

# leisure opportunities

4-17 October 2017 Issue 720

Your careers & recruitment partner

## Man Utd legends reveal university plans

**Manchester United legends Gary Neville, Ryan Giggs, Paul Scholes, Nicky Butt and Phil Neville are behind plans for a university designed to combine sport, education and wellbeing.**

The teammates, whose business is called Class of '92, approached Lancaster University and Trafford Council to help them develop the concept, called University Academy 92 (UA92), which will deliver degrees in business, media and sport.

Speaking at the project launch, former Manchester United captain Gary Neville said: "Our aim is that UA92 graduates would leave with an academic qualification, of course, but also with a range of other skills such as how to deal with pressure, understand finance, leadership and presentational skills, and also how to maintain a healthy body and mind. In other words, the complete package you need to succeed in the workplace."

Other project partners include Microsoft, property services firm



■ Lancaster University says UA92 will be a catalyst to wider benefits for the local community

Bruntwood and Trafford College, with Manchester United and Lancashire County Cricket Club also declaring their support.

Trafford Council will now commence masterplanning as part of a public consultation which includes details for a new campus.

[More: http://lei.sr?a=d6M9k\\_0](http://lei.sr?a=d6M9k_0)



**There should be no limits to what you can achieve with the right preparation**

Gary Neville



**FITNESS**

**Nick Coutts on the secrets behind his PT rental model**

How Fitness Hut changed PT to boost profits by £1.5m

[p4](#)



**SPA & WELLNESS**

**Kohler Water Spa undergoes £8m redevelopment**

Kirsty MacCormick joins as major changes get underway

[p14](#)



**ATTRACTIONS**

**MJ On the Wall at the National Portrait Gallery**

An exhibition celebrating the influence of Michael Jackson

[p20](#)

## Gym Group CEO **John Treharne** keeps up pace of rapid expansion with new acquisitions

**L**ow-cost fitness operator The Gym Group has announced the acquisition of 18 gyms from fellow budget chain Lifestyle Fitness for the sum of £20.5m.

The deal, which was completed in September, forms part of the company's rapid expansion plans and increases the size of The Gym Group's portfolio from 98 to 116 clubs, with an additional 20 new sites earmarked for opening by the end of 2017.

CEO John Treharne told *Leisure Opportunities*: "We see this as a really exciting opportunity for us to further our growth and it's a key part of our strategy. The bulk of our



■ Treharne says the company is seeking more quality sites

**"We're focused on quality growth and will continue to take advantage of these types of opportunities as they materialise"**

expansion has been organic rollout, with 15 per cent of our estate coming from acquiring existing gyms."

Treharne added: "We're focused on quality growth and will continue to take advantage of these

types of opportunities as they materialise."

The company, which opened its first site in 2008, has gyms throughout the UK.

With 40 per cent of its existing sites located in and around the capital, the acquisition of the Lifestyle Fitness gyms, which are all based in the north and Midlands, further strengthens the operator's position outside London, according to Treharne.

Of the 18 new gyms, 10 will be immediately converted to The Gym Group brand. The remaining eight will continue to operate as Lifestyle Fitness gyms, with plans to gradually rebrand them over time.

## **Ian Penrose** and **Tim Desmond** named chair and CEO of National Football Museum



■ Penrose joins from Sportech

**E**ngland's National Football Museum has announced two senior appointments, with Ian Penrose named non-executive chair and Tim Desmond taking over as CEO.

Having worked in the sports, leisure and gaming industry for more than 20 years, Penrose, is responsible for overall governance and leadership of the museum's board of trustees.

Penrose has been CEO of Sportech since 2005, Penrose has led the

**"There is no greater job in museums and attractions, than being the CEO of the National Football Museum"**

company's strategic repositioning, making it one of the world's largest sports gaming technology providers and operators.

Desmond will take up his position from 6 November. He was previously CEO of the National Justice Museum in Nottingham, where he expanded the not-for-profit to set up education syndicates for children and young people.

"I have been on the board of trustees at the museum for many years, and have been proud to see it develop into the world-class visitor attraction that it is today," said Penrose.

Desmond added: "In my mind, there is no greater job in museums and attractions, than being the CEO of the National Football Museum in Manchester."



■ Parry is a campaigner for the right to access swimming lessons

**"It's essential that children learn how to be safe in and around water. Swim Safe takes this to the next level"**

## Olympic medallist **Steve Parry** appointed chair of Swim Safe

Olympic medallist and European champion swimmer Steve Parry has been appointed the new chair of outdoor swimming and water safety programme Swim Safe.

Operated by Swim England and the RNLI (Royal National Lifeboat Institution), Swim Safe teaches young people how to "have fun and stay safe" when swimming outdoors.

A long-time campaigner for children's right to access swimming lessons, Parry will be tasked with achieving the target of every child in the UK and Ireland having access to a Swim Safe session.

"It's essential that children learn how to be safe in and around water," Parry said.

"Swim Safe takes this to the next level so for me, there is no better programme to be involved with.

"Swim England and the RNLI both work tirelessly to make sure people are safe in the water. I had a near-drowning experience as a youngster, so I feel particularly honoured to be working with the RNLI which has saved more than 142,000 lives since it started nearly 200 years ago."

The Swim Safe programme was created jointly by Swim England and the RNLI to help children aged 7–14 stay safe when swimming outdoors.

It was launched in 2013 and is now delivered at more than 20 locations across the UK.

# leisure opps

Contents issue 720

## NEWS

Fitness 06 ➤

Sports 12 ➤

Spa & wellness 14 ➤

Hotel 16 ➤

Institute of Hospitality 17 ➤

Tourism 18 ➤

Tourism Alliance 19 ➤

Attractions 20 ➤

Training 22 ➤

Careers 25 ➤

Insight 26 ➤

## CLASSIFIED & JOBS

Tenders 32 ➤

Job opportunities 33 ➤

### Sign up to Leisure Opportunities:

**Online:** [www.leisuresubs.com](http://www.leisuresubs.com)

**Email:** [subs@leisuremedia.com](mailto:subs@leisuremedia.com)

**Tel:** +44 (0)1462 471930

**Annual subscriptions:** UK £34,

UK students £18, Europe £45, RoW £68

Leisure Opportunities is published 26 times a year by The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Warners Midlands PLC. Distributed by Royal Mail Group Ltd and Whistl! Ltd in the UK and Total Mail Ltd globally. ©Cybertrek Ltd 2017 ISSN 0952/8210 (Print). ISSN 2397-2394 (Online).



■ Read Coutts' full interview in *Health Club Management*

## Nick Coutts reveals how PT rental model has delivered £1.5m profit for Fitness Hut

Switching to a rental model for personal trainers will deliver a profit of £1.5m this year at Fitness Hut, CEO Nick Coutts has revealed.

The co-founder of the Portuguese market leader said the organisation had to rethink its previous model – based on personal trainers keeping just 35 per cent of the revenue they made onsite – when the economic downturn began to affect previously cash-rich members and PTs.

**“We’ve avoided the headache of having to manage personal trainers, because they’re independent”**

“It was a bad situation so we opted for a rental model,” Coutts told *Health Club Management*. “We now have more than 400 personal trainers across 26 clubs, on average paying around €400 (£354) a month in rent. It’s a business that’s around £1.4–£1.5m this year for us, and that’s pure profit.”

For Coutts, it means that PTs who were feeling

overworked in the previous model have greater control over their work.

“We’ve avoided the headache of having to manage personal trainers, because under this arrangement, they’re independent.

“They can work when they want, as long as they’re paying their fees,” Coutts said.

## Graham Williams named first ever director of community engagement for Sport Wales

As part of its strategy to make sure sport “appeals to everyone”, Sport Wales has appointed its first ever director of community engagement.

“With changing social trends, advances in technology and a whole range of opportunities competing for the Welsh public’s attention, the new role will focus on ensuring sport offers a wide range of activities that can be attractive to everyone in Wales,” said Sport Wales in a statement.

Taking over the role, Graham Williams, who is a former director of sports development at Sport Wales, will lead



■ Graham Williams took over the role with immediate effect

**“I want to ensure our future programmes tackle the barriers that prevent people from participating in sport”**

the organisation’s work with communities and partners across the country.

Sarah Powell, Sport Wales CEO, said: “We recognise the need to better understand the

motivations and barriers to engaging in sport, to ensure the sporting offer is appropriate for people’s needs and is provided in a way that makes them want to continue being active.

“At Sport Wales we have a vital role in supporting our partners to enable more people, whatever their background or personal circumstance to enjoy the benefits of being active and fitter.”

Williams added: “I’m looking forward to listening to the views of people across a range of sectors to ensure our future programmes tackle the barriers that prevent people from participating.”

**MEET THE TEAM**

For email use:  
fullname@leisuremedia.com



Editor  
**Liz Terry**  
+44 (0)1462 431385



Publisher  
**Julie Badrick**  
+44 (0)1462 471971



Advertising sales  
**Paul Thorman**  
+44 (0)1462 471904



Advertising sales  
**Sarah Gibbs**  
+44 (0)1462 471908



Advertising sales  
**Chris Barnard**  
+44 (0)1462 471907



Advertising sales  
**Simon Hinksman**  
+44 (0)1462 471905



Spa news  
**Jane Kitchen**  
+44 (0)1462 471929



Sports news  
**Tom Walker**  
+44 (0)1462 431385



Attractions news  
**Tom Anstey**  
+44 (0)1462 471916



Design news  
**Kim Megson**  
+44 (0)1462 471915



Readership  
**Joe Neary**  
+44 (0)1462 471910



■ Wasps have laid down strong foundations in the community since moving

## Event specialist **Stuart Cain** to drive commercial opportunities at Ricoh

**A**viva Premiership club Wasps has appointed events industry specialist **Stuart Cain** as its new commercial director to help increase usage of the Ricoh Arena's event facilities.



Wasps has been looking to fully utilise its ownership of the 32,000-capacity Ricoh Arena since the club acquired the venue in 2014, as part of its relocation from London to Coventry.

Cain joins Wasps after spending seven years as commercial director of the NEC Group.

During his time at NEC, he built The Ticket Factory into one of the UK's leading music, sport and entertainment ticketing agents, selling more than 2.5 million tickets each year. He also brokered multi-million pound naming rights deals with brands such as Barclaycard and Genting.

As well as the stadium, the Ricoh houses a 6,000sq m (64,600sq ft) exhibition hall, a hotel and a casino.

Last year, Wasps launched a franchise team in the Netball Superleague to add a new tenant for the stadium.

Cain said: "Wasps have laid down very strong foundations in the community since they moved to the Midlands two-and-a-half years ago and can only continue to grow their presence."

**"Wasps have laid down very strong foundations in the community since they moved to the Midlands two-and-a-half years ago"**

## TECHNOLOGY

### McFit partners Wexer for premium studios

Cyberobics – the virtual fitness division of German company McFIT Global Group – has partnered with digital specialist Wexer to launch a premium virtual studio concept.

Branded ‘Cyberobics, powered by Wexer’, the model is based on creating premium, standalone Cyberobics virtual studios in clubs anywhere in the world.

Conceived in 2014, Cyberobics has been introduced in 170 McFit clubs, however, this is the first time the content will be made available to a broader audience.

Members will be able to access the full Cyberobics library, which offers

cinematic content shot in a variety of locations ranging from Miami’s South Beach to Malibu to the Mojave Desert in North America.

Wexer CEO Paul Bowman said: “Gyms will need to meet a minimum standard of AV to deliver the full ‘Cyberobics, powered by Wexer’ experience – and it really is a fantastic experience. It’s been created as a premium package, with world-class Cyberobics classes delivered in an engaging and uniquely designed space.”

Cyberobics MD Oliver Schulokat added: “With Wexer’s rapid growth in technology, they were an obvious partner for us.”

**More:** [http://lei.sr?a=h5n8b\\_0](http://lei.sr?a=h5n8b_0)



■ Members will be able to access the full Cyberobics library



“Gyms will need to meet a minimum standard of AV to deliver the Wexer experience

Paul Bowman

## RESEARCH

### High earners prone to intense weekend exercise, study finds



“Our findings underscore the importance of tailoring the message

Kerem Shuval

People on higher salaries tend to exercise during the weekend and on their days off, living sedentary lifestyles in the week, a US study has concluded.

American Cancer Society researchers compared the income of 5,206 adults who had their physical activity tracked using accelerometers over one week.

The study, published in *Preventative Medicine*, found that people with an annual income of US\$75,000 (£57,472) or more, on average, engaged in 4.6 more minutes of moderate to vigorous intensity exercise every day.



■ Those on higher salaries are “weekend warriors”

“Our findings pertaining to income and the ‘weekend warrior’ effect underscore the importance of tailoring the physical activity message to reflect both low and high income individuals,” said lead author Dr Kerem Shuval.

**More:** [http://lei.sr?a=t5Q9q\\_0](http://lei.sr?a=t5Q9q_0)

TRAINING

# Ricky Hatton's academy gains Active IQ recognition



The Hatton Academy – the training arm of Hatton Boxing founded by boxing champion Ricky Hatton – has had its courses professionally recognised.

Fitness and leisure qualification body Active IQ has provided recognition for the academy's Boxing Fundamentals and Advanced Boxing courses, which are run by master trainers.

The courses teach fitness professionals ways to incorporate boxing techniques, drills and combinations into one-on-one and group exercise sessions.

“Over the past few years boxing for fitness has grown massively in



■ Ricky Hatton inspired many to try boxing for fitness

popularity. Teaching trainers and delivering boxing sessions to clients comes with responsibility, so it's important that we have the right courses in place that teach fitness professionals the correct skills to deliver boxing in a safe way,” said Tad Chapman, business development manager for Active IQ.

[More: http://lei.sr?a=m2z5P](http://lei.sr?a=m2z5P)



**Boxing for fitness has grown massively in popularity**

Tad Chapman

RESEARCH

# Physical activity outside of school vital for children

Physical activity outside school is vital for child health and could play a major role in helping children meet government recommendations, according to research from the University of Bristol.

The study suggests that efforts to increase exercise during the school day will not be enough for children to meet the recommended one hour of physical activity a day.

Researchers looked at the time Year 4 youngsters (aged 8-9) spent taking part in physical activity outside of school, including



■ Children should be active for at least an hour a day



**This research should give impetus to parents and teachers**

Russ Jago

after school clubs. To track the children, the team used accelerometers to measure physical activity and sedentary time.

Russ Jago, professor of paediatric physical activity at the University of Bristol University, who led the study, said: “This research should give impetus to parents and teachers to give children opportunities to be physically active throughout the day.”

[More: http://lei.sr?a=a3U6E\\_0](http://lei.sr?a=a3U6E_0)

# Councillors approve plans for £26m Dover leisure centre

Construction of a £26m leisure centre in Dover, Kent, has been given the go ahead, with work on the 21,000sq m (226,000sq ft) site set to begin later this month.

Dover District Council councillors agreed on Monday (11 September) that building work to replace the current 40-year-old Dover Leisure Centre can now start, with the work representing a major investment in the district's sport and leisure facilities.

BAM Construction had been chosen as the preferred building contractor.

[More: http://lei.sr?a=d9e2B](http://lei.sr?a=d9e2B)

## PUBLIC SECTOR

### Operator seals naming rights to £25m centre

A new £25m leisure centre, currently under construction in Eastleigh, Hampshire, is set to open to the public before the end of the year.

The new centre, which will replace the 43-year-old Fleming Park Leisure Centre, will house an eight-lane, 25m swimming pool, a learner pool with an adjustable floor, a 15-badminton court sports hall and a health club with a large gym floor and group exercise studios.

As part of a naming rights deal with Places for People Leisure – the social enterprise which will operate the centre on behalf of its owner, Eastleigh Borough Council (EBC) – the centre will be called Places Leisure

Eastleigh when it opens. A spokesperson for EBC said the the partnership with Places for People Leisure (PPL), which will see it operate the centre on a 20-year deal, will generate a guaranteed income stream for the council.

Sandra Dodd, CEO of PPL, said: “Being awarded the contract to operate Places Leisure Eastleigh for the next 20 years has given us an opportunity to showcase our brand in one of the finest leisure facilities in the UK.

“We’re excited about working in this superb new venue and look forward to welcoming existing and new customers when we open.”

**More:** [http://lei.sr?a=X4h8Z\\_0](http://lei.sr?a=X4h8Z_0)



■ The new centre will house an eight-lane, 25m pool



“  
**This contract has given us an opportunity to showcase our brand**

Sandra Dodd

## DEVELOPMENTS

### Wave Leisure secures Sussex sports club



**Our initial investment will be in the EGSC team**

Duncan Kerr

Charitable social enterprise Wave Leisure Trust Limited will begin operating East Grinstead Sports Club (EGSC) from 1 October 2017, taking over from Freedom Leisure.

The West Sussex centre, which was formed in 1989 after the East Grinstead Cricket Club and East Grinstead Hockey Club merged, is set within 33 acres and has both indoor and outdoor facilities, including a gym, sports hall, squash and racketball courts, and hockey, cricket and 3G pitches.

“Our initial investment will be in the EGSC team and we will work to



■ Chair Jeff Morris, Duncan Kerr and treasurer Kevin Ellis

provide a consistent and cohesive service level whilst we listen to the member’s ideas, our team’s thoughts and where the trustees think the club needs to develop,” said Duncan Kerr, Wave’s chief executive.

**More:** [http://lei.sr?a=2E3x9\\_0](http://lei.sr?a=2E3x9_0)



## Professionally recognising your training is as easy as AIQ...

Did you know Active IQ can offer you a professional kite mark of quality for your bespoke training, workshops, conferences or other activities?

The Professional Recognition process is straightforward and you're fully supported to ensure programmes are carefully assessed and meet official guidelines for training.

More and more businesses are developing their own bespoke and professionally recognised training to stand out from the crowd – are you one of them?

To find out more email  
[businessdevelopment@activeiq.co.uk](mailto:businessdevelopment@activeiq.co.uk),  
call 0845 688 1278 or visit [www.activeiq.co.uk](http://www.activeiq.co.uk)

# Active iQ

# BUILDING A STRONG FOUNDATION

Parent company Johnson Health Tech (JHT) launched its UK subsidiary – Matrix Fitness – 20 years ago. Now one of the world’s fastest growing fitness brands, we look at how the company’s history and ethos have laid the platform for its worldwide success

**Rob Knox** is product director for Matrix Fitness and a Johnson Health Tech (JHT) veteran. As part of the UK team, Knox has been involved from the very beginning of JHT’s UK journey. He’s part of the Matrix Fitness team that has seen its turnover grow to £40 million.

## How did the company start?

Peter Lo, his wife Cindy Lo and their business partner, Jean Hung, started the company in 1975 in Taichung, Taiwan. They started with a simple foundry, at a time when American companies were looking overseas for manufacturing support. He called his company Johnson Metals after the famous Xueshan Mountain in Taiwan (pronounced ‘Chasen’), which is similar to the European and US name, Johnson.

Mr Lo earned his first client, Ivanko, by sending hundreds of handwritten letters to companies in America, offering his manufacturing services.

Our modest beginning quickly gave way to two decades of aggressive investment and growth. During this time, JHT emerged as a premier manufacturer for industry-leading fitness equipment companies.

## What products are in the Johnson Health Tech portfolio?

Vision Fitness, introduced in 1996, was the first product brand. Today, our brands include Vision, Horizon, Tempo, Treo, AFG and Matrix. These product lines have been sold in nearly 100 countries. In the UK we purely focus on the Matrix brand.

## Tell us more about Matrix

Matrix Fitness is JHT’s premium brand. Launched in 2001, it started as a small range of cardiovascular and strength products for the commercial sector. Today we have over 500 fitness products in the Matrix portfolio, including a home range, generating approximately \$420 million globally.



**“Our people, products and company values differentiate us from the competition”**

*Rob Knox, Matrix Fitness UK*

## How do you differentiate yourselves from other major fitness equipment suppliers?

I truly believe our guiding values have made us one of the fastest growing fitness brands

in the world – health, value and sharing.

**Health** – We believe in health and wellness at all stages of life.

**Value** – We develop products with the highest standards of quality and lowest cost of ownership, maximising value for all.

**Sharing** – Every customer, partner, shareholder and employee that joins our global family will share in our success.

Our people, products and company values differentiate us from our competition. At the heart of everything we do are our people - the ideation, creation, production and execution of a superior customer experience begins with our people. Our employees are our family; they’re passionate about our industry and our company and we continually invest and look to improve, creating a more engaged culture.

## What can your customers expect from you?

We manufacture over 500 products within the Matrix portfolio, meeting every need of our customers. Our vast product offering enables our customer to differentiate their business. The product offering includes Cardiovascular, Strength,



**Community and family is at the heart of the Johnson culture**

Group Training, Technology, Integrated HIIT programming, Medical and Athletic Performance products.

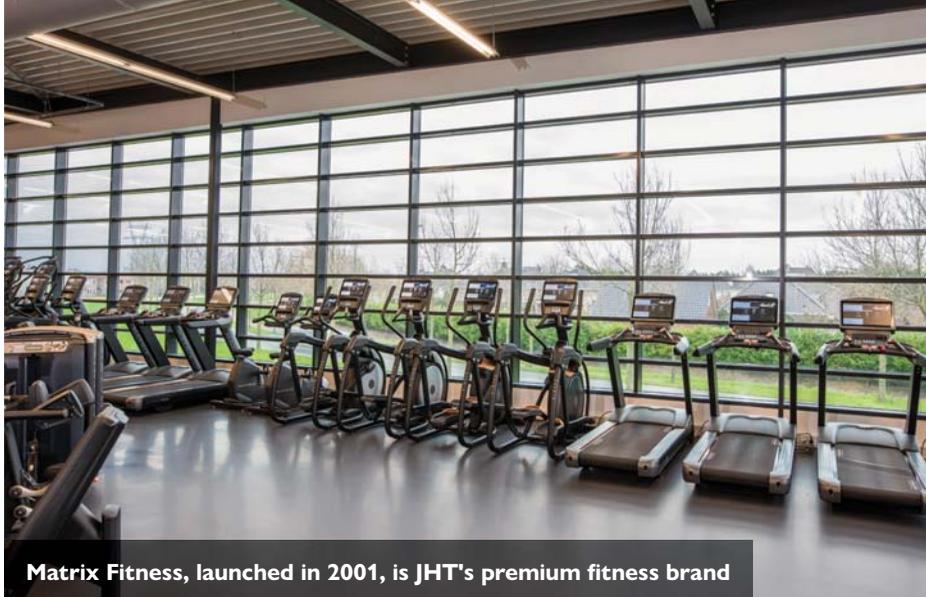
JHT is a 'Total Solutions Partner,' offering much more than just fitness equipment. We can provide education, training, marketing, finance and construction solutions for our customers too. Webinars, content marketing and training videos are a few examples of what's offered on our Matrix Learning Centre as a free educational resource for all of our customers.

Community and family is at the heart of the Johnson culture and is immersed into each of our 27 subsidiaries. Each do their part to help their local community. In Taiwan, the Lo family have given back to their childhood home, creating a library and a community learning centre called the Lo Garden. In the UK, the Douglas Macmillan Hospice in Staffordshire is just one of the causes we support.

### How do you maintain manufacturing standards?

We own our factories and control manufacturing, starting with components, all the way to the finished products.

This vertically integrated process enables us to realise greater value at each stage of production and pass those



Matrix Fitness, launched in 2001, is JHT's premium fitness brand

advantages along to our customers. It also means we don't have to rely on other companies for the production process.

### What sets Matrix apart in the development process?

Continuous improvement and innovation is at the heart of what we do. We encourage our stakeholders to feedback to us and from this we make the small steps to improve. We talk to customers, service technicians and individual users to gather data and to identify ways to improve our existing products and develop new ones to address any outstanding needs.

Our goal is to always challenge and improve on the status quo. Our philosophy



JHT owns its manufacturing facilities

### JHT has 250 specialised engineers focused on quality in the US and Asia



### MATRIX FITNESS HIGHLIGHTS

- JHT employs over 5600 people globally
- In 2016 it generated over \$625 million
- Matrix commercial line generated \$420 million alone
- The Matrix portfolio consists of over 500 product lines

is to listen rather than to act. We gather all sorts of information and turn it into product enhancements and prototypes.

### Where is Matrix Fitness today?

We continue to drive the evolution of fitness and wellness with our award-winning products. Our focus is on product technology and enhancements that improve the user experience.

We want to redefine fitness with our original group training products and develop solutions to preserve and enhance health through all stages of life.

We've seen a number of changes in the UK business with Matthew Pengelly joining us as managing director, however we continue to follow the vision and values that provide the foundation to all that we do.

# MATRIX

TEL: 01782 644900

EMAIL: [info@johnsonfitness.co.uk](mailto:info@johnsonfitness.co.uk)

WEB: [www.matrixfitness.co.uk](http://www.matrixfitness.co.uk)

## PEOPLE

# Okunniwa named CEO of London Sport

Tove Okunniwa, the former head of marketing for BBC Sport, has been announced as the new chief executive of London Sport.

The appointment follows the departure of former CEO Peter Fitzboydon, who earlier this year announced his decision to stand down and take up a new role as managing director of Parkwood Leisure.

Okunniwa, who is also currently deputy chair of England Boxing, is a passionate advocate for diversity and equality in sport. According to London Sport, she will bring “substantial commercial acumen” to the role. The organisation is on-track to

achieve its target of getting one million Londoners more physically active by 2020.

Okunniwa joins London Sport as it marks the official opening of House of Sport, the new workspace established to encourage collaboration and creative thinking across the sports sector.

“Physical activity and sport are critical to the health and wellbeing of our great city.

“I look forward to doing whatever I can to help achieve London’s vision of becoming the most physically active city in the world,” Okunniwa said. “This is an exciting opportunity to make a real difference.”

**More:** [http://lei.sr?a=V7Z6w\\_0](http://lei.sr?a=V7Z6w_0)



■ Okunniwa will help London Sport empower through sport



**Physical activity and sport are critical to the wellbeing of our city**

Tove Okunniwa

## GRASSROOTS

# Sport England hands colleges £5m boost



**This funding will allow colleges to innovate**

Mike Diaper

Sport England has injected £5m of National Lottery funding into 49 colleges to help get students active.

The decision to expand the further education investment portfolio and drive college ‘inactivity programmes’ follows research from Sport England which found:

Nearly 1 in 5 (approximately 138,000) further education college students are inactive, meaning they do less than the 30 minutes of physical activity recommended by England’s chief medical officer. Nearly two thirds of the inactive group do nothing at all.



■ Sport England wants colleges to reduce inactivity

Mike Diaper, Sport England’s executive director of community sport, said: “This funding will enable colleges to use innovative ways to embed activity in student’s lifestyles so they can continue to be active for years to come.”

**More:** <http://lei.sr?a=q6T5k>

**GOVERNANCE**

## Lappartient vows to clean up world cycling body



**It is a great responsibility**

David Lappartient

David Lappartient has vowed to increase transparency in cycling after being elected president of the Union Cycliste Internationale (UCI).

The 44-year-old Frenchman secured 37 votes to eight against 66-year-old Briton Brian Cookson, who had been in charge of world cycling's governing body since 2013.

Cookson said the UCI was "unrecognisable" from when he took over and leaves with "his head held high". The former British Cycling president becomes the first British UCI president to serve only one term.



■ Revelations over Lance Armstrong's (yellow shirt) drug use is one of many scandals to hit cycling

But Lappartient vowed to increase the transparency of the UCI and to get rid of the "corruption" that has left the UCI with a "disastrous reputation".

"It is a great responsibility and I will endeavour in the next four years to be worthy of such trust," said Lappartient.

[More: http://lei.sr?a=4N5V7](http://lei.sr?a=4N5V7)

**FACILITIES**

## The Little Gym embarks on UK expansion

Children's activity franchise The Little Gym is growing its portfolio of UK operations, with plans for 69 sites within the next five years – up from its current 10.

The US brand, which was established in 1976 by Robin Wes, has more than 300 clubs in 32 countries, with UK facilities in Chiswick, Westfield White City, Camberley, Cambridge, Harrogate, Leeds, Wandsworth, Harpenden, Hampton Hill and Godalming.

Gymnastic coaches Matina Macintyre and Andrea Page are the owners and teachers at The Little Gym Windsor, which will open in November. The 450sq m (4,844sq ft) club will offer 26

gymnastics classes a week, catering for children from 10 months to 12 years of age.

It plans to offer dance, martial-arts and multi-sports programmes in the future depending on

demand. Classes will be capped at 18 students.

Its parent-child programme (10-36 month olds) is designed to stimulate early years development – both body, brain, and social and emotional skills.

The pre-school programme (3-4 year olds) strengthens their bodies, builds coordination, and develops balance as girls and boys roll, cartwheel, swing and tumble in the gym. Finally, in the primary school programme, children from the age of 6-12 attend gymnastics classes.

"In today's society, it is an unfortunate reality that many children don't get the amount of physical activity needed to optimise the development



**Many children don't get the amount of physical activity needed**

Matina Macintyre



■ The US brand is growing fast

of their bodies and their brains," said Macintyre.

"Research recommends that children should experience between three and five hours of movement every day."

[More: http://lei.sr?a=K9F9w\\_0](http://lei.sr?a=K9F9w_0)

# Spa & wellness news

## SECONDARY SPEND

### Interactive spa boutique for Titanic

The Titanic spa in Leeds, Yorkshire, has opened a new interactive 'Play Station' where guests can try out a wide range of skincare products with the help of a personal spa shopper.

The new experimental area has been designed to drive Titanic Spa's retail revenues, encouraging spa guests to continue spaing at home – with the therapist offering personal consultations.

The introduction of the new interactive service is part of a larger redevelopment and rebranding of the spa's retail area.

As well as the interactive Play Station, the new Spa Boutique now has an area set aside for guests

to experience the new Elemis Biotec technology – a facial treatment that tackles ageing skin.

The redevelopment of the Spa Boutique follows on from Titanic Spa's recent refurbishment programme – led by UK-based designer Dawnvale – which included the addition of trend-driven interiors, a new mud chamber with walk-in shower and renovated luxury spa apartments.

"We felt it was important to provide a retail space that enables our guests to explore and enjoy the wide range of products we have available," said Warrick Burton, Titanic Spa's managing director.

**More:** <http://lei.sr?a=W6T2S>



■ The area has been designed to drive retail revenues



**We felt it was important to enable our guests to explore our full range of products**

Warrick Burton

## REDEVELOPMENT

### Kohler Water Spa undergoes £8m redevelopment

The Kohler Water Spa at the Old Course Hotel in St Andrews, Scotland, is undergoing an £8m renovation and will reopen at the end of the year.

Designed by architects Sedley Place, the 2,300sqm (25,000sq ft) spa facility will feature 11 treatment rooms, including two couple's rooms and two wet treatment rooms with Kohler bathing experiences.

A 20m indoor swimming pool, hydrotherapy pool for therapeutic bathing, steam room for muscular relaxation and detoxification, experience showers, ice fountain, cold plunge pool



**The spa facility will feature 11 treatment rooms with Kohler bathing experiences**



■ Kirsty MacCormick is the new director of spa

and a Finnish sauna will also be available, along with a rooftop garden with hot tub.

Kirsty MacCormick, founder of The Nail Yard, has been named director of spa. She was previously director of global spa development for skincare brand Elemental Herbology and corporate director of spa for Onyx Hospitality.

**More:** <http://lei.sr?a=R4f2s>

**EVENTS**

## Experts lined up to speak at Wellness Travel Symposium



**The traveller is becoming increasingly conscious of what they need and want when it comes to wellness**

The Global Wellness Institute

The Global Wellness Institute (GWI) has confirmed details of the Wellness Travel Symposium (WTS), taking place in London, UK, in November.

Held on 6 and 7 November as part of the World Travel Market, the WTS will include two dedicated sessions, with speakers including Jean Claude Baumgarten, former president and CEO of the World Travel & Tourism Council, and Susan Harmsworth, founder and chair of ESPA International.

The first day, under the theme *The Future of Wellness Travel*, will explore the wellness markets direction of travel. The theme for



■ Susan Harmsworth will deliver the keynote

the second day will be *Differentiation in Wellness Travel is a Competitive Advantage*.

“The traveller is becoming increasingly conscious of what they need and want when it comes to wellness,” said the GWI. “Wellness travel is growing twice as fast as tourism overall and has shown robust growth every year since the Global Wellness Institute first defined it.”

[More: http://lei.sr?a=4r8S8\\_0](http://lei.sr?a=4r8S8_0)

**NEW SPA**

## Pure Spa & Beauty opens first spa outside Scotland

Pure Spa & Beauty has opened its first spa outside of Scotland – part of a £2m London hotel refurbishment.

The company’s eighth outlet is located at the Apex City of London Hotel and will be managed independently, creating 20 new management and therapist positions to deliver beauty and spa treatments.

It features five purpose-built treatment rooms, a nail and pedicure bar, a relaxation lounge and sauna.

The spa is Pure’s second in partnership with Apex Hotels. The new opening takes the Pure staff headcount to 150.



■ CEO Becky Woodhouse and Apex City of London GM Brian Tapson



**Treatments can slot easily into workday schedules**

Becky Woodhouse

Pure Spa & Beauty founder and CEO Becky Woodhouse said: “Pure’s urban day spas all offer effective, exceptional quality treatments, while also being in convenient city-centre locations, with

long opening hours, a simple booking process and fair pricing, so that treatments can slot easily into workday or weekend schedules. It’s an extremely successful model.”

[More: http://lei.sr?a=K4m4R\\_0](http://lei.sr?a=K4m4R_0)

## NEW HOTEL

### Rosewood set for former US Embassy

Property developer Qatari Diar has appointed Rosewood Hotels & Resorts as the operator for a new hotel opening within London's former US Embassy building in Grosvenor Square.

The hotel will have 137 bedrooms, five restaurants, six flagship retail units, a spa and a 1,000-capacity ballroom. The embassy was originally designed by Finnish-American architect Eero Saarinen and has become a landmark, gaining Grade II listed status in 2009.

In November last year, a proposal to renovate the building by David Chipperfield won planning permission, subject to the

building retaining its most iconic elements, including the large gilded aluminium eagle on the roof.

Qatari Diar will work closely with Rosewood Hotels & Resorts and Chipperfield on the final design, ahead of the embassy staff moving into their new home in Nine Elms later this year.

Qatari Diar's Sheikh Jassim Al-Thani, chief development officer of the Europe and Americas division, said: "This is a major opportunity for London and a hotel of this calibre perfectly aligns with our vision to renew the heart of Mayfair and cement the neighbourhood's unique character."

**More:** [http://lei.sr?a=n7R7t\\_0](http://lei.sr?a=n7R7t_0)



■ Plans for the hotel include improvement to the local area



**This is a major opportunity for London**

Sheikh Jassim Al-Thani

## REDEVELOPMENT

### L'Horizon Beach Hotel & Spa refurb highlights Jersey views



**This refurbishment allows guests to make the most of the views**

Simon Miller

Hand Picked Hotels has completed a £2m refurbishment of its AA Four Silver Star L'Horizon Beach Hotel & Spa in Jersey.

The renovation extends to the hotel bedrooms, function spaces, lounge areas and spa at the island's beachfront hotel.

All 106 guestrooms and suites have been refreshed and electronic key systems and reverse-cycle air conditioning have been installed.

The Crystal Room function suite – which can accommodate up to 300 guests – and the adjoining



■ The 106-bedroom hotel has a health club and spa

Rose Lounge, have been updated. General manager Simon Miller said: "We're fortunate to occupy one of the most impressive spots on the island. This refurbishment provides an enhanced offering for our guests that allows them to make the most of the unique views from our hotel."

**More:** [http://lei.sr?a=J5T8T\\_0](http://lei.sr?a=J5T8T_0)

## New technology: make sure you choose wisely

**H**umans have always enjoyed imagining what life will be like in the future. At a recent conference, hoteliers were told to get ready for a world of driverless cars, passenger-bearing mega drones where most people live to the age of 140 and virtual lunches are the new way to diet.

### Here today, gone tomorrow?

So how should businesses react to such mind-boggling news? Install an underwater Spotify feed in the jacuzzi? Present a menu of hypno-allergenic pillows? Try too hard to demonstrate how tech-savvy or modern your business is and you risk delivering an illusion of what the customer wants but losing the fundamentals.

Part of the problem is that what seems mind-boggling today is simply mundane tomorrow.

### 'Interruptive' tech

I stayed in a hotel last year and everything was on an iPad. You could control the lights, order room service and even look up the opening times of the spa.

But you had to learn how to navigate around the app and, for me, it didn't add any value over what we are used to. Now that personal smartphone use is so ubiquitous, an iPad in each hotel bedroom starts to look like a poor investment.

I also went to a restaurant where the wine list was on an iPad, but this felt interruptive rather than disruptive. I was there to socialise with friends, not stare at a screen reading reviews. I came away with the feeling it had been done to capture my email address rather than improve the experience.

### Making it work

A lot of the best tech is behind the scenes; technology for reservations, people and property management are making things much more efficient. The impact of new technology in kitchens is remarkable and has improved working conditions for chefs and staff tenfold.

### The way forward

So where are we heading? The application of artificial intelligence and robotics has been talked about a lot recently. The Hann-na Hotel in Japan is staffed entirely by robots that are monitored by humans via security cameras.

This is clearly playing up the novelty value, but there is no doubt that major hotel chains including Hilton and Starwood are seriously developing the use of robots and artificial intelligence. We'd never want to lose the human touch, but robots could be a way of helping address the skills shortage, especially for functions such as 24 hour room service delivery. ●



■ Peter Ducker, chief executive of the Institute of Hospitality



I went to a restaurant where the wine list was on an iPad – but this felt interruptive rather than disruptive



■ Using tech for everything can backfire and detract from the overall experience

# Tourism news

## INBOUND TOURISM

### Heritage tourism worth £16.4bn

England's heritage tourism has generated up to £16.4bn in visitor spending a year, directly employing 278,000 people and contributing £11.9bn gross added value to the economy.

The figures are published in a report from Historic England titled *Heritage and the Economy 2017*, which reveals the latest financial results from 2015.

Historic England says the historic environment is a significant contributor to the economy, attracting tourists and in turn supporting thousands of jobs while contributing to economic growth. England, which ranks among the top countries in the world in

terms of heritage, generates 68p in the local community for every 32p spent on site during a heritage visit. This spending is divided out in places such as restaurants, cafés, hotels and shops local to heritage attractions.

Using heritage as a brand has proved effective, says the Historic England report – something leaned on by VisitBritain as part of its 'GREAT' campaign.

"England's historic environment provides jobs, attracts tourists and contributes to the construction sector," said Adala Leeson, head of Social and Economic Research at Historic England.

More: [http://lei.sr?a=n9K6B\\_0](http://lei.sr?a=n9K6B_0)



■ Windsor Castle is among the UK's most popular attractions



“  
England's historic environment provides jobs and attracts tourists

Adala Leeson

## PEOPLE

### John Glen co-chairs new-look Tourism Industry Council



“  
There's huge potential for growth but it requires joined-up thinking

John Glen

Tourism minister John Glen has co-chaired his first meeting with the Tourism Industry Council, with the new-look body discussing specific policy issues with a broader array of tourism businesses and representatives.

Acting as a key point of dialogue between government and the industry, members of the Council – including the likes of Warner Bros Studios, AirBnB, the Tourism Alliance and the Association of Leading Visitor Attractions – will be involved in identifying solutions to help the tourism sector grow, ensuring it continues to make a contribution



■ The Council wants to boost jobs and the economy

to the economy and creates more jobs for local communities.

Ahead of the meeting, Glen said: "There is a huge amount of potential for growth within the tourism sector and this requires joined-up thinking between government and industry."

More: [http://lei.sr?a=Q2c3b\\_0](http://lei.sr?a=Q2c3b_0)

## An opportunity to combat red tape

Each Government does it – promises that there will be a red tape bonfire, announces that there will be a working group established to solve the issues this time round (especially for small businesses), undertakes a huge public and business focused consultation – and then comes up with very little of red tape reduction.

The reason that these initiatives are unsuccessful is very simple – it's because most legislation is there for a very good reason.

### Keeping it real

There aren't huge swathes of pointless legislation that businesses are forced to comply with. Most of it protects people's rights, sets out responsibilities or sets standards so that businesses and consumers know where they stand and are able to undertake business knowing how the other is required to act.

This is not to say that nothing can be done to reduce the level of regulatory burden faced by businesses. In fact, the government is introducing legislation that provides an opportunity to significantly reduce the impact of legislation on businesses.

This is being done through expanding a little known initiative called Primary Authority. One of the big regulatory problems that large businesses face is councils in different areas having different interpretations of the legislation that they are charged with enforcing and requiring businesses to do undertake different mitigation measures.

For example, the last thing a budget hotel chain wants is to have separate arguments with fire safety officers in

different geographical areas as to what fire safety measures they want to install. Primary Authority allows the company to deal with just one council who they form an agreement with on how a piece of legislation should be interpreted and enforced. They can then take this agreement – a Primary Authority – to other councils which are then required to enforce the legislation in the same way.

While this was a significant step forward for large businesses, the problem with it was that small businesses with just one property weren't able to benefit – until now.

The government is extending Primary Authority so that Trade Associations will be able to make Primary Authority agreements. This means that, for example, if the B&B Association develops a Primary Authority for fire safety, any B&B in the country that is a member of the Association will be able to require their local council



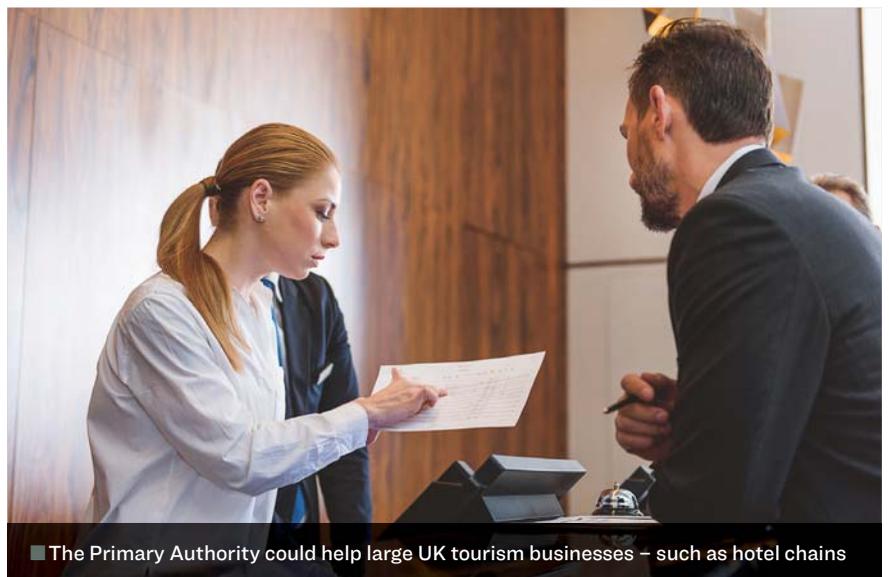
■ Kurt Janson, director of the Tourism Alliance

to enforce the Fire safety legislation in accordance with the agreement.

This will save small businesses spending considerable time and money fighting poor council decisions. And it's this time and cost which is the regulatory burden – not the legislation itself. ●



The cut in red tape is being done through expanding an initiative called Primary Authority



■ The Primary Authority could help large UK tourism businesses – such as hotel chains

# Attractions news

## EXHIBITIONS

### MJ On the Wall at National Portrait Gallery

The National Portrait Gallery, has announced what's set to be a blockbuster exhibition exploring artworks portraying and inspired by Michael Jackson.

*Michael Jackson: On the Wall*, which will take place between June and October 2018 in London before travelling to France, Germany and Finland, analyses the influence Jackson has had on art and culture.

Some 40 artists' works will be on display, including pieces by Andy Warhol, Grayson Perry, David LaChapelle, Isa Genzken, Yan Pei Ming and Rita Ackerman, as well as some specially commissioned pieces. The event celebrates

what would have been the 60th birthday of the 'King of Pop' on 29 August, 2018.

"Michael Jackson's significance is widely acknowledged when it comes to music, music videos, dance, choreography and fashion, but his impact on contemporary art is an untold story; one that has not been recognised with an international loan exhibition such as this," said a statement from the museum.

"The exhibition will ask why Jackson continues to loom so large in our collective cultural imagination."

The exhibition was curated by Nicholas Cullinan, director of the Gallery.

**More:** [http://lei.sr?a=T5V8E\\_0](http://lei.sr?a=T5V8E_0)



■ More than 40 artists' work will appear, from Warhol to Perry



**The exhibition will ask why Jackson continues to loom so large in our collective cultural imagination**

National Portrait Gallery

## MUSEUMS

### HLF grants £4.7m to restore original D-Day landing craft



**This puts the craft in the city's heart**

Nick Hewitt

The D-Day Museum in Portsmouth has secured £4.7m from the Heritage Lottery Fund (HLF) for a complete restoration of an original Landing Craft Tank used during Operation Overlord in 1944.

The tank – decommissioned in 1948 – is one of only 10 survivors from the fleet of more than 7,000 ships and craft used during the D-Day landing. It will become the focal point of a new exhibition, with the funds being used to offer a much more in-depth narrative on the events that took place on 6 June 1944, looking specifically at the Royal Navy and how its crews coped on that day.



■ Veterans visiting the Landing Craft Tank

"This puts the craft in the city's heart, engaging a potential 4.5 million annual users of Southsea Common with the story of the ship and her people – which uniquely links sea and land," said Nick Hewitt, head of Exhibitions and Collections at The National Museum of the Royal Navy.

**More:** [http://lei.sr?a=a2f8R\\_0](http://lei.sr?a=a2f8R_0)

## ZOOS

# Wildlife park plans £50m expansion

The Yorkshire Wildlife Park has submitted plans for the first phase of its £50m expansion, a project which will double the workforce and introduce new animals.

Adding 150 acres of new land next to its existing site at Doncaster, the plans includes new reserves and the introduction of new species to continue the park's conservation and welfare work.

The planning application to Doncaster Metropolitan Borough Council includes details for a new entrance and carparks. Further applications will link the new area with the current park, bringing new animal reserves, lakes, landscaping

and a visitor support hub at the new entrance as well as restaurants and a destination hotel.

"This is a significant investment and a step change for Yorkshire Wildlife Park," said park CEO John Minion. "We have been working hard to create an expansion that is in keeping with the ethos of the park and is an asset for local people to enjoy and benefit from.

"We have consulted with experts on the environmental, ecological, transport and business impact. We believe that it will bring great benefit to the area."

[More: http://lei.sr?a=p2b2r\\_0](http://lei.sr?a=p2b2r_0)



■ The park will create new reserves to introduce more species



**This is a significant investment and a step change for the park**

John Minion

## VISITOR CENTRE

# Scottish marine group reveals plans for new wildlife facility



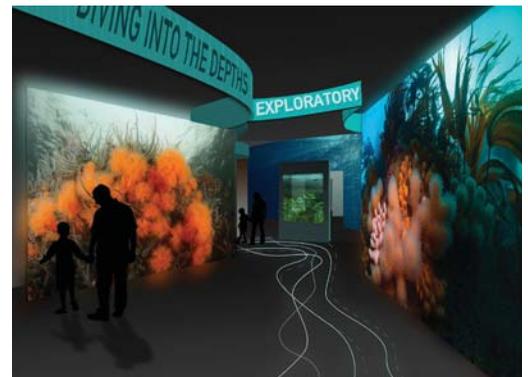
**We're creating an inspiring and enjoyable visitor attraction**

Grace Martin

A planned visitor centre dedicated to marine birds has revealed details about what guests can expect, including interactive exhibits, a marine theatre, marine laboratory and observatory.

The new Scottish Seabird Centre, which is being built in North Berwick, near Edinburgh, will teach visitors about the country's marine birdlife and how to protect it.

The £5.5m centre is being designed by architects Simpson and Brown and exhibition designers Event Communications, in consultation with marine scientists and researchers.



■ The centre aims to bring in locals and tourists

"We've collaborated with some of the most respected people in the marine world to ensure we are creating an informative, inspiring and enjoyable visitor attraction," said Grace Martin, project director for the centre.

The attraction will open in 2020.

[More: http://lei.sr?a=u3Z2f\\_0](http://lei.sr?a=u3Z2f_0)

# Training news

## PEOPLE

### Debra Stuart appointed chair of The Training Room



**The Training Room is investing in quality learning experiences**

Debra Stuart

Former Premier Global Group CEO Debra Stuart has been named chair of The Training Room, which specialises in personal trainer education.

Stuart, an industry veteran with more than 35 years' experience, has been brought in to strengthen The Training Room's position.

She will be tasked with ensuring the company – a subsidiary of the Route2Work Group – provides high-quality personal trainers.

Stuart said: "At a time when government funding for health and fitness education is being cut and



■ CEO Andrew Powell says Stuart will excel

courses are being shortened, it's refreshing to be working with an organisation that's investing in a quality learning experience for its students."

CEO Andrew Powell said: "Debra will support our strategy as we focus on growing our portfolio in the UK and internationally."

More: [http://lei.sr?a=u3W6Z\\_0](http://lei.sr?a=u3W6Z_0)

## PROGRAMME

### IOH backs training to offer homeless people a career

A training programme aiming to help people affected by homelessness turn their lives around through a career in the catering industry has secured the backing of the Institute of Hospitality (IoH).

The Catering Trainee Scheme – provided by Providence Row, a charity which works with homeless and vulnerably housed people – has so far seen more than 200 trainees take part.

Run by professionally trained chefs, the courses not only give people the chance to learn new skills, build up confidence and gain qualifications, but also



■ The 10-week Catering Trainee Scheme is available to anyone who has experienced homelessness



**We've developed a 'soup kitchen' into a training kitchen**

Dominic Gates

offer one-to-one and group work around drug reduction, improved mental health and employment by specially trained support workers.

"We've developed a traditional 'soup kitchen'

into a supported training kitchen, offering people quality training," said Dominic Gates, Providence Row's enterprise and training manager.

More: [http://lei.sr?a=Z8j7v\\_0](http://lei.sr?a=Z8j7v_0)

# Active IQ explains what ‘Supplier Of The Year’ really means

Active IQ won the prestigious ‘Supplier of the Year’ ukactive Flame Award in June. An accolade of course, but what does it really mean to managing director Jenny Patrickson and her team?

“We were delighted to win the award and be recognised by the industry in this way,” says Jenny Patrickson,

Active IQ Managing Director. “We are primarily known for our work as an awarding organisation but we have recently reached out far wider in the industry and also offer professional support to operators, trainers and students and are actively developing a raft of advanced Level 4 qualifications to help bring about the much sought-after professionalisation of the industry.”

Patrickson believes that the wider scope of work offered by Active IQ is what helped the business stand out to the Flame judges and the industry at large.



■ Jenny Patrickson,  
Active IQ managing director

## Strong partnerships

Active IQ enjoys strong partnerships within the sector and works closely with organisations such as ukactive, CIMSPA, and the Federation of Awarding Bodies, to share best practice with key

industry influencers. It also has excellent relationships with operators, trainers and instructors – all of whom Active IQ supports with products and services such as its Professional Recognition and Professional Career Development programmes to advise and certify fitpros for their training and staff progression. “We listen closely to industry demands,” says Jenny. “We saw a clear need for professionalising the industry so we developed Level 4 qualifications in Advanced Personal Training, Strength & Conditioning and Pilates. Medical knowledge is increasingly important so we appointed Dr Dane Vishnubala as our Chief Medical Adviser to refresh all our medical content and be available to advise our students and clients.”

## Creativity and diversity

Active IQ welcomes creativity and diversity in the industry and has recently verified training programmes as diverse as boxing and Pilates, lifeguarding and trampolining.

With operators, training providers, fitness experts, sports academies, colleges and leisure industry employers all looking to Active IQ for guidance and accreditation, it’s clear to see how it earned its ‘Supplier Of The Year’ status.



■ The Active IQ team receiving its 2017 Supplier Of The Year Award at Flame

**Active IQ**  
[www.Activeiq.co.uk](http://www.Activeiq.co.uk)  
01480 467950



# Personal Trainer - YMCA Awards Diploma

## Nottingham, United Kingdom

Apply now to gain your YMCA Awards Diploma become a Personal Trainer with Active Lifestyles specialised provider of qualifications

- No prerequisites are required for enrolment
- Take advantage of the Government Approved Advanced Learner Loan scheme
- Distant Learning Qualification
- Personal Assigned Tutors & Private Sessions
- Tailored E-Learning Platform exclusive to our students.

This qualification is aimed at learners wishing to become a Personal Trainer. In addition to the planning and instructing of both Gym Based and Personal Training programmes, learners will cover; Anatomy and physiology (at levels 2 and 3); Health, safety and welfare in a fitness environment; Principles of exercise, fitness and health; How to support clients who take part in exercise and physical activity and the Application of the principles of nutrition within a physical activity programme.

### Learners will cover:

#### Knowledge and understanding relating to the qualification:

- anatomy and physiology including
- the heart and circulatory system
- the musculoskeletal system
- postural and core stability
- the nervous, endocrine and energy systems and their relation to exercise and health
- how to maintain health, safety and welfare in a variety of fitness environments, including the safeguarding of children and vulnerable adults
- how to programme safe and effective exercise for a range of clients, the health benefits of physical activity and the importance of healthy eating
- how to communicate with clients effectively, and motivate clients to adhere to an exercise programme
- how to apply the principles of nutrition to support client goals as part of an exercise and physical activity programme
- how to design, manage, and adapt a gym based exercise and personal training programme with apparently healthy adults of all ages
- how to deliver exercise and physical activity as part of a programme for apparently healthy adults of all ages



ACTIVE  
LIFESTYLES  
LEARNING

### Assessment:

- eAssessment
- multiple choice examination
- portfolio of evidence
- practical examination

### Attendance to practical sessions:

Practical sessions are currently taking place within Nottingham and Birmingham however we welcome all applicants to apply as we also offer a video streaming service which includes a portfolio all the sessions which we deliver.

Please state your location when making an enquiry to enrol.

### We also provide other specialised qualifications in the below areas:

- YMCA Awards Level 3 Exercise Referral
- YMCA Awards Level 4 Certificate in Delivering Physical Activity for Individuals with Mental Health Conditions
- YMCA Level 4 Certificate in Weight Management for Individuals with Obesity, Diabetes, Mellitus and/or Metabolic Syndrome

**APPLY NOW:**  
<http://lei.sr?a=w0o5W>

# leisure opps

## MY CAREER

Leisure industry professionals share how they got to where they are today

### Lee Welch

FITNESS INSTRUCTOR

Hartham Leisure Centre

Everyone Active

Being a fitness instructor is everything I imagined and more – it's rewarding, helping other people with disabilities to get more physically active

Lee Welch, 29, was born with Spina Bifida, so has always been a wheelchair user with limited walking ability. However, with a passion for sport and exercise, he has refused to let this hold him back from being active.

"I joined my local wheelchair basketball club aged 13, and was scouted to join the GB Under 23 squad when I was 17. At the age of just 22 I made my senior GB debut.

"After I retired, I was determined to inspire other people to get fit and give something back to the



community. I'd always wanted to work in the fitness industry, so completed a Level 3 Exercise and Disability Personal Trainer qualification with YMCAfit. I joined Hartham Leisure Centre in 2014.

"Joining Everyone Active has given me so many opportunities, and being a fitness instructor is everything I imagined and more. I focus on helping people with physical and learning difficulties to lead healthier, more active lifestyles. I find it really rewarding helping other people with disabilities to get more active."

### Charlotte Chambers

SWIM LESSON MANAGER

Hucknall Leisure Centre

Everyone Active

At the time I was the first 17-year-old to take the qualification and I was determined to make the most of the opportunity

Charlotte Chambers joined Hucknall Leisure Centre as a lifeguard aged 16 and is now a swim lesson manager.

"I always enjoyed swimming as a child and I love seeing people progress, so becoming a teacher seemed the perfect role.

"I joined Everyone Active as a lifeguard, then took my Level 1 and Level 2 swim teacher qualifications – at the time I was the first 17-year-old to take the qualification and I was determined to make the most of the opportunity!



"I taught lessons as part of the Swim Scheme three days a week for the next three years, while taking CPD courses in water polo, child protection, adult teaching and more.

"I was given the opportunity to progress to swim lesson manager, which was really exciting.

"I now work to increase the number of participants and make the Swim School a success. I also spend time helping swimming teachers to progress to swim managers themselves." ●



When children have access to safe water, sanitation and hygiene, they have more than just life, they have a chance to be healthy, to gain an education and to have a brighter future

Jonathan Veitch, deputy director of the national committee relations, private fundraising and partnerships division, UNICEF



# Moving the World

Les Mills teams up with UNICEF for a one-day exercise event benefitting children around the world with safe water and improved health care



■ Les Mills and UNICEF entered into a partnership built on the common goal of creating a world where every child survives and thrives

**G**lobal fitness brand Les Mills is teaming up with UNICEF to create a one-day exercise event, with money raised helping children and their families access safe water and better health care.

Unsafe water can lead to weakness, malnourishment and a susceptibility to water-borne diseases, which are among the leading causes of death in children under five.

Together with its 19,000 gym partners and 130,000 instructors, Les Mills and UNICEF will coordinate Move the World on World Children's Day (18 November), which will use funding to combat the issue.

"Access to water is a fundamental right and a life saving intervention.

When children have access to safe water, sanitation and hygiene, they have more than just life, they have a chance to be healthy, to gain an education and to have a brighter future," said Jonathan Veitch, deputy director of the national



■ Les Mills will lead the global fundraising effort around UNICEF's World Children's Day

We are absolutely committed to making a difference to the lives of children around the world

committee relations, private fundraising and partnerships division at UNICEF.

According to Les Mills, a US\$5 (£3.70) donation would buy a sanitary hands-free tap, US\$100 (£74) a safe drinking water kit for one family, US\$500 (£372) a hand pump for well water and US\$1500 (£1,116) would provide a water tank kit for 1,000 people.

Dr Jackie Mills, Les Mills International creative director, added: "We are absolutely committed to making a difference to the lives of children around the world and we're honored to be an official partner of UNICEF."

■ Gym-goers will be encouraged to make a donation if they visit a Les Mills gym on 18 November





For many communities, tourism is the lifeblood of the local economy, and in others, it has huge untapped potential

John Glen, minister for Arts, Heritage and Tourism



## Setting the Agenda

Minister for Arts, Heritage and Tourism, John Glen, speaks exclusively to *Leisure Opportunities* about his vision for Britain's tourism and culture sectors

**F**ollowing the General Election, Prime Minister Theresa May announced a shakeup of the Department for Digital, Culture, Media and Sport (DCMS), which included the appointment of MP John Glen as minister for arts, heritage and tourism.

Reaching 100 days in office on 22 September, *Leisure Opportunities* spoke to Glen to find out what he plans to achieve during his time in the DCMS.

### As the new Minister for Arts, Heritage and Tourism, what goals have you set yourself while in the position?

For many communities, tourism is the lifeblood of the local economy, and in others, it has huge untapped potential. My portfolio centres on some of the key areas that make Britain an attractive place to live, work and visit and I am committed to working with all these sectors to help strengthen them and build on their success.

My aims are to continue to grow our arts, heritage and tourism sectors so that they benefit the whole of the UK. Great work is being done across the country to improve the British tourism offer and I am committed to encouraging visitors from overseas to see all we have to offer.

On the arts front I want to continue to make progress in ensuring opportunities in the sector are open to all, regardless of a person's background.

I am also a passionate supporter of encouraging more young people to participate in the heritage sector. This is key to creating a sustainable sector and it is essential that we pass on the

skills and understanding on our arts and heritage sectors to future generations.

### With Brexit fast approaching, how do you see the UK tourism market?

Tourism is a vital part of our economy and since 2010 has been one of the fastest growing sectors in the UK in terms of employment - directly supporting around 1.6 million jobs - and contributing more than £60bn to the UK economy.

I am working closely with colleagues in the tourism industry on the opportunities and challenges that Brexit presents. I have huge confidence in the industry's ability to capitalise on these opportunities.

### What kind of work are you doing with national culture and tourism bodies?

I work closely with representatives of numerous industry bodies. On the tourism front, Visit Britain, the British Hospitality Association and the Association of Leading Visitor Attractions are all members of the Tourism Industry Council. The DCMS also works closely with



■ John Glen took the role earlier this year



■ Glen wants British tourism outside of the capital to be just as popular as it is within London

Arts Council England (ACE), which recently announced its National Portfolio Organisations for 2018 - 2022, with more than 60 per cent of this funding going to projects outside of London.

**How crucial is the attractions market to British tourism and do any particular sectors stand out?**

The attractions market is hugely valuable to British tourism. In 2016, attractions such as Brighton Pier, Chester Zoo and Flamingo Land were some of the most visited attractions outside of London.

In my own constituency of Salisbury, Stonehenge is the most visited paid for attraction in the South West, with almost 1.4 million visitors in 2016.

Museums sponsored by the DCMS such as the Tate Modern, the V&A, and the British Museum continue to be some of the biggest draws in the country.

Our museums outside of London have also performed strongly such as National Museums Liverpool and the Great North Museum in Newcastle.



My portfolio centres on some of the key areas that make Britain an attractive place to live, work and visit

**Sadiq Khan has set out a roadmap for London leading up to 2025, with a 30 per cent predicted increase in visitors to the capital. How can the rest of the country keep pace with the capital?**

Of course the success of tourism in the capital is something that should be celebrated. However, I want to help encourage our visitors to venture beyond London too. I am working with my colleagues in the Department for Transport to further develop our transport network. We also use the government's GREAT campaign to promote the UK abroad using images of popular regional attractions so

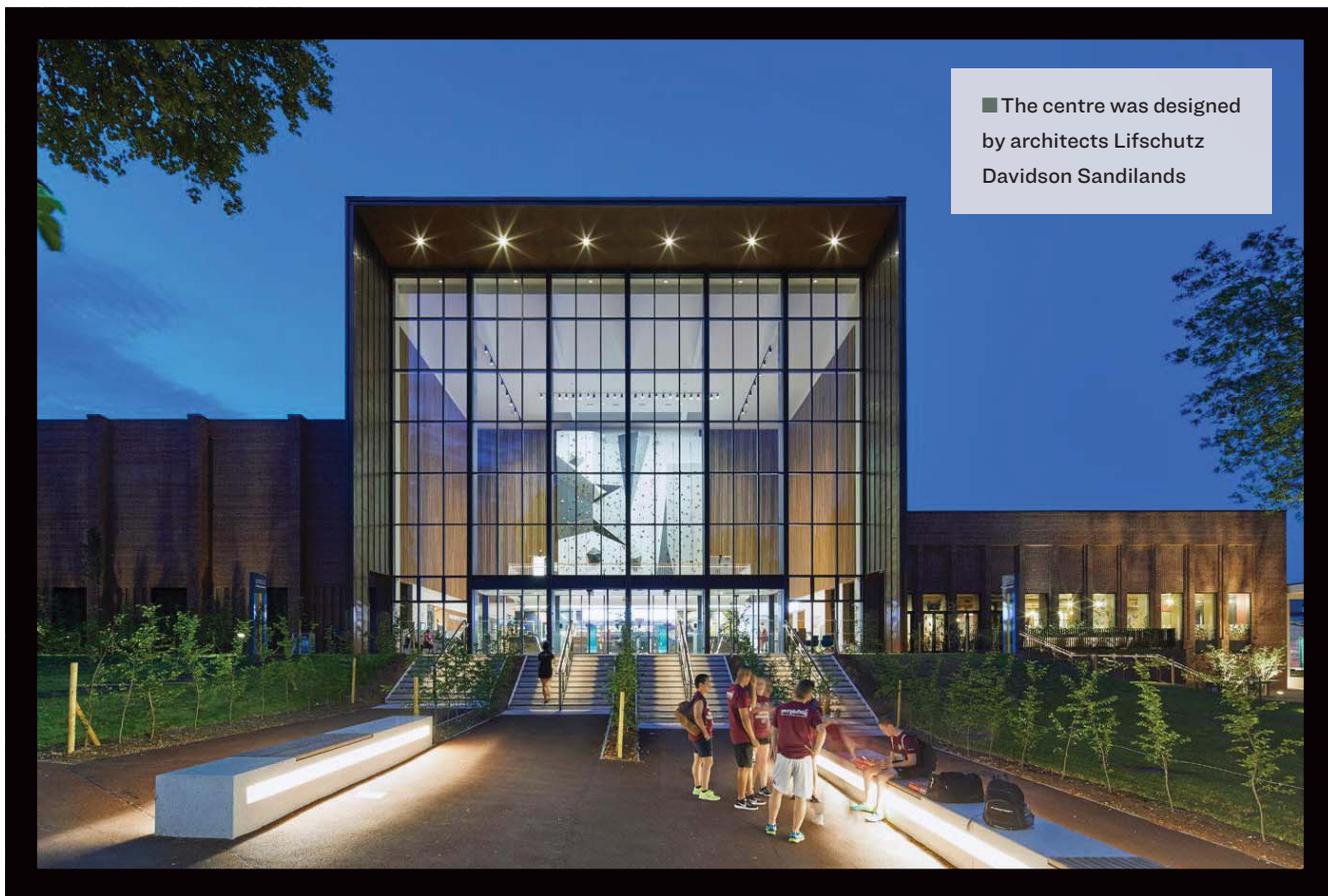
that visitors can see the hidden jewels of our nation, from the Giant's Causeway to Glencoe and Caernarfon Castle to the Brighton Pavilion.

**Do you have any plans to create new opportunities – employment or training – for young adults wanting to enter the arts, heritage and tourism sectors?**

It is hugely important to make training easily accessible for jobs in these sectors. As set out in the Tourism Action Plan, we are supporting the creation of apprenticeships across the tourism industry.

The government is supporting a number of ACE programmes helping young people follow a career path into the arts. One example is the Regional Young Theatre Directors Scheme which seeks out and nurtures talented theatre directors early in their careers.

Historic England are also developing apprenticeship standards and opportunities for young adults across the heritage sector and offer training placements across the country for students from minority groups.



■ The centre was designed by architects Lifschutz Davidson Sandilands

## Building for the future

Birmingham is quickly establishing a reputation as a city of sport. After being named the UK's bid city for the 2022 Commonwealth Games, its university has opened a world-class sports facility



■ Zena Wooldridge, director of sport at University of Birmingham

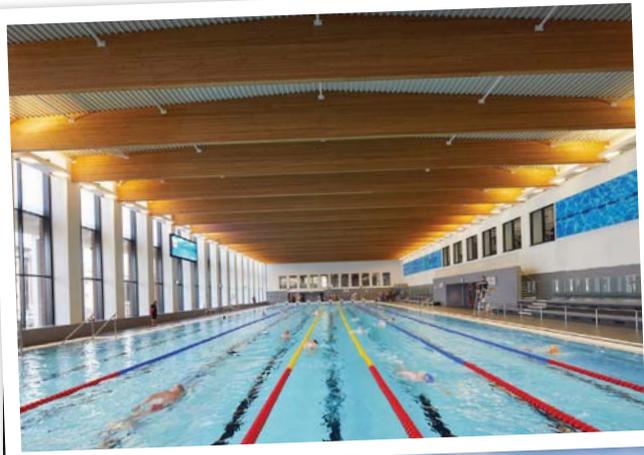
**T**he University of Birmingham has officially opened its new indoor sports centre, designed by British architecture studio Lifschutz Davidson Sandilands,

with the ambition “to provide future generations of the city’s athletes with world-class sports facilities.”

The centre, which is open to students, academics and the public, includes the city’s first Olympic-standard

swimming pool and a range of sports halls and gyms, laboratories, testing facilities and a large climbing wall.

The building is located on a former brownfield site, and, according to Lifschutz Davidson Sandilands – who worked in collaboration with architecture firm Space & Place – “its composition responds sympathetically to the existing context and a dramatic change of levels, to connect the city to the heart of the University campus, located some 10m above.”



■ The design scheme for the centre has been conceived as four discrete volumes, each with a different use

The design scheme has been conceived as four discrete volumes, detailed in brick and bronze, which each have a different use: the swimming pool; a gym and changing rooms; sports halls; and a car park. These shift in plan and section in response to the topography of the site.

A public colonnade encourages access to the building and the campus beyond, while a glazed double-height façade provides “an invitational glimpse” of the swimming pool inside.



Our aim is to provide a fabulous sport and fitness experience, not just via the quality of of the facility, but also through the quality of programmes and the expertise of our staff

“The stature of this new building reflects Birmingham’s position as a leading global sporting university, both academically and across the range of sport and fitness opportunities for participants of all ages and aspirations,” said Zena Wooldridge, the university’s director of sport.

“Our aim is to provide a fabulous sport and fitness experience, not just via the quality of the facility, but also through the quality of programmes and the expertise of our staff.”

# TENDER

## LEISURE SERVICES PROVIDER



Bankside Open Spaces Trust is an award winning open space charity based in the London Bankside area.

One of the spaces we manage is Marlborough Sports Garden, a unique outdoor site for active sport and recreation located 5 minutes' walk from London Bridge and Tate Modern in one of London's most attractive districts to live and work.

We are about to undertake a £500,000 improvement project for the site to create new, floodlit facilities for football, netball and sand based sports and a new access point from Union Street that will be completed in March 2018.

We operate in an area where there is a high incidence of childhood obesity at year 6 and our vision for the site is "to create a love of sport and proficiency in at least 3 different sports by the age of 10."

**We are seeking an operator to manage the peak 6 - 9pm Monday - Thursday time slots with a view to maximising income generation for the charity in order to enable us to focus on achieving our vision.**

We will be discussing the optimum level of involvement with shortlisted operators as part of the procurement process including hours of operation and other services that could be included in the final tender.

We are proposing a three year contract to commence in March 2018.

If you are interested in this opportunity, our PQQ document is available via the link below.

**For more information: [www.bost.org.uk/publications-2/](http://www.bost.org.uk/publications-2/)**

# leisure opportunities

Your careers & recruitment partner

## Recruitment headaches? Looking for great people? Leisure Opportunities can help

### Tell me about Leisure Opps

Whatever leisure facilities you're responsible for, the Leisure Opps service can raise your recruitment to another level and help you find great people.

### How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

### There are loads of recruitment services, how is Leisure Opps special?

Leisure Opps is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

### What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 30th anniversary of Leisure Opps, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

### I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Health Club Management, Sports Management, Leisure Management, Attractions Management, AM2 and Spa Business/Spa Opportunities.**

### What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

### Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

### What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

## Meet the Leisure Opps recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Simon Hinksman

Hope to hear from you soon on +44 (0)1462 431385 or email [theteam@leisuremedia.com](mailto:theteam@leisuremedia.com)

# Accommodation and Golf Manager

Enfield, United Kingdom

£39-43k per annum plus excellent benefits

37.5 hours per week (shift rota)



**Vibrant Partnerships is looking for an innovative, target driven leader to develop, manage and maximise revenue across Lee Valley campsites and at the Lee Valley Golf Course.**

This is a rewarding role for a committed, multi-venue manager to drive sales and footfall and inspire colleagues to deliver the best possible customer journey for every visitor.

Vibrant Partnerships is a dynamic organisation, driven by a passion for sport, leisure and entertainment. Managing 14 sport and leisure destinations, including three London 2012 venues: Lee Valley White Water Centre, Lee Valley VeloPark and Lee Valley Hockey and Tennis Centre, we thrive on delivering exceptional customer experiences and creating vibrant visitor destinations.

A great communicator; you'll be passionate about customer service with a thorough understanding of holiday accommodation, industry trends and management. You'll bring creative ideas to the table and motivate your colleagues to deliver.

Responsible for venue managers, product development, maintaining and improving standards, and overseeing the customer journey; you'll be a great multitasker with excellent attention to detail. You'll work closely with other teams, including Communications, with whom you'll develop and implement successful marketing plans for your venues and your strong networking skills will help to build and maintain relationships with key partners and tourism bodies.

At Vibrant Partnerships we want to help you grow, learn and develop, to ensure that together, our shared values are always met. You'll need a friendly and professional approach, and plenty of creativity to ensure that we continue to provide an exceptional service. In return you'll receive a competitive salary, generous benefits and an enjoyable working environment.

**Closing date: 13 October 2017 Interview date: W/c 23 October 2017**

*We reserve the right to amend the closing date of this vacancy.  
We are an Equal Opportunities employer. No agencies please.*

**Apply now: <http://lei.sr?a=M1n8q>**

# Duty Manager

**Location:** Luton, United Kingdom

**Salary:** Competitive

**Closing date:** 23 Oct 2017



Trampoline Park has become one of most exciting businesses within the leisure industry. The business offers food and beverage, parties, corporate events, open jumping and much more.

We are looking for enthusiastic staff who can provide friendly, courteous manner and responsive service to create an exceptional entertainment experience for our customers.

As a Duty Manager, you are responsible to lead your team to achieve stated objectives in sales, costs, employee retention, guest service and satisfaction, service quality, safety and cleanliness. Having management background at least one year from the leisure or hospitality industry would be an advantage.

## Duties & responsibilities:

### General Administration

- Understand completely all policies, procedures, standards, specifications, guidelines and training programs.
- Manage merchandise including clothing, socks and party merchandise.
- Store opening duties.
- Prepare all required paperwork, including forms, reports and schedules in an organized and timely manner.
- Provide advice and suggestions to the Manager as needed.
- Promotes good business principles by never discussing company business in public areas or with customers.

- Maintains a friendly, courteous and cheerful demeanor at all times.
- Marketing, Programs and Events
- Managing special events (toddlers, corporate events, VIP parties, youth groups).
- Working hand in hand with the GM to set up appearances, giveaways, and community outreach.

### Financial

- Implements strategies for improving cost controls.
- Assign tills to cashiers.
- Control cash and other receipts by adhering to cash handling and reconciliation procedures in accordance with facility policies and procedures.
- Run hourly income reports

### Operational

- Monitors the workplace safety program.
- Ensure that all guests feel welcome and are given responsive, friendly and courteous service at all times.
- Ensure that all customers are receiving the proper jump service according to company standards.
- Ensure that all food and products are consistently prepared and served.
- Achieve company objectives in sales, service, quality, appearance of facility and cleanliness through training of employees and creating a positive, productive working environment.
- Oversee the health and safety of customers and staff at the Park.

Apply now: <http://lei.sr?a=u4s8z>



**Exciting Career Opportunities at KOHLER WATERS SPA, St Andrews**

**We are excited to announce that the KOHLER WATERS SPA at the Old Course Hotel is relaunching its spa and fitness offering with a new £8m renovation and extension due to open at the end of the year.**

Bordering the renowned 17th Road Hole of the Old Course, the prestigious AA Five Red Star awarded Old Course Hotel overlooks the famous links courses, the West Sands Beach and the beautiful Scottish coastline.

Designed by architects Sedley Place, the 2,300sq m (25,000sq ft.) spa facility will include 11 treatment rooms - including two couple's rooms, two wet treatment rooms with KOHLER bathing experiences, a 20m indoor spa pool, a hydrotherapy pool for therapeutic bathing, steam room for deep muscular relaxation and detoxification, experience showers, ice fountain, cold plunge pool and a Finnish sauna. There is also a rooftop garden with hot tub.

The new leisure facility will offer a large health and fitness centre, housing an additional 20m lap pool with hot tub, a gym area with cardio and resistance stations, a functional fitness space and a group exercise studio. The fitness centre will host a number of classes, from yoga and pilates to spinning and circuit training, instructor lead classes along with virtual classes.

We are currently looking for exceptional individuals to join our team in the following positions;

- **Spa Operations Manager**
- **Fitness Supervisor**
- **Senior Therapists/Trainer**
- **Spa and Holistic Therapists**
- **Reception/Front of House**

The Old Course Hotel, Golf Resort and Spa, offers an exclusive hotel, golf and spa benefit package, in addition to a generous pension plan, market leading spa commission structure - **average Spa Therapist OTE £24,000 p/a** - and career progression. Highly attractive live-in accommodation available in nearby riverside location.

**Please apply via [www.oldcoursehotel.co.uk/careers](http://www.oldcoursehotel.co.uk/careers)**



Old Course Hotel, Golf Resort & Spa. - Kohler Waters Spa



CELTIC MANOR  
HOTELS, RESORTS, CONFERENCES

# SPA THERAPIST

NEWPORT, UNITED KINGDOM

Highly trained ✓ Qualified to NVQ Level 3 ✓ Experienced ✓ Enthusiastic to learn more ✓

If you are magic at massage and fantastic at facials, then you could be for us. We're looking for a Spa Therapist to join our award winning team and spa\*.

The Celtic Manor Resort houses two luxurious spas with 16 gorgeous treatment rooms, offering the latest in therapies with leading products, ready and waiting for you to get your hands on.

When you join the Celtic Manor family, you get some pampering too!

## Celtic Manor Resort family benefits include:

- Very competitive rates of pay, which are reviewed on a regular basis £8.30 - £9.58 per hour, depending on experience.
- Attractive commission scheme
- Own in house Celtic College
- 28 holiday days per year
- Free Meals on Duty
- Discounted Leisure Membership
- Childcare Voucher Scheme
- Cycle 2 Work Scheme
- Discounted Room Rates
- Discounted Food & Beverage Rates
- Discounted Spa & Resort Retail
- Discounted On-Site Activities
- Staff Accommodation £459pcm (subject to availability)

\*Voted Readers' Choice Best UK Hotel Spa & Best UK Spa Manager 2015 Spa Traveller awards.

*In line with the requirements of the Asylum & Immigration Act 1996, all applicants must be eligible to live and work in the UK. Documented evidence of the eligibility will be required from candidates as part of the recruitment process.*

*The Celtic Manor Resort is an equal opportunity employer and would welcome interest from applicants of all ages.*



Apply now - <http://lei.sr?a=B5U1K>

# Wellness Practitioner

**ESPA International, the World's leading Spa Company, is taking to the Ocean in an exciting new venture that will revolutionise luxury Spas at Sea.**

Celebrating 25 years of Spa expertise, exceptional award-winning training and team progression, successful business development and partnerships with luxury brands worldwide

ESPA are looking for extraordinary individuals to join our pioneering Maritime team, both on board and shore-side.

#### **Be part of this exciting voyage and enjoy:**

- Attractive and competitive remuneration packages
- Contracts from 6 months +
- Exceptional Technical and Operational Training – on land and on board
- Personal career development
- Accommodation and meals provided on board
- On board Medical cover provided
- Flights to and from your ship

#### **Qualifying Criteria:**

- BSc (Hons) in Osteopathy and/or Physiotherapy / Master's degree or equivalent in Acupuncture or TCM from a recognized establishment
- Strong working knowledge of cranio-sacral techniques / sports, injuries and rehabilitation
- Good understanding of TCM/ Acupuncture, Naturopathy and Personal Training with the ability to integrate these with Osteopathic / Physiotherapy treatment

- Personal Training skills/qualification would also be beneficial
- Genuine interest to be employed as part of a multi-award Maritime Spa team
- Flexible approach to working hours
- Excellent client care and professional standards
- Professional grooming with excellent communication skills

#### **Successful candidates will:**

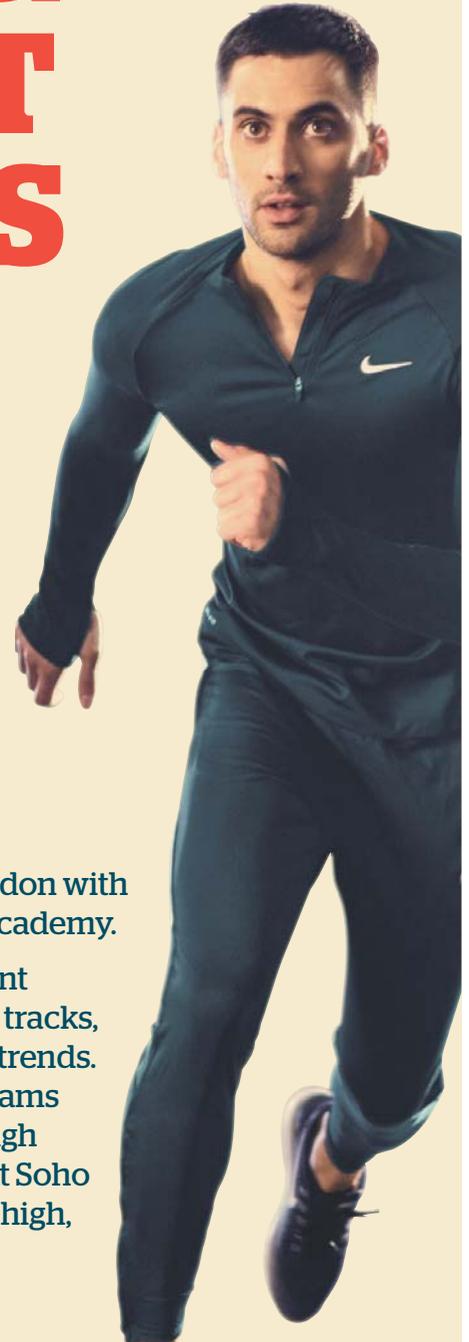
- Be dynamic, energetic and excited to be part of the innovative new age of Ocean Spas
- Have at least 2 years' experience at a five star luxury spa - at sea or on land
- Have a good level of spoken and written English – additional language skills are a plus but not essential
- Possess a passion for people, a desire to provide guests with an impeccable, memorable spa experience and a mature approach to their working environment

# ESPA

**Apply now: <http://lei.sr?a=u6l9o>**

As part of Soho Gyms' continued development we are recruiting for

# GENERAL & ASSISTANT MANAGERS



## We're all about YOU in 2017

Soho Gyms currently has opportunities for **proven strong** General Managers and **experienced and motivated** Assistant Managers across the group as we continue to expand.

You'll need to be confident in taking responsibility for the day to day running of the gym and in motivating the team to achieve the high standards of service our members expect. You'll already be experienced in administration, staff supervision, leadership and member engagement and other gym and related service management.

Soho is privately owned with 23 years of fitness in London with a large PT division and a supporting fitness Training Academy.

Soho continues its significant programme of investment across all the gyms including new equipment, athletic tracks, technology and designs to complement future fitness trends. We require strong leaders to motivate and drive our teams to deliver on this new investment as well as achieve high standards of service, product and ultimately results. At Soho we believe in empowering our team, expectations are high, so to are the rewards!

**Send your CV & 'choose me' covering letter to [operations@sohogyms.com](mailto:operations@sohogyms.com)**

# EARN WHILE YOU LEARN!

KICK START YOUR CAREER WITH EVERYONE ACTIVE  
**RECRUITING APPRENTICES NOW!**

- ✔ **Do you have** a passion and enthusiasm for working within the sport and leisure industry?
- ✔ **Do you want** to receive free membership and use of over 140 centres nationwide?
- ✔ **Would you like** to gain nationally recognised qualifications?
- ✔ **Would you like** to earn while you learn?

We have a range of great career opportunities within our rapidly expanding company.

To find out more, visit -  
[www.leisureopportunities.co.uk/EAapprentice](http://www.leisureopportunities.co.uk/EAapprentice)



everyone  
ACTIVE

Feel better for it



# PERSONAL TRAINERS

## Help our members **find their fit!**

- *Do you want to be part of a successful gym?*
- *Do you want to keep 100% of the earnings from your PT work?*
- *Would you prefer not to pay any "rent" or for a "licence fee"?*
- *Do you want to work in a state-of-the-art gym that'll have over 5000 members and more giving you a huge potential client base?*

If your answer to all these questions is yes, then we'd like to hear from you. In return, you'll need to give an agreed number of hours a week of your time to contribute to the success of the gym.

The Gym Group is the UK's fastest-growing low-cost gym operator. Open 24 hours a day, with no minimum contract, no punishing tie-ins or lengthy membership process.

Our state-of-the-art facility can be accessed from just £10.99 per month. We're looking to recruit Level 3 certified Personal Trainers to join our exceptional teams across the UK.

We're looking for driven, business minded team players who want to operate as a freelance Personal Trainer, who believe in offering a high level of customer service to members and who want the opportunity to develop their own business and the business of the gym in which they work.

If you are an experienced Personal Trainer looking to build a successful client base, in a superb location, with fantastic career development opportunities, then please apply in confidence by clicking 'apply now' to submit your CV.

To find out more about these exciting opportunities visit our recruitment website: [www.leisureopportunities.co.uk/GymGroup](http://www.leisureopportunities.co.uk/GymGroup)



Apply now: <http://lei.sr?a=X4I2W>

**LIFESTYLE ACTIVE**



Lifestyle Active is a leisure and community partnership within Christchurch and East Dorset Councils

**SENIOR DUTY OFFICER**

Health and Wellbeing  
£30,153 – 32,486

**SENIOR DUTY OFFICER**

Swimming  
£30,153 – 32,486

Attention all experienced, passionate and highly motivated leisure managers.

We are looking for two talented individuals to be the lead officers for the development of Health and Wellbeing and Swimming across our leisure facilities. You will be an experienced Duty Officer who will be able to undertake operational management responsibilities across a range of leisure and community facilities.

**We can offer:**

- A diverse range of facilities and services across five leisure sites
- Partnership working between two local authorities
- A permanent, full time role in a forward thinking organisation

For further information or to apply for this vacancy please visit our website:

<https://jobs.dorsetforyou.gov.uk/SearchResults.aspx?key=&ocg=24&loc=81>



Therapist / Sport Massage

Location - London  
Salary - Competitive plus commission

**FACEGYM** home of the cult non-invasive facial workout studio are looking for a passionate few to join our growing, fun and energetic team.

We have a dream! To own the facial fitness space with a team of passionate, professional, knowledgeable, enthusiastic, reliable, experienced, organised trainers.

We make a promise! To provide the best services to our customers and stay at the forefront of our field.

We are on your side! We look for fully trained, highly skilled therapists with a winning attitude within the beauty sector.

We love what we do! We see the results after 1 session and our first time customers always become repeat customers. We are fast paced, energetic and fun with a strong emphasis on training and development.

Qualifications: NVQ 3 and NVQ 4

What are you waiting for? **APPLY TODAY**

**APPLY NOW:**  
<http://lei.sr?a=1511x>

**Health and Fitness Supervisor**

Bath, United Kingdom

Starting from £18,777, rising to £20,989



*The TeamBath gym is a unique environment aimed to target the student population, athletes and the general public.*

The Health & Fitness provision is currently undergoing a substantial expansion which will result in a new larger gym designed to cater for the growing membership base. In addition to the gym, two purpose built studios will be opened to hold in excess of 100 classes per week.

We are seeking a Health & Fitness Supervisor with outstanding leadership skills to support the Manager in driving the team of Instructors, Personal Trainers and Group exercise Instructors.

You will ensure that the Health & Fitness team deliver a service in their respected areas to the highest standards, and ensure that the standards and procedures are adhered to at all times, actively engaging customers and ensuring that they have a great experience and achieve their results.

**Closing Date: Monday 09 October 2017**

**Interview Date: Wednesday 18 October 2017**

**Apply now: <http://lei.sr?a=n3x4D>**



UNIVERSITY OF  
**BATH**

## Surbiton Racket & Fitness Club

# Duty / Bar Manager

£20k - £23K depending on experience

Surbiton  
Racket &  
Fitness  
Club



This position is ideal for a person with food and beverage management experience. This is a very customer service based role with lots of interaction with members, club guests and staff.

### Principle Job Purpose

To manage the bar and the bar team, organise functions and Club events, assist in the day to day running of the Club and ensure the processes and systems are kept to a high standard

### Management:

- Work with the Catering /Duty Managers on a day to day basis
- Liaising with clients for the organisation and running of functions and events
- Organising and promoting offers throughout the year
- Supervise, develop and organise the bar team
- Lead the team in delivering excellence
- Manage the cleaning, health and safety and working conditions of the bar and kitchen

### Administration:

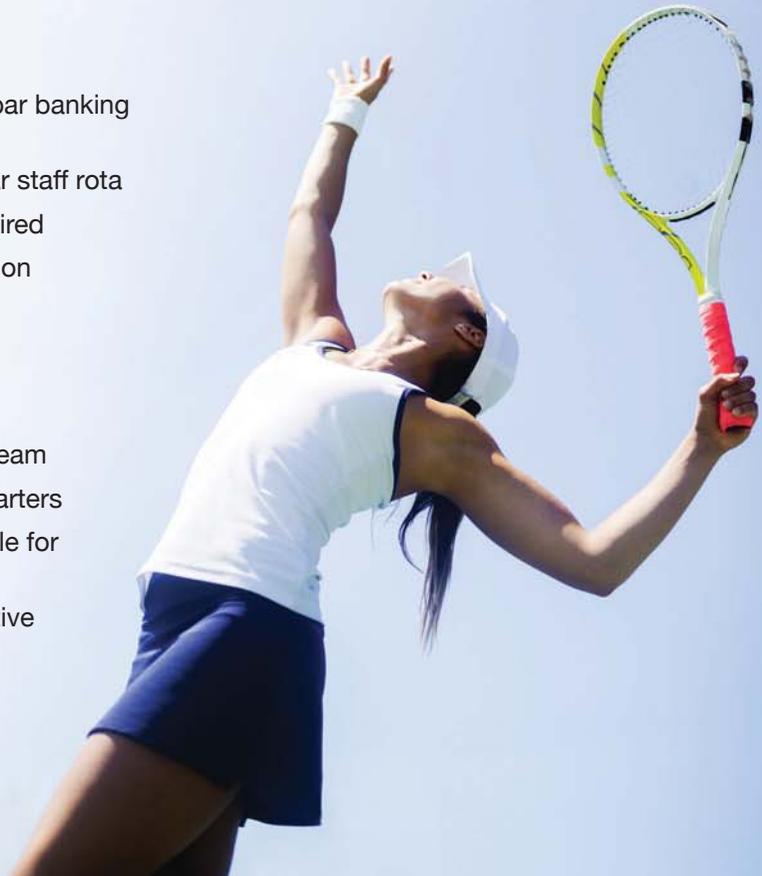
- Responsible for cashing up and bar banking on a daily and weekly basis
- Responsible for producing the bar staff rota
- To find cover for shifts when required
- Complete all paperwork for function bookings and function sheets
- Daily & weekly stock ordering

### General:

- To be a key member of the club team
- Carry out staff training for new starters
- To be a key holder and responsible for opening and closing the Club
- To have fun, interact and be positive

### Apply now:

<http://lei.sr?a=M6I6b>



# Youth and Sports Officer

Hackney, London, United Kingdom

£23,000 - £27,000



## THE GOALS FOR YOUTH AND SPORT PROJECT

**Full time: 37.5 hours per week - involves evening & weekend work.**

**Fixed Term Post until March 2020**

The Goals for Youth and Sport Project is an externally funded programme delivered in Hackney. We are seeking to employ a Youth and Sports Officer to create new youth engagement, sport and physical and activity opportunities which are progressive and lead young people into additional services, volunteering, accredited training, employment support and new co-produced projects with young people.

### The key focus of the job will be:

- Develop a targeted programme of youth and sports activities in Hackney for 10-25 year olds (focusing on the Clapton and Millfields area).
- To deliver / coordinate an accredited training programme for local people enabling them to gain qualifications as sports coaches/leaders and move into employment, work placements and volunteering.
- To recruit youth 'co-producers' ensuring that the young people will be at the forefront of the design and delivery of the programme.
- To develop and support local youth and sports organisations, community development activity/events in the Millfields area of Clapton and support delivery, develop new partnerships, opportunities and revenue streams.
- To develop a framework to support monitoring and evaluation. Collect data to help establish what aspects of provision lead or contribute to the greatest impact.

### You will need:

- A passion for sport and hold a minimum level 2 coaching qualification.
- A Youth Work qualification or a willingness to obtain one.
- A commitment to improving opportunities for young people.
- A background in youth, sports or community development is essential as is a commitment to developing opportunities for local people and groups.
- Experience of working in a diverse setting.

**Closing date: Friday 13th October 2017**

**Interviews week beginning: Monday 30th October 2017**

**APPLY NOW: <http://lei.sr?a=M8K2q>**



Part Time (18 HRS PER WEEK) REF NO: EB17/18-25

£23,166 - £26,080 (pro rata) depending on qualifications and experience

(Opportunities to increase hours through Swimming Teaching is also available)

Everybody Sport & Recreation are looking to expand our Aquatics Development Team following a significant increase in participation over the last 12 months. We are therefore looking to recruit an enthusiastic and passionate aquatic professional, to join the team. The successful candidate will be responsible for the management, delivery and co-ordination across a range of 'Everybody SWIM' products, including the Learn to Swim Scheme at specified sites.

This is an exciting opportunity that will allow the successful candidate the chance to join a growing and ambitious Trust. Everybody Sport & Recreation are a charitable trust that operates across the area of Cheshire East. 'Developing our people' is at the heart of our business plan and we aim to attract and develop the best people with the most potential to drive our business forward.

The successful candidate must be a qualified ASA Level 2 – Teacher of Aquatics. Experienced in coordinating and delivering in a large and busy 'Learn to Swim Scheme'. The role will involve a focus on both sales and customer service so a background in each will be required. The successful candidate will have at least five GCSE's, including Maths and English and must be willing to undertake further study to progress career.

There is one position available, based in Poynton Leisure Centre. The role will involve traveling; therefore method of suitable transport is essential for the successful candidate.

This role will support our Aquatics Manager and General Area Managers in increasing revenue through improved quality of our aquatic products, whilst ensuring all lessons adhere to the agreed Everybody Sport & Recreation standards.

We are looking for a team player who has a keen eye for detail, and a methodical approach to completing work. If the above sounds like you, we would like to hear from you.

**CLOSING DATE FOR APPLICATIONS:  
SUNDAY 15<sup>TH</sup> OCTOBER 2017.**



**APPLY NOW: <http://lei.sr?a=8g6Y6>**



## Active Sports Officer

Regent's Park, The 'Hub'

London, United Kingdom

£20,580 - £23,860



London's eight Royal Parks are some of the best-loved and most beautiful spaces in the world managed by The Royal Parks. The parks are enjoyed by millions of Londoners and visitors to the city each year. The Parks provide 5,000 acres of urban parkland and unparalleled opportunities for enjoyment, exploration and healthy living in the capital.

### About the role

This is an opportunity to work in a high quality and fully accessible landmark building in The Regent's Park which is home to the management of over 57 bookable sports pitches throughout the year. This role will assist in the implementation of Sports Development programmes and support the running of sports activities. You will also assist with the day-to-day operations of the Regent's Park Hub, taking an active role of the Hub facility's bookings, building management and other administrative duties.

### About you

You would be a versatile and positive team player with good motivational and team-building skills. You will have an interest in sports and be able to work unsupervised as well as part of a successful team. You should have a positive awareness of health and safety and child protection issues in a sports facility. You must be friendly, approachable, and flexible in dealing with our customers and have the ability to bring the best out of people. You will be able to think quickly on your feet to overcome any issues and deliver a high standard of customer service at all times.

Once you have received your pack, please complete all relevant sections and follow the submission instructions on the application packs first page, to submit.

No CVs or covering letters will be accepted.

**Closing date for applications is Monday, 9 October 2017.**

**Apply now: <http://lei.sr?a=j7o2z>**



## RECRUITING NOW AT HENGROVE PARK LEISURE CENTRE

### SWIM INSTRUCTORS - LEVEL 2 QUALIFIED

Salary: £14.50 per hour (Saturday lessons available)



#### ABOUT US

Located in the heart of South Bristol we are a modern leisure centre with a wide range of facilities to offer our members and pay as you go customers including:

- A 180 station gym
- 50m Olympic Swimming Pool
- 20m learner pool
- Indoor Cycling Studio
- Specialist Dance Studio
- Health Suite
- Climbing Wall
- A friendly on-site café and more

#### SKILLS REQUIRE

- Response for conducting and developing programmes and swim lesson plans for swimming stages of all levels.
- Ensure compliance with safety procedures and deal with patron's questions and concerns regarding swimming lessons.

- Proficient in the four fundamental strokes and a good understanding of water safety.
- Strong communication towards parents/ children and co-workers.
- Evaluate student performance, accomplishments and maintain records of performance and attendance.
- Prepare and organise equipment, supplies and general cleaning tasks.
- Ability to adapt to the skill level of each swimmer's needs.

#### ESSENTIAL QUALIFICATIONS

Level 2 Swim England Qualifications required

Apply now:

<http://lei.sr?a=H9x6u>



Parkwood Community Leisure working in partnership with Bristol City Council

[leisurecentre.com](http://leisurecentre.com)

# SWIMMING INSTRUCTORS



**Currently recruiting  
for venues in:**

- North London
- Central London
- Heathrow
- Edinburgh
- Reading
- Slough
- Basingstoke
- Stratford-upon-Avon
- Cambridge
- Richmond
- Cobham
- Brighton

**Are you a passionate and skilled swimming instructor with a talent for inspiring all ages to swim?**

Swimming Nature is the UK's largest independent provider of private and bespoke swimming tuition, from babies through to adults with nearly 30 years of experience in the sector.

Following Swimming Nature's award-winning teaching programme, you will help your students progress through each skill level, supported by our unique rewards programme, and technology that's second to none. Working hours will include afternoons Monday to Friday and Saturday and Sunday mornings, although additional hours may be required. Flexibility is advantageous.

#### **Instructor benefits**

Alongside the opportunity to work in a progressive, dynamic and rewarding environment, Swimming Nature instructors enjoy a full range of employment benefits, including:

- A secure permanent position in the company
- An ongoing bespoke training programme, continuing professional development and various career pathways leading to join our sector Quality Assurance Programme
- A robust performance-related pay scale ranging from £16 to £21 per hour
- Opportunities to contribute in the media as part of our expert panel
- 28 days annual leave (pro rata)
- Access to a workplace pension and Perk Box benefits
- Annual appraisal and pay review

#### **The essential ingredients**

We are looking for teachers who were born to swim, and who are keen to train in the ground-breaking Swimming Nature method. Applicants will need to attend an in-water interview to demonstrate they can swim to a high standard. Other requirements include:

- An ASA Level 2 or an STA Full Swimming Instructor Qualification or the equivalent international qualification
- Exceptional communication skills and experience in a customer-facing/service environment
- A current lifesaving qualification (preferred although we can provide this if necessary)
- Excellent swimming ability with up-to-date knowledge of the sport

***Interested?***

**APPLY NOW <http://lei.sr?a=P9N6O>**