

# leisure opportunities

28 Nov – 11 Dec 2017 Issue 724

Your careers &amp; recruitment partner

## In a galaxy far away... or Westfield!

UK attractions operator Continuum and free-roam virtual reality company The Void are set to launch an immersive **Star Wars** experience at Westfield London shopping centre.

By donning head-mounted displays, visitors will enter a *Star Wars* story world created by Lucasfilm's immersive entertainment division, a VR experience complete with multi-sensory elements such as touch, sound and smell.

The 450sq m (5,000sq ft) pop-up experience, *Star Wars: Secrets of the Empire*, will launch in December at Westfield London shopping centre in Shepherd's Bush and will be open for three months before moving to Westfield Stratford.

"The guest experience will blow your mind," said Kevin Smith, group attractions director at Continuum Attractions.

"We expect guests to visit because they love the *Star Wars* brand and leave having experienced something brand new.

"This is an experience that everyone will be thrilled by."



Continuum and The Void are confident the attraction will draw all types of customers

Four people can take part in the half-hour experience, priced £32.50 each.

The Void is currently operating *Ghostbusters*-themed experiences in New York, Toronto and Dubai, and the *Star Wars* experience will also launch at Disney Springs in Orlando, Florida, from December, and Disneyland Anaheim from January.

[More: http://lei.sr?a=Y9Z9M\\_0](http://lei.sr?a=Y9Z9M_0)



**The guest experience will blow your mind**

Kevin Smith

**SPORT**

**Frank Lampard partners with Dubai fitness lab**

The Chelsea legend tests out cutting-edge technology

p2

**FITNESS**

**Which university is fittest? Warwick reveals £49m plan**

Lisa Dodd-Mayne on the value of student wellbeing

p6

**SPA & WELLNESS**

**Jonathan Walker takes us inside Bath's artistic spa**

From socks to tapestry, a new spa with a difference

p32

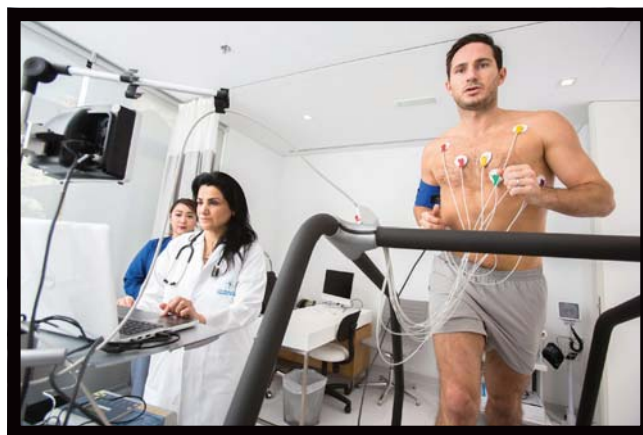
## Former England star **Frank Lampard** partners with new Dubai fitness lab for athletes

Former England and Chelsea star Frank Lampard has partnered with a new health assessment centre in Dubai aimed at professional and former athletes.

The nanoM clinic, located at The Golden Mile Galleria on Palm Jumeirah and owned by the Emirates Healthcare Group, was developed in a bid to provide athletes with “a new standard of health and fitness assessment”.

The 17,000sq ft (5,182sq m) centre offers analysis of individuals’ health, fitness, body functionality and physical performance capabilities.

Lampard underwent testing at the centre to



■ Lampard underwent a series of tests at the new nanoM clinic

**“The technology they have here can help to pinpoint potential injuries before you even know about them”**

showcase the range of technologies in its Sports and Human Performance Laboratory, which include

cardio-metabolic and muscle activation testing, 3D posture and motion analysis, functional agility

assessments and hand-eye coordination testing.

“Going back 10 years, this is the kind of facility I would have loved to have access to,” said Lampard after cutting the ribbon to open the state-of-the-art sports clinic. “To have everything under one roof is so unique and it means you don’t need to visit multiple clinics, and see multiple doctors and surgeons for different issues.

“This is exactly the kind of facility players today will really benefit from, especially when you consider the technology they have here can help to pinpoint potential issues before you even know about them – that could have a big impact.”

## **Israel Rivera** jets in from the US to lead Virgin Active’s group exercise movement in the UK



■ Rivera joins as Virgin Active ups its group exercise offering

Virgin Active has appointed New Yorker Israel Rivera in a newly-created role of head of group exercise – further evidence of the operator focusing energies on its product offering.

Rivera joins from Town Sports International in New York where he was interim senior director of group exercise. He also spent nine years at Town’s Boston Sports Clubs brand.

His role at Virgin will be to concentrate on strengthening

**“Virgin Active’s increased focus on group exercise puts them at the forefront of the industry”**

the brand’s offering across all clubs in the UK.

“Virgin Active’s increased focus on group exercise and their continued mission to make exercise irresistible to all puts them at the forefront of the UK’s lifestyle and fitness industry,” said Rivera.

“I’m excited to be joining them on this journey and look forward to using my experience to develop the

brand into the ultimate member-focused fitness experience.”

In February, Virgin decided to offload some of its clubs so it could concentrate on its city locations and focus on developing classes such as The Pack, a team-based tech-enabled group cycle programme and a range of yoga classes.



■ Leiter plays goalball for Cambridge Dons and represents Team GB

{ **"I hope I can continue to thrive within goalball and inspire new people to get involved with the sport"** }

## Sarah Leiter named a Woman of the Future

**S**arah Leiter, of the Goalball Women's GB Team, has been lauded at the Woman of the Future Awards for her dedication to sport.

Sharing the accolade in the Sport category with Alex Paske, managing director of sports events and mentoring events company Mintridge Events, Leiter was recognised alongside other rising stars across business, culture, media and academia.

Goalball is the only Paralympic team sport designed specifically for the visually impaired. Played with raised markings on the floor, blindfolds are used to ensure an even playing field as players locate the ball through sound.

"It was amazing to be nominated alongside so many talented women," Leiter said. "Playing goalball alongside my studies has given me the opportunity to travel to international competitions, train and compete around the country."

"I hope I can continue to thrive within goalball and hopefully inspire new people to get involved in the sport."

A medical student at Newnham College, Cambridge, Leiter trains with the Cambridge Dons and wrote her thesis on clinical biochemistry last year.

Mark Winder, CEO of Goalball UK, said: "Sarah is the definition of a role model – a PhD recipient, trainee doctor and an elite athlete."

## leisure opps

Contents issue 724

### NEWS

Fitness 6 ➤

Sports 10 ➤

Spa & wellness 14 ➤

Tourism 16 ➤

Hotels 18 ➤

Institute of Hospitality 19 ➤

Attractions 20 ➤

Careers 29 ➤

Insight 30 ➤

### CLASSIFIED & JOBS

Tenders 36 ➤

Job opportunities 37 ➤

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■ WST trustee Donna Fraser (right) winning the women's 400m final for GB in 2009

## Donna Fraser joins six new trustees as WST ramps up efforts to improve women's sport

Former Olympic athlete Donna Fraser is one of seven new appointments to the board of the Women's Sport Trust (WST) as it increases efforts to secure more coverage and funding for female sport.

The WST was founded in 2012 as a campaigning body focused solely on women's sport, with ambitions to attract new funding and media coverage.

The appointments indicate a strategic focus on marketing, campaigning

**"These talented individuals will be key to our proving the brand value of women's sport in the years ahead"**

and fundraising, as well as athlete representation.

Fraser is also vice president and equality, diversity and engagement lead at UK Athletics.

The other new trustees are Kate Dale, head of campaign strategy at Sport England; Amanda Hudson, head of education and athlete support at UK Anti-Doping; Chris Hurst, head

of digital, Europe, Nielsen Sports; Michael Inpong, chief marketing officer at Müller UK and Ireland; Laura Weston, MD of global sport and entertainment agency Iris Culture; and Denise Yeats, a fundraising expert.

"These talented individuals will be key to our proving the brand value of women's sport in the years ahead," said WST joint CEO Jo Bostock.

## Drayton Manor head Colin Bryan honoured with OBE for services to leisure tourism

The head of Drayton Manor Theme Park in Tamworth, Staffordshire, has collected an OBE for his lifetime services to leisure tourism, his philanthropy, and charity work.

Colin Bryan, whose parents founded the theme park in 1950, received the honour at an awards ceremony held at Buckingham Palace on 10 November.

Bryan has worked at the park since he was a boy, spending time in almost every department – even training as a chef to better understand the food and beverage side of the business.

"It's in my blood so I feel very honoured to receive this OBE," said Bryan.



■ Colin Bryan has worked at the park since he was a boy

**"The park is our whole family's life works and I couldn't be more proud – I feel very honoured to receive this OBE"**

"I still love watching our guests have fun, enjoying themselves, knowing I have played a part in that.

"The park truly is a family affair: it began with my parent's passion to create somewhere magical

for people to visit after the war. It is our whole family's life's works and I couldn't be more proud."

On the charity side, Bryan is a patron of KidsOut, and has hosted a charity event for the organisation at Drayton Manor every year for the past 25 years. This year, more than 5,000 disadvantaged, disabled or troubled children got to enjoy the experience.

Bryan is also involved with the Royal National Lifeboat Institution, the Midlands Air Ambulance, the Juvenile Diabetes Research Foundation, St Giles Hospice, the National Autistic Society, Alzheimer's Research UK and Birmingham Children's Hospital, among others.



■ Bannatyne CEO Justin Musgrove, Mansfield GM Martin Atkins and Shearer

## Alan Shearer spearheads Speedflex's growing Bannatyne partnership

**A**lan Shearer has spoken of the personal benefits he gets by using low-impact training equipment from his Speedflex brand.

The former England football captain helped launch the second of seven new Speedflex studios planned by Bannatyne Group at Bannatyne Health Club and Spa Mansfield.

Five more studios are set to follow before the end of the year, although locations have not been disclosed.

Speedflex uses hydraulic machine-based technology to offer high-intensity interval

training at low impact, generating personalised resistance levels.

"It's the only thing I've been able to do since I retired in 2006 that has given me no pain whatsoever in my knees, my back and my ankles after playing football for 20 years," said Shearer.

Bannatyne's is the first health club operator in the UK to offer Speedflex training and opened its first studio in Darlington, County Durham, in January.

Speedflex has separate studios in London, Reigate, West Byfleet, Newcastle, Cork, as well as Dallas in the US and Dubai in the United Arab Emirates.

**"It's the only thing I've been able to do since I retired in 2006 that has given me no pain whatsoever in my knees, back and ankles"**

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## EDUCATION

### Warwick uni plans 'fittest campus' in UK

The University of Warwick is building a £49m sports and wellness hub in a bid to become the "most physically active higher education campus" in the UK by 2020.

Set to open in 2019, the hub will include one of the largest gyms in higher education, spanning 16,684sq ft (1,550sq m), as part of the university's mission to get "everyone active every day".

With 300 stations, it will include a high-performance strength and conditioning area; cardiovascular, weights and functional training area; dedicated group cycle studio and four fitness studios.

Other facilities include a 12-lane, 25m (82ft)

swimming pool; a 16-court sports hall; climbing walls; squash courts; five-a-side football pitches and outdoor 3G pitches and netball courts.

The hub, built by Willmott Dixon, will be open to students, staff and the wider community, and aims to "inspire and motivate" greater engagement in exercise.

Lisa Dodd-Mayne, director of sport and active communities at the university, told *Leisure Opportunities*: "This hub isn't just about sport – it's about physical activity, health and wellbeing. We want to help students be active and well."

[More: http://lei.sr?a=4u7J3\\_0](http://lei.sr?a=4u7J3_0)



■ The hub will cater for sports teams, students and the public



**We want to help students be active and well**

Lisa Dodd-Mayne

## PUBLIC SECTOR

### Diversified leisure provision seals GLL contract renewal



**The new partnership will help get all residents more active**

Mark Sesnan

A physical activity referral scheme is set to be introduced in the London Borough of Barnet to help increase levels of exercise among the local community.

The scheme is part of a deal between Barnet Council and operators Greenwich Leisure Limited (GLL), which have agreed to renew their partnership for a further 10 years.

Starting in 2018, the new contract will see the council and GLL implement a free resident's card which provides discounts on activities, free swimming to children under



■ 'Better' is GLL's customer-facing brand

eight, specialist health programmes, the creation of 'health hubs' to deliver health checks and advice for residents, and a carer's pass.

"The new partnership will help get all residents more active and healthy," said Mark Sesnan, GLL managing director.

[More: http://lei.sr?a=5x5r5\\_0](http://lei.sr?a=5x5r5_0)



DEVELOPMENT

## £37m Winchester leisure centre plans approved



**We need to look to the future and we can create better facilities**

Lisa Griffiths

Plans for a £37m leisure centre including a 200-station gym have been given the green light by councillors at Winchester City Council in Hampshire.

The proposed Winchester Sport and Leisure Centre will replace River Park Leisure Centre after a needs assessment showed increased capacity was required to meet local demand.

“We need to look to the future and, having listened to the public and taken on board advice from the experts, are confident that we can create better facilities that offer a broader range of sport and leisure opportunities for the



■ The facility will include an Olympic-size pool

district’s communities,” said councillor Lisa Griffiths, the council’s portfolio holder for health and wellbeing.

Designs show a 50m (164ft) pool, teaching pool, 250 spectator seats and a water play area, an eight-court sports hall, a clip-and-climb wall, four squash courts and three studios.

[More: http://lei.sr?a=K4N6V\\_0](http://lei.sr?a=K4N6V_0)

EMPLOYMENT

## Report highlights workforce challenges

A new report has revealed that a third of fitness professionals are considering or have considered leaving the physical activity sector.

Lifetime Training and ukactive spoke to 300 current and former fitness professionals in the UK to learn about their experiences.

The findings showed that 45 per cent of those who left their job in the sector moved to work in another industry. The reasons most often cited included a lack of clear career progression; unmet expectations of the job role; workplace culture; and few training or



■ Almost half of the leavers surveyed moved industry



**People have become paramount once again**

Matt Robinson

development opportunities. The report, released at the Active Training Conference 2017, focuses on workforce challenges for companies – exploring how physical activity companies can create supportive environments to attract and retain talent.

Matt Robinson, operations director – active leisure, Lifetime Training, said: “People have become paramount once again.”

[More: http://lei.sr?a=5x5r5\\_0](http://lei.sr?a=5x5r5_0)

## Study: Use exercise for mental health treatment

Mental health providers should integrate personal training programmes into their patients’ treatment plans, a new study suggests.

Researchers at Michigan State University and the University of Michigan asked 295 patients receiving treatment at a mental health clinic if they wanted to be more physically active.

The study, published in the journal *General Hospital Psychiatry*, found that 85 per cent said they wanted to exercise more and over 80 per cent believed physical activity helped improve their mood and anxiety.

[More: http://lei.sr?a=9y3d6\\_0](http://lei.sr?a=9y3d6_0)

## TRENDS

# Survey: HIIT set to be top trend in 2018

High-intensity interval training (HIIT) is predicted to be the leading exercise trend next year, taking top spot from wearable technology, according to the latest global survey.

The training method returns to the number one position after four years, says the American College of Sports Medicine in its *Worldwide Survey of Fitness Trends for 2018*.

Group training, wearable technology, body-weight training and strength training completed the top five.

The survey found that clinical populations in medical fitness centres want to use HIIT with their patients but would

substitute high-intensity with moderate-intensity.

“Despite the warnings by some fitness professionals of potentially increased injury rates using HIIT, this form of exercise has been popular in gyms all over the world,” the report said.

The survey, now in its 12th year, was completed by 4,100 respondents worldwide, its largest sample to date. Forty potential trends were given as choices, with the 20 most popular ranked and published.

Trends that dropped out of the top 20 this year included worksite health promotion, smartphone exercise apps and outcome measures.

[More: http://lei.sr?a=t4f9a\\_0](http://lei.sr?a=t4f9a_0)



■ HIIT returns to the top of the survey after four years



**Despite injury warnings,  
HIIT has been popular  
all over the world**

*Worldwide Survey of  
Fitness Trends 2018*

## NEW OPENING

# £7.5m leisure centre opens with London Olympics pool



**It's fantastic to see  
a real community  
hub like this**

Colin Jackson

Pool equipment from the London 2012 Olympics has found a new home in the shape of a £7.5m leisure centre in Birmingham.

In 2014, Birmingham City Council bought equipment from one of the Olympic training pools used during the London Games, bidding £200,000 for the tank, heating system and filters.

The equipment is now back in use as part of the new Sparkhill Pool and Fitness Centre, which was opened by former Olympian Colin Jackson.

The facility, which will be operated by Places for People Leisure,



■ Roberts Limbrick Architects designed the centre

includes a six-lane 25m pool with viewing areas, a learner pool, an 80-station fitness suite, dance studios, sauna and steam facilities, cafe and community room.

It is the latest of five pools either being built or rebuilt in the city.

[More: http://lei.sr?a=q4V7D\\_0](http://lei.sr?a=q4V7D_0)





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## RUGBY

### Rugby tries for 100,000 more females

The RFU and Sport England will invest £10m to get 100,000 more women and girls playing rugby over the next four years, it has been announced.

The 'action plan', to be delivered by England Rugby, is part of the RFU's strategy for 2017 to 2021 and aims to convert 25,000 of the new participants into players. It also aims to create active senior women's teams in 100 more clubs; increase the number of active women's teams by 350; increase the number of girls engaged in rugby through CBRE All Schools; and encourage more women to become team managers, volunteers, coaches and referees.

"At the time of the 1991 Women's Rugby World Cup there were around 35 English clubs with women's sides, compared with over 300 rugby clubs now hosting women's and girls' teams, and girls playing in schools and clubs at age group levels," said Deborah Griffin, the RFU Council's women's and girls' representative.

"A huge amount has been achieved. My biggest wish is to see all women and girls able to play at their local club, with coaching and development as good as for boys and men."

There are currently 512 women and girls teams in England.

[More: http://lei.sr?a=A3q9d\\_0](http://lei.sr?a=A3q9d_0)



■ England's Natasha Hunt is helping to inspire a new generation



“  
**My wish is to see all women and girls able to play at their local club**

Deborah Griffin

## SWIMMING

### Heritage coalition formed to restore historic baths



**The building needs significant investment**

The National Trust

A crowdfunding campaign has been launched to help train swimming teachers and volunteer lifeguards at Britain's oldest operational swimming baths.

The Moseley Road Baths are one of Birmingham's most important heritage buildings and the only operational Grade II\* baths that predate 1914 still in use, however, Birmingham City Council will stop running the pool in April 2018.

The Moseley Road Baths Coalition has been formed to work with the council to find a way to keep the pool open, either through transferring



■ The No.2 pool at Moseley Road Baths

operations to a community interest company or another operator.

The National Trust has joined the coalition, which also includes Friends of Moseley Road Baths, Moseley Road Baths Action Group, Historic England and the World Monuments Fund.

[More: http://lei.sr?a=V7K3k\\_0](http://lei.sr?a=V7K3k_0)



THE BUDGET

## Housing threat to green space but better news on rates



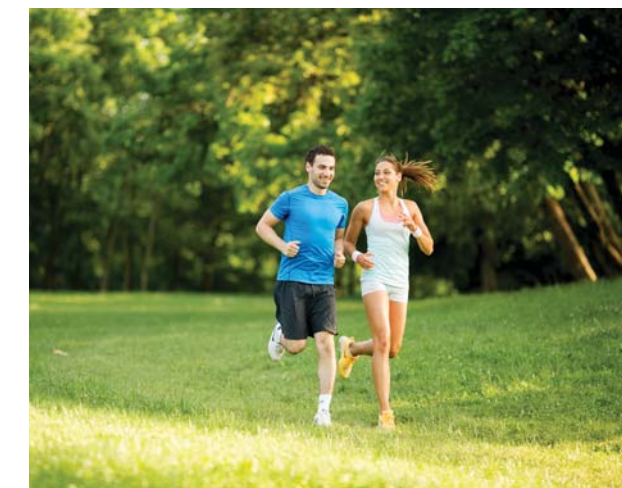
**Parks and outdoor spaces are vital to getting people active**

James Allen

The Sport and Recreation Alliance has underlined the importance of protecting green spaces in the UK following the chancellor's Budget announcement to build 300,000 new homes a year by the middle of the next decade.

"A commitment to building more homes – although an admirable pledge – should not come at the expense of our green spaces," said the Alliance's director of policy, governance and external affairs, James Allen, calling for the formation of a Green Spaces Panel.

"Parks and outdoor spaces are vital to getting more people active and we



■ A rise in housing developments threatens parks

need to make sure our green space is protected and made available to benefit the nation's health and wellbeing."

Elsewhere, a decision to switch the uprating of business rates from Retail Price Index (RPI) to Consumer Prices Index (CPI) from April 2018 provides relief for sports clubs.

[More: http://lei.sr?a=8Z5A8\\_0](http://lei.sr?a=8Z5A8_0)

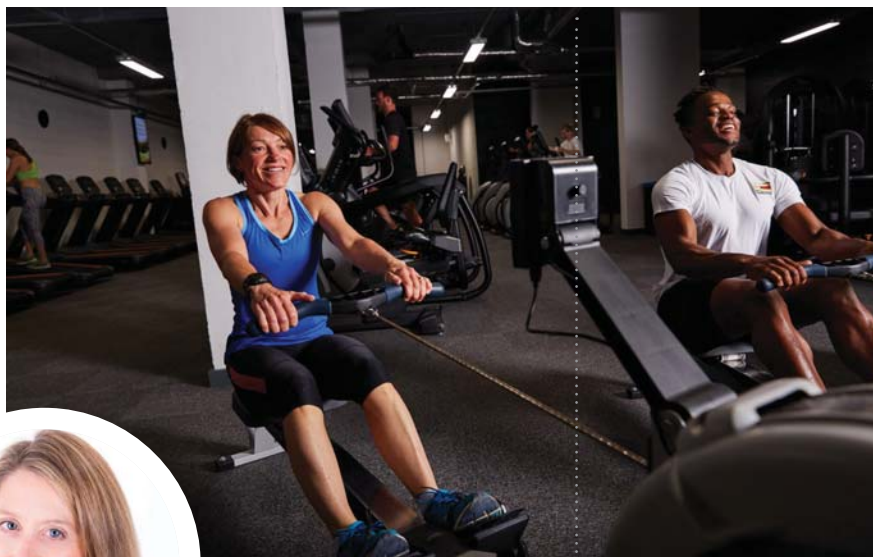
ROWING

## Indoor rowing and triathlon join forces to boost numbers

British Rowing and British Triathlon have signed a new partnership to integrate their indoor products in a bid to increase engagement in gyms.

The national governing bodies will align their mass participation products Go Row Indoor and GO TRI in a new cross-training experience for gym users.

The move aims to help British Rowing increase the number of people indoor rowing by 10 per cent over four years and British Triathlon to achieve its target of 25,000 new GO TRI registrations by April 2019.



**Indoor rowing is perfect for cross training**

Helen Rowbotham

■ GO TRI training will now offer Go Row Indoor

GO TRI uses instructors in swimming, cycling and running, but GO TRI Gym Challenge also recommends rowing as an alternative to swimming. British Rowing will offer parts of its Go Row Indoor programme,

in GO TRI training.

"Indoor rowing is a highly effective workout, perfect for cross training," said Helen Rowbotham, director of innovation at British Rowing.

[More: http://lei.sr?a=u4V9V\\_0](http://lei.sr?a=u4V9V_0)



## SWIMMING

# Women-only swimming triples numbers

Women-only swimming sessions could hold the key to improving numbers, according to an initiative by leisure centre operator Serco.

The number of women taking part in sessions at the operator's facilities has more than tripled over the past two years, following the introduction of women-only classes to deliver a more comfortable experience.

Serco introduced the classes at 20 of its leisure centres across England in support of the This Girl Can Swim campaign, part of the This Girl Can campaign led by Sport England aimed at encouraging women and girls to be more active and participate in sport.

The number of female swimmers fell by more than half a million between 2005-6 and 2015-16 according to Sport England's Active People survey – over twice the fall seen among men.

However, since Serco introduced the new women-only classes in January 2016, the number of women taking part in its classes has grown significantly, from approximately 150 a week to nearly 500.

"Fears over body image or swimming ability can be major barriers stopping women from swimming," said Kate McKnight, head of aquatics at Serco Leisure.

[More: http://lei.sr?a=Y5S9F\\_O](http://lei.sr?a=Y5S9F_O)



■ Numbers have grown at Serco pools from 150 a week to 500



**“**  
**We wanted to create an environment where women can feel comfortable**

Kate McKnight

## DESIGN

# Hawkins\Brown's pool delivers 'swimming among the trees'



**“**  
**It affords direct views from the water into the woodland**

Adam Cossey

Architects Hawkins\Brown have completed a timber pool hidden among the trees for a school in the English county of Surrey.

Swimmers using the 25m (82ft), six-lane competition pool can view the surrounding woodland through a series of windows integrated into the building's timber frame.

The architects used off-site fabrication methods to create the facility for Freeman's School in Ashted, which replaces a previous pool building destroyed by a fire in 2014. The pool marks the second phase of a



■ The natural surface of the roof is left exposed

masterplan by the City of London, undertaken by Hawkins\Brown.

"The deep columns and wrap-around glazing afford direct views from the water into the woodland, giving the sense of swimming among the trees," said partner Adam Cossey.

[More: http://lei.sr?a=E3a3C\\_O](http://lei.sr?a=E3a3C_O)



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# Spa & wellness news

## AWARDS

### ESPA spa at Gleneagles ‘best in UK’

The Spa at Gleneagles by ESPA has been named the best UK spa at this year’s 2017 Good Spa Guide Awards.

Organised by *The Good Spa Guide* in partnership with Spabreaks.com, the awards saw a total of 21 winners honoured during a gala event at Hilton Birmingham Metropole Hotel on 14 November.

As well as 12 regional winners, awards were handed out in nine categories – ranging from ‘Customer Service and Design’ to ‘Top Newcomer’ – as part of the Readers’ Choice National Awards.

The regional awards were based on audit scores from



■ The spa at Gleneagles by ESPA scooped top prize

reviews conducted by *The Good Spa Guide*’s mystery shoppers, while the Readers’ Choice National Awards were based on feedback from more than 101,000 spa customers.

The Best UK Spa and Best Spa in Scotland

both went to The Spa at Gleneagles by ESPA.

The Best Spa in Northern Ireland went to Galgorm Resort and Spa, and the Best Spa in Wales went to The Kinmel and Kinspa, in North Wales.

In the readers’ awards, the Best Newcomer went to Rudding Park Spa, Harrogate, and the Best for Wellness was won by Champneys Tring in Hertfordshire.

[More: http://lei.sr?a=x9T3j\\_0](http://lei.sr?a=x9T3j_0)

## REDEVELOPMENT

### Olympic star reopens Bannatyne spa and club



**During 2017 we’ve invested significantly to create new spas**

Karen Wilkinson

Former Olympic swimmer Rebecca Adlington has cut the ribbon to reopen the day spa at the Bannatyne Health Club in Mansfield following a £1m redevelopment project.

The spa has been redesigned to cater for growing demand, with the number of treatment beds rising from seven to 12 and a relaxation room added with eight heated mosaic loungers and four water beds.

A mezzanine floor has been created to incorporate two new fitness studios and a café bar, adding to the sauna, steamroom and swimming pool.



■ Adlington cuts the ribbon to reopen the spa

Group head of spa Karen Wilkinson thanked Adlington, who has signed a deal with Bannatyne Group to run SwimStars at the site – a programme to tackle the UK’s shortage in swimming teachers and promote swimming as a crucial life skill for young people.

[More: http://lei.sr?a=7w7u4\\_0](http://lei.sr?a=7w7u4_0)



**DEVELOPMENT**

## Gisborough Hall plans standalone woodland spa



**We're going to make this an international destination for leisure**

Kim Yardley

Gisborough Hall has revealed plans for a new multi-million-pound woodland spa, due to open at the end of 2018.

Designed by Peterborough-based Harris McCormack Architects, the standalone spa will include nine treatment rooms, an 18m indoor swimming pool, an outdoor hydro-pool, a variety of heat experiences with relaxation spaces, a gym and a fitness studio.

The spa will overlook the Cleveland Hills in a secluded part of North Yorkshire, and will provide a range of spa days and membership packages.



■ Harris McCormack Architects created the design

“Our Revival Zone Spa at Gisborough Hall has always been popular, but it’s just not big enough for the demand we have,” said Kim Yardley, general manager of Gisborough Hall.

“We’re now in a position to make this an international destination for business and leisure.”

[More: http://lei.sr?a=c3J2E\\_0](http://lei.sr?a=c3J2E_0)

**CAREERS**

## ISPA launches campaign to promote careers

The International Spa Association (ISPA) has launched its ‘Get Your Dream Job’ campaign – designed to help “elevate and celebrate careers in the spa industry”.

The campaign has been launched in partnership with the Beauty Changes Lives Foundation and has the support of 10 partner organisations across the breadth of the spa industry, including the Green Spa Network, the International Health, Racquet & Sportsclub Association (IHRSA) and the Professional Beauty Association.



■ The campaign aims to build awareness of careers



**Careers in the spa industry offer stability and opportunity**

Lynne McNees

The new initiative will be promoted by spas, salons, clubs and beauty-related schools in order to build awareness of career opportunities in the sector.

“With the spa industry’s continual growth, careers in the business offer stability and opportunity,” said ISPA president Lynne McNees.

“This will spread the benefits of working in spas, salons and clubs.”

[More: http://lei.sr?a=a4u7b\\_0](http://lei.sr?a=a4u7b_0)

## Mushrooms: the secret key to help fight ageing?

A team of researchers at Penn State University in the US has found that mushrooms contain unusually high amounts of two antioxidants that could help fight ageing and bolster health.

The study showed mushrooms have high amounts of ergothioneine and glutathione, both important antioxidants, said Robert Beelman, professor emeritus of food science and director of the Penn State Center for Plant and Mushroom Products for Health.

[More: http://lei.sr?a=x7r4c\\_0](http://lei.sr?a=x7r4c_0)

## ROYAL FAMILY

### British monarchy to generate £1.77bn

The British monarchy will contribute £1.77bn to Britain's economy in 2017, with tourism the biggest winner as millions visit the UK to get a glimpse at the Royal Family and their heritage.

Research by Brand Finance estimated the value of 'British Monarchy' as if it were a branded business, accounting for public assets and revenue streams attached to the Royal Family.

It found that the value of the monarchy amounts to approximately £67.5bn, with generated gross uplift of £1.77bn – compared to the £292m it costs to finance the Royal Family each year.

Tourism reaps the largest rewards when it comes to the monarchy, with uplift to the sector valued at £550m.

In 2016, more than 2.7 million tourists visited Buckingham Palace, Windsor Castle, the Palace of Holyroodhouse and other royal attractions. An additional boost comes from Royal-related merchandise sales.

"The monarchy is Britain's national treasure, both symbolically and economically," said David Haigh, CEO of Brand Finance. "Britain can rely on royal diplomacy to facilitate trade relations with the Commonwealth and the rest of the world."

[More: http://lei.sr?a=M6A8r\\_0](http://lei.sr?a=M6A8r_0)



■ The Royal Family has a total value of £67.5bn



**The monarchy is  
Britain's national  
treasure**

David Haigh

## TRAVEL

### Air Passenger Duty freeze could boost British tourism



**The review must  
cover all four  
corners of the UK**

Deirdre Wells

Travel trade association UKinbound has welcomed the decision in last week's Budget to freeze Air Passenger Duty (APD) on short and long-haul economy flights.

According to the government, the move on air tax means that 99 per cent of passengers coming to the UK will not see a rise in APD, with the move balanced by a rise for premium fares on long-haul routes.

"It's encouraging to hear APD feature on the government's agenda and that this tax on trade will be frozen on all short-haul and



■ Most incoming passengers will see a rise in APD

long-haul economy flights," said UKinbound CEO Deirdre Wells.

The chancellor also announced a review on tourism VAT for Northern Ireland following Brexit but Wells warned that APD's detrimental effect on UK businesses should be investigated.

[More: http://lei.sr?a=z2N2x\\_0](http://lei.sr?a=z2N2x_0)



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## AWARDS

# The Ned named Europe's best new hotel

An elegant London hotel situated in a converted former bank building has been named the best new hotel in Europe at a ceremony held by the Awards for Hospitality Experience and Design (AHEAD).

The Ned hotel, spa and club, with interiors designed by Alice Lund and architecture practice EPR, opened in April 2017.

The creative team has transformed the Grade I-listed former Midland Bank Building to include 252 bedrooms, nine restaurants, a member's club and extensive health and leisure facilities.

The hotel's name honours the building's original architect, Sir Edwin 'Ned' Lutyens, and many of the original design features from the 1920s and 1930s have been retained.

The Ned is run by Soho House – which operates private members' clubs for those in film, media and creative industries – in partnership with US-based Sydel Group, which manages "unique hotels rooted in their location and architecture".

"The brief was to create a beautiful old hotel as if it had been around since the inception of the building itself," said Lund.

The spa and grooming areas are open to the public, including a subterranean spa and rooftop pool.

[More: http://lei.sr?a=z5x4r\\_0](http://lei.sr?a=z5x4r_0)



■ The original architect was Sir Edwin 'Ned' Lutyens



**The brief was to create a beautiful old hotel**

Alice Lund

## REDEVELOPMENT

# Apex City Hotel completes £1.5m refurb with restaurant



**The refurbishment has transformed the hotel**

Brian Tapson

Work has been completed on a £1.5m refurbishment programme at the 209-bedroom Apex City of London Hotel.

The nine-month project saw the hotel's public areas and largest meeting room given a makeover – with a new restaurant and spa incorporated into the property for both guests and locals.

The new restaurant, The Lampery, features a concept spearheaded by hospitality and events company Concerto, in partnership with Apex Hotels.



■ Inside the hotel's new restaurant, The Lampery

"The refurbishment has transformed the hotel, with the inclusion of an indulgent spa and food offering that will appeal to locals as well as hotel guests," said Apex City of London Hotel general manager Brian Tapson.

[More: http://lei.sr?a=8t8V8\\_0](http://lei.sr?a=8t8V8_0)

## New Year, new ways to measure performance

**A**s we hurtle towards Christmas, the hotel industry is already making predictions about what lies in store in 2018.

Staffing is the key area of concern and that's not going to change. With the value of Sterling down 13 per cent since the EU Referendum, many Europeans are no longer finding it profitable to work in the UK and are returning home. Staffing costs will have to go up. While the weaker pound is bringing leisure tourists in, it's also creating a harsher environment for hoteliers as they have to deal with higher costs for imported goods such as wine, in addition to general food cost inflation.

According to PwC, revenue per available room (revpar) growth is forecast to slow from six per cent this year in London, to 2.4 per cent in 2018 and from 2.5 per cent to 2.3 per cent in the regions.

### New Year's resolution

What can hoteliers do to mitigate this slowdown? There's concern that because top-line revenue performance has been good, it's masking a lot of bottom-line

evils that will start to be exposed when revenues start to settle down.

Part of the answer could be found in new ways to measure your hotel's performance. There's a growing school of thought that says occupancy and revpar are not the best ways to judge how well you are doing.

In some cases, higher occupancy can simply mean higher costs and lower profits. It is also worth noting that extended periods of very high occupancy result in greater refurbishment costs.

With revenue growth expected to slow, hotel managers will need to be more agile, diligent and skilled in their pursuit of profits. To keep an eye on profitability, hoteliers and revenue managers should look at gross profit per available room. If customer acquisition costs are tricky to calculate, other useful metrics to consider are average daily rate, demand, cost per occupied room and ancillary revenue potential. Analysis of your business mix and demand potential is needed to make a shift from high-volume bookings to higher profit bookings. ●



■ Peter Ducker, chief executive of the Institute of Hospitality



In some cases, higher occupancy can simply mean higher costs and lower profits



■ Revenue per available room is set to slow down in 2018

## ZOOS

### Major zoo licensing review underway

A review of the zoo licensing system is underway in the UK following the Cumbria zoo scandal which saw the death of nearly 500 animals in just four years.

A report from the government advisory Zoos Expert Committee will examine lessons from the case of South Lakes Safari Zoo in Dalton and propose changes to the ways zoos are licensed, in order to prevent similar neglect happening again at any animal attraction in the UK.

The review was ordered by secretary of state for the environment Michael Gove.

“The Zoos Expert Committee is currently

considering the lessons that can be learnt from the South Lakes Safari Zoo case in relation to the zoo licensing system,” Gove wrote in a letter to local MP John Woodcock.

“We’ve tasked them with reviewing the case and providing the government with clear, evidence-based advice on the lessons learnt in relation to the zoo licensing system. We will consider this advice carefully when we receive it in due course.”

South Lakes Safari Zoo had 486 animals die under its care between 2013 and 2016, from causes including emaciation, hypothermia and electrocution.

[More: http://lei.sr?a=g2G6c\\_0](http://lei.sr?a=g2G6c_0)



■ South Lakes Safari Zoo says it has improved its standards



**We’ve tasked them with providing clear advice on the lessons learnt**

Michael Gove

## MUSEUMS

### Mendoza calls for museums development plan



**Museums play a vital role in the cultural life of the country**

Neil Mendoza

A major review of England’s museums sector has called for an action plan to show how government and funding bodies will continue to provide support – currently worth £850m (€947m, US\$1.1bn) per year in public money.

*The Mendoza Review: an independent review of museums in England*, led by publisher and entrepreneur Neil Mendoza on behalf of the DCMS, is the first assessment of the sector in more than a decade.

The review focuses on national infrastructure, government-funded museums and how Arts Council England



■ Tate London’s David Hockney exhibition

and the Heritage Lottery Fund work with museums across the country.

“England has a world-class museum sector,” Mendoza. “Museums play a vital role in the cultural life of the country. Museums sit at the heart of our towns, cities and communities.”

[More: http://lei.sr?a=V9G3E\\_0](http://lei.sr?a=V9G3E_0)



**MUSEUMS**

## AIM names Emma Chaplin new director from February



**We had an astonishingly strong field of applicants**

Richard Evans

The Association of Independent Museums (AIM) has named Emma Chaplin as its new director.

An AIM Council member from 2003 to 2014, Chaplin has worked as a museum consultant since 2009, collaborating with museum and heritage organisations to help them grow, develop and achieve their potential. She has also worked with Arts Council England, the Welsh Government and museum development teams in England.

“AIM has been a beacon of advice, knowledge and inspiration for me throughout my career,” said Chaplin.



■ Chaplin has also worked with Arts Council England

“I relish the opportunity to build on its success of recent years as it embarks on an ambitious new chapter.”

“We had an astonishingly strong field of applicants,” said AIM chair, Richard Evans. “Emma demonstrated her strong experience with an understanding of independent museums.”

[More: http://lei.sr?a=f4Y5q\\_0](http://lei.sr?a=f4Y5q_0)

**NEW ATTRACTION**

## Engines ready! Triumph Motorcycle experience opens

With admirers from Steve McQueen to Marlon Brando, Clint Eastwood to George Clooney, Pink to David Beckham – the iconic Triumph motorbike will be celebrated by all thanks to a new attraction opened in Hinckley, Leicester.

The Triumph Factory Visitor Experience is laid out across eight themed zones, aimed at engaging its guests with the story of the historic manufacturer and demonstrating its prowess in design and engineering.

Edinburgh-based Studio MB handled the master plan, concept design, interpretative and exhibition



**Everyone involved had very high hopes – I’m not disappointed**

Miles Perkins

design, featuring state-of-the-art audiovisual and multimedia integrated by Sysco Productions. Pitched at those with a



■ The Triumph Factory Visitor Experience has eight unique zones

general interest as well as hardcore motorcycle fans, the 1,200sq m (12,196sq ft) space features exhibits, interactives and 40 original modern and vintage motorbikes, including Steve McQueen’s Great Escape Triumph TR6, Triumph’s 1956 Salt Flats record breaker, and more recent cruiser and

touring motorcycles.

“Three years in the planning and 12 months in the making meant everyone involved had very high hopes for the new Triumph factory visitor experience,” said head of brand management Miles Perkins. “I’m not disappointed.”

[More: http://lei.sr?a=4Q1u5](http://lei.sr?a=4Q1u5)

IP

## Shaun the Sheep gets foothold in Japan

British animation studio Aardman has opened two Shaun the Sheep Family Farms in Japan, with one in Osaka and one in the east coast city of Sendai.

The FECs include physical activities, play equipment, toys and puzzles themed around the quirky character and his friends, Shirley and Timmy, as well as a toddler zone and adult chill-out zone. There is also a store selling Shaun-branded merchandise.

Shaun the Sheep, who has proved hugely popular with the Japanese, continues to make his mark in the country

after a themed restaurant opened in Tokyo just weeks ago.

Shaun the Sheep Sunday Brunch café serves dishes inspired by the Aardman TV series and film.

Aardman Attractions and Live Experiences worked on the projects with Tohokushinsha Film Corporation, who represent the studio in Japan.

In 2016, Sweden's Skånes Djurpark partnered with Aardman to create a Shaun the Sheep land, and visitors to Cornwall, UK, can try

■ Shaun and his friends have made the move from the UK to Japan

out the Shaun the Sheep Experience in Land's End.

Ngaio Harding-Hill, Aardman's senior manager of attractions and live experiences, told *Leisure Opportunities*: "We have ambitions to develop our presence within the sector."

More: [http://lei.sr?a=r5V3e\\_0](http://lei.sr?a=r5V3e_0)



**We have ambitions to develop our presence in the attractions sector**

Ngaio Harding-Hill

### MUSEUMS

## Bolton Museum unveils Egyptology gallery designs



**This collection is one of the most significant in the UK**

Ebrahim Adia

Designs for a new gallery dedicated to ancient Egypt have been released by Bolton Museum and exhibition designers Leach Studio.

Work is already underway on the £3.8m addition to the museum, in Bolton, Lancashire, with the venue set to re-open in 2018 following essential roof repairs and electrical works.

The Eternal Egypt gallery will showcase Egyptian artefacts, a replica Pharaoh tomb, and explain how Bolton came to acquire its Egyptology collection.



■ An artist's impression of the Land and People zone

"Bolton's Egyptology collection is one of the most significant in the UK," said Ebrahim Adia, Bolton Council's executive cabinet member for regeneration and resources. "We'll be pulling out all the stops to create a visitor attraction of international quality and appeal."

More: [http://lei.sr?a=u9m3m\\_0](http://lei.sr?a=u9m3m_0)



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# Active iQ

# pulsebeat

All the latest news and headline-grabbing stories from The Pulse Group



2017 has been a year of tremendous progress and success for us with many key achievements. This year, we have refreshed and modernised our brand, creating a clear company strategy with four new defined businesses;

**Pulse Fitness**, **Pulse Design & Build**, **Pulse Soccer** and **Pulse Solutions**. In addition to aiding business dexterity, the rebrand allows each company to focus on their long-term goals, whilst retaining the company expertise and heritage to deliver a total leisure solution.

We are particularly proud of our work with Bolsover District Council, officially opening the brand-new Go! Active @ The Arc at the beginning of year. The £4m development has been a huge success and is already exceeding membership expectations. Our partnership with the FA to operate three soccer facilities as part of the 'ParkLife Project' has also got off to a fantastic start. We are delighted to say that over 30,000 more people are now playing football at a grassroots level within the city of Sheffield as a direct result of the work we are doing. Following on from this success we were thrilled to win another contract with Liverpool City Council to take the FA's ParkLife Project into Liverpool.

Our work across the education sector also continues to flourish with contract wins in 2017 with Harper Adams University, Solent University

and Kings College London to name but a few. We were delighted to have been appointed by BUCS as their official partner for the newly formed Physical Activity and Health Strand for the next two years.

Our partnership with the Ministry of Defence has gone from strength to strength this year, culminating in our reappointment as their preferred equipment supplier over the next four years.

Lastly, I am pleased to say that our Pulse Fitness brand has made huge strides globally, having signed new dealers in Poland, Singapore, Vietnam, Thailand, Cyprus, Togo, Turkey, South Korea, South Africa and China. We have a heritage of international export but 2017 has seen us enter a new phase offering more products and more support to a greater number of distributors worldwide.

Looking at the year ahead, there are several exciting projects set to kick-off in the new year. Work has already begun on the £3m redevelopment of Deben Pool, which we are working on in partnership with Suffolk Coastal District Council.

Last but by no means least, next year, we are also planning to have an even bigger presence at FIBO 2018, the leading International trade


show for Fitness, Wellness and Health. Taking place in April in Cologne, we will highlight our impressive portfolio of products and services over the four-day event. I encourage you to start planning now to ensure you won't miss this important industry event. You can find **The Pulse Group at Hall 7, Stand C48.**

**FIBO** GLOBAL FITNESS




## Don't look in any direction but ahead.

Healthy regards, Chris Johnson,  
Managing Director of The Pulse Group


 Pulse Fitness sees huge growth for functional training in gyms


 Small investments equal big results for Pulse Design & Build


 Pulse Soccer secure FA Parklife contract in Liverpool


 A Pulse sales & marketing solution achieves a 527% membership growth



What could we do for you? Let's start the conversation today. Call us on (+44) 1260 294610.

## Pulse Soccer awarded prestigious contract to bring the Parklife Project to Liverpool

Following recent success in Sheffield, Pulse Soccer has been awarded a contract with Liverpool City Council to bring the FA's Parklife Project into the city.

Pulse Soccer will work in partnership with Liverpool City Council, The Football Association and Sport England as strategic leisure development partner to create four

brand new soccer hubs in Liverpool. The project aims to get more people involved in football at a grassroots level.

As part of the project, Pulse Soccer will oversee a range of activity including all programming, marketing, pricing structures, IT systems and reporting, health and safety and maintenance.



Example site plan for one of the proposed sites in Liverpool.





## Transformation of Jesmond Sports Centre by The Pulse Group hailed as resounding success

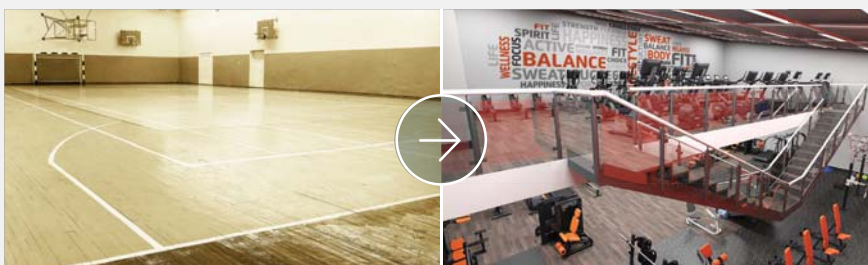


Hailed by Sport Aberdeen as a tremendous success, the recent refurbishment of Jesmond Sports Centre by the Pulse Group has transformed the facility into a state-of-the-art leisure centre, fit for the entire community. Complete with a two storey, 70-station gym, functional training and free-weights area, virtual activity zone and immersive spin studio, the project has increased membership by an incredible 465% since the centre opened its doors to the public in January 2017.

The refurbishments have been key in engaging new members of the public. With a new main entrance, wholly remodelled and relocated, it is now easier to access with a welcoming reception and seating area. The old reception area was converted into a fully immersive activity zone, an innovative design proposed by Pulse to attract new members. The activity zone is one of the first of its kind to be installed in Scotland and has been kitted out by Pulse Fitness with Trixter bikes,

a Nexersys Ultimate Cardio Machine, as well as dance mats, Eyeplay and a cardio wall.

The modernisation has had a positive effect on the community with more people of varying ages and abilities engaging in physical activity. Prior to the investment, membership numbers sat at just 255. Since officially opening, membership has increased to 1,442 members, 56% of which live within a 1-mile radius of the venue.



## The Pulse Group exceeds membership expectations by 527% at Go! Active @ The Arc



Within the first three months of reopening Go! Active @ The Arc earlier this year, the Pulse Group exceeded membership expectations by an incredible 527%.

The robust operational solutions provided by the Pulse Group has been a key driver in the success of the centre. In collaboration with the local council, Pulse Solutions led on the development of a full marketing strategy which included all print and digital designs for Go! Active's pre-sales campaign, posters, banners, newspaper adverts, online adverts and a full social media strategy. As a result of the robust marketing efforts, The Go! Active website

received 1,200 registrations prior to the facility opening.

The Pulse Solutions team also installed a range of operational solutions to ensure a sustainable IT infrastructure, including radio frequency identification (RFID) wristbands creating a seamless access controlled entry solution. Booking kiosks were installed within reception and Pulse created a dedicated class booking app. The app has received fantastic feedback and is used by 80% of members whilst a further 15% use the kiosk. The use of the app and kiosk combined has reduced demand on busy reception staff by up to 5%.

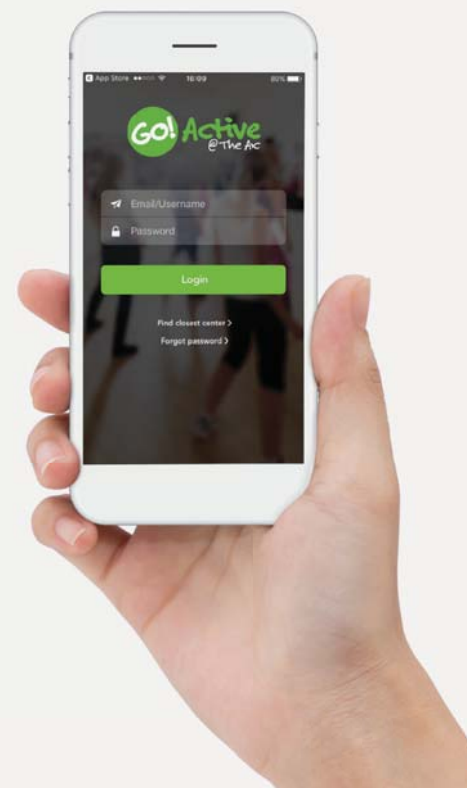
Dedicated app to book fitness classes



Increasing social media awareness



Design and print all POS



## Functional spaces: a growing design trend



Design trends in the fitness industry are ever-changing. It is no longer about areas full of cardio machines or large mirrored rooms with wooden floors. Functional spaces are becoming essential, and with a dedicated Sports Performance Division, headed up by Jake Saunders, Pulse is incredibly well positioned to capitalise on this trend.

With this change comes a lot of design considerations. Pulse understands that a functional studio calls for various agility and plyometric equipment which requires special flooring to help prevent damage. Equally, careful planning is required to ensure the space is maximised and used effectively especially when installing free-standing or wall mounted rigs. All the while, the space needs to be inclusive and welcoming to members, ensuring maximum use and member retention.

Recently, Pulse Fitness put their knowledge of functional training to the test at Harper Adams University to create a high-quality fitness environment. Leveraging the existing space, Pulse Fitness supplied and installed 33 stations of CV equipment from its Series 2 range as well as a range of free-weights and functional training equipment, reflecting the growing interest in this type of training.

## Small investments can equal big results

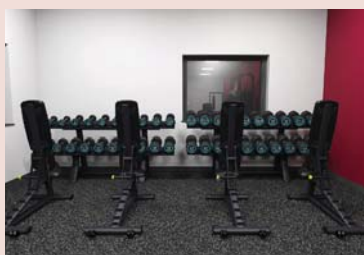
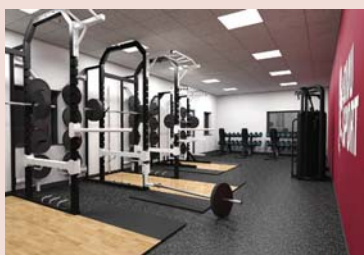
Pulse has recently completed a project with De Montfort University in Leicester proving that even small changes can make a big impact. For less than £50,000, the facility has received a variety of equipment upgrades and aesthetic changes that have modernised and updated the space. The project included upgrades to the ceiling tiles and new flooring including carpets and free weight flooring. Similarly, upgraded wall décor and a fresh coat of paint on window frames have given the centre a refreshed look without incurring the cost of a full refurbishment. Coupled with a selection of new functional training equipment including dumbbells, benches, strength and pulley machines, the facility now looks completely transformed, all within a very reasonable budget.

"While large investments in refurbishment projects may make headlines, at Pulse we work on many smaller projects that are making a big impact on facilities across the country,"

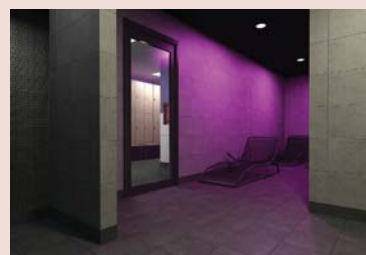
says Matt Johnson, Executive Director at Pulse Design & Build. "These smaller investments can also be a quick win for facilities, driving increased member acquisition and retention with a much more modest price tag. What's more, smaller investments can often lead to further reinvestment in phased projects, which is a perfect solution for facilities that may have a tighter budget."

Similarly, Hyndburn Leisure Centre approached Pulse with a similar request to help to update their facility on a budget. The goal was to help meet growing customer expectations and support the latent demand within the area. Specifically, Hyndburn Leisure approached Pulse to modernise a very dated steam room, beauty therapy room, shower and changing area. Using their expertise, a simple reconfiguration of the space, coupled with new flooring and modern design features has given the facility an updated look, all while keeping costs low.

### Fitness suite refurbishment at De Montford University



### Steam & changing rooms refurbishment at Hyndburn Leisure



# leisure opps

## MY CAREER

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

**Rob Oaten**

GENERAL MANAGER

Legacy Leisure

I have a real passion for sport, and wanted to work in a role where I could make a difference

**R**ob Oaten joined Parkwood Leisure, and then Legacy Leisure in 2009 and now works as the general manager for the Vale of Glamorgan leisure centres.



with a given situation without making any progress to resolving it. Once the problem has been identified, all discussions thereafter should be about what can be done to fix it and prevent re-occurrence."

### Tell us about your career

"I started out as a senior recreation assistant at Scotch Horn leisure centre in June 2009. From there I progressed to a duty manager role. In February 2011, I became the centre manager at Scotch Horn and Backwell leisure centre. I was then seconded to Penzance leisure centres as general manager for a year, before returning to my centre manager role at Scotch Horn and Backwell. In April 2015 I was promoted to general manager at Vale of Glamorgan."

### Why did you want to get into the industry?

"I have a real passion for sport and leisure, and I didn't want to work in an office but in a role where I could make a difference to people's lives."

### What career advice would you give to young people trying to break into the industry?

"Persistence, availability, flexibility and passion are key. Never be afraid to take opportunities, even if they are perceived as backwards or sideways steps, as they may provide invaluable experience that can springboard career progression in the future."

### What is the best piece of careers advice you've been given?

"Focus on the solution, not the problem. There is a widespread tendency to dwell on what is wrong

### What changes would you like to see to the industry?

"I would like to see the modernisation of facilities, presentation and communication, and cohesion between exercise, health and nutrition. The industry focuses heavily on exercise availability, less so on health impacts eg smoking and is even less focused on nutrition. Ultimately, all three present a healthy lifestyle."

### What's been your proudest moment?

"In 2012, I was awarded Financial Manager of the Year for significant over-performance at the Scotch Horn and Backwell centres."

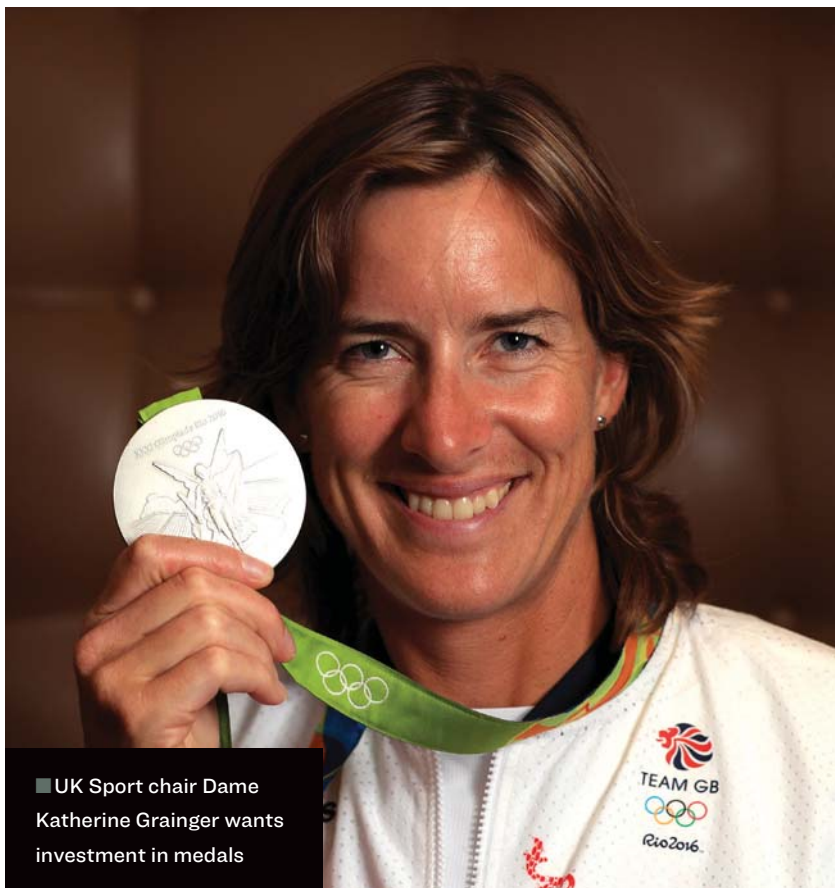


■ Rob Oaten has worked in the leisure industry since 2009



# World-class returns

New research shows the value of Olympic and Paralympic sports to the UK's economy as £19bn, making the case for further investment



■ UK Sport chair Dame Katherine Grainger wants investment in medals

The value of Olympic and Paralympic sports to the UK now stands at £19bn, according to researchers at Sheffield Hallam University. Using data in the National Accounts – from the Office for National Statistics – academics commissioned by UK Sport found this sector of the sport industry generates consumer spending of £20bn and provides employment for more than 620,000 people.

The Olympic and Paralympic sports account for more than half of the entire sporting economy, more than one per cent of the entire UK economy and more than two per cent of all employment.

The figures do not include sports such as football and golf, for which the Games are not considered to be the pinnacle of the sports.

The study, called *The Economic Importance of Olympic and Paralympic Sport*, shows road cycling alone is worth £2.3bn, increasing to £3.6bn if the supply chain is included, and supports 75,000 jobs.

The Paralympic sport sector is valued at more than £2bn, with wheelchair basketball worth £42m. And with three months to go until the Winter Olympics in PyeongChang, winter sports are shown to be increasingly popular in the UK, with ice skating worth £400m.

We know our Great British medals in recent and future years can help inspire the nation to get active and take up sports



■ Road cycling is worth £2.3bn to the UK, with participation increasing following the success of Great Britain's Chris Froome at the Rio Olympics

## “ Sport strengthens communities, increases physical and mental health and makes an enormous contribution to our economy ”

If the wider supply chain is included, the value of the sector – Gross Value Added (GVA) – increases from £19bn to £30bn. This level of economic activity makes Olympic and Paralympic sport larger than other sections of the economy such as the water industry, or the forestry, agriculture, and fishing sector.

“The government’s strategy for sport, *Sporting Future*, requires organisations to consider not just how they contribute to the nation’s health or wellbeing, but to the economy as well,” said Professor Simon Shibli, who co-authored the report with fellow sports expert Themis Kokolakis.

“We hope this report is a useful first step in addressing the research needs of the fifth outcome area in *Sporting Future* – economic development.”

Minister for sport and civil society Tracey Crouch MP said: “Sport is hugely important to British life. It strengthens

communities, increases physical and mental health and, as this report clearly shows, makes an enormous contribution to our economy.”

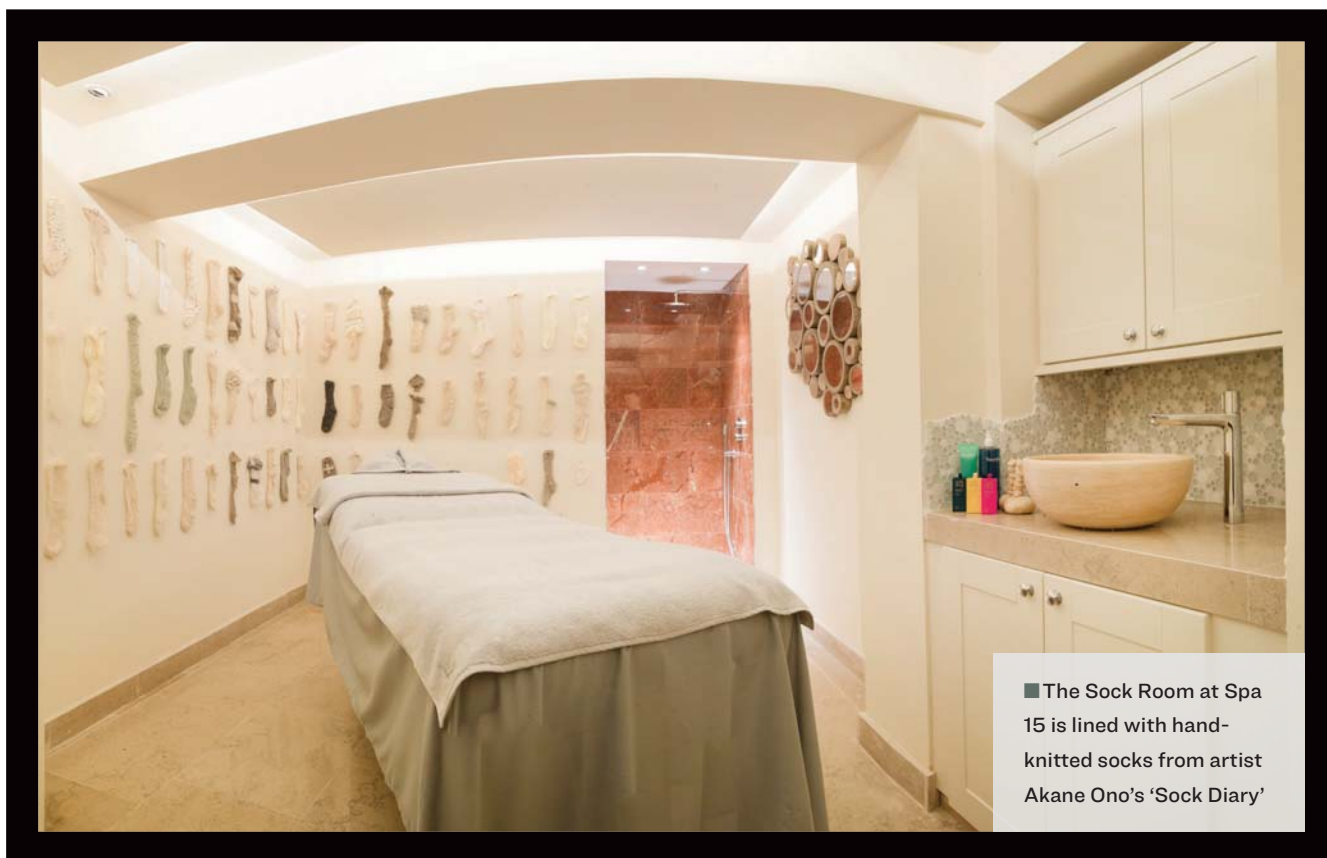
Findings also suggest that British success at the Beijing, London and Rio Games sparked an upsurge in economic activity in sports such as running, cycling and swimming, with employment generated by Olympic and Paralympic sports now larger than the entire sports sector in 2004.

UK Sport chair Dame Katherine Grainger added: “We know our Great British medals in recent and future years can help to inspire the nation to get active and take up sports and exercise, whether in a local parkrun or aiming for an Olympic podium.

“That’s why investing in our medal success through the National Lottery is also investing in the health and wealth of the country as a whole.” ●



■ Ice skating is worth £400m to the UK



■ The Sock Room at Spa 15 is lined with hand-knitted socks from artist Akane Ono's 'Sock Diary'

## A spa with a difference

Hidden below the streets of Bath, a new spa celebrates the ancient city's heritage. *Leisure Opportunities* takes a look inside.



■ General manager Jonathan Walker says Spa 15 has a focus on statement art and ambient lighting

Spa 15 really is a spa unlike any you've seen before. Located in the No. 15 Great Pulteney hotel on Great Pulteney Street, Bath, it features designs from the quirky to the bizarre. It also includes four themed treatment rooms, a large cedarwood hot tub within exposed stone vaults, a barrel-shaped sauna and a steam room.

In keeping with No. 15's celebration of local up-and-coming artists, the

treatment rooms showcase local artworks to give each its own personality. The Tapestry Room is designed as a warm, cocooning space where artist Emma Nicole Straw's landscape-inspired tapestries adorn the walls in shades of burnt orange, blue and cream. The Sock Room includes a collection of hand-knitted socks from artist Akane Ono's 'Sock Diary' pinned to the wall. Inspired by events in her personal life, each story also has details in a hand-written tag.





■ From tapestry and pottery to socks, Spa 15's interesting instalments celebrate local artists, alongside luxury facilities

The Coral Room features 3D mixed-media coral reef across the ceiling, created by artist Deborah Kolumbus. The stark white piece is made of silk, wool, paper, wire, plaster, plastic and wax and is inspired by Kolumbus' passion for environmental issues, providing a reminder of the coral reefs disappearing around the world. The Pottery Room has an eclectic collection of whimsical sculptures by artist Chantelle Raybould, inspired by the ocean, which sit alongside Bethany Walmsley's textural ceramic

“

We hope we've created a luxurious and supremely relaxing space that's unlike anything our guests might have experienced before

plates and sculptures and life-like porcelain hands and ceramic sculptures by Ying Sheung Wong.

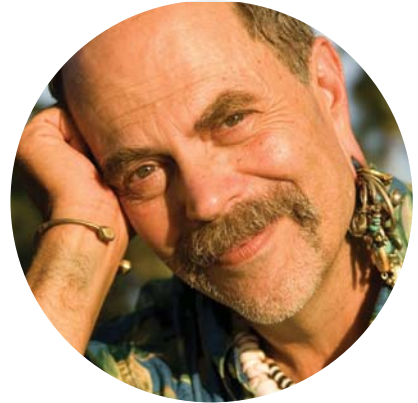
“We hope we've created a luxurious and supremely relaxing space that's unlike anything our guests might have experienced before,” said Jonathan Walker, general manager. “There's a focus on statement art and ambient lighting.”

The final secret lies in the 40th and final bedroom in the hotel, The Hideout Suite, which will have its own spa experience bathroom with hot tub.



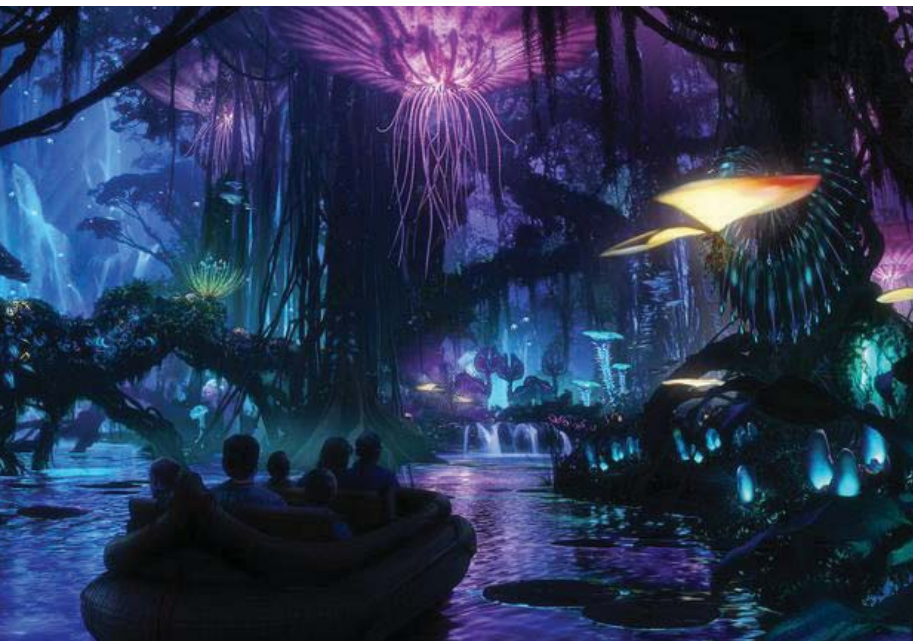
What we do is about what could and is going to happen to you inside this world where these things also happened to the characters

Joe Rohde, Walt Disney Imagineer



# Tell stories like Disney

Walt Disney Imagineer Joe Rohde reveals his secret to storytelling in theme parks



■ Rohde said that creators of attractions based on film IPs must consider format in the theatre versus format in the theme park realm

Veteran Walt Disney Imagineer Joe Rohde has spoken about how to deliver great storytelling in theme parks, saying that to successfully utilise an IP, attractions creators must put visitors at the centre of their own immersive fantasy world.

Recently celebrating the launch of his latest Disney project – Pandora ‘The World of Avatar’ at Orlando’s Animal Kingdom – Rohde said that creators of attractions based on film IPs such as *Avatar* or *Star Wars* must consider format in the theatre versus format in the theme park realm.

“We build story worlds, not necessarily story plots,” said Rohde, speaking as part of the IAAPA Legends Panel. “A film is a format that allows you to explore the character-based





■ Rohde's latest project, Pandora 'The World of Avatar'

“ In the park, I’m anything but inert – I’m up on my feet, my body is moving through space, under my own volition or in a vehicle ”

side of the storytelling world. You follow characters through a plot and it takes about 90 minutes to do.

“What we do is much more about direct experiences – what could and is going to happen to you inside this world where these things also happened to those characters.”

According to Rohde, who joined Walt Disney Imagineering in 1980 during the development of Epcot, the main trap attractions creators can fall into when working with a film IP is recreating a world but not including the visitor as an active part of that world.

“When you go into a theatre to watch a movie you’re rendered pretty much inert,” he said. “You sit in the dark, in the quiet, and you watch something happen to somebody else.

“A lot of our emotional attachment to the story comes from the things that

happen to this person. But it takes time. It’s not done well in the first two minutes like it might be in a theme park, it’s done well over an hour-and-a-half.

“When I go into a park, I’m up on my feet, my body is moving through space either under my own volition or in a vehicle. In the theme park, I’m anything but inert.

“I do not have the spare mental framework to pay attention to what’s happening to some other person, I’m paying attention to what’s happening to me.

“The whole meaning of the story has to turn upside down now and we have to figure out what it is about this world that could ever be meaningful to a person who is experiencing it directly as something happening to them.” ●



■ Fellow storyteller James Cameron gives Whoopi Goldberg a tour of Pandora





## EXPRESSIONS OF INTEREST

# MEPAL OUTDOOR CENTRE

### East Cambridgeshire District Council is seeking expressions of interest for Mepal Outdoor Centre.

The Centre is approximately midway between Cambridge and Peterborough. It has operated for some years under a trust structure - catering for community users and school groups - but is currently closed, following a break-in and fire in December 2016. It is believed that a viable business can be developed with appropriate investment and a sound long-term business plan, and the Council is open to discussions around the most appropriate business structure and form of tenure.

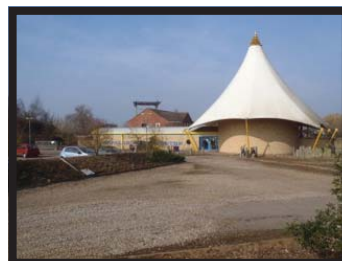
The total area is approximately 12 hectares (30 acres).

#### Facilities include:

- Water-sports lake & boathouse
- Student accommodation block (approx 38 beds) plus staff flat
- Range of land-based activity areas including high ropes installation
- Activity-hall and indoor climbing wall
- Camping area with small amenity-block
- Extensive parking

**Formal expressions of interest are invited, to arrive by Monday 4th December 2017 (17:00).**

**For further information and the submission template document, please email: [leisure.moc@eastcambs.gov.uk](mailto:leisure.moc@eastcambs.gov.uk) or visit our website at: <https://www.eastcambs.gov.uk>**



*This is a re-advertisement. Please note that no works or services are to be commissioned by the Council. This process is expected to inform the identification of a suitable operational or development partner, to whom the Council will grant a lease or freehold as appropriate. The Council reserves the right however not to proceed with any offer or submission received.*

# 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



Gurpreet Lidder

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



# EXCITING OPPORTUNITIES AT CREALY ADVENTURE PARK AND RESORT



**Crealy Great Adventure Park and Resort** is the Southwest's largest family theme park attraction and is home to over 60 rides and attractions, live shows and a zoo. Set in over 100 acres of countryside the multi-award winning business also consists of a large luxury lodge and camping park that includes uniquely themed accommodation with a variety of entertainment, sports and leisure facilities.

**Closing date for both opportunities:  
7th December 2017**

On-site accommodation can be available with these posts, if required.

## Experienced Head Animal Keeper Up to £30,000PA

This role offers a competitive salary, inclusion in the company's bonus and pension schemes and the opportunity to further your career within the animal and zoological world.

- You will be responsible for overseeing the day to day running of the resort's animal business.
- Adopting a 'hands-on' operational approach you will lead, support and assist the animal keeping team; ensuring best practice, and compliance with Health and Safety regulations.
- You will have a consistent and continuous performance to improve the overall animal management standards as well as delivering the best possible guest experience in line with our 'Customer Promise'.
- You will also have a very active role in future development of the animal department during this new and exciting period.
- As well as being responsible for your department, you will also be a key member of the resort's Senior Management Team.
- You will need to be hard working, physically fit, enthusiastic and reliable.



- You will need to be organised, have a good level of understanding of animal behaviour, possess strong communication and computer skills as well as be efficient with time management.
  - You will have a minimum of 5 years zoo keeping/animal welfare experience, plus proven people management skills. You will also have relevant industry qualifications.
- In return, we offer a competitive salary, inclusion in the company's bonus and pension schemes and the opportunity to further your career within the animal and zoological world.

This role is full-time and permanent position. Working 5 days out of 7 which will include some weekends and bank holidays.





## Retail Operations Manager

Up to £30,000PA

This exciting and challenging opportunity invites you to become a contributing member of the park's senior management team.

The Retail Operations Manager will be responsible for the entire day-to-day smooth and profitable operation of all retail areas across the resort.

Through diligent work and optimal fun, you will strive to achieve the financial targets as well as lead and develop your team.

### Responsibilities:

- Manage the day-to-day operation of the Resorts entire retail areas, ensuring efficiency, safety and world-class service.
- Recruit, train, manage and inspire a team of up to 15 people.
- Meet secondary spend, Key Performance Indicators (KPI), and mystery shop visit targets.
- Assist with the implementation of any cost control measures in all retail spend areas, to ensure the maximisation of profit at all times.
- Create a display and merchandising plan that maintains the highest of standards, product mix to showcase products through excellent visual merchandising.
- Ensure the merchandising and display stock levels and replenishment is carried out consistently.
- Accountable for all aspects of stock control.
- Oversee the timing of the stock orders to maximize key trading periods factoring in the lead times.
- Adopts an enthusiastic, assertive and passionate approach to guest service, and demonstrates the company's values at every opportunity.
- Responsibility to ensure compliance of Health, Safety & Security within the workplace and in line with the company's health and safety guidelines and policy.
- All other duties as assigned.

### About you:

It goes without saying that the right candidate will be smart, confident and approachable, they will also be knowledgeable, fun, loving and genuine. As well as strong organisational skills, you will need to be flexible and exhibit the ability to multi-task.

You will be an exceptional communicator and will have strong relationships with both internal team members as well as external contacts such as suppliers.

You will be expected to role model leadership behaviours and lead by example at all times and to work by company standards and guidelines.

### A positive commitment to development themselves is essential;

- Minimum of 3 years of retail management experience required preferably in the leisure industry either at a substantial visitor attraction, theme park or large holiday park environment.
- Knowledge of basic computer skills including Microsoft Office - Excel, Outlook, and Word.
- Proven ability to work on multiple projects simultaneously and multi-task as necessary.
- You will need to be organised and be used to planning ahead.
- Desire to work in fast-paced, high-pressure environment.
- Commercially astute with an entrepreneurial flair.
- Have a keen eye for detail.
- A natural leader with a confident, assertive but approachable personality.
- Enthusiastic, boundless and infectious energy about the business and the ability to enthuse others.
- Must be willing to work flexible hours, including evenings and weekends to support park operations.
- Must have a valid driver's licence

**APPLY NOW: <http://lei.sr?a=E4P8I>**



**Bristol  
Zoo  
Gardens**



## Chief Executive

**Our mission is to save wildlife through conservation action and engaging people with the natural world. We achieve this mission through operating two zoos; Bristol Zoo Gardens and the Wild Place Project, and through our formal and informal education, conservation and science programmes.**

Established in 1836, Bristol Zoo Gardens is the fifth oldest zoo in the world. The Wild Place Project was launched in 2013 on a large, rural site in South Gloucestershire and has enjoyed rapid expansion since its inception.

As the largest visitor attraction in the South West, our zoos have welcomed over 90 million guests and through our national and international field conservation programmes, we have helped save a significant number of species from extinction. We offer popular undergraduate and postgraduate degree programmes in collaboration with local universities and our award-winning education team has taught generations of school children the value of nature, wildlife and the impact our society has on the world.

We are now seeking a new Chief Executive to lead the Society through its next phase of development. In partnership with the newly appointed Chief Zoological Officer, you will ensure that our mission is delivered via an amazing visitor experience and through high-quality conservation, research and education.

Our new Chief Executive will have senior leadership experience gained in the leisure or visitor attraction sectors, ideally in organisations with multiple service lines. With strong commercial acumen, you will be able to articulate a clear vision and strategy to ensure increasing visitor numbers and financial sustainability for the Society. If you have the vision and passion to lead a values-based and committed team at this exciting point in our history, we very much look forward to hearing from you.

**Closing Date: 11th December**

**APPLY NOW** <http://lei.sr?a=f7x6g>



**Bristol Zoological  
Society**  
Saving Wildlife Together



## CAREER OPPORTUNITIES

WTS INTERNATIONAL



# INTERIOR DESIGNER

ROCKVILLE, MARYLAND, UNITED STATES  
COMMENSURATE WITH EXPERIENCE

**WTS International**, one of the world's leading spa, fitness and leisure consulting and management firms, is seeking a Project Interior Designer for our corporate office in Rockville, MD. The Project Interior Designer will be responsible for providing design assistance specific to spa, fitness or other recreation/leisure portions of hospitality projects. They will also be responsible for the identification and procurement of specialized equipment that such facilities require.

### RESPONSIBILITIES

- Prepare and submit space programming documents, equipment layouts and specifications as well as other project-specific input to architects, interior designers and/ or other members of the project team.
- Specify specialized fitness and spa equipment and provide layouts and equipment lists to architects, engineers, interior designers and other project team personnel for assigned projects.
- Secure bid/quotes on above equipment as needed for assigned projects and coordinate the procurement of said equipment with the appropriate disciplines on the project team.

- Establish and maintain knowledge of sources, technical specifications and availability of pertinent equipment and materials. Stay abreast of trends and innovations in the leisure industry.
- Responsibilities may require an adjusted work schedule, travel, and evening/weekend hours in order to meet deadlines.

### QUALIFICATIONS

- Bachelor's degree in Interior Design from an accredited institution.
- A minimum of three years experience working as an interior designer in the field of Hospitality.
- Must possess an interest in fitness, spa and recreation activities.
- High level of proficiency in AutoCAD required. Experience with Revit a plus.
- Skilled in Microsoft Office, Bluebeam, Photoshop and Sketch Up.
- Effective oral and written communication skills.
- Professional appearance, communication and demeanour at all times.
- Must be self-directed, exhibit efficient time management, organization and analytical skills.
- Proven ability to work in a fast-paced, rapidly changing environment.

*WTS International, Inc. is an equal employment opportunity employer that is committed to having a diverse workforce.*

**APPLY NOW: <http://lei.sr?a=g6z4A>**



# OPERATIONS MANAGER



**Location:** Birmingham

**Salary:** Up to £30,000 dependent on experience

**Premier's aim is to Activate and Educate the world! The Birmingham franchise network provides Activities Provision for Schools, Early Years, and Families in sport, arts and wellbeing packages.**

**We are now looking for an Operations Manager to join the team in Birmingham to support and deliver all operational objectives including delivery and development of the business plan.**

## The Role

- Working strategically to set deadlines utilising company business plan and company operating manuals to ensure successful implementation of strategy
- Recruit, engage, deploy and co-ordinate a team of highly skilled Activity Professionals and Middle Management. Managing and delegating tasks throughout the whole team whilst maintaining a strong team ethos and positive relationships through conducting probationary and annual reviews, setting action plans and other engagement activities
- To develop and execute an ambitious sales strategy for rapid growth ensuring that products sold to new and existing schools are meeting/exceeding the target within the business plan
- Manage an online business management system (BMS) and data analysis by reporting statistics via the BMS to influence company strategy
- Attend regional network meetings, core training and National training events for personal and company development
- To manage and grow client's contracts and strengthen customer relationships through termly review meetings with schools and employees. Providing quality assurance checks on the service provided to ensure the companies high standards and reputation are being maintained and positively developed. This can be enhanced by co-ordinating and delivering fun, innovative school assemblies and advertising and promoting all events on time and in full within deadlines
- Set and manage budgets across all areas of the business

## The Candidate

- Leadership, project management and/or management experience
- Strong knowledge of the local area, Education and Health landscape
- Experience of building then leading a strong & successful team

## CORE VALUES:

1. Be happy, have fun and give joy
2. Create wonderfully enjoyable experiences
3. Deliver WOW with every interaction
4. Commit to continual improvement
5. Build a positive team and family spirit
6. Be adventurous, creative and open minded
7. Nurture strong relationships through excellent communication
8. Work smarter not harder
9. Remain above the line at all times.
10. Be outstanding and passionate in everything they do

- Experience of working in a customer facing role that has involved the building of long term relationships within education and/or Health sector
- Ability to cope with pressure and meet deadlines
- Ability to travel to meet with peers and customers across Birmingham and the UK - with a full Drivers Licence and use of a vehicle
- A passion for engaging children in physical activity, sport and wellbeing with an understanding of Primary school education and national Health policies
- Experience and a successful track record of generating and building new relationships with customers and team members
- Account management, strategic and organisational skills
- Experience with problem solving and complaint handling

## Desirable:

- Sport, Coaching or Teaching qualifications
- Presentational skills and experience
- Experience working with CRM/BMS systems

## Benefits:

- 24 Days Holiday (plus bank holidays)
- Training and Development provided
- Company pension and benefits
- Company bonus scheme
- Regular team socials
- Great company values

Premier asks that all candidates produce a Core Values video for 1st interview. This is just a short 2-3 minute video on how they and the work they have previously done aligns them to the Core Values... this can be as fun as you like as it is a chance for you to show them their personality and fit. You will not be considered to progress further along the interview stage if you do not complete this video.

**APPLY NOW:** <http://lei.sr?a=B4f8T>

# Leisure Assistants

**Active**  
Lifestyle Centre

**1 x permanent vacancy & 1 x 6 month fixed term vacancy**

**Location:** Yate, Bristol, United Kingdom

**Salary:** Competitive



## ***As a Leisure Assistant you will...***

- Be a highly motivated, supportive, enthusiastic and progressive individual
- Be in the front line of customer care, providing advice and information, helping customers of all ages
- Be a good communicator and have knowledge of current health and safety legislation
- Have a positive attitude and be committed to achieving high standards of customer service
- Take pride in your work, are always on time, organised and totally reliable
- Already be committed to a healthy lifestyle so you will easily identify with our ethos of 'getting everyone active'
- Have a current National Pool Lifeguard qualification and a First Aid certificate is desirable
- Receive excellent training, career development and the opportunity to work with like-minded people.

## ***We want to hear from you if you..***

- Can deliver an exceptional level of customer service
- Are able to work as part of a team that succeeds
- Are able to follow operational procedures
- Are willing to support the team in maintaining a clean and safe environment for users of the centre

## **About Active Lifestyle Centres**

Active Lifestyle Centres are run and operated by Circadian Trust. Our focus is on health, fitness and fun through activity. We offer state-of-the-art gym equipment and facilities alongside ASA accredited swim programmes, community clubs and leagues, traditional sports and exciting climbing and adventure play.

**CLOSING DATE:**  
**16 December 2017**

**APPLY NOW**  
<http://lei.sr?a=C6u5C>



## Personal Trainers / Class Instructor

**Location:** Watford, United Kingdom

**Salary:** Days £15 hour / Nights £20 hour

Finesse Corporate Solutions specialise in setting up and managing corporate fitness and wellbeing facilities. So if you are looking to improve your employee benefits and thinking of installing a gym or studio in your workplace, you have come to the right place.

For new and existing developments we offer support to clients through every stage of a facilities development from the initial feasibility, concept development, design and build phases through to the launch and ongoing management of the facility.

Our mission is to improve employee health and wellbeing through pro-active health and leisure services, which are delivered by professional, dynamic and customer-focused team members.

We offer over 12 years experience as corporate fitness providers, priding ourselves on delivering the personal touch and making your facility more than just a gym.

But this isn't about us, it's about you!

At Finesse Corporate Solutions we are currently looking for enthusiastic and committed freelance personal trainers to join our vibrant fitness team. You should be self-motivated and passionate about helping our members achieve their goals. You must also be able to teach classes and actively promote the company vision, values and beliefs.

- Applicants must be REP level 3 or above.
- Have great communication and people skills.
- Reliable and able to teach classes.
- Have public liability insurance and class qualifications.

We are looking for day, night and weekend staff, as the gym will be open 24/7.

*Finesse Corporate Solutions are an equal opportunities employer and an investor in people.*

*All applicants will be required to undertake checks and references prior to appointment.*



**CLOSING DATE: 07 DEC 2017**

**Apply now - <http://lei.sr?a=I6q9F>**





***Do you have what it takes to join a world-class hotel and brand new spa leading the way in luxurious hospitality?***

New team members are invited to join us in providing superb service, working for the exceptional Cliveden House name, recently awarded Favourite UK Holiday Hotel by the Condé Nast Traveller...

Join Cliveden House as a Spa Therapist, providing exceptional treatments to all guests and members ensuring smooth operation, record keeping, and client well-being. To give continuous and consistently high standards.

**Responsibilities include;**

- Carry out all treatments to the required standard and as booked by Reception.
- Work within the time guidelines of each treatment ensuring that the highest standard of client care is practised.
- Ensure that product knowledge is well known and that the client's time is educative, therapeutic, and relaxing.
- Greet the client warmly and by their name, show them to the therapy room and indicate where everything is, ensuring the highest client care is given out at all times.
- Be knowledgeable on all facilities, products, and treatments offered with in the Spa, informing the client of availability when requested.
- Ensure that high standards of cleanliness and tidiness are adhered to in the treatment rooms and grooming lounge at all times.

- Sell the products during the treatments and ensure that the client receives your enthusiasm and knowledge.
- Be flexible if colleagues need help within other areas of the Spa i.e. Reception, Changing Rooms.
- Responsible for replenishing towels in the treatment rooms and taking the dirty towels to the laundry.
- Attend any necessary training courses in-house or external.
- Ensure that Company Policies are followed at all times.

**Enjoy a package total of £22,000, £19,500 per annum plus non-contractual service charge and commission on all retail sales. 40 hours per week.**

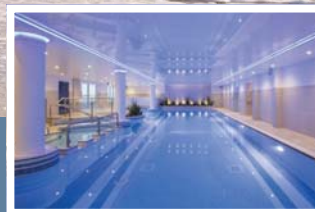
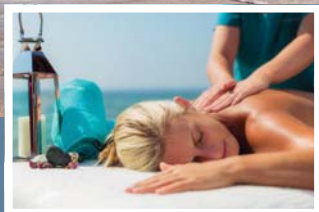
**Apply now: <http://lei.sr?a=U6T9f>**



**THE  
CLIVEDEN  
SPA**



St MICHAELS  
FALMOUTH



## SPA THERAPIST

FALMOUTH, CORNWALL, UNITED KINGDOM ● COMPETITIVE SALARY

St Michael's Hotel & Spa is a stylish and contemporary, "coastal chic" AA 4-star hotel overlooking a blue flag beach and ocean views. Falmouth is a vibrant community where you can live, work and enjoy the charms of the Cornish coast all year, and recently voted one of the top ten areas to live in the country in the Sunday Times Newspaper.

The hotel is currently undergoing an amazing £6m investment and Guests will experience an expanded and refreshed property from this summer.

Launching at the end of the year a brand new a luxury 5-star destination spa with 10 treatment rooms, hydrotherapy pool, thermal suite and outdoor Spa garden. Cornwall's largest Health Club & Spa, new restaurants and bars and the addition of rooms and suites, will create one of the most exciting hotel stories of 2017.

### *This is a career for you!*

We are looking for a Spa Therapist who is professional, reliable and confident, who is able to provide 5-star treatments and excellent customer service to our clients. We are seeking someone who will enhance our award-winning team. Experience of additional well-being treatments would be an advantage.

You must be fully qualified to a minimum of NVQ level 3 Beauty therapy, with excellent retail sales experience. Preferably your experience will be based in hotels or on cruise-ships and the ideal candidate will have a flexible approach to working hours, which will include evenings and weekends.

Spa Therapists receive incentive bonuses, commissions and a staff well-being scheme full of great benefits

### **Our ideal Spa Therapist candidate: -**

- Elemis trained is preferable although full training will be given by the South West's only in-house Elemis trainer.
- Have excellent communication skills and be able to learn our products and services in order to be able to provide wellness solution to meet the needs of your guests.
- Encourage repeat booking of clients.
- Be able to provide professional massage, body, facial and nail treatments to our guests.
- Maintain high standards of treatments and ensuring exceptional levels of customer satisfaction at all times.
- Efficiently and effectively handle customer queries in order to maximise customer satisfaction.
- Ensure all aspects of the spa guest's journey is adhered to all times.

### **Rate per hour plus additional benefits: -**

The rate per hour will be £8.00 and is weekly paid. We provide your meals while on duty as well as staff discount on Spa treatments and Spa products. There is also a staff discount for our award-winning restaurant and a great incentive programme plus a discounted membership in our new Health Club.

We want our interactions with guests to be memorable, so please make your email memorable as well. Tell us about how you match up to the role and characteristics, and what makes you the right person to join our team.

**Apply Now:** <http://lei.sr?a=T9F3u>





# Spa Therapist

**Location: Ware £18.5k + 10% retail commission**

With its fragrant walled gardens, stately Jacobean country house and 200 acres of Hertfordshire parkland, the historic Hanbury Manor Marriott Hotel & Country Club makes a lasting impression. Marriott International the world's largest hotel company with more than 500 global locations and 600,000 associates worldwide is redefining the art of hosting so that our guests can travel brilliantly. Combining old school, classic elegance and impressive grandeur with a contemporary, holistic approach, Hanbury Manor Marriott delivers premium choices, sophisticated style, and well-crafted treatments for the discerning.

## Job Summary

As a Beauty Therapist you will help provide a friendly, knowledgeable and professional service offering a world-class range of Elemis, Decleor, Carita, Aromatherapy Associates & Jessica nail treatments. You will consult each client to fully understand their personal needs and be committed to delivering exceptional treatments. As a Beauty Therapist you'll also be supporting your line manager to maximise revenue through great customer service & proactive selling of high quality spa retail products.

## Skills and Knowledge

- Previous experience in luxury spa or high profile salon
- Spa/Beauty qualification at NVQ Level 3/HND or equivalent
- Strong Communication skills & interpersonal skills
- Excellent level of spoken and written English
- Pro-active and reliable
- Able to work independently and within a team
- Excellent presentation & customer care
- Able to deal with difficult situations professionally and efficiently
- Flexible approach to working hours including evening, weekends & bank holidays

## What we offer YOU

- Competitive Salary
- 10% Retail Commission
- 50% discount on Food & Beverage
- 30% discount on Golf & Spa retail products
- Free Relocation services
- Extensive training both internally and externally
- Worldwide career opportunities within Marriott & Starwood hotels
- Heavily discounted associate room rates for you & friends and family
- Professional learning and development opportunities
- Free meals on duty and free uniform
- Free car parking
- Play Golf for free and preferential rates for family & friends
- Extensive Marriott employee benefits

**CLOSING DATE: 8<sup>TH</sup> DECEMBER 2017**

## How to apply

Please click link below to submit your CV and cover letter.

*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 eligibility will be required from candidates as part of the recruitment process.*



**HANBURY MANOR**  
MARRIOTT HOTEL & COUNTRY CLUB

**Apply now: <http://lei.sr?a=s0u7G>**



# Sports Centre and Swimming Pool Assistants

Borehamwood, United Kingdom  
£21,447 pa

An exciting opportunity to join the team at  
The Haberdashers' Aske's Boys' School, Sunday  
Times Independent School of the Year 2017.

We are seeking to appoint two enthusiastic and suitably qualified people to work on behalf of the Estate and PE Department as our sports centre and swimming pool assistants.

Under the direction of the sports centre supervisor, the sports centre and swimming pool assistants will assist in running and maintaining the sports centre facility, assist with the organisation and staffing for key events, and, once trained, be part of a lifeguard team for other swimming events.

The post is term time only, 35 hours per week Monday to Friday, between the hours of 06:00 and 21:30 on a rota basis, with half an hour, unpaid, for lunch.

Willingness to work other hours and over the weekend would be required, for which there will be additional hours pay.

The salary for this position will be up to £21,447, depending upon qualifications and relevant experience. The pro-rated salary would be up to £15,551 per annum.

To apply and find more information on this great opportunity to become a sports centre and swimming pool assistant at an award-winning school, please click the link below.

**Closing date for applications is noon on Tuesday 5th December 2017. Interviews will be held on Wednesday 13th December 2017.**



The Haberdashers'  
Aske's Boys' School

**APPLY NOW:** <http://lei.sr?a=H0o0Y>



# Recreation Assistant



Location: Cobham Salary: Competitive

*We are currently looking to hire a Recreation Assistant on a 1-year Fixed Term Contract basis.*

Based at ACS Cobham, the purpose of the role is to provide service for all members of the ACS community and other user groups. Also to ensure that all aspects of the day to day operation of the Sports Centre and the ancillary sporting facilities are carried out as per the best interest of the school and the school community.

#### Key Responsibilities will include:

- Maintain concentrated observation of the swimming pool and pool users to anticipate any problems that may occur.
- Maintain and rotate pool positions as outlined in the swimming pool Normal Operating Procedure.
- Prepare school sports facilities (including the facilities within the Sports Centre, gymnasium, tennis courts, track and pitches) according to the programme specified on the daily booking sheets.
- Set up and break down necessary equipment, ensuring that it is correctly and safely stored and in a good state of repair.
- Responsible for maintaining all Health and Safety aspects of the Sports and Activities department.



#### You must have:

- National Pool Lifeguard Qualification (NPLQ) essential.
- First Aid at work qualification essential.
- Experience of working in a sports/leisure environment.

The role is starting immediately and the hours are based on a shift rota system working: Monday to Friday from 06:30 to 14:30 and 12:30 to 20:30.

**Closing date: 9th December 2017**

*ACS celebrates diversity as an equal opportunities employer and is committed to safeguarding and promoting the welfare of children and young people and, as an employee of ACS, you are expected to share this commitment. This position is therefore subject to an enhanced Disclosure and Barring Service Check.*

**To apply: <http://lei.sr?a=B5P3e>**





## HERTFORDSHIRE SPORTSVILLAGE

Hertfordshire Sports Village have exciting job opportunities for multiple roles. We are looking for exceptional staff who meet our values and help us achieve our vision to be Hertfordshire's leading facility and service provider for sports, health and fitness.

### Duty Assistant / Lifeguard

£17,965 - £19,306

**Are you tired of cleaning as part of your current Lifeguard role?**

**Are you keen to progress within a forward thinking single site operation?**

**Do you want to be part of an amazing team with first class facilities, committed to delivering customer satisfaction?**

We have a number of vacancies to offer in this role. Candidates will need:

- A current and valid NPLQ (National Pool Lifeguard Qualification), with a commitment to ongoing training.
- Energy and enthusiasm on shift
- An ability to deliver exceptional customer service consistently
- The ability to work as part of a shift rota including early mornings, evenings, weekends and bank holidays.

**Closing Date: 10 December 2017**

### Leisure Operations Apprentice

£10,105 - £12,485

**Do you love sport and physical activity?**

**Do you want a career in an industry, where you could make the difference to our customer's day/life?**

**Do you want to join a company who invests in their staff and offers progression and training to all?**

**Are you keen to learn and progress?**

An opportunity has arisen to undertake an apprenticeship in Leisure Operations. You will be given support during your work based learning in collaboration with North Herts College to gain a Level 2 NVQ in Leisure Operations. The college arrange regular on site visits to support you throughout your apprenticeship.

**Closing Date: 10 December 2017**

### Personal Trainers

Competitive

We are looking for a dynamic, motivated and energetic personal trainers who will compliment and inspire an already successful fitness team. You must be warm, friendly, personable, self-motivated and committed to making positive change. We are looking to relaunch Personal Training and need the best people to drive this forward. Candidates will need:

- Level 3 Personal Training qualification, First Aid & Public Liability Insurance.
- A minimum 12 months experience running your own PT business, are efficient in business and productivity planning
- To know how to generate leads and are familiar with a rent paying model

In return we can offer competitive monthly rent, complimentary membership, excellent facilities, unlimited earning potential and an amazing team to work with and support you and your business.

### Lead Gymnastics Coach

£20-£30 per hour

An exciting opportunity has arisen for an inspiring, motivating and engaging lead gymnastics coach to join the team. Our progressive, popular recreational gymnastics programme starts with parent and toddler sessions through to our own junior coaches. Candidates will need:

- Level 2 British gymnastics coach qualification as a minimum
- Experience at coaching at level 2 standard or above for some time.
- To inject enthusiasm and creativity into sessions in order to bring energy and engagement to participants.
- Experience of working with pre-school to senior gymnasts is essential as is the ability to motivate and educate junior coaches.

**Apply now: <http://lei.sr?a=w5Y1L>**

# Sports Development Officer



**Location:** Bloomsbury, London, UK

**Salary:** £26,000 per annum

For 80 years, Coram's Fields has provided pioneering services for young people from birth through to early adulthood, today these services continue to provide invaluable support to the local community.

Our sports development programme supports young people from across the age and ability spectrum, providing many with their first experience of sport, whilst also ensuring critical development opportunities for all young people, both in a sporting context and in terms of their wider personal and social development.

Over the last ten years, we've established ourselves as one of the leading providers of sport in Camden, engaging over 500 young people per week through our open access, community sports programme. During this time, we have invested over £400,000 in our sports facilities, including the redevelopment of our three, eight-a-side football pitches and more recently, our basketball and netball facilities.

The next three years will see us build on our recent success; expanding the current programme to increase the reach and impact of our work through a range of targeted services. Specifically, this will include a commitment to driving the growth of female participation in sport through the development of a comprehensive offer for young women, whilst also developing more work with hard to reach groups and those with disabilities.

Fundamental to your success as Sports Development Officer will be an unrivalled commitment to the lives of children and young people, supported by an in-depth understanding of the multiple challenges that they face, and in particular, the challenges facing young women in sport.

Even more crucial, will be your ability to turn this commitment and understanding into high impact services that produce tangible outcomes for those young people that we support.

You'll be an inspirational leader, bringing a creative flair to your work with young people, harnessing the skills of those around you to deliver a truly exceptional sporting offer.



**CLOSING DATE: 04 Dec 2017**

**APPLY NOW:**

**<http://lei.sr?a=K1A9c>**





# Head of Commercial

Location: Hattersley, Hyde.

Salary: Circa 34K negotiable



***Love what you do.***

***Do what you love!***

## ***Our vision is to inspire people to live well and feel great!***

With seven health and fitness centres in Tameside including a 24/7 gym, Active Tameside offers the best equipped, best value health and fitness membership in the area.

Active Tameside is also home to four fantastic attraction brands and an established range of young people's services including the Learn to swim programme. It's a great place to work, where each and every day is different to the next.

This is an excellent opportunity for an enthusiastic, positive and passionate individual to lead our high-performing Commercial team. You will be joining the company at an exciting stage, delivering our Sales and Marketing plan to increase service growth, strengthening brand awareness and embedding a target-focused sales process across the company.

Previous experience of working in a similar position is essential, as is a "can do" attitude, a dedication and passion for delivering excellent customer service and the ability to contribute towards the company's Senior Leadership team.

You'll be required to work closely with a range of Active Tameside colleagues and members through a number of channels including; social media, phone, email and face-to-face interactions.

Therefore strong communication skills and high levels of enthusiasm are essential for this role! You should be confident, customer-focused and capable of working in a team environment to achieve results.

This role offers a hugely rewarding opportunity for a person who enjoys a varied, challenging and exciting working environment.

*Active Tameside is a registered charity.*

Closing date: Thursday 7th December 2017  
Interview date: Thursday 14th December 2017

**APPLY NOW: <http://lei.sr?a=R6i7t>**