

leisure opportunities

19 March - 1 April Issue 758

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DLL to reach 100th UK club landmark

David Lloyd Leisure (DLL) has revealed details of its landmark 100th UK club, which is due to open in December 2019 at Emersons Green, Bristol.

The £11m site sees the health, fitness and racquets group continue an aggressive investment and expansion programme, which so far has seen DLL invest in 15 clubs across seven territories in Ireland and on the European mainland.

The move also adds to the company's UK portfolio, which currently includes 96 David Lloyd Clubs and three Harbour Clubs in premium West London locations.

Emersons Green will be the third DLL club in the Bristol area, creating more than 80 local jobs.

Facilities will include a 100-plus station gym floor, four group exercise studios, an indoor cycling space, Mind & Body areas, and a new boutique-style Blaze studio.

Also included at Emersons Green will be a 20m indoor and 25m outdoor heated swimming pool – offering activities such as aqua aerobics, family swim times



■ The Bristol club will include a range of indoor and outdoor facilities

and quiet adult sessions – a day spa and three "air bubble" tennis courts.

Glenn Earlam, chief executive of David Lloyd Leisure, said: "We now have clubs in seven territories and we're looking at a number of other markets in Europe, as well as consolidating our presence in existing locations. We are well on track to achieve our target of 150 clubs by 2026."



We're on track to have 150 clubs globally by 2026

Glenn Earlam



FITNESS

Sweat 2019: boutique fitness 'still thriving'

Delegates hear sector nowhere near "peak boutique"

p7



SPORT

Laura Kenny: we need more sports clubs

Olympic champ says clubs key to getting people active

p12



ATTRACTIONS

Arts Council report: lack of diversity in workforce

Nicolas Serota calls for more focused approach

p23

QPR chief executive **Lee Hoos**: 'We need to leave Loftus Road stadium to secure our future'

Lee Hoos, CEO of Queens Park Rangers FC (QPR) has said the club needs to leave its Loftus Road Stadium in West London in order to secure the club's long-term financial future.

In an open letter, Hoos said the 18,439-capacity venue is "unsustainable" for a professional football due to its size, age and lack of non-matchday use.

The club's attempts to develop a stadium as part of the Old Oak Common redevelopment project were thwarted, forcing the club to explore the possibility of building a 30,000-capacity stadium on the site of the Linford Christie Athletics Stadium.



■ Hoos said the 18,439-seat Loftus Road stadium was "unsustainable"

"Everyone at our club still wants to remain in Hammersmith & Fulham if at all possible"

The land at Linford Christie Stadium is, however, owned by Hammersmith and Fulham Council – and Hoos

hinted that there remains a reluctance on the council's part to work together with the club to develop the site.

"We love our home at Loftus Road, but it's unsustainable – which has been made clear to the current Council leadership since they took office in 2014," Hoos said.

"We hoped they would work with us to find a solution that keeps QPR in the borough for another 100 years, and we still do.

"Everyone at our club still wants to remain in Hammersmith and Fulham if at all possible. However, we have been very open with our fans and the local community that, in the absence of any alternative, the Linford Christie Stadium is, as far as we can see, our last chance to stay in the borough."

Serco appoints **Simon Bailey** as managing director of leisure business



■ Bailey has held a number of senior leadership positions at Serco since 2009

Services giant Serco Group has appointed Simon Bailey as the new managing director of its leisure business.

Bailey, an in-house appointment, has held a number of senior leadership positions at Serco since 2009. He will take over the running of Serco Leisure with immediate effect.

Serco Leisure currently operates more than 50 leisure facilities across the UK and employs around 3,000 staff.

"The company has room for growth and the plans I've seen for 2019 show a business with real ambition"

Facilities managed by the company include the National Sports Centres, Bisham Abbey, Lillleshall, Stoke Mandeville Stadium, and the National Water Sports Centre at Holme Pierrepont Country Park. It also operates the London Cycle Hire Scheme on behalf of Transport for London.

Commenting on his appointment, Bailey said:

"I look forward to the opportunities this new role brings and working with the different teams across Serco's Leisure business.

"The company has room for growth and the plans I've seen for 2019 show a business with real ambition and a vision to seek out new areas of operations – while continuing to focus on the core work it does so well."



■ Copeland is an expert in behaviour change interventions

{ **"Healthcare in the twenty-first century is not just about treating illness and disease"** }

Sheffield Hallam names **Rob Copeland** chief of AWRC

Sheffield Hallam University (SHU) has named professor Rob Copeland as the first director of the Advanced Wellbeing Research Centre (AWRC), set to open later this year.

Copeland is a chartered sport and exercise psychologist and director for the National Centre for Sport and Exercise Medicine (NCSEM) in Sheffield – a London 2012 Olympic Games legacy programme that aims to improve the health and wellbeing of the nation through sport, exercise and physical activity.

Copeland's specific area of expertise focuses on behaviour change interventions in public health. He's had research, consultancy and service evaluation experience in

both clinical and non-clinical settings. A member of several national academic advisory boards, he has also informed national government on the promotion of physical activity and has worked with Public Health England and the Chief Medical Officer in preparation for the forthcoming update on national physical activity guidelines in the UK.

"This is a really exciting time for the university and for Sheffield as we push forward with our plans to revolutionise healthcare on a regional, national and international scale," Copeland said.

"Increasingly, healthcare in the twenty-first century is not just about treating illness and disease, it is about supporting people into better health, wellbeing and wellness.

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Contents issue 758

NEWS

Fitness 07 ➤

Sports 12 ➤

Swimming 14 ➤

Spa & wellness 16 ➤

Hotel 18 ➤

Tourism 20 ➤

Tourism Alliance 21 ➤

Attractions 22 ➤

Insight 26 ➤

CLASSIFIED & JOBS

Tenders 32 ➤

Job opportunities 33 ➤

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■ Williams is an international speaker and author who first spoke to ISPA members in 2006

Bryan Williams to receive the ISPA Dedicated Contributor Award

Dr Bryan Williams has been named as the recipient of the 2019 ISPA Dedicated Contributor Award. Williams is an international speaker and author who first spoke to ISPA members in 2006 and focuses on service excellence and leadership effectiveness.

"Bryan's passion to inspire leaders and elevate the importance of providing unparalleled customer service has left a lasting impression on the International

"For 13 amazing years, I have been fortunate to work with and serve alongside this amazing community"

SPA Association," said ISPA president Lynne McNees. "We're grateful for his continued support and dedication to the ISPA community."

Williams has facilitated workshops and delivered keynote presentations worldwide for various companies in diverse industries. He is the founder of the BW Leadership

Academy, the Strong Leadership Institute, the popular BWTV training series as well as the author of four books.

"When I think of ISPA, I think of family," said Williams.

"For 13 amazing years, I've been fortunate to work with and serve alongside this amazing community of professionals."

Former Mottram Hall spa boss **Steve Ewing** named spa director at soon-to-open Carden Park Hotel

Carden Park Hotel, an upcoming country estate resort in Cheshire, UK, has appointed Steve Ewing as the director of its £10m spa.

Ewing has previously served as spa director at Cheshire's Mottram Hall and has held various posts with Macdonald Hotels, Mercure and International Hotels.

Part of the opening team, Ewing will be responsible for creating the client journey for the spa, as well as recruiting therapists.

Ewing said: "I look forward to joining the spa and wellness team at Carden Park Hotel as I believe that we are working on something really special



■ Ewing has held roles at Mottram Hall and Macdonald Hotels

"It's exciting to be involved in the project from this stage and I'll be working hard over the coming months"

here. In terms of design and concept it's stunning and will be one of the best destination spas in the UK.

"It is exciting to be involved in the project from this stage and will be working hard over the coming months to bring

together a skilled, five-star team to deliver a client journey like no other for all our spa guests," Ewing added.

Hamish Ferguson, general manager at Carden Park, said: "We are thrilled to welcome Steven to Team Carden. He brings with him a wealth of experience and knowledge that will strengthen our new offering immensely. As the build progresses we are looking forward to revealing a number of exciting announcements very soon."

The spa, expected to open in Q3 2019, is being developed by spa consultant Nicki Kurran, alongside HB Architects and Barr & Wray Interior Design.



■ Dame Sally was appointed chief medical officer (CMO) for England and chief medical advisor to the UK government in March 2011

Chief medical officer **Dame Sally Davies** announced as Elevate 2019 keynote speaker

The UK Government's chief medical officer, Professor Dame Sally Davies, will be a keynote speaker at the Elevate Thought Leaders' conference, taking place on 8-9 May at ExCeL London.

The free-to-attend event is a feature of the Elevate exhibition and will debate the major issues impacting the fitness, health and sporting world.

Dame Sally will lead discussion to inspire bigger picture thinking to unleash the full power of the physical activity sector as a force for good in society. She follows other industry leaders who've delivered

thought-provoking speeches at the annual conference, including former sports minister, Tracey Crouch and Sir Muir Gray CBE.

Joining Dame Sally at the Thought Leaders' Conference will be CIMSPA CEO, Tara Dillon, the Invictus Games Team UK captain, Mark Perkins, Public Health Physical Activity champion, Dr Zoe Williams, Sport England CEO, Tim Hollingsworth, UK Sport CEO, Liz Nicholls and national lead for Physical Activity at Public Health England, Dr Mike Brannan.

Elevate offers a free education programme for delegates attending the two-day event.

"Dame Sally will lead discussion to inspire bigger picture thinking to unleash the full power of the physical activity sector"

Elevate statement

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SPEAKERS INCLUDE:



Dame Sally Davies



Tara Dillon



Mark 'Dot' Perkins



Dr Zoe Williams



Chris Grant



Ali Oliver



James Sanderson



Michael Brannan



Julie Creffield



Gareth Thomas

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BOUTIQUES

Boutique fitness sector 'still thriving'

The current boutique fitness boom is nowhere near reaching its "breaking point".

That was the message from the keynote panel session at the Sweat 2019 conference, held in central London on 26 February.

While there are now more than 300 boutique fitness studios in London, Jason Tubbs, managing director of studio operator Another Space, said the industry was still far away from "peak of boutique" and that there is still room for continued growth in the sector.

"At Another Space alone, we get up to 900 enquiries and 1,000 reviews of our boutique classes a week," Tubbs revealed.

Also on the panel discussing the state of the boutique fitness sector was Chris Heron, founder of The Engine Room.

Discussing the threats and opportunities for the sector, Heron said: "The biggest threat to the boutique fitness market is investors who think it looks like easy money. It isn't and operators who think it is can easily give the sector a bad name."

Among the opportunities for the sector is the fact that a mere 17 per cent of visits made to London's boutique studios are currently made by men – creating an untapped market for operators.

[More: http://lei.sr/G3S4c_0](http://lei.sr/G3S4c_0)



■ The panel was held at the Sweat 2019 conference last month



The biggest threat to boutique fitness is investors who think it looks like easy money – it is not

Chris Heron

PUBLIC HEALTH

RSPH to 'bridge gap between fitness and public health'



We want to recognise the broader role of exercise professionals

Duncan Stephenson

The Royal Society for Public Health (RSPH) and Future Fit Training have signed a strategic partnership, designed to provide education and support for exercise professionals.

The partnership looks to recognise and promote the growing role of those working in physical activity in improving public health.

As part of the partnership, the two will develop a suite of new qualifications for the workforce of exercise professionals.

Duncan Stephenson, RSPH's director of external affairs and marketing, said: "This partnership is



■ The partnership looks to promote the role of those working in fitness in improving public health

part of our commitment to support the wider public health workforce.

"It recognises the broader role of the exercise professional workforce in supporting individuals to lead healthier lives and will provide a convenient and unique way for those working in the health and fitness sector to be recognised by RSPH and supported in their careers."

[More: http://lei.sr/n6d4a_0](http://lei.sr/n6d4a_0)

Fitness news

SPECIAL POPULATIONS

Anytime's new offer looks to tap into 'silver fitness'



The over 55s are a growing demographic

Stuart Broster

Anytime Fitness is looking to tap into the increasingly active older population with the launch of Anytime Prime, an exclusive membership for the over 55s.

The membership will be made available across Anytime's 155+ UK clubs and will provide a number of focused benefits to help older exercisers – or "silver fitness" members – achieve their fitness goals and lead healthy and social lifestyles.

These include tailored, low-impact group exercises classes which focus on balance and flexibility, a dedicated personal trainer for specific training and support, social activities for during



■ The membership will be available at all clubs

off-peak hours and local partnerships that support the local community.

"The over 55s are a growing demographic," said Stuart Broster, Anytime Fitness UK CEO. "As well as the membership benefits in the club, our clubs are establishing key local partnerships so 'Prime' members can enjoy a number of exclusive discounts and opportunities within their local community."

[More: http://lei.sr/E3k3k_0](http://lei.sr/E3k3k_0)

PARTNERSHIP

Zynk to create boutique concept for UFC Gym

Franchised fitness operator UFC Gym has appointed zynk Design to help with its roll out into the UK market.

As design partner, zynk will oversee the creation of UFC Gym clubs and studios, starting with the first two locations set to open later this year in Nottingham and Woking. The brief will see zynk create a new brand identity for Class UFC Gym – the operator's new boutique offer, which will target millennials and focus on HIIT and BOX classes. The design will be unveiled at the inaugural Class UFC Gym site in Woking.



■ As design partner, zynk will oversee the creation of UFC Gym clubs and studios in the UK



UFC Gym has a dynamic fitness concept, so it is a privilege to be part of the conceptualisation of the Class UFC Gym brand identity

Stavros Theodoulou

"UFC Gym has gained global respect for its dynamic fitness concept, so it is a privilege to be part of the UK design development and conceptualisation of the Class UFC Gym brand identity," said Stavros Theodoulou, managing director of zynk Design.

US-based UFC Gym company last year announced an ambitious roll-out programme, which will see 100 clubs open across the UK.

[More: http://lei.sr/S6r6b_0](http://lei.sr/S6r6b_0)

Elevate and ukactive partner to strengthen seminar agenda

ukactive has signed a three-year partnership with physical activity trade show Elevate.

The "strategic alignment" between the two bodies will see ukactive help Elevate strengthen the event's seminar programme and set its agenda.

Ukactive will continue its role as the lead supporter of the Strategies for an active nation seminar stream, which looks to drive momentum within the sector behind Sport England's 2016-21 strategy Towards an Active Nation.

[More: http://lei.sr/m3G9B_0](http://lei.sr/m3G9B_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,
Group Health & Fitness Manager,
David Lloyd Leisure Ltd

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FRANCHISING

Rugby star opens F45 franchised studio

England rugby international James Haskell has become a gym franchisee, after opening a F45 functional training studio in Bath.

The new studio will offer 45-minute high-intensity, circuit training workouts using functional equipment

Haskell's site follows other, recent F45 studio openings in Oxford Circus (London), Vauxhall, Bristol and Birmingham.

Haskell first announced his plans to open a F45 site in 2017.

"I tried F45 in the US when I was over there on holiday," Haskell said.

"I found the circuit based training really engaging and fun.

"It's all the kind of stuff I would use to get fit for rugby, and for the majority of people, regular F45 sessions are everything they need to maintain and achieve good levels of fitness.

"I think people are crying out for an accessible, group-based fitness programme that isn't intimidating, and most importantly delivers amazing results. That is what F45 is all about and why I am so delighted to be involved.

"I have always loved Bath as a city, it's rich in rugby history and has a young, fitness-focused demographic, which suits our target audience and ambition".

[More: http://lei.sr/W8E6E_0](http://lei.sr/W8E6E_0)



■ Haskell's new site in Bath is one of a number of openings for F45



I think people are crying out for an accessible, group-based fitness programme

James Haskell

EXPANSION

Active Nation opens former Fit4Less site – plans 10 new sites



The launch is part of our ongoing growth strategy

Mark Learnihan

Leisure trust Active Nation has opened a new club in Long Eaton, Nottingham.

The operator acquired the site from Fit4Less in December 2018 and the venue becomes the operator's 20th in the UK.

Active Nation has transformed the former budget club by installing a range of new equipment and facilities, including a new 80-station gym and a virtual exercise space offering classes provided by Fitness on Demand.

The 7,000sq ft club also houses a large CrossFit style multifunctional area with tyres, ropes and kettlebells.



■ Active Nation acquired the former budget site from Fit4Less in December 2018

According to Mark Learnihan, Active Nation's business development director, the opening is part of an ambitious expansion push.

"The purchase of Active Nation Long Eaton is part of our ongoing growth strategy," he said.

[More: http://lei.sr/u7v5G_0](http://lei.sr/u7v5G_0)

Community Leisure UK

The voice for community leisure trusts across the UK

The community leisure trust collective has launched a new brand that seeks to support and develop our public leisure and culture services. **Community Leisure UK** – formerly Sporta - is the association that specialises in charitable leisure trusts across the UK, enabling networking and knowledge sharing with peers and external stakeholders.

Collectively, member community leisure trusts manage a **combined budget of more than £1.6bn**, **employ over 67,000 people**, and receive **233million visits per year**.

Charitable trusts are key community anchors who **reinvest every penny** into developing services focused on their local people across the life course. Trusts are working with more and more partners to develop supported routes to **mental and physical health improvement**, while reshaping services to meet local strategic objectives.

The ultimate aim of community leisure trusts is to **engage all people across the community**, whether that is having a health check, a coffee in a safe and warm space, going for a swim, taking a walk in the park, borrowing a library book or becoming a member of a gym.

Community Leisure UK are keen to help organisations who would like to know more about the public leisure landscape and / or the charitable trust model. Please do get in touch at:

www.communityleisureuk.org

@CommLeisureUK

cateatwater@communityleisureuk.org

Thank you for reading.



PUBLIC FUNDING

€32m to be invested in Irish Sport in 2019

Sport Ireland will invest €32m in national governing bodies, direct athlete support and the Local Sports Partnership Network (LSP) during 2019.

The funding – which represents a €6.5m increase on the investment made in 2018 – includes an investment of €12.845m in NGBs, more than €9m in high-performance programmes and €7.29m in LSP.

There will also be a €500,000 pot reserved for targeted funding for projects, designed to assist with the preparation for key events in 2019.

According to Sport Ireland chair Kieran Mulvey, the funding follows on from the

publication of the *National Sports Policy 2018-2027*, which placed a strong emphasis on increasing participation in sport and physical activity by all members of society.

"2018 was a landmark year for Irish sport," he said. "At a strategic level, the publication of the new *National Sports Policy* was a key milestone for the sports sector.

"On the international stage we saw sustained success from our high performance teams and athletes, while the NGBs and LSPs are continuing to support strong participation in sport among people of all ages."

[More: http://lei.sr/f9Y8f_0](http://lei.sr/f9Y8f_0)



■ The funding includes more than €9m in elite programmes



**2018 was a landmark
for Irish Sport**

Kieran Mulvey

CLUBS

Laura Kenny: more clubs needed to get people active



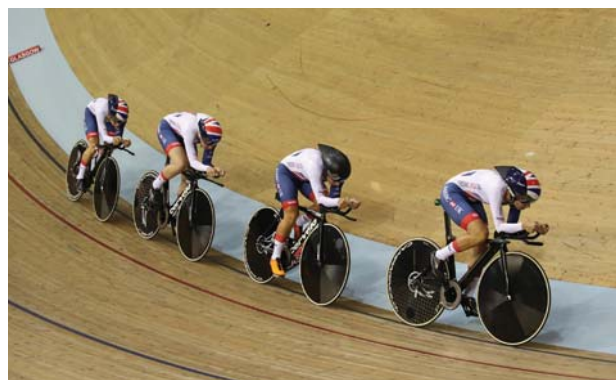
**Getting people into the
clubs is a massive thing**

Laura Kenny

Britain's most successful female Olympian believes that more sports clubs are needed in order to encourage people to have active lifestyles.

Speaking to *Sports Management*, four-time Olympic cycling champion Laura Kenny looked back on her own experiences of becoming involved in cycling as a child, joining a club, and progressing through the system, as she considered ways to get more people active.

"Personally, as a cyclist, I would say we need more clubs, because getting people into the clubs is a massive thing,"



■ Kenny is a four-time Olympic champion

said Kenny. "That's how I started, I just joined a club with my family. You get all the advice and coaching and join a community. And I think that's really important, to get that encouragement."

Kenny added that school also has an important part to play.

[More: http://lei.sr/w3B5x_0](http://lei.sr/w3B5x_0)

GRASSROOTS

Eight communities benefit from Sport England funding



The programme will be delivered by elite athletes who – working together with local delivery partners – will act as mentors to young people

A Sport England grant worth £749,300 will be invested in improving the lives of 700 disadvantaged young people in coastal communities around England – by helping them to get more active.

The funding will be channelled through the Get on Track for Wellbeing programme, operated by the Dame Kelly Holmes Trust.

The funding will see the Get on Track for Wellbeing initiative being delivered in Dover, Grimsby, Hull, Scarborough, Southport, Torbay, Liverpool and Folkestone.

The programme will be delivered by elite athletes who – working together with local



■ The funding will be channelled through the Get on Track for Wellbeing programme

delivery partners – will act as mentors to young people in an effort to “unlock their potential”. The project is targeting areas of low socio-economic status that have high levels of inactivity among their population and, as a result, have issues with wellbeing and ill health of their young people.

With the aim of moving the young people from being classed as inactive to active over the course of the programme, the mentors will introduce the young people to new activities.

[More: http://lei.sr/w2F9h_0](http://lei.sr/w2F9h_0)

STADIUMS

Aberdeen wins new stadium judicial review ruling

Scottish Premier League club Aberdeen FC has secured the legal go-ahead for its plans to build a new £50m stadium.

A planning application for the 20,000-seater development – proposed for the Kingsford area of the city – was lodged in early 2017 and includes a football academy comprising outdoor pitches, pavilion and ancillary buildings; and community sports facilities. The plans faced the threat of a lengthy judicial review, as campaigners claimed the site was an incursion into green belt land, and had presented alternative locations for the project.



■ The £50m stadium will have a capacity of 20,000



The outcome is welcome news for the club and the wider region

Stewart Milne

Lord Tyre, however, refused the petition from a pressure group called “No Kingsford Stadium” to have the project reviewed.

Aberdeen has already secured the support of the city council for the stadium project, designed by architects Halliday Fraser Munro.

“The outcome of the judicial review is welcome news for the club, the Council and the wider region,” said Aberdeen FC chair Stewart Milne.

[More: http://lei.sr/e4d8q_0](http://lei.sr/e4d8q_0)

Paris wants breakdancing and climbing at 2024 Olympics

Breakdancing is among four new sports being proposed for inclusion at the Paris 2024 Olympic Games.

Surfing, climbing and skateboarding are the other disciplines put forward by the Paris organising committee, which is looking to create interest in the Games among the younger populations.

The four selected sports do have some Olympic pedigree. Breakdancing, skateboarding and climbing appeared as medal events at the Youth Olympic Games in 2018, while skateboarding and surfing will feature at Tokyo in 2020.

[More: http://lei.sr/4f9s2_0](http://lei.sr/4f9s2_0)

Swimming news

NEW POOL

Plans for £20m Bingham pool approved



The new centre will result in a change in the quality of leisure

Debbie Mason

Plans have been approved for a £20m swimming pool and leisure centre project in Bingham, Nottinghamshire.

Rushcliffe Borough Council gave the green light to proposals for a new swimming pool and health club with exercise studios to be built on land owned by the local authority in the town.

The plans for the facility, which also include community hall and serviced offices, will now move on to the next stage, which will result in more detailed designs being drawn up.

It is expected that a planning application will be filed by the



■ The centre is scheduled to open in 2022

end of the year. The centre is scheduled to open in 2022.

Rushcliffe Borough Council's deputy leader, Debbie Mason, said: "The new centre will result in a change in the quality of leisure provision available for residents in Bingham."

[More: http://lei.sr/q8J7b_0](http://lei.sr/q8J7b_0)

PARTNERSHIPS

New partnership aims to get more people in the pool

A new aquatics partnership between Swim England and leisure operator Everyone Active will look to 'create a nation of swimmers'.

The three-year partnership will focus on creating a strategic approach to encourage more people to engage in swimming and to tackle physical inactivity.

The collaboration will take place in 12-monthly stages and the partners have now unveiled their year-one ambition – to achieve 10 million swims at Everyone Active pools by the end of 2019. As part of the #10MillionSwims project, a



■ The campaign looks to achieve 10 million swims at Everyone Active pools by the end of 2019



There's still a reluctance from people to get into the pool

Jacqui Tillman

campaign will be launched to focus on the 'occasional swimmers', highlighting the benefits that swimming regularly could bring to them.

"There is still a reluctance from many people to get into the pool," said Jacqui Tillman, head of swimming at Everyone Active.

"This may be because they aren't fully aware of the many health and social benefits swimming offers."

[More: http://lei.sr/J6q7a_0](http://lei.sr/J6q7a_0)

Holiday operator Bourne Leisure invests in pool safety

Holiday operator Bourne Leisure has bought dozens of Ruth Lee Pool Rescue Manikins to help train its lifeguards.

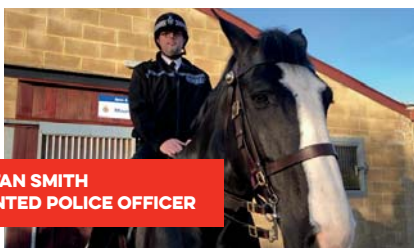
The dummies will be used to train more than 500 lifeguards at 57 of their sites around the country.

The dummies have been developed with assistance from the water safety charity The Royal Life Saving Society UK (RLSS UK) and have been tested extensively by RLSS UK trained lifeguards.

The 30kg manikins have been designed to provide a realistic tool for lifeguards to simulate the rescue of a person drowning.

I STARTED MY CAREER AS A LIFEGUARD...

IQL UK



TRISTAN SMITH
MOUNTED POLICE OFFICER



ANDY CARTER-WESTON
HART TEAM LEADER



SIMON BLACKADDER
LEISURE CENTRE MANAGER



CAROLINE PETER
ASSISTANT CHIEF CONSTABLE



ANDY MARSH
CHIEF CONSTABLE

#ISTARTEDASALIFEGUARD

“ I was looking for a job that could take me forward in my application for the police. I chose lifeguarding, and it was a fantastic decision – I was challenged, I had responsibility and I learnt invaluable lifesaving and people skills. ”

TRISTAN SMITH,
MOUNTED POLICE OFFICER

“ The core First Aid skills I learnt as a lifeguard really helped me during the ambulance service assessment process. The life skills I learnt from dealing with emergency situations in the pool; being able to engage and talk with members of the public and make people feel at ease, have been vital in the job that I do today. ”

ANDY CARTER-WESTON,
HART TEAM LEADER

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EDUCATION

ISPA Foundation Scholarship opens

The International SPA Association (ISPA) Foundation is now accepting applications for the 2019 Mary Tabacchi Scholarship.

This scholarship will be awarded to a junior, senior or graduate student enrolled full-time in a bachelor's or master's programme pursuing a career in spa management, leadership or entrepreneurship.

"ISPA is proud to support the Mary Tabacchi Scholarship once again as a new generation of spa professionals look to enter the industry," said ISPA president Lynne McNeas. "As the spa industry continues to grow, professionals entering the industry are met

with unlimited possibilities and exciting challenges."

The scholarship was created in 2006 and later named in honour of Mary Tabacchi, PhD, RD, Associate Professor, Hospitality Facilities and Operations at Cornell University.

The recipient will receive US\$5,000 to offset their education expenses, a complimentary registration, travel stipend and hotel accommodation to attend the 2019 ISPA Conference & Expo, as well as a one-year ISPA student membership and a one-year mentorship to help navigate their career aspirations.

[More: http://lei.sr/x2g8B_0](http://lei.sr/x2g8B_0)



■ The winner will receive US\$5,000 to help with their training



We are proud to support the Mary Tabacchi Scholarship

Lynne McNeas

NEW OPENING

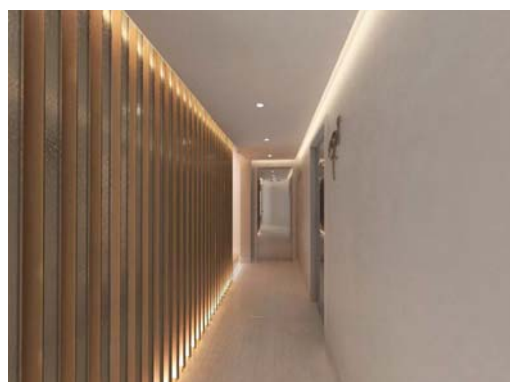
London to get cryo-wellness clinic

Apogii will feature a two-chambered cold sauna that lets guests ease their way from -60C to -110C, where they spend up to three minutes

A new clinic offering whole-body cryostimulation – a treatment using cold air to increase wellbeing – is coming to London's Notting Hill in late March.

The Apogii Clinic will offer whole-body cryostimulation through Zimmer MedizinSysteme's icelab, a two-chambered cold sauna that lets guests ease their way from -60C to -110C, where they spend up to three minutes.

The Apogii experience also includes a menu of hands-on procedures to enhance and improve the skin and body, including massages and facials.



■ The Apogii Clinic is spread over two floors

Spread over two floors, the clinic is designed to bring the warmth and cosiness of the Danish hygge lifestyle, and includes an in-house cafe serving healthy drinks and snacks.

A retail space includes CBD tinctures, ointments and creams.

[More: http://lei.sr/X3G8a_0](http://lei.sr/X3G8a_0)

NEW FACILITIES

Guests breathe easy with Oxygen Pod at Rudding Park



The pod offers guests cutting-edge options

Matthew Mackaness

Rudding Park Hotel and Spa in Harrogate, Yorkshire, UK, has expanded its Roof Top Spa offering with the addition of an Oxygen Pod.

Seating six guests, the Oxygen Pod offers up to 27 per cent concentrated oxygen levels, six per cent more than the levels found in dry air, and is designed to strengthen the immune system as well as reduce the appearance of ageing.

Based on NASA technology, still used in space travel today, the Oxygen Pod enables the body to absorb higher levels of oxygen which can help restore function to damaged cells and organs.



■ Seating six, the Oxygen Pod offers up to 27 per cent concentrated oxygen levels

In addition to the increased oxygen levels, negatively charged ions purify the air and stimulate the metabolism, while dry salt inhalation aids the respiratory system.

Matthew Mackaness, spa director, said: "The Oxygen Pod offers guests a cutting-edge option for achieving optimum health."

[More: http://lei.sr/W9s4D_0](http://lei.sr/W9s4D_0)

SUSTAINABILITY

Industry veterans launch sustainable spa association

A new UK-based trade body designed to educate spa and salon operators on the environmental impact of the industry is set to launch in the first half of this year.

Founded by industry veterans Lucy Brialey, former group head of spa for Aspria, and Robert Cooper, MD of eco-toweling company Scrummi Spa, the association, called the UK Sustainable Spa Association (SSA), will champion sustainability and teach operators how to run environmentally aware businesses by offering sustainable long-term operational strategies.



■ The association will champion sustainability



The SSA-recognised certification will increase a spa or salon's profile to consumers

Lucy Brialey

In addition, it will offer an SSA Accreditation, which will grade a facility on its sustainability.

"The SSA-recognised certification will increase a spa or salon's profile to consumers as a responsible and environmentally aware business," said Brialey. "For consumers, the SSA will be a place for trusted and up-to-date information on the sustainable integrity of spas."

[More: http://lei.sr/r6B8M_0](http://lei.sr/r6B8M_0)

Titanic Spa invests £35K in staff wellness area

Titanic Spa, an eco destination spa based in Huddersfield, Yorkshire, UK, has invested £35K in a designated wellness area for its staff.

Designed with staff comfort in mind, the new staff room is located inside a bright, airy space, giving staff members regular daylight breaks, and boasts a number of 'living walls' throughout, to give both staff and guests a clean breathing space.

Other facilities include phone charging ports, snack machines and Bluetooth speakers so staff can listen to music in their down time.

[More: http://lei.sr/p7K7g_0](http://lei.sr/p7K7g_0)

INNOVATION

Armathwaite launches 'Lemoga' experience

Armathwaite Hall, a luxury hotel and spa based in the Lake District, UK, has launched Lemoga, a new wellness experience combining yoga and lemurs.

Part of Armathwaite's 'meet the wildlife' wellness programming, which combines nature with mindful experiences, the Lemoga experience, available at the hotel's adjoining Lake District Wildlife Park, is designed for yogis of all abilities and capitalises on the current trend for yoga classes with animals.

Lemurs were selected due to the calming effect they have on humans, helping to reduce stress and lower blood pressure,

merely by being in their presence. Other experiences include: walks with alpacas, Meet the Meerkats and Apprentice Keeper sessions.

Carolyn Graves, owner of Armathwaite Hall, said: "As a wellness destination, we are used to providing our guests with outdoor experiences which help relieve the symptoms of city living such as stress, sleep and pollution. Lemoga offers our guests the chance to feel at one with nature, at the same time joining in with the lemurs' play time."

Guests will be able to follow up their Lemoga session with a visit to the hotel's day spa.

[More: http://lei.sr?a=3e1j3](http://lei.sr?a=3e1j3)



■ Lemurs are deemed to have a calming effect on humans and can lower blood pressure and reduce stress



As a wellness destination, we're used to providing guests with outdoor experiences

Carolyn Graves

MARKETING

COMO London launches corporate wellness programme



Corporate teams will benefit from expert instruction and inspiration, healthy cuisine and specialist treatments

COMO Metropolitan London and COMO Shambhala Urban Escape have launched new corporate wellness programmes for 2019.

The programmes have been developed by a team of experts to improve overall corporate wellbeing, with an aim of increased happiness and productivity of people living and working in the fast-lane.

Corporate teams will benefit from expert instruction and inspiration, healthy cuisine and specialist treatments. The programmes will engender long-lasting lifestyles changes aimed at rebalancing body and mind, and aims to help



■ The programme aims to improve overall corporate wellbeing

professionals feel equipped to take on the challenges of a demanding workplace.

The four new signature activities for 2019 include bespoke wellness days, a wellness day at COMO Shambhala Urban Escape, a 48-hour retreat aimed at quickly combating exhaustion and a solo wellness experience.

[More: http://lei.sr/y6B2C_0](http://lei.sr/y6B2C_0)



Getty Images

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for more information



CAMPAIGN

London Mayor launches domestic drive

London mayor Sadiq Khan has unveiled a drive to promote London to visitors from other parts of the UK in response to a decline in domestic tourism to the city.

While international visits to London have increased during each of the past five years, there has been a decline in the number of domestic visitors – with day visits to London falling by three per cent in 2017, from 337m, to 327m.

During this time, spend from day visits reduced considerably, by approximately 13 per cent from £14.4bn to £12.6bn.

London & Partners (L&P) currently promotes London internationally, but

Khan has now tasked it with the responsibility for coordinating an industry-led Domestic Tourism Consortium (DTC) that will promote the capital to domestic tourists as well.

Khan said he has designated £600,000 to the DTC over the next two years to support campaigns and promotional activity in order to reverse the decline in visits.

"Tourism is of huge value to our economy, and domestic tourists tend to spend more than international visitors," he said.

"So it's important that we take action to boost the number of visitors to London from around the UK."

[More: http://lei.sr/j2x5N_0](http://lei.sr/j2x5N_0)



■ Khan has tasked London & Partners to focus on domestic tourism



**“
Domestic tourists
spend more than
international visitors**

Sadiq Khan

MARKETING

VisitEngland's "microgap" campaign targets young Brits



**From walking with
Alpacas in the Lake
District to food
stalls in Brixton, we
want young Brits to
discover England's
great experiences**

Clare Mullin

VisitEngland is looking to give domestic tourism a boost through a campaign inspiring young Brits to take short breaks at home in England.

At the heart of the campaign is the promotion of "microgaps" for youngsters – described as short domestic breaks of one to three nights.

The initiative includes a social media and billboard advertising drive, which will feature a series of digital animations and images, featuring depictions of experiences and activities typically taken during gap-years abroad.



■ At the heart of the campaign is the promotion of 'microgaps' for youngsters

VisitEngland director of marketing, Clare Mullin, said: "From walking with Alpacas in the Lake District and road-tripping through the North York Moors National Park to sampling the food stalls in Brixton in London, we want young Brits to discover the great experiences right here on their doorstep.

[More: http://lei.sr/k8E9T_0](http://lei.sr/k8E9T_0)

Package travel regs prove unworkable

It's no secret that the Tourism Alliance considers the new Package Travel Regulations as a piece of very poorly designed legislation that will cause significant problems for the domestic tourism industry.

After much lobbying when they were introduced last year, the government agreed to undertake a six-month and a 12-month review of the legislation. While these reviews will not be able to change the legislation, there is a hope that amendments can be made to the guidance which would reduce some of the negative impacts associated with the regulations.

Broken system

Submissions to government – as part of the six month review – have just closed and, as we predicted, the new regulations are overly complex for small businesses, meaning that many are not able to comply with some aspects. A good example is the inability for small businesses to comply with the requirements of Linked Travel Arrangements (LTAs).

LTAs are formed when a customer takes advantage of a targeted offer within 24 hours of purchasing the first component of a package. LTAs were meant to cover situations where, for example, a customer books a flight on Easyjet and, at the end of the booking process, gets an offer to book accommodation or car rental through Easyjets preferred supplier. It's understandable that this is a form of dynamic packaging where a level of customer protection is warranted.

However, the guidance on the regulations classifies all forms of targeted offer as LTAs. This includes

customers at a B&B being told they can get 10 per cent off meals at the local pub, hotels giving destination cards to visitors with 20 per cent off entrance to local attractions or conference organisers negotiating delegate rates with local hotels for people attending a conference.

The problem here is that, in each case, the business providing the offer has no idea if the customer forms a LTA by using the offer within 24 hours of the first purchase. And, in the first two examples, the business has no idea whether the customer spends enough money on the targeted offer for a LTA to be formed (for an LTA to be formed, the customer must spend at least 25 per cent of the cost of the first product on the targeted offer).

Small businesses simply don't have the systems to be able to know when LTAs are formed, making the legislation unworkable. ●



■ Kurt Janson, director, Tourism Alliance



Small businesses simply don't have the systems to be able to know when LTAs are formed, making the legislation unworkable



■ Hotels and B&Bs offering discounts to local attractions could be liable to LTA

REDEVELOPMENT

Scottish museum completes £80m revamp

The National Museum of Scotland in Edinburgh has completed the final phase of an £80m transformation, leading to what it says is the “creation of a world-class museum”.

The redevelopment, which took more than 15 years to finish, was completed with the opening of three new galleries displaying more than 1,300 objects exploring the cultural heritage of ancient Egypt and East Asia and the diversity of ceramics. 40 per cent of the objects are going on display for the first time “in generations”, the museum said.

Funding from the National Lottery, as well

as from The Wolfson Foundation, the Sir James Miller Edinburgh Trust, the Garfield Weston Foundation, The Negaunee Foundation and a community of Trusts and individual donors helped to deliver the final phase, which cost £3.6m.

Bruce Minto, chair of National Museums Scotland, which owns the National Museum of Scotland, said: “This is a truly historic moment in the life of a great museum. The transformation of this iconic Victorian building on time and on budget is an achievement of which the nation can be rightly proud.”

[More: http://lei.sr/Q4v9X_0](http://lei.sr/Q4v9X_0)



■ A museum conservator cleans a statue of of Buddhist faith



“
This is a truly historic moment in the life of a great museum

Bruce Minto

MARKETING

London's National Gallery aims for US retail expansion



The museum has appointed New York-based The Wildflower Group (TWG) to develop the strategy

London's National Gallery is attempting to crack the US market, appointing a licensing agency to develop a multi-tiered retail strategy for the institution.

The museum has appointed New York-based The Wildflower Group (TWG) to develop the strategy, which includes an e-commerce destination and a bricks and mortar retail programme.

With more than five million visitors per year, The National Gallery in Trafalgar Square is one of the top ten most visited museums in the world. Its collection includes more than 2,300 paintings, with works by such masters



■ The gallery has international brand expansion plans

as Van Gogh, Monet, Velazquez, Raphael, Turner and Cézanne among these. It also has around one million followers on social media platforms.

TWG is to work alongside the Gallery's UK licensing agent JELC to develop a licensing programme in the US.

[More: http://lei.sr/m8b6a_0](http://lei.sr/m8b6a_0)

EQUALITY

Arts Council's report shows lack of diversity in workforce



We must be more focussed in our approach to the issue

Nicholas Serota

Only 5 per cent of staff members are not white at Arts Council England (ACE) major partner museums (MPMs) while 16 per cent of the working age population are from black and minority ethnic (BME) backgrounds in England, a new report from the organisation has found.

ACE's fourth annual diversity report, called Equality, Diversity and the Creative Case, surveyed its MPMs during the 2017/18 period and found that while overall there has been a moderate increase in proportionate BME representation, it is still well behind the national average.



■ Just 16 per cent of the workforce at Arts Council's major partner museums are from a BME background

BME representation increased by one point from 4 per cent in the previous two-year period of 2015/16 at ACE MPMs.

"We must be more focussed in our approach to the issues and from next year we will be reporting in greater detail," said ACE chair, Nicholas Serota.

[More: http://lei.sr/N3k3a_0](http://lei.sr/N3k3a_0)

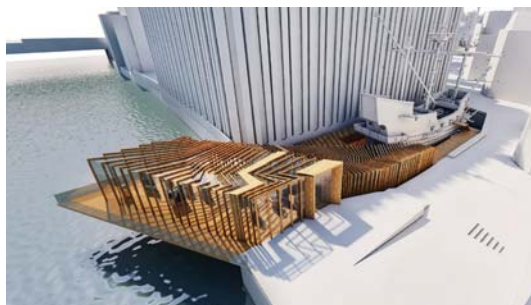
NEW ATTRACTION

Plans for museum dedicated to Drake's Golden Hind

A new visitor centre is in the offing for London's famous replica of the Golden Hinde warship, which was captained by British naval officer Sir Francis Drake – the first Englishman to circumnavigate the globe.

The centre has been designed by London-based architectural practice SPPARC and will feature an accessible education facility exploring the vessel's history, as well as an exhibition space and viewing galleries.

SPPARC's dual-level, 1,125sq m (12,109sq ft) building will also allow visitors to view various key



■ The centre has been designed by architects SPPARC



The brief for the new Golden Hinde called for unique design

Trevor Morris

locations along the River Thames connected to Drake. The architects will submit plans later this year.

"The brief for the new Golden Hinde visitor centre called for a unique design which learned from the skilled craftsmanship and innovative nautical engineering of this iconic ship," said SPPARC principal Trevor Morris.

"The concept was derived through the desire to reflect this history."

[More: http://lei.sr/p4D3G_0](http://lei.sr/p4D3G_0)

Upbeat results for Merlin

Merlin Entertainments has reported growth in a number of areas of its business in 2018, including record visitor numbers.

Some 67 million people visited Merlin's attractions during the year, up from 66 million in the year to December 2017. The operator reports a profit before tax of £285m, an increase of 4.9 per cent on 2017, with its operating free cash flow increasing by 9.7 per cent to £345m.

CEO Nick Varney said: "2018 saw improved momentum across most of our businesses, reflecting the strength of our diversified portfolio."

[More: http://lei.sr/h2b2H_0](http://lei.sr/h2b2H_0)



Why a good parking experience adds to the attraction

Parking. When it goes right it's a seamless, virtually undetectable experience.

When it goes wrong, it can ruin an entire day. In some cases, customers can be won or lost on the strength of the parking

The number of cars on our roads rises every year and as a result, the case for managing parking gets ever stronger. In tourism – where 65 per cent of day trips are taken by car – ensuring that visitors can easily find and access parking can make a huge difference to their experience.

Parking for tourists is different to the usual parking offering. Tourists will be unfamiliar with the destination and wanting to stay longer than the two-hour average. For a parking provider, there's the question of parking capacity, and supply and demand fluctuating through the year.

How visitors get their information is

varied, but in most cases the internet plays the biggest part. It's where the detail can be provided but simply presented. On arrival at the destination, signage is really important and supplying good information here is vital. If the actual attraction is some way off, the visitor will require further information in order to get there.

The cost of parking is always a very sensitive issue. Many attractions are able to offer free parking, but where parking isn't provided charges may be incurred. Tourists are medium and long stay users so ideally, the fees will need to reflect this. In central areas, however, long stay parking can, and will, attract commuters who take up vital

spaces for tourists, which creates an issue. Medium to long stay parking is discouraged for commuters but encouraged for tourists. As this is the first cost the tourist encounters at their destination, it leaves a very big impression.

Location of the parking facility should not be an after-thought. Regarding visual intrusion, the issue here is how tourist parking fits into the overall scheme of the site and the general local amenity. This is not simply a question of visual aesthetics such as adequate landscaping. It also includes issues of park and walk, park and ride and park and shuttle, taking full account of the amenity and safety of the area.



Above: The BPA will be available to discuss your needs at Parkex 2019
Left: Addenbrookes carpark, Cambridge
Right: Maintaining your car park



In essence, parking provision requires commitment and an understanding that it's an important issue, which has not always been the case; such as instances where the tourists are coming to see a temporary or seasonal event, for example. Frequently parking provision has simply been the nearest field. In these cases, consideration for the wider population whose environment may be disrupted should be given.

Communicating the location of the parking is an integral part of seamless journeys and accessibility. Information can be included on sat navs as well as on road signs. The central aim must be to indicate to the tourist which car parks are meant for them and of course where the attraction is.

Motorists will increasingly be seeking safer parking facilities, which is especially important at tourist sites where vehicles may be left unattended for relatively long periods of time, sometimes in remote locations. The police owned Safer Parking Scheme is a benchmark standard for parking provision. A specially trained police assessor will make an assessment against four criteria known to reduce vehicle-related crime and the fear of crime in parking facilities. These are lighting, surveillance, cleanliness and good management. If the parking facility passes it is given a Park Mark award. With 65 per

“ MOTORISTS WILL INCREASINGLY BE SEEKING SAFER PARKING FACILITIES, WHICH IS ESPECIALLY IMPORTANT AT TOURIST SITES

cent of motorists saying they would choose a Park Mark-awarded car park over one that has not been assessed, this scheme is definitely one to consider.

Disabled parking provision is also much overlooked. The biggest barrier for disabled motorists is the abuse of disabled parking bays. However, with the right management, this can be overcome. The Disabled Parking Accreditation is one way of being able to demonstrate the quality of disabled parking on offer and that these spaces are managed specifically for disabled motorists.

The benefits of these awards are an increase in trust between the motorist and the parking provider, leading to high ratings for the parking facility and repeat custom.

Getting the parking right is good for the parking provider and a clear asset for any destination. It can be a value factor which distinguishes one site from another. Making proper provision means obvious increases in extra revenue, attracting high spending visitors and getting maximum usage from car parks which may otherwise be underused.

From 2–4 April, The British Parking Association is hosting Parkex, Europe's largest dedicated parking exhibition at the NEC, in Birmingham, UK. Why not come along and discuss how awards and accreditations can benefit your business, experience new innovations in parking technology and immerse yourself in all things parking.

The event is free of charge. Register your interest at www.parkex.co.uk ●

Parkex
A BPA EVENT

2 - 4 APRIL 2019
THE NEC, BIRMINGHAM
REGISTER FOR FREE AT
www.parkex.co.uk

“

Eight years of austerity
have badly hit our arts
and culture.

Tom Watson



Heritage – under threat

Museums, galleries and libraries in the UK have seen
their public funding cut by £390m since 2011



■ Some of the most popular local museums, such as the Bury Art Museum & Sculpture Centre, are run by councils

Latest figures from the County Council Network (CCN), which represents all county councils in England, show that councils in England have seen their arts budgets cut by £390m in the last eight years.

Museums, galleries, libraries, and local arts organisations have all faced huge budget cuts since 2011, which were brought about by the Conservative government in the wake of the 2008 global financial crisis.

Library services make up the bulk of the spending cuts and the CCN said that the situation is likely to worsen as funding pressures and increasing demand for care services leave council leaders "between a rock and a hard place".

Leaders of county councils have said spending cuts have been made



■ Budget cuts can have a detrimental effect on educational programmes

Each museum and gallery that has forced to close is a chunk taken out of the heart of a community

to the arts and education in order to provide enough funding for care for the elderly and the vulnerable.

"Increasing demand for care, at a time when councils are experiencing significant funding reductions, leaves local authorities between a rock and a hard place on these hugely important non-care services," said Philip Atkins, Conservative vice-chairman of the CCN.

"We have regrettably had to shift funding from other areas to fulfil our statutory duties and more importantly protect the elderly and vulnerable."

Essex County Council is planning to close a third of its 74 libraries, while Birmingham City Council is planning to reduce grants to arts and cultural organisations by almost half.

"Eight years of austerity have badly hit our arts and culture. Each library, museum, gallery and creative

space closed is a chunk taken out of the heart of a community," said Tom Watson, deputy leader of the Labour Party and shadow digital, culture, media and sport secretary

"Altogether cuts like this can take the soul of a town."

However, a government spokesperson countered: "Local authorities are responsible for their own funding decisions and over the next two years we are providing councils with £91.5bn to help them meet the needs of their residents.

"We are absolutely committed to supporting our world-class cultural organisations and boosting participation. A further £1.6bn of government and National Lottery funding is being invested in the arts, museums and libraries across the country through Arts Council England until 2022." ●



Driving digital transformation

Technogym celebrated 15 years working with McLaren with a Digital Transformation business leader's event



■ Attendees trying out the Skill Line equipment, the same used by McLaren drivers in their training



Technogym supplies specialist equipment which is used by McLaren's racing drivers to prepare for their gruelling sport at the headquarters of the

Formula 1 Racing team in Woking. In early March, the company held a business leaders' day at the McLaren Thought Leadership Centre.

The day kicked off with a talk from 'practical futurist' and former global managing partner at IBM, Andrew Grill, who said all businesses need to embrace disruption to keep improving their offer to ensure they're the very best at what they do.

He said social media is key and stressed the importance of "making data and loyalty your currency" and encouraging organic engagement – grab your audience or customers when they're young and get to know their appetites while creating a sense of energy and drive.

STORYTELLING

Group digital director for McLaren, Rob Bloom, outlined the role of digital in storytelling giving live examples of how McLaren engages with its fans and connects with its audiences.

In 2018, McLaren installed a new safety frame in its cars which was unpopular with fans, who said it looked like a flip flop.

The event featured keynote speeches and the opportunity to try out Technogym kit



■ Delegates learnt how McLaren turned initial criticism of its safety frame to a positive, by utilising digital channels and social engagement

“ Among the day’s learnings was the importance of social media and the turning of data and loyalty into a “currency” ”

Bloom’s team ‘flipped’ this story to a positive, by partnering with social good fashion brand, Gandys, to design a McLaren flip flop, which went on sale to fans worldwide.

Gandys was founded by brothers Rob and Paul Forkan, who were inspired to start the brand after losing both their parents in the Tsunami that affected much of southeast Asia in December 2004.

The Gandys brand began with a single flip-flop design, with its success enabling the brothers to open the first Orphans For Orphans foundation kid’s campus in Sri Lanka in 2014.

Bloom explained how by using storytelling the campaign switched a negative to a positive, and stressed the importance of social engagement for McLaren, which uses social media to inform and respond to

McLaren enthusiasts and supporters, as well as the world’s press.

The morning session was wrapped up by Tim Benjamin, founder of Fitness Space and former international athlete, who talked about his own journey from athlete to entrepreneur.

HANDS ON

Attendees also got to try out the Technogym kit, which is used by McLaren drivers, including Skill Line, mywellness cloud and the Teambeats heart rate training solution, as well as Wellness Assessment, a dedicated zone focused on understanding users’ biometric data, with body compositions devices and assessment questionnaires using a profile app.

More than 90 senior industry leaders attended the day, which was hosted by Technogym’s Clayton Herbert. ●



■ Fitness Space founder Tim Benjamin offered insight into his own journey from athlete to entrepreneur



The new company draws upon the depth of our combined talent and resources to create an organisation that will deliver innovative services

Bob Newman, AEG



Creating a GIANT

Wembley and O2 operator AEG Facilities and rival SMG have merged, creating a truly global sports venue management business



■ Wembley Stadium in London, one of the venues to be operated by the new company

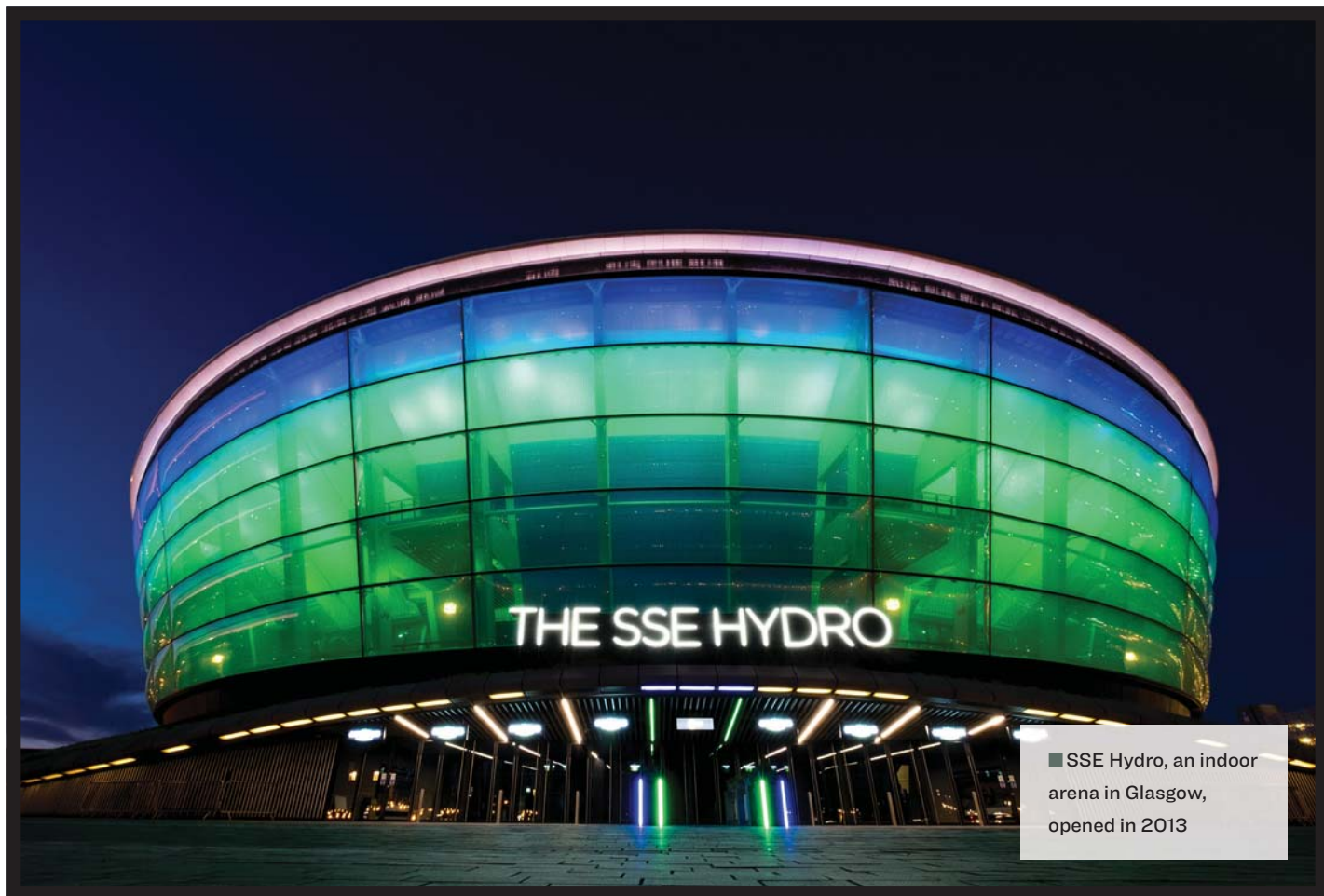
AEG Facilities and SMG have revealed plans to merge, creating a standalone global facility management and venue services company that will operate under the name ASM Global.

AEG Facilities is the venue management subsidiary of Anschutz Entertainment Group (AEG), the worldwide sporting and music entertainment giant and one of the world's largest owners of sports teams and sports events.

SMG is a stadium and sports arena manager owned by Canadian private equity group Onex.

The deal will see Onex and AEG each own 50 per cent of ASM Global.

The newly created company will be headquartered in Los Angeles, California, with key operations also based in Philadelphia, Pennsylvania.



■ SSE Hydro, an indoor arena in Glasgow, opened in 2013

“ We plan to accelerate innovation by combining our expertise to deliver increased value and offer enhanced capabilities ”

The company will operate AEG’s and SMG’s diversified portfolio of arenas, stadiums, convention centres and performing arts centres.

In total, the estate will have more than 310 venues across five continents.

High profile venues to be operated by ASM Global will include London’s Wembley Stadium and The O2 – as well as the SSE Hydro in Scotland and international venues such as the Barclays Center in New York, US; AT&T Center in San Antonio, US; and Dubai Arena in the UAE.

“This merger is a major step for our industry,” said Wes Westley, CEO and president of SMG.

“We plan to accelerate innovation by combining our expertise to deliver increased value and offer enhanced capabilities to municipalities and venue owners worldwide.

“At the same time, we expect that this transaction will offer employees at both our corporate headquarters and field operations tremendous new opportunities.”

Bob Newman, president of AEG Facilities, added: “This exciting new company brings together the two organisations and draws upon the depth of our combined talent and resources to create an organisation that will deliver value and long-term success, as well as innovative services to our clients around the world.”

Newman will become president and CEO of ASM, while Westley will join ASM’s board of directors.

AEG will retain ownership of its real estate holdings outside of the new venture, including its entertainment districts and owned venues in Los Angeles, London, Hamburg and Berlin. ●



■ The O2 retained its crown as the world’s busiest sports and entertainment venue in 2018.

TO LET

Marine Lake & Unit 7 Marine Point, Marine Promenade, New Brighton, Wirral, Merseyside CH45 2HZ

Wirral Council is seeking a tenant for its building at Unit 7 Marine Point and the adjacent Marine Lake.

This is a high profile opportunity for a new tourist attraction and destination, building on the resort's growing tourist economy.

The 8.5 acre Victorian built lake is suited to a variety of water-based activities and events. The associated building at Unit 7, part of the Marine Point complex, will be used to support activity on the lake and contains changing rooms, showers and restroom facilities, a catering kitchen, three rooms for use as training and office space and an outdoor store.

Any prospective tenant will need to demonstrate a track record of delivering high quality water-based facilities and submit a business plan showing how its vision for use of the facilities is deliverable, supporting its rental offer and supporting the uses permitted by the Lease including training and informal education opportunities. The business plan will also show how the prospective tenant will manage the Marine Lake use with continued public access and accommodate and contribute to the wider visitor economy and community.

Lease available for up to 25 years.

**The closing date for offers is:
Monday 1 April 2019 (12 noon)**

To register your interest and to obtain an Information Pack, please email: marinelakenewbrighton@wirral.gov.uk



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



Gurpreet Lidder

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

Corporate Partnership Manager



Salary: £30,000 per annum (£42,000 OTE)

YMCA is arguably the most recognisable and iconic of all global charity brands – trusted throughout the world to deliver outstanding, innovative and socially responsible activities for young people and the wider community. The YMCA movement started with us – Central YMCA. Throughout our nearly 200-year history, we've worked towards a world where people are happy, healthy and more fulfilled.

We strive to reach that goal through creative and appealing health, wellbeing and education programmes. These range from professional fitness qualifications through to apprenticeships – everything from childcare to horticulture! – as well as awarding qualifications educational institutions in the UK and abroad. Then, of course, there's our famous Club in central London, which is at the epicentre of contemporary wellbeing thinking and practice.

YMCA Club is our London gym and as the site of the very first YMCA, it's also our innovation hub. The gym remains the largest in the capital and it's where we develop our pioneering new techniques and ideas. We believe everyone should have the opportunity get healthier. That's why we built our first gym in 1881 and why today we welcome around 3,500 concessionary members to our gym. They range from elite athletes training for the Olympics to cancer rehabilitation patients.

Do you want to be part of this? We have an exciting opportunity to join us as a Corporate Partnership Manager. You will develop and deliver strategies to ensure all sales opportunities for YMCA Club are capitalised upon, with an emphasis on Corporate Partners and Members.

You will be working with key members of the Senior Leadership Team, including the Club Director, Marketing Director and Commercial Director to set sales strategies to ensure financial targets can be achieved.

You will be able to:

- Set and monitor KPI's with a specific aim of meeting or exceeding sales targets.
- Implement and monitor commission structures, ensuring correct payments are processed.
- Monitor and review sales statistics and performance against budget on a weekly basis, making sure remedial action is taken if required.
- Develop and communicate team objectives, outcomes and performance targets.
- Develop on-going profitable relationships and recognises all sales opportunities in relation to memberships.
- Conduct needs analysis for existing and potential corporate customers, developing bespoke membership packages.
- Create and develop a database of information on all existing and new corporate customers.

Are you up for the challenge?

You will have excellent communication, interpersonal and relationship building skills. You will feel motivated in a target driven environment and feel passionate about offering great customer service.

You will also need:

- Sales training/qualifications or equivalent experience.
- Solid experience of working in a commercial environment.
- Proven experience of meeting /exceeding sales and business development targets.
- Proven success in managing effective stakeholder relationships.
- To have an interest in the health and fitness industry
- Experience in managing budgets.

This could be your chance to join our innovative team and to do something great for yourself – and for others. If this sounds right for you, or if you would like to find out more about this position, click 'apply now' to send your CV and covering letter telling us why you are the perfect candidate for the role!

Apply now: <http://lei.sr/o3T3l>

Are you an enthusiastic sales professional within the fitness industry or a graduate with a degree in fitness or sports science/management and looking to develop your earning potential?



Want a position that comes with excellent scope for career progression?

A fantastic opportunity has arisen for a Business Development Executive to join ClubWise, a leading provider of business services to the health and fitness industry.

BUSINESS DEVELOPMENT EXECUTIVE: CLUBWISE SOFTWARE LIMITED

Location: Princes Risborough, UK

Salary: c£25,000 OTE £32,000 uncapped

About the role:

As a Business Development Executive, you will be responsible for selling our cloud based business solution to Independent health and fitness clubs across the UK. Developing and maintaining excellent working relationships, you'll focus on winning new business and maximizing existing customer revenue, through the upsell of our new integrated services including our Member Rewards, Body Composition and Group Heart Rate products.

Your duties will include:

- Achievement of the company set targets
- Qualifying and generating interest through a pro-active outreach
- Providing product demonstrations and quotations
- Following up with customers and prospects by telephone and email to a successful close

About you:

Confident and hungry for success, to be considered for this role, you'll have the following skills and experience:

- Excellent listening, communication and probing skills to identify requirements and levers
- A target driven approach with a positive mental attitude
- A professional and articulate telephone manner and presentation skills
- Be able to work as part of a small team
- Business acumen
- Good organizational skills
- IT skills

Apply now: <http://lei.sr/z0i6u>



GENERAL MANAGER



Hereford Leisure Pool £35,000 per annum

Due to an internal promotion, we have a great opportunity available to be part of our team of General Managers in Herefordshire. The successful applicant will be ready, willing and able to continue to drive and improve the performance at Hereford Leisure Pool, one of two large leisure centres within the City of Hereford.

This role is particularly suitable for someone with an established track record in large-scale public or private leisure centre management or similar and is looking for their next challenging and rewarding environment. With four busy pools, a buzzing gym, popular spa, vibrant studios and cafe you'll need to demonstrate an ability to oversee a centre which is full of life and vitality. We're looking for a person who can deliver industry-leading standards and attention to detail to help us continue on our journey to service excellence.

The role will place a strong focus on driving membership and swimming revenue and delivering a high level of customer service. You will also focus closely on delivering the highest operational standards, spending time actively on shift, driving service quality as well as providing first-class leadership and development opportunities to the team.

Applications should be submitted via your CV and a personal supporting statement outlining why you want this challenge and what skills and knowledge make you a suitable candidate.

Your personal statement should be no longer than two sides maximum. Please attach your personal statement to the bottom of your CV, when submitting your application.

To submit your application, please click or type the link below to apply now.

The provisional closing date is 9am on Monday 25th March 2019. (We reserve the right to close this advert early if sufficient applications are received).

Initial interviews will take place on Monday 8th April 2019.

Apply now: <http://lei.sr/VOVOo>

At **Women in Sport**, we're a small team, but we're doing big things. Transforming sport for the benefit of every woman and girl in the UK isn't easy, but we're committed to making the biggest difference we can.

If you want to join us in our mission, why not consider a career with Women in Sport. We're in. Are you?

Insight Manager

Location: London, UK

Salary: £32,000 - £35,000

We are currently recruiting for a full time Insight Manager to join our team. The insight function is at the heart of the organisation.

We are the leading organisation in the UK that researches sport purely from the perspective of women and girls, ensuring we reflect their 'authentic voice' and are an 'indispensable partner' to the organisations in the sports sector. We do this by robust and innovative research, which gets under the skin of the issues, and importantly by the ability to transform these into ideas and action.

The insight gained is then used to drive change through campaigns, policy change and new initiatives where we work with external partners to champion women and girls through sport. Your role will be to help Women in Sport build on its reputation as the expert in this area.

We are an inclusive and diverse employer and welcome applications from all suitably qualified persons regardless of race, gender, disability, religion/belief, sexual orientation or age.

Closing Date: Monday 25th March 2019
1st Interviews Wednesday 3rd April 2019

Apply now - <http://lei.sr/B9W8R>





Why Work For Us?

**Are you ready to help others become healthier and happier?
Working for us, that's just what you'll do – each and every day!**

We make active lifestyles an enjoyable habit – helping people of all ages live well and for longer. Our people truly are what make us special and we're proud to have over 900 talented staff working with us.

Upon joining the Everybody team you'll gain access to:

- Substantial training & career support
- Discounted gym membership with access to all facilities
- Generous benefits & pensions schemes

We are extremely proud of our people and they are of us – our latest staff survey showed 90% were proud to work for Everybody, levels of overall job satisfaction were at 91% overall job satisfaction, and over 99% of staff feel able to take responsibility for their own work.

Our key services include:

- 15 (soon to be 16!) leisure facilities including the new Holmes Chapel Community Centre and Crewe Lifestyle Centre
- Everybody Healthy – a range of health and wellbeing programmes and initiatives to support people in our communities
- 6 Taste for Life Cafes & Events facilities – onsite within both Everybody & neighbouring leisure facilities
- Everybody Fitness membership and Learn to Swim schemes
- Everybody Options concessionary discount programme

Go to <http://lei.sr/t0N3b> to see our full range of vacancies



City of Westminster

RELATIONSHIP OFFICER - PHYSICAL ACTIVITY

Maida Vale, London, UK £32,592 - £46,347

Westminster is dynamic, multicultural and unique. At the City Council, we support the combination of tourism, commerce and business that makes the area so special, but we always put our residents and communities first. And, as part of that, we encourage people to stay active and take advantage of the many parks and other sports and recreational facilities open to them.

The Role

Working closely with the Relationship Manager - Physical Activity, you'll build collaborations between the City Council, the Physical Activity, Leisure and Sport (PALS) team and a range of external partners. You will also gather data to inform future activities and get involved in managing a range of programmes, activities and projects. You'll work on delivering the ActiveWestminster strategy, to drive participation in physical activity, leisure and sport, and inspire Westminster residents to live healthy and active lifestyles.

About You

A Member of the Chartered Institute for the Management of Sport & Physical Activity (CIMSPA), you will have a background in the physical activity, leisure or sports industries, including a track-record in delivering customer services or working with different stakeholders. You'll need excellent communication and organisational skills, and the ability to work both on your own initiative and as part of a team. Good IT skills are essential.

What we Offer

If you're as productive as you are ambitious and collaborative as you are enterprising, this is your chance to take real ownership of your work, right in the heart of iconic Westminster, a true 'City for All'. We truly believe in nurturing our people and enabling them to make the most of their talent. Join us, and you will find plenty of developmental opportunity both within and outside the team.

Apply now: <http://lei.sr/L1o9h>



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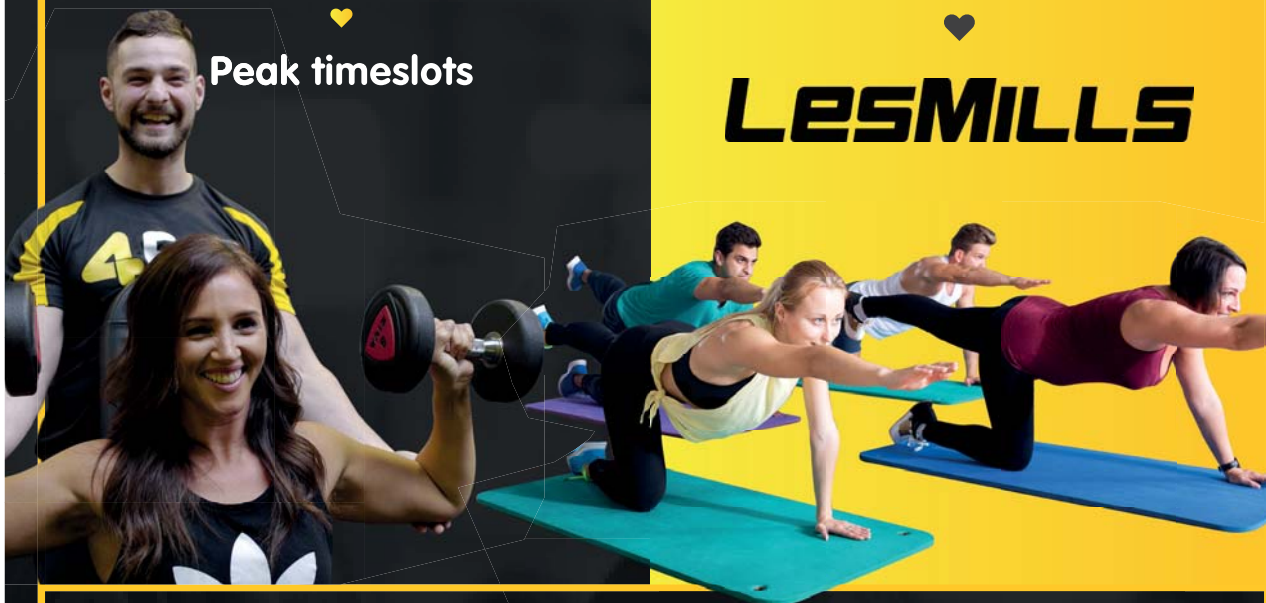
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£20 per hour



LES MILLS



Send your cv and cover letter to
stacey.gould@exercise4less.co.uk



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>





NATIONWIDE APPRENTICESHIPS NOW AVAILABLE!

Do you want a career in the Leisure, Sport and Fitness industry?

Everyone Active offer 12-month apprenticeship contracts and are looking for candidates who are keen to work in the sports and leisure industry.

Our apprenticeships are available in a wide range of leisure roles which include lifeguarding, gym instructing, multi-skilled activity leading, reception and swim instructing apprenticeships. No qualifications or previous experience are required to apply.

Why Everyone Active?

Become part of our family and you will receive a free membership to over 180 leisure facilities nationwide, plus great development and career opportunities and a host of other great benefits!

Find out more and register your interest today at
www.everyoneactive.com/about-us/careers/apprenticeships

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INVESTOR IN PEOPLE

everyone
ACTIVE

A BRAND NEW VISITOR ATTRACTION



Silverstone has been synonymous with motor racing since the mid-20th century. It is now one of the most famous sporting venues in the world. The Silverstone Experience will tell the 'whole' Silverstone story.

Through the creation of The Silverstone Experience as a centre of focus and understanding, the heritage of Silverstone can reach a far wider audience than before and ultimately cement its position as the centre for British motor sport heritage.

The project will open in the spring of 2019 and the vision is to bring the extensive heritage of Silverstone and British motor racing to life through the creation of a dynamic, interactive and educational visitor experience.



Retail Manager

A new and exciting opportunity has arisen to lead the Retail shop operation at The Silverstone Experience.

Salary: c £27,500 per annum

You will lead The Silverstone Experience Retail shop operation as well as being part of our Duty Management Team. You will ensure that our shop is commercially successful and exceeds our visitors' expectations by managing a small team of retail staff.

For full job description, person specification and to apply: <http://lei.sr/Q9B5T>

This is a fantastic time to join us and be part of the exciting journey through the past, present and future of Silverstone and British motor racing.

You must have a minimum of two years relevant experience in a high profile, high quality retail or attractions operation and it is essential that you have a GCSE English and Maths – Grade C or above. A degree level qualification in a related discipline is desirable but not vital.



Giant Opportunities

Gulliver's have enjoyed more than 40 years of delivering great value family fun; with resorts in Warrington, Matlock Bath, Milton Keynes and a brand new resort opening at Rother Valley in 2020. Our resorts include Theme Parks, Splash Zones, High Ropes experiences, Dinosaur and Farm Park, plus award winning Short Breaks in themed hotels, lodges and camping. We're looking for ambitious, high energy, hard working individuals who want to share in our exciting future!

Trainee Manager Programme

With a hands-on approach and excellent communication skills, you'll be used to organising and dealing with customers, be innovative with your ideas and have an infectious enthusiasm that engages and inspires those around you.

The Trainee Manager programme will be structured over a 12 month period starting in May 2019 and will include:

- A number of placements across different areas of the business.
- First class training programme to develop skills and knowledge.
- Senior level mentoring from within the business and access to external development coaches and experts.
- Ownership of bespoke projects which will challenge skills and develop learning.

Trainee Manager candidates MUST send a covering letter with their application.
Closing Date: 29th March 2019.

Theme Park Roles

Discover a large number of seasonal roles ideal for all, from students to retirees. We make sure that team members are given the chance to really develop and progress within the company. With such a diversity of areas and attractions here at Gulliver's, we have all kinds of roles available, including:

 **Ride Operatives**

 **Entertainers**

 **Catering & Retail**

 **Park Care & Maintenance**

 **Blast Arena Warriors**

 **Splash Marshals**

To apply, please email your CV and details to the careers email below.

To Apply, Please Email Your CV and Details to: careers@gulliversfun.co.uk

It's **amazing** what you
can find in the forest...



AQUA SANA



Senior Beauty Therapist

Longleat Forest, Wiltshire

c.£21,200 p.a.
plus commission



Aqua Sana is an award-winning spa offering a combination of experiences, products and treatments. Every spa – one at each Center Parcs location – is uniquely designed, with a minimum of 15 spa experience rooms to explore.

In the winter of 2019, we'll be opening the doors to a fully refurbished Aqua Sana Spa, offering a beautiful environment to work in and a brand new break space for employees. So, if you're a qualified therapist with some supervisory experience and you're looking for a position where nurturing and rewards go hand in hand, then this is it!

As one of our Senior Therapists you'll share your knowledge of beauty, customer service and retail sales with an established team of up to 15 therapists – motivating them to achieve excellence in all they do. It's a fast paced business dedicated to offering guests the very latest in treatments and brands, and helping to successfully roll out these product changes will also form part of your daily remit.

At Center Parcs, we know that our commitment to offering guests the highest standards of care can only be achieved through our employees, so you can expect to receive a diverse range of training opportunities to help you achieve this – from the expected beauty brand updates right through to deaf awareness training, plus much more.

Center Parcs is a fantastic place to work and the benefits are as impressive as they are unique. Here are just a few.

- Staff Bonus Scheme
- Staff Reward Scheme
- Free use of leisure facilities
- Discounted Center Parcs breaks
- 20% discount in restaurant and retail outlets



[@CenterParcsCareers](https://www.facebook.com/CenterParcsCareers) [@CPCareers](https://www.twitter.com/CPCareers)

Interested? Then for more information about Center Parcs and the opportunity to apply, simply send your CV to charlotte.legg@centerparcs.co.uk



STRIP
WAX BAR

Therapist

LONDON

COMPETITIVE SALARY AND BENEFITS

Strip Wax Bar is a pioneer in hair removal industry, specialising in waxing and laser hair removal.

Established in 2005, Strip Wax Bar has grown to become one of the most respected beauty brands in luxury hair removal with a market leading presence. The company now boasts a customer base across 6 London boroughs with an international reach.

Strip Wax Bar offers excellent customer service and champions both new and renowned waxing and laser hair removal techniques, as well as stocks a broad range of beauty and lingerie brands online and in-stores.

We have an inclusive and supportive company culture, and believe in getting the right fit when it comes to people joining the company. We place a high value on people and believe we can offer a fun and friendly environment to work in, as well as a great place to learn and develop.

We offer competitive rates of pay with built in commission on treatments and retail as well as staff perks along the way to show how much we appreciate the hard work. On top of that we offer different contract opportunities for senior or part time therapists. We warmly welcome freelance therapists as well.

Strip Wax Bar is an equal opportunity employer and is determined to ensure that no applicant or team member receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race.

Please mention Spa Opportunities when applying for this job.

Apply now: <http://lei.sr/g7J4T>

[comfort zone]

DAVINES S.P.A

International Educator – Beauty

PARMA, ITALY

COMPETITIVE SALARY PLUS BENEFITS – RELOCATION PACKAGE AVAILABLE

Davines Group is a recognized leader in the formulation and manufacturing of high-end hair and skin care products with three specific brands: Davines, [comfort zone] and /skin regimen/.

Our in-house production team has consistently developed scientifically proven and highly innovative natural products that, when combined with an innate sense of art and design, nurture both body and mind. Promoting and transforming a holistic, healthy and sustainable lifestyle concept into a beautiful reality is our mission. Creating beauty from the inside out is our passion.

Our purpose is to be the best for the world, creators of good life for all, through beauty, ethics and sustainability. JOB SCOPE: Reporting directly to the Skin Care Division Education Manager and being based in our Davines Village in Parma, this role will have the mission to guarantee the attractiveness and strengthen the skin care brands positioning and success through an effective and innovative educational approach, coherent with the brands' values and strategies.

MAIN RESPONSIBILITIES:

- Carry out education classes for [comfort zone] and /skin regimen/ clients - theoretical product knowledge, face and body massage, retail training courses;
- Take part in seminars, tradeshow, workshops in the capacity of demonstrations, public speaker, assistance in PR events;
- Provide a constructive evaluation of all training participants to the Corporate Education Department and the Business Development Manager responsible for the area;
- Create training materials (powerpoints, education tools) and conduction of webinars and skype training;
- Plan all training requests from distributors and BDM's with approval of the International Sales Director/General Manager;
- Coordinate international freelancers, briefing and preparing them and the necessary supports for their assignments;
- Organize and manage the International Train the Trainer sessions held in Parma (or abroad) once/twice a year in collaboration with the Skin Care Division Education Manager;
- Cooperate with international trade marketing and customer care teams in terms of product launches, stock deliveries for training etc;
- Collaboration with technical marketing for educational support, panel tests and treatment development.

PERSON SPECIFICATION AND REQUIREMENTS:

- Have previous experience within the same role in structured beauty companies;
- Professional and technical background as beauty/massage therapist;
- High interpersonal communication, relational and presentation skills;
- Flexible, hands-on, practical and proactive mindset;
- Proven ability to work under pressure, to set priorities and manage a variety of tasks;
- Time management, scheduling and organizing competencies;
- High social and interpersonal communication skills;
- Availability for working during the weekends with frequent business trips in all the international territory;
- Fluency in English is mandatory

For more information
and to apply:

<http://lei.sr/Y9P9M>

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