

**JOBS
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leisureopportunities

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SPECIAL 500th ISSUE

Welcome to the 500th
Celebratory edition of
Leisure Opportunities magazine

When the magazine launched in 1986, the leisure industry was just starting out and was showing the earliest signs of the potential that's now being realised. The typical leisure offer usually consisted of a smattering of aging facilities – an old swimming pool with cubicles down the sides, a musty cinema where you queued in the rain, maybe a park with a swing and slide and the pub which would mainly be for men, rarely for women and never for children and families. Hotels were often of the Fawlty Towers variety and most restaurants were ghastly, formal places serving 'traditional' British food.

How things have changed – and we've enjoyed writing about every bit of it. We've covered everything from the groundbreaking ceremony for the first David Lloyd Leisure club, to the creation of Alton Towers, and from the launch of the first multiplex cinema to the opening of The Sanctuary Spa in Covent Garden, London. Other milestones have included the first Center Parcs, boutique hotel, and gastropub. All these played a part in the development of the individual markets that have grown to make up the industry.

There have been a few fads and failures over the years too – remember the indoor cricket league, family entertainment centres and Royal Britain, Britannia Park and Wonderland?

Leisure Opportunities has had many different designs over the years, but our commitment has always been to news, jobs and training and our aim has been to bring you the latest and most comprehensive selection of all of them. As new technology has emerged, we've seized it enthusiastically, bringing



you the first website in 1997, the first daily website in 1998 and the launch of the *Leisure Opportunities* e-zine in 1999. Most recently, the magazine has gone digital, with PDF and turning pages editions available in addition to printed copies. *Leisure Opportunities* is now read by more than 400,000 people every month in all these various formats, making it the busiest news service in the industry.

We've been fortunate to have had the most amazing support from the industry over the years and we'd like to take this opportunity to say a big thank you to all the readers, contributors, advertisers, trade associations and organisations – we couldn't have done it without you.

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TALKING POINT

Are we short of female coaches?

Sportscotland recently launched a three-year pilot initiative to increase the number of women coaches at grassroots, national and Olympic level. *Caroline Wilkinson* finds out if it's in fact a UK-wide shortage and what is being done to fill the gap in coaching?

SUE TIBBALLS chief executive, Women's Sport and Fitness Foundation

Women are under-represented in the coaching workforce: between two-fifths and three-quarters of coaches are men, and just one in four working with elite athletes or on development programmes are female.

Coaching needs to be more inclusive so we welcome initiatives such as sportscotland's Women in Coaching, as it actively tries to redress the gender balance. We need to make coaching an attractive and real proposition for women and there are significant rewards at play. If we can establish more women within the coaching workforce others are likely to follow suit, inspired by the role models before them. Female coaches can have a big impact in increasing long-term participation in sport by women; using their understanding of the audience they can better meet their needs.

For most women, physical activity isn't about competition – yet this is often a key outcome for coached sport. Coaching also needs to deliver for those women who wish to participate but not compete in their chosen activity.

REBECCA GIBSON national women's boxing development manager, Amateur Boxing Association of England

Women's boxing has experienced a boom in participation from 50 registered boxers in 2005 to more than 550 in 2009. This growth creates new development needs for the sport. Boxing's boom is too young to experience former professionals turned coaches and the sport is extremely short of female coaches. This impacts on the gender balance and limits the opportunities for clubs to be "female friendly".

The recruitment, development and retention of female coaches is a priority for us, as identified in the National Women's Boxing Development Strategy and Whole Sport Plan. The plan is designed to provide female-only boxing tutor and leaders courses as an introduction to coaching. In June 2008 a pilot female-only boxing tutor course was held with 19 women attending and all of them got the boxing bug.



"If we establish more women as coaches, more will follow suit as they will be inspired by role models"
Sue Tibballs

KEVIN TYLER head of coaching, UK Athletics

There is definitely a shortage of female coaches, but this isn't a British problem or indeed an athletics one, it's a global issue.

It's a long-term challenge and I believe there are gender-specific qualities that women can add to the mix with both male and female athletes. In my experience, fast-track initiatives have had a degree of success in terms of the numbers of Level 4 coaches, but there needs to be good opportunities for them to apply their learning. Anything we do needs to strike the balance between formal coach education, practical application and strong mentoring.

CLARE CONNOR OBE head of England's Women Cricket

At a recreational level, with more and more girls participating in the game in schools and clubs, it is imperative that there are female coaches in place to nurture the younger players and to act as positive, skilled role models for girls participating in the game. The number of girls taking part in the Cricket Foundation's Chance to shine scheme increased by 49 per cent during 2008, that's nearly 125,000 school-girls. Although the number of female coaches is gradually increasing, we can always do more.

First Children's Plan play sites unveiled

500 new or revamped play sites open across England as part of £235m scheme

By Pete Hayman

Children's secretary Ed Balls and children's minister Delyth Morgan have announced that 500 new or refurbished play areas have opened across England as part of a £235m government initiative.

The sites, which form part of the first roll out of the investment outlined in the Children's Plan, have been made available to children and young people by 63 local authorities in time for the Easter holidays.

It is hoped that the government's first ever national play strategy will see 3,500 new or revamped play areas opened in deprived communities across the country by 2011, along with 30 adventure playgrounds.

A further 89 local authorities will be offered funding from



The new openings form a part of the government's Children's Plan

April 2009 in addition to the 63 that have already signed up to the scheme, with top-tier councils receiving at least £1m.

Balls has called upon local authorities to consult with local children and parents to ensure that play sites are being established in locations

favoured by the community in a bid to increase children's access to the facilities.

Balls said: "We've spent a lot of time talking to children and young people to get their views. I want to ensure that their views are taken on board when new sites are being built."

New Creative Scotland body to cost £3.3m

By Pete Hayman

Scottish culture minister Michael Russell has revealed that the long-awaited establishment of Creative Scotland, the new national cultural development organisation, is expected to cost £3.3m.

Addressing the Scottish Parliament on 2 April, Russell revealed that the agency, which will support and develop Scotland's creative industries, is set to be formally established in 2010 and will replace the Scottish Arts Council (SAC) and Scottish Screen.



The new body will support Scotland's creative industries

The Scottish government is expected to meet the full cost of establishing Creative Scotland, which is being led by Ewan Brown and the board of

Creative Scotland 2009 Ltd, working with the joint board and chief executives of SAC and Scottish Screen.

Russell said: "Creative Scotland will be much more than the sum of its parts – this is not just a transition, it is a transformation. This means taking the best from the Scottish Arts Council and Scottish Screen and creating a unified body with skilled, confident leadership from the sector's best.

"We will create a new force and set a national standard for a vibrant development body."

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IN BRIEF

New £30m leisure centre for Dundee

► Dundee's Olympia Leisure Centre is reportedly to be replaced by a new £30m complex. The new centre is expected to include an Olympic-size 50m swimming pool and a fitness suite. Dundee City Council is behind the project, which will also feature a car park and a retail unit. The Olympia will be demolished to make way for a new waterfront development, which may include a branch of the Victoria & Albert Museum.

Hilton plans Precor expansion

► Hilton Hotels plans to open 150 new Hilton Fitness By Precor-branded health clubs at its hotels during 2009. There are already more than 700 Hilton Fitness By Precor facilities around the world, making it one of the world's largest health and fitness brands. Recent guest surveys conducted by the Hilton Hotels Corporation found that hotels offering Hilton Fitness By Precor facilities saw increases of up to 45 per cent in overall guest satisfaction. The brand was launched at the end of 2006.

Women's-only gym gets interactive

► Saheli Women's Group, the registered charity behind the female-only Saheli Adventure Hub in Birmingham, has expanded its fitness offering with new SHOKK equipment. The independent gym is in a converted part of the Cannon Hill Education and Training Centre, a part of South Birmingham College, and caters to women from 13 to 83 years old. The group has acquired an interactive SHOKK Target Wall and a SHOKK wireless dance system with 16 dance mats.

Lifestyle Centre opens in Winsford

The £10.8m facility has replaced an aged sports complex due to be demolished

By **Helen Patenall**

The £10.8m Lifestyle Centre in Winsford, Cheshire has opened to the public.

Sports facilities will include a 25m swimming pool and a learner pool, as well as a 48-station fitness suite equipped by Life Fitness with a free weights area.

Additional facilities will include two squash courts, a dance studio and a multi-purpose hall with tiered, foldaway seating to accommodate basketball, badminton, five-a-side football, plays and conferences.

A health suite will offer a sauna, steamroom and spa pool, while conference and event rooms will be complemented by a cyber café and a bar. Developer Morgan Ashurst will now demolish the aged Winsford Sports Complex standing on the same site as the new



Facilities at the newly built centre include a 25m swimming pool

Lifestyle Centre in order to provide landscaped gardens.

"One of the marks of a great leisure centre is whether the space is flexible enough to meet the needs of the community," said Ashurst's contracts manager Colin Dobson.

"The multi-use hall fits that brief because it allows a wide range of people – from amateur dramatics clubs to

basketball squads – to use the same space."

Visitors can either join the centre or buy a monthly Passport to Leisure ticket.

The ticket will give members access to the swimming pool, spa, squash and gym facilities, as well as entry to all council-operated leisure facilities, including Moss Farm and Knights Grange.

Price report published for London

By **Jon Wallace**

Sport and leisure facilities across the capital have set their prices at 'inflation busting' levels to attract members in the tough economic climate.

The Leisure Pricing Report showed that gym membership prices have gone up by just 3.6 per cent this year – below the 4.6 per cent rate of inflation. The increases also lag behind last year's average increase of 3.9 per cent.

Twenty six of the 33 London Boroughs have set price charges below, or in-line, with inflation to compete in the current economic climate.

Leisure consultant Nigel Baker Bates said that operators



Most publicly owned gyms have lowered their prices

need to look at all factors when deciding on their pricing policy.

"When setting or reviewing prices just looking at price movements compared with your competitors isn't enough," he added. "You also need to understand your customer and your market to get the pricing right."

TAG scheme to be expanded across UK

Founders of initiative aimed at disenfranchised youths plan to open 100 new sites

By **Tom Walker**

The founders of the Transforming a Generation (TAG) initiative, aimed at unemployed, disenfranchised teenagers and young adults, are looking to expand the scheme following a successful pilot period.

The first group of youths selected for the TAG initiative completed their training and gained recognised qualifications in active leisure last month. The six-month scheme, developed specifically for 18-24-year-olds who are not in employment, education or training (NEETs) and who have limited professional and career opportunities, was launched last September.



The scheme is designed to equip 18-24-year-olds with Level 2 skills

The initiative is the brainchild of Fred Turok, founder and chair of LA Fitness. Other trustees and board members include Stephen Studd, CEO of SkillsActive and Heather Frankham, CEO of training company Lifetime.

The programme, delivered by Lifetime with the support of LA Fitness clubs, aims to train participants to Level 2 and to give them the skills necessary to get a job. Turok said he aims to have 100 TAG Centres nationwide within five years.

Sports Council for Wales targets child poverty

By **Pete Hayman**

The Sports Council for Wales has become one of eight public and voluntary sector organisations to sign up to a new joint agreement with the Welsh Assembly Government to help tackle child poverty.

Launched by Welsh social justice minister Brian Gibbons last month, the agreement is designed to show the Assembly Government's commitment to eradicating child poverty, as



Poverty is seen as a primary cause for childhood obesity

well as outlining ways in which other organisations can contribute towards that aim.

The agreement will also support the Children and Families Measure put before the government on 2 March, which – if approved – will place a duty on specific public bodies to take action against child poverty.

Gibbons said: "Poverty affects children's lives in a multitude of different ways and therefore the solution is also multi-faceted. It will require a commitment from organisations across Wales."

Free gym membership on offer for Liverpool kids

Liverpool City Council (LCC) has launched new proposals to provide children under five years old with free gym memberships in a bid to combat rising obesity levels.

The new Futures initiative will offer youngsters the chance to take part in a range of activities at 13 of the city's 15 lifestyle centres

after research claimed that the age group is the most critical in the fight against obesity.

LCC already provides free gym memberships to children aged between five and 16 years old, as well as those over 60 years old, but is now looking to extend the scheme. Parents will also be entitled to join the programme.



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Rob Allyene, Derby

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IN BRIEF

New structure for disability cricket

► The England and Wales Cricket Board (ECB) has announced that it will take over the strategic development and delivery of all disability cricket. Ian Martin, the ECB's national disability manager, will now be responsible for managing all disability cricket following a deal between the board and each of the groups involved in delivering disability initiatives. The ECB has formed agreements with the British Association For Cricketers with Disabilities, the English Federation of Disability Sport, the Cricket Federation for People with Disabilities, Blind Cricket England and Wales and the England Cricket Association for the Deaf.

Playing field safeguards expanded

► Sport England has announced that its measures to safeguard playing fields from "inappropriate developments" has been declared a success. New figures released by Sport England state that 1,257 out of 1,186 (97.5 per cent) concluded planning applications affecting playing fields in 2006-2007 resulted in improved or protected sports provision. The news comes as the organisation's powers as a statutory planning consultee have been expanded by the government to include junior pitches.

Lowestoft centre to undergo £6m revamp

► Waterlane Leisure Centre in Lowestoft is to benefit from a planned improvement of a £6m Lowestoft College. The *Lowestoft Journal* reported that the work at Waterlane would include a 1,500sq m extension, a gym, spa facilities and a new café. Work on the project is expected to begin in the autumn.

Tigers get go-ahead for £100m plans

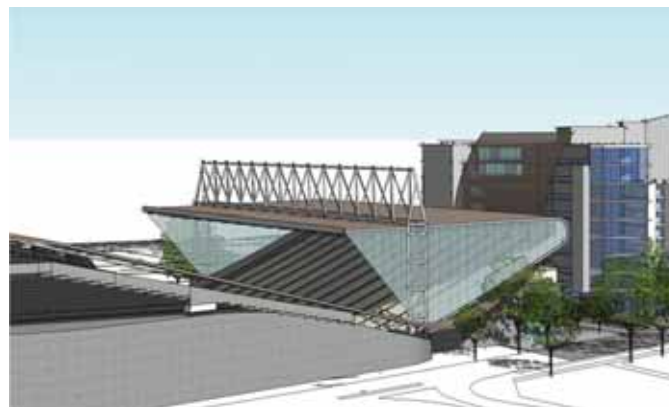
Rugby club's ambitious redevelopment plans include new stadium and four-star hotel

By **Tom Walker**

Leicester Tigers Rugby Football Club (LTRFC) has been granted conditional planning approval for the £100m redevelopment of the former Granby Halls and Fosse Day Centre sites.

The project, which was given the green light by Leicester City Council, will be situated on land adjacent to the club's Welford Road stadium, and includes the construction of a new four-star hotel.

Plans also include new facilities for the University Hospitals of Leicester and the University of Leicester on the Granby Halls site, as well as a multi-storey car park and an office complex on the city's historic Fosse site.



The 20,000-capacity stadium will open for the 2009-10 season

David Clayton, LTRFC managing director, said: "We think the plans are innovative and exciting. We have worked closely with our neighbours to help meet the requirements of the University Hospitals of Leicester, the Leicester

University and Leicester College, as well as providing a hotel to serve the city centre."

The first phase of work on the redevelopment of the Welford Road stadium is set to be completed by the start of the 2009-10 season.

New sports park for University of Worcester

By **Pete Hayman**

The University of Worcester (UW) has announced that it has acquired a 47-acre (19-hectare) site on the outskirts of the city, which it intends to transform into a new business, science and sports park.

An indoor sports complex and playing fields are included in the 10-year scheme, which will be situated at Grove Farm in St John's, more than a mile from the university's St John's



The leisure park is to include a large indoor sports arena

campus. Former landowner Tesco has retained part of the site, which has already been granted outline planning

permission for the development of a business park, although the university now also wants to expand its sporting and scientific facilities.

The university plans to consult the local community in the coming months on its strategy for the long-term development of the site.

The remaining land retained by Tesco could be developed into a park and ride facility, to be operated by Worcestershire County Council.

CFC secures stadium land

Club hopes to move to new ground by 2010-11 season



The 10,500-seat stadium is part of a wider regeneration scheme

By **Pete Hayman**

Chesterfield Football Club's (CFC) plans to build a new £13m stadium at Whittingham Moor have moved forward after the club acquired 10 acres (4.05 hectares) of land from Wilson Bowden Developments.

The new 10,500-seat stadium forms part of a wider regenera-

tion scheme, which also includes a Tesco superstore and a mixed-use retail and business development on the former Dema Glass industrial site.

Construction work on the new stadium is expected to take 50 weeks, and the club hopes to be able to move into its new stadium in time for the start of the 2010-11 season.

Basketball arena gets greenlight



The arena will be the third largest venue of the 2012 Games

By **Pete Hayman**

Designs for the new London 2012 basketball arena, which is to be the third largest venue on the Olympic Park site, have been approved by the Olympic Delivery Authority's (ODA) planning committee.

Plans for the temporary 12,000-seat arena, which will host basketball and handball events during the Games, as well as wheelchair basketball

and wheelchair rugby, will now be referred to the Government Office for London.

The venue, which will be reduced to a 10,000-seat facility for the Paralympic events, will be located on the former proposed site of the Fencing Hall in the north of the Olympic Park.

A design team including Sinclair Knight Merz, Wilkinson Eyre and KSS Design Group is behind the plans.



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¹ Source: Euromonitor Sports Nutrition 2008 + AC Nielsen Sports Drinks 52 weeks to 27/12/08.

IN BRIEF

VAT cut on hospitality 'won't happen'

► There is "no chance" that the UK will implement a VAT reduction on restaurant meals similar to that being passed in France, industry experts have claimed. EU finance ministers recently gave the go-ahead for France to cut VAT on restaurant meals to 5.5 per cent in an effort to boost consumer confidence and spending. The new law is available to all EU member states, However, countries including Germany and Denmark have already opted out. Martin Couchman, deputy chief executive of the British Hospitality Association told *Leisure Opportunities*: "Desirable though it might be, there's no chance that this will happen in the present economic climate."

Casa hotel given green light

► Proposals for the £20m Casa Hotel and Office scheme on the outskirts of Chesterfield, Derbyshire, have been given planning consent by the borough council. The scheme, designed by Carey Jones Architects on behalf of Bradbury Hall Developments, includes a 100-bedroom hotel, conference rooms, restaurants and bars, exterior landscaping and offices on the top two floors.

Hotel approved for Lincoln waterfront

► A new 105-room hotel is being planned for Lincoln's waterfront. The six-storey hotel – which will also boast eight suites, restaurants and bars and a fitness suite – is being developed by Manorcrest Homes. The hotel will be built on the site of the former electricity works on Brayford Wharf North, with some of the features from the 19th century building being retained in the hotel's design.

EU bid fails to cap UK working week

Discussions about capping the working week at 48-hours reaches stalemate

By **Caroline Wilkinson**

Hospitality workers still have the right to work more than a 48-hour week after formal discussions in Brussels to scrap the opt-out clause failed to reach an agreement.

The negotiations between UK government officials and members of European Parliament were meant to determine if the working week would be capped at 48 hours. But the UK and other European countries stood firm against the European Parliament's proposed new law.

The British Hospitality Association (BHA) is worried that failure to retain the opt-out clause in the European Working Time Directive could have detrimental effects.



Opt-out negotiations are expected to continue later this month

A BHA spokesperson told *Leisure Opportunities*: "We are very concerned as the move will prevent employees working the hours they want to work, thus reducing their level of earnings. This is not a good move at such a difficult economic time. It will also

reduce the flexibility of employers organising their workforce to the best advantage so payroll costs will rise.

"Hospitality is a 24/7 industry and a capped week would reduce operators' flexibility, raise costs and reduce earnings – so who would benefit?"

Dozen new hotels for Travelodge

Two of the hotels will be built in partnership with supermarkets

By **Tom Walker**

Budget hotel operator Travelodge has agreed contracts to launch 12 new properties, adding another 1,443 rooms to its UK-based portfolio.

The £77m deal will see the operator open hotels in nine locations, including five new sites in London. The largest of the 12 properties will be a 230-room hotel in Cambridge and the smallest a 66-room

hotel in Liverpool. The other sites are in Edinburgh (115 rooms), Egham (80), Epsom (85), Northampton (75), Rugby (72) and Salford Quays (145).

Two of the exchanges announced also continue Travelodge's recent trend of working in partnership with supermarkets. The new Egham hotel will be built above a Waitrose while the Rugby property will be constructed on top of a Tesco.



The 130-bedroom property include two city-view penthouse suites

Five-star hotel opens in Belfast

The business launches as occupancy levels are falling

By **Pete Hayman**

A new design-led five-star hotel, operated by Hotel Partners, has opened in Belfast, Northern Ireland, following a £20m (21.7m euro) investment.

Fitzwilliam Hotel Belfast, which is owned by business-woman June Burgess and is situated on Great Victoria Street, is a 130-bedroom property featuring six studio suites and a two-bedroom penthouse overlooking the city.

Facilities at the hotel, which has been designed by London-based Project Orange, also

include a bar, a restaurant, three conference rooms, an oak-panelled private dining room, a fitness suite and a business centre.

The hotel has been designed to exude glamour, however the opening comes in the wake of Pricewaterhouse Coopers (PwC) revealing that occupancy levels in Northern Ireland have decreased to 53.5 per cent, the lowest since 2002.

Stephen Curragh, a partner at PwC in Belfast, said: "Given the experience of the past five months, the short-term future seems challenging"

New law threatens 45,000 jobs

The British Hospitality Association (BHA) has warned that 45,000 jobs could be at risk if the government decides to make wage top-ups using non-cash tips illegal.

Although the BHA does not oppose the changes in legislation, it believes the Department for Business, Enterprise & Regulatory Reform has underestimated the impact.

"Even by BERR's own calculations the cost to the hospitality industry could be as much as £43m annually. We believe it could be significantly more than this and nearer £450m," explained a BHA spokesperson.

"At a time of recession, we do not believe that adding millions of pounds of extra cost is the right move." If it goes ahead, independent restaurants will bare the brunt.

Stay-at-home holidays could benefit the sector

Park businesses can expect a boom in custom, but are they trained well enough to cope?

The weak value of sterling against the euro is encouraging more people to be enthusiastic about rediscovering the fun that can be had in Britain, rather than planning exotic overseas adventures.

The past Easter weekend sparked a furious boom in bookings at self-catered and campsite holiday parks. Financial worries, a weak pound and a rising trend for value-for-money domestic breaks has meant many families sat tight this Easter, preferring to holiday at home.

Advance bookings at the Caravan Club were up 40 per cent on last year's figures – a demand that could translate into more than two million extra caravan holidays being taken in Britain this year, says the National Caravan Council (NCC). John Lally, director general for NCC said bookings in the UK are up by anything from 8-50 per cent, as people choose "staycationing" and opt for "self-catering and value over euro Costa-lot holidays".

Caravan and camping holidays are changing fast. In the last decade, caravan holiday homes have evolved to be deemed serious competition in the accommodation market, boasting extensive leisure facilities, high levels of service and a family-orientated atmosphere. More than £1.75bn was spent on UK caravan holidays in 2007.

The NCC predicts the rise in popularity could spell the creation of more than 1,000 new jobs in UK caravan parks. In light of this, The Institute of Hospitality is rolling out of its Level 4 Diploma in Management for Hospitality, Leisure and Tourism, which has been integrated within a new Foundation Degree (FdA) in Tourism Park Management, offered by Kingston Maurward College. The three-year, part-time course is designed to validate and enhance the skills of those working in a modern park business. The programme is work-based, with taught components delivered in short residential blocks within Caravan Parks, to enhance the range of different experiences on offer to the learner.

It has been suggested that skills training is the answer to a speedier economic recovery. With that in mind, all employers in the sector should be looking at ways to invest wisely in their staff and embrace the logic that engaged, capable employees enable an organisation to excel and gain the competitive advantage.



GARY APPELYARD is director of business development at the Institute of Hospitality.

GARY APPELYARD is director of business development at the Institute of Hospitality. *Leisure Opportunities* is a member benefit of the IOH

IN BRIEF

Floating attraction receives NWDA funds

► The Lancashire Wildlife Trust has secured £8m of investment from the Northwest Regional Development Agency to build a new 'floating world' visitor centre at the Brockholes Wetland and Woodland Nature Reserve near Preston. The visitor attraction – designed by London-based Adam Khan Architects – will be constructed on top of a floating platform. Construction work will begin later this year and the centre is expected to open in 2011.

Work begins on Holburne development

► Construction work has begun on the £13.6m redevelopment of Bath's Holburne Museum of Art and is expected to take two years to complete. When it reopens, Holburne will house a collection of fine and decorative arts, and will be fully accessible for the first time. A new garden café will also be built. The scheme has already received £10.6m of funding, comprising grants from the Heritage Lottery Fund, Lord and Lady Sainsbury's Linbury Trust and Bath and North East Somerset Council.

Marketing event for London attractions

► Representatives from a number of London's riverside tourist attractions have attended a marketing event to discuss ways to promote the area to visitors. The meeting at the London Bridge Experience in Southwark was designed to ensure each of the area's venues were well positioned to take advantage of the predicted increase in visitor numbers from the UK and overseas this year. Topics discussed include the state of the tourism industry, marketing opportunities and advice on how to reach group markets.

Camelot attraction to reopen in May

The theme park's future could eventually include a mixed-use retail development

By **Pete Hayman**

Camelot Theme Park at Charnock Richard, Lancashire, is on course to reopen to the public on 23 May after it was acquired from administrators by the Carlisle-based company The Story Group.

The park was left facing an uncertain future when it was placed into receivership in February, after previous owners Prime Resorts admitted that it had been struggling to compete for visitors.

Although The Story Group is looking to enter into negotiations with Chorley Borough Council in a bid to revive previous plans for a residential mixed-use development on the site, it has agreed to lease the park to Knights Leisure, a newly-formed group led by Roy Page, former chief executive of Prime Resorts,



The park was placed in receivership but will still open next month

enabling Camelot to reopen this summer.

Page said: "Weeks of uncertainty have come to an end and, while I appreciate that the site's long-term future is likely to include a mixed-use redevelopment, we are concentrating all our energy on preparing the park to open.

"There's already a real buzz about the place, which we are

sure will regain its position as one of the region's leading family visitor attractions. We've got some exciting plans, which we'll be sharing in due course."

Les Ross, one of the joint receivers at Grant Thornton, added: "Securing the sale of Camelot Theme Park is a great result. The deal has secured more than 150 jobs at least for the short-term."

Cultural heritage cash slashed

By **Helen Patenall**

National museums and galleries reduced their acquisition budget by more than 70 per cent last year on account of the recession destabilising the art market.

According to new figures obtained under the Freedom of Information Act by the Conservative Party, spending on new artifacts, artworks and pieces of cultural heritage by the national museums and galleries fell by more than £10m in 2007-08, to £4.3m.

The British Museum spent £1.7m in 2006-07 compared with £1m in 2008, while the National Portrait Gallery reduced its investments from £2m to £850,000.



Cultural institutions have cut their budget by 70 per cent

The Conservatives have used this news to direct criticism at the government for failing to support cultural heritage.

Jeremy Hunt, shadow culture secretary, said: "The government urgently needs to look at ways to allow museums to build up endowments to prevent this decline in funds becoming a crisis."

Results of pilot scheme revealed

The DCMS has revealed the results of a pilot programme that reviewed the self-assessment and the function of museums that could form the basis of peer reviews for directly sponsored museums in the UK.

The three pilots, carried out at the National Portrait Gallery, Natural History Museum and Tyne & Wear Museums, resulted in 26 recommendations from the DCMS. Funding bodies have been advised to develop good-practice guidelines for self-assessment, focusing on the excellence of the art and commitment to innovation. Others include more regular reviews to be managed by funding bodies.

Belfast venue reopens after revamp

Historic Ulster Hall undergoes a two-year, £8.5m refurbishment and extension

By **Helen Patenall**

The Ulster Hall, a historic 150-year-old cultural venue in Belfast, Northern Ireland, has reopened following an multi-million pound refurbishment scheme lasting two years.

It is the first scheme to be completed as part of a number of major renovation projects taking place at sites across the city, with St Malachy's Church, the City Hall and the Ulster Museum set to reopen later this year.

The £8.5m refurbishment of the Ulster Hall included the redecoration of the venue's Great Hall and the recreation of the building's original metal balcony balustrade and chandeliers. A new five-storey



The redevelopment of the site included work in the Great Hall

extension has also been added at the rear of the building to provide dressing rooms, education suites and administration facilities. Removable downstairs seating has also been installed, along with a new roof and floors, with a

moveable stage extension, while new sound, heating, lighting and air-conditioned systems have also been added.

Funding for the scheme was provided by the city council, the Heritage Lottery Fund and Arts Council of Ireland.

Trust to take over Newcastle's Journal Tyne Theatre

By **Tom Walker**

The ownership of the Journal Tyne Theatre in Newcastle will be taken over by a trust set up to protect the building.

The freehold of the building will be handed over to the Tyne Theatre and Opera House Preservation Trust (TTT) by the Newcastle City Council as part of a three-year plan.

The change in the ownership of the Grade I-listed building aims to secure the future of the



The theatre's future is now safe

property as a performance venue. The theatre will be operated – on behalf of the

trust – by SMG, which also manages the city's Metro Arena. Malcolm Dix, chair of TTT, thanked Newcastle City Council for ensuring a long term future for the theatre.

"The trust is dedicated to maintaining the building as a working theatre," he said.

"There will be a restoration and development programme over the next five years to ensure that the theatre's fabric is restored and its history made accessible to the public."

IN BRIEF

Arts Council to axe quarter of jobs

► Arts Council England (ACE) is to undertake an organisation-wide restructure that it hopes will save up to £6.5m a year in administration costs. As part of the cost-cutting spree, ACE will axe 24 per cent of its staff and reduce its operations to nine regional offices grouped in four areas. The changes are designed to meet the government's requirement that ACE will save 15 per cent on its administration costs by 2010.

Work underway on Lyric Theatre

► Construction work on a new building to house Belfast's ageing Lyric Theatre is now underway. The £18m new build – designed by architects O'Donnell & Tuomey – will be constructed at a new location in order to provide a theatre almost four times the size of the original 1968 site. Scheduled to open in 2011, the Lyric's new home will comprise a 394-seat main auditorium, a 150-seat studio theatre, a rehearsal room, riverfront foyers and a bar, dressing rooms, technical facilities and office space.

MLA South West unveils final grant

► An organisation set up to promote the South West's museums, galleries and archives awarded a final grant of £150,000 before it closed down last week to make way for a new integrated national and regional body. The £150,000 grant to the New Expressions programme was the body's last contribution following a shake-up of the MLA structure. New Expressions aims to create a fresh relationship between museums, artists and audiences with a series of exhibitions and installations across the region.

The changing face of leisure



Leisure Opportunities was first published in 1986, catering for a demand for more frequent news coverage of an aspiring sector. Since then, the industry has rapidly evolved into a mature market, thanks largely to the talented and ambitious people who have chosen the sector to build their careers in. *Tom Walker* gathered together some of the industry's most respected and experienced players and asked them how the sector has changed since the first *Leisure Opportunities* hit their desks 23 years ago.

Since its launch in 1986, *Leisure Opportunities* has provided people working in leisure with a source of up-to-date news. Browsing through those first issues, it quickly becomes clear just how dramatically the landscape of the leisure industry has transformed.

Looking at the industry today, there is now a plethora of industry associations and a wide range of specialised training providers, consultancies, property companies and suppliers. Adding to the emergence of the most niche businesses imaginable, the industry has also experienced consolidation in all of its sectors and the largest companies within the sector now employ workforces that measure thousands of people.

"There have been considerable changes around ownership since *Leisure Opportunities* first appeared," says Brigid Simmonds, chief executive of Business in Sport and Leisure (BISL). "In the late 1980s and early

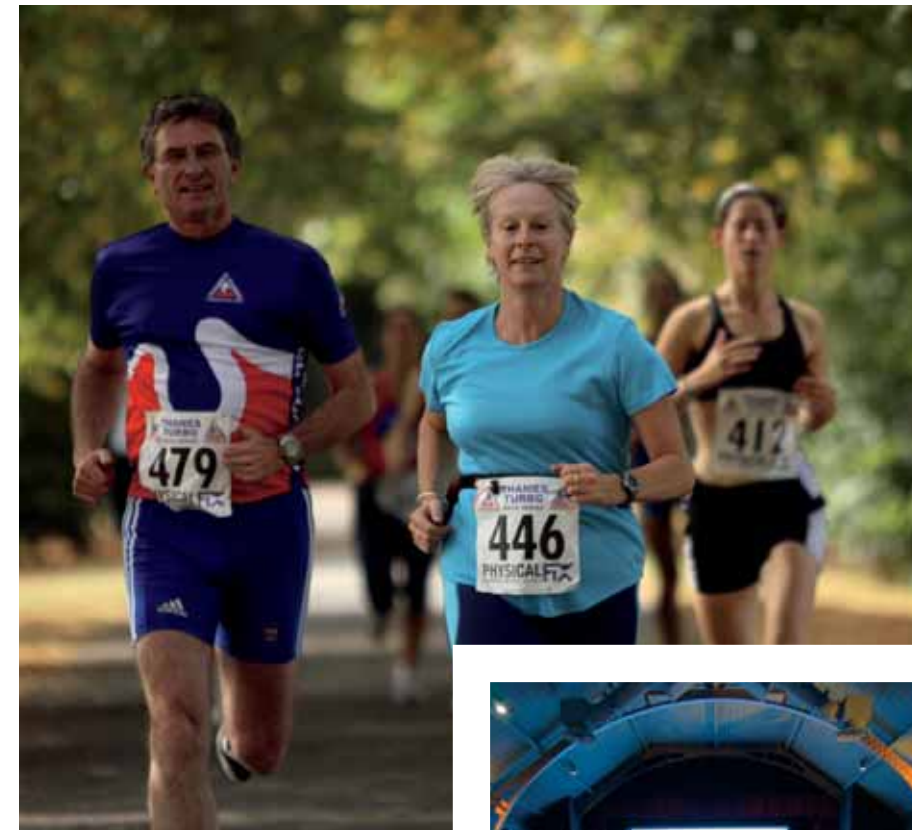
1990s most big leisure companies, such as Rank, First Leisure and Whitbread, owned what they operated and many were public companies. Today, many companies in our sector lease or have a property deal on the buildings where their operations take place and many are funded by venture capitalists."

This change in the ownership landscape has happened in every leisure sector – from health clubs to visitor attractions. Successful small and medium sized operators across the board have found the temptations to sell out alluring, while those that resisted have faced competition from large chains and their increased marketing powers. Andrée Deane, chief executive of the Fitness Industry Association (FIA), draws parallels between the lifespan of the FIA's Commit To Get Fit

campaign and the emergence of large, multi-site operators.

"The Commit To Get Fit initiative was developed in 1992 as a marketing tool for businesses because the industry mainly consisted of small clubs and small chains that did not have their own in-house marketing departments," says Deane. "By the time we finished the Commit To Get Fit scheme three years ago, it had become an increasingly hard sell, as all the large companies and chains had developed their own marketing teams and promotional campaigns. For me that was a yardstick of how dramatically the larger chains had influenced the industry."

For Deane, though, the most significant development in the past 23 years has been the wholesale improvement seen in the field



According to a report by Sport England, more people are taking part in organised sport than ever before

of training and skills. "When I started my first teacher training course in the early 1980s, there were no qualifications," she says. "A lot of dancers were teaching aerobic exercise and weren't necessarily qualified in anatomy or physiology. It was a real mix of enthusiastic, unqualified instructors with big personalities. Since those days we've seen a dramatic increase in the level of skills, brought on by reputable training companies, government funding, modern apprenticeships, SkillsActive and of course the Registrar of Exercise Professionals (REPs)."

Attractive technologies

Another sector to have experienced a period of intense consolidation similar to that of the fitness sector is the visitor



attractions market. The likes of Merlin Entertainments have grown to operate international portfolios of sites, while the traditional, family-run parks are increasingly a thing of the past. But it's not just the emergence of large companies that has changed the way attractions are operated

Michael Jolly, CBE



How has the leisure industry developed in the last 23 years?

In the UK I think we've become much more professional in the way we

develop and operate destinations and the visitor experience. Globally tourism has become more competitive so we're going to need to raise our game even further in the future.

What have been the most significant developments in the past 23 years?

The public have become much more discerning and savvy about what experiences they buy and how they judge good value.

Has there been a watershed moment that changed the industry?

I think the arrival of the internet has probably had the most impact on the relationship between leisure operators and their customers. I'd like to say the foot & mouth crisis certainly brought home to government the importance of tourism to the UK economy but these days I wonder whether they've forgotten that.

Do you think the government offers enough support to the sector?

Support to the sector? Certainly not, reducing bureaucracy, labour flexibility, and simpler planning laws would all be areas I feel could be improved.

What would your advice be for leisure businesses in these challenging times?

In difficult times it's vital to be focused on the basics. Managing cash, delivering value and customer satisfaction become even more vital. Try very hard to keep good staff.

How do you see the leisure industry developing in the next 10 years?

I'm sure the internet still has a long way to go in offering new ways operators can engage with and attract customers. Technology will almost certainly offer new ways to enhance the customer experience.

The Leisure Media timeline

Established in 1981, The Leisure Media Company publishes a wide range of business magazines and online services for professionals working in the leisure industries. The company works in partnership with over 20 different trade bodies and holds over 100,000 key industry contacts.

1981

Leisure Media was founded and published its first magazine, *Leisure Management*.



1986

Leisure Opportunities was the second title to launch.



1995

Attractions Management and *Health Club Management* were launched.



1997

Leisure Opportunities went online with a flow of daily news in 1997, two years before the *Guardian* and *The Times*.



1997

Sports Management was first published.



Peter Kay, Fusion



How has the leisure industry developed in the last 23 years?

We've seen the rise of health and fitness, the emergence of mainstream

health clubs and higher quality facilities in both the public and private sector; **What have been the most significant developments in the past 23 years?** The local authority contracting landscape has moved from the days of CCT to today's Strategic Commissioning environment. The sector has a different competitive environment, with a mature, consolidated private sector and the explosion of Trusts. This sector will now, in turn, enter a period of consolidation.

Has there been a watershed moment that changed the industry?

Obesity, driven by poor diet and sedentary lifestyles and coupled with a rising awareness of the need for regular physical activity has altered the perception of active leisure and changed sport and health and fitness from a marginal activity to a mainstream one. The key business development has been Direct Debit subscription memberships which has changed the face of the industry.

Do you think the government offers enough support to the sector?

The key issue is education. Children should be given daily opportunities to engage in – even made to participate in – a variety of physical activity; should be educated in its importance, so that it becomes an essential, unquestioned part of everyday life.

How do you see the leisure industry developing in the next 10 years?

There will be less consumerism and consumption. People will see fitness as important, but good value will be the watchword. Sustainability will also be a critical issue for all of us.



The leisure industry has developed into a multi-faceted, mature market in recent years

in the past 23 years. While the increased level of training provision available for fitness instructors and private trainers has played its part in transforming the health club sector, the visitor attractions market has been altered dramatically by the technological revolution.

Colin Dawson, chair of the British Association of Leisure Parks, Piers and Attractions (BALPPA), says that while operators have benefitted from advances in ride design, they have also seen a dramatic rise in what people expect to experience

during a visit to a theme park.

"The technical innovation in areas such as coaster design has been quite extraordinary," says Dawson. "Interactivity, for instance, is such a significant development. You now have all these amazingly fast roller coasters, 4D cinemas and even rides that mix the traditional coaster experience with 3D visuals – just look at the Spider-Man ride at Universal Orlando. On the flip side, however, guests now see these new amazing rides as everyday occurrences and expect a park to provide a new spectacular ride every year.

Nigel Talbot-Ponsonby, Humberts Leisure



How has the leisure industry developed in the last 23 years?

The sector has grown in importance, become more diversified, sophisticated.

This has been due to increasing affluence and an ageing, active population. The industry has diversified, with new sectors, such as health and fitness and casual dining and there's been a flight to quality.

Leisure has been accepted by institutional and other investors and has become sophisticated in terms of market valuation, funding and acquisition criteria. These factors, together with advances in technology have increased the pace of operating in the sector.

This giant marketplace employs 10 per cent of Britain's workforce and contributes £50bn to GDP. Leisure spend is now an accepted part of a household's annual budget."

What have been the most significant developments in the past 23 years?

"The leisure property industry is constantly reinventing itself! The single most important factor has been the growing importance of leisure to society and the desire of investors to include leisure in their portfolio.

Today the leisure choices chasing the leisure pound are infinite – but downturns mean a serious reduction in spend Thus Location, quality of offering and pricing rule!

Has there been a watershed moment that changed the industry?

The 1991 Beer Orders had a dramatic effect on the brewing industry by ridding the brewing industry of vertical integration. The Royal and Ancient Golf Club's *Demand for Golf* study in

the mid 80s encouraged a significant growth of proprietary golf clubs and Lottery funded businesses have been placed in competition with the private sector – definitely a foul in terms of a level playing field. Strong views continue to be held by private sector operators!"

Do you think the government offers enough support to the sector?

Leisure has suffered significantly from Government legislation. The effects of the smoking ban, changes to licensing laws, increased duty, bingo club dual taxation and Gaming Act restrictions. When taken together, these have made trading conditions difficult. Golf is another example - private clubs don't charge VAT on subscriptions, while proprietary clubs have to bear a 15 per cent VAT charge!

The regulatory burden on leisure businesses has increased exponentially over the last decade. It's created barriers to entry and stifles entrepreneurs! Has so much been necessary?"

What would your advice be for leisure businesses in these challenging times?

Companies must reduce their exposure to debt, as interest rates will not always be benign. One can't forecast accurately which areas are best placed to cope with recession at any particular time in the financial cycle. Sectors where supply is restricted, such as holiday parks, offer one of the safest havens, and banks are showing a continued willingness to lend to this market."

How do you see the industry developing in the next 10 years?

There are always areas of opportunity; the key – like so many things in life - is timing and that can only be achieved by having a thorough understanding of the sector.



HOT FACTS

- Since its launch, approximately 12 million copies of Leisure Opportunities have been posted. If the magazines were stacked, this would equate to 39,370ft – more than 10,000ft higher than Mount Everest. If laid flat, the line would reach 2,236miles, from our head offices in Hitchin over the Ural Mountains to the city of Perm in Russia (or the distance between New York and Las Vegas).
- In the last five years, the Leisure Opportunities' news team has written 29,260 stories.
- In 2008 alone, Leisure Media printed more than one million magazines.
- Leisure Media magazines are sent to more than 100 countries.
- Leisure Media has more than 65,000 ezine subscribers and 10,461 digital magazine subscribers.
- Leisure Media has 59,045 visitors to its digital turning page magazine editions each quarter.
- www.leisureopportunities.co.uk is the company's most visited website with 360,000 individual visitors each month.
- The Leisure Media team consumes around 18,750 cups of tea and coffee a year, keeping us on the ball with all the latest industry news.

1999

Leisure Media launched its ezines.



2003

Spa Business magazine was launched in 2003, followed by the industry's news-based magazine Spa Opportunities in 2006.



2007

Managing director of Leisure Media, Liz Terry, gets awarded an MBE for her contribution to publishing.

2008

Leisure Media introduced digital editions, making all magazines readable online in September.



Ken Robinson, CBE**How has the industry developed since 1986?**

As far as attractions are concerned, the major developments have been a massive increase

in their number (almost half opened during this period). This has coincided with the erosion of the traditional weekend, as Sunday sport and shopping act as alternatives to mainstream leisure. Families, which used to be the mainstay of days out, have less time together, so the market has become more competitive. Day visit patterns have changed dramatically, as travel has become more costly and congested and day out travel distances have greatly reduced.

Is there a watershed moment that changed the visitor attractions sector?

The biggest impact has been from the Lottery, which has enabled public and charitable attractions to obtain large grants. This has greatly improved the product quality, and conditioned visitor expectations. At the same time, many attractions, such as the national museums, are now free to visit. The combined effect has made it difficult for commercial attractions to compete.

Do you think the government offers enough support to the sector?

Legislation does not support the sector, and we shouldn't expect sector-specific legislation to do so. There's been masses of new regulation, much from Europe, which is an administrative burden to industry and gives very little help or protection to the public.

What would your advice be for leisure businesses in these challenging times?

Engage with every visitor, and involve them in real experiences, that provide enjoyment that exceeds their expectations.

How do you see the leisure industry developing in the next 10 years?

Under one per cent of attractions require pre-booking. The result is a few uncomfortably busy peak days but much of the year where there's spare capacity. The most profitable change for many will come from moving to pre-booking and providing richer experiences for limited numbers of visitors, justifying higher prices, yet providing greater satisfaction and value. There will be more UGC websites but they're prone to manipulation, so customers will still value impartial recommendation.

Did you know Leisure Media magazines are the official publications for:

- AALARA (Australian Amusement Leisure And Recreation Association)
- BALPPA
- BISL conference (Business In Sport and Leisure)
- CLOA (Chief Leisure Officers Association)
- Leisure Ireland
- LPF (Leisure Property Forum)
- Springboard
- CMAE (The Club Managers Association of Europe)
- FIA (The Fitness Industry Association)
- The Tourism Society
- REPS (the Register of Exercise Professionals)
- World Leisure
- SAPCA

**And a member benefit of...**

- Association of Scottish Visitor Attractions (ASVA)
- British Hospitality Association (BHA)
- ECSITE conference (European science centres Association)
- HCIMA (The Hotel, Catering and International Management Association)
- ISPAL (The Institute of Sport, Parks & Leisure)
- Sport And Play Contractors Association (SAPCA)
- TiLE (Trends in Leisure & Entertainment)
- World Waterpark Association (WWA)

Lottery Fund has awarded more than £4.3bn to 28,800 projects across the UK.

But there have been missed opportunities too. Nigel Wallace, director of training for Lifetime and former executive director of the FIA, looks back at the mid 1990s with some exasperation. "The US Surgeon General's Report on Physical Activity and Health in 1996, closely followed by the chief medical officer's report in the UK, should have acted as a massive lever to propel the industry forward," he laments. "These landmark scientific reports, expressing the power and importance of physical activity on so many diseases and conditions, should have had a massive effect on the sector. It has, however, taken years for the message

to result in any real action. We are now beginning to feel and see changes but we should be much further ahead and acting with far greater conviction."

Full steam ahead

And what about the future? Where is the industry heading? Will we see a number of companies fold under the pressures created by the economic turmoil and the resulting squeeze on cash? And will issues such as sustainability and safety command the way the survivors of the recession will operate their facilities for the foreseeable future?

"The leisure industry will no doubt come out of the recession leaner and fitter," says Simmonds. "We will lose some good

WEBSITE HITS:

Sept 97 - 5,251 individual visits
Sept 98 - 12,576 individual visits
Sept 99 - 22,741 individual visits
Sept 00 - 38,283 individual visits
Sept 01 - 78,324 individual visits
Dec 02 - 122,984 individual visits

March 2009

Leisure Opportunities: 360,243 individual visits
Sports Management: 26,842 individual visits
Health Club Management: 25,576 individual visits
World Leisure News: 20,173 individual visits

**Childhood obesity is one of the issues that the industry can help tackle**

companies, but hopefully keep some good ones too. Green issues will always impact on companies as long as the Government continues to see it as a priority."

Deane agrees that green will be the new black. "The assessment of the carbon footprint of the leisure industry does not read favourably at the moment," she says. "So it is definitely something we need to address going forward, both in the planning and design of buildings as well as in the operations of them."

For Stevens, the key for the attractions industry is to keep sight of what really matters – and to make the government change its policy on planning. "We're in a creative industry, yet all too often what's missing is creativity and innovation," he says. "But if I'd have one recommendation, after 30 years in the industry, it is that we need a wholesale review of the planning system. I could give you a number of examples of where the planning system has let down the development of leisure and tourism."

Peter Mann, PMP Consult**How has the industry developed in the last 23 years.**

Its come of age by transcending many different and varied professional services

and disciplines. It's bigger, more sophisticated, more competitive and has perhaps lost some of the pioneering and family spirit of 1986.

What have been the most significant developments?

The increase in professionalism; the diversity; the contribution to GDP, to employment, to the quality of life, to lifestyle and to the creation of such a well established profession that was in its infancy 23 years ago.

It no longer exists in a box but is an integral part of the fabric of society touching virtually everybody's life and lifestyle – whether in the pub, the gym, the casino or the sports hall.

Is there a watershed moment that changed the industry?

Major events held throughout the UK over the past decade and those planned in the future (2012, 2014 etc) are acting as a catalyst for change and development.

The Manchester Commonwealth Games in 2002 was important as it brought volunteering to the fore and demonstrated that venues can and should be flexible, as witnessed by the transformation of the stadium post-Games.

If we can continue to harness and expand the benefits and cross-cutting legacy from these major sporting events, then we will indeed have some watershed moments!

Do you think the government offers enough support to the sector?

When sport and physical activity et al becomes a statutory service we'll know it's come of age! Our industry needs entrepreneurs and innova-

tors. No government has acknowledged and acted on this to any worthwhile extent. There need to be clear cut incentive schemes for start-up companies and individuals that cut out red tape and encourage new enterprise.

What would your advice be for leisure businesses in these challenging times?

Companies that continue to invest in creative marketing that sets them apart from their competitors will emerge stronger than the rest of the pack when more affluent times return. Likewise, If it's harder to sell and deliver when the going gets tough, why do so many organisations reduce their spend on training and development? A false and myopic economy!

How do you see the industry developing in the next 10 years?

Today's teenagers and early 20-year-olds will be more concerned with the environment than any generation before them. They'll insist on better value for money, quality and service. This insistence will spread to all age groups and profiles. It will bring more competition and an overall raising of standards.

In the mid to late 1980s we said we needed to think more laterally about how we promoted our facilities – the squash court that doubled up as a creche, for example. This flexibility of approach and making our assets work harder developed to become the healthy living centres and sports villages of today.

As exercise become a more integral part of life, this mix will continue to evolve. New technology and visionary design will enable these 'life centres' to embrace work, home and leisure requirements. At the opposite end of the spectrum, will be unique, stylish speciality offers, primarily in the restaurant and hotel sectors. So whatever you do, don't get caught in the middle of these two extremes!

Dawson too, would like to see the government increase its support for the industry. "The verbal niceties that the government rolls out every now and again – on how important tourism is and how much it works to support it – is in contradiction with reality. The tourism earnings deficit is now sitting at £20bn and Britain is falling down on the popularity league of countries to visit, and yet the government's response is to cut the funding for VisitBritain."

"The thing is, nothing in the offer has diminished. In fact, Britain now offers more for tourists than it did 23 years ago!"

All, however, agree that the industry will weather the storm and will continue to develop. Leisure has evolved into a mature, multifaceted market which sits naturally in a society that is increasingly driven by an expanding service sector. The industry is here to stay and there will come a time when the government will take every sector of our industry seriously.

The 1,000th issue of *Leisure Opportunities* is due out in August 2028. We all hope that by then, we will have a dedicated minister of tourism on hand to open the Battersea Powerstation for business. ●

Our search through the *Leisure Opportunities* archive has thrown up a wealth of reports outlining development projects of all sizes throughout the past two decades. Some have been a success, while others less so. But there is one particular venture that has crossed our news desk more than any other.

Batter-seen it all before

The regeneration of an iconic London landmark, Battersea Power Station, has provided more twists and turns than any other scheme. Plans get submitted, considered, revised and rejected without providing any light at the end of the tunnel. As recently as 9 April this year, new "revised" designs for a £4bn eco-dome were submitted – only a month after the previous ones were scrapped.

We've followed every single plan since John Broome's plans in the mid 1980s. Including those of Parkview International –



Two of the most recent plans, Parkview (above) and REO (below)



a development company owned by the Hong Kong-based Hwang family. Parkview received planning permission for the £500m transformation of the 38-acre (15.4-hectare) site in 2004. However, rising costs and government interference led Parkview to lose patience with the scheme in 2006, when it sold the power station site to Real Estates Opportunities (REO). It was just yet another chapter in the story of Battersea Power Station, which still doesn't have an ending in sight.

The latest plans, put forward by REO, feature 8 million sq ft (743,200sq m) of residential (including hotels), office and retail space, as well as 500,000sq ft (46,400sq m) of leisure space, a 6-acre (2.4-hectare) public park and an urban square. Despite concerns from Wandsworth Borough Council, the Mayor of London and English Heritage, REO hasn't given up hope of completing the regeneration of the site by 2020. However, we've seen before that it is best to believe it when we see it.

Broome's revised Battersea plans approved in outline

JOHN BROOME'S revised planning application for Battersea Power Station was approved in outline by the Wandsworth Council on 26 July. "The latest application was passed by 10 votes to two," said a council spokesman. But it still has

to cross the final hurdle – councillors, recommended to approve the plan, meet on 1 August to finalise the decision. The plan will then have to be considered in detail and it will only be approved if it meets 43 separate conditions. There is a question mark over the height of the

tower. Both schemes include land not owned by the council, which is the subject of a long-running dispute. The council has granted planning permission for the long-term use of the site as a park. The council has granted planning permission for the long-term use of the site as a park. The council has granted planning permission for the long-term use of the site as a park.

Rival plans for Battersea approved

WANDSWORTH Council has finally ruled the decision to grant outline planning permission to the Parkview International scheme. The council has granted planning permission for the long-term use of the site as a park. The council has granted planning permission for the long-term use of the site as a park.



Rainham gets council approval

Leisure Opportunities #59, 12 March 1990



No Universal for Rainham, but LDA now plans to transform it into an "eco park"

It was so nearly a case of 'lights, camera, action' for plans to build a £2bn theme park on Rainham Marshes in Essex during the early 1990s. MCA, the American music corporation, put forward a bid to establish the first Universal Studios attraction outside the US, which was to be situated on the banks of the River Thames near a Site of Special Scientific Interest (SSSI).

Havering Council threw its weight behind the scheme – as reported in March 1990 – and granted planning permission in principle, provided the development included a commitment to nature conservation at the site.

Council leader Roger Ramsey said at the time: "Although the very pertinent points made about the nature conservation value of the SSSI were fully taken into account, the view of the committee was that the combination of significant economic and employment of the scheme and the substantial nature of the conservation package was such that permission should be given for the scheme."

However, the threat of a government inquiry loomed over the scheme and it was put on hold indefinitely later that year due to the recession and the impending takeover of MCA by Japanese firm, Matsushita.

While MCA turned its attention to Japan, where it eventually launched its first Universal Studios resorts outside the US.

Rainham Marshes remained unchanged until recently, when the London Development Agency launched a £10m scheme to redevelop parklands in the Thames Gateway area – including an expansion of wildlife habitats for Rainham Marshes.

Man Utd – No money for seating

10 October 1990, Leisure Opportunities #77

According to the business advisory firm, Deloitte, Manchester United Football Club (MUFC) is currently the second richest football club in the world, having generated nearly £295.6m during the 2007-08 season.

For such a wealthy club, it now seems inconceivable to think that in 1990, chair Martin Edwards revealed that MUFC did not have the £10m necessary to redevelop the Stretford End at its Old Trafford stadium to be seating-only, in compliance with the Taylor Report.

Especially when you consider that in that same year, Blackpool Football Club (BFC) announced proposals for an ambitious £200m development, which included a new 40,000-seater stadium, a 400-bed hotel and, most notably, a floating pitch.

According to the *Leisure Opportunities* report at the time (30 September 1990, Leisure Opportunities #76), the pitch was to consist of a bed of natural grass supported on a portable base, which was to be surrounded by water and be retractable in order to use to the lake for a variety of other activities. However, the club opted for the less

audacious revamp of two stands at its Bloomfield Road ground and the super-stadium project was shelved.

But the BFC plans weren't the only stadium proposals to fall by the wayside during the 1990s. Radical schemes involving Swansea City Football Club (SCFC) and Colchester United Football Club (CUFC) also failed to materialise, although both clubs have since moved to new, smaller stadia.

MUFC did, of course, eventually find the funds to upgrade the Stretford End.



THE NEWS NEVER CHANGES

Superstadia in bid for Olympics

A PRIVATE consortium claims football grounds upgraded as a result of the Taylor report could stage the Olympics. Superstadia, a consortium of 10 top clubs owned by Manchester United, Arsenal, Liverpool, Chelsea, Tottenham, Newcastle, Everton, Aston Villa, and Birmingham City, is working

Leisure Opportunities 5 November 1990
A private consortium claims football grounds upgraded as a result of the Taylor report could stage the Olympics. The consortium, which includes consulting engineers Ove Arup and partners and architects the Seifert Group, is looking at the Royal Docks, Newham, as the site for a new Olympic stadium which could also house West Ham United.

Olympic Stadium won't host Premier League football

Leisure Opportunities, 14 October 2008

John Armitt, chair of the Olympic Delivery Authority, has said that the new Olympic Stadium will not be used for Premier League football after the 2012 Games.

Speaking to BBC Sport, Armitt said that the 80,000-seat stadium, which will be reduced to 25,000 seats after the Games, will be used primarily for athletics as part of London's legacy commitment to the International Olympic Committee.

World Cup Hosting

Leisure Opportunities, 1990

■ The chance of England hosting the World Cup finals in the next 50 years are bleak, according to Peter Swales, chair of the FA's international committee. "When it comes to stadiums we are a million miles behind countries such as Italy and Spain," he said.

Leisure Opportunities, 2009

England has entered the bidding process to host the 2018 World Cup, after the Football Association (FA) submitted its letter of intent to FIFA. The FA's bid chief executive, Andy Anson, said: "We believe we have a very strong case to bring the tournament to England and the challenge now is to put together a compelling presentation to showcase to the world."

IN BRIEF

New national nature reserve for North Wales

► The Countryside Commission for Wales (CCW) has announced that Maes-y-Facrell, a five-hectare (12.4-acre) site near Llandudno, has been designated as a national nature reserve. Much of the site, located on the Great Orme on the north coast of Wales, has been fenced by the CCW in order to allow mountain ponies and other livestock to graze, which in turn will encourage some of its rich plant life to flourish.

Perthshire visitor centre approved

► Perth and Kinross Council has approved outline plans for a new environmental visitor centre in Loch Tay, Perthshire. According to the *Perthshire Advertiser*, an initial application was rejected on the grounds that it contravened the council's sustainable economic policies. A spokesperson said: "The centre will target a broad range of users, especially focussing on families, children and young people, who will engage in hands-on experiences that raise awareness and respect for the countryside and the environment."

New Lake District attraction approved

► The Lake District National Park has approved a new visitor attraction at Elterwater slate quarry. The attraction – which is estimated to increase visitors to the area by 20,000 – is based at a working quarry above the village of Elterwater and will feature underground tours. Burlington Slate, the owner, said it would upgrade the existing buildings, improve car parking and access to quarry viewpoints and run the tours. The visitor attraction is understood to be an ancillary element to the quarry's operation.

Coast benefits from heritage status

World Heritage Site status provides Jurassic Coast with unexpected rewards

By Pete Hayman

New research has revealed that since the Jurassic Coast was awarded World Heritage Site status in 2001 more social, economic and cultural benefits have been brought to the region than previously thought.

Regeneration consultant, Era, conducted the study into the impact of the Jurassic Coast, which stretches for 95 miles (152.9km) along the south England coastline between Dorset and East Devon.

According to the study, the creation of a distinctive identity has enabled the Jurassic Coast to increase learning, education and business opportunities in the area, as well as providing a boost to local tourism.

Don Gobbett, chair of the Jurassic Coast World Heritage



The 95-mile coastline stretches between Dorset and East Devon

Steering Group, said: "This study shows how much has already been achieved through the investment of time, energy and resources by all the people and organisations involved with managing the Jurassic Coast."

"Communities and businesses have grasped the opportunities offered by the World Heritage

inscription. Even in the current economic climate, the study's findings suggest that the coast has the potential to play an important part in developing the economies of Dorset and East Devon." The benefits far exceed expectations according to Hilary Cox, Dorset County Council's cabinet member.

More people turning to life's 'simple pleasures'

By Pete Hayman

New figures released by the National Trust (NT) have suggested that the economic downturn could lead to more people seeking 'simpler pleasures' in their leisure times.

A survey of 2,000 people conducted online by independent specialists OnePoll has revealed that 84 per cent of people consider days out at beauty spots to be more important this year as people look to find ways to make their money go further.

The results showed that 64 per cent of people favoured walks in the park, while a third of respondents listed visits to galleries and historic gardens as being more popular than theme parks and sports events. It was also revealed that more



The survey showed most consider days in beauty spots important

people than ever consider the value of visiting beautiful places, including gardens and beauty spots, as important.

Fiona Reynolds, NT director general, said: "We all need quality time to relax and recharge our batteries, whether in a recession or not."

But it seems that having less money to spend on treating

ourselves is focusing our minds on what really matters.

"Getting away from it all and spending a day with family and friends in beautiful surroundings is becoming essential to help ease away the stresses and strains."

Contact with nature and history clearly provides what people need."

leisure property news

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Approval for Headingley pavilion

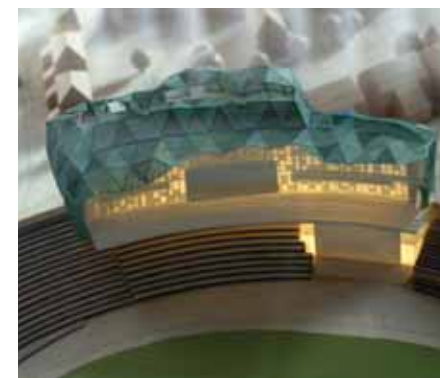
Ambitious £21m project to include Will Alsop-designed Test match venue

By Pete Hayman

Construction work is set to get underway on a new £21m pavilion at Headingley Carnegie Cricket Ground in Leeds after Yorkshire County Cricket Club (YCCC) and Leeds Metropolitan University (LMU) approved the scheme.

BAM Construction has been appointed to build the new 4,000sq m (43,056sq ft) facility, which has been designed by architect Will Alsop to comply with the England and Wales Cricket Board's (ECB) requirements for Test match venues.

Plans for the new building, which will operate as a cricket pavilion during summer months and as a teaching facility at other times, include a media centre, upgraded player changing and treatment rooms and replacement spectator seating.



The new pavilion will be used as a teaching facility during summer months

New hospitality suites will also be created as part of the scheme, which have been designed along with the media centre to be used as lecture theatres and teaching space outside of major cricket events.

Green light for sports stadium in Newport

By Pete Hayman

Plans for the multi-million pound redevelopment of the Rodney Parade rugby stadium in Newport, South Wales, have been given the go-ahead by Newport City Council (NCC).

A new 15,000-capacity stadium is at the heart of the three-stage scheme, which will be home to both Newport Gwent Dragons rugby team and Newport Rugby Football Club (NRFC). S&P Architects are behind the designs for the development.



The stadium can hold up to 15,000 people

Developer sought for Southampton arts scheme

Southampton City Council has launched a search for a development partner to take on the transformation of the city's former Tyrrell and Green department store as part of plans for a new cultural quarter.

At the heart of plans for the mixed-use development, which has been designed

by Assael and could cost up to £50m, is the creation of a new arts complex. A hotel, restaurants, cafés and education facilities may also feature.

The 0.47-hectare (1.16-acre) development site is situated adjacent to a new regional business centre.

Pragmatism is key to planning

Authorities need to offer help in these difficult times



AARON PEATE is an associate at Indigo Planning, a corporate member of the Leisure Property Forum (LPF).

Pragmatism and flexibility in planning decisions are required now more than ever to get things moving in the recession, and this is as relevant to the sports and leisure industry as in other development sectors. Latest estimates suggest that around £75bn of development projects in the UK have stalled because of the current financial crisis

Planning authorities must apply more pragmatism to applications to get quicker decisions and help jump start the development industry, particularly with schemes that offers employment.

Often sports and leisure projects, by their very nature, must be located in rural areas where more stringent planning policies apply. It is in these areas, not just cities, where investment and an economic catalyst is often most needed. Such investments retain and create employment and provide significant economic benefits.

In these difficult times, planning authorities need to offer help rather than be a hindrance.

New developments require effort from all sides, but rather than slavishly sticking to rigid, often inflexible methods of decision-making, local planning authorities must show pragmatism and flexibility to get decisions moving and the leisure industry through this sticky patch.

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Management & Operation of a New Leisure Centre Birmingham City University



Birmingham City University is developing plans to deliver a new dry leisure centre at the University; the new facility is due for completion in November 2009. The University is seeking Expressions of Interest (EOI) from suitable leisure management contractors including existing NPDO's and private sector operators to enter into a contract to manage and operate the new facility including the option of its existing Moor Lane facility. The Moor Lane facility consists of natural turf pitches, a floodlit all weather pitch, associated ancillary facilities and conferencing facilities.

It is envisaged that the Contract will be for a term of 10 years with a proposed date for the award of Contract in November/December 2009.

The University considers that the existing staff at the Moor Lane facility will transfer under the Transfer of Undertakings (Protection of Employment) regulations (TUPE) and that the Code on Workforce Matters may apply.

Potential Partners must complete a Pre Qualification Questionnaire and demonstrate a proven successful track record in a variety of areas including delivering innovative partnerships to be included on the Council's select list. The successful contractor will be selected through a formal tender process under EU negotiated procedures.

Interested organisations can request an information pack and pre-qualification questionnaire from:

Jon Carney, Senior Consultant, Strategic Leisure,
3rd Floor, Rutherford House, Warrington Road,
Birchwood Science Park, Warrington WA3 6ZH.
Telephone: 01925 855 550
Email: joncarney@strategicleisure.co.uk



The closing date for the return of completed questionnaires is 12pm Friday 8th May 2009.

INVITATION TO TENDER

Expressions of Interest



Closing Date: 21ST MAY 2009

Cannock Chase District Council invites expressions of interest for the provision of the Design, Supply & Installation Of a Play Area and Small Balls Area

The Authority is looking for one lead contractor for the scheme which, by way of example, might entail a lead contractor specialising in one element of the brief whilst subcontracting other elements.

Organisations wishing to express an interest must do so by completing a Pre-Qualification Questionnaire which can be obtained either by writing to the following address or by sending an e-mail to strategicprojects@cannockchasedc.gov.uk

Completed questionnaires must be returned as a hard copy to arrive no later than 17:00 on Thursday 21st May 2009.

Cannock Chase District Council
Civic Centre, PO Box 28, Beecroft Road
Cannock, Staffordshire, United Kingdom WS11 1BG

Contact Officer: Diane Ault, Strategic Projects Officer,
Culture Leisure & Major Projects
By e-mail only, via the e-mail address given above.

Expression of Interest



NEW HEALTH & FITNESS FACILITY AT PADDINGTON RECREATION GROUND

Westminster City Council is seeking Expressions of Interests (EOI's) from suitably experienced and qualified companies who wish to be considered for selection to tender for the following project.

Summary of Works: Applications are invited from suitably experienced and qualified companies who wish to be considered for selection to tender for the extension to a single-storey café building in order to create a new health and fitness facility.

Contractor Requirements: The contractor will need to have experience in similar projects and wide ranging operative skill base to achieve the various elements of the contract e.g. demolition, structural framework & floor, M & E plant and equipment, internal fit out.

Interested parties are asked to submit EOI's to include their:

- Company name, address, contact name and registration number
- Company bankers name and account number
- Company full Health & Safety Policy
- Details of two recent (within last 12 months) and similar projects undertaken by the company
- 2 company references

Expression of Interest proposals should be sent no later than 12 noon on Friday 24th April 2009 to: Sean Stewart, Leisure Contracts Manager, Parks, Sport & Leisure Department, Westminster City Council. Applications should be sent via e-mail to ssstewart@westminster.gov.uk

SELECTION PROCESS:

Proposals will be evaluated on the following criteria:

- Experience of similar projects
- Demonstration of a successful performance record
- Experience of key members of contractor's project team
- Health & Safety Policy
- Financial Assessment
- QA systems
- References

Upon receipt the City Council will shortlist bidders and issue to the shortlist an Invitation to Tender.

For further information regarding this project, please contact:

Philip Fifield, TPS Consultancy Limited
e-mail Philip.Fifield@carillionpic.com Telephone - 020 7265 2568



Market Sounding Notice

The Northern Ireland Forest Service, an Executive Agency within the Department of Agriculture and Rural Development, wishes to carry out a market sounding exercise, to ascertain interest in the provision of Commercial Propositions on Forest Service Land.

Applications are invited from suitably qualified and experienced Operators to register their interest in any potential commercial venture on land owned by Forest Service. In particular Forest Service is willing to consider innovative proposals with regard to:

- Leisure offerings within the existing estate, including, but not limited to the upgrading, development, and management of the existing caravan and camping facilities;
- Renewable Energy propositions eg windfarms;
- Other commercial propositions to generate income from or within the existing forest estate.

Further information on Forest Service can be found on www.forestserviceni.gov.uk

Interested Operators should register their interest by writing to the address below quoting reference number 263645DA :-

Department of Finance and Personnel, Central Procurement Directorate, Contracts Branch, Level 2, Clare House, 303 Airport Road West, BELFAST, BT3 9ED

Fax Number : 028 90816555

Email : construct.info@dfpni.gov.uk

The latest date for the receipt of declarations of interest (hard copy only) is not later than 3.00pm on Thursday 30 April 2009.



www.dfpni.gov.uk

The search for equality

Tourism businesses could be affected by new legislation



KURT JANSON is policy director at Tourism Alliance

This month should see the Equality Bill introduced into parliament. In addition to bringing together seven existing pieces of anti-discrimination legislation, one of the core components of the new bill is to extend the ban on age discrimination from employment legislation into the provision of goods and services.

One of the main drivers for this is the perceived age discrimination in the provision of financial services and healthcare. As a result, the new Equality Bill will introduce legislation that will ban age discrimination in the provision of goods and services to those aged 18 and over.

Exceptions to the law may apply for instance where businesses can demonstrate "objective justification", as in they can prove that it's justifiable to treat different age groups in an alternative manner. An example of objective justification would be insurance companies charging drivers aged under 25 more because they can show that young drivers are more prone to causing accidents.

Within the tourism sector, there are two main areas where age discrimination currently occurs; in the provision of age-related products and services – eg Club 18-30 and Saga holidays and where businesses do not accept bookings from certain age groups. It is important that tourism businesses are granted exemptions for tours accepting bookings so that businesses can provide the high quality products that customers require.

UK losing its competitive edge

The nation is the only European country to drop out of the index's top 10

By Tom Walker

The UK has dropped out of the top 10 of the World Economic Forum's (WEF) Travel & Tourism Competitiveness Index.

The index, which forms part of WEF's annual *Travel & Tourism Competitiveness Report*, covers the tourism sector's performance in 133 countries around the world.

The UK is the only European country to fall out of the top 10 after being ranked 11th. Last year, the UK's tourism sector was considered the 6th most competitive.

A spokesperson for the WEF said: "The economic downturn forces a rethink on the UK's travel and tourism policy by the government and the industry.

"Competition between destinations will heat up, as many customers are managing their travel budgets more tightly.

"New climate change regulation initiatives — such as the emissions trading scheme —



London is still the UK's favourite city

will put additional costs on destinations that under-invest in a sustainable and climate-neutral travel and tourism infrastructure.

The Travel & Tourism Competitiveness Index uses a combination of data from publicly available sources, international travel and tourism institutions and experts.

Ryanair opposes new Irish travel tax plans



Passenger traffic declines at Irish airports

By Pete Hayman

Ryanair has called on the Irish government to scrap plans for a €10 (£9.17) travel tax after it was revealed that Dublin Airport suffered a 12 per cent decrease in passenger numbers during February.

Figures announced by the government-owned Dublin Airport Authority (DAA) showed that 1.4 million passengers travelled through the airport last month, a drop of 200,000 on the 2008 same period. The company has also called for a 30 per cent reduction in the DAA's existing charges.

Horse riding to give a boost to Devon's tourism

Devon County Council (DCC) has unveiled plans for new pilot schemes that will take advantage of the equestrian tourism market to help attract more visitors to the region.

Recreational horse riding networks of full and half-day circular routes will be established to boost the development of associated rural businesses.

Ruby County, the Blackdown Hills, and the area around Tavistock and Bere Ferrers are the three locations to have been selected to trial the council schemes, which aim to link the network of bridleways, restricted byways and rural off-road cycle routes.

It is hoped that a network of trails will be in place by 2012.



A total of 1,800 coaches have received support from the bursary

Coaching scheme reaches millions

Sport England's bursary initiative declared a success

By Caroline Wilkinson

Sport England's £1.8m coaching scheme provided 7.5 million people with access to quality coaching during 2007-08.

The coaching bursary scheme, delivered in partnership with the National Skills Academy for Sport and Active Leisure, SkillsActive and sports coach UK, provided people with the opportunity to take part in accredited coaching courses across 45 sports. It forms a part of Sport England's target of getting one million people playing more sport.

So far the scheme has provided 3,900 bursaries, supporting 1,800 coaches to achieve further qualifications.

Stephen Studd, SkillsActive Group CEO, said: "Coaches are the lifeblood of sport in this country and investment of this size will both support their development and continue to build a coaching infrastructure for the future.

"Quality coaching underpins so many of Great Britain's sporting ambitions – to be in the top five sporting nations by 2012 and to raise participation at grassroots level."

LLC named centre of excellence

Crystal Palace-based London Leisure College (LLC) has been named the Centre of Excellence in Leisure Operations for London by the National Skills Academy for Sport and Active Leisure.

LLC will be responsible for delivering training and qualifications in leisure operations including the National Pool Lifeguard Qualification, first aid and pool plant operations.

LLC was also awarded Academy Provider status for health and fitness and for stewarding and events. The training and qualifications will be designed to meet the needs of employers and will be delivered across London.

Tara Gausden, director at LLC, said: "We've worked closely with London employers for a number of years to ensure training and qualifications are fit for purpose."

The art of dealing with customer complaints

Understanding the real reasons behind a complaint go a long way to securing repeat custom

How could anyone actually love working with the public? Really though, the public are – in unforgivably general terms – a singularly unappreciative, cantankerous and irksome bunch. And never is this grossly sweeping statement truer than when describing the public that is encountered by those who work on the frontline of the leisure and tourism sectors.

People don't throw tantrums when their lawyer's secretary reschedules an appointment to an hour later than convenient, and nearly everyone will queue quietly for centuries in a Post Office. Yet in the hospitality and leisure sector, it's pretty much open season when it comes to customers discovering a double bed when a twin was asked for, or in the event of a cancelled or delayed flight, or when a section of a museum or visitor attraction is made unavailable for whatever reason.

What is a wonder, however, is how little time is spent ensuring that the employees, potentially subject to these unpleasant situations, are prepared in advance to deal with it.

Conventional customer service training regularly refers to complaints as objective, formalised criticisms that can be deconstructed and reconstructed professionally and to the satisfaction of all. This is all well and good, but doesn't ever uncover that the real problem is, for arguments sake, that the customer's car just failed an MOT, the kids are grumpy and it's been a right stinker of a day. The complaint itself is often incidental, and is simply an opportunity to vent some steam!

On the other hand, if the employee facing the customer is able to quickly smooth things over by somehow discovering and empathising with this story, the atmosphere will probably improve significantly. Taking the time to develop customer service training that explains and explores the relationship between personality and professionalism when dealing with the public has the potential to improve any customer-facing business from multiple angles.

Understanding the limitations of off-the-peg customer service training is a good start. Going further, setting up experiences where employees can learn personality-based and professionally-based customer service skills in live situations, or in role playing exercises builds confidence to better deal with all customers, not just those who are...well let's say... more demanding.



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Chronic Respiratory Disease Exercise Instructor Course

BLF bursaries are now available for the May intake of this innovative distance learning course.

Developed by Loughborough College, the University Hospitals of Leicester and the British Lung Foundation (BLF), with funding and input from Rotherham PCT, the course has been submitted for endorsement at level 3 on the Register of Exercise Professionals. It covers:

- Physiology and pathology of respiratory disease
- Management of chronic respiratory disease
- Responses to exercise and exercise prescription
- Managing breathlessness
- Referral pathways

The BLF bursary, funded by Air Products, is available to exercise professionals who meet the following entry requirements:

- Level 3 equivalent qualification as recognised by REP's
- A current valid first aid certificate
- Endorsement from a local pulmonary rehabilitation team
- 100 hours practical exercise instruction over the past year, with some experience of working with clients with COPD/respiratory disease
- Current CRB disclosure form

Instructors taking up a bursary will be expected to work with local Breathe Easy support groups to set up exercise classes within the community.

For more details or an application pack please log on to www.lunguk.org/supporting-you/blf_active/ or contact Danielle Smreczak using the details below

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Parkwood Leisure is the most successful company in its market place. Since 1995 the Company has continued to grow profitably

Our established reputation for high quality management and customer-focused service ensures we will continue to build on our success story and increase our activities beyond the 75 sites we run throughout England and Wales, where we employ c4500 staff.

Send your current CV and covering letter, detailing your salary, to Sarah Moseley, HR Administrator, Parkwood Leisure, Little Bowbrook, Walton Road, Hartlebury, Worcestershire, DY10 4JA or email recruit@parkwood-leisure.co.uk.

Applications by 30th April 2009

Come and join the success story, a company that has a bright future.



ASSISTANT REGIONAL DIRECTOR

Salary: Circa £42,000 + Benefits

Based South Bristol

The South West Region has £18m of long-term sustainable successful business. Working with the Regional Director your responsibilities will include overseeing facilities from South Wales to West Berkshire. You will manage and monitor the performance of the business using your management skills, leading and applying structured reporting and accounting procedures. You will ensure safety and quality standards are maintained whilst looking to develop further our excellent client relationships.

Candidates should demonstrate the ambition and drive necessary to make a difference to our organisation. You will be passionate about exceeding customer expectations, developing leisure facilities for the local communities, knowledgeable about the leisure industry, and have a recognised, appropriate qualification. You will have ideally held a management position in either the private or public sector leisure industry and will have a strong commercial approach to business.

In return we will give you a rewarding role, with the ability to create your own career path, the opportunity to develop and motivate your own staff and make your own decisions, as well as taking responsibility and recognition for the provision of excellent customer service.



London's Most Successful Social Enterprise

GLL currently manage around 70 Leisure centres within the M25 area on behalf of our local authority and other partners. As a staff owned and controlled organisation we offer employment, training and career opportunities that far exceed the rest. We are a dynamic and innovative organisation with long term ambitions to be at the forefront of London's Olympic preparation and legacy requirements and to be the operator of the Olympic Aquatic Centre.

We are looking for people who are passionate about delivering Leisure provision of the highest quality. In return we can offer a comprehensive Management Development Programme which will give you the opportunity to gain the necessary skills and experience to progress through our management structures.

Centre Managers up to £36,500* (London wide)

This is a key support role to our General Managers and includes full business responsibility for the efficient delivery of the service in a small to medium sized wet and dry centre.

Assistant Managers up to £31,860* (Reading, London wide)

The assistant manager role will work closely with the Centre Manager to provide the effective management of the facility, with an emphasis on either sales and brands or operations.

Centre Managers and Assistant Managers must have:

- At least 3 years proven & successful management experience within the Leisure Industry, including within large wet & dry centres.
 - A commercial awareness and experience of leading and coaching teams to maximise revenue.
 - A leisure related Degree or professional equivalent and a full complement of statutory qualifications (NPLQ, First Aid at Work and Pool Plant Operators)
- * includes 8% attendance related bonus subject to terms and qualifying period

Corporate Sales Consultant up to £35,000 (fixed term contract – extended if self financing)

The role of Corporate Sales Consultant requires someone who is vibrant, enthusiastic and professional. You will be responsible for generating revenue through achieving corporate membership sales against challenging targets so you must possess the following:

- Previous supervisory/management experience in a sales environment.
- Experience in operating direct debit membership schemes
- Experience in successful budget management
- Excellent communication skills

Please download an application form from the GLL Website www.gll.org or email recruitment@gll.org or call 020 8317 5000 extension 4020
Closing Date for all returned applications: Thursday 30th April 2009



GLL - London's Most Successful Social Enterprise

GLL is an equal opportunities employer.

Applications are encouraged from all sections of the community. GLL is working in partnership with the London Borough of Barnet, Camden, Ealing, Greenwich, Hackney, Hammersmith & Fulham, Lambeth, Merton, Newham, Sutton, Tower Hamlets, Waltham Forest, Bellingham Community Project, Epsom & Ewell Council, Reading Council, the London Development Agency and the London Playing Fields Foundation.



www.gll.org

GEDLING BOROUGH COUNCIL LEISURE SERVICES DEPARTMENT

Ref No: LCF20B **ASSISTANT MANAGER**
CARLTON FORUM LEISURE CENTRE
Band 6: £19,998 - 21,306 per annum

We are looking for a self-motivated and dynamic Assistant Manager to join our team. Carlton Forum is a multi faceted facility situated in the heart of the community in Gedling, Nottinghamshire. It has recently received 'Highly commended' ratings within the QUEST Quality Scheme.

You will work closely with the Operations Manager, assisting with developing and implementing the Centre's business, improvement, marketing and performance plans and in helping to achieve in Gedling Borough Council's Changing Lifestyles Strategy. In addition you will act as Duty Manager on a rota basis.

You must have supervisory experience in a relevant environment along with experience of managing a diverse workforce with a thorough knowledge of health and safety requirements. You must be able to demonstrate a high level of literacy and numeracy with a sound understanding of administration and financial management. Strong communication & team working skills are essential, plus a proven track record of working in a customer-focused environment.

Marketing and promotional skills along with a high level of IT literacy are also essential as are leadership and team building skills. A relevant professional leisure qualification and practical knowledge and understanding of Quest or similar quality systems would be beneficial.

Further details/application forms can be obtained by quoting the reference number when:

- E-mailing pod@gedling.gov.uk
- Calling 0115 901 3864
(24 Hours answer service)
- or downloading from the website.

Closing date for completed applications is 24 April 2009.



Aiming for Equal Opportunity

JOB OPPORTUNITIES in Saudi Arabia

For a new project in a post-graduate, research university located near Jeddah on the Red Sea, the Operations and Maintenance Division of a leading maintenance and construction company is seeking dynamic, well-qualified candidates; min. Bachelor's Degree in Business, Physical Education, Recreational Management or equivalent and min. 5 years experience in developing outdoor/indoor sporting events & tournaments, Kinesiology or equivalent field, and professional certification from a recognized organization in the health & fitness industry. Solid communication and public relations skills, proven knowledge of recreation activities, sports, facilities management, for the positions in **Recreation & Sports** such as:
Recreation Facility Manager, Events Supervisor/Organizer, Sports Instructors (Fitness, Swimming, Tennis, Golf...)

- An internationally recognized certification in cardiopulmonary resuscitation (CPR) and First Aid is a plus
- Attractive Packages Commensurate with Experience and Qualifications
- Interested candidates are invited to send a CV by email: connectcc@solihiull.gov.uk

BAUDE OBER LTD.

Head of Community Services

Salary range – £39,460 - £43,288 plus essential car user allowance

Following a re-structuring of its Senior Management Team, Dunstable Town Council is now looking to recruit a new Head of Community Services.

Reporting directly to the Town Clerk, this new post will not only be responsible and accountable for all the Council's community based services but will also be expected to play a key role in the future development and expansion of the Council as a service provider.

Dunstable Town Council is one of the largest town councils in the country and delivers a range of community based services that comprise the following; Priory House Tourist Information and heritage centre; a full and comprehensive events programme; town centre management and regeneration initiatives; services for young people delivered from two Council owned community premises; an older people's day care service; a community grants scheme and a children's summer play scheme.

It is anticipated that these responsibilities will grow with the introduction of unitary local government in Bedfordshire and as a result the Council is now seeking to employ a suitably qualified and experienced service manager with the abilities to operationally manage a diverse range of services as well as strategically develop new and existing services provided to the residents of Dunstable.

The Town Council is ambitious and is very keen to seize the exciting opportunities afforded by the new local government structure in Central Bedfordshire and by Dunstable being within a Government identified Growth Area.

INTERESTED? Please call David Ashlee – Town Clerk (01582 890600) for an informal discussion or 01582 513000 for an application pack.

**Closing date for applications
Tuesday 5th May 2009**

**Provisional long list interview date
Thursday 14th May 2009**

**Provisional final interview date
Wednesday 27th May 2009**



www.solihiull.gov.uk



Project Manager - Fusion

£26,016 to £32,475 pa

Ref: CS33

Fixed term 2 year programme

Fusion is a national award winning project, recognised as national best practice by Sport England.

We are looking for a highly motivated person who has excellent planning, organisational, communication & project management skills.

The focus will be the development of the project for the next two years ensuring long term sustainability.

For an informal discussion please contact Dave Turton, Sports Development Manager on 0121 704 8339.

Apply on-line at www.solihiull.gov.uk

Alternatively for a recruitment pack and application form:

Tel: 0121 704 6800 (24 hour answerphone)

Email: connectcc@solihiull.gov.uk

We are unable to accept CVs. Please quote relevant reference number in any communication.

Closing date: 1 May 2009.

Interview date: 18 May 2009.

Solihiull Council is committed to keeping children, young people and vulnerable adults safe. People with disabilities who meet the essential criteria will be guaranteed an interview.

The council is in pursuit of equality.



Can you reach the gold standard?



Nottinghamshire celebrated record success in Beijing and we are determined to build on it. Nottinghamshire County Council's award winning sports service has a bright future ahead. You could be part of it. If you have the drive, flair, creativity and dedication to make a lasting difference to Nottinghamshire sport we want you to join us.

Forming part of a new team of five senior managers reporting to our Sports Service Manager, these posts will help us to realise our full potential as we enter a new and exciting era.

Business Operations Manager

£32,380 - £36,730p.a.

Leading our seven strong business support team, you will support the Sports Service Manager to drive improvement in the way we do

business. You will bring innovation to our business development, financial planning and administration. You will lead the marketing and communications, research, performance management, financial management, and event management functions of the sports service. Focusing on achieving improvement targets, you will have the ability to evaluate and understand our operating environment and the skills to implement change. You will have excellent organisational and inter personal skills, project management experience, ideally commercial experience and acumen, a proven track record of successful business improvement and will possess a sound knowledge of performance management (preferably in a sporting context).

Ref: ESC/0867/SC. Closing date 1 May 2009

Sports Development Manager (Investment and Resources)

£32,380 - £36,730p.a.

In this newly created role, you will help to improve and influence the places where sport is played. With responsibility for our capital programme, you will also influence Building Schools for the Future and play a key role in producing a facilities strategy for the county. You will also oversee our revenue support to groups and individuals, including new funding programmes for our talented athletes. You will help us to spend money but also to attract it from government, lottery and the commercial sector and will have a proven record of generating revenue. You will also have expertise in facility planning, design and operation, in financial planning, and will have excellent organisational and inter personal skills, project management experience, a proven track record of successful partnership working with sports agencies, including NGBs and will possess a sound knowledge of sports development and sports policy.

Ref: ESC/0869/SC. Closing date 1 May 2009

An enhanced CRB check will be required for all above posts. You will need access to a car for business purposes, and a willingness to work some evenings and weekends. Disabled applicants who meet the essential shortlisting requirements will be guaranteed an interview. Job share scheme available.

Application forms and job descriptions are available on-line at www.nottinghamshire.gov.uk/jobs or from the Employee Services Centre via e-mail: jobs@nottscc.gov.uk stating job title and reference number, your name, address and post code. Alternatively, please tel: 0844 9808080 (8am - 8pm Monday - Friday, 8am - 12 noon Saturday). Minicom available during office hours tel: 01623 434993.

The County Council is committed to safeguarding and will actively seek to ensure through its recruitment processes that it does not recruit people who are unsuitable to work with children and vulnerable adults.

Sports Development Manager (Widening Access)

£32,380 - £36,730p.a.

Leading a team of three officers and capable of providing leadership across the sporting network in the county, you will play a central role in our work to widen access to sport to more people from different backgrounds across Nottinghamshire. You will understand the barriers facing some sections of the community that prevent their involvement in sport and will have experience of designing and implementing strategies to overcome them. You will have excellent organisational and inter personal skills, project management experience, a proven track record of successful partnership working with sports agencies and will possess a sound knowledge of sports development and sports policy. You will bring knowledge, expertise and diplomacy to our work and will build on our track record of achieving Beacon status for our work with hard to reach groups, to make a real difference to sport in the county.

Ref: ESC/0870/SC. Closing date 1 May 2009

Step into Sport Project Officer

£24,331 - £28,270p.a.

(Initial three year contract)

This is an opportunity to work in the award winning sports service and make a real difference to sport in the county. It is an exciting time for sport in Nottinghamshire and for our team. We are seeking someone with the drive, flair, creativity and self motivation to develop the Step into Sport project which supports and rewards young volunteers. The successful candidate will have excellent organisational and inter personal skills, project management experience, proven IT skills, experience of producing reports, project plans, and presentations, a proven track record of successful partnership working with sports agencies; and will possess a sound knowledge of volunteering policy and practice.

Ref: ESC/0871/SC. Closing date 1 May 2009



Working towards a brighter future



www.northampton.gov.uk

NORTHAMPTON BOROUGH COUNCIL

NORTHAMPTON LEISURE SERVICES

Leisure Centre Managers x 3

Grade S02 £26,784 - £28,353 pa

Ref: 379

Northampton Leisure Services manage three busy leisure facilities in a competitive market. Due to a restructuring and the continued success of our service we are looking for three individuals who can drive our business forward.

We require three positive individuals who can inspire a team, lead by example, are excellent communicators, can bring fresh ideas to our successful operation and have great customer service skills.

The right candidates will be able to meet tough deadlines, adapt to a constantly changing environment, have strong people management skills and have a proven track record in Leisure Management.

The Centre Manager will be responsible for the daily management of one of the three centres, and will be responsible for the daily operational aspects of running a busy leisure centre.

Northampton Leisure Services has achieved Quest, Charter Mark, IFI, TAES and was an APSE finalist in 2008. We wish to continue and develop this success with the right candidates.

For more information and an informal chat about the positions please contact John Fletcher on 01604 837300

Closing date: 28 April 2009.

Interview date: TBC.



Apply online at www.northampton.gov.uk or telephone our recruitment line on 01604 837529 quoting the relevant reference number. Alternatively email us at recruitment@northampton.gov.uk

working towards equality • new deal applicants welcome



CLUB MANAGER

£32,000 - £35,000



Jubilee Hall Clubs is a charitable sports trust operating four clubs in Covent Garden, Hampstead, Westminster (House of Commons) & Southwark. Each of our clubs is unique, but all offer high quality equipment and programmes with the aim of improving the health of our local communities.

We are currently looking for a highly self-motivated and entrepreneurial manager for our flagship Covent Garden club. The successful candidate will be able to demonstrate exceptional leadership and customer service skills, and will have a proven track record in achieving results.

Interested applicants must send a CV together with the answers to the following three questions (no more than 100 words per question).

1. Give an example of when you successfully negotiated something of which you were proud.
2. Give an example of when you have motivated a member of staff or a team to achieve results.
3. In a management context, what do you understand by the term: 'taking ownership'?

To: Human Resources at The Gym at Jubilee Hall, 30 The Piazza, Covent Garden, WC2E 8BE or email to admin@jubileehallclubs.co.uk

Closing date – Friday 24th April

www.jubileehallclubs.co.uk



pkc.myjobscotland.gov.uk

Sports Development Manager

Education & Children's Services

£34,687 - £37,916

Blackfriars Development Centre, Perth

PKC0912

You will be a talented sports development professional with the right experience to lead a team of officers and have the ability to help shape policy and strategy. A strong background in partnership working as well as the drive and ambition to deliver the objectives of the service working as part of the Sport & Active Recreation Service management team are essential.

For further information, contact Stuart Younie on 01738 476369.

Closing Date: When sufficient suitable applications received

Online applications only at pkc.myjobscotland.gov.uk

If you do not have access to the internet or if you have a disability which prevents you applying online, please call 01738 475437 for assistance.



Perth & Kinross Council is committed to equality and diversity and welcomes applicants from all sections of the community

#WORKPLACE ACTIVITIES CO-ORDINATOR

Ref: 3065

*£19,427 - £21,306 pa

37 hpw

Bury Council in partnership with Bury PCT will host this two year fixed term contract. Visit our website for further details.

Closing date: 1 May 2009, 12noon.

www.bury.gov.uk

Visit our website to view all our jobs and apply online

IMPROVING SERVICES... DELIVERING PRIORITIES

This Authority is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

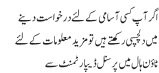
For application forms and further details tel: 0161 253 5115 (24 hours). Minicom: 0161 253 5562.

We are members of NowPeople – nine Councils, one website, countless opportunities, please see the website at www.nowpeople.co.uk

*Pay and grading review pending.

Appointment is subject to a satisfactory enhanced disclosure from the Criminal Records Bureau.

The Council is committed to Equality and Diversity in employment and welcomes applications from all sections of the community.



CLUB DEVELOPMENT OFFICER

37 hrs per week

£19,394 - £21,270 p a (dependent upon experience & qualifications)

3 year fixed-term contract

Looking for a challenge? Committed to making a difference?

The Lifestyles Team works with a variety of organisations to co-ordinate and deliver actions identified in the local Sports and Physical Activity Alliance Delivery Plan.

We are looking for an enthusiastic person with good communication skills and a range of Community Sports Club knowledge.

The position is to work across the Borough of Rossendale; the brief - to increase capacity in Voluntary Sports Clubs, to increase the number of qualified coaches and active volunteers working in sports clubs, and to increase the number of clubs achieving Clubmark Accreditation as part of the Sport England Community Investment Fund Programme. You will identify opportunities for school age leaders to link to a Club environment; identify and put into place Coach Development Courses, and establish action plans with clubs to continue development opportunities.

You will be contracted to Rossendale Leisure Trust and based at our Head Office in Rawtenstall.

A leisure qualification and / or at least two years' experience of working within the leisure industry, and particular experience of working with schools, clubs and coaches is essential. In addition, knowledge of the Club Mark Accreditation Scheme or National Governing Body Awards Scheme is essential. Experience of working with other Sports Organisations / agencies and issues with relation to child protection would be an advantage.

For an informal discussion, telephone Martin Kay on 01706 242319, after 20 April. Closing Date 5 May 2009

This post is subject to a satisfactory Criminal Records Bureau check at Enhanced level.

Download the application pack at www.rltrust.co.uk, telephone 01706 242315, or e-mail your name, address, and this job title to Shagorika.khan@rltrust.co.uk



Activity Development Manager c. £27,000.

Tired of the red tape in Sports Development or Leisure Management?

Have an entrepreneurial flair?

Kajima is one of the largest construction companies in the world and has a UK Private Finance Initiative arm that designs, builds and manages schools. We require a person who can promote new school facilities to the local communities for use during evenings, weekends and school holidays (community time). The schools are in the Sutton Coldfield area of the West Midlands and they all have first class sports, arts and educational facilities that are second to none in the area.

We are looking for someone with enthusiasm and passion for making things happen. You will enjoy being innovative and willing to nurture existing partnerships whilst engaging with the local community.

You will be expected to work closely with the relevant local authorities, schools, existing users, local groups and other governing bodies to provide a comprehensive sports, arts and educational programme for each school. You will develop and manage the facility during community time, employing full-time and part-time Leisure Supervisors to ensure that the operational side of the business runs smoothly.

If you're looking for something different and would like to find out more please get in touch.

Interested candidates should forward their curriculum vitae, together with a covering letter explaining their career aspirations to: Chris Smith, Senior Manager, Community and Extended Use, Kajima Partnerships Ltd, Grove House, 248a Marylebone Road, London, NW1 6JZ. Email: chris.smith@kajima.co.uk

Purbeck District Council
Thriving communities in balance with the natural environment



DUTY MANAGER - Post No. PBPSC005

Salary £19,370 - £21,244 per annum

(Job Evaluation and annual pay review pending)

Purbeck Sports Centre is set in the beautiful Dorset countryside, close to Bournemouth and Poole. Facilities include a 25 metre 6 lane swimming pool, a brand new gym and exercise studio, main hall, astro pitch, tennis courts, squash courts and football and cricket pitches.

The staff structure has been reviewed leading to a vacancy for a Duty Manager. In addition to general management and supervisory duties for the whole Centre when designated the shift Duty Manager, the post holder will have specific responsibilities. Initially, these responsibilities will relate to the operation and programming of the swimming pool.

This is an exciting time to be joining this thriving community sports centre. We are looking for someone with real enthusiasm and a desire to make a difference. The successful applicant will have opportunities to be innovative and to develop what is on offer. We are not looking for someone who can simply follow policies and procedures - this post is about much more than just that!

You will need to have a formal leisure qualification (minimum NVQ level 3), and/or 2 years experience in the leisure industry.

In addition to a very competitive salary, Purbeck District Council can offer the opportunity to join the final salary Local Government Pension Scheme. A relocation package is also available if appropriate. The Council is committed to staff development and training.

For an informal discussion about the post please contact Michelle Goodman (the Centre's Operations Manager) on 01929 50 00 00.

Closing date for applications: Friday 1 May, 12 noon
Interviews will be held on Monday 18 May and Thursday 21 May

Application forms and further details are available by telephoning 01929 557305 or apply on line at www.purbeck.gov.uk
We welcome applications from all sections of the community

where people count

Sports Development Officer**£24,952 - £26,566 per annum inclusive of fringe****Hours: 36.25 per week****Are you ready for a challenge?**

This is a great opportunity for an enthusiastic and committed individual to promote sports and physical activity within the local community, and make a positive difference to the health and wellbeing of our residents. Your role will be to develop effective relationships within Basildon's communities that result in increased participation in sport and physical activity. You will also raise awareness and promote the benefits of physical activity and the services provided by Basildon District Council and its partners, so that all residents and communities can lead a healthy, active lifestyle.

The role will involve researching and responding to community needs, building partnerships with local and national agencies, organisations, clubs and community groups. You will be taking the lead on the development of the Basildon Community Sports Network. The development of comprehensive monitoring systems is also required for all activities, to ensure that the Council's aims and objectives are achieved and outcomes measured.

To be considered for this role, you will have a passion for sport. You will need to demonstrate you can build relationships with Council services, voluntary organisations and agencies, and show how you can deal effectively with social inclusion. You will have the knowledge of the UK's sporting infrastructure and current initiatives, and an understanding of developing sport within a diverse environment. **Ref: 434**

For further details and an application form, please telephone our 24 hour recruitment line on 01268 294289 (answerphone) or visit www.basildon.gov.uk/jobs Please quote relevant reference number. We are registered with Type Talk. The pack is available in alternative formats. Closing date: 28th April 2009.

WORKING TOWARDS QUALITY AND EQUALITY.

Basildon Council
BASILDON • BILLERICAY • WICKFORD



SOUTH LONDON SCHOOLS
Harris federation

COMPETITION MANAGER

South London Region - Sutton

Fixed term contract until March 31st 2011

£25,359 - £28,805 per annum Ref: CM04

This exciting role is to manage and coordinate the planning and implementation of a programme of inter-school competitions across two school sports partnerships (SSPs) in the London Borough of Sutton, using the National Schools Competition Framework as the basis.

We are looking for a self-motivated, organised, lively and innovative physical education/sport development professional with excellent communication skills and the ability to work strategically across a number of the boroughs' primary, secondary and special schools. You will be working closely with the South London Competition Manager Team and SSP Partnership Development Managers across the Carshalton Boys and John Fisher School Sport Partnerships and will facilitate links with key strategic partners including Sports Development, Pro Active South London, National Governing Bodies of Sport and community providers.

The successful candidate should be prepared to attend occasional evening meetings. You must be able to drive and provide a car for work purposes. A CRB check will be required for this post.

Application packs are available online at www.harrismerton.org.uk or contact Janette Bragginton on 020 8623 1000. For an informal discussion about this post please contact Nicola Ryan, Senior Competition Manager on 020 8623 1028 or 07983 387 827 or email ryann@harrismerton.org.uk.

Completed application forms should be returned to Harris Academy Merton, by 5pm Tuesday 21st April 2009.



**Berkshire Sport, 2-4 Darwin Close,
Reading www.berkshiresport.com**

Berkshire Sport, the County Sports Partnership, is working to 'make Berkshire an active and successful sporting county'. It links elements of the sporting infrastructure including Local Authorities, LEA's and School Sports Partnerships, Further/Higher Education Establishments, National Governing Bodies of Sport, Youth Sport Trust, Sport England and the community sports infrastructure.

From 1 April 2009 Berkshire Sport is entering a new, exciting time and it is looking for a:

**LEAD OFFICER
(PROJECTS)****£24,402 - £28,353 pa**

Fixed-term until 31 March 2010, plus a further year subject to funding being available
Full-time, up to 37 hours per week
– flexible arrangements available
REF: LAT0119

We require an innovative, inspirational and committed person who has excellent project management and communication skills, can work independently, in a team and strategically across a number of organisations in Berkshire.

You will play a key role delivering the Berkshire Sports and Step into Sport/Leadership academies objectives for the Partnership. Both of these work areas link to the 5 hour sports participation offer and Sport England's Grow, Sustain and Excel outcomes.

Working with a range of individuals and organisations including school sports partnerships, leisure facility provision, sports clubs, community groups, professionals and volunteers, your main duty will be to maximise the impact of the delivery across Berkshire.

A record of achievements in project planning and sports development or equivalent field is desirable.

For more information, please contact David Simkins on 0118 376 6120.

Application forms can be downloaded or completed on-line at www.reading.gov.uk. Alternatively, email: recruitment@reading.gov.uk or call 0118 939 0039 (24 hour answerphone) quoting the relevant reference number and stating which position you are interested in.

Please do not send a CV. For the purposes of equal opportunities, we can only accept Reading Borough Council application forms. A Criminal Records Bureau Disclosure will be sought from the successful candidate.

Closing date: 28 April 2009**Interview date: 13 May 2009**

Exciting opportunity for an experienced **Fitness Manager** to work with us at a prestigious corporate site.



You will have strong leadership and communication skills. Applicants must have an outgoing personality, be energetic and passionate about what they do. Successful candidate will be required to demonstrate time management skills, multi-tasking and the ability to prioritise.

Includes:

- Develop and implement a business plan and objectives to produce tangible results
- Manage team of 4
- Ensure smooth site operations by using guidelines and processes
- Increase membership by using new initiatives
- Comprehensive and accurate monthly reporting
- Work closely with the Account Manager, service providers and back office
- Teach group classes
- Conduct fitness assessments and member inductions

You will have a Sports Science degree, REPS 3 and First Aid at Work.
Working hours Monday - Friday only.

TO APPLY: enquiries@personaltouchfitness.co.uk**Fitness Instructor/
Personal Trainer**

Salary: 13-14k basic + commission,
realistic OTE £18-22k uncapped.

La Roche Health and Fitness is the premier Health Club in Maidenhead and are seeking a reps level 3, fitness instructor/ personal trainer to join our team. You will be ambitious, results driven, hard working and have a passion for fitness.

If you are interested in the position please send your c.v. to manager@larocheleisure.co.uk.

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**Fitness Trainer for gym in Bahrain**

Must have qualifications by American College of Sports Medicine (ACSM).

Basic package is \$2,000 per month, with accommodation, 2 year contract with annual leave. 21 days sick leave, 15 days per annum indemnity, free medical via government hospitals.

Apply with cv-recent photograph to Mr. Karim Mansouri, Managing Director, Hasan Mansouri Group. karim@karimmansouri.com P.O. Box 5185, Manama, Bahrain.

The Skills Partnership Ltd is a dynamic, successful and growing training company. We are looking for full-time NVQ Assessors in the Greater London area and the South East to grow with us and to train employees from 'blue chip' leaders in the leisure industry.



If you are qualified and experienced assessor and hold a gym instructor/personal trainer level 3, experienced in assessing, you want to earn circa £26K+ and are looking for real advancement opportunities then send for an application pack, by sending your CV to: Jbishop@skillspartnership.co.uk

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Contact: Jan Green

Email: jang@onespaworld.comWebsite: www.onespaworld.com**Health and Fitness Instructor (£12k – £14k)**

An exciting opportunity for a dynamic individual with a passion for health and fitness.

The Mount gym is seeking a self motivated professional with an interest in a career within the leisure industry. Must be minimum REPS level 2 certified or equivalent, and hold a current lifeguard qualification. Knowledge of exercise and class instruction is essential, with qualifications in Exercise to Music and Aqua desirable. Part of a dedicated team working to deliver high standards of customer service, the successful candidate will assist with the efficient daily running of the club, and will be entrusted with the opening and closing of facilities. Must be willing to work shifts, including some weekends.

Candidates should send a CV to: Paul Scott, Mount St Mary's College, Spinkhill, Sheffield, S21 3YL or to pgray@msmccollege.com For further information contact Ian or Ben (01246 431990) CLOSING DATE - 20th APRIL

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to work for up to 15 hours per week in a lively, private gym in central London. Post will include both gym and studio duties making flexibility and great teaching skills vital. Candidates must be enthusiastic, hard working and possess a proactive attitude. Minimum Reps level 2. BTS qualifications and experience an advantage. Salary £13 per hour.

For more details or to send your cv please telephone 01580 200048 or email juliasmith.adf@btinternet.com www.annadanielsfitness.co.uk



Marketing & Sales Manager

Salary circa £37,500 plus bonus & benefits

Finesse is an Industrial & Provident Society (IPS) responsible for managing a diverse portfolio of indoor and outdoor leisure facilities in Hertfordshire. We are looking to recruit a highly motivated person to lead, coordinate and deliver sales and marketing activity for the company.

Reporting to the Managing Director and with direct responsibility for the Membership Sales Teams, you would be expected to ensure that sales targets are achieved and to provide guidance, advice and instruction to the Director of Operations and other members of his/her team in order to ensure that the Company's other key income targets are met.

To do this effectively you will need excellent people and team building skills together with a proven ability to deliver outstanding customer care.

With the ability to create and innovate to maximise commercial opportunities your financial skills will enable you to create achievable business plans, while your ability to project manage will ensure delivery within schedule and budget.

To demonstrate all of the above we would expect you to have at least 3 years senior experience of sales management or marketing and proven success in a similar customer focused environment.

An information pack and application form can be downloaded from our website, www.finesseleisure.com or alternatively call the Recruitment Line on 01707 357299 or Email: m.ford@finesseleisure.com

If you would like to have an informal discussion with the Managing Director, **Mike Barlow**, regarding the position then please call 01707 357102.

Closing date for receipt of applications is 12noon on Thursday 30th April 2009. Interviews will be held on 14th and 15th May 2009.



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Lead the way at SnowDome Fitness

FITNESS MEMBERSHIP SALES MANAGER

We are looking for a highly motivated professional to head-up the SnowDome Fitness membership sales team.

You will have a strong background within the fitness industry and more specifically membership orientated sales. You will have proven managerial experience and be a natural team leader. With a positive 'can-do' attitude you will relish a challenge and have a goal orientated outlook to your work.

Excellent package to suit the right candidate.

To apply, please email your CV and a covering letter to robtaylor@snowdome.co.uk by 14 April 09.



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OPEN SPACES DEPARTMENT

Visitor Services Manager

£38,040 - £46,140 pa inc. • One year fixed term contract to cover for maternity leave

Epping forest is an iconic place and London's largest open space. It has secured Green Flag Awards for 5 continuous years, together with Investors in People accreditation.

We are seeking to recruit a skilled and experienced Visitor Services Manager for a one year fixed term contract period to start work on delivering the interpretive element of a recent £6.4m HLF Award, including the creation of a new interpretive centre for Epping Forest.

In addition to producing high quality copywriting and interpretive work, the post holder will be responsible for 5 direct line reports, delivering an events and education programme, a range of publications, web-based digital content, delivery of a sports development plan, retail improvements and the management of three existing visitor centres.

Candidates will need to have relevant experience in the Visitor Service sector, a Diploma in Heritage Interpretation or Retail/Museum/Visitor Service Management or the equivalent,

a full driving licence, the ability to think strategically and work in partnership with external organisations, write Committee reports, control performance and financial data, make presentations and chair meetings.

Starting salary will be dependent upon qualifications and experience. For further information about Epping Forest you can visit our website www.cityoflondon.gov.uk/openspaces

To apply online please visit www.cityoflondon.gov.uk/jobs

Alternatively, for an application pack, please contact the Corporate Recruitment Unit on 020 7332 3978 (24 hour answerphone) or email cru@cityoflondon.gov.uk quoting reference number OS015. Minicom Service available on 020 7332 3732.

Closing date: Friday, 24 April 2009 at 5.00pm. Interviews will be held w/c 3 May 2009.



The City of London Corporation is committed to Equal Opportunities and welcomes applications from all sections of the community.



ENGLISH HERITAGE



English Heritage is responsible for 17 historic sites in Cornwall, welcoming in excess of 250,000 visitors per year. The flagship properties, Pendennis and Tintagel Castles, are in the top 20 of English Heritage sites for income generation. Commercial income supports the conservation of the historic properties which English Heritage cares for on behalf of the nation.

Head of Visitor Operations, Cornwall

£29,263 - £32,441 per annum

Based at Pendennis Castle, Falmouth

As Head of Visitor Operations you will be responsible for business operations and ensuring a quality experience for visitors, whether they are attending an event or a wedding, staying in a holiday cottage or simply enjoying a day out.

You will possess first class commercial and management skills. Your experience of managing multiple complex sites in a related industry and your ability to work effectively with local communities will stand you in good stead to drive performance in some of the most beautiful properties in English Heritage's portfolio.

To discover more and apply, please visit our website at www.english-heritage.org.uk/jobs

We are unable to accept CVs. Tel: 01179 750739

Closing date: 27 April 2009. Interview date: w/c 11 May 2009.

Visitor Operations Manager, Tintagel

£20,325 per annum

Based at Tintagel Castle

Tintagel Castle is one of English Heritage's busiest and most iconic sites. The rugged beauty of the North Cornwall coast makes this an inspiring place to work.

The Visitor Operations Manager will be required to drive performance in all business areas, notably retail, catering and membership. To succeed in this role you will be an experienced people manager with vision and determination. Commercial acumen, preferably gained in a related industry at management level, is required as is the ability to lead and motivate a dedicated team.



MINICOM, FOR TEXT PHONES ONLY, 0800 0150516.



English Heritage values diversity and aims to employ people who reflect this.

news & jobs at www.leisureopportunities.co.uk

£5m SEA LIFE London Aquarium revamp completed

The London aquarium, since being bought by Merlin in 2008, has undergone a refurbishment and rebranding

By **Caroline Wilkinson**

The £5m revamp of the London Aquarium has been completed and the attraction rebranded under Merlin Entertainments Group's SEA LIFE banner. The firm acquired the aquarium in May 2008.

Following a six-month transformation, the attraction situated by the River Thames features an underwater glass tunnel walkway and offers visitors the opportunity to feed stingrays, to watch diving displays and interact with touch

pools and discovery zones. Spread over three floors and 14 themed zones, the aquarium holds 500 different species.

General manager, Toby Forer, said: "The result is an immersive and exciting marine journey with coral caves, a Pacific shipwreck and a dive school. Our ultimate aim is to tell a serious eco story in an entertaining way."

The aquarium also provides the UK with one of the leading centres for marine management, conservation, preservation and education.



The aquarium now holds more than 500 species 14 themed zones

Creation of rooftop COMO spa at The Met on hold

By **Sarah Todd**

Development work has been postponed 'until further notice' on an expansive rooftop spa overlooking Hyde Park, which was to open at The Metropolitan hotel in London by the end of 2009.

A spokesperson said: "Given the current economic situation, The Metropolitan has postponed the building of the rooftop spa until further notice



The spa was to open by 2010

– the plan is to revisit the idea in the near future."

The project would have seen the addition of a whole new

floor to the building, covering two levels.

The first level was to feature six treatment rooms, a glass-roofed reception, a relaxation area and a COMO Shambhala boutique and a presidential suite.

A mezzanine floor above, with a gym and yoga studio, was also planned as well as a whirlpool with room for up to 25 people. Details: metropolitan.como.bz

Scheme to get kids outdoors

Natural England has launched its One Million Children Outdoors programme to expose young people to the natural environment.

New research by Natural England revealed less than 10 per cent of kids play outdoors and less than a quarter come into contact with nature on a weekly basis.

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