

leisure opportunities

15 May - 28 May 2018 Issue 736

Your careers & recruitment partner

Spending on fitness and sport on the up

A new report suggests that UK consumers are prioritising fitness and sport ahead of eating and drinking out.

The *Leisure Consumer Q1 2018* report, by Deloitte, shows that spending on attending live sporting events, playing sport and going to the gym is expected to increase by 1 per cent during the next three months.

While a small increase, the upward trend is significant as contrasts the general consumer trend of spending less.

The report shows that spending has declined in nearly all other leisure sectors covered in the Deloitte survey – from eating and drinking out to betting and gaming.

The predictions for Q2 follow on from a Q1 which saw consumers reduce their leisure spending in seven out of 11 categories – compared to the same period in 2017.

Culture and entertainment spending fell by 4 per cent year-on-year, while drinking out saw spending fall by 3 per cent.

The increase in fitness and sport spending, therefore, suggests



■ Consumer spending on fitness is expected to increase by 1 per cent

consumers are re-prioritising their discretionary spending.

Simon Oaten, partner for hospitality and leisure at Deloitte, said: "Consumers are still feeling the pinch and are re-evaluating the way they spend on leisure activities. This is one reason why we have seen such a decline in spending on in-home leisure."

[More: http://lei.sr?a=N6t3F_O](http://lei.sr?a=N6t3F_O)



Consumers are re-evaluating the way they spend on leisure

Simon Oaten



FITNESS

Xponential Fitness enters UK fitness market

US-based operator to open first CycleBar site in London

p8



SPORT

Construction work set to begin on The Wave Bristol

Europe's first ever Wavegarden to open in 2019

p13



WELLNESS

The Massage Company reveals growth plans

Operator looks to open 30-50 sites over five years

p17

Former Gym Group COO **Jim Graham** named chair of Reiver Fitness

Reiver Fitness has appointed Jim Graham, former chief operating officer of The Gym Group, as its new chair.

Graham will invest alongside founder and director, industry veteran Jon Johnston, in order to accelerate the company's growth and assist the business with strategy development.

Founded by Johnston – formerly the MD of Matrix UK – last year, Reiver focuses on providing a route to market for innovative fitness and sports products and technology.

During his time with the Gym Group, Graham formed part of the leadership team responsible for doubling



■ Graham joins the company to drive the expansion of the firm

{ The company has huge potential and is led by a highly regarded and experienced tea who are passionate and committed }

the size of the business and was instrumental in steering the company through a

successful stock exchange listing. Prior to his role with the Gym Group, Graham was

operating partner at leading mid-market private equity investor, Phoenix Equity Partners, where he worked on the company's £50m investment in The Gym Group.

During his career, has also held senior positions at Candover Partners, Orange and Accenture.

He also currently sits on the advisory board of UK Active's ActiveLab.

"I'm excited to be joining Jon at Reiver," Graham told *Leisure Opportunities*.

"The company has huge potential and is led by a highly regarded and experienced team who are passionate and committed to growing the brand into a major player in the market."

Steve Parish reveals plans for Crystal Palace's "iconic" changes to Selhurst Park



■ Steve Parish said the new stadium will have a positive impact on the south London community

Crystal Palace chair Steve Parish has revealed details of an "iconic" new Main Stand at the club's Selhurst Park home.

The project was given the green light after Croydon Council resolved to grant permission for the development, which is designed to bring the historic stadium "into the modern era".

Sports architects KSS will oversee the project, which will see the venue's capacity to increase from 26,000 to more than 34,000, at a cost

{ "I want to thank everyone who worked so hard towards this very important step in our dream" }

of between £75m to £100m. Parish said the centrepiece of the project is the new Main Stand: a five-storey structure featuring an all-glass front – a homage to the club's earliest days when it stood in the shadows of the original Crystal Palace exhibition hall, designed by Joseph Paxton and opened in Hyde Park in 1851.

"This project will not only transform the stadium,

which has been our home since 1924, but it will also have a positive impact on the south London community," said Parish.

"I want to thank everyone who voiced support and those connected to the club who worked so hard over the last few months towards this very important step in the dream of a new Crystal Palace for Crystal Palace".



■ Jeremy Hunt will attend the London summit on 12 September

Health Secretary **Jeremy Hunt** to headline ukactive Summit

Health secretary Jeremy Hunt has been revealed as the headline speaker for the ukactive's National Summit 2018.

He is expected to use his appearance at the event – described by ukactive as a "landmark moment for the sector" – to share his vision on the role of physical activity in supporting the National Health Service.

The National Summit will take place at the Queen Elizabeth II Conference Centre in London on 12 September.

This year, the annual summit will move from plotting the role of physical

activity as the "golden thread" in solving society's greatest challenges, to a focus on delivery – as part of ukactive's work to make 2018-19 a "year of action".

The summit will also explore opportunities in the UK's devolved countries, regions and administrations; and the role of the sector in preventing crime and supporting the rehabilitation of offenders.

"This year's Summit promises to provide clear delivery goals for physical activity across the broadest spectrum of societal challenges," said Steven Ward, ukactive chief executive.

"This year's Summit promises to provide clear delivery goals for physical activity across the broadest spectrum of societal challenges"

Steven Ward, ukactive CEO

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Contents issue 736

NEWS

My Career 06 ➤

Fitness 08 ➤

Sports 13 ➤

Spa & wellness 17 ➤

Hotel 20 ➤

Institute of Hospitality 21 ➤

Tourism 22 ➤

Tourism Alliance 23 ➤

Attractions 24 ➤

Insight 26 ➤

CLASSIFIED & JOBS

Tenders 32 ➤

Job opportunities 33 ➤

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■ Clodagh's work has garnered numerous accolades and award

Wellness designer **Clodagh** to speak at Global Wellness Summit

Multi-disciplinary designer Clodagh will share her vision for "truly integrated wellness design" with conference delegates at the Global Wellness Summit in Italy this October.

Clodagh, who grew up in Ireland and set up New York-based interior design firm Clodagh Design, will take the stage at the 2018 conference to share her belief that wellness is a crucial requirement in design that makes a positive impact on our collective health and



"Design is emotional and great design is an experience. We make the invisible visible"



happiness. In a keynote entitled "Wellness By Design...from the Cradle to the Departure Lounge," she will explore the importance of creating environments that put human wellness front and centre.

Considered a pioneer of wellness design, as evidenced by her use of approaches like feng shui, chromatherapy and aromatherapy. Clodagh

advocates for sustainable and eco-conscious design principles, using natural materials to enrich projects.

"Design is emotional, and great design is an experience," she explained. "We make the invisible visible."

The 12th-annual Summit will focus on the future trends for the 10 segments that make up the nearly US\$4tn global wellness economy.

Life Fitness adds **Toland** and **Woodson** to top team

Fitness equipment giant Life Fitness has made a trio of appointments as the business prepares to spin off from its parent company Brunswick.

The recruits include two new faces to the firm's top team – Judith Toland has been named chief marketing officer, while Alla K. Woodson has been given the role of vice president, global customer experience and service.

Describing the pair as "two transformational leaders", Jaime Irick, president of Life Fitness, said the appointments come at "a time of rapid change in the fitness industry".

"Life Fitness is leading the digital transformation in fitness and that requires the continued transformation



■ Toland (left) is the new chief marketing officer, while Woodson has been appointed VP global customer experience and service



"Judith and Alla will play crucial roles in fulfilling our vision and leading Life Fitness into the future"



and adaptation of our business to support that change," Irick said.

"Judith and Alla will play crucial roles in fulfilling our vision and leading Life Fitness into the future.

Both are uniquely skilled to deliver on operational excellence and experiences that delight our customers."

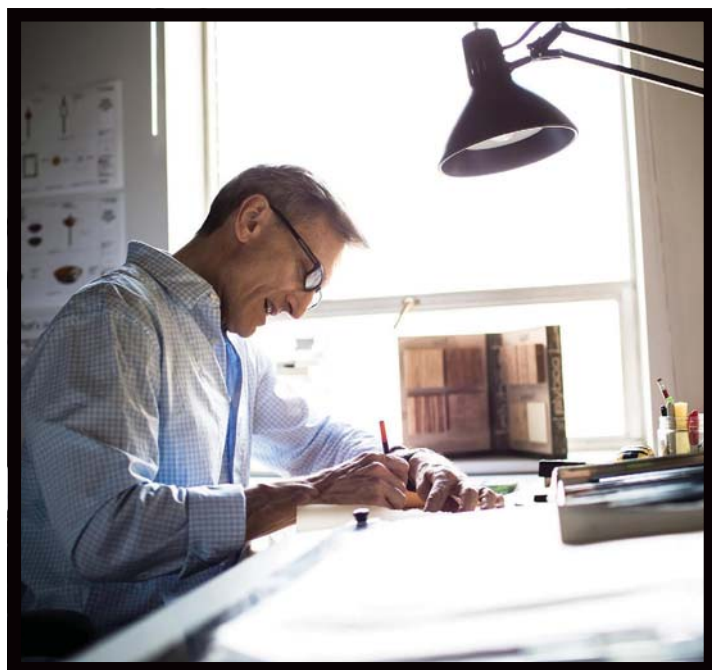
To lead the company's recently announced spin from parent company

Brunswick Corporation, Royal Simmons has also joined Life Fitness, after serving as global financial planning and analysis leader for GE Gas Power Systems.

"With Royal's appointment, we're preparing Life Fitness to be a standalone, publicly-traded company with a laser focus on delivering unique and differentiated value to our customers through a combination of industry leading fitness products and our open architecture software platform, Halo Fitness Cloud," said Irick.

"As an independent company, we will increase our focus and speed in delivering innovative solutions."

Brunswick announced its plans to spin off Life Fitness last in March.



■ Mercadante at work at experience design firm Main Street Design

Michael Mercadante named new TEA president

Michael Mercadante, president of experience design firm Main Street Design, will lead the Themed Entertainment Association (TEA) as its new president from November this year.

Serving on the TEA board since 2012, Mercadante has carried out numerous roles for the organisation since joining, spending time on the Executive Committee of the board for five years, and most recently acting as treasurer and head of the TEA Finance Committee.

Prior to that, he spent three years on the TEA's North American board, helping to extend the organisation's presence in the Northeast.

He has also served on the Program Committee of the Association of Zoos and Aquariums (AZA).

Mercadante replaces David Willrich, who completes his second term as president after taking the position in 2016. During his time at the helm of the TEA, Willrich worked to create a "truly global" TEA, introducing new events such as SATE Europe, the second edition of which took place at Europa Park in Rust, Germany, earlier this month.

"I look forward to continuing to advance the vision for TEA and building on the excellent work of David Willrich, and TEA past president Steve Birket before him," said Mercadante.

"I look forward to continuing to advance the vision for TEA and building on the excellent work of David Willrich"

MEET THE TEAM

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MY CAREER

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

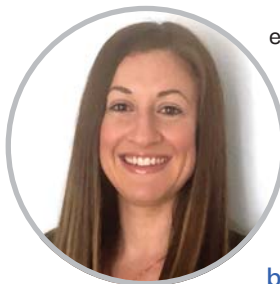
Angela Ioannou

AREA FITNESS MANAGER

Everyone Active

I'm very passionate about fitness and want to help others feel the same

Angela Ioannou started her career in fitness in 2006 and has been working in the industry ever since. She currently serves as an area fitness manager at Everyone Active.



engage with and motivate our members. It is exciting to see more and more people finding a passion for fitness, health and wellbeing."

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

Tell us about your career

"I first started working with Everyone Active in 2006, as a fitness motivator at Loughton Leisure Centre. I then worked on the Epping contract, where I was responsible for the gym floor, as well as delivering personal training and classes. I went on to become fitness manager at Hartham Leisure Centre in 2009 when we took on the East Herts contract. From there I moved on to be fitness manager at Basildon Sporting Village in 2011, before taking on the role of area fitness manager in 2013. I now oversee 23 fitness sites, as well as teaching Bodypump and Body Attack classes."

"Be confident in your knowledge, but don't

be afraid to say if you don't know something. There is so much to learn throughout your career, especially when you're first starting out. People will respect you for being honest about this and then going away and researching the question. Always try to say yes to everything when you are starting out. Due to the nature of shifts and class times, people are always looking for cover. If you can put yourself out there to help even at the last minute, people will remember this and ask you again. By doing this and trying everything you will find out what you like doing and can really focus on that."

Why did you want to get into the industry?

"Growing up I always went to dance classes, which then led me to go to group fitness sessions at my gym. I developed a real passion for fitness classes and I went to one most days while I was studying for a degree in graphic design. Once I completed my degree, I decided that I wanted to move into fitness as it was something that I was very passionate about and wanted to help others feel the same."

What changes would you like to see in the industry?

"I would like to see the industry continuing to evolve innovations that are accessible to all. The competition across the sector is fierce and digital developments are changing the way we



Ioannou started her career as a fitness motivator with Everyone Active



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NEW ENTRY

Xponential Fitness to enter UK market

US-based Xponential Fitness has revealed plans to take its portfolio of brands global through a master franchise strategy.

The company currently owns a number of franchised boutique brands, including Club Pilates, indoor cycling concept CycleBar, indoor rowing business Row House and StretchLab, which offers personalised stretching services.

Xponential will kick off its global expansion in the UK this year, following a master franchise agreement with entrepreneur Oliver Chipp.

Chipp expects to open at least 30 CycleBar studios in the UK over the next five years, with the first set to

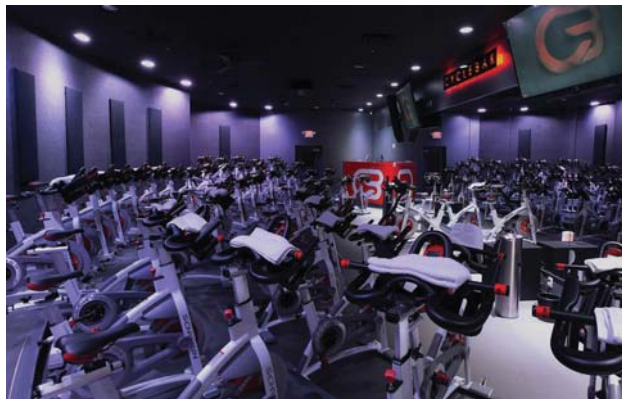
open in London by June 2018. Xponential Fitness is led by a team of industry veterans who have experience of building fitness brands internationally.

CEO Anthony Geisler developed LA Boxing into a successful boxing, kickboxing and mixed martial arts fitness concept, before selling it on.

John Kersh – who helped grow Anytime Fitness into a global business – has also joined the team as chief international development officer.

"What we're creating at hasn't been done before and there's enormous interest in boutique fitness across the globe that we intend to capitalise on," said Kersh.

[More: http://lei.sr?a=k5M2B_0](http://lei.sr?a=k5M2B_0)



■ The company will begin its international expansion in the UK with the opening of 30 CycleBar studios over the next five years



**“
What we're creating
at Xponential Fitness
hasn't been done before**

John Kersh

RESEARCH

Supervised resistance training a 'key for weight loss'



**“
Health practitioners
should recognise
the benefits of
resistance training**

Dr James Steele

New research has shown that those taking part in supervised resistance training benefit from vast improvements in strength, fitness and weight loss, in comparison to traditional training methods.

While general physical activity can have clear positive health impacts, it typically has less benefit in terms of body composition.

However, according to a study published in BMC Public Health – called *Programming and supervision of resistance training leads to positive effects on strength and body composition*



■ supervised resistance training resulted in major improvements in both strength and body composition

– those who underwent structured and supervised resistance training programmes saw major improvements in both strength and body composition.

"Public health practitioners should recognise resistance training as a key tool for weight loss," said ukactive's principal investigator Dr James Steele.

[More: http://lei.sr?a=D9M6u_0](http://lei.sr?a=D9M6u_0)

EXPANSION

TRIB3 to kick-start global plans with Spanish launch



We know that 10 per cent can really make the difference

Rod Hill

UK-based boutique studio operator TRIB3 is preparing to open its first site in Spain, ahead of an expansion programme which will look to achieve 50 new openings in the country over the next five years – and kick start its global plans.

TRIB3 currently operates three studios in the UK and one in Moscow, and is preparing to open sites in Finland, China and France.

Opening on 21 May, the 420sq m (4,500sq ft), 42-capacity TRIB3 Barcelona will follow the format of offering HIIT workouts based on treadmills.



■ TRIB3 has revealed plans to take the brand global

TRIB3's president, Rod Hill, revealed each new opening will follow the same format but include some "local flair".

"We know that 90 per cent can be exactly the same in every country, but that other 10 per cent can really make the difference," he said.

[More: http://lei.sr?a=t7c3C_0](http://lei.sr?a=t7c3C_0)

PUBLIC HEALTH

GPs at gyms – RSPH wants fitness to work with NHS

Placing GPs in gyms – where they could work together with exercise professionals to get those struggling with obesity more active – is among key recommendations made in a new report by the Royal Society for Public Health (RSPH).

The *Going the Distance: Exercise professionals in the wider public health workforce report*, published this week, explores how fitness professionals and the leisure sector could play an enhanced role in supporting public health services.

Among its findings is that overweight and obese



■ Having GPs prescribe exercise "on the spot" at health clubs could help get people more active



The public health workforce can't solve our challenges alone

Shirley Cramer

people would be more likely to sign up to fitness and exercise classes if urged to do so by their family doctor in a fitness centre.

"In a climate of ongoing cuts to public health budgets, it has been acknowledged that the public health challenges currently facing the nation are too great to be tackled by the core public health workforce alone," said Shirley Cramer, RSPH chief executive.

[More: http://lei.sr?a=M6z6P_0](http://lei.sr?a=M6z6P_0)

Plans revealed for new pool and leisure centre in Staines, Surrey

Spelthorne Council has announced plans to build a new leisure centre in Staines-upon-Thames, Surrey.

While exact details of the centre are yet to be confirmed, the council has now identified a site for it and commissioned a feasibility study to assess the suitability of the location.

The council is proposing to build a new 'flagship' leisure facility which will offer a "fresh modern design" and meet the expectations of modern centres.

The new facility will replace the ageing Spelthorne Leisure Centre, which dates back to the 1960s.

[More: http://lei.sr?a=X4P9u_0](http://lei.sr?a=X4P9u_0)

MARKETING

Barrecore taps into 'bridal fitness'

The growing bridal fitness trend is seeing operators and personal training providers adding bespoke, pre-wedding workouts to their schedules.

Catering for women, eager to get in shape ahead of their weddings, the offers usually consist of intensive programming and personal training over a relatively short period.

Those to have added bridal services include London-based PT specialist MotivatePT, which promises to cater for everyone from "those wanting to tone up to those looking to drop several dress sizes". Blending elements of cardio, core and resistance training, each bespoke programme is steered by the bride's

individual goals. Others to have tapped into the market include independently-owned MG Fitness, boutique chain Ultimate Performance and Breathe Fitness.

The latest operator to have launched a bridal programme is boutique studio operator Barrecore, which has introduced two courses specifically targeting those preparing for their weddings.

The "Quick Fix" option offers brides-to-be 24 classes of their choice, in addition to four private, one-to-one sessions, while the "Transform" option consists of 48 classes and six private barre sessions.

[More: http://lei.sr?a=3r7q5_0](http://lei.sr?a=3r7q5_0)



■ Barrecore has introduced two courses specifically targeting those preparing for their weddings



The bridal offers consist of intensive programming and personal training over a relatively short period

PARTNERSHIPS

Les Mills signs deal with Hero Wellbeing



We share a common goal of creating a fitter planet

Wendy Coulson

Fitness tech and services company Hero Wellbeing will make the Les Mills On Demand available across its technology platform and live classes in the UK.

Hero, which currently operates mainly in the corporate fitness market, will also be looking to launch Les Mills live classes within its forthcoming Performance Hubs, which will be launching across the UK in 2019.

Wendy Coulson, CEO of Les Mills UK said: "When we learnt about the vision Hero has for transforming the way companies and employees



■ The On Demand service's subscriber base is growing

view corporate wellness, we knew we wanted to be part of this.

"We share a common goal of creating a fitter planet and we are proud to be the group training partner for Hero Wellbeing."

[More: http://lei.sr?a=E2u5M_0](http://lei.sr?a=E2u5M_0)



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I think will be my 5th year at SIBEC and from both a business and personal perspective there are a number of reasons why I continue to attend yearly-

1. It is one of the best business networking events I have attended in the Industry and year on year continues to put me in touch with new suppliers and buyers that consistently open my eyes to further business opportunities.
2. It allows me to be a source of referral for any of our existing suppliers who are looking to work with other operators.
3. It gives me the opportunity to meet up and socialise with other Industry leaders within their field.



Michelle Dand,
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SPORTS ATTRACTIONS

Work to begin on The Wave Bristol

Construction work will finally begin on The Wave Bristol project, after the team behind the inland surfing attraction secured a partnership deal with surf technology specialist Wavegarden.

The Wave Bristol will use Wavegarden's new Cove technology to generate up to 1,000 waves per hour.

With the ability to host up to 80 users at the same time, the Cove will have six different surfing zones, offering waves of different size – with heights starting at 50cm and peaking at 2m (6.5ft) – designed to provide surfing conditions for all abilities.

Work on the attraction is set to begin later this year, six years after the

plans were first announced by The Wave's founder, Nick Hounsfield. The site was given planning permission in 2014.

"It has been a long journey," Hounsfield said.

"We have now secured the land, planning permits, finance, as well as an expert team to make our vision a reality.

"It is all systems go and we are now on site preparing for construction."

The Bristol site will be the first full-size Wavegarden Cove facility in Europe and the second in the world after Melbourne, Australia.

The complex is set to open in Autumn 2019.

[More: http://lei.sr?a=x2Y7y_0](http://lei.sr?a=x2Y7y_0)



■ The Wave Bristol will use Wavegarden Cove technology



We have now secured the land, planning permits and finance

Nick Hounsfield

PHOTO: TOM GRIFFITHS PHOTOGRAPHY

FOOTBALL

Troubled Sunderland AFC acquired by a consortium



My chairmanship hasn't gone the way I would've wished

Ellis Short

Sunderland Athletic Football Club (SAFC), which has suffered a spectacular fall from grace with two successive relegations, will be sold to a consortium fronted by Stewart Donald, the current chair of Eastleigh Football Club.

The deal to sell the club was announced by Sunderland's current owner, entrepreneur Ellis Short.

Short's ownership of the club has been marked by perennial struggles against relegation from the English Premier League, with the club finally succumbing to the drop last season (2016-17).



■ The club will play in the third tier next season

Matters were made worse this season, as the club was relegated for a second time, to the third tier of English football.

"It's no secret that I've been trying to sell," Short said. "My chairmanship hasn't gone the way I would have wished."

[More: http://lei.sr?a=w2H3U_0](http://lei.sr?a=w2H3U_0)

OpenActive to 'revolutionise the way people access sport'



The products created during the process will be designed to make it easier for people to find sporting opportunities

Sport England has launched its new OpenActive Accelerator, which will see 10 startups working towards creating ready-to-market digital products and services that make it easier for people to be regularly active.

With support from the Open Data Institute (ODI), the startups – selected by Sport England this month – will spend the next six-months developing 'ground-breaking new services', such as apps and websites.

The products created during the process will all be designed to make it easier for people to find sporting



■ The project looks to connect people with sport

opportunities and get active, using interactive technology and open data.

Each startup on the programme will receive office space, training and mentorship, as well as access to the ODI, Sport England networks and a "wide range of services and perks from partners".

[More: http://lei.sr?a=8a4J2_0](http://lei.sr?a=8a4J2_0)

STADIUMS

Arup appointed to 'central design role' for Bath stadium

Stadium for Bath, the partnership behind a new community-focused elite rugby stadium in the city, has appointed planning and engineering giant Arup to play a central role in the design of the venue.

Arup will provide civil, geotechnical, structural, mechanical, electrical and public health engineering as well as ICT, audiovisual, acoustic and specialist lighting design for the new 18,000 seat, digitally-enabled stadium.

Arup will work closely with the other firms appointed to design the stadium



■ The stadium will be the new home of Bath Rugby



Arup's expertise will be invaluable for this project

Tarquin McDonald

– Grimshaw Architects, Kay Elliot and Gross Max.

The stadium will be the new home of Premiership team Bath Rugby, but will also act as a community stadium for a number of local teams and clubs.

"Arup's expertise will be invaluable as we strive to create not only a home for Bath Rugby but a stadium for the community," said Tarquin McDonald, Bath Rugby CEO.

[More: http://lei.sr?a=P2T2m_0](http://lei.sr?a=P2T2m_0)

FA confirms plans to sell Wembley to Fulham owner

The Football Association (FA) has confirmed that it's considering selling England's national stadium, Wembley, to entrepreneur Shahid Khan.

It is understood Khan – the owner of Fulham Football Club and the Jacksonville Jaguars NFL franchise – would pay around £600m (US\$828m, €685.6m) for the stadium, while the FA would continue to run the Club Wembley hospitality business.

Khan also confirmed the plans, saying the stadium would act as the "London home" for the Jaguars.

[More: http://lei.sr?a=J9d9h_0](http://lei.sr?a=J9d9h_0)

Giving the Past a Future Giving the Future a Past

| 30-31 May 2018
Exchange Hotel, Cardiff Bay



| Two-days of conferences, that explores heritage themes and the development of Cardiff Bay - past and future.

| An event supporting the Volvo Ocean Race Cardiff stopover

| Wednesday 30 May Vision for Heritage

Organised by The Maritime Heritage Trust highlighting the challenges and opportunities for industrial, maritime and transport heritage and help for preservation organisations.

Speakers include Matthew Tanner, Chief Exec of SS Great Britain; Sara Crofts, Head of Historic Environment, HLF; Emma Chaplin, Director AIM; and presentations from National Historic Ships and from individual railway, industrial and maritime projects.

| **Evening events** Free public lectures covering women and the sea and community maritime heritage projects.

| **Late afternoon on both days** - a choice of tours of Cardiff Bay by bus, boat or on foot together with the opportunity to visit the Volvo Ocean Race Village.

| Location

The conference takes place in the previously threatened Cardiff Coal Exchange - one of the premier historic buildings in the Cardiff port area - now being superbly restored as the Exchange Hotel.

| Thursday 31 May

A Vision for the Future of Cardiff Bay

hosted by Cardiff Harbour Authority - a chance to hear about the Council's new vision for Cardiff Bay in the context of the story so far and to hear views of experts from across Europe respond to this vision

Speakers include Cllr Russell Goodway, Cardiff Council; Neil MacOmish, Partner Scott Brownrigg; Gordon Young, artist; and more.
A panel discussion will be based on experience at ports elsewhere.

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PARTNERSHIPS

Urban Retreat leaves Harrods

Spa operator Urban Retreat has ended its 16-year partnership with luxury retailer Harrods.

The iconic London department store will now supply its beauty services in-house, and has replaced the spa with the Harrods Hair and Beauty Salon.

The new salon, which forms part of Harrods' 'Redefining Luxury' initiative, occupies the former Urban Retreat site on the fifth floor, with plans to expand across two floors. It will offer a menu of luxury maintenance treatments, including facials, hair-styling and removal, manicures, pedicures and hammam services. The salon will also

continue to offer the existing Urban Retreat treatments and services, with no immediate changes to pricing throughout the transition.

Additionally, the Urban Retreat team are expected to continue working at the salon as part of Harrods' in-house team.

"We, at Urban Retreat look proudly upon what we have achieved during our time at Harrods and look ahead to the next chapter of our business," said Reena Hammer, managing director of Urban Retreat.

"We look forward to sharing our plans for the future of Urban Retreat," she added.

[More: http://lei.sr?a=7F5V5_0](http://lei.sr?a=7F5V5_0)



■ Harrods will manage its beauty and spa offering in-house



We look forward to sharing our plans for the future of Urban Retreat

Reena Hammer

EXPANSION

The Massage Company prepares for UK expansion



We want massages to become part of people's approach to wellness

Charlie Thompson

The Massage Company is gearing up to open two new sites this year, as the business looks to expand its footprint in the UK.

The franchise-based venture was launched in 2016 by UK Spa Association chair Charlie Thompson and Elliot Walker, former MD of skin care company Murad UK.

It has so far opened a single site in Camberley in Surrey and is now preparing to double the size of its portfolio each year.

The company secured its first multi-site franchise agreement last year and



■ Co-founder Elliot Walker (left), John Holman, director of spa training (centre) and Charlie Thompson

in total plans to have between 30 and 50 sites open in the next five years.

"Our aim is to 'educate' the UK public and to establish massages as part of people's approach to a better and more balanced lifestyle," Thompson told *Leisure Opportunities*.

[More: http://lei.sr?a=z6R2Z_0](http://lei.sr?a=z6R2Z_0)

Spa & wellness news

NEW OPENING

Luxury spa to open at Somerset's Windmill Retreat



We wanted to create a spa with a sense of pure wellbeing

Nick Ridgment

A new luxury boutique spa is set to launch at the Windmill Retreat Estate in Somerset, UK.

Expected to open later this month, the Elements Boutique Spa is designed to create a relaxing wellness haven for guests and features locally sourced wood and stonework inspired by the spa's rural setting.

It will offer a range of treatments and experiences and features four treatment rooms, a steam room, sauna, experience showers and a manicure/pedicure area, as well as a heated outdoor pool and a spacious relaxation space.



■ The spa features locally-sourced wood

"We wanted to create a spa where guests can come for a single hour's treatment, a full spa day or an overnight retreat in one of our five star luxury lodges and have the same result – leaving with a sense of pure wellbeing and relaxation", said Nick Ridgment, owner of the Windmill Retreat Estate.

[More: http://lei.sr?a=a3y7g_0](http://lei.sr?a=a3y7g_0)

NEW OPENING

Botanical spa retreat plans for Cambridge

A new botany-themed wellness retreat is set to launch next month in Cambridge, England.

Located within the manicured grounds of the four-star Gonville Hotel, Gresham House Wellness has been inspired by the hotel's gardens and surrounding parklands and will house three wellness treatment rooms and eight feature bedrooms.

The wellness centre will take guests through a sensory journey with botanical scents and sounds of nature echoing throughout. The spa menu has been



■ The spa will have an emphasis on natural wellness



Gresham House Wellness has been inspired by the hotel's gardens

crafted in partnership with UK skincare brand ESPA and will include Optimal Skin Pro Facials, Holistic

Total Body Ritual Massages, Advanced Body Cocoons and Jessica nail treatments.

Ahead of the ESPA For You Facial, therapists will perform a skin analysis with a special SkinVision lamp, allowing them to select the right products to complement a guest's individual needs.

[More: http://lei.sr?a=R2T6s_0](http://lei.sr?a=R2T6s_0)

New CEO and Manchester services for US-based Soothe

On-demand massage service Soothe has named Simon Heyrick as its new CEO. Heyrick replaces founder Merlin Kauffman, who has moved from his role as CEO to be executive chair of Soothe's board of directors in a move the company says will help it further expand.

The appointment coincides with the launch of Soothe services in Manchester. The company, which delivers therapists to customers' doors, already operates in London.

[More: http://lei.sr?a=S6Q7J_0](http://lei.sr?a=S6Q7J_0)

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Kemitron, is manufacturer of high-quality products for the spa-, sauna-, and wellness market (technology, fragrances, cleaners, cosmetic). The company's focus is on best quality and workmanship. All items are "made in Germany".

Kemitron's products are sold on the international spa and wellness market and can be purchased via our webshop on our homepage. www.kemitron.com

OPERATORS

IHG moves in on UK luxury market

InterContinental Hotels Group (IHG) is to expand its luxury estate in the UK after securing a deal to rebrand and operate 13 upscale hotels.

IHG will operate the properties on behalf of French real estate group Foncière des Régions (FdR), which acquired the hotels from an affiliate of Starwood Capital Group for a reported US\$1.1bn (£830m) earlier this month.

The deal will see IHG introducing its boutique brand, Kimpton Hotels, into the UK, with some of the 13 properties being managed under the Kimpton flag.

The group will also use the new properties to launch an entirely new luxury brand to the market. The as yet

unnamed brand will be unveiled later this year and the UK will be the launch pad for what will become a global luxury chain.

"The new brand will capitalise on the significant opportunity we have identified to offer consumers an informal but differentiated experience in the upscale segment, while offering owners a strong return on investment," a spokesperson for IHG said. "These hotels will provide high-quality representation for the brand in IHG's largest market within the Europe, Middle East, Asia & Africa (EMEA) region, where it will initially be launched."

[More: http://lei.sr?a=p9S3F_O](http://lei.sr?a=p9S3F_O)



■ The Principal hotel in London is one of the properties to be operated under IHG following the deal

REFURBISHMENT

Fire-hit Cameron House hotel to reopen in 2019



The property will embark on a careful and sensitive restoration project

Cameron House hotel on Loch Lomond, Scotland will reopen in late 2019 – more than 18 months after it was devastated by a fire that killed two guests.

The 136-bedroom luxury hotel suffered extensive damage in the fire, which broke out on 18 December.

The fire, which is still being investigated, happened just months after the completion of a £4m redevelopment of the property.

In a statement, the hotel's owner, KSL Capital Partners said: "Cameron House will embark on a careful and sensitive restoration project which



■ The hotel will undergo a year-long redevelopment

will see the hotel and its Leisure Club, The Great Scots Bar and Cameron Grill remain closed until autumn 2019."

The property was acquired by KSL in 2015 in a deal believed to be worth around £70-£80m.

[More: http://lei.sr?a=N5F3u_O](http://lei.sr?a=N5F3u_O)

We must attract school leavers in response to Brexit

We are all aware that the public perception of hospitality as a career choice can be poor.

It is often seen as low-skilled, low-paid and with no clear career path. Later this year, the Institute of Hospitality will engage in a major campaign to change this perception.

On the campaign trail

The campaign will target those who exert the greatest influence on young people's career decisions – their parents, guardians and trusted adults (aunts, uncles and family friends).

Our 'secret weapon' is that these people are already enjoying our services on a daily basis – eating in our restaurants, staying in our hotels and relaxing in our spas. The message must be that great hospitality is all around us, woven deep into the fabric of everyone's lives and it doesn't happen by accident. It's delivered by engaged and skilled people at every level.

A diverse sector

A further message is that hospitality today offers a wide range of employment opportunities. Not only is there a need for chefs, waiters and receptionists, but for professionally-qualified employees in IT, online distribution, revenue management, web-analytics, real estate and acquisitions, branding and sales and marketing.

The prohibitive current levels of student debt are bound to be changing

attitudes amongst some parents. In the current climate, the vocational route starts to make a lot of sense.

A teenager could start work after A levels, and take a degree-level apprenticeship in hospitality management and be earning £18,000 a year at the same time – no tuition fees, on and off-the-job training, while earning an honest wage and achieving a recognised management degree. In a young person's industry, talented people rise fast and the opportunities are far-reaching.

Our skills shortages predate Brexit, but things will only get worse unless we take action now. Hospitality is the fourth largest sector in the UK economy and employs some three million people. If every single business took on just one trainee manager, we would raise the overall professionalism of our industry and create a much larger and much-needed pool of managers for the future. ●



■ Peter Ducker, chief executive of the Institute of Hospitality



Our skills shortages predate Brexit, but things will only get worse unless we take action now



■ The hospitality sector's skill shortage is expected to worsen after Brexit

INCLUSIVITY

VisitEngland teams Autistic Society

VisitEngland has teamed with the National Autistic Society to launch a digital platform helping tourism businesses better understand autistic customers.

Called Welcoming Autistic People, the online guide has been created to help tourism operators to increase business by better understanding autism and making appropriate improvements.

The website provides businesses with tips and practical advice including the provision of visual stories, quiet spaces, ear defenders and sensory backpacks to help autistic people and their families prepare for and enjoy a visit.

"More than 700,000 people are on the autism

spectrum in the UK and many would love to visit heritage sites and other tourist attractions but are prevented from doing so because unfamiliar and unpredictable places make them extremely anxious," said Daniel Cadey, autism access development manager at the National Autistic Society.

"Our recent research revealed that 79 per cent of autistic people and 70 per cent of family members feel socially isolated because they are unable to access places others take for granted."

The Inclusive Tourism Action Group is also involved in the launch.

More: http://lei.sr?a=V9A9w_0



■ The online guide has been created to help tourism operators



More than 700,000 people in the UK are on the autism spectrum

Daniel Cadey

ATTRACTIONS

Scotland targets alco-tourism with £150m investment



This investment will help attract more tourists to Scotland

Nicola Sturgeon

Britain's largest alcohol distiller is looking to take a leaf out of Ireland's booming alco-tourism trade by announcing plans to invest £150m (US\$209m, €171.3m) into initiatives promoting whisky tourism at sites and distilleries across Scotland.

The investment comes from Diageo, which is the world's second-largest distiller, with brands including Smirnoff, Johnnie Walker, Baileys, Guinness and more.

The largest investment into whisky tourism ever made in Britain, refurbishments will be carried out at visitor centres across Diageo's 12



■ Among the investments will be a brand new Johnnie Walker experience in Edinburgh

flagship single malt distilleries, with a new attraction dedicated to Johnnie Walker opening in Edinburgh.

"This investment will help attract more tourists to Scotland by offering world-class visitor experiences," said Nicola Sturgeon, Scotland's First Minister.

More: http://lei.sr?a=S4Y2S_0

New regulations will damage domestic tourism

The New Package Travel Regulations (PTR) are due to come into effect on 1 July, bringing with them significant new difficulties for domestic tourism businesses.

The problem with the existing regulations is that, since their introduction in the 1970s, they have failed to keep pace with the way that people buy package holidays when travelling overseas – ie., by dynamic packaging or through linked websites. However, in trying to resolve this situation, the new PTRs are about to hit small domestic tourism businesses in the UK with a new set of problems.

Packaged problem

The first problem is that domestic businesses that have websites selling a range of products could find that they are now classified as tour operators and become liable for all the products they sell. For example, destination management organisations that list all their members products and allow customers to put different products into a shopping basket where they are purchased with a single payment, will now be deemed to be tour operators and will be liable for all the products purchased.

This could even impact on individual businesses where some of the services and facilities have been subcontracted. So, for example, if a hotel subcontracted its restaurant, spa or gym facilities to a third party and the customer is able to buy these protects together on the hotel's website, this will now constitute a package.

Linking offers

There is also a problem for domestic tourism businesses if they try to avoid

the creation of a package by simply providing customers with offers which they pay for separately. This would cover offers such as “stay with us and get 10 per cent a meal at the local pub”.

This type of offer, if taken-up within 24 hours of the accommodation booking, will now constitute a linked travel arrangement. While a LTA is less problematic because the accommodation provider is not liable for the service provided by the third party, it still comes with additional costs. Under the new regulations, businesses doing this will be required to gain insolvency insurance.

The problem with this is that, at the moment, very few insurance companies sell a suitable insolvency insurance product and it is thought that if they did, the premium would be considerable.

The net effect of these new requirements will be to further reduce the ability for small domestic tourism businesses to work together, making the domestic tourism industry less competitive and more expensive. These regulations provide no benefit to either businesses or consumers. ●



■ Kurt Janson, director of the Tourism Alliance



These regulations provide no benefit to either tourism businesses or consumers



■ Accommodation providers will be discouraged to help guests book tables at local pubs

AWARDS

Museum of the Year finalists revealed

The shortlist for this year's Museum of the Year Award has been revealed, with the Brooklands Museum, Ferens Art Gallery, Glasgow Women's Library, the Postal Museum and Tate St Ives all in the running for the prestigious prize.

The Art Fund – a non-profit charity which raises funds to aid the acquisition of artworks for Britain – awards the Museum of the Year prize annually to one outstanding museum, which has shown "exceptional imagination, innovation and achievement" in the preceding year.

Brooklands in Weybridge, the world's first purpose-built motor racing circuit, has expanded its on-site

museum recently, while The Ferens Art Gallery was at the centre of Hull's event schedule last year when the city was designated the UK City of Culture 2017.

Also nominated is the Glasgow Women's Library in Scotland, which is the UK's only accredited museum dedicated to women's history.

London's Postal Museum makes the shortlist after opening in July last year, while the final nominee, Cornwall's Tate St Ives reopened last year following a £20m revamp.

"Each finalist expands the very idea of what a museum can be," said Art Fund director Stephen Deuchar.

[More: http://lei.sr?a=U3Q8t_O](http://lei.sr?a=U3Q8t_O)



■ Tate St Ives is one of the five finalists for the award



Each finalist expands the very idea of what a museum can be

Stephen Deuchar

NEW OPENING

Dublin's new attraction combines history with theatre

Our aim is to become the number one thing to do in Dublin

Paul Blanchfield

A new tourist attraction in Dublin will combine theatre with history, telling the 800-year-old story of Ireland when the €5m (£4.4m) experience opens its doors to the public in July.

Called The Vaults, the attraction sits in the Irish capital's historic John's Lane area and the project is driven by entrepreneur and former broadcaster Paul Blanchfield.

Once work is completed, the venue will be transformed, featuring a series of state-of-the-art theatrical sets with live actor-led performances aimed at a universal audience. Each show will



■ The attraction will focus on audience participation

feature special effects and dark humour, with audience participation a key part.

"Our aim is to quickly become the number one thing to do in Dublin with a theatrical attraction which will be a unique experience, integrating actors with guests," said Blanchfield.

[More: http://lei.sr?a=p7F6S_O](http://lei.sr?a=p7F6S_O)

HERITAGE

CyArk and Google team up for virtual reality tours



CyArk has accomplished some incredible things

John Ristevski

CyArk – the non-profit foundation dedicated to digitally capturing and preserving cultural heritage sites around the world – has teamed with Google's Arts and Culture project to allow people to explore remote world heritage sites in virtual reality.

Founded in 2003, the non-profit organisation uses technologies to create detailed 3D representations of cultural heritage sites before they're damaged or destroyed by natural disasters, conflicts or the passage of time.

To create the representations that help preserve these sites for the future,



■ The VR experiences allow visitors to virtually walk down corridors and observe artifacts

CyArk uses laser scanners to mark millions of points that create an almost perfect 3D data set, which can then be used to create a solid 3D model.

"CyArk has accomplished some incredible things in the 15 years since it was started," said John Ristevski, CEO of CyArk.

[More: http://lei.sr?a=G5v3v_0](http://lei.sr?a=G5v3v_0)

TECHNOLOGY

Disney Research ups VR game with haptic jacket

Disney's research arm is aiming to take virtual reality to the next level, developing a new haptic technology to simulate impact on the human body.

Dubbed the "Force Jacket", 26 inflatable compartments are used to simulate pressure and force, adding a physical response to the VR realm.

Disney Research led the project, working alongside MIT and Carnegie Mellon University to develop the wearable tech, which can stimulate a wide range of sensations. In a video showcasing the jacket, Disney shows users



■ Inflatable compartments simulate pressure and force, adding a physical response to the VR realm



Immersive experiences seek to engage the full sensory system

Alexandra Delazio

experiencing sudden muscle growth, a force strike from a snowball and a snake wrapping itself around their body.

"Immersive experiences seek to engage the full sensory system in ways that words, pictures, or touch alone cannot," said a research paper headed by research associate Alexandra Delazio.

[More: http://lei.sr?a=U4g5f_0](http://lei.sr?a=U4g5f_0)

EAS 2018 to be the biggest show in the event's history

This year's Euro Attractions Show (EAS) is set to be the largest in the event's history.

The show, which will take place between 25 and 27 September in Amsterdam, is expected to attract more than 12,000 from more than 100 countries.

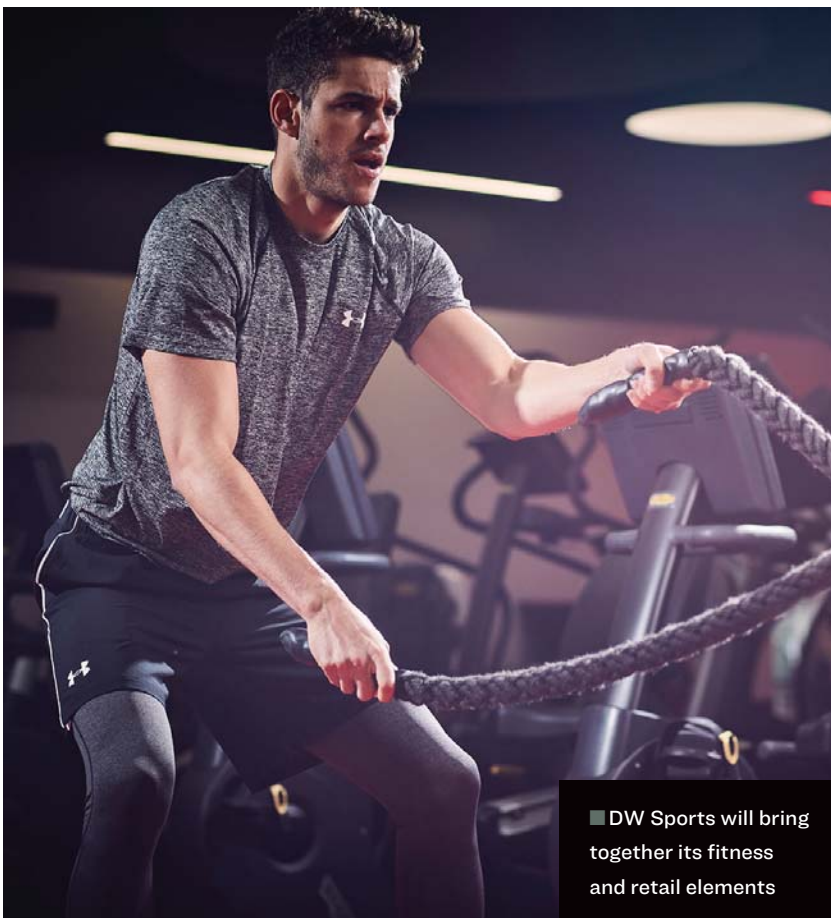
It will boast the largest show floor in the event's history, spanning four halls with around 500 exhibitors.

In addition the conference will host an extensive education programme, with more than 80 hours of sessions on key topics, such as industry trends, technology, innovation and safety.

[More: http://lei.sr?a=K1j2N](http://lei.sr?a=K1j2N)

Combining strengths

DW Sports has revealed plans to combine its retail estate with its fitness portfolio – creating the "UK's largest sports participation brand"



■ DW Sports will bring together its fitness and retail elements

We're creating an end to end customer proposition which is unique to anything you'll find elsewhere in the industry

Gym chain DW Fitness First has revealed its strategic vision to become the UK's largest sports participation brand.

Formed following DW Fitness' takeover of Fitness First's 62-strong UK portfolio in September 2016, the business now boasts 120 gyms and 90 DW Sports-branded retail stores – a mix which the firm plans to utilise.

JOINED UP APPROACH

During 2018, the company will begin a programme of merging the gym and retail side of the business to create a "seamless customer experience".

A key focus will be to blur the boundaries between the leisure and retail elements and "bring the dynamism of the gym into stores" – while making sportswear shoppable in the gyms. It will result in the creation of new concept DW Sports stores, with softer and less masculine designs and layouts, featuring interactive elements such as Run Labs – where customers can have their gait analysis taken. The group is also planning to launch 'pop up' style gym classes and workouts within their retail stores – a market first.

RAISING THE PROFILE

In total, the group plans capital investments at around 50 sites and



■ CEO Martin Long wants to create an integrated business

“With the combined strength of the group, our customers are no longer seen as ‘gym members’ or ‘retail customers’”

the strategy also includes raising the group's profile among consumers.

The business has secured a number of partnerships with national governing bodies of sport and has secured a deal to become the official retail and leisure partner of England Athletics, Welsh Athletics, Scottish Athletics and Athletics Northern Ireland. It has also become the first ever channel sponsor of Sky Sports Mix, which will see DW Fitness First featured in ambassador-led TV ads, social content, and programme pre-roll.

A new e-commerce platform will also be launched, bringing the DW brands together by offering customers the opportunity to navigate between gym and store and to match their training regime to their performance-wear needs.

REVOLUTIONARY ROAD

Speaking exclusively to *Leisure Opportunities*, CEO Martin Long said the

changes will “revolutionise the business”.

“We’re creating an end to end customer proposition which is unique to anything you’ll find elsewhere in the retail and gym industry,” he said.

“With the combined strength of the group our customers are no longer seen as ‘gym members’ or ‘retail customers’ Our vision is to create a seamless experience for everyone, whether you shop with us, train with us or ultimately both.

“Going forward, we will explore the opportunities to merge our retail and gym offerings and while we cannot physically provide the combined retail and gym experience in every DW location, taking our e-commerce offering to DW Fitness First clubs in London is really important.

“Across the Group we plan to invest in 50 sites this year, which is a massive uptake.” ●



■ DW Fitness has invested in its gyms in recent years – and will look to invest in a further 50 sites this year

■ The MLB London Series 2019 will see the historic New York Yankees team play in Europe for the first time



Play ball! MLB enters the UK

Major League Baseball (MLB) has become the latest American professional league hoping to establish a foothold in the UK



■ MLB commissioner Rob Manfred wants to establish a long-term presence for baseball in London

Major League Baseball (MLB) will make its European debut next year, with the London Stadium set to host two regular season games between the New York Yankees and the Boston Red Sox.

The landmark fixtures will see MLB games being played in the UK for the very first time and is part of the US-based league's strategy to expand its reach beyond North America.

MLB has staged regular season games in Mexico, Japan, Australia and Puerto Rico, but has never ventured into Europe.

It will also be the first time that the Yankees & Red Sox rivalry – considered among the fiercest in the league – has been contested outside of the US.

"The event will see London Stadium further its aims to become the most widely used stadium in Europe," said Graham Gilmore, CEO of London Stadium.



■ The London Stadium (top right) will become the first venue to host regular season MLB games in Europe

“The New York Yankees and the Boston Red Sox rekindling their rivalry in the UK for the very first time, at London Stadium, will provide yet another incredible sporting spectacle which the entire city can be proud of.

“We look forward to welcoming the MLB, teams and fans to London Stadium for the first year of what we hope to be a fruitful, long term partnership.”

It is believed that the MLB London Series 2019 will be followed by another set of games in 2020, as

“

We look forward to welcoming the MLB, teams and fans to London Stadium for the first year of what we hope to be a long-term partnership

the league looks to establish “a long-term presence in the city”.

MLB is the latest US professional league to announce regular season games in the UK, spurred on by increased interest in US sports.

The National Football League (NFL) has been hosting regular games in London since 2007 and both the National Hockey League (NHL) and National Basketball Association (NBA) have included the UK in their international series in the past. ●



The UK must be at the forefront of emerging technologies, pushing boundaries and harnessing innovation to change people's lives

Matt Hancock, digital secretary



Government signs AI Sector Deal

A new sector deal for artificial intelligence could benefit a number of leisure sectors – and technology companies operating within them



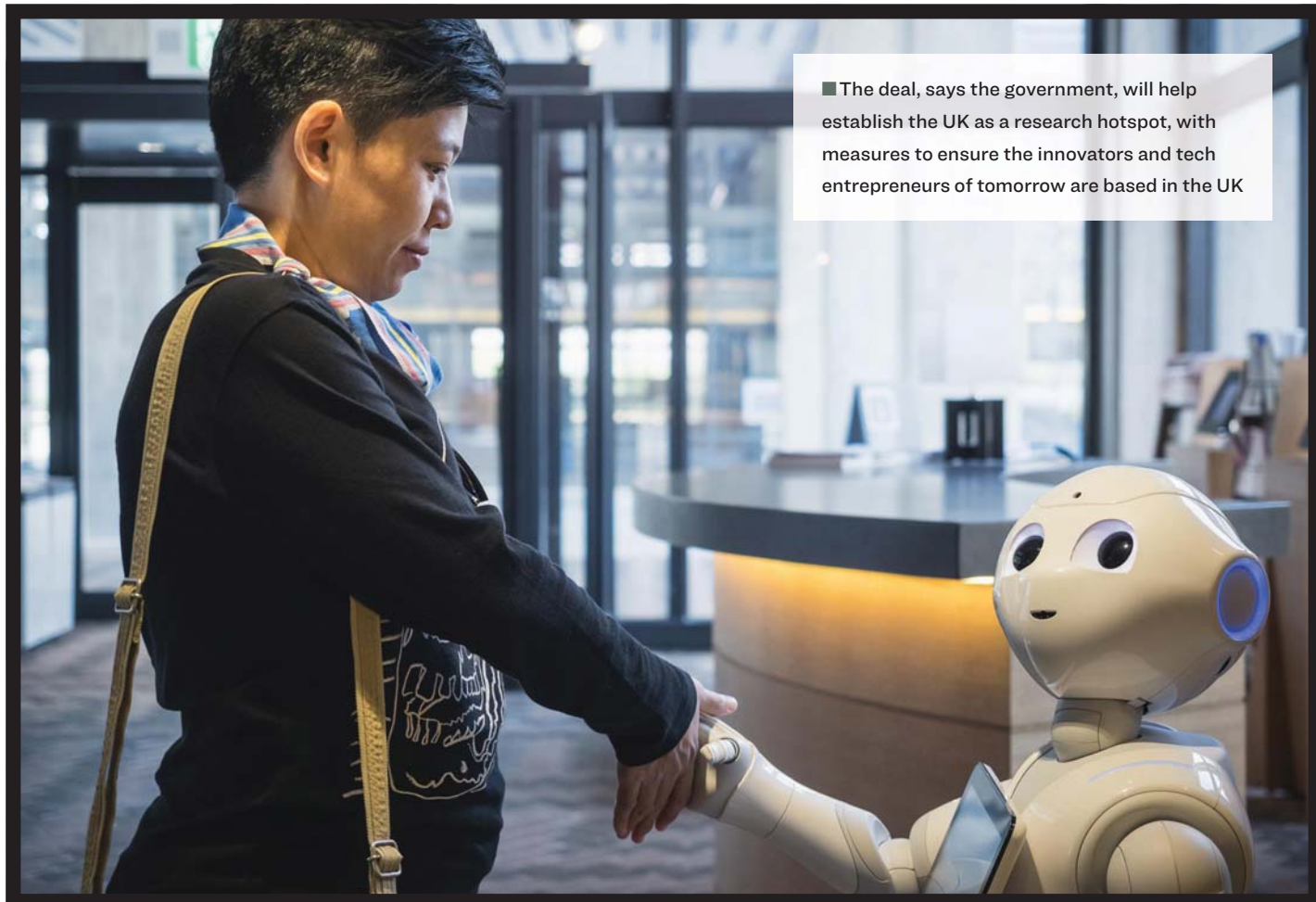
■ The AI Sector Deal includes nearly £300m of new, private sector investment as part of the overall package

More than 50 technology firms have teamed up as part of a £1bn deal to put Britain at the forefront of the world's development of artificial intelligences.

Called the AI Sector Deal, the agreement between the British government and AI sector includes nearly £300m of new private sector investment as part of the overall package, as well as £300m of newly allocated government funding for AI research to make the UK a global leader in this technology.

"The UK must be at the forefront of emerging technologies, pushing boundaries and harnessing innovation to change people's lives for the better," said digital secretary Matt Hancock.

"AI is at the centre of our plans to make the UK the best place in the world to start and grow a digital business.



■ The deal, says the government, will help establish the UK as a research hotspot, with measures to ensure the innovators and tech entrepreneurs of tomorrow are based in the UK

By boosting AI skills and data-driven technologies, we will make sure that we continue to build a Britain that shapes the future

"We have a great track record and are home to some of the world's biggest names in AI, but there is so much more we can do. By boosting AI skills and data driven technologies we will make sure that we continue to build a Britain that is shaping the future."

Among the investments included in the deal, Japanese venture capital firm Global Brain will open its first European HQ in the UK, investing £35m in UK deep-tech start-ups. The University of Cambridge will also open a new £10m AI supercomputer and make its infrastructure available to businesses, while Vancouver-based venture capital firm Chrysalix, will open a European HQ in Britain, investing up to £110m in AI and robotics.

Finally, the Alan Turing Institute and Rolls-Royce will jointly-run research projects exploring how data science can be applied at scale and

the application of AI across supply chains – including leisure sectors, such as visitor attractions and sports.

CREATING A HOTSPOT

The deal, says the government, will help establish the UK as a research hotspot, with measures to ensure the innovators and tech entrepreneurs of tomorrow are based in the UK.

In addition to investment for research and production, the £1bn package includes finances to train up to 8,000 specialist computer science teachers and 1,000 government-funded AI PhDs by 2025.

Regionally, the government will provide £20m of funding to help the UK's service industries with new pilot projects

"Today's announcement reaffirms the UK's place as a world leader in artificial intelligence," said international trade secretary, Liam Fox. ●



■ Robots are already used for a number of tasks across the leisure industry

Invitation to tender to
manage and operate the
former

Plaza Cinema

Port Talbot
SA13 1DH

An opportunity has arisen for prospective operators to tender for the management and operation of the soon to be refurbished Former Plaza Cinema, Port Talbot.

The new facility will include space for a café with scope to include a training kitchen, office/business incubator units for sub-let, activity space with potential for use as a gym, two retail units to the front of the building and a multi-functional hall for hire.

Tenders need to be submitted by 2.30pm, 20th June 2018

To register your interest on eTender Wales and access the documents please use this link:

<http://lei.sr?a=e5y2S>

OJEU Reference: 2018/S 085-191704

eTender Reference: ITT_67206 / Project_38625



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Tell me about Leisure Opps

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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.

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Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard

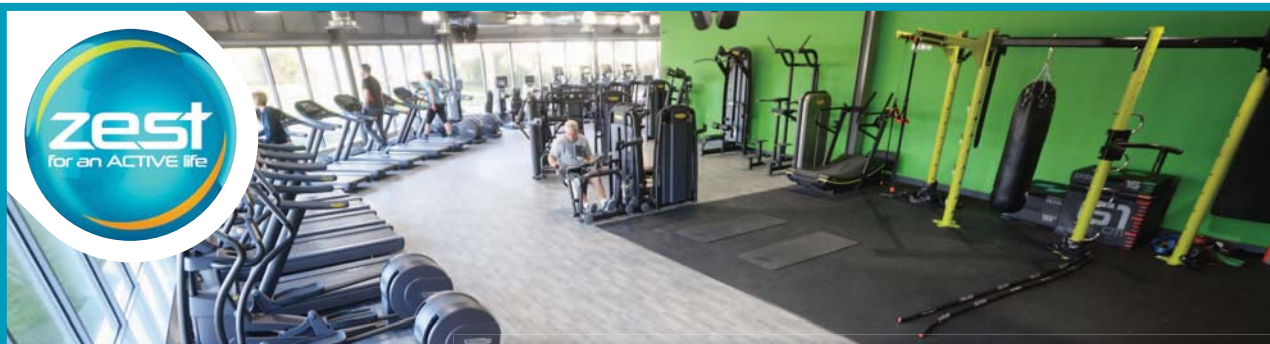


Simon Hinksman



Gurpreet Lidder

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



Leisure Business and Transformation Manager



Hambleton District Council
Salary: £41,267

About us

We are a progressive, 'can do' council, that is proud of our past and excited for our future. We are based in the county town of Northallerton, located in a beautiful part of North Yorkshire, an area of thriving market towns and stone built villages, scattered across the Vale of York between the North York Moors and Yorkshire Dales. However, we're also just a short drive from the city attractions of York and less than an hour from Newcastle and Leeds.

The Zest Leisure and Communities service includes four directly managed high quality facilities, including the recently refurbished Northallerton Leisure Centre, together with its 24/7 state of the art gym. This year we won the QUEST National Operator of the Year (2-10 sites) award.

About the role

The post will help provide the energy, drive and commercial innovation behind the service's business development. You'll work as part of an integrated, committed and supportive management team, dovetailing with the Operational Delivery Manager (responsible for frontline leisure centre services) and the Communities Manager. Directly responsible for the centrally based business transformation team, you will lead the progressive approach we have to balancing commercial performance with the health improvement of our customers and the social responsibilities expected of a top performing council.

About you

Our minds are open to your background and job history, though visit our website to get an understanding of the attributes we believe appropriate. We would expect you to be commercially savvy and results focused, with excellent leadership and people management skills. You will be a team player but with the creativity and resilience to identify opportunities, convince stakeholders of their merits and deliver the anticipated outcomes.

This is a great job in a wonderful part of the country that offers the freedom to manage and achieve. If you think it might be for you, why not give me a call for a brief chat on 01609 767033. Steven Lister, Head of Leisure and Environment.

Visit hambleton.gov.uk for further details

Closing date: 25 May 2018

Interview: 12 June 2018

HAMBLETON
DISTRICT COUNCIL



SPA DIRECTOR

LOCATION: NEW YORK CITY, UNITED STATES

SALARY: \$105,000 - \$115,000

WTS International, one of the world's leading spa and fitness consulting and management firms, is seeking a Spa Director for a Luxury Hotel Spa in New York City.

Responsible for the day-to-day operations of the facility to include: establishing and meeting the budget and financial goals of the organization, implementing a strategic plan to include marketing initiatives and staff training, acting as the liaison to other revenue centers on property, and professionally represents the facility and WTS International. Uses the ability to lead and motivate staff to achieve goals and exceed guest expectations.

QUALIFICATIONS

- Bachelor's degree or comparable spa management experience.
- 2+ years of successful spa management experience.
- Knowledge of professional spa services and treatments.
- Knowledge of retail operations and inventory systems.
- Effective leadership skills and a strong work ethic.
- Excellent customer service skills.

- Efficient, well organized, and able to handle a variety of duties simultaneously.
- Creative in marketing and promotions.
- Sales oriented.
- Energetic, enthusiastic and motivational.
- Professional manner, discretion, and appearance.
- Excellent verbal and written skills.
- Ability to show initiative and make decisions.
- Normal work hours: Varied to include nights, weekends, and holidays.
- Proficient in spa software (Spa Biz, Spa Soft or Visual One) and Microsoft Office products.
- CPR/First Aid Certified.
- Must be in a physical condition to project the health and wellness ideals of the spa environment.
- Medium Work: Exerting up to 50 pounds of force occasionally, and/or 20 pounds of force frequently, and/or up to 10 pounds of constantly to move objects.
- The employee may occasionally lift and/or move up to 25 pounds.

For more information and to apply for this great opportunity, please click the 'Apply Now' link below



Be at the start of an exciting new massage brand.

The Massage Company™ is looking for ambitious Assistant Managers and Sales Supervisors to help lead our exciting, new massage concept at our flagship centre in Camberley.

To be successful you will need to share our passion for bringing high-quality massage to the mainstream; transforming it from the occasional or a treat to a routine and vital part of a better and balanced life for our clients. With other sites opening soon, both these roles offer excellent career progression into higher management and/or new site opening positions.

Assistant Centre Manager

SURREY, UK

£ Competitive full-time (part-time available) plus commission

As an ACM you'll be establishing operational processes and creating excellent guest experiences. You'll help train and develop our therapists and sales supervisors in some of the core skills they need as well as helping to promote The Massage Company™ ethos. You'll also be promoting the sale of memberships and of our exciting range of upgrade massage products and services as well as being responsible for scheduling appointments for our clients.

You'll need to have worked in a very customer service oriented role, be able to speak fluent English and have the right to work within the UK. But most importantly you must be passionate about bringing high-quality massage to the mainstream.

Membership Sales Supervisor

SURREY, UK

£ Competitive full-time (part-time available) plus commission

As a MSS you'll be generating new clientele and promoting The Massage Company™ brand. You'll provide clients with the best massage service advice to fit their needs and by matching them to the right therapist as well as promoting our internal upgrades of massage products and services.

You'll also be helping to create an excellent guest experience and occasionally being part of promotional activity both onsite and offsite locally.

For both roles, you'll need to have worked in a very customer service oriented role, be able to speak fluent English and already have the legal right to work in the UK. But most importantly you must be passionate about bringing high-quality massage to the mainstream.

For more information about these opportunities and to apply visit: <http://lei.sr?a=L2l3f>





CELTIC MANOR
HOTELS, RESORTS, CONFERENCES

SPA THERAPIST

NEWPORT, UNITED KINGDOM

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

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

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

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

Celtic Manor Resort family benefits include:

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

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

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

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



Apply now - <http://lei.sr?a=i3G2m>



Namco UK Ltd. is part of the Bandai Namco group of companies a listed company that operates across the globe. The main business units of the worldwide group are toy and hobby products, game software and amusement facilities however in the UK Namco UK Ltd operates leased large scale multi leisure facilities and significant revenue share contracts.



Opportunities to work within a diverse leisure business working at the busy Flag Ship site Namco Funscape The Trafford Centre

Operating in the leisure environment the business opens and operates daily 364 days a year with key trading times being evenings, weekends and school holidays. As a result, the roles demand flexibility.

Senior Bowling Technician

Location: Manchester

Salary: Competitive + Benefits

Within the role your responsibilities will include:

- Daily routine maintenance of the GX98 pinsetters
- Training and Development of the current technical team
- Instil and maintain high standards of pinsetter maintenance
- Ensure the pinsetters remain operationally sound especially during peak periods
- Ensuring Health & Safety procedures are adhered to at all times
- Organisation of the workshop area
- Working with a set budget for spares and ordering of replacement parts

Previous experience working with GX pinsetters would be advantageous but not essential.

You will be an excellent communicator, having the ability to drive and inspire the technical team to achieve high maintenance standards.

With a 'hands-on' approach you will acquaint yourself with all processes within the Bowling operation on site making efficiencies and increasing effectiveness wherever possible.

Food & Beverage Manager

Location: Manchester

Salary: Competitive + Benefits

Within the role your responsibilities will include:

- Increasing current F&B sales on site and pushing the business forward
- Training and Development of onsite staff
- Improving the delivery and standards of the F&B operation
- Full P&L accountability of F&B sales
- Managing Costs of Sales to ensure profitability remains in line with company targets
- Weekly stocktakes & line cleaning
- Health and Safety compliance
- EPOS/Stock review and variance analysis

Previous experience of working within a busy F&B operation is essential.

You will be an excellent communicator, having the ability to drive and inspire the onsite team to push and maximise F&B sales.

With a 'hands-on' approach you will acquaint yourself with all processes within the F&B operation on site making efficiencies and increasing effectiveness wherever possible.

CLOSING DATE FOR BOTH ROLES: 20TH MAY 2018

APPLY NOW: <http://lei.sr?a=I7G6w>



Visitor Experience Manager

Competitive Salary + Benefits

Closing Date: 25th May

Woburn Abbey forms part of the Bedford Estates and is a leading visitor attraction and the private residence of the Duke and Duchess of Bedford.

We have an exciting opportunity for an experienced Visitor Experience Manager to be responsible for the successful management of the Abbey visitor services team.

The Visitor Experience Manager will be accountable for managing all operational activities whilst ensuring the delivery of an exceptional visitor experience including managing, planning and delivering events.

In addition, the role will be instrumental in the delivery of the Abbey master plan, a planned multi-million pound refurbishment programme for the Abbey and visitor services.

The ideal candidate should be able to demonstrate strong interpersonal skills, be performance driven and possess excellent organisational and planning skills. In addition, they should be educated to degree level and have previous experience within a similar role.

Benefits

- Free entry into the Woburn Abbey and Woburn Safari Park
- Courtesy rounds of golf at The Woburn Golf Club, subject to availability and handicap
- Discounts on selected items within the retail areas of the Abbey, Safari Park and Golf Club
- Discounted food at The Woburn Hotel, Safari Park, Golf Club and the Duchess Tea Rooms
- Annual leave entitlement increasing with service
- Venue hire discount at the Sculpture Gallery, subject to availability
- Health Cash Plan with Simply Health at preferential rates
- Life Assurance Cover



For more information and to apply: <http://lei.sr?a=j8b8X>

EARN WHILE YOU LEARN!

KICK START YOUR CAREER WITH EVERYONE ACTIVE
RECRUITING APPRENTICES NOW!

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

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

To find out more, visit -
<http://lei.sr?a=i7z0q>



INVESTOR IN PEOPLE



everyone
ACTIVE

Feel better for it



We are recruiting apprentices from 16-60+

énergie Fitness, the UK's leading fitness franchise operator, are building an apprenticeship programme without boundaries. You can view the 4 key job roles of Host, Sales Prospector, Personal Trainer and Club Manager on the énergie Leisure Opportunities portal www.leisureopportunities.co.uk/jobs/energie

At énergie we recruit apprentices from all ages and backgrounds. You can earn attractive salaries and are guaranteed free training leading to recognised, national qualifications. If you want to make a difference to the lives of people, and create a fitness club where people feel they belong, then let's have a conversation.

énergie operate over 100 clubs over UK and Ireland, locally-owned, nationally-led.

Apply now: <http://lei.sr?a=W4C8t>



**énergie
fitness**
where you belong...



PERSONAL TRAINERS

Help our members **find their fit!**

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

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

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

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

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

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

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



Nationwide Opportunities

Apply now: <http://lei.sr?a=c3P0I>



MALVERN ST JAMES
GIRLS' SCHOOL
WORCESTERSHIRE

The Independent Boarding and Day School for Girls (aged 4-18)



Malvern St James is a leading boarding and day school for girls aged 4 to 18, which achieves outstanding results within an exceptionally creative, warm and supportive community. We offer:

- the opportunity to work with highly motivated and talented pupils and colleagues
- commitment to professional development
- a convenient location in Malvern, with excellent transport links
- a competitive salary.

We are currently recruiting for the following role:

Fitness Instructor / Personal Trainer

39 hrs per week + PT income, 52 weeks per year,
Competitive Salary

We are seeking to appoint an inspirational Fitness Instructor/Personal Trainer to assist with the day to day running of the 'state of the art' Sports Centre. The successful candidate will be responsible for carrying out gym inductions, teaching classes and personal training for members and MSJ pupils. Applicants must have a passion for Health & Fitness and have a real desire to help others reach their goals and live rewarding healthy lives.

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

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

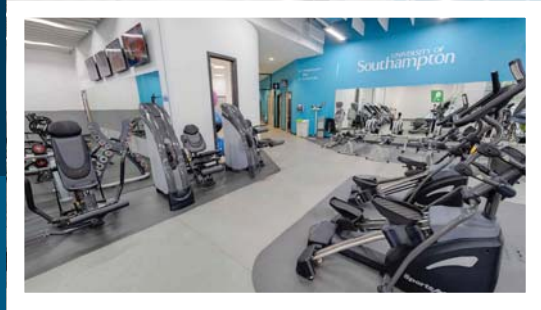


Apply now: msj.gs/2xi3OF3

UNIVERSITY OF
Southampton

APPLY NOW:

<http://lei.sr?a=x7V9m>



Sport and Wellbeing Assistants

Salary: £16,983 (plus 10% salary enhancement)

Location: Highfield Campus

An exciting opportunity has arisen to work in the University of Southampton's Sport and Wellbeing facilities, which are open to its students, staff and members of the wider community. These include the Jubilee Sports Centre, Mayflower Gym, Wide Lane Sports' Ground and the Watersports Centre. An extensive range of sport and leisure classes, courses and facilities are available to our customers from 07:00 to 22:00 every day of the week.

We are looking for a sports professional to provide a consistently high-quality sports and leisure service to our customers all year round.

This post is for 1 full-time permanent position. The successful candidates will work at Jubilee Sports Centre, Mayflower Gym and Wide Lane Sports Ground on a rolling rota.

The post holders should be qualified to GCSE/NVQ 2/City and Guilds or equivalent. Holding a Life Guarding NVQ/NPLQ Level 2 or equivalent and First Aid qualification is essential, as is being a Member of Register of Exercise Professionals Level 2 or equivalent. Relevant work experience in the fitness and leisure industry is an advantage.

The successful candidate will be part of a highly motivated and organised Sport and Wellbeing team responsible for ensuring safe and efficient daily operation of the facilities, meeting accredited standards and ensuring that our customers are advised or supported during their leisure activities, classes, courses or instruction. You should have proven experience in handling a diverse range of situations in a customer focused environment.

As well as core benefits including maternity, paternity and adoption leave and sickness benefits, other benefits include access to arts and culture facilities, childcare vouchers, a range of staff discounts and flexible working policies.

You should submit your completed online application form from our website, view by clicking on 'apply now' above.

The application deadline will be midnight on the closing date. If you need any assistance, please call Ita Holmes (Recruitment Team) on +44 (0) 23 8059 9002. Please quote reference 884017EW-RX4 on all correspondence.

Closing Date: 31st May 2018

Interview Date: To be confirmed

Operations Manager

CHESHUNT PARK GOLF CENTRE

Salary: £26,041.60 p.a. 40 hours per week

Ref: 1F327P



**BOROUGH OF
BROXBOURNE**



The Borough of Broxbourne is in south east Hertfordshire bordering London and the M25, with a population of about 93,600. Stratford International station is 25 minutes by train and there is good access to airports and the rest of the country. Broxbourne is a Green Belt borough containing much of the Lee Valley Regional Park and is home to the White Water Centre which hosted the canoeing events at the London 2012 Olympics. Broxbourne has ambitious plans to deliver high quality retail, residential and commercial developments through its emerging Local Plan, whilst seeking to conserve its towns, villages and beautiful countryside.

An exciting opportunity has arisen in Broxbourne Sport at the Cheshunt Park Golf Centre. We are looking for a candidate who can demonstrate excellent team building skills, a commitment to deliver a consistently high standard of customer experience and to help to grow the business.

This is an excellent opportunity for someone suitably experienced and qualified and who wants to progress in the leisure management industry. The successful applicant will be responsible for building on current revenue and operational performance.

You need to have excellent interpersonal and business management skills as well as an ability to build, develop and manage. You will have a flair for inspiring and be able to lead and motivate your team to meet and exceed commercial targets.

The position involves some work on a rota basis which includes early mornings, evenings and

weekend working.

If this describes you then please apply now.

The ability to converse at ease with members of the public and provide advice in accurate spoken English is essential in this post.

We are committed to safer recruitment, safeguarding and promoting the welfare of children and young people and vulnerable adults. We expect all staff and volunteers to share this commitment.

The benefits package includes generous leave entitlement, a full training and development programme, membership of the Local Government Pension Scheme and free membership to the Council's local leisure centres, which includes free access to gyms, swimming pools, fitness classes, racket sport sessions, a health suite and a range of generous discounts across other leisure and culture services.

Broxbourne Council is an Equal Opportunities employer.

Details and application forms for all job vacancies are listed on the Council's website, to view click on 'apply now'.

Application forms must be submitted by Midday, 29 May 2018 quoting the above reference. Interviews will be held thursday, 7 June 2018

Apply now: <http://lei.sr?a=R8L6c>

ASSISTANT MANAGER



Location: Lee Valley Athletics Centre, Edmonton, North London

Salary: £27,799 - £29,516

18 months Fixed term

35 hours per week including evenings and weekends on a Monday to Sunday shift rota

IS A MANAGER POSITION CALLING YOUR NAME?

Vibrant Partnerships is a dynamic organisation, driven by a passion for sport, leisure and entertainment. Managing 14 sport and leisure destinations, including three London 2012 venues, we thrive on delivering exceptional customer experiences and creating vibrant visitor destinations.

Our world-class venue Lee Valley Athletics Centre is one of the busiest tracks in the country and home to many medal winning athletes. We are looking for an Assistant Manager to join Lee Valley Athletics Centre's dynamic team. If you're highly motivated, innovative and passionate about sports, then this role is perfect for you.

As the Assistant Manager, you will be the driving force of the venue's business development plans where you will be central to maximising additional income through new products and activities as well as a key member of the operational management team. A background in sales and marketing, events and staff management is desired; along with a good understanding of the sport and leisure industry.

If you are enthusiastic, driven and can deliver a world-class service, we would like to hear from you.

Successful candidates will be required to obtain a Disclosure Certificate from the Disclosure Barring Service, for which assistance will be given.

At Vibrant Partnerships we value our employees and we'll invest in your learning and development to ensure our values are always met. In return you'll receive a competitive salary, generous benefits and an enjoyable working environment.

If you have the determination and talent it takes to make this venue truly world-class, we'd love to hear from you. To apply online, please visit the 'About Us' section at www.vibrantpartnerships.co.uk where you can view the Jobs section.

Alternatively download an application form from our Jobs section and return it to: jobs@vibrantpartnerships.co.uk or The HR Team, Vibrant Partnerships, Myddelton House, Bulls Cross, Enfield EN2 9HG.



CLOSING DATE: 1 JUNE 2018

INTERESTED IN A FUTURE CAREER AT IMPULSE LEISURE?

Impulse Leisure is an ambitious and innovative organisation that operates a number of Charitable Leisure Trusts. With approx. 420 employees, we operate a total of 11 facilities across Essex and West Sussex, in pursuit of our mission – *Creating Active and Healthy Communities*.

We are a vital component in the improvement of health and wellbeing in the communities in which we work, and continually seek applicants who will share in our vision. As a large local social enterprise, we invest all our surpluses into developing even bigger and better facilities and services. We believe in rewarding and training our most important assets – our employees. Therefore, we only seek the most inspiring, highly motivated and professional people to join our teams.

We offer a range of employment benefits, to include up to 33 days annual leave, flexible working patterns/hours, competitive salaries, contributory pension, opportunities for personal and professional development through our appraisal scheme, access to CIMSPA Membership and career pathways, accredited e-learning programme, healthcare cash plan, Rewarding Excellence Nomination Scheme, Performance Related Pay, FREE use of the facilities/discounts for partner, access to hundreds of lifestyle discounts, and finally an excellent team working environment!

Impulse Leisure offers an array of career possibilities, apprenticeships and training opportunities. If you have used our centres, you may have seen many of our departments in action from Receptionists, Fitness Instructors, Lifeguards, Swimming Instructors, Management Team etc. But, there are many other roles behind the scenes, which also contribute to our success as an organisation.

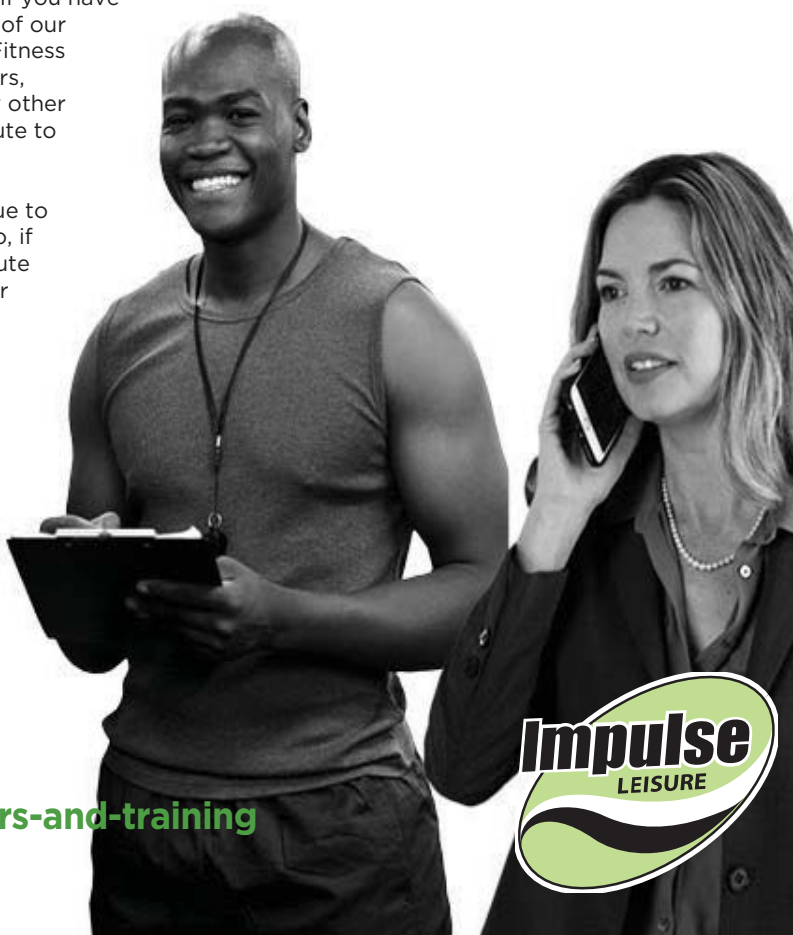
It's an exciting time to join us, as we continue to seek and create expansion opportunities. So, if you would like to join our team and contribute towards delivering our vision, please see our Current Vacancies or alternatively our Apprenticeships/Training Opportunities.

To see our current vacancies visit
www.leisureopportunities.co.uk/jobs/Impulse-Leisure

**A NEW JOB MADE
#JUSTRIGHT**

impulseleisure.co.uk/careers-and-training

Charity numbers: ACL 1112020 & TCL 1080186





South Suffolk Leisure is a charitable Trust formed in 2006 managing leisure facilities across Suffolk. As a charity, our trading surplus will be re-invested back into developing and improving the facilities and services for our customers. With a mix of leisure centres with wet and dry facilities as well as a dual-use sports centre, we offer the community a variety of activity options.

Our gyms offer state of the art gym equipment as well as a variety of fun, motivational and challenging classes for all ages and abilities. As well as health and fitness we offer the Swim England accredited swimming lessons at both our swimming pools. Sports and junior clubs are run at our four sports centres and soft play is located at our Little Kingfisher play centre.

We are leading the way to active living.

We recognise our workforce is key to our service delivery

Our Vision is To improve the Health and Wellbeing of our Community

Our Mission is To provide quality facilities and services for our community that promote a healthy lifestyle.

Currently recruiting for:

- Group Exercise Instructors
- Health & Wellbeing Coaches
- Exercise On Referral Coordinator
- Manger On Duty
- Lifeguards
- Apprenticeships

OUR FOUR PRIORITIES ARE:

OUR WORKFORCE

To be recognised as an excellent employer

- We will invest in training
- We will offer clear development pathways for our staff
- We will encourage a healthy lifestyle

OUR BRAND AND PRODUCTS

To provide accessible facilities and deliver excellent service

- We will support communities to improve their health and wellbeing
- We will develop innovative and engaging programmes
- We will ensure diversity, equality and inclusion.

OUR COMMUNITY

To work with our partners to encourage healthy living

- We will build strong and innovative partnerships
- We will bring together partners to drive shared goals
- We will inspire and encourage volunteering

OUR FUTURE

To be financially sustainable in order to achieve our vision

- We will ensure that we operate in a cost-effective manner
- We will invest to ensure efficiency and growth
- We will create stronger more resilient communities

See our current vacancies here: <http://lei.sr?a=k5m6g>