project. Construction was held up by the recession, but building work finally began in 2010.

The completed Switch House is a towering 10-storey “twisted pyramid” – 65m (213ft) tall and 21,500sq m in size – formed of a concrete structure that folds into dramatic lines.

A new perforated lattice of 336,000 bricks, created by British company Swift Brickworks, reinterprets the original building’s facade and allows light to filter in.

New outdoor public terraces have been created, and a rooftop viewing point looks out onto the London skyline – including nearby landmarks such as Richard Rogers’ ‘Cheesegrater’, Rafael Viñoly’s ‘Walkie



The extension has added 60 per cent of new space

Talkie’, Norman Foster’s ‘Gherkin’ and Sir Christopher Wren’s St Paul’s Cathedral.

The mayor’s office provided funding for the Switch House project, alongside the government, local council, private individuals and foundations.

Details: http://lei.sr?a=b8P4w_O

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