

# leisure opportunities

29 October - 11 November 2019 Issue 774

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## Number of active adults at record high

The number of UK adults classed as physically active has increased by 1 million in the past four years.

Latest figures from Sport England's *Active Lives* study, published on 17 October, show that there are now 28.6 million people who do at least 150 minutes of moderate intensity physical activity per week.

The number of inactive people – those doing fewer than 30 minutes of moderate exercise per week – is down to 11.2 million, the lowest figure ever recorded by the survey.

The *Active Lives Adults* report – based on data gathered from 180,000 respondents aged 16+ between May 2018 to May 2019 – also shows that the increased activity levels have been driven by women and older adults (those aged 55+).

According to the report, the activities which have seen the largest increases among women include weight training, HIIT and gym sessions.

Tim Hollingsworth, Sport England CEO, said the figures from the report



■ Hitting the gym is among the activities growing more popular among women

vindicate the grassroots organisation's *Towards an Active Nation* strategy – and show how campaigns such as This Girl Can are able to ignite positive change.

"Efforts to help more people get active are starting to make a real difference, particularly for older adults, women and those with a disability or long-term health conditions," Hollingsworth said.

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**Efforts to get people active are starting to make a real difference**

Tim Hollingsworth



### FITNESS

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## EMD UK appoints AoC Sport boss **Marcus Kingwell** as its new chief executive

**E**MD UK, the national governing body for group exercise, has appointed Marcus Kingwell, the current managing director of AoC Sport, as its CEO.

Kingwell has steered AoC Sport – the lead organisation for sport and physical activity in further and higher education – for the past five years.

He will replace former CEO Ross Perriam, who stepped down from his role in June 2019 to become CEO of charity RAF Central Fund.

As anaging director of AoC Sport, Kingwell's main responsibility was getting students aged between 16 and 19 more physically active.



■ Kingwell has spent the past five years as MD of AoC Sport

**"By supporting and expanding the workforce of instructors, I want group exercise to be enjoyed by even more people"**

He has more than 15 years' experience working in the active leisure sector and his previous

roles include Interim CEO for London Sport.

At EMD UK, Kingwell will be tasked with

further growing and promoting participation in group exercise.

"Marcus joins the EMD UK team at an important phase in our development," said Nigel Wallace, chair of EMD UK.

"He will add impetus to growing our footprint."

Commenting on his new role, Kingwell said: "The increasing popularity of group exercise – and the social and health benefits that it brings – are now widely recognised.

"By supporting and expanding the workforce of instructors, I want group exercise to be enjoyed by even more people, in particular, the harder to reach groups."

## Premier League appoints the *Guardian* CEO **David Pemsel** as its new chief executive



■ Pemsel has been credited with turning the *Guardian* into an international media brand

**T**he English Premier League (EPL) has appointed David Pemsel, CEO of Guardian Media Group, as its new chief executive.

His appointment was approved unanimously at a special meeting of shareholders held on 2 October 2019.

Pemsel is seen as a digital specialist and has been credited with expanding the *Guardian's* global readership and developing it into an international media brand.

**"As a football fan, I understand just how important the game is to supporters and our national identity"**

"I'm thrilled to have been offered this incredible opportunity," Pemsel said.

"The Premier League is the most-watched football league in the world and I am very excited to be a key part of that.

"As a football fan, I understand just how important the game is to supporters and our national identity and I am

honoured to take the helm of such an influential and prestigious organisation.

"I have enjoyed my eight years at Guardian Media Group and want to thank everyone for their support and friendship, but now is the perfect time for me to take on the next challenge. I look forward to working with the team on the evolution of the Premier League."





■ Millard will be responsible for supporting the visibility and growth of Max Associates, predominantly in the public sector

{ **"Having spent my 40-year career entirely in the leisure sector, I've learnt first-hand the value of partnerships"** }

## Rich Millard joins senior team at Max Associates

Industry veteran Richard Millard has joined the senior team of leisure consultancy Max Associates.

Millard, who has taken up the role of associate director in October, will be responsible for supporting the visibility and growth of Max Associates, predominantly in the public sector.

He will work together with the rest of the senior management team to identify emerging market opportunities and to grow the local authority client portfolio. Millard will also act as brand ambassador and respond to opportunities to place Max Associates at the "heart of progressive leisure provision".

"We are excited to welcome Rich on board as the company moves into a new and exciting growth phase," said Mark Steward, managing director.

"Until now, our brand has operated largely under the radar. Having such a well-known figurehead on board will help us to increase brand visibility and credibility."

Commenting on his appointment, Millard said: "I hope to bring a new perspective to the table at Max Associates. Having spent my 40-year career entirely in the leisure sector, I have learnt first-hand the value of partnerships, bringing together organisations to achieve mutual ambitions."

# leisure opps

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## Owner of Snap Fitness and Fitness on Demand appoints **Weldon Spangler** as CEO

**L**ift Brands, the parent company of a portfolio of fitness companies, has appointed Weldon Spangler as its chief executive.

Spangler, a franchised business veteran, will be tasked with further growing Lift Brands, which owns five fitness franchises and services – including Snap Fitness, YogaFit Studios and Fitness On Demand.

Spangler most recently served as president and CEO of Papa Murphy's, a Nasdaq-listed franchise company



**"I'm excited and look forward to charting a course for accelerated growth globally"**



with 1,400 locations and system sales of US\$800m.

Previously, he spent seven years in senior leadership roles with Dunkin' Brands Group and had a stint as vice president of Starbucks Japan – where he grew the brand to 600 stores, making it Starbucks' largest international market.

"Whether you're working in quick-service restaurant

franchising or in fitness franchising, building strong alignment between the franchisor and local owners and their teams is the key to generating long-term success and value creation," Spangler said.

"I'm excited to build relationships with the 1,300+ franchisees and chart a course for accelerated growth globally."

■ Spangler will be tasked with growing Lift Brands, which owns Snap Fitness – a gym chain with 68 locations in the UK

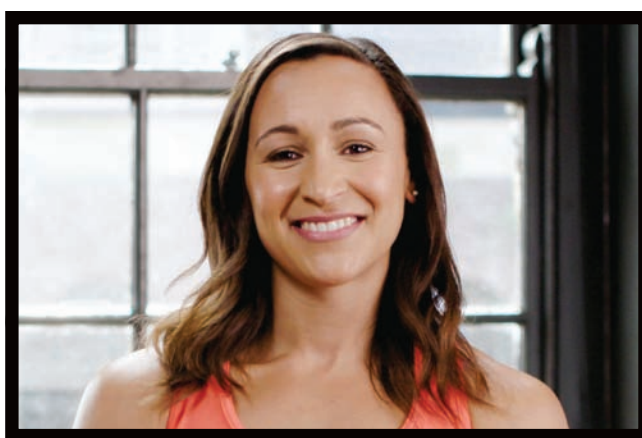
## Olympic hero **Dame Jessica Ennis-Hill** to speak at ukactive Summit

**O**lympic champion Dame Jessica Ennis-Hill will add a bit of stardust to this year's ukactive Summit.

Ennis-Hill will attend the Summit and take part in a conversation on stage, offering delegates insight into her career story and charting the way physical activity changed her life – taking her from elite athlete to the creator of her own fitness brand, Jennis.

She is one of three additions to the lineup of speakers at the event, which will be held at the Queen Elizabeth II Centre at Westminster on 31 October.

The other two new speakers are Sport England CEO Tim Hollingsworth



■ Ennis-Hill will offer delegates insight into her career journey



**"I'm now looking to inspire expectant and new mums to continue their fitness journeys"**



and consumer specialist Kate Hardcastle.

Hollingsworth's keynote will anchor a special strand

at the event, exploring the impact of 'place' on physical activity. His speech will include an

insight into the approach Sport England will take to develop its next strategy.

Retail expert Kate Hardcastle, meanwhile, will deliver a session on how the physical activity sector can better reach consumers on high streets and support its regeneration.

Commenting on her involvement, Ennis-Hill said: "I look forward to sharing my experience with delegates.

"I'll be discussing my career, including the challenges of getting back into elite sport post-childbirth. Since retiring from competing, I am now looking to inspire expectant and new mums to continue their fitness journeys."





■ Tove Okunniwa is currently chief executive of London Sport

## Akhtar, Okunniwa and Mahoney appointed to Sport England board

**S**ports and culture secretary Nicky Morgan has appointed three members to the board of grassroots agency Sport England.

Azeem Akhtar, chief technology officer at BT Global; Tove Okunniwa, CEO of London Sport; and David Mahoney, chief operating officer at the England and Wales Cricket Board (ECB) will all join the board on three-year terms.

As head of London Sport, Okunniwa has set the organisation an ambitious target of making London the most active city in the

world. She has a background in strategic marketing and content creation, with experience in both commercial and non-profit sectors.

A telecommunications expert, Azeem Akhtar holds a non-executive director role as chair of Active Essex and was named in the UK's Top 100 Most Influential BAME Business Leaders in 2016.

Meanwhile, David Mahoney – a qualified lawyer – has overseen the strategy, insights, HR, integrity and public policy teams as ECB's chief strategy officer.

**"As head of London Sport, Okunniwa has set the organisation an ambitious target of making London the most active city in the world"**

### MEET THE TEAM

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## MY CAREER

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

### Kelly Styles

#### SPA MANAGER

Brandshatch Place Hotel & Spa  
Hand Picked Hotels

{ There's a misconception that being a therapist is an easy job, but there's a lot more to it than people think }

**K**elly Styles began her career as a salon therapist before taking a spa therapist role with Hand Picked Hotels at Brandshatch Place Hotel and Spa. She has been working at the hotel since 2013 and now serves as the spa manager.



#### What advice would you give to people coming in to the industry?

"If you have passion for the industry you will go far. The beauty industry isn't like a lot of people assume. There's a misconception that being a therapist is an easy job, but there's a lot more to it than people think. It's can very strenuous,

both mentally and physically, especially

when performing multiple massages a day.

I think it's important to always have a goal in mind, and keep going until you achieve it. Be passionate and set yourself objectives, as this will keep you moving forwards."

#### Tell us about your career.

##### How has it progressed?

"I've had a passion for beauty since I was really young and knew that it was something I wanted to do once I left school. I studied beauty therapy at college and after graduating in 2010 I took a casual therapist position at a salon. I worked there for three years before taking a similar role at Brandshatch Place. I had always wanted to work in a spa and after six months as a casual therapist I was contracted to work part-time, and then full-time hours. In early 2015, I applied for and got the role as spa supervisor, before being promoted again to the role of spa manager in March 2017. As the spa manager I oversee the day-to-day running of the spa and am responsible for a team of 10. I've had some great opportunities with the company and am still progressing. I'm currently studying for my Level 5 operational management diploma with Hand Picked Hotels and am due to complete it next year."

#### What is your favourite part of the job?

"The thing I love most about my job is knowing the impact we can have on someone's day. Making guests feel special and helping them to relax, even if its only for a couple of hours, is very rewarding for me."

#### What are your goals?

"To continue the success of the spa and to help my team develop. I believe it's important for all therapists to gain as much knowledge and experience as they need to achieve their goals."



■ Kelly oversees the day-to-day running of the spa





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## PEOPLE

## The Gym Group founder Treharne joins Frame

John Treharne, founder of The Gym Group, has been appointed chair of boutique fitness brand Frame.

Frame was launched by entrepreneurs Pip Black and Joan Murphy in 2009 with a central ethos that keeping fit and healthy should be "fun, positive and never a chore".

Offering 30 different exercise classes – across fitness, dance, barre, yoga and Pilates – Frame's pay-as-you-go model prices each class at around £10.

The company secured the backing of investor Piper in 2017 and currently has six London studios.

Frame is preparing to open a seventh studio in Angel, with its first two

studios outside London, in Brighton and Bristol, planned for 2020.

"I'm delighted to be joining Pip, Joan and their talented team at Frame," Treharne said.

"They have done a tremendous job in building their brand and gaining such a devoted following among their customers. There is so much potential to develop this unique business further and I'm excited to be helping them along the journey."

Co-founder Pip Black added: "We're excited to have John, a fellow disruptor, as our chair. He shares our passion for making it easy for people to get and keep active."

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■ John Treharne (centre) with Joan Murphy (left) and Pip Black



**There is so much potential to develop this unique business**

John Treharne

## ACTIVE AGEING

## Plans to make England the 'best place to grow old'



**Among the commitments outlined in the consensus statement are for the signatories to focus on preventative measures and evidence-based interventions – such as exercise referrals**

Public Health England (PHE) and the Centre for Ageing Better (CAB) have set out their shared vision for making England the "best place in the world to grow old".

The partners have published a consensus statement, setting out their shared commitment.

The document has already secured a number of signatories across the health and housing sectors – as well as from academia, local government, the NHS and the public and voluntary sectors.

PHE and the CEB will now begin working with the signatories and



■ The statement promotes preventative measures and interventions, such as exercise referrals

other interested organisations to develop and promote good practice.

Among the commitments outlined in the statement are for the signatories to focus on preventative measures and evidence-based interventions – such as exercise referrals.

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RESEARCH

## Global physical activity sector worth US\$828bn



**The growth is attributed to the fitness industry's innovation and the sector's ability to devise new approaches**

The physical activity economy is now a US\$828bn (€752bn, £655bn) market – and its value is expected to grow further to US\$1.1tn (€1tn, £870bn) by 2023.

The figure comes from a large-scale economic study by The Global Wellness Institute (GWI), published on 15 October.

In the report, called *Move to be Well: The Global Economy of Physical Activity*, the physical activity economy is described as incorporating fitness, sports, active recreation, equipment, apparel/footwear and technology.

Among its findings is that the global fitness industry is now worth



■ The global fitness industry is now worth £86bn

US\$109bn (€99bn, £86bn) – and that the sector continues to be "fast and furious" in its growth.

The growth is attributed partly to the fitness sector's innovation and its ability to devise new approaches. The report lists the likes of HIIT and CrossFit as "recent additions" to the sector's offer.

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TRAINING

## Parkwood launches Mental Health workshops for staff

Parkwood Leisure has launched a programme of workshops, aimed at making its staff more aware of mental health issues among the workforce.

The *Mental Health Awareness in the Workplace* workshops will cover communication and listening skills that will enable management to have conversations with their employees. They will also learn what mental health is and recognise the risk factors associated with it, as well as being taught to identify common signs and symptoms of mental ill-health.



■ The workshops will cover communication skills



**We are working hard to create a trustworthy environment**

Sue McGrath

The focus of the workshops will be on how employees can work together to build a positive mental health culture at work.

"Mental health is a growing issue and we're working hard to create an approachable and trustworthy environment where any employee is not afraid to speak up about an issue, big or small." said Sue McGrath, HR director of Parkwood Leisure.

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## Fitbit adds heart health monitor to its smartwatch

Wearable tech giant Fitbit is partnering with FibrCheck, a health screening and monitoring app, to allow users to monitor their heart rhythm for irregularities.

The subscription service will initially be rolled out across selected markets in Europe and will offer owners of Fitbit smartwatches to detect signs for a number of conditions – including atrial fibrillation (Afib).

Afib is an irregular heart rhythm that is often difficult to detect or diagnose because of irregular occurrences.

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## INDUSTRY BODIES

# ukactive: Brexit won't affect cooperation

Physical activity bodies ukactive and EuropeActive have agreed to strengthen their partnership in the event of the UK leaving the European Union.

ukactive CEO Huw Edwards and EuropeActive's acting CEO David Stalker reiterated their commitment to maintain their close working relationship – whatever the outcome of the Brexit process – following talks at the IHRSA European Congress 2019 in Dublin.

The two organisations will continue working together in four key areas: data and research, policy and regulatory issues, operator benefits, and campaigns.

Both organisations are committed to making the relationship stronger and working together in areas of shared concern.

"Ukactive and EuropeActive have really benefited from our excellent partnership over the past five years," Edwards said.

"The Brexit situation has created numerous uncertainties in the sector but this will not affect our relationship.

"David and I have agreed that we will continue to build on, and strengthen the way we work together on a number of key issues and activities that will bring wider benefits for the sector."

[READ MORE ONLINE](#)



■ ukactive CEO Huw Edwards and EuropeActive acting CEO David Stalker reiterated their commitment during talks in Dublin



**Ukactive and EuropeActive have benefited from our excellent partnership over the past few years**

Huw Edwards

## RESEARCH

# Regular exercise 'highly beneficial' for heart patients



**Exercise decreased anxiety and depression**

Gaëlle Deley

Regular exercise is highly beneficial for all patients with cardiovascular disease regardless of age.

A study published in the *Canadian Journal of Cardiology* investigated the effects of an exercise-based cardiac rehabilitation programme on a range of physical and psychological parameters in 733 young, old, and very old patients over two years. All of the patients completed a 25-session cardiac rehabilitation programme.

"We found that exercise not only significantly improved exercise capacity, but also decreased



■ All patients taking part in the exercise study experienced improvements in heart health

anxiety and depression," said lead investigator Gaëlle Deley.

"Patients with the greatest physical impairments at baseline were among those to have benefited most from exercise – as were those younger than 65 who were very anxious before rehabilitation."

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## BOUTIQUE

# The Foundry to expand outside of London

Boutique fitness operator The Foundry, which offers free and subsidised classes for those on state benefits, is preparing to expand its presence beyond its current base in London.

Founded by Ben Gotting and Dave Thomas in 2015, the company offers group exercise classes and semi-private personal training.

As part of its commitment to making premium fitness available to everyone, The Foundry offers free gym access each morning and afternoon for people who receive state support, as well as a heavily subsidised community class each day at a cost of £5 – instead of the usual £20.

According to Dave Thomas, the company is looking to open a further two sites in London, as well as take the concept nationwide.

"We want to expand to four to five sites within London and then move outside within the next 18 months. I believe there is an opportunity in many other UK cities," said Thomas.

He added that The Foundry's inclusive format means it is able to attract members across a large section of society.

"Due to our concept, our members really do range from unemployed, and even homeless, to CEOs and celebrities," Thomas added

[READ MORE ONLINE](#)



■ The Foundry recently opened its third site in Bank, London



**Our members range from the homeless to CEOs and celebrities**

Dave Thomas

## FRANCHISING

# Orangetheory prepares for next UK studio opening



**Orangetheory has ambitious growth plans for the UK market and has signed two master deals for a total of 110 franchised sites**

US-based Orangetheory Fitness is ramping up its UK expansion plans.

Final touches are being added to a studio in Derby, UK, which is scheduled to open in October 2019.

It will be the second Orangetheory to be located outside London and follows the opening of a studio in Altrincham, near Manchester.

It will be operated by Wellcomm Health and Fitness – a company set up to run Orangetheory sites under franchise in the north of England.

Wellcomm has signed a master franchise deal for the North and



■ Orangetheory offers 60-minute HIIT sessions

Midlands – covering an area from Buckinghamshire to Northumberland – with plans to launch a total of 40 studios by 2028.

Orangetheory has ambitious growth plans for the UK market and has signed two master deals for a total of 110 franchised sites – covering all of England.

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## FAN INCLUSION

### Man City adds sensory room for young fans

English Premier League champion Manchester City FC has opened a sensory room for young fans at its Etihad Stadium.

Situated in the North-East corner of the stadium, the space has been specially designed to allow children with sensory processing issues to attend matches.

The sensory room offers a full, unrestricted view of the pitch, creating a safe and controlled environment to watch the game, with optional, additional seating in the stadium bowl also available for those who want to spend time experiencing the match in the crowd.

The dedicated sensory space will be in use

throughout the season on matchdays and by the club's charity City in the Community on non-matchdays.

"After a period of successful trials we are delighted to open a sensory room at the Etihad Stadium," said Danny Wilson, operations director at Manchester City.

"The positive feedback we have received means we know that this is a space which will help those with sensory processing issues enjoy their experience without the sometimes-overwhelming sounds, sights and crowds of a usual matchday."

[READ MORE ONLINE](#)



■ The sensory room offers young fans with sensory issues a safe and controlled environment to watch the game



**The space will help those with sensory processing issues**

Danny Wilson

## SAFEGUARDING

### Tennis to harness AR for safeguarding campaign



**The content has been designed to ensure that all parents, players and coaches are aware of the signs of abuse**

The Lawn Tennis Association (LTA) is embracing augmented reality (AR) to help keep those involved in sport safe.

A new nationwide safeguarding campaign, called Safe to Play, will see all LTA-registered venues being provided with pocket-sized cards to distribute to their members – including all players and the parents of younger players.

The AR cards will act as pocket reminder guides which, when scanned using the camera of a smartphone or tablet, will deliver a range of engaging digital resources. The content has been designed to ensure that all parents,



■ Safe to Play will use tech to educate players

players and coaches are aware of the signs of abuse, how to report a concern and how to keep themselves, children and at-risk adults safe.

Among the content is a dramatised video telling one family's story of abuse in sport, a range of video guides on how to identify the signs of abuse.

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**GRASSROOTS**

## TIED activates 5,000 from low socio-economic groups



**TIED will help us share more widely the need to think differently**

Viveen Taylor

Around 5,000 people from low socio-economic groups have been encouraged to become more physically active during the first year of The Tackling Inactivity and Economic Disadvantage (TIED) project.

Funded by Sport England, TIED has seen £4m being invested in 35 projects, delivering activities in disadvantaged communities around the country.

The projects funded under TIED vary from late-night physical activity sessions for shift-workers in Manchester to a programme of activity sessions at a women's refuge charity in Yorkshire.



■ TIED projects include late sessions for shift workers

"We are investing in projects and organisations that wouldn't traditionally approach us to support their work," said Viveen Taylor, Sport England's strategic lead for low socio-economic groups and the lead of the TIED programme.

"The learnings from TIED will help us share more widely the need to respond differently when designing programmes that support people from low-income groups."

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**TECHNOLOGY**

## Could 5G revolutionise the sports industry?

Sports business leaders in the UK believe that the advent of 5G is likely to drive change and create new experiences in the sports sector – more than any other technology currently in the pipeline.

Research by independent consultancy Censuswide – on behalf of mobile tech giant Vodafone – reveals that more than three-quarters (76 per cent) of business leaders from sports organisations said their organisation will use 5G as a platform for innovation.

The same proportion believes that 5G will enable them to improve



■ 5G and the Internet of Things are already used in sport



**Sport is an area where 5G technology will have a huge impact**

Anne Sheehan

fan engagement with applications such as live-streaming video, mixed reality experiences and real-time access to information – reinventing the fan experience both for those at the event or watching elsewhere.

"Sport is an area where 5G technology will have a huge impact," said Anne Sheehan, director, Vodafone Business UK.

[READ MORE ONLINE](#)

## Scotland's Active Schools programme grows further

Latest figures from the Active Schools programme in Scotland show that the number of children taking part in the initiative is still growing, with 7.3 million visits made to activities across Scotland in 2018-19.

The figure follows a year of strong growth – from 2017 to 2018 – when the number of children taking part in the initiative increased by 5 per cent.

The scheme is delivered partnership by sportscotland and all of Scotland's 32 local authorities.

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## POLITICS

### Labour would give fans power to fire club directors



**Football clubs are part of the social fabric that binds us together – under Labour, fans will have a say in how their clubs are run**

Jeremy Corbyn

Labour leader Jeremy Corbyn has vowed to introduce measures which would allow football fans to hire and fire their club's directors – if his party wins the next general election.

In a meeting with Newcastle United supporters, he openly criticised the effects that "bad owners" had on clubs – and singled out Newcastle's billionaire owner Mike Ashley as an example.

Corbyn said that a Labour government would legislate so that supporters' trusts would have the right to appoint and dismiss at least two members of a club's board of directors.



■ Corbyn said clubs were 'too important to be left in the hands of bad owners'

"Football clubs are too important to be left in the hands of bad owners like Mike Ashley, who put their own business interests ahead of everything else," Corbyn said.

"Football clubs are part of the social fabric. Under Labour, fans will have a say in how their clubs are run."

[READ MORE ONLINE](#)

## MAJOR EVENTS

### New groups to play key role in awarding Olympic Games

The International Olympic Committee (IOC) has revealed details of its two Future Host Commissions, which are set to play a pivotal role in the awarding of future Olympic Games.

The commissions are part of what the IOC described as a more "targeted, streamlined and flexible approach" in the selection process for host cities. There will also be increased flexibility in the timing of the final selections.

The two Future Host Commissions (Summer and Winter) will make recommendations to the IOC Executive Board,



■ The IOC is changing the way it chooses host cities



**The work of the Winter Commission will start immediately**

Thomas Bach

which in turn will make recommendations to the IOC Session.

"There will be a two-speed progression for the work of the Commissions," said IOC president Thomas Bach.

"The Winter Commission will start immediately, as the priority at this moment is the discussions about the Winter Youth Olympic Games 2024 and the Olympic Winter Games 2030."

[READ MORE ONLINE](#)

### £1.8m funding injection for Lincoln sports facilities

Two new synthetic grass football pitches have opened in Lincoln as part of a £1.8m investment in the city's sports facilities.

The new pitches, at Birchwood Leisure Centre and Yarborough Leisure Centre, are accompanied with the launch of a redeveloped athletics facility and hockey pitch at Yarborough.

The project has been funded by a £899,835 grant from the Football Foundation, together with a grant from Sport England of £85,000. The remaining investment was provided by City of Lincoln Council.

[READ MORE ONLINE](#)

## To tax or not to tax

**H**ere's a question – why do governments fund tourism boards?. We don't have things like publicly funded automotive boards, clothes boards or food boards set up to sell products to people, so why does every country in the world have national and local tourist boards that receive public funding?

### Shared benefits

The answer to this is the nature of the product that is being sold. In the case of cars, clothes and food, the company selling the product controls every aspect of the product and gains 100 per cent of the benefit from the sale.

Tourism is different. The product being sold is a destination, which is made up of hundreds of different businesses. This means that any single business providing money to market a destination will only receive a small percentage of the benefit from that marketing. It also means that there is an incentive for individual businesses to not pay for marketing because they will benefit from provided by others doing it – the free rider effect.

### Common good

The traditional way of overcoming the free-rider effect is for national or local government to collect the funding through general taxation. This means that everyone in a destination pays for tourism promotion because everyone in the destination benefits from it.

But what happens when public bodies decide not to fund tourism promotion? This is the question many destination management organisations now face as the amount of public funding provided to destinations from central and local government has decreased

by 78 per cent over the past 10 years.

The decrease in funding means that organisations are either on the verge of closing down or are simply not able to compete with marketing campaigns from overseas destinations.

It is also why there are increasing calls for the introduction of local tourism taxes or levies as a mechanism for countering the fall in public funding.

While the calls for a local levy are understandable, it is hard to develop a mechanism that mirrors the benefits of funding from general taxation – which apportions a levy fairly across all the businesses, is easy to implement and collect, does not distort consumer behaviour and the proceeds of which are spent effectively on benefiting those paying.

It will not be easy to develop such a mechanism, but with a 78 per cent decrease in public funding, it's one that needs to be considered. ●



■ Kurt Janson, director of the Tourism Alliance



The amount of public funding provided to destinations from central and local government has decreased by 78 per cent



■ Destinations might have to find a new way of funding collective marketing campaigns



## CAMPAIGNS

# One in three adults cannot swim

Latest figures from Swim England show that 14.2 million adults – 31 per cent of those aged 16 or older – cannot swim one length of a 25m pool.

The shocking statistic was revealed by the national governing body for swimming as it launched its #LoveSwimming campaign, which is aimed specifically at adults who lack the skill.

To encourage non-swimmers to try the pool, the campaign will highlight the achievements of adults who have conquered a fear of the water – or simply decided it's never too late to learn.

"Swimming is a valuable life skill and it is so

important that we continue to highlight its benefits in a bid to reduce the number of individuals unable to swim," said Jane Nickerson, Swim England CEO.

"By telling stories of inspiring people who have learnt in later life, we hope to encourage more individuals to take up swimming.

"Through the #LoveSwimming campaign, we've shown the benefits of swimming on mental wellbeing, physical health, social cohesion and family connection.

"I believe that those who learn to swim in later life should be celebrated."

**READ MORE [ONLINE](#)**



■ 31 per cent of adults cannot swim one length of a 25m pool



**To encourage non-swimmers to try the pool, the campaign will highlight the achievements of adults who have conquered a fear of the water**

## PEOPLE

# Swim England reveals first inductees into Hall of Fame



**It was hard to narrow it down to those who we've included so far**

Jane Nickerson

Swim England has revealed the names of the first inductees into its Swim England Hall of Fame.

A total of 26 athletes, coaches, officials and volunteers have been named to the Hall of Fame, which was created as part of national governing body's 150th anniversary celebrations.

The first batch of names includes 21 people who have been honoured posthumously. The remaining five are swimmers Sharron Davies, Duncan Goodhew and Steve Parry, plus synchronised swimming stalwart Jenny Gray and volunteer Alan Donlan.



■ The five living inductees to the Hall of Fame

In all, the first batch of inductees includes 12 former Olympians.

Jane Nickerson, Swim England CEO said: "There were many wonderful nominations submitted and it was extremely hard to narrow it down to those who we've included so far."

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# Spa & wellness news

## HOTEL SPAS

### Almarose announces brand partnership with Elemis



**We have long admired Almarose**

Harrison Gregory

Almarose Hotels and Resorts, a UK-based resort operator, has announced a new brand partnership with luxury skincare brand Elemis.

The partnership will see the company provide treatments and products at 17 spas across the Almarose portfolio. The Elemis properties will include the Hampshire Centre Court Hotel, Norton Park Hotel, Oulton Hall Leeds, Stratford Manor Hotel and Telford Golf and Spa Hotel.

Treatments from Elemis' Biotec range, which offers eight customisable facial treatments, designed for all



■ Elemis treatments will be available at 17 spas across the Almarose portfolio, including the Norton Park Hotel

skin types, powered by five treatment technologies, will be available at all of the properties. The resorts will also offer a range of Elemis treatment packages.

Harrison Gregory, sales director at Elemis, said: "We have long admired Almarose and are thrilled to be launching as the sole provider of treatments and products."

[READ MORE ONLINE](#)

## FACILITIES

### AB Hotels unveils private members spa at Sopwell

Spa designers, Sparcstudio, have unveiled the £14m Cottonmill Spa at Sopwell House Hotel, after a 21-month building project.

Sopwell House, a part of the AB Hotels group owned by the Bejerano family, has had a three-storey glass-fronted extension and private spa garden added.

Themed on barefoot luxury, the spa has spacious rooms flooded with natural light, Tom Dixon lighting, bespoke furniture, and a warm palette of natural tones complemented by turquoise accents of Onice Smeraldo marble.



■ The £14m project includes a private spa garden



**We really wanted to focus on the finer details**

Beverly Bayes

Debi Green acted as spa consultant, developing the property's operational standards, while Edinburgh-based ISA architects were chosen to assist in the delivery of the building.

Talking to *Leisure Opportunities*, Beverly Bayes, Sparcstudio's creative director said: "We really wanted to focus on the finer details, because that's what people really judge you for."

[READ MORE ONLINE](#)

### Is cannabidiol the spa industry's "next big thing"?

Nearly half (43 per cent) of the respondents to ISPA's 2019 US Spa Industry Study feel cannabidiol (CBD) products and treatments will be the spa industry's next big thing.

CBD is an active but non-psychoactive compound derived from the hemp plant used to treat stress and anxiety, insomnia, inflammation and chronic pain.

The ISPA report revealed that a majority of US spas, 56 per cent, plan to add CBD offerings in the next two years.

[READ MORE ONLINE](#)

## NEW OPENING

## Carden Park to open standalone spa

Carden Park in Cheshire, UK, has confirmed that its upcoming spa, The Spa at Carden Park, will open its doors on 6 January 2020 and has opened a hotline to accommodate early bookings.

The spa, which is located on the grounds of the privately-owned hotel, is housed in a 4,500 sq m (48,000sq ft) standalone facility that boasts a wide range of experiences such as a vitality pool, ice fountain, foot baths, snow shower, thermal cabins and heated loungers.

Other facilities include a spa garden – planted with fresh herbs that will be incorporated into some of the treatments – and a Bollinger champagne bar.

In addition, it will offer an extensive treatment menu of body and face rituals from natural skincare brand Elemental Herbology.

Steve Ewing, director of spa at The Spa at Carden Park, said: "Creating a world-class spa takes time as we wanted to make sure that everything is perfect and offers our guests a unique and rewarding experience.

"We're extremely pleased to have set an opening date and to be now taking bookings.

"Whether guests book in for a spa day, treatment or residential stay, entering the spa they will be encouraged to let go and just be."

[READ MORE ONLINE](#)



■ The Spa at Carden Park will open on 6 January 2020



**Creating a world-class spa takes time**

Steve Ewing

## TRAINING

## UKSA and University of Derby to create new training



**The diploma will aim to provide career development opportunities and raise professional standards**

The UK Spa Association (UKSA) has announced a potential new partnership with the University of Derby, that will see the development of a new qualification.

Designed to increase the number of people entering the spa industry, the proposed diploma was announced at UKSA's Summer Networking and Spa Directors Assembly, as part of its 'Work for Wellness' campaign.

It aims to foster an attitude shift, particularly among parents, teachers and career advisors, which UKSA has identified as one of the biggest potential barriers, towards the spa sector in order



■ UKSA chair Adam Chatterley announcing the scheme

to attract new talent into the industry and improve workforce retention.

The diploma will aim to provide career development opportunities and raise professional standards, as well as create aspirational careers for those entering the industry.

[READ MORE ONLINE](#)



# Attractions news

## NEW MUSEUM

### New Blackpool Museum to evoke spirit of seaside



**This museum has been a long time in the planning**

Gillian Campbell

A £13m project to create a museum that celebrates Blackpool's role in the development of British popular culture is moving forward, following the award of a £4m grant from the National Lottery Heritage Fund.

The Blackpool Museum Project in Lancashire is due to open in 2021 and expects to attract 300,000 visitors per year. The immersive experience will feature the first permanent displays in a UK museum on circus, magic, variety and ballroom dance.

Memorabilia, film, music and live performance will give visitors the chance



■ Blackpool Museum is due to open in 2021

to look behind the scenes at what made Blackpool more than just a seaside resort.

The museum has been a long time in the planning, said Gillian Campbell, deputy leader of Blackpool Council: "It has been six years since I first sat down with council officers and discussed the concept of a museum celebrating Blackpool's rich heritage and its unique place in the nation's heart."

[READ MORE ONLINE](#)

## DEVELOPMENT

### ITV plans 'I'm A Celebrity...' attraction in Salford

The TV show *I'm a Celebrity... Get Me Out of Here!* is to be used as the inspiration for a new theme park to be created in Salford, near Manchester, where the ITV studios are based.

Famed for its 'Bush tucker trials', which usually involve interactions with things like bugs, spiders and all kinds of creepy-crawly, the show is fronted by presenters Ant and Dec and is filmed in an Australian rainforest.

The proposed theme park – to be called *I'm a Celebrity... Jungle Challenge* – would offer a 90-minute indoor "multi-sensory adrenaline



■ Ground was broken on the project in Salford



**The attraction will offer a 90-minute indoor "multi-sensory adrenaline adventure", which will take up 2,500sq m of the new £26m Watergardens development**

adventure", according to the broadcaster, with challenges such as zipwires, parachute drops, climbing walls and mazes. Visitors will collect stars as they take on the challenges, in an attempt to be crowned king or queen of the jungle.

The theme park will take up 2,500sq m (8,200sq ft) of the larger, £26m Watergardens development in Salford.

[READ MORE ONLINE](#)

### Eden Project targets 2020 start on geothermal initiative

A long-planned project to drill for geothermal heat and to use it to power the Eden Project site in Cornwall will finally go ahead, after EU and Cornwall Council funding was approved.

The project – described by Eden Project co-founder Sir Tim Smit as the biggest leap forward for Eden since it opened – will provide clean and renewable energy to power the entire site, as well as local businesses.

In the first phase, a well will be drilled 4.5km below the Eden Project.

[READ MORE ONLINE](#)

## PUBLIC FUNDING

# £250m investment for culture revealed

Funding support for York's National Railway Museum, Coventry's 2021 UK City of Culture programme and infrastructure and maintenance work at local and regional museums across the country are all included in the UK Government's proposed new Culture Investment Fund.

The £250m funding package from the Department for Digital, Culture, Media & Sport (DCMS) over five years includes more than £125m that is earmarked for investment in upkeep and improvements to regional museums and libraries.

The National Railway Museum has been allocated £18.5m to kickstart its

planned major transformation, which includes new gallery and exhibition spaces, improved accessibility and the restoration of heritage buildings.

Coventry receives £7m from the fund, unlocking £37m of additional funding, and more than £107m of tourism impacts.

Culture secretary, Nicky Morgan, said: "The Cultural Investment Fund is the government's biggest ever single investment in cultural infrastructure, local museums and will benefit communities across the country."

"This will help drive growth, rejuvenate high streets and attract tourists."

[READ MORE ONLINE](#)



■ An aerial rendering of the National Railway Museum, York



**The funding will help drive growth and attract tourists**

Nicky Morgan

## IP ATTRACTIONS

## Alton Towers to add rides based on David Walliams' books



**I can't wait to experience the characters for myself, and from all the work that has gone in, I think people are going to love it**

David Walliams

David Walliams, the comedian, actor and best-selling author, is partnering with Alton Towers Resort to bring characters from his children's books to life at the park in a new attraction: The World of David Walliams.

The resort said that construction started on a site around the existing Cloud Cuckoo Land area of the resort earlier this year, and added that nearly 100 specialists from its own creative team and external experts in the latest theme park technologies are working to bring the attraction to fruition for a Q2 2020 opening.



■ Walliams has sold 33 million books worldwide

Walliams, who has sold more than 33 million copies of his books worldwide, said he was thrilled that his characters would be getting their own attractions, adding: "I can't wait to experience them for myself, and from all the work that has gone in, I think people are going to love it. All will be revealed next year."

[READ MORE ONLINE](#)

# Equal opportunities

The England and Wales Cricket Board has revealed plans to invest £50m in transforming women's cricket



■ The investment will fund both grassroots and elite programmes

**T**he England and Wales Cricket Board (ECB) has pledged to transform women and girls' cricket by investing up to £50m in the women's game over the next five years.

Around £20m will be invested into the sport over the next two years, with the total of £50m expected to be reached by 2024.

Funding will be targeted to enable cricket organisations to recruit more dedicated resources for the women's game, improve the female player experience and increase the opportunities for women to build careers in the sport.

ECB has also made a commitment to fund of 40 full-time professional, domestic contracts for women players. These contracts will be in addition to the existing England Women Centrally Contracted players.

The funding forms part of an ECB action plan to make cricket a gender-balanced sport – in which men's and women's cricket are treated equally.

The 10-point action plan aims to transform all elements of women's and girls' cricket in England and Wales – from increasing engagement and growing representation to improving opportunities across the game.

During the development of the strategy, the appetite to transform cricket's relationship with women was clear



■ The programme is based on five key objectives



We have an amazing opportunity to make cricket the sport we want it to be – a sport that is innovative and inclusive

**The ECB plan will focus on five key objectives across the women's game:**

**Participation:** To increase the number of women and girls playing cricket

**Pathway:** To develop aspiring female cricketers (U11-17) as players and people

**Performance:** To drive the performance of England women's cricket through a new eight region structure

**Profile:** To elevate the profile of women's cricket through the elite game

**People:** To increase the representation of women across the cricket workforce

The plan has been published following two years of consultation with all 38 Counties and Cricket Wales, and detailed analysis of survey responses from the recreational and elite game.

To test some of the recommendations for the recreational game, ECB has run pilot programmes with over 600 cricket clubs to better understand the essential criteria in creating the most sustainable women's and girls' clubs.

"I've never been more excited by the opportunity in front of us right now,"

said Clare Connor, ECB's managing director for Women's Cricket.

"Recent initiatives have given women and girls more opportunities to play, such as All Stars Cricket for 5-8-year-olds, the South Asian female activators programme, and the Kia Super League for our most talented domestic cricketers. But to truly transform women's and girls' cricket, we must move from standalone programmes to addressing the whole pathway as one.

"We have an amazing opportunity to make cricket the sport we want it to be – a sport that is innovative and inclusive."

ECB CEO Tom Harrison added that transforming women's cricket is one of six priorities within the ECB's *Inspiring Generations* strategy for 2020-2024.

"During the development of the strategy, the appetite to transform cricket's relationship with women was abundantly clear," Harrison said.

"This plan is a crucial step in achieving our ambition of making cricket a gender-balanced sport." ●



■ Clare Connor, ECB's managing director for Women's Cricket



Our study shows that it doesn't matter if you haven't been a regular exerciser throughout your life, you can still benefit from exercise

Dr Leigh Breen, lead study author



## Never too late for fitness

A new university study has suggested that the ability to build muscle mass through exercise is not dependent on previous experience



■ Even those who are entirely unaccustomed to exercise can benefit from getting physically active

Older people who have never taken part in sustained exercise programmes have the same ability to build muscle mass through activity as highly trained master athletes of a similar age.

That is the headline finding of research by the University of Birmingham, which showed that even those who are entirely unaccustomed to exercise can benefit from resistance exercises such as weight training.

The study, published in *Frontiers in Physiology*, compared muscle-building ability in two groups of older men.

The first group were classed as 'master athletes' – people in their 70s and 80s who are lifelong exercisers and still competing at top levels in their sport. The second group consisted of healthy individuals of a similar age, who had never participated in structured exercise programmes.





■ The study showed that all participants had an equal capacity to build muscle

## Current public health advice on strength training for older people is often quite vague

Each participant was given an isotope tracer, in the form of a drink of 'heavy' water, and then took part in a single bout of exercise, involving weight training on an exercise machine.

The researchers took muscle biopsies from participants in the 48 hour periods just before and just after the exercise, and examined these to look for signs of how the muscles were responding to the exercise.

The isotope tracer showed how proteins were developing within the muscle. The researchers had expected that the master athletes would have an increased ability to build muscle due to their superior levels of fitness over a prolonged period of time. In fact, the results showed that both groups had an equal capacity to build muscle in response to exercise.

Dr Leigh Breen, lead researcher, said: "Our study clearly shows that it doesn't matter if you haven't been a regular exerciser throughout your



■ Muscle can also be built during non-gym activities, such as gardening

life, you can still derive benefit from exercise whenever you start.

"Obviously a long term commitment to good health and exercise is the best approach to achieve whole-body health, but even starting later on in life will help delay age-related frailty and muscle weakness. Current public health advice on strength

training for older people is often quite vague. What's needed is more specific guidance on how individuals can improve their muscle strength, even outside of a gym-setting through activities undertaken in their homes – such as gardening, walking up and downstairs, or lifting up a shopping bag can all help." ●





We recognise everyone's health and fitness journey is personal and unique; some people will need more physical, mental or social support

Joe Gaunt, Hero CEO



## Mental health club

The Hero Training Club, dubbed UK's first 'mental health club' has launched in Manchester



■ The 10,000sq ft (930sq m) Hero Training Club took two years to design and build

A health and wellbeing club which combines exercise and physical activity classes with mental and emotional health sessions is marketing itself as the "UK's first mental health club".

The 10,000sq ft hero Training Club, which opened its doors in Manchester in October, aims to cover every aspect of a person's health and wellbeing.

There are four separate training zones to reflect a quartet of health and exercise disciplines – Athletic, Cardio, Rejuvenate and Stronger.

Each zone will host a selection of classes, ranging from boxing, HIIT, indoor cycling, circuits and combat training to yoga, pilates and barre. In total, the club offers more than 250 classes each week. The exercise zones are accompanied by a dedicated



## The hero Training Club will offer guests and members the choice of how they improve their health

wellbeing hub, offering a programme of complementary services – such as one to one and group counselling, hypnotherapy, sleep workshops, mindfulness sessions and resilience classes.

Members will also have access to hero's bespoke technology platform called Navigator, which offers personal health insights based on tracking the users activities and habits – from sleep, mindfulness and exercise levels to diet. The data can then be used to devise improvement strategies with the help and support of trained specialists.

The launch is part of a partnership hero has signed with developer Moda, which will look to create "the UK's healthiest rental communities".

The Training Club is located within Moda's Angel Gardens development, a 35-storey, 466-home build-to-rent project.

"Many health clubs talk about the positive impact exercise has on our mental health – and rightly so," said Joe Gaunt, hero CEO. "But we recognise that it takes a certain person, with a certain mindset to feel strong and able enough to come to the gym in the first place for help and support.

"Our club will offer guests and members the choice of how they improve their health. We recognise everyone's health and fitness journey is personal and unique; some people will need more physical, mental or social support, whereas others might want more specific help and advice around sleep or nutrition, and another person might just want to enjoy our awesome fitness classes.

"The word 'health' is more than what we see on the scales or how far we can run. It's made up of emotional, social and physical health and we believe it's time to give people truly holistic support." ●



■ The club has four separate training zones to reflect a quartet of health and exercise disciplines

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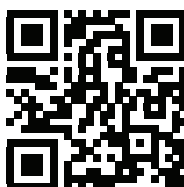
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As Team Leader, your role will be to lead, manage and develop staff under the direction of the Leisure Services Manager, to deliver exceptional results, including supporting and developing new initiatives and existing projects such as the transfer of facilities 'in-house' and the development of a performance management culture. You will be required to oversee the day-to-day operations of all facilities ensuring that the highest levels of customer service and safety are achieved. Have excellent verbal and written

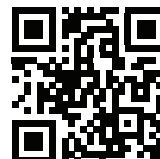
communication skills to develop on-going relationships with academies, schools, local community groups, councillors and officers. You will have overall responsibility for the Health and Safety Management on all sites.

Ideally, candidates will have relevant Leisure Management qualifications OR a Level 4 Management/Business Qualification OR 3 years' experience in a managerial role in a service sector, including 12 month's experience as a Duty Manager or above in a leisure facility. You will have experience in managing budgets/finance, all aspects of people management, project development, health and safety and service improvement and be driven to deliver all targets set.

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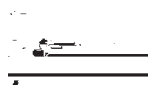
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**everyone**  
ACTIVE



The Bexley Contract is a Public Private Partnership Contract that is made up of three large leisure centres located in the London Borough of Bexley. These Centres are Crook Log Leisure Centre, Erith Leisure Centre and Sidcup Leisure Centre. The leisure centres have a throughput of over 2 million customers per year and are regarded as community hubs for the residents of Bexley. Bexleys facilities and services provide a diverse range of health, fitness, sport, leisure and recreational services for the communities that we serve.

## Duty Managers

£20,000 - £23,000 pa

Multiple vacancies throughout the contract. Responsible for day to day operations and delivering fantastic customer service

## Recreation Assistants

£16,016 - £17,180 pa

Multiple vacancies throughout the contract, supervising swimmers and ensuring the presentation of the facilities

## Swimming Instructors

£13 per hour

Multiple vacancies throughout the contract teaching the local residents, that are part of a large programme, to swim

Lex Leisure is a well established business that is continuously growing. Successful applicants can look forward to joining a company that can offer career prospects and believes in investing in its people.

**If you feel like you could bring some fresh ideas to the table we want to hear from you. Click below or scan QR code for more information.**

### What can Lex Leisure offer you?

- Competitive salary
- Generous annual leave
- Free gym membership for you and a nominated person
- Employee health cash plan
- Employee discount portal - discounts on travel bookings, high street vouchers, gift cards, cinema tickets, days out, leisure activities and your day to day spending
- Cycle to Work scheme
- Pension Scheme
- Company sick pay
- Career progression
- Training and development





# come for the potential, stay for the **success**

## South Lake - General Manager

PO10 SCP 51 - 54 £53,727 - £ 56,858 per annum.

**This £35m investment by the Council is of one of the UK's largest leisure complexes, which is a catalyst for our ambitious plan to Reimagine, Renew, and Regenerate our area.**

Opening in late Summer 2020, South Lake will incorporate best-in-class attractions including a 50m pool, 150 station gym, 8 court sports hall, health and beauty suite with its own vitality pool and a water-sports centre! Look at the fly-through to see the quality of this incredible facility.

<https://getactiveabc.com/sllcvideo>

We need an exceptional leader to ensure we realise its potential. Leading from the front you will gain the confidence of people at all levels. You will share our public service ethos, and be able to blend this with commercial acumen to achieve our business objectives, and deliver real social value.

You will be expected to achieve exceptional operational standards. You will be able to demonstrate a track record of success in a relevant sector that includes launching new facilities and delivering significant performance improvement.

This is a fantastic area to live and work and there will be an attractive relocation package for the right candidate. The selection process for shortlisted candidates will take place over two consecutive days on 27th and 28th November at a facility within the Council area.

### **Are you up for the challenge?**

Convince us you can make it happen.

Closing date for applications is  
**12 noon Friday 15th November 2019.**



[armaghbanbridgecraigavon.getgotjobs.co.uk](http://armaghbanbridgecraigavon.getgotjobs.co.uk)



**Armagh City  
Banbridge  
& Craigavon**  
Borough Council



truGym  
STEVENAGE

#getyourfit on

WE ARE LOOKING FOR AN ENERGETIC PROFESSIONAL

## GENERAL MANAGER

TO RUN OUR BRANCH IN STEVENAGE

COMPETITIVE SALARY AND BENEFITS

**You need to have a passion for fitness and the ability to manage a team.**

### Your roles will include:

- designing and promoting activities to meet customer demand and generate revenue;
- advertising and promoting the club or centre to increase usage, which may include commissioning and considering market research;
- maintaining high levels of customer care, often with a particular focus on avoiding loss of existing users;
- prioritising target activities and user groups (especially in local authority centres);
- managing maintenance, insurance, repairs and cleaning; recruiting, training and supervising staff, including managing staff rotas;
- carrying out health and safety checks on the equipment and site;
- handling complaints and incidents, e.g. accidents, emergencies or theft;
- ensuring own and staff members' first aid training is up to date;
- delivering some fitness training or coaching in sports activities - often a good way of maintaining contact with customers;
- preparing and checking budgets and generating income;
- cashing-up and keeping stock records;
- purchasing equipment and supplies;
- using advanced management information (e.g. footfall, the popularity of classes by hour) to improve provision and timetables and cope with fluctuations in demand;
- writing monthly or weekly reports and preparing cash projections for senior management.

For more information and to apply, click below or scan QR code.

 **Apply Now**





## We are recruiting apprentices from 16-60+

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

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

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

For more information  
and to apply, click below  
or scan QR code.

 **Apply Now**



  
**énergie  
Fitness**  
where you belong...



# PERSONAL TRAINER

**Bristol, UK**

**Salary - Competitive**

**Are you an inspiring Personal Trainer looking for somewhere inspiring to build your business? Well, look no further!**

Luxe Fitness is one of the UK's most stylish and atmospheric fitness clubs based in one of Bristol's most historic grade 2 listed buildings. A breath of fresh air in the fitness industry, offering a high-end premium club for an affordable price, perfect for building a personal training business.

We are not looking for average trainers, we are looking for the best! We want trainers who will blow us away with their passion and knowledge, trainers who expect more and will deliver more.

When it comes to gyms, you have to see us to believe us. We are definitely the coolest gym on the block.

All you need to work at Luxe Fitness is a Level 3 industry-recognised qualification, valid Personal Trainer insurance, a valid Emergency First Aid in the Workplace certificate and an amazing personality.

## Benefits:

- 24-hour club access
- Free staff membership + guest complimentary membership
- Take home 100% of your earnings
- High PT rates
- Great range of equipment
- Spacious zoned layout
- Competitive Personal Trainer rent or Free-rent for under 10 hours of your time looking after our members
- No annual license fees or hidden fees
- An amazing club, amazing members, amazing atmosphere.

For more information and to apply, click below or scan QR code.

 **Apply Now**







# WE ARE RECRUITING NATIONWIDE

## EMPLOYED PERSONAL TRAINERS

Focus on PT Sessions



Excellent commission



Huge membership base



Guaranteed income



Peak timeslots

## FREELANCE GROUP EXERCISE INSTRUCTORS

All disciplines



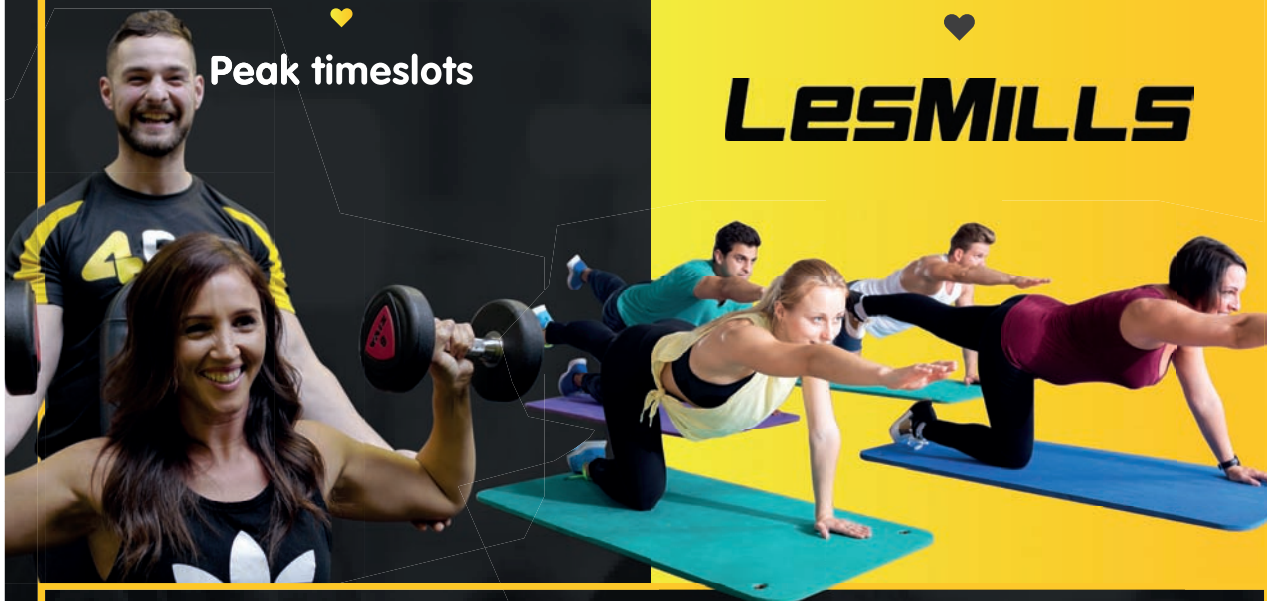
Back to back classes



£20 per hour



# LES MILLS



Send your cv and cover letter to  
[stacey.gould@exercise4less.co.uk](mailto:stacey.gould@exercise4less.co.uk)

SO YOU CAN  
TURN YOUR PASSION  
INTO YOUR CAREER.



WE ARE HIRING

Finding your fit. It's what The Gym is all about. No matter your shape or size or experience, there's a place for everyone here! Seeing everyone at The Gym grow by taking on amazing development opportunities in a growing business, and trying their arm at new things gives us a warm fuzzy feeling. And we want everyone who comes to us to get a piece of that amazing just-smashed-my-personal-best action. The Gym is where you take yourself to the next level.

- **GENERAL MANAGERS**
- **ASSISTANT GENERAL MANAGERS**
- **PERSONAL TRAINERS/FITNESS TRAINERS**
- **CAREERS IN GYM SUPPORT**

Come and find your fit at The Gym, head to  
[www.thegymgroup.com/careers](http://www.thegymgroup.com/careers).

the  
gym.  
find your fit



STRIP  
WAX BAR

# Therapist

LONDON

COMPETITIVE SALARY AND BENEFITS

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

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

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

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

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

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

*Please mention Spa Opportunities when applying for this job.*

For more information, scan QR code or click apply now

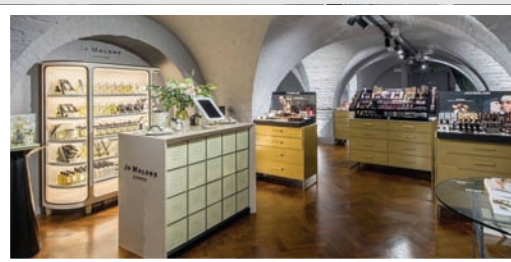


Apply Now





## URBAN RETREAT



## VACANCIES

### Knightsbridge, London, Competitive Salary and Benefits

From the creators of Urban Retreat, 'The White House' a new hair, beauty and hospitality concept is set to open in Knightsbridge this Spring.

Be a part of this amazing team set to redefine the London beauty scene.

We are currently recruiting for 2 roles and are looking for individuals who are hardworking, highly skilled and professionals! If you are someone who has real passion for the beauty industry, who would like to be part of the best team in luxury surroundings, and able to provide services of the highest standards then we'd love to hear from you!

### Beauty Therapist

#### Essential key skills:

- Minimum of 2 years' experience in a professional salon environment
- Professionally recognised qualification equivalent to NVQ Level 2 and have certifications or comparable
- Experience in manicure, pedicure, gel, everlasting and acrylic services
- Demonstrable experience of delivering customer excellence
- Excellent organisational and time management skills
- Fluency in English and excellent communication skills
- Sales-driven with the ability to achieve targets
- Sales / retail ability or experience
- Ability to work cohesively with other employees as part of a team
- A high level of professionalism and understanding of client confidentiality
- Must be flexible and prepared to work evenings weekends and Bank Holidays
- Must adhere to salon standards of exceptional personal grooming, representing the Urban Retreat brand to the highest of standards

### Hair Specialist

For the right candidate, The White House are offering the opportunity to spend three weeks training in the Frederic Fekkai salon in NY.

#### Essential key skills:

- Minimum 3 years shop floor and column generating experience
- Excellent all-round colour skills; possess the ability to perform classic, contemporary and trend styles
- Excellent all-round knowledge and experience with colour techniques
- Ability to blow-dry and finish in a modern way
- Good command of English both verbally and in written communication
- Level 3 NVQ or equivalent
- Documented professional development over your career
- Certified training with any of the major providers such as L'Oreal
- Ability to work in areas such as session work, shows, competitions, seminars etc.

To find out more about these roles click apply now or scan QR code

 **Apply Now**



# BECOME A PART OF GOCO

# GOCO HOSPITALITY



## MANAGER

### Corporate Spa Operations

Join GOCO Hospitality's multicultural team of passionate professionals and work with the world's leading hospitality brands on some of the most innovative wellness hospitality projects.

Based in GOCO Hospitality's corporate headquarters in Bangkok, the Manager - Corporate Spa Operations is responsible for all spa operations within the company's portfolio, including on-going consulting projects and GOCO-owned properties and management projects. Be responsible for all aspects of spa operations and management, supporting and mentoring spa managers and team members with a strong focus on brand standards, hands-on training and innovative success.

**For more information and to apply, click 'apply now' or scan QR code.**

#### Benefits Include

- Competitive salary and benefits package.
- Work in an international and multicultural environment.
- Work for prestigious luxury clients from around the world.
- Opportunity to exercise creative ideas and skills.
- Central Bangkok workplace with opportunity to travel.
- Work Permit and Visa (when applicable).
- Health insurance.



 **Apply Now**





HandPICKED  
HOTELS  
BUILT FOR PLEASURE

# Spa Therapists

## Nationwide Competitive Salary plus Benefits

**We are looking for talented Spa Therapists to join the Hand Picked Hotels team.**

We have a range of Full Time & Part Time positions available to include weekend shifts on a rota basis and live in accommodation available at some of our sites starting from only £52 per week.

Our spa teams are passionate and dedicated to their profession. They aim to optimise the effectiveness of the treatments and therapies offered. When guiding our clients towards the right choice of treatment and product we take into account their overall lifestyle and its requirements and also their individual circumstances on the day and how they wish to feel.

Working at the spa is fun and we want you to love your job and embrace the warm, friendly personalities of our guests and be focused on delivering first-class experiences and exceeding their expectations at every turn. We are a family and we treat our team like family.

#### **What we need from you:**

- To be passionate about delivering the very best spa experience each and every day
- To be smart and well presented
- To have previous experience in a similar role or a real desire to prove yourself as a first-time therapist
- NVQ Level 3 or similar level spa related qualifications and be fully qualified as a minimum in manicures, pedicures, waxing, massage and facials
- Excellent level of spoken and written English
- To be able to work shifts as required that will include weekends and bank holidays
- Proof of eligibility to live and work in the UK

**For more information, scan  
QR code or click apply now**



#### **What we can offer you:**

- Competitive salary
- Live in accommodation is available at some of our Hotel properties
- Annual leave rising with service
- Free car parking
- Discounted hotel accommodation across the Hand Picked group of hotels
- Employee of the month/year awards
- Full Elemis product and treatment training and development opportunities
- Uniform and Meals on duty

Hand Picked Hotels is a collection of 19 country house hotels throughout the United Kingdom and Channel Islands. With a welcoming and charming service delivered in inspirational surroundings, our guests are encouraged to feel at home, relax, kick off their shoes and indulge! Our core values of family, individuality, initiative, welcoming and local engagement are not just words - it's what we do - every day.

*Candidates must be eligible to live and work in the UK.*



**Apply Now**





# LOOKING TO RECRUIT?

For over 30 years  
Leisure Opportunities  
has helped organisations  
across the leisure industry  
to find the best talent available.

**Contact us to post your job today!**

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**email:** [leisureopps@leisuremedia.com](mailto:leisureopps@leisuremedia.com)

**live chat:** [leisureopportunities/livechat](https://leisureopportunities.com/livechat)



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