

leisure opportunities

2-15 April 2019 Issue 759

Your careers & recruitment partner

What gets kids active – five findings

Enjoyment is the single biggest factor in motivating children to be active – while “physically literate” children do twice as much activity.

These are among the key findings uncovered by a detailed analysis of Sport England's *Active Lives Children and Young People Survey*.

More than 130,000 children and young people were surveyed in the academic year 2017-18 for the Active Lives study, which also included an analysis by Ipsos MORI. The questionnaire asked children about their attitudes towards sport and physical activity.

The analysis of the results has now identified five key findings.

The five key findings are:

1. Physically literate children do twice as much activity.
2. Enjoyment is the biggest driver of activity levels.
3. Children who have all five elements of physical literacy report higher levels of happiness, are more trusting of other children, and



■ Physically literate children are more active

report higher levels of resilience.

4. Physical literacy decreases with age.
5. There are inequalities among groups of children – including that girls are less likely to say they enjoy sport.

Following the publication of the analysis, Sport England CEO Tim Hollingsworth called for everyone involved in a child's activity level to ensure that enjoyment is “at the heart of anything they do”.

[More: http://lei.sr/5u8j5_0](http://lei.sr/5u8j5_0)



Enjoyment in sport should be at the heart of everything we do

Tim Hollingsworth



FITNESS

Blok to open first studio outside of London

Co-founder Reema Stanbury reveals Manchester plans

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SPORT

New strategy for wheelchair basketball

NGB looking to ‘transform’ sport at all levels

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ATTRACTIONS

Peppa Pig park in the plans for Merlin?

Nick Varney hints at new IP-based development

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Women in Sport CEO **Ruth Holdaway** announces plans to step down

Ruth Holdaway, chief executive of Women in Sport, is leaving the charity to take up the role of CEO of Tennis Victoria in Australia.

Holdaway joined Women in Sport in 2013 – then called Women's Sport and Fitness Foundation – and led a transformational rebrand of the charity.

During her tenure as CEO, Women in Sport has been credited with delivering a number of successful campaigns designed to promote the role of women and girls in sport.

Holdaway was a vocal supporter of a requirement for more women in leadership roles written



■ Holdaway first joined Women in Sport in 2013

"The landscape for women's sport in the UK has changed dramatically since I started in this role"

into Sport England's Code of Sport's Governance.

She will officially leave her post in May.

"Ruth has worked tirelessly to improve the experience of sport and fitness for women and girls across the

country," said Jayne Haines, chair of Women in Sport.

"She has also transformed the charity itself, with a rebrand and new strategy which make our ability have social impact all the stronger."

Holdaway added: "It has been an honour to lead Women in Sport. The landscape for women's sport in the UK has changed dramatically since I started in this role and I feel proud of what Women in Sport has contributed to drive that positive change.

"However, there is much still to do. I'm looking forward to now becoming a female leader in an international sporting arena."

English Football League chief executive **Shaun Harvey** steps down after five years in role



■ Harvey has worked in professional football for the past 25 years and became EFL CEO in October 2013

Shaun Harvey has revealed plans to step down from his position as CEO of the EFL (English Football League) at the end of the season.

Harvey, who has worked in professional football for the past 25 years, became CEO in October 2013.

During his tenure, Harvey oversaw some significant changes – including the rebranding of the English Football League to EFL in 2016, a controversial attempt to modernise the brand and

"I'm proud of what we have achieved, in what haven't always been easy circumstances"

make it "more attractive" to the international market.

However, that search for added value was somewhat undermined by Harvey's decision to rubber stamp a five-year, £595m broadcasting deal with Sky TV, which was seen by some clubs as "undervaluing the EFL brand".

"I'm proud of what we have achieved, in what

haven't always been easy circumstances," Harvey said.

Harvey's departure means that all three major bodies of English football are now searching for new CEOs.

Martin Glenn, CEO of the Football Association is set to leave his post in May and the English Premier League is still searching for a replacement for Richard Scudamore, who stood down in December.



■ McCarthy is director of spa & wellness for Mandarin Oriental

{ **"For me, the spa industry is – and always has been – about taking care of other people"** }

Jeremy McCarthy receives 2019 ISPA Visionary Award

The International SPA Association (ISPA) will present the 2019 ISPA Visionary Award to Jeremy McCarthy, director of spa & wellness for Mandarin Oriental Hotel Group at the ISPA Conference & Expo taking place at The Venetian in Las Vegas from 11-13 September, 2019.

"Jeremy's forward-thinking approach to spa leadership has inspired countless industry professionals throughout his career," said ISPA president Lynne McNees. "We are thrilled to recognize his commitment to the industry and look forward to the continued passion he brings to the spa world."

As director of spa & wellness for Mandarin

Oriental, McCarthy is responsible for leading the group's guest and colleague wellness programmes and their luxury spa division.

He has over 25 years of experience operating luxury spas in resort and hotel properties worldwide and holds a Master of Applied Positive Psychology degree from the University of Pennsylvania. He is the author of *The Psychology of Spas & Wellness* and hosts a blog about holistic wellbeing called Psychology of Wellbeing. He is also the chair of the Digital Wellness Initiative for the Global Wellness Institute.

"For me, the spa industry is and always has been about taking care of other people," McCarthy said.

leisure opps

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Lisa Barden joins Arora Group as director of Spa & Wellness

Lisa Barden has been named as the new group director of spa and wellness for private property development company Arora Group.

Barden, who has recently been named as the chair of UK Spa Association, has more than 20 years experience working in the spa and wellness industries, and has previously held various positions at Champneys, ESPA, Wentworth Club and Spa, and Grayshott Spa. In addition, she is a reiki master

"The spa and wellness offer at the new luxury Windsor hotel will be game-changing"

teacher practitioner and a holistic beauty therapist.

For her first major project in the role, Barden will be responsible for developing the new 2,100sq m (22,600sq ft) spa opening at the company's new luxury country hotel in Windsor, UK.

"I am delighted to be taking on the role of group director of spa & wellness for Arora Group," said Barden. "The

spa and wellness offer at the new luxury Windsor hotel will be game-changing. Our objective is to create a space which allows for the delivery of unparalleled levels of service through the creation of transformational experiences for our guests and visitors."

The spa, wellness and aesthetics spa will boast 18 treatment rooms, as well as a traditional hammam.

■ Barden has more than 20 years experience working in the spa and wellness industries

We're leaders, not followers now, says EIS national director Nigel Walker

English Institute of Sport (EIS) national director Nigel Walker believes that the organisation is now among the leading national sports science and medicine institutions in the world, and can point to an enviable track record of elite performance success as proof.

Heads have been turned around the world by Britain's Olympic medal-winning excellence, going back to 2008 in Beijing, followed by the home games of 2012, and then even better results in Rio in 2016. Other countries want to know the keys to success, says Walker.

"It's interesting that when we were established, the first national director, a woman



■ Walker joined the English Institute of Sport in September 2010

"It's clear that, rather than following the pack, a large part of the pack is following what we're doing"

called Wilma Shakespear, had been working in the Australian system before she came across and set

up the EIS in 2002. Now, we have requests from our contemporaries in Australia to come across and look at

what we're doing, as well as requests from Denmark and Holland, and India and China, and other countries. I'm not saying we're the best institute in the world, but we're certainly in the leading group. Rather than following the pack now, a large part of the pack is following what we're doing, to understand how we have been so successful across Beijing, London and Rio.

"We're working more closely with the sports and have moved to the centre ground in the high-performance system, so we're working across those areas that the sports have told us they couldn't do themselves."



■ Fitzboydon is stepping down after less than two years in the role

Peter Fitzboydon to step down as MD of Parkwood Leisure

Peter Fitzboydon has stepped down from his managing director position at Parkwood Leisure after less than two years in the role.

Fitzboydon joined Parkwood in June 2017 after a three-year stint as chief executive of London Sport.

During his tenure at Parkwood, he oversaw a major transformation of the business – including a number of new contract wins, which have resulted in the company growing significantly.

"Parkwood Leisure has undergone a period of rapid change over the last year or so, with the Parkwood 2.0 business transformation programme improving the way we operate,"

Fitzboydon said. "This work has been a major factor in our recent business development success, where we have won six new contracts contributing over £10m of annual turnover.

"This was my immediate aim. Parkwood already had good future stability, however the transformation work has helped to make our medium and long term financial outlook even more secure.

"The focus in the short term needs to be on optimising the 'core business.'"

Fitzboydon is stepping down with immediate effect and will be replaced by Glen Hall, Parkwood's current operations director.

"Parkwood has undergone a period of rapid change over the last year, with the Parkwood 2.0 business transformation programme"

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NEW OPENING

Marlow Club opens premium yoga studio

The Marlow Club in Buckinghamshire has opened PilaYoga, a standalone studio offering yoga and pilates.

PilaYoga is integrated into The Marlow Club, but with its own, dedicated entrance it operates as a standalone facility, with its own identity and membership.

The facility houses two studios – one for mat-based yoga and Pilates classes and another dedicated to four Merrithew pilates reformers, supplied by Physical Company.

The launch of PilaYoga is part of a larger redevelopment of the The Marlow Club, which has seen changing facilities extended and upgraded, a new functional fitness

space added to the gym floor and the introduction of two new therapy rooms.

“Over the last few years there has been a steady increase in the demand for a more holistic fitness and wellbeing offer”, says Jon Williams, COO at the Marlow Club.

“The Club timetable offers a good selection of yoga and Pilates classes but we identified an opportunity to create a bespoke environment where people can completely switch off from the hustle and bustle of day to day life and enjoy a totally immersive experience. This is exactly what we have created with PilaYoga.”

[More: http://lei.sr/J2Q7D_0](http://lei.sr/J2Q7D_0)



■ PilaYoga will operate as a standalone facility



The timetable offers a good selection of yoga and pilates classes

Jon Williams

INNOVATION

Nike partners with Technogym for pop-ups



The camp has been designed in partnership with Olympic boxer Joshua Buatsi

Sportswear giant Nike has teamed up with equipment supplier Technogym to create a bespoke Nike Training Camp in Croydon.

Fifty young people from south London have been selected for the Nike Training Camp Croydon, which will result in each obtaining a Level 3 PT qualification – the first ever Nike-branded PT award.

The camp – which has been designed in partnership with Croydon-based Olympic boxer Joshua Buatsi – will consist of a 16-week course with content and assessments provided by YMCA Awards.



■ Kit at centre will be provided by Technogym

Teaching will take place in a custom-built training facility in the heart of the Croydon Centrale Shopping Centre.

Equipment at the centre will be provided by Technogym, which is providing its innovative Skill Line kit at the venue.

[More: http://lei.sr/Z4t4k_0](http://lei.sr/Z4t4k_0)

EXPANSION

Total Fitness announces capital expenditure plan



We're investing in programming and equipment

Ian Twitchen

Total Fitness says it's aiming to take its member experience to "the next level", through a major investment in new kit and staff training.

The operator has 17 health clubs across the north of England and Wales, each offering a full-service fitness approach that includes gym floors, swimming pools, indoor running tracks, women-only gyms and 70 classes per week.

The company is pursuing an aggressive capital expenditure plan that will see new cardio and strength equipment installed across its clubs, as well as new training areas to meet

the increasing demand for group and functional training and HIIT.

"We're directing this investment at developing programming, increasing engagement with members on the gym floor, and equipment to ensure our facility can cater for the latest demands from our members," said Ian Twitchen, group brand performance manager.

[More: http://lei.sr/g9T7c_0](http://lei.sr/g9T7c_0)



■ Total Fitness currently operates 17 health clubs

MARKETS

TRT Holdings puts brakes on Gold's Gym sale

TRT Holdings, the majority shareholder of Gold's Gym, has cancelled its plans to offload the gym chain.

The US-based private holding company, which also owns Omni Hotels & Resorts, announced in July 2018 that it would explore a sale of the company in order to "focus on its core businesses". It has now, however, decided to retain its ownership and reinvest in the iconic brand.

The company currently operates a handful of clubs in the UK.

"As we worked through the exploratory process of selling the brand, we continued to



■ TRT Holdings put Gold's Gym on sale in 2018



We felt we'd be leaving too much value on the table by selling now

Blake Rowling

see growth opportunities for Gold's Gym in a number of areas within the fitness industry," said TRT Holdings president Blake Rowling.

"After carefully considering our options, we felt that we would be leaving too much value on the table by selling the company today."

As part of the move, TRT has named Adam Zeitsiff as president and CEO, effective immediately.

[More: http://lei.sr/C8r6S_0](http://lei.sr/C8r6S_0)

ukactive expands annual awards – adds training awards

ukactive has revealed a shake-up of its annual awards by adding a raft of new categories.

New gongs to be handed out now include Activation of the Year – which celebrates any event or campaign that has inspired people to be more active – and Digital Transformation of the Year, for organisations demonstrating successful digital integration in the way their business is run.

For the first time, the flagship event will also feature the Active Training Awards – celebrating the champions of workforce development.

[More: http://lei.sr/s6h2z_0](http://lei.sr/s6h2z_0)

PUBLIC HEALTH

Sir Muir: "NHS must use fitness industry"

Veteran physician Sir Muir Gray has called on Health Secretary Matt Hancock to enlist the services of the fitness industry to help deliver NHS England's new Universal Personalised Care strategy.

In an open letter published in *Health Club Management*, Sir Muir welcomes the government's commitment to personalised care, and states that the fitness industry, with its "many thousands of trained professionals", is ideally placed to undertake a significant aspect of the Government's plan: that of appointing a thousand "link workers" to deliver lifestyle support to people in need of

health interventions outside of pharmacies, hospitals and mental health services.

The letter continued: "The fifteen million people in the UK who suffer from long term conditions need the skills, enthusiasm and resources of the fitness industry – co-ordinated by ukactive – to realise your vision of universal social prescribing."

Sir Muir's intervention comes against the backdrop of what is being termed the third healthcare revolution – one in which there is a growing acceptance that activity can prevent many common diseases and transform their treatment.

More: http://lei.sr/Y7k5C_O



■ Physical activity could play a major role in preventative care



NHS needs to promote activity therapy

Sir Muir Gray

ASSOCIATIONS

WIFA launches UK council



Our vision is that every women in fitness can find her place

Emma Barry

The Women in Fitness Association (WIFA) launched its UK council on 8 March 2019 – the International Women's Day – a not-for-profit organisation that aims to unite women in the fitness industry by offering support, resources and mentorship programmes, while also addressing specific issues women face in the industry.

Established in the US by industry veteran Lindsey Rainwater, WIFA gives its members access to a global network that offers a wealth of knowledge, experience and contacts, as well as live events, quarterly virtual meetings, meetings aligned to major



■ WIFA aims to unite women in the fitness industry

industry events, exposure on the WIFA website and a host of speaking, presenting and blogging opportunities.

Emma Barry, WIFA board member and mentor for international, said: "Our vision is that every woman working in the sector can find her place and rise to her fullest potential. We want to see more women in the boardroom."

More: http://lei.sr/T2z7B_O



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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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Fitness news

EXPANSION

Blok to open first studio outside of London



Manchester was a natural choice for the third Blok

Reema Stanbury

Functional fitness operator Blok has revealed plans to take its boutique concept outside of London for the first time.

Blok currently operates two sites in the heart of East London – in Clapton and Shoreditch – and has announced it will open its third site on the edge of Manchester's creative Northern Quarter.

Set to open in July, Blok Manchester will mirror the existing London sites and deliver signature classes across three exercise studios.

In total, there will be 25 different classes on offer, ranging from barre, boxing and yoga to bespoke classes,



■ Blok currently operates two sites in London

such as BLOKfit – in which members will be able to craft their own work-out plan with the help of trainers – and BLOKsculpt, a full-body workout.

Blok was founded by three business partners, Ed Stanbury, Max Oppenheim and Reema Stanbury.

"Manchester was a natural choice for the third Blok as it is such a key location for art, design, fashion and technology," said co-founder Stanbury.

[More: http://lei.sr/R8s4B_0](http://lei.sr/R8s4B_0)

PARTNERSHIPS

Gympass signs deal with workspace giant IWG

Corporate fitness sales specialist Gympass has secured a partnership deal with IWG, one of the world's largest workspace providers.

The partnership will allow the 100,000 members and 1,000 staff of IWG's brands – which include Regus and Spaces – to benefit from access to Gympass' platform of 1,700 fitness venues across the UK and a further 40,000 venues globally.

IWG offers flexible workspaces and, according to Michael Holmes, commercial director, it needed a fitness partner who "complemented the lifestyle of their workers.



■ TRT Holdings put Gold's Gym on sale in 2018



This deal will enable our staff and members to have flexibility

Michael Holmes

"This deal will enable our staff and members to have flexibility," Holmes said.

"At IWG, a core focus is how we can help members to be as productive and successful as possible. Health and wellbeing is a key driver of productivity, and through this partnership with Gympass, we are able to increase the number of active people among our members and staff, removing the barrier of price."

[More: http://lei.sr/H6r3S_0](http://lei.sr/H6r3S_0)

Virtuagym launches analytics tool for operators

Virtuagym, an online management solution for the fitness industry, has expanded its Business Analytics (BA) platform, to give operators a better understanding of their businesses.

Called BA 2.0 the system identifies key areas for business growth by tracking revenue and subscription data. It also enables operators to optimise their business practices and service offerings by tracking member information, class attendance and personal trainer popularity.

[More: http://lei.sr/d7H8g](http://lei.sr/d7H8g)

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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.



GOVERNING BODIES

New strategy for wheelchair basketball

Establishing a professional domestic league has been cited as being of critical importance to the success of British Wheelchair Basketball's new five-year strategy for transforming the sport.

The strategy announcement sets bold targets and presents four clear objectives:

- To double participation – there are currently 17,000 people playing wheelchair basketball in the UK, and the strategy suggests there is a current potential of up to 70,000 participants.
- A world-class performance programme – including the formation of a GB Academy, which will define the development pathway for players with GB potential

through the creation of an incubation hub.

- Professional domestic leagues – a critical component to the strategy's success; attracting and retaining the world's best wheelchair basketball players, as well as the delivery of more high quality, competitive playing opportunities through local leagues.

- A "world-leading" NGB – able to deliver regular, high quality broadcast and spectator opportunities, and to welcome new commercial investors to the sport.

Chair Philip Wilson said: "It will be an exciting journey for us as the sport breaks new ground."

[More: http://lei.sr/q8t8Z_0](http://lei.sr/q8t8Z_0)



■ Wheelchair basketball is a fast-paced, competitive sport



It will be an exciting journey, as the sport breaks new ground

Philip Wilson

TRAINING

CIMSPA to oversee quality on new apprenticeships



The multi-discipline training will provide apprentices with a broader set of skills and in-depth knowledge

A new Leisure Team Member apprenticeship is now available for funded delivery, giving the sports and physical activity sector a comprehensive qualification that covers the whole range of the leisure business.

The availability of the scheme was announced on 6 March by CIMSPA (Chartered Institute for the Management of Sport and Physical Activity), which will also act as the quality assurance agency for the award.

Those going through the apprenticeship will become qualified as a gym instructor, lifeguard,



■ The apprentices will be qualified as gym instructors

swimming teacher and first aider. They will also need to show the ability to work with customers and as part of an effective team.

CIMSPA said its goal would be to "ensure every apprentice has a fantastic learning experience".

[More: http://lei.sr/b3x4S_0](http://lei.sr/b3x4S_0)

Sports news

NEW NAME

Rebrand sees CSP become Active Partnerships



We have been changing to strengthen our approach

Lee Mason

The County Sports Partnerships (CSP) network has rebranded as Active Partnerships – a name that it says better reflects the collaborative nature of its work.

Launched nearly 20 years ago, and funded by Sport England, the 43 CSPs cover every part of England and are tasked with identifying the best opportunities for increasing sport and physical activity in their communities.

The organisation says it's delivered a number of high-impact programmes, built strong local networks and has adopted the "highest levels" of governance.



■ CSPs look to develop opportunities for increasing sport and physical activity in their communities

Lee Mason, CEO of the new Active Partnerships, said this meant that it needed to think and act differently.

"Over the last year we have been changing to strengthen our approach to better tackle these issues," he explained. "This has included confirming our long-term future partnership with Sport England to help deliver the national strategy, Towards an Active Nation, and a shift from programme delivery to a whole system, place-based approach."

[More: http://lei.sr/2C8p5_0](http://lei.sr/2C8p5_0)

NEW OPENING

£26m Dover leisure centre opens its doors

Dover's new £26m district leisure centre has opened.

Designed by GT3

Architects and built by BAM Construction, the leisure centre will be operated by Places Leisure on a 12-year management contract.

Facilities at Dover District Leisure Centre include the county's first publicly accessible Swim England-certified eight-lane, county standard short course championship swimming pool. The 25m pool has starting platforms, automatic timing touchpads, electronic scoreboards and anti-turbulence lane



■ Facilities include a 25m swimming pool and gym



The centre is an exemplary leisure destination

John Oxley

ropes, as well as spectator seating for 250 people.

There is also a 15m learner pool, four-court sports hall, a 120-station gym, exercise studios, two squash courts, two 3G outdoor, floodlit five-a-side pitches.

John Oxley, chief operating officer of Places Leisure, commented: "The new centre is an exemplary leisure destination as well as an inclusive community venue."

[More: http://lei.sr/n5p6q_0](http://lei.sr/n5p6q_0)

Luton Town secures final approval for new stadium

League One football club Luton Town has secured the final go-ahead for its planned 17,500-seater stadium

The club was granted planning permission for the venue – located in the town's Power Court district – by Luton Borough Council earlier this year, but the stadium approval relied on councillors also backing proposals for a new retail and leisure park at Newlands Park near the M1 motorway. The project has been designed to fund the stadium project and will include leisure facilities, and a 300-bedroom hotel.

[More: http://lei.sr/S4k7b_0](http://lei.sr/S4k7b_0)

Ensuring an equal workforce

At last month's active-net event, I had the pleasure of chairing one of the most open and honest discussions about workforce equality and diversity that I've ever experienced.

By reassuring the delegates at the outset that they needn't worry about using politically correct terminology, we were able to facilitate a refreshingly candid debate looking at the challenges we face as a sector in ensuring our workforce reflects the society it serves.

KEY POINTS

The exercise served to crystallise some key points, which I'd like to share with you here:

- Nobody likes being labelled – terms like hard-to-reach groups are unhelpful and possibly even offensive to the people they seek to represent. These are not hard to reach groups; they are our society, customers and staff.
- Culture not quotas – I appreciate how and why quotas came about, but I'd rather we create cultures where diversity and equality are intrinsic, which offer high performing teams, opportunities to apply for roles confidently regardless of background.

■ It was apparent from the audience that there is a danger in today's politically correct society that people are terrified of getting things wrong and causing offence. If we get too hung up on using the right language, we are in danger of not moving forward with this agenda.

PRACTICAL APPROACH

This debate struck a chord with delegates and was continued throughout the entire Active-Net event. I was really encouraged by the level of pragmatism and by the examples of where culture over quota is being adopted across the sector. And looking around the audience, that was abundantly clear.

But we still have a way to go. How do we move from words to actions? What are we doing to recruit high performing teams beyond 'positive' job descriptions? Where are the case studies of organisations who are truly embedding this into their culture? This is where CIMSPA and Sport England intend to really impact and support the sector in never standing still to ensure our workforce is truly diverse. ●



■ Tara Dillon, chief executive of CIMSPA



The debate struck a chord with delegates and was continued throughout the entire Active-Net event



■ The Active-Net event last month (left) which discussed workforce equality

Swimming news

TEACHING

AquaPhysical launches aqua fitness classes for children



Instructors help children develop a positive attitude

Leila Francis Coleman

AquaPhysical has launched a new aqua fitness class aimed at children.

Called FloatFit Grow, the class teaches children the importance of maintaining an active lifestyle.

Promising fun and fitness in the water the class offers a full body workout incorporating the company's aquabase floating exercise mats. Users are positioned on their own aquabase and guided through a series of exercises designed to build water confidence and fitness levels in a fun and effective way.

Leila Francis Coleman, creator of AquaPhysical, says: "Experienced fitness



■ FloatFit Grow encourages active lifestyles

instructors help children develop a positive attitude to learning new skills and building water confidence. Group exercise has a positive impact on mental wellbeing and happiness. FloatFit Grow is already making a difference."

FloatFit Grow is the third addition to AquaPhysical's FloatFit programmes.

[More: http://lei.sr/N1gOz](http://lei.sr/N1gOz)

PARTNERSHIPS

SLL partners with Institute of Swimming

With the availability of qualified swimming teachers an issue nationally, leisure management trust Stevenage Leisure Limited (SLL) has entered into what is says is a first-of-its-kind agreement with the Institute of Swimming to assist with recruitment and training.

SLL already provides swimming lessons to 12,000 schoolchildren per week at 10 wet sites through its Learn to Swim programme, but a new pool is soon to open at The Dunstable Centre later this year, and the trust says it requires a further 12 teachers. To fill these vacancies, it is



■ SLL provides lessons to 12,000 kids a week



This will take the stress away from SLL

Rebecca Cox

working with the Institute of Swimming, which trains 60 per cent of all swimming teachers in the UK, on a sustainable model of recruitment, looking to source new trainees through the Institute's recruitment academy.

Rebecca Cox, managing director of the Institute of Swimming, said: "It will take the stress away from SLL as we will manage the advertising and marketing."

[More: http://lei.sr/h6d6j_0](http://lei.sr/h6d6j_0)

Love Swimming campaign shortlisted for business award

A nationwide campaign to help promote swimming has been shortlisted for a major sports award.

#LoveSwimming, led by Swim England and supported by 12 partners across the country, features four different promotional "waves", and uses real-life stories to get the country talking about aquatic activity and encourage more people into the pool.

It has now been named a finalist in the Sports Business Awards Best Sports Governing Body Initiative category.

OPEN WATER SWIMMING EXPERTS TOO

OPEN WATER LIFEGUARD



With an increase in open water swimmers, comes a need for more Open Water Lifeguards!

With an RLSS UK Open Water Lifeguard (OWL) qualification, you can provide supervision and rescue cover for planned, organised and risk assessed activities in non-tidal open water. A three-day course valid for two years.

For more information, visit www.rlss.org.uk/open-water-lifeguard-qualifications

POOL TO POND

NEW AWARD LAUNCHING APRIL 2019

Pool to Pond supports individuals making the transition from being a pool swimmer, to an open water swimmer. Typically delivered over five sessions; sessions one to four are split between the classroom and the pool, with the fifth at an open water venue, allowing participants to swim in open water.

For more information, visit www.rlss.org.uk/pool-to-pond

SH₂OUT

SH₂OUT is an official partnership between RLSS UK and British Triathlon. Its aim is to help promote safety and enjoyment in open water swimming. Look out for the SH₂OUT accreditation mark at venues, events and clubs, it ensures:

- Safe venues
- Market leading industry guidance
- Quality events

For more information, visit www.rlss.org.uk/sh2out



Our next event is Saturday 25 May 2019, Sywell Country Park, Northamptonshire and includes:

- 1600m swim
- 800m swim
- 800m swim/5km run Aquathlon
- Junior swim/run (various distances)

Ideal for entrants (both adults and children) who are new to open water swimming.

For more information and to book, visit www.rlss.org.uk/event/open-water-festival-25-may-2019



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THEMED SPA

Alpine spa opens at Alpamare Waterpark

A new alpine-inspired spa has opened at Alpamare Scarborough, a waterpark attraction in Yorkshire, UK.

Sitting alongside the waterpark, which opened in 2016, the 1,000sq m (10,700sq ft) spa, called Wellness at Alpamare, was created by consultancy firm Spa4 and offers a wide range of treatments inspired by ancient therapeutic traditions from across the globe, including the Aufguss Ritual.

The spa consists of four private treatment rooms, offering treatments from luxury product house Elemis, a hammam, herbal steam baths, soap steam baths, mud rhassoul, foot bath, a

Finnish panoramic sauna, hay bath, clay sauna, ice and aroma shower and an outdoor iodine infinity pool.

Visitors to the spa will also be able to access to the Alpamare waterpark.

Alpamare CEO, Dr Anton Hoefter said: "Wellness at Alpamare is an experience that's completely different from anything else in the UK, caring for the wellbeing of the mind as well as the body.

"You can free-flow through a series of saunas and steam rooms at will, follow ritual trails specially created by wellness experts, enjoy a classic treatment, or immerse yourself in an uplifting Aufguss ceremony."

[More: http://lei.sr/Q2z3g_O](http://lei.sr/Q2z3g_O)



■ The Spa was created by consultancy firm Spa4



Visitors to the spa will also be able to access to the Alpamare waterpark

NEW OPENING

South Lodge Hotel opens £14m spa



The spa boasts 14 nature-themed therapy rooms, juniper-infused sauna, herbal steam room, salt steam room, and two swimming pools

South Lodge Hotel in Horsham, UK, has opened its new spa, The Spa at South Lodge, following a £14m investment.

The spa – which is owned and operated by Exclusive Hotels & Venues – is located inside a standalone building overlooking the South Downs. It was designed to embrace its surroundings, blurring the distinction between inside and outside and was created by architecture firm Felce & Guy, while creative design studio Sparcstudio developed the concept and interior design.

Sparcstudio worked closely with Felce & Guy on the building and the interior



■ The spa was designed to reflect its surroundings

experience, developing a "rich design story inspired by South Lodge's botanical history". The result is a contemporary space that embraces its surrounding environment, whilst richly textured materials are designed to create a sense of comfort and relaxation throughout.

[More: ttp://lei.sr/a5h4z_O](http://lei.sr/a5h4z_O)

Spa & wellness news

PEOPLE

UK Spa Association appoints Lisa Barden as new chair



I wasn't sure if our industry wanted a central trade body when we started in 2013

Charlie Thompson

Lisa Barden has been named as chair of the UK Spa Association (UKSA), after founding chairman Charlie Thompson announced he would be stepping down after six years in the role.

Thompson, who is stepping down to focus on his franchise business The Massage Company, is leaving the not-for-profit trade organisation in a strong position, having grown membership to 300 members and more than 400 spas.

He said: "I honestly wasn't sure if our industry wanted a central trade body when we started in 2013, but felt we needed to grow our whole industry."



■ Lisa Barden (right) will take over the role from Charlie Thompson (left) in March this year

Assuming the role in March this year, Barden, having served as UKSA's vice-chair since 2017 and its general manager prior to that, will bring a wealth of experience to the role, as well as a deep understanding of the UK spa, wellness and beauty salon industries.

[More: http://lei.sr/J3g7W_0](http://lei.sr/J3g7W_0)

MAJOR PROJECT

£200m Welsh spa and adventure resort gets planning

Neath Port Talbot council has greenlit plans for the Afan Valley Adventure Resort – a highly anticipated leisure destination set to rise on a 325-acre former forestry plantation in South Wales.

The new attraction, which is being overseen by Peter Moore OBE – of Center Parcs fame – will comprise 600 trail lodges, a 100-room spa hotel, restaurants, and a plethora of sports and recreational facilities, including a survival academy created by television personality and ex-soldier Bear Grylls.



■ The project includes a large luxury spa



We will deliver a spa experience that relaxes the mind

Heinz Schletterer

Treetops Hotel and Spa – the resort's on-site retreat – will feature a design concept from Austrian hotelier Heinz Schletterer and offer meditation classes, massage treatments, and access to an infinity pool.

"We look forward to delivering a spa experience that relaxes the body and mind in a unique way," Schletterer commented in a statement.

[More: http://lei.sr/u2J2w_0](http://lei.sr/u2J2w_0)

Carden Park unveils first look at upcoming spa

The Spa at Carden Park, an upcoming luxury resort in Cheshire, UK, has revealed the first look at its new spa garden.

Created by architecture firm HB Architects and Barr & Wray Interior Design, the multi-sensory wellbeing garden is part of the much-anticipated luxury spa and is designed to extend the indoor spa experience outside.

Facilities include a number of outdoor experiences and facilities such as a hydrotherapy pool, sun terrace and lawns with designer sun loungers.

[More: http://lei.sr/8u5F8_0](http://lei.sr/8u5F8_0)

UK dangerously close to a full scale disaster

The EU Council has granted the UK government's wish. An extension of Article 50 will delay Brexit until May 22nd if parliament accepts the withdrawal agreement. If not, the UK may crash out of the EU without a deal as early as 12 April. Some may call this a reprieve.

I fear the UK is still dangerously close to the full-scale disaster that a no-deal exit from the European Union would be. Employers and unions agree. In a rare joint statement, the Confederation of British Industry and the Trade Union Congress have warned of a "national emergency". The time for the UK Government to rethink its approach is now.

Putting on a show

At this juncture, it seems implausible that another motion to vote on the withdrawal agreement would actually win majority parliamentary support. And even with an extended Brexit deadline, that's a major risk to the UK, and to the union itself.

This is a moment of profound national crisis for the UK. Yet there is no sign of the inclusive leadership such a crisis requires. Prioritising party over country, the Prime Minister is no longer acting in the national interest. Instead, she has decided to pitch herself as the defender of the "people" against the machinations of parliament. By limiting the MPs' choice yet again to one between her own deal and no deal at all, she is placing a dangerous bet.

Members of parliament are representatives of the people, not mere delegates. They should be accountable to their own conscience, led what they believe to be best for the UK, but always informed by clear, irrefutable evidence. Nearly three years after the 2016 referendum, that evidence tells us that

few, if any, of the original assumptions about leaving the EU were correct.

Thousands of jobs in the country have been lost already, with many more redundancies on the horizon as manufacturers react to the looming threat of tariffs and supply chain disruptions. More than a trillion pounds in assets are being moved to Dublin, Frankfurt, Paris, and other European cities as financial institutions begin to execute their contingency plans. And Brexit preparations alone have eaten up billions that could have been spent elsewhere.

These consequences are real and tangible. They affect people everywhere across the UK. They affect investment in the UK, the nation's ability to trade goods and services, to travel, to jointly tackle global challenges.

These consequences should afford MPs an opportunity to determine whether this is really what the UK people wanted and whether it's time to give them a final say.

There is little time to avoid a multi-generational disaster. ●



■ Richard Branson,
founder of Virgin Group



The consequences are real and tangible – and affect people everywhere across the UK



■ An estimated one million people marched in London in March, calling for a people's vote on Brexit

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THEME PARKS

Peppa Pig park in the works for Merlin?

Merlin chief Nick Varney has revealed potential plans for a theme park development dedicated entirely to Peppa Pig.

Speaking during a recent trading update conference call, the Merlin CEO discussed the power of IP at the company's portfolio of theme parks and resorts.

"Disney and Universal clearly have their own mega theme parks and their own IPs and we can all see what they are doing," said Varney.

"But there are an awful lot of brands and IP owners who don't and Merlin is perfectly placed to become the partner of choice for those companies.

"Merlin has a track record with its own brands, like

Madame Tussauds and Sea Life but it has, obviously, a very strong track record in partnering with 'external' IPs that we have worked with, most notably Lego through the Legoland brand.

"But there are also partnerships you've seen us exploit with BBC and CBeebies' land at Alton Towers and more recently, eOne's Peppa Pig, which is manifesting itself both in lands and existing theme parks in the Merlin estate, a new Midway brand, Peppa Pig World of Play and, potentially in the future, a bespoke Peppa Pig theme park."

Merlin posted pre-tax profits of £285m for 2018.

[More: http://lei.sr/d6U9K_0](http://lei.sr/d6U9K_0)



■ Nick Varney was speaking during a recent trading update



Peppa Pig is manifesting itself both in existing theme parks and a new Midway brand and, potentially, a bespoke theme park

Nick Varney

TECHNOLOGY

Arts Council to launch Digital Culture Network



The role the council play is really important

Tonya Nelson

Arts Council England (ACE) is gearing up to launch its new platform for arts and culture professionals to explore and use different technologies to achieve their "digital ambitions", the Digital Culture Network.

The network will allow users to look at ways to reach and engage audiences or develop sustainable business models, as well as developing individual skills areas to "support digital growth", such as data analytics or web design. ACE is developing partnerships and identifying opportunities with the tech sector and will share best practice advice.



■ The network is a new resource for the arts sector

"The role the Arts Council and other public bodies play is really important as the ability of arts and culture organisations to respond to changes in the digital landscape will have a major impact on their relevance and long term sustainability," said Tonya Nelson, ACE director of arts technology and innovation.

[More: http://lei.sr/q3n9P_0](http://lei.sr/q3n9P_0)

INVESTMENT

Work starts on Science Museum's collection centre



This is a hugely important step towards our goal

Jonathan Newby

Work has started on a new permanent home for more than three-quarters of the UK's Science Museum Group's vast collection of artefacts.

Called the Science Museum Group's (SMG) National Collections Centre, more than 340,000 items – 80 per cent of the SMG's collection – will be housed at the facility in Wroughton, Wiltshire, UK.

Construction company Kier will build the property, which among its offerings, will feature a NASA space shuttle flight simulator chair, a Citroen DS19 driverless car dating back to 1960 and a Chinese incense clock. Planning was



■ The new space will feature a space shuttle simulator

approved for the centre in May 2018 and construction started in March.

"This is a hugely important step towards our goal of transforming the way we care for and share the extraordinary objects in our collection," said Jonathan Newby, Science Museum Group COO.

[More: http://lei.sr/f4t8a_0](http://lei.sr/f4t8a_0)

EXPANSION

Wellcome Collection plans new gallery spaces

London's Wellcome Collection, is to undertake an exploration of "what it means to be human", in a new permanent gallery set to open in September 2019.

The organisation has appointed Turner Prize-winning architecture and design studio Assemble to design the gallery space. It will replace the Medicine Now display at Wellcome, which will close on 22 April 2019 after 12 years and nearly two million visits.

Featuring artworks from around the world, as well as new commissions from well-known and emerging



■ The new galleries are set to open in September 2019



The new exhibit will present a 'fresh approach' to health, science, art and medicine

contemporary artists, the new exhibit will present a "fresh approach to health, science, art and medicine", the museum said. It will draw on perspectives and personal stories from artists, activists, clinicians and researchers to "challenge how we think about ourselves, each other and the world around us".

Alongside the artworks, there will be objects that engage a range of senses.

[More: http://lei.sr/j5X4F_0](http://lei.sr/j5X4F_0)

Scottish attractions' see visits increase during 2018

Visitor numbers at attractions across Scotland saw a very slight uplift in 2018, representing the fifth year of increases but a comparable flatline against the previous two years.

Numbers rose by just 0.1 per cent, according to figures from the Association of Scottish Visitor Attractions (ASVA), which surveyed statistics submitted by 232 of its member sites. In 2017, visitor numbers rose by 9 per cent and, in 2016, they rose by 6 per cent.

[More: http://lei.sr/Q6e3n_0](http://lei.sr/Q6e3n_0)

Spring statement

Philip Hammond's 'mini budget' offered a commitment to the much-maligned apprenticeship levy – a move welcomed by the fitness industry



■ Philip Hammond also revealed measures to assist inbound tourism

The chancellor, Philip Hammond, has presented his Spring Statement to parliament, making updates to apprenticeship reforms previously announced during the Budget. The changes will affect every leisure sector and mean that, from 1 April, employers will see the co-investment rate they pay cut by half from 10 per cent to 5 per cent.

Levy-paying employers will also be able to share more levy funds across their supply chains, with the maximum amount rising from 10 per cent to 25 per cent.

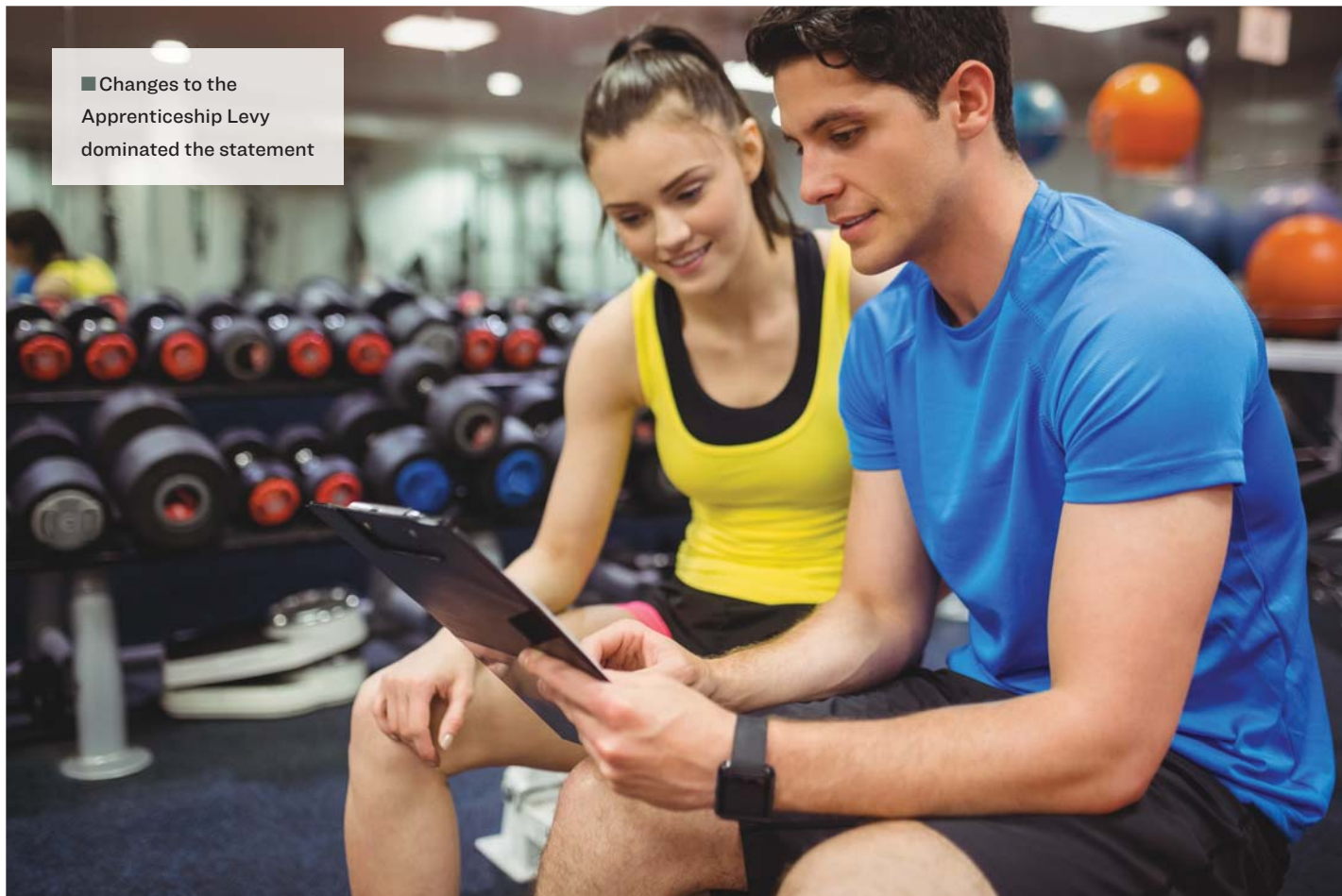
Commenting on the changes to the apprenticeship system, Huw Edwards, director of public affairs for ukactive said: "We welcome the government's renewed commitment to addressing issues raised with the Apprenticeship Levy, making it easier to recruit new apprentices into our sector. We're also pleased to see assurances that government will consult on how to rejuvenate the nation's high streets, where the role of fitness and leisure facilities should clearly be integral."

Edwards added, however, that the ongoing Brexit chaos is causing severe damage to the entire UK economy.

"The continued failure of parliament to find a Brexit solution is damaging the very fabric of our society," he added. "All sectors, including the physical activity

From 1 April, employers will see the co-investment rate they pay cut by half from 10 per cent to five per cent

■ Changes to the Apprenticeship Levy dominated the statement



“All sectors, including the physical activity sector, are undermined by the political uncertainty Brexit continues to create”

sector, are undermined by the political uncertainty Brexit continues to create. Furthermore, the prospect of losing out on both vital public service investment and tax incentives – in the form of the Chancellor's 'deal dividend' – is an issue of grave concern. It is ultimately communities across the country that are suffering the most – losing facilities, activity programmes, and wider health services to the bite of austerity.”

Another to welcome the changes in the apprenticeship system was Brigid Simmonds, CEO of the British Beer & Pub Association.

“Despite being light on detail, there was some encouraging news for brewers and pubs in the Spring statement,” she said. “Bringing forward reforms to apprenticeship schemes worth £700m to April – including increased ability to transfer apprenticeship funding into the supply

chain and reduce the co-investment rate to 5 per cent – is a welcome move for the hospitality sector.”

REAL WINNERS

While there weren't many specific new measures targeting leisure, tourism was perhaps the biggest leisure industry winner to emerge from the statement.

Hammond revealed that, from June 2019, citizens of the US, Canada, New Zealand, Australia, Japan, Singapore and South Korea will be permitted to use e-gates at UK airports and at Eurostar terminals. The move has been designed to “significantly reduce queues and improve the flow of passengers and the overall experience at the UK border”.

Cumbersome landing cards will also begin to be abolished from June 2019 in a move to reduce bureaucracy for travellers and speed up the processing of passengers on arrival in the UK. ●



■ The chancellor confirmed that visitors from certain non-EU countries will be able to use e-gates at UK airports from June 2019



Space education

Destination Space has revealed plans to launch a second programme to engage UK kids with space science



■ Liz Hodge

Destination Space, a directive from the UK Space Agency and the UK Association for Science and Discovery Centres (ASDC), is aiming to get children to engage with STEM subjects through space exploration with a new programme of events.

Its first programme ran from 2014-2017 and involved 914,000 children and adults across the country and the organisations are now launching a

second one called Destination Space 2: Level 2. Activities, workshops and shows covering the 50th anniversary of the moon landing will be put on for children, as well as events and activities around the impending launch of the James Webb space telescope and the 2021 ExoMars mission.

ASDC will direct the programme while the UK Space Agency is providing the funding. The organisations have reached out to 14 science centres in total across the country to put



■ The programme uses role models such as astronaut Tim Peake (top left and middle right) in its educational initiatives



the events on, of whom six are now confirmed. Aberdeen Science Centre and Dundee Science Centre in Scotland are participating, while the four English centres signed up are the Eden Project, Jordell Bank Discovery Centre, the National Space Centre and Winchester Science Centre.

"We can see from the families that come into the centre that space-related activities are always among the most popular," said Liz Hodge, CEO at Aberdeen Science Centre.

“

These skills are not only crucial in space exploration, but in a whole array of other industries

"The children who come in are completely awestruck by the idea of space travel and it really does encourage them to take part in science, technology, engineering and maths-based activities. These skills are not only crucial in space exploration but in a whole array of other industries.

"Engaging children in STEM activities early with something as astonishing as space travel gives us the chance to inspire the next generation of engineers and scientists." ●



People want the freedom and convenience to work out whenever they want, wherever they want

Jean-Michel Fournier, CEO, Les Mills Media



Combining strengths

Les Mills International and club mobile app provider Netpulse partner launch on-demand solution for clubs at IHRSA



■ The Les Mills On Demand service currently has more than 600 workouts

Les Mills International (LMI) has joined forces with health club mobile app provider Netpulse to offer a digital fitness solution covering both the gym and the home.

Integrating LMI's Les Mills On Demand (LMOD) platform with Netpulse will enable clubs to use their own branded apps to provide online workouts to members.

FREEDOM

"People want the freedom and convenience to work out whenever they want, wherever they want, so by partnering with a great provider like Netpulse we can help our clubs deliver a complete fitness on-demand experience to their members," says Jean-Michel Fournier, CEO of Les Mills

■ The new service looks to bridge the gap between the home and gym



With the new service, clubs can improve engagement and retention while driving additional revenue opportunities

Media, the business behind LMOD.

“This will streamline everything, from sign-up to billing, it’s a powerful solution.”

Used by more than 10,000 health clubs around the world – including major chains such as Planet Fitness, Gold’s Gym and Virgin Active – Netpulse offers members the opportunity to manage their fitness schedules, track their workouts, manage fitness goals and earn rewards.

STATISTICAL BACKUP

The partnership follows the publication of the Les Mills 2019 Global Consumer Fitness Survey, which showed that 85 per cent of all gym-goers now also work out at home.

“The demand for full and flexible fitness experiences has never been

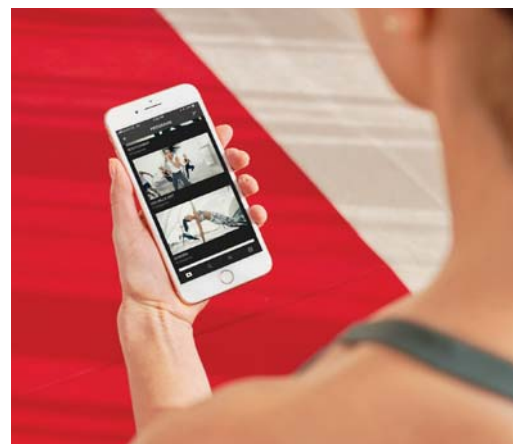
greater,” the report states. “For clubs, the member retention and engagement opportunities are enormous.”

Les Mills On Demand currently features more than 600 workouts, ranging from 15 to 55 minutes in length.

ROLLING OUT

Alex Peacock, CEO of Netpulse said: “By combining our powerful digital tools with a convenient on-demand solution and Les Mills’ outstanding content, clubs can really bridge the gap between the gym and home, improving engagement and retention while driving additional revenue opportunities.”

Peacock added that the partnership is set to begin rolling out across a number of markets from May this year. ●



■ Netpulse is used by more than 10,000 health clubs around the world

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Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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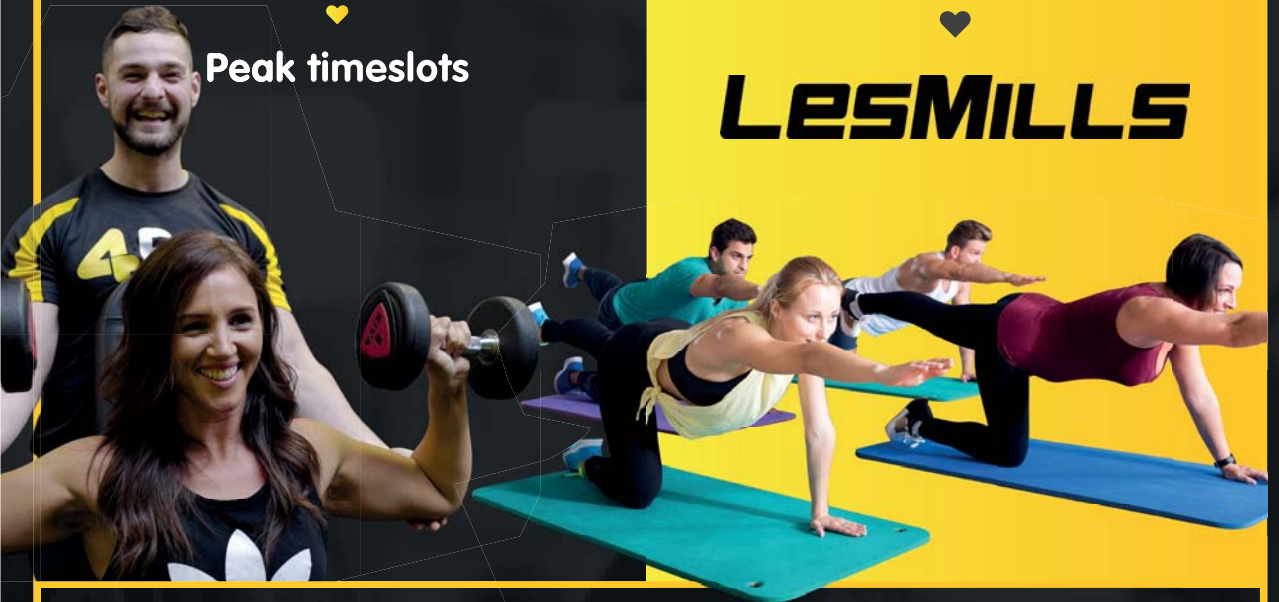
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Fitness**
where you belong...



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

EVERYONE CAN EARN WHILE THEY LEARN

 facebook.com/everyoneactive

 [@everyoneactive](https://twitter.com/everyoneactive)



INVESTOR IN PEOPLE

everyone
ACTIVE

We're always looking for talented people...

KIRKLEES ACTIVE LEISURE IS ONE OF THE MOST PROGRESSIVE LEISURE TRUSTS IN THE UK AND WE'RE VERY PROUD OF OUR ACHIEVEMENTS!

We're continually developing ourselves and we invest heavily in our product and facilities to provide the best possible experience we can for our customers. We have over 3 million visits per year with an annual turnover more than £15m, with over 26,000 members and over 7,000 people on swimming lessons.

KAL's vision is to help more people become more active, more often. To do this we aim to provide high-quality services and facilities to all our customers as outlined in our customer charter. We are dedicated to increasing the number of people taking part in sport, active recreation and wider physical activity through responding to the needs of the local community and providing a dynamic and excellent value for money service.

We're expanding our team and currently recruiting for the following roles;

- Assistant Fitness Development Manager
- Personal Training Coordinator
- Fitness Team Leader

We are looking to appoint individuals who are committed to achieving and exceeding the expectations of our customers.



Does this sound like you? If so, we'd love to hear from you.

For further information on these vacancies and to apply, visit <http://lei.sr/D8h5o>



Apply now: <http://lei.sr/D8h5o>

KAL



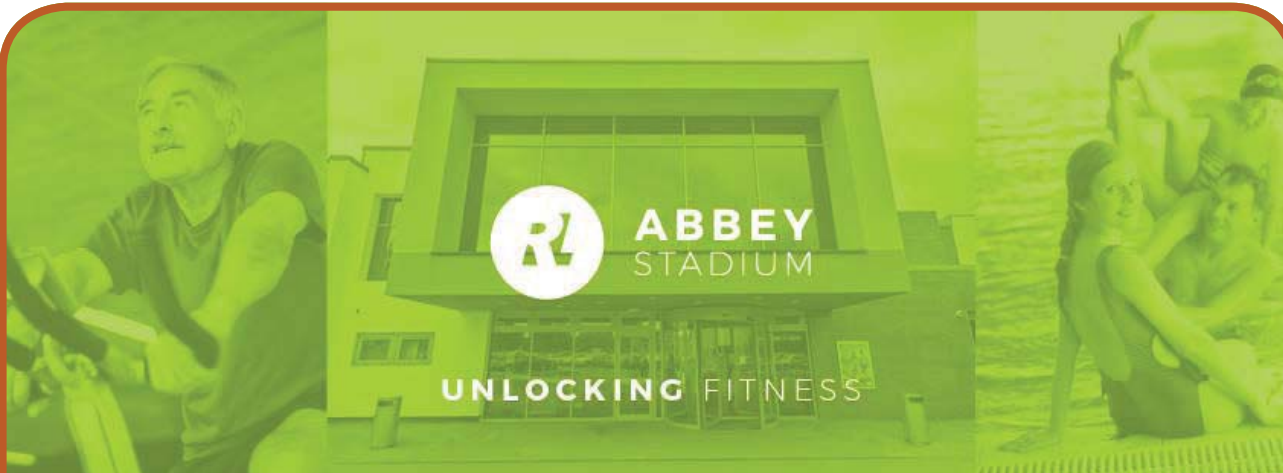
Join the team today!

If you want a job that helps to change people's lives for the better, then you've come to the right place. We're up for it. Are you?

mytimeactive

To find out more and to apply, visit
Leisure Opportunities by clicking here:

<http://lei.sr?a=q9r9l>



DUTY OFFICER

Location: Abbey Stadium Sports Centre, Redditch

Salary: £20,541 - £23,866 per annum, (pro rata if part time)
37 hrs per week on a 3 week rotating rota to include evenings and weekends

Rubicon Leisure is currently seeking high calibre positive, supportive, inclusive and progressive individuals to work as part of our new team. We would like to hear from you if you:

- Possess a National Pool Lifeguard (NPLQ), Pool Plant operator's (PPO) and Full First Aid at Work Qualification (FAW)
- Have experience in a supervisory role at a busy wet and dry leisure centre
- Are able to lead and motivate front line teams and create an environment where colleagues can achieve their full potential
- Has a strong work ethic
- Are focused on delivering excellent customer service standards
- Have excellent verbal, written and IT communication skills
- Are able to support us to drive income generation across all areas of the business
- Create an environment where colleagues can achieve their full potential

This position will involve evening and weekend work, including public bank holidays.

All Rubicon Leisure employees benefit from, admission into our company pension scheme, competitive holiday entitlement (including additional leave for bank holidays), overtime payments when available.

Rubicon Leisure operates an equal opportunities policy and applicants are positively encouraged irrespective of sex, marital status, age, sexual orientation, disability, race or religion.

Working in Partnership with Redditch and Bromsgrove Councils

Apply now - <http://lei.sr/p0v2G>





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

Leisure Contract & Project Manager



Location: Leyland, Lancashire, UK

Salary: Up to £36,876

Situated in the heart of the North West, both the Council and the Borough are uniquely positioned to maximise the economic growth and regeneration opportunities provided by the £430m Preston, South Ribble & Lancashire City Deal.

This opportunity will also assist with the long term benefits of the Councils community Health and Wellbeing infrastructure investment agenda. As a Council we see the Health and Well-being of our residents as top priority in everything we do which means our Leisure services are crucial for us going forward. We are moving at pace under a transformative Chief Executive and ambitious Elected Members to become an organisation focused on customer need and outcomes. We are striving towards embedding a culture where everyone understands their role in this new approach to doing business, driven by inspirational Leadership Team/

We are looking for a highly motivated individual who is as passionate about what sports and active lifestyles can achieve for people in South Ribble. You will lead on our Leisure Contract working closely with our Leisure operator partner and the local leisure Trust.

You will also lead on a number Leisure and Sports projects and be an integral part of the project team taking forward our proposals for replacing Leyland Leisure centre with a new Leisure and Health Wellbeing Campus

If you have fantastic people skills with lots of drive and enthusiasm coupled with some relevant experience we would love to hear from you. Whatever your professional background you will have a track record of change leadership and demonstrate a strong One Team approach and collaborative leadership style.

South Ribble is a great place to be. We consistently rank as one of the best places to live and work in the country taking into account ONS statistics on jobs, affordable housing, transport, culture and open spaces. With excellent schools and colleges, award-winning parks, a rich history, and friendly communities, the quality of life in South Ribble is exceptionally high. This appointment comes at a pivotal moment for the Council in our development. A chance to inject professional resources into our change programme.

For more information and details of how to apply, please click on 'apply now'.

Should you wish to speak in confidence about the role please contact Neil Anderson, Assistant Director Projects and Development on 01772 625540

Closing date for applications is 23 April 2019.

Final interviews will take place week commencing 6 May 2019

South Ribble Borough Council is committed to equality of opportunity and welcomes applications from all minority groups within the community.

► **Apply now - <http://lei.sr/t3U6R>**

SWIMMING INSTRUCTORS



**Currently recruiting
for venues in:**

- Central London
- North London
- Hammersmith
- Hampshire
- Heathrow
- Streatham
- Teddington

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

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

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

Instructor benefits

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

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

The essential ingredients

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

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

Interested?

APPLY NOW <http://lei.sr?a=y8j2S>

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>

INSIDE SALES AND CUSTOMER SERVICE REPRESENTATIVE



Location: Hammersmith, London, UK **Salary:** £26,000-£28,000 plus bonus

TRX is a global training brand that has created two functional training methods that are redefining the fitness industry! We support those methods with innovative training tools, commercial and consumer fitness equipment, cutting edge workout programs and professional education. Our mission is to enable you to MOVE BETTER so you can be your BEST!

We are looking for an Inside Sales and Customer Service Representative to generate new leads, grow sales pipeline, and assist in account management and growth for the TRX sales managers in the UK. As the front-line between TRX and prospective commercial business this position will follow-up on inbound inquiries from marketing and demand generation activities, and will proactively prospect into target accounts and close sales in their designated region. In addition to lead generation and qualification, this person will provide some operational support. This is an excellent opportunity for a smart, personable, and motivated individual to begin a sales career with one of the premier companies in the sports and fitness industry.

KEY RESPONSIBILITIES:

- Meet a quota of qualified sales opportunities
- Expertly qualify inbound inquiries from demand generation activities and website visits
- Proactively prospect into target accounts and work with Sales Managers to establish a territory penetration strategy
- Extract competitive information through online research and conversations with prospects
- Manage a sales pipeline and close business in their territories
- Use CRM tools to manage accounts and build strategies around outbound communication and sales campaigns
- Provide feedback to marketing on sales tools, prospect intelligence and results from campaign follow up
- Assist in order entry/comp shipments, inter-office coordination, logistics/shipping questions, and miscellaneous support tasks.
- Provide a premium customer service to our UK customers

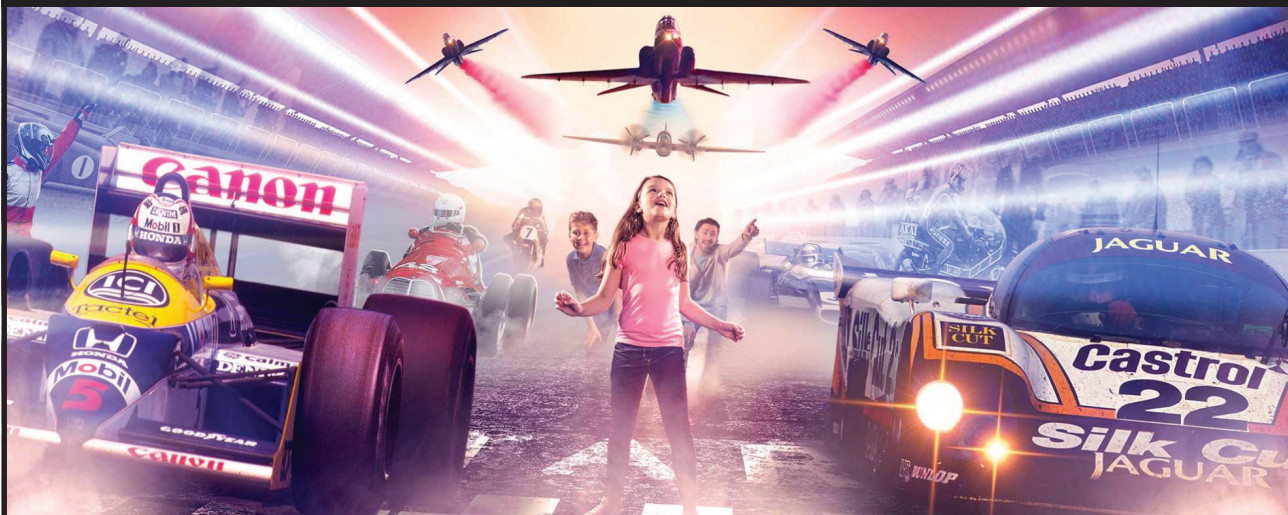
EXPERIENCE AND QUALIFICATIONS:

- Bachelor's degree strongly preferred
- 1+ years of professional experience, ideally in a customer sales role
- High level of organization, prioritization and problem solving
- Experience with using CRM (NetSuite preferred)
- Ability to work cooperatively in a team and in an entrepreneurial environment
- Strong phone and written communication skills
- Computer skills: MS Word, Excel, PowerPoint, Google Docs, Gmail



APPLY NOW: <http://lei.sr/F3A7p>

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 £30,000 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.



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>

BEDRUTHAN

SPA HOST

LOCATION: NEWQUAY SALARY: COMPETITIVE

BEDRUTHAN IS A MULTI-AWARD WINNING HOTEL AND SPA SET INTO A CLIFF ABOVE MAWGAN PORTH BEACH ON THE NORTH CORNWALL COAST.

Our hotel has been cherished and nurtured by two generations of the same family for over 50 years to give our guests memorable holidays in this uniquely beautiful place.

Bedruthan is set in a natural playground with the beach just below us and some amazing facilities at the hotel itself. You can stroll along the foreshore, get a surf lesson or two and walk the cliff path to Bedruthan Steps – one of the north coast's most dramatic beauty spots.

JOB DESCRIPTION

The spa is developing a specialised team that is actively working within our unique indoor and outdoor spa facilities. We're looking for creative, innovative and, simply put, fabulous people!

We're seeking a host; someone who loves the elements and shares this enthusiasm with guests who like to spa a little differently, whilst content to make the environment beautiful and flawlessly functional, connecting with guests and setting the tone for a memorable spa experience.

You'll need to enjoy delivering a remarkable guest service as well as keeping a keen eye on maintenance and management of technical aspects within the outdoor facilities as well as support for the indoor teams. The spa will be influenced by your care and capable hands during the day ensuring both guests and team finish their days feeling wonderful.

YOU WILL NEED TO HAVE:

- a love of the outdoors
- an understanding of a spa guest journey and how to create a seamless experience
- enthusiasm for maintenance and technical care for facilities
- recognition of the importance of water safety
- ability to screen guests for safety and pre-empt adaptations necessary
- desire to be strong support within the team
- excellent communication skills and a responsive attitude to the customer and team feedback
- a passion for caring about the environment

WE OFFER:

- From 1 April £8.10 per hour / £8.50 after probation
- Seasonal contract 28 March to 6 September
- Shifts vary and include weekends and evenings.
- Learning opportunities and career progression possibilities
- A large, welcoming and interesting team to support you and a beautiful working environment
- 28 days paid holiday per year pro rata
- Substantial discounts on spa services and products
- Free use of tennis court and swimming pool
- Access to gym

WISH YOU WERE HERE?

Apply now: <http://lei.sr/l3i1T>





Spa Therapist

the Scarlet

LOCATION: NEWQUAY | SALARY: COMPETITIVE PLUS UNCAPPED COMMISSION | PART TIME

A sprinkle of fun, a dash of kindness and an endless supply of care, make up our wonderful therapies team. Each unique talent is nurtured and developed in line with individual career goals and eclectic interests.

We're looking to expand our team in both hotels and continue our journey of evolution...

Our sister spas are nestled on the Cornish coastline; we look forward to starting a conversation to see which feels right for you.

Our tribe...

With firm Ayurvedic roots and many a Cornish twist, we've developed our own intuitive and magical style allowing creativity in truly tailored therapies. We have excellent in-house training from experienced spa professionals.

Our holistic hearts sing when offering authentic healing and relaxation.

Following our intuition and drawing from a variety of skills and knowledge, we deliver therapies to touch the soul. Luxury for us means time, connection and comfort – for the guest and the team.

Behind the scenes...

Our home-grown training programme is dynamic and adaptable to suit all desires. We collaborate with the most inspiring people to keep learning and growing.

Continuous learning keeps us alive and sparkling, inspired and refreshed we aim to keep this up all year round.

We strive to care for our team in a unique way and prioritise your health and wellbeing with self-care workshops, free yoga classes, monthly treatments, 15 minutes between treatments allowing time to reset and reinvigorate yourself..

Natural products, organic clothing, comfortable surroundings, supportive team.

Sounds like you?

- Passionate about wellbeing
- Massage therapy qualification
- Motivated to make a difference to guests' lives
- Enthusiasm to take up opportunities
- Experienced with Ayurveda or holistic therapies
- Reliable, honest, genuine and authentic
- Excellent verbal and written English
- Intuitive, empathetic and flexible

For more information and to apply: <http://lei.sr/I2W2P>

